

The logo for Preston Bullants Junior Football Club is displayed on a red rectangular background. The text "Preston Bullants" is written in a large, white, outlined font at the top. Below it, "JUNIOR FOOTBALL CLUB" is written in a smaller, white, outlined font. In the center of the red background, there is a stylized white and red soccer ball with motion lines radiating from it.

Preston Bullants JUNIOR FOOTBALL CLUB

Strategic Plan 2019 - 2021

Purpose statement:

To provide our children with the opportunity to develop physical fitness and skills, experience teamwork and enjoyment, develop friendships, and a sense of fairness in a safe and caring environment that is inclusive of family and community.

Core values/guiding principles :

- *We make the club accessible to, and are welcoming of, all.*
- *We strive to maintain and strengthen relationships in accordance with our values.*
- *We nurture the physical and mental wellbeing of our children.*
- *We provide an environment that facilitates the personal development of our members and encourages them to behave as “good sports”.*

Portfolio areas:

1. *Governance Structures*
2. *Coaching*
3. *Club Community*
4. *Sustainability/Sponsorship*
5. *Girls' Team*

Portfolio area: *Governance Structures*

Objective: WHAT do you want to achieve?	Strategy: HOW are you going to do it?	Responsibility: WHO will do it	Timeline: WHEN will they do it by	Resources/finances needed.
Ensure Position Descriptions for all key roles	Include: <ul style="list-style-type: none"> • Role expectations • Time commitment expectations Identify other club members (possibly through Registration process) with specific skillsets	Individual Committee members	July 2019 Ongoing	
Develop and implement a Succession Plan	Identify areas of greatest risk eg. <ul style="list-style-type: none"> • President • Treasurer • Secretary • Coaching Director • Business Intelligence • Documentation Establishment of various sub-Committees may broaden the base for selection of potential Committee members into the future. Create a list of duties and a calendar of season requirements to facilitate smooth handover to incoming new Committee members.	Committee Committee	July 2019 Construct over course of season 2019	

Other Risk management activities	<ul style="list-style-type: none"> • Establish an Electronic media Sub-Committee. (Call for volunteers (1 per team): <ul style="list-style-type: none"> ○ Website management ○ Communications ○ Team App ○ Establish a Social Media policy • Electronic document and club intelligence storage is in place. All Committee members to start using. 	TBD Committee	May 2019 August 2019 March 2019	
Develop and agree on relevant Sub-Committees to help share the load.	<ul style="list-style-type: none"> • Discuss areas of risk and heavy workload. • Create and 'grow' a register of volunteers • Develop the notion of 'Volunteer Management' <p>Possible Sub-Committees:</p> <ul style="list-style-type: none"> • Social • Communications <ul style="list-style-type: none"> ○ Social Media • Girls' Team • Coaching • Match Day • Merchandise • Sponsorship <p>Establish a Terms of Reference for each Sub-Committee.</p>	Committee	September 2019	

Portfolio area: *Coaching*

Objective: WHAT do you want to achieve?	Strategy: HOW are you going to do it?	Responsibility: WHO will do it	Timeline: WHEN will they do it by	Resources/finances needed.
Empower the Coaching Director to embed club mission in coaching group.	<ul style="list-style-type: none"> • Develop a formal Job Description for Coaching Director. • Develop an over-arching Coaching Framework. Needs to be consistent with YJFL <i>Coaches Code of Conduct</i> and emphasise the importance of age-appropriate coaching. • Develop Coach selection guidelines • Undertake appropriate development opportunities for our Coaching Director. • Establish an annual budget for Coaching development. 	<p>Coaching Director</p> <p>Treasurer</p>	<p>June 2019</p> <p>March 2019</p>	<p>Training budget</p>
Ensure that our coaches are delivering on our “purpose”, and in accordance with our core values.	<ul style="list-style-type: none"> • Ensure coaches represent the club in a positive light. • Ensure our coaches are approachable. • Regular feedback to coaches • End of year assessment of coaches • Undertake appropriate development opportunities for our coaches. 	<p>Coaching Director</p>	<p>Ongoing</p> <p>Annual</p>	

Portfolio area: *Club Community*

Objective: WHAT do you want to achieve?	Strategy: HOW are you going to do it?	Responsibility: WHO will do it	Timeline: WHEN will they do it by	Resources/finances needed.
An enhanced sense of ‘club’ as opposed to 8 individual teams.	<p>Create opportunities for teams to interact – eg.</p> <ul style="list-style-type: none"> • Colts take U10s for a training session • U15s go as a group to watch U12s play in a Final • Some type of buddy system ???? • Every time a child comes to our club for the first time, they must take something away with them (eg. cap, fridge magnet photo of them in a Bullants guernsey) – make them feel good about the club. 	Committee	Ongoing	
An enhanced sense of social connection for all club member families.	<ul style="list-style-type: none"> • Regularly re-visit the most appropriate format for the club’s annual social event (2018 Bullants Bash) • Focus on welcoming new families to the club: <ul style="list-style-type: none"> ○ Committee member to attend Auskick 	<p>Committee</p> <p>Committee</p>	<p>Annual – February</p> <p>Annual – February</p>	

	<ul style="list-style-type: none"> and an early Tackers training session ○ Season Launch: <ul style="list-style-type: none"> ▪ Invitations to include Auskick families 		Annual - March	
Ensure ongoing effective communication with all club members and stakeholders	<ul style="list-style-type: none"> • Bi-annual Club Satisfaction Survey. • Exit interviews for players/families departing the club • Add Auskick cohort to TemApp 	TBD	Bi-annual from October 2019 Annual	
Continued focus on the personal development of club members	<ul style="list-style-type: none"> • Embed and enhance current SALT sessions, including: <ul style="list-style-type: none"> ○ Positive Coaching ○ Time to man up ○ Peer Group Pressure ○ Leadership ○ SITNP Empowered ○ Social Media 	Gab.O	Annual	
Designate a Club/community base	<ul style="list-style-type: none"> • Set up (Zwar?) as a practical club base – eg. “The Bullants’ Nest” • Current feasibility study (links to Govt Grants) to consider facilities such as: <ul style="list-style-type: none"> ○ Gymnasium ○ Playground 	President	Ongoing	

Portfolio area: *Sustainability / Sponsorship*

Objective: WHAT do you want to achieve?	Strategy: HOW are you going to do it?	Responsibility: WHO will do it	Timeline: WHEN will they do it by	Resources/finances needed.
<p>Ensure a medium to long term approach to sponsorship revenue</p>	<ul style="list-style-type: none"> • Review current Club Sponsor arrangements. • Review approach to Sponsorship – ie. is the 3 tiered sponsorship ‘package’ approach working? • Identify a club member with marketing expertise to liaise with the Committee income generation opportunities. • Need to examine what is attractive for the point of view of the prospective sponsor • Undertake Exit interviews with departing sponsors 	<p>Committee</p>	<p>Ongoing</p>	
<p>Ensure sustainability of player numbers.</p> <p>(the extent of desired growth needs to be considered in the context of logistics – ie. ground availability etc.)</p>	<ul style="list-style-type: none"> • Implement an annual ‘Come and Try’ day. • Maintain and grow relationship with Auskick. • Engage with other local communities: <ul style="list-style-type: none"> ○ Schools ○ Preston Bullants 	<p>TBD</p> <p>Tony.F</p>	<p>Annual from January 2020</p> <p>Ongoing</p>	

	<p>Cricket Club</p> <ul style="list-style-type: none">○ West Preston Cricket Club (Zwar)○ Northern Blues○ Preston Bullants Amateurs○ Local netball clubs ??○ Local Mosque			
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Portfolio area: Girls' Teams

Objective: WHAT do you want to achieve?	Strategy: HOW are you going to do it?	Responsibility: WHO will do it	Timeline: WHEN will they do it by	Resources/finances needed.
Sustain girls teams	<ul style="list-style-type: none"> • Facilitate annual inflow to club of girls from Auskick • Engage with other local communities: <ul style="list-style-type: none"> ○ Schools ○ Preston Bullants Cricket Club ○ West Preston Cricket Club (Zwar) ○ Northern Blues ○ Preston Bullants Amateurs ○ Local netball clubs ?? ○ Local Mosque 		Ongoing	
Regular Recruitment of girls	Consider new approaches to recruitment. eg. <ul style="list-style-type: none"> • Letterbox drops • Cricket clubs • Netball clubs 			Printing/Stationery budget