

Morawa Football

Club

Future Directions

Plan



2009-2012

Introduction

The Morawa Football Club is a major part of the communities social and sporting past and future and to allow it to continue to grow and survive the club has decided to deliver a future plan to not only survive but also grow and prosper for many years to come.

The plan the club has delivered will allow the club to prosper financially, socially also become a positive and leading sports body in the Morawa community. This can be achieved providing the club sets achievable goals and time lines.

Following this intro are a list of what the Morawa Football Club has chosen as its top 5 priorities including defined strategies, timeframes, responsible persons and outcomes. Each of these endeavour to establish the how, when and who for each of the priorities identified. This will ensure the plan remains a 'living and breathing' document for the club. To allow the club to grow and survive in the future and to have on field success.

Priority level implementation

Time Frame

Year of

Very high (VH)

0-2 years

2009-2010

High (H)

0-3 years

2009-2011

Medium (M)

0-4 years

2009-2012

Low (L)

0-4+ years

2009-2012

The five priority areas of the Morawa FC strategic plan are as follows;

- Financial stability , Sponsorship , membership

- Club profile ,family friendly , enjoyable
- On field performance
- Facilities
- Volunteer base

Priorities

1. Financial stability, sponsorship, membership

- **Increase membership base**

1. Attract more non playing members to join the club.
2. Provide incentives to become a member
3. Advertise club functions and playing days

- **Corporate sponsorship**

4. Allow them to see what club does and what it has planned for the future.
5. Try for 3 to 5 year sponsorship agreements.
6. To give corporate maximum exposure for their sponsorship dollar.

- **Local sponsorship**

7. Involve all local sponsors in advertising
8. Club to support local sponsors
9. Nominate sponsorship co-ordinator

- **Player sponsorship**

10. Provide player manager.
11. Find players willing to play for Morawa football Club

- **Fundraising**

12. Ongoing and annual fundraising events; social nights, grain carting, hay carting, monster auctions.

13. Nominate fundraising co-ordinator.

2.Club profile, family friendly, enjoyable

- **Advertising**

1. Nominate advertising co-ordinator.

2. Positive profile presented in all adds.

3. Use local media and school newsletters

- **Self promote**

4. Provide positive friendly social club functions that appeal to families.

5. Involve players and officials in community events

- **Positive environment**

6. Make the club a safe place for children to learn to play football

7. Grow the game on the clubs home ground

8. Involve other winter sports in social event planning.

- **Change Club culture**

9. Only accept the best effort on and off the field.

10. Promote players and officials pride in the jumper and being involved with the club.

11. Set achievable goals for the playing group

12. Family friendly.

13. Encourage parent involvement at all levels of the club.

14. Senior players to be more involved with juniors.

15. Everyone involved with the club to take ownership.

3. on Field Performance

- **Recruitment**

1. Target ex juniors of the club.
2. Approach local farmers and business about employing players.
3. Target Recruitment officer.
4. Select coaching staff early.
5. Dealing with paid players.
6. Target locals of the age to play the game get them involved.
7. Work with WA College of agriculture Morawa with football programme.

- **Training**

8. Best nights for maximum numbers at training.
9. More structure.
10. Social events after training with players and families.

- **Player data base**

11. Get sports pulse computer programme.
12. Easier player registration.
13. Approach registration co-ordinator.

- **More structure**

14. All committee members to have a portfolio

15. All committee to be aware of club plan.

- **Commitment**

16. Club to continue to grow the game locally.

4. Facilities

- **Change rooms / Toilets**

1. Work with local government to plan for the future needs of the club.
2. Involve all winter sports groups in planning new or upgrading facilities.
3. Respect and maintain current facilities.

- **General maintenance**

4. Advise shire of any problems that the club is aware of at the football ground.

- **Kitchen**

5. Talk to all persons involved with kitchen area to find out requirements for future planning

- **Fully fenced oval**

5. Volunteer base

- **More umpires**

1. Provide training for all levels of umpiring
2. Club to fully support umpires at all times.
3. Encourage people who have never played the game but wish to be involved.
4. Reward umpires at all levels

- **Parent support**

5. Give all parents roles within the junior club.
6. Get Parents umpiring, coaching. Running water, club runner.

- **Junior coaches**

7. Club to get all coaches accredited at clubs cost.
8. Senior club to be more involved with junior development and coaches.
9. Club to fully support junior coaches.

- **Target ex players**

10. Administrators
11. Trainers
12. Club runners
13. Co-ordinator roles within club
14. Coaches junior and senior.

- **Support for canteen roster**

15. Work with netball and hockey clubs to all benefit from canteen.

16. Canteen co-ordinator.

- Family/fun environment

17. Target all of the Morawa community when having social functions (footy is fun).

Positions within Committee

President;

Senior vice President;

Junior vice President;

Secretary;

Treasurer;

Senior NMFL delegates -2;

Junior NMFL delegates-2;

Volunteer Co-ordinator;

Umpires Co-ordinator;

Fundraising Co-ordinator;

Sponsorship Co-ordinator;

Football Manager;

Social Director;

Facilities Co-ordinator;

1. Financial stability, Sponsorship, Membership

Increase membership base/corporate sponsorship/fundraising

No	Recommendation	Strategy(How)	Priority	Responsibility	Timeline	Outcome
1	More non playing members	Letters to community members	VH	Membership Officer	ASAP 2009	Double Membership 150
2	Provide membership incentives	Approach companies for prizes	H	Membership officer	2009 ongoing	Increase membership
3	Advertise club functions, playing days.	Local paper , club newsletter	VH	Advertising officer	2009 ongoing	Well attended functions
4	Provide plans to corporate sponsors	Completed future plan	VH	Sponsorship co-ordinator	2009 ongoing	Increased sponsorship
5	3 to 5 year sponsorship deals Set hard targets for sponsorship ***	Long term proposals to sponsors sell the club to potential sponsors	VH	Sponsorship co-ordinator	2009 ongoing	2 new major sponsors New mid level sponsors
6	Maximise exposure for corporate sponsors	Advertising plan Do costing budget for signage	VH	Advertising co-ordinator	2009 ongoing	Improved signage as part of deals
7	Involve all local sponsors in advertising	Put sponsors on letter head and newsletters highlight local sponsors	VH	Advertising co-ordinator	2009	Positive feedback from sponsors
8	Club to support local sponsors	Buy local were possible	VH	committee	2009	
9	Sponsorship co-ordinator	Good communicator salesperson with a good knowledge of clubs history	VH	committee	2009	Improved local sponsorship
10	Player Manager	Person who has clubs best interests	H	committee	2009	Increased player numbers
11	Players willing to travel to Morawa	Target ex juniors stay in touch with past juniors	VH	Recruiting manager	2009 ongoing	Return of some past juniors to play for the club
12	Ongoing and annual fundraising events	All members can be involved(ownership)	VH	Fundraising Co-ordinator	ongoing	Extra income
13	Nominate fundraising Co-ordinator	Be active in community make them aware that the club is after fundraising	VH	committee	2009 ongoing	Improved fundraising

2. Club profile, family friendly, enjoyable

Advertising/self promotion/positive environment/club culture

no	Recommendation	Strategy(how)	Pri- ty	Responsibility	Timeline	Outcome
1	Nominate Advertising co-ordinator		VH	committee	2009	Select person
2	Positive profile in advertising	Footy to be fun and fitness at all levels	VH	Advertising Co-ordinator	2009	Positive talk in the community
3	Local media school newsletters	Media liaison person	VH	Advertising Co-ordinator	2009	More exposure within community
4	Positive friendly social functions (family)	Well run functions providing for families	VH	Social co-ordinator Fully supported by committee	ongoing	Well attended functions
5	Involve players and officials in community events	Form community partnerships (local shire)	VH	All players and officials of the club	2009	Improved involvement
6	Safe place for children to learn about football	Working with children checks	VH	committee	ongoing	Increased numbers of children playing football
7	Grow the game locally <u>our club</u>	Different events (night games ,rec footy)	VH	committee	2009	Higher profile for football
8	Involve other winter sports in planning	Form social partnerships with hockey and netball	VH	Social director	2009 ongoing	Joint functions with all winter sports clubs
9	Best effort on and off field	Strong club and playing group	VH	Coaches and committee	2009 ongoing	Success on and off the field
10	Players and officials pride in club and jumper	Make the club important to the community	VH	Committee	2009 ongoing	Success on and of field
11	Set achievable goals for playing group	Establish playing group and coaches	VH	Player manager coaches .committee	2009 ongoing	Achieve goals set
12	Family friendly	Family friendly events	VH	Social director	2009	More events
13	Parent involvement	Invite them to	VH	Volunteer	2009	More parents

	at all levels	be involved		co-ordinator		helping
14	Senior players more involved with juniors	Get junior and senior coaches together	H	coaches	ongoing	Coaches working together
15	All involved with club take ownership	All involved to have roles within club	VH	committee	ongoing	Many volunteers

3. on field Performance

Recruitment/training/player data base/structure/commitment

no	recommendation	Strategy(how)	priority	responsibility	timeline	outcome
1	Target past juniors of the club	Make contact with players from 2002 forward	VH	Recruiting manager	2009 ongoing	Return of some players to the club
2	Local employment for players	Write to all large employers let them know clubs intentions	VH	Recruiting manager	ongoing	Have some players employed locally
3	Target recruiting person(title)	Person with past knowledge of the club	VH	committee	2009	Position filled
4	Select coaching staff earlier than past years	Have set selection dates every year	VH	committee	2009 ongoing	Set dates and advertising plan for future
5	Dealing with paid players	Have the finances to do so realistically sponsorship	H	Recruiting manager/committee	As required	Get players without over committing the club
6	Target none playing locals of playing age	Be proactive locally	VH	committee	now	New local players at club
7	Improve football programme at WACOA Morawa	Work together with college and support programme	VH	Committee/coaches Umpires co-ordinator	2009 Start of school years	More students involved with club at all levels
8	Maximise numbers at training nights	Best nights for most numbers	VH	Coaches committee	2009	Improved numbers at trainings
9	More structure	Set goals Set boundaries	H	Committee Coaching staff	2009	Improved attitude
10	Social events after training with players and families	Set calendar Involve other winter sports	VH	Social director Coaching staff Committee	2009 ongoing	Well attended events
11	Get sports pulse programme	Approach WACFL	VH	secretary	2009	Using programme
12	Easier player registration	Improve Communications	VH	Registrar Player manager	2009	All players registered on

		Set timelines				time
13	Approach registration officer	Committee member	VH	committee	2009	Position filled
14	All committee to have portfolio	Allocate portfolios immediately after AGM each year	VH	committee	2009 ongoing	All positions filled
15	Committee to be aware of club plan	Revisit plan every 2 months at meetings	VH	committee	At all times	Achieving plan objectives
16	Grow the game locally	Promote footy as fun	VH	committee	2009	Improved attendances

4. Facilities

Change rooms/toilets/general maintenance

no	recommendation	Strategy(how)	priority	responsibility	timeline	outcome
1	Work with local government to plan future needs of the football club	Form local partnership with shire	VH	President committee	2009 ongoing	Positive input towards planning
2	Involve all winter sporting clubs in planning new or upgrading facilities	Invite input from other clubs when having planning meetings	H	President committee	2009 ongoing	Plan supported by all winter sporting bodies
3	Respect and maintain current facilities	Set club rules be aware of clubs responsibilities	VH	All persons involved with the football club	2009 ongoing	Less damage more positive feedback
4	Advise shire of any problems that the club is aware of at the football ground	Open better lines of communication with shire (OHAS) **	VH	president	2009 ongoing	Problems getting fixed faster
5	Talk to those who use the kitchen most find out requirements for future planning	Involve all users in planning process	H	President committee	When planning starts 2009	Improved kitchen facilities

(OHAS): Occupational Health and Safety

5. Volunteer base

Umpires /parent support/junior coaches/ex players/canteen roster/family fun

no	recommendation	Strategy(how)	priority	responsibility	timeline	outcome
1	Provide training for all umpires	Past players college students	VH	Umpires Co-ordinator	2009 ongoing	More umpires
2	Club to fully support umpires at all times	Have club rules regarding treatment of umpires	VH	Club officials Players coaches	2009 ongoing	Umpires enjoying being involved with our club
3	Encourage non players to become umpires	Provide free accreditation and support	VH	Committee	2009 ongoing	2 new umpires each year
4	Reward umpires at all levels	Fair payment for levels umpired recognition	VH	Umpires Co-ordinator	2009 ongoing	Umpires satisfied with remuneration
5	Give parents rolls within the juniors	Appoint one parent for each job	VH	Committee Junior coaches	2009 ongoing	To many parents have to have roster
6	Get parents involved make them part of the junior club	ASAB with club support	VH	committee	2009 ongoing	ASAB having parents involved with senior club
7	Get all coaches accredited at clubs cost	Seek out accreditation courses	VH	committee	2009 ongoing	%100 Accreditation All grades
8	Senior club to be more involved with junior development	Roster to help with junior training nights	H	Senior and junior coaches	2009 ongoing	Coaches working together
9	Club to fully support junior coaches	Club officials to attend junior training get to know players	H	committee	2009 ongoing	More parents wanting to coach
10	administrators	Have a plan	VH	All members	ongoing	All positions filled annually
11	Club Trainers for all grades	Look outside playing group	VH	committee	2009 ongoing	1 or more qualified

		advertise locally				trainers
12	Club runners all grades	Junior parents Past players	VH	coaches	2009 ongoing	Positions filled
13	Co-ordinator rolls within club	Ask for interest outside core groups	VH	committee	2009 ongoing	Members of community get involved
14	Coaches all grades	Appoint early talk to parents this season for next	VH	committee	2009 ongoing	Jobs filled with quality persons
15	Work with other winter sports clubs to all benefit from canteen	Appoint canteen co-ordinator have a budget	VH	Social and fundraising Co-ordinators	2009 ongoing	Successful rosters everyone supports
16	Canteen co-ordinator	Committee support	VH	committee	2009 ongoing	Position filled
17	Target whole community when having social functions	Social calendar advertise in local media outlets target none playing public	VH	Advertising Co-ordinator Social Co-ordinator	2009 ongoing	People from outside winter sports clubs attending functions

Example

*** Targets for sponsorship; Year 1; acquire two (new) sponsors 1 Major, 1 mid level.

Year 2; 1 mid level (new) maintain year 1 sponsors

Year 3; 1 high level (new with naming rights) sponsors

1 Major, 2 mid level, local sponsors

Year 4; Convert 1 mid level sponsor to a major sponsor

Consolidate 2 major sponsors for 3 years.

Monitoring Implementation

The Morawa Football Club is responsible for the implementation of the Futures direction plan; the key stakeholders need to be involved in the application and administration of the plan. The key stakeholders of the Morawa Football club are the committee, officials, players, sponsors and members of the club.

Summary

Morawa Football Club needs to become an important part of the Morawa community and to do this it must rebuild its image to the local people , implementing many of the recommendations will not only bring the club on field and financial success but also give it a positive image to prospective members , players , and supporters .

The club must constantly revisit the plan to make sure that its meeting timelines and outcomes, for the first year we need to look at the plan every 2nd meeting or when impending issues arise that affect the plan.