



ECBAFC STRATEGIC PLAN

2021 - 2023

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VISION & PURPOSE



Mission Statement

TO CREATE A SUPPORTIVE, SUSTAINABLE AND ACTIVE SPORTING COMMUNITY WITHIN WHICH EVERYONE CAN PARTICIPATE IN THE GAME OF FOOTBALL FOR ENJOYMENT AND TO FULFUL THEIR POTENTIAL.

Vision

AS MANY AS POSSIBLE, AS GOOD AS POSSIBLE, AS LONG AS POSSIBLE

Cultural Principles

PARTICIPANT FIRST (WHATS BEST FOR THE PLAYER),
EQUAL FOCUS ON EVERY LEVEL OF PLAYER



STRATEGIC PRIORITIES

Strategic Priority	Measure of Success
Community & Engagement	Clearly understood culture and values for the club, measured through a survey-based culture metric across different stakeholder groups in the club.
Sporting (Playing, Coaching, Refereeing)	Increase in participation, measured through playing, coaching and refereeing numbers
Facilities	Safe facilities, measured through number of incidents and near misses Facility utilization, measured through utilization plan and financial contribution Availability, measured through number of contended events
Financial Health	Profitable for reinvestment, measured through adherence to budget
People	Clear operating structure including volunteers, measured through people and volunteer survey

PRIORITY 1: COMMUNITY & ENGAGEMENT



Activity	Initiatives	Board Sponsor	Resources Required
School Engagement	Proactive contact and Football support for Primary, Intermediate and Secondary Schools in our area. Assist with school tournament and football programs. Create a collaborative relationship to mitigate club vs. school conflict. Create pathways for secondary school girls players.	Roger Bridge	Football Development Officer
Events & Festivals	Deliver a programme of events throughout the year at the Clubroom Events programme to engage all areas of club membership	Mike Boyens	Volunteers Operations Manager
Club Connections	Better link between first team/senior teams and junior teams through to first kicks	Jonny Gaze	Football Development Officer, First Team Coach, Junior & Senior Committees
New Communities	Engage with female sporting community, participation for disadvantaged groups, charity support, flexible playing options that suit different community needs	Russell Fisher	Director of Football
Website & Comms	Implement Friendly Manager, new website, social media manager, club shop	Mike Boyens	Operations Manager Social Media & Comms Volunteer (Claudia)

PRIORITY 2: SPORTING



Activity	Initiatives	Board Sponsor	Resources Required
Coach Development and Engagement	Volunteer coach support program, coaching manual for junior coaches, regular coaching communications, coach development opportunities, regular coach drop in sessions, run coach education before season starts, practical coaching clothing	Jonny Gaze	Director of Football Funding for Coach Development Program delivery (\$0 Cost for Coaches)
Additional Sporting Programmes	Increase resource and investment in women and girls football programme Investigate interest in additional programmes I.e. Walking football, school holiday programmes	Russell Fisher	Director of Football Football Development Officer Women's Coach
Football Pathways	Clarity on philosophy and how to translate it into programs, clear comms on key messages of football program, clarity and alignment for 9-12 grade, community football pathways, mini bays to first team pathway defined, playing and coaching style across all grades	Tony Stevenson	Director of Football Operations Manager Volunteer Comms Manager Scholarships (i.e. US) support resource
Elite Performance	Success at senior level, goal to have national league team, accreditation	Duncan McMinn	First Team Coach Operations Manager Director of Football

PRIORITY 3: FACILITIES



Activity	Initiatives	Board Sponsor	Resources Required
Clubroom Refresh	Update clubrooms, club working bees, fresh look for clubrooms, upgrade facilities, refresh clubrooms. FIRST ACTION: define what the clubrooms should be	Paul Gillies	Working Group (Duncan and Roger to lead)
Changing Rooms	Plan for how we might improve and refresh the training rooms in 2022	Mark Skeath	Council Working Group
Food and Beverage	Coffee and food vendor / plan for delivering food, finalise bar update with new supplier	TBC	Operations Manager Bar Manager

PRIORITY 4: FINANCIAL HEALTH



Activity	Initiatives	Board Sponsor	Resources Required
Sponsorship Programme	Sponsorship packages to include commercial and community sponsorships. Promoted through the website and regularly promoted to members through communications channels	Mike Boyens	Sponsorship Resource Volunteer Communications Resource Funding to action sponsorship commitments
Merchandise	Club shop, promote merchandise and Lotto Partnership	Jonny Gaze	Website / Online Store Lotto (Glenn Read) Operations Manager Volunteer Comms Resource
Grants and Sponsorship Resource	Invest in role / person to gain sponsorship and grants, commissioned sponsorship person, sponsorship team	Tony Stevenson	Recruitment Support Commissioned Resource Sponsorship working group
Financial Plan	Deliver financial plan, financial reporting at board meetings	Paul Gillies	Financial Subcommittee

PRIORITY 5: PEOPLE



Activity	Initiatives	Board Sponsor	Resources Required
Resourcing Plan / Org Structure	Operations Manager, support our volunteers with volunteer co-ordinator, clear club structure with roles and responsibilities, structured volunteer programme, each team to volunteer during season	Roger Bridge	People Subcommittee (Duncan, Mike, Jonny, DOF, Ops Mgr, Volunteer Manager/Convener, Board Chair)
Introduce New Committees	Junior Committee Senior Committee	Jonny Gaze	Committee Members
Diversity	Increase in diversity of representation on board, all areas of club represented on board or subcommittees	Russell Fisher	
Internal Communications	Work with operations manager to provide a clear internal communications structure. Update board agenda to align with strategic plan. Create visibility of board, committee & football decisions among all contributors to the club (Board, Paid Employees, Volunteers)	Mike Boyens	Operations Manager