



STRATEGIC PLAN 2011 - 2014

Maroochy Roo's Junior Australian Football Club

Vision: To make the Maroochy Roo's JAFC the most respected and first choice for member on the Sunshine Coast

Mission: To deliver a club environment that focuses on achievement, growth, participation, skill development and retention with first class leaders, education and encouragement in a safe, trusted and friendly environment.

STRATEGIC PLAN 2011 - 2014



Maroochydore Roos JAFC



Guiding Principles

1. Focus on achievement rather than winning, focusing on achievement maintains that winning is a goal.

2. Be a leader in club administration and organisation through strong communication, ethical decision making, financial stability and forward planning.

Guiding Principles

3. Always ensure a safe, trusted, disciplined and ethical club environment.

4. Always encourage an atmosphere of growth, learning, positive instruction and skill development in an enjoyable environment.

5. Promote a positive, friendly and vibrant club community

GOALS	STRATEGIES	K.P.I.'S	RESPONSIBILITY	COSTS	TIMELINE
1. Resources- ensure sufficient investment and provision of resources as well as infrastructure for team requirements.	1. A. Ensure critical volunteer support positions in place prior to each season B. Ensure each team has a full supply of standard equipment. C. Appoint Football Equipment Manager D. Achieve second level of rooms and grandstands at Fisherman's Road Complex E. Quote and obtain funding for shade structures over oval two score board and canteen area. F. Utilise Club Coordinator (Stacey French) to further develop strategies and their success. G. Construct oval three score board H. Develop plans for players amenities on oval three	1) Volunteers in place 2) All teams provided with sufficient equipment 3) Rooms and grandstand built 4) Shade structure in place 5) Stacey being actively involved in club coordination 6) Construction 7) Plans	President/Committee Equipment/Ground Stewart coordinator Grants officer President- T Kennedy President/Council President/Council	Nil \$26,917.00 \$1,000 quote quote	Yearly- ongoing Yearly-ongoing 2013 2011 2011-2014 2012 2013
2. Financial Viability- maintain financial viability	2.A. Negotiate ongoing sponsorship arrangements B. Budget and allocate for coming season, expenses at the end of each season. C. Comply with audit requirements	1) Sponsorship packages ready for season 2) Yearly budget document 3) Met audit requirements	Sponsorship coordinator Treasurer- G McCurdy Secretary- L Daldy	\$1,000	Yearly- ongoing Yearly-ongoing Yearly-ongoing

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	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
New accredited coaches											
New accredited club umpires											
Junior club participants	167	245	280	244	263	221	262	258	270	280	300
Junior teams	12	15	16	14	14	16	17	16			
School teams											
Auskick participants			39	40	40	39	4	27	40	50	60