



# 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

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

retent	Player participation, recruitment and retention- increase new player registrations	3.A. Implement a program partnership with SCJAFL development staff to identify and recruit through schools to increase Under 8's and 10's participation numbers-flyers to hand out	1)	Auskick coordinator out handing out flyers @ schools Auskick	Auskick coordinator		Yearly-ongoing
	and re registrations each year	B. Achieve better integration between age groups (BUDDY system)	2)	President	Team managers		Yearly-ongoing
		C. Increase player retention in Under 14's, 16's and 18's through opportunity, education and nurturing	3)	Participation numbers	ALL		Yearly-ongoing
		D. Enter an Under 15's Youth Girls team in the 2012 competition	4)	Team(s) entered	Girls coordinator		2011
		E. Encourage the development of AFL 9's by appointing coordinator and teams.	5)	Coordinator appointed, club team(s) entered	AFL 9's coordinator	\$800 p/team	2011
4.	On Field Performance- club officials and	4.A. Field strong, competitive teams in each age group and division	1)	Team(s) in finals	Coaches		Yearly-ongoing
	parent group demonstrating positive, ethic and disciplined behaviours as role models and	B. Players and parents participate and comply with <i>Kids First Program</i> each season.	2)	Kids First Program undertaken each season	President		2012-2013
	leaders. Players demonstrate enjoyment for the game, compliance with lawful	C. Invest in skill development, learning and experience through coaching staff and outsourcing guest speakers. i.e. crime and harm prevention for safe tackling and cyber safety, nutrition expert.	3)	Programs undertaken	Team managers	\$5,000	2011-complete 2012
	requirements and on field performances they can be proud of.	D. Adopt club protocol for addressing any discrepancies in relation to players, officials, parents and coaches.	4)	Template in place	Secretary		2011-2012
5.	Professionalism and standing of MJAFC- demonstrate a well organised, connected club	5.A. Ensure up-to-date opening procedures (carnivals, match day, coaches manual, managers manual).	1)	Document review	Secretary		Yearly-ongoing
	with good communication, governance and	B. Develop closer AFL and operating arrangements with Maroochy Northshore Roos.	2)	Relationship with senior playing group	President		Yearly-ongoing
	management, support volunteers and be the first choice for players and parents.	C. Review communication, governance and performance each year at AGM	3)	AGM review	President		Yearly-ongoing
		D. Comply with SCJAFC procedures and protocol in all governing matters. E. Adopt a Sunsmart policy and approach throughout season	4) 5)	Compliance with SCJAFL Sunsmart policy in place	ALL Vice President		Yearly-ongoing
6.	Governance and compliance requirements	6.A. Facility and ground maintenance- risk assessment responsibilities	1)	Minimal facility/ground	Equipment/Ground	No charge	Yearly-ongoing
	for MJAFC- fulfil all governance and	B. All volunteers having a current Blue Card approvals	2)	hazards Blue Card holders	Stewart coordinator Secretary		Yearly-ongoing
	administrative compliance requirements of the SCJAFC and AFLQ	C. Compliance with Kids First Program and codes of conduct requirements.	3)	Kids First Program undertaken each season	President		2011-2012
		D. Administrative compliance with Incorporations Act requirements as registered committee- committee position descriptions filled before the coming season with clear responsibilities and objectives.	4)	Compliance	Secretary		Yearly-ongoing
7.	Communication with MJAFC- improve the						
	level of communication and coordination	7.A. Regular monthly newsletters for players, parents and officials	1)	Publication	Media Coordinator	\$250	Monthly-ongoing
	within our organisation.	B. Regular updates on website and Facebook page to inform all members on upcoming events, training times and fixtures.	2)	Publication updates	Media Coordinator	\$250	Weekly-ongoing
		C. Support Footy Web as the new online registration system and comply with SCJAFL requirements.	3)	Compliance	Registrar- N Kennedy		Ongoing

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	2004	2005	2006	2007	2008	2009	2010	2011	<mark>2012</mark>	<mark>2013</mark>	<mark>2014</mark>
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