

<Insert Name of Club>

Strategic Plan <Insert start year> to <Insert finish year>

Inside

1	Introduction	2
2	Our Mission	2
3	Vision & Strategy	2
4	Portfolios	2
5	Grounds	4
6	Clubhouse	8
7	Canteen	10
8	Club Administration	12
9	Communication	14
10	Sign-on Day	17
11	Social Events	20
12	Teams	22
13	Fundraising, Sponsors & Grants	24
	Appendix A: Reference Material	26

STRATEGIC PLAN

Insert <start year> to <finish year>

1. Introduction

This strategic plan has been developed by the <insert name of club> committee to define and guide the club's direction for the period <insert start and finish years>.

Feedback is welcome and encouraged.

This document attempts to answer the following question for the Club:

- Why are we here? - Our Mission
- Where do we want to go? - Our Vision
- What will we do to get there? - Our Strategy and the 2021 initiatives

To answer these questions a variety of reference information has been used which can be found in Appendix A:

Once this document is finalised the <insert year> Operational Plan will be created that addresses:

- How we will implement the initiatives outlined in this document
- How we will run the club's operations, and
- The Club Budget

2. Our Mission

The mission of the <insert name of club> is:

<Insert mission statement>

3. Vision and Strategy

Rather than document a consolidated Club Vision and Strategy here, each Portfolio describes the Vision and Strategy.

4. Portfolios

To aid in the developing and executing our plans, portfolios have been created around each major category. The table below shows the scope of each portfolio and who has been assigned to develop the portfolio plan this year.

Each Portfolio will have a Strategic Plan (see sections below) that includes a vision statement, strategy and this year’s initiatives. Table I shows the current set of Portfolios. These may be refined over time.

<edit the following table to reflect portfolios in your club and the scope of work to be carried out >

4.1 Portfolio Scope and Assignment

TABLE 1 – Portfolios and scope of work		
Portfolio	Scope of Work	Assigned to
Grounds	<ul style="list-style-type: none"> • • • • 	
Clubhouse	<ul style="list-style-type: none"> • • • • 	
Canteen	<ul style="list-style-type: none"> • • 	
Administration	<ul style="list-style-type: none"> • • • • 	
Communication	<ul style="list-style-type: none"> • • • 	
Sign-on Day	<ul style="list-style-type: none"> • • • 	
Social Events	<ul style="list-style-type: none"> • • 	

STRATEGIC PLAN

Insert <start year> to <finish year>

TABLE 1 – Portfolios and scope of work		
Portfolio	Scope of Work	Assigned to
Teams	<ul style="list-style-type: none">•••	
Fundraising	<ul style="list-style-type: none">••	

5. Grounds

5.1 The Club Grounds Today

Describe the location of the club grounds and whether there is a lease with another entity e.g. local council.

Describe the main features of the club's grounds:

-
-
-
-
-
-
-
-
-
-
-

Describe what work has been recently carried out and the main issues that need to be addressed.

Utilise the following table to list the results of a SWOT analysis.

TABLE 2 – Club Grounds	
Strengths	Weaknesses
Opportunities	Threats

STRATEGIC PLAN

Insert <start year> to <finish year>

5.2 Our Vision for the Club Grounds

Describe the longer-term vision for the club’s grounds

-
-
-
-
-
-
-
-
-
-

5.3 Our Grounds Strategy

Describe the possible options for achieving the vision for the club’s grounds above.

5.4 Club Ground Initiatives

Use the following table to provide some specific information about initiatives that will be undertaken in the near future:

Description	Rationale	Priority	Timing	Cost

5.5 Other ideas

List ideas suggested that will not be undertaken in the near future but may be considered in future years.

TABLE 4 – Other ideas				
Description	Rationale	Priority	Timing	Cost

STRATEGIC PLAN

Insert <start year> to <finish year>

6. Clubhouse

6.1 The Clubhouse Today

Describe the location and situation of the clubhouse today. Make mention of the repairs and improvements that have been recently carried out or need to be carried out in the future.

List the main features of the clubhouse:

-
-
-
-
-
-

Use the following table to provide an analysis of the current situation of the clubhouse.

TABLE 5 - Clubhouse	
Strengths	Weaknesses
Opportunities	Threats

6.2 Our Vision for the Clubhouse

Describe the longer-term vision for the clubhouse.

6.3 Our Clubhouse Strategy

Describe the possible options that exist to achieve the above vision.

6.4 Clubhouse Initiatives

Use the following table to provide some specific information about initiatives that will be undertaken in the near future:

TABLE 6 – Clubhouse initiatives				
Description	Rationale	Priority	Timing	Cost

6.5 Other ideas

List ideas suggested that will not be undertaken in the near future but may be considered in future years.

TABLE 7 – Other ideas for the clubhouse				
Description	Rationale	Priority	Timing	Cost

STRATEGIC PLAN

Insert <start year> to <finish year>

7. Canteen

7.1 The Canteen Today

Describe the canteen today. Make mention of the repairs and improvements that have been recently carried out or need to be carried out in the future.

List the main features of the canteen, how the canteen is staffed and how the canteen contributes to the club's income:

-
-
-
-
-
-

Use the following table to provide an analysis of the current situation of the canteen.

TABLE 8 – Canteen	
Strengths	Weaknesses
Opportunities	Threats

7.2 Our Vision for the Canteen

Describe the longer-term vision for the Canteen:

-
-
-
-
-
-

7.3 Our Canteen Strategy

Describe options for achieving the longer-term vision for the canteen:

-
-
-
-
-
-
-
-

7.4 Canteen Initiatives

Use the following table to provide some specific information about initiatives that will be undertaken in the near future:

TABLE 9 – Canteen initiatives				
Description	Rationale	Priority	Timing	Cost

STRATEGIC PLAN

Insert <start year> to <finish year>

7.5 Other ideas

List ideas suggested that will not be undertaken in the near future but may be considered in future years.

Description	Rationale	Priority	Timing	Cost

8. Club Administration

8.1 Club Administration Today

Describe the situation of how the club is administrated and make mention of where problems exist.

List the main administrative issues:

-
-
-
-
-
-

Use the following table to provide results of any SWOT analysis carried out on the club's administrative capability.

TABLE 11 – Administration	
Strengths	Weaknesses
Opportunities	Threats

STRATEGIC PLAN

Insert <start year> to <finish year>

8.2 Our Vision for Club Administration

Describe the longer-term vision for club administration. Is there likely to be any employment, or will the club continue to be run by volunteers only:

-
-
-
-
-
-

8.3 Our Club Administration Strategy

Describe strategies and options for improving club administration :

-
-
-
-
-
-
-
-
-
-
-
-
-
-
-

8.4 Club Administration Initiatives

Use the following table to provide some specific information about initiatives that will be undertaken in the near future:

Description	Rationale	Priority	Timing	Cost

STRATEGIC PLAN

Insert <start year> to <finish year>

9. Communication

9.1 Communication Today

Describe the situation of how the club communication communicates with its membership, sponsors, other sporting organisations and government agencies, and make mention of any problems that exist.

List the main communication issues:

-
-
-
-
-
-

Use the following table to provide results of any SWOT analysis carried out on the club's communication capability.

TABLE 14 – Communication	
Strengths	Weaknesses
Opportunities	Threats

9.2 Our Vision for Communication

Describe the vision for achieving the club’s communication requirements in the longer term.

-
-
-
-
-

9.3 Our Communication Strategy

Describe possible options that will assist the club work towards the longer term vision for communication:

-
-
-
-
-
-
-
-
-

9.4 The 2002 Communication Initiatives

Use the following table to provide some specific information about initiatives that will be undertaken in the near future:

TABLE 15 – Communication initiatives				
Description	Rationale	Priority	Timing	Cost

STRATEGIC PLAN

Insert <start year> to <finish year>

9.5 Other ideas

List ideas suggested that will not be undertaken in the near future but may be considered in future years.

Description	Rationale	Priority	Timing	Cost

10. Sign-on Day

10.1 Sign-on Day Today

Describe the situation of how the present Sign-on Day works, the benefits the Sign-on Day brings and make mention of where problems exist.

List the main issues with Sign-on Day:

-
-
-
-
-
-

Use the following table to provide results of any SWOT analysis carried out on the club's Sign-on Day.

TABLE 17 – Sign-on Day	
Strengths	Weaknesses
Opportunities	Threats

STRATEGIC PLAN

Insert <start year> to <finish year>

10.2 Our Vision for Sign-on Day

Describe the longer-term vision for the Sign-on Day:

-
-
-
-
-
-

10.3 Our Sign-on Day Strategy

Describe strategies for maintaining the potential of the Sign-on Day.

10.4 Sign-on Day Initiatives

Use the following table to provide some specific information about initiatives that will be undertaken in the near future:

Description	Rationale	Priority	Timing	Cost

10.5 Other ideas

List ideas suggested that will not be undertaken in the near future but may be considered in future years.

TABLE 19 – Other ideas for Sign-On Day strategies				
Description	Rationale	Priority	Timing	Cost

STRATEGIC PLAN

Insert <start year> to <finish year>

11. Social Events

11.1 Social Events Today

Describe the situation of social events at present. List the events that have occurred in the past 12 months. Describe the benefits of social events to the club.

List issues that prevent the club from providing more social events:

-
-
-
-
-
-

Use the following table to provide results of any SWOT analysis carried out on the club’s Social events.

TABLE 20 – Social Events	
Strengths	Weaknesses
Opportunities	Threats

11.2 Our Vision for Social Events

Describe the vision for social events in the longer-term:

-
-
-
-
-
-
-
-
-

11.3 Our Social Event Strategy

Describe possible options for changing the calendar of social events:

-
-
-
-
-
-
-
-
-

11.4 Social Event Initiatives

Use the following table to provide some specific information about initiatives that will be undertaken in the near future:

TABLE 21 – Social Event initiatives				
Description	Rationale	Priority	Timing	Cost

STRATEGIC PLAN

Insert <start year> to <finish year>

11.5 Other ideas

List ideas suggested that will not be undertaken in the near future but may be considered in future years.

TABLE 22 – Other ideas for Social Events				
Description	Rationale	Priority	Timing	Cost

12. Teams

<this section could be membership instead of teams>

12.1 Our Teams Today

Describe the present situation in terms of the number of teams that the club has. Describe whether this is more or less than previous years. Describe notable achievements of teams.

Use the following table to provide results of a SWOT analysis on teams run by the club.

TABLE 23 – Teams	
Strengths	Weaknesses
Bear in mind that EVERY club states it has great coaches!	
Opportunities	Threats

12.2 Our Vision for our Teams

Describe the vision for teams in the longer-term. Does the club desire to grow or stay at the present level of teams?

-
-
-
-
-
-

STRATEGIC PLAN

Insert <start year> to <finish year>

12.3 Our Teams Strategy

Describe strategies for achieving the vision for Teams in the longer-term

-
-
-
-
-
-
-
-
-
-

12.4 Team Initiatives

Use the following table to provide some specific information about initiatives that will be undertaken in the near future:

TABLE 24 – Team initiatives				
Description	Rationale	Priority	Timing	Cost

12.5 Other ideas

List ideas suggested that will not be undertaken in the near future but may be considered in future years.

TABLE 25 – Team initiatives				
Description	Rationale	Priority	Timing	Cost

STRATEGIC PLAN

Insert <start year> to <finish year>

13. Fundraising, Sponsors & Grants

13.1 Fundraising Today

Describe the situation of fundraising at present. What efforts have been made in the last 12 months in terms of fundraising and what level of success has been achieved? What is the relative importance of fundraising efforts? What difference does it make?

Describe any issues that have been experienced in terms of fundraising:

-
-
-
-
-
-

Use the following table to provide results of any SWOT analysis carried out on the club's fundraising.

TABLE 26 – Fundraising, Sponsors and Grants	
Strengths	Weaknesses
Opportunities	Threats

13.2 Our Vision for Fundraising

Describe the vision for Fundraising in the longer-term:

-
-
-
-
-
-
-

13.3 Our Fundraising Strategy

Describe strategies for achieving the above vision for fundraising:

-
-
-
-
-
-
-

13.4 Fundraising Initiatives

Use the following table to provide some specific information about initiatives that will be undertaken within the near future.

TABLE 27 – Fundraising initiatives				
Description	Rationale	Priority	Timing	Cost

STRATEGIC PLAN

Insert <start year> to <finish year>

13.5 Other ideas

List ideas suggested that will not be undertaken in the near future but may be considered in future years.

Description	Rationale	Priority	Timing	Cost

14. Appendix A: Reference Material