

# INTRODUCTION TO STRATEGIC PLANNING FOR SPORTING CLUBS

City of Yarra - Club Development Program  
Wednesday 15<sup>th</sup> November  
Online

# Introduction to Strategic Planning Club Development Workshop - Agenda

- What is a strategic plan?
- Why do a strategic plan?
- Benefits of strategic planning
- Strategic vs Operational
- The importance of goal and objective setting
- Resources and templates relevant to strategic planning
- Possible funding streams for future strategic planning work

## Facilitator - Leisure Networks

Clinton Meehan - Senior Program Coordinator, Business Development & Delivery

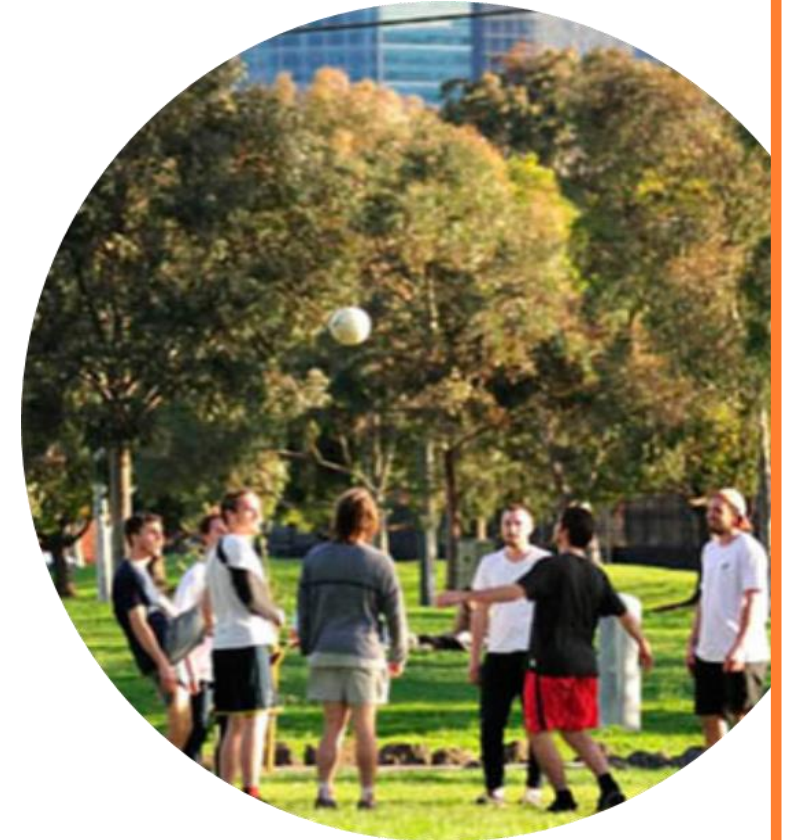
## City of Yarra Council Representative

Jackson Holland - Sport Operations & Development Officer



# Acknowledgement of Country

We acknowledge the Traditional Owners of the land on which we meet tonight, I am meeting on the lands of the Wuthaurong people, and I pay my respects to Elders past, present and emerging.



# INTRODUCTION

**The importance of running this session on Strategic Planning...**

- Long term vision & direction
- Financial sustainability
- Community engagement
- Inclusive participant/ player development
- Risk management & compliance

**Annual Sport & Recreation Survey  
Key Performance Indicators**



**Jacksone Holland**  
Sport Operations & Development Officer  
City of Yarra

Group discussion in the chat  
**DOES YOUR CLUB CURRENTLY  
HAVE A STRATEGIC PLAN?**

**Are you confident in your clubs  
financial sustainability ?**



# WHAT IS A STRATEGIC PLAN?

**Involves the process of defining the club's mission, vision, goals, focus areas and objectives, and developing a roadmap for achieving them.**

**It is a comprehensive and systematic approach to ensure that clubs can operate effectively and achieve long-term success and sustainability.**



## WHY IS IT IMPORTANT & THE BENEFITS

It gives your club an opportunity to:

- conduct a member/ stakeholder feedback survey (feedback can inform positive change/ improvement)
- a chance to revisit your club's purpose, values and mission
- can identify any potential risks to the club, whether financial or governance
- gives your club a clearly defined plan for the future
- delegates work and timelines for your committee working group to be accountable and make progress
- shows your members/ stakeholders good transparency
- a great exercise to build a positive club culture



# STRATEGIC VS OPERATIONAL

There is a difference between the two

**Strategic** - is your (the clubs) aligned vision, ambition, long term goals, set by committee/ working group

**Operational** - the day to day tasks, short term goals, may be in season like (game day logistics, equipment) and decisions around the detail around execution of the strategic plan





# HOW WE CONDUCT A STRATEGIC PLAN

1 Initial briefing with club, and collating documents to develop a club profile.



2 Workshop with the working group to explore vision, goals and priority areas.



3 Conducting a member stakeholder survey.



4 Governance review and recommendations with a legal firm



5 Financial review and recommendations with an accountant/ firm.



6 Video for members and stakeholders presenting proposed priorities, and asking for feedback.



7 Workshop with working group to prepare formal strategic planning document.



8 Preparing summary video of strategic plan to promote to members and stakeholders.



- Rules/Constitution
- Policies or by-laws
- Sub-committees
- Committee composition
- Key financial documents
- Programs, teams and participants
- Overall membership numbers
- Facility management; and
- Social media accounts and website

## WHAT YOU WOULD ASSESS AS PART OF THE PROCESS



# STRATEGIC PLAN EXAMPLE

*'Club for the community that is successful and inclusive on and off the field.'*

Corio Community Sports Club

**STRATEGIC PLAN**  
2023 – 2026



# CLUB VALUES - SETTING BEHAVIOURS

Values - four to six words that best describes the club.  
It's what you stand for

Example - a Regional Women's Football league

**Growth** - *ensuring the League continues to experience sustainable growth through offering greater opportunities and memorable experiences for women & girls across the Region.*

**Education** - *all Club members & stakeholders value the benefits of female football and adopt an accepting, safe and inclusive culture.*

**Pathways** - *all women & girls have the opportunity to develop in football from community through to the elite level.*

**Equitable** - *providing support to new and developing Clubs to increase female participation and promote equal competition across the League.*

**Innovative** - *innovations and knowledge sharing that benefit volunteers, participants and Clubs.*

# YOUR CLUB'S VISION

**'if you went away from the club for 5 years and came back, what would you like to see?'**

**A great question to ask your committee/ working group, this can inform your vision.**

**Your VISION is your club's statement about the future.**

**Example - A Local Cycling Club**

***'The Premier Cycling Club in Victoria working to grow both the competitive and social cycling landscape across the region with strong junior and senior performance pathways and a diverse membership base'***

# IMPORTANCE OF GOAL AND OBJECTIVE SETTING

Clubs can have a clear definitions in their strategy around what they are trying to achieve. It can make decisions easier to make during the day to day. It keeps everyone on the same page.

Alignment is key to achieve your clubs long term goals. This sets the roadmap of how you are going to get there.



# SOME TIPS

**Ensure you share your Strategic Journey with your members and key stakeholders. It is a great opportunity for storytelling.**

**The process takes time. Allow your club a few months for the process. If you have the opportunity, it is great to do it in the off season.**

# RESOURCE TEMPLATES

clubhelp.org.au

We have a dedicated resources  
template  
and free resources to get you  
started.

<https://www.clubhelp.org.au/club-resources#res7352>



## Resources

- 📄 SWOT Analysis Template
- 📄 Action Plan example
- 📄 Business Plan Template
- 📄 Strategic Plan Template
- 📄 SWOT analysis example

*Helpful Resources*





# HELPFUL RESOURCES

Club Help

[clubhelp.org.au](http://clubhelp.org.au)

- Current information
- Templates
- Guides
- Useful links



# POSSIBLE FUNDING STREAMS

## City of Yarra - Funding Opportunities

For more information get in contact with the Recreation Team at Council

### Coach / Volunteer Training & Education

**Maximum level of funding: \$1,000**

To increase the skills, knowledge and understanding of clubs including coaches, committee members, parents, team managers etc. around general club operations and governance.

### The Small Project Grants (SPG)

**Community Projects (up to \$1,000)** is a broad category encompassing the many programs and events run by not-for-profit community groups within Yarra. Eligible community projects include cultural celebrations, sporting events and programs which promote and support communities, such as social involvement, community connectedness, environmental sustainability, health, well-being, and cultural diversity.



**Sporting Club Grants Program - Sport & Rec Victoria**

<https://sport.vic.gov.au/grants-and-funding/our-grants>



## NEXT STEPS

- Session evaluation will be sent out via email to gauge interested in Part 2 - Strategic Planning
- A copy of the slides and a link to the Club Help Resources will be made available to all
- Use the last 5 minutes of the session to start an Action Plan - list the top three priorities from today to take to your committee

## NEXT STEPS

- Seek guidance from a Council Officer regarding potential funding streams by emailing [recreation@yarracity.vic.gov.au](mailto:recreation@yarracity.vic.gov.au)
- Visit the Yarra [Sports Allocations & Sport Development](#) webpage for more resources and presentations from other workshops

THANK YOU FOR JOINING US  
QUESTIONS?

