Guide Notes to assist with Club Planning

VISION (the reachable dream)

PURPOSE (why we exist)

VALUES (how we behave while meeting our purpose and striving for our vision)

Some Points YOU May Like To Consider Going Forward

• What is our core activity?
• We can’t be everything to everyone
• Stick to what we do well
• Grow the areas of greatest potential – where we are likely to have success
• Leverage off those activities that may best provide a “conversion” to membership, increased participation, enhanced profile, improved revenue streams and sustainability.
• We must remember our key stakeholders – our members and participants
• What is the national and regional game plan - are we aligned?
• Keep it simple

Some Success Factors That We May Like To Consider

✓ Members: Exceeding our members’ participants’ and supporters’ needs and expectations
✓ Programmes: Initiatives that grow membership and participation, be it athletes/players, (members/participants), coaches, officials, administrators, volunteers and fans
✓ Profile: A positive public perception of the Club/sport’s brand in the community
✓ Partnerships: Effective relationships with stakeholders and community
✓ Human Resources: Succession planning and development of volunteers and staff
✓ Financial Sustainability - Sufficient income to meet the Club’s needs and aspirations
✓ Policy and procedure: Adopting modern and best practices
✓ Asset Management: Maintenance and replacement plans – short and long term
✓ Governance: Effective strategy and structure, leading to action/operational plans

“The challenge is ours to take up; the future is ours to create”