

WEST COAST JUNIOR FOOTBALL CLUB 2018-2020 STRATEGIC & BUSINESS PLAN



VISION

To become the most attractive junior football club in the District for players and their families, known for a focus on player development, community, and high quality resources

OBJECTIVES

Player Development

Our players have opportunities to learn from current football players and leaders

Our players benefit from positive and constructive behaviours by officials and supporters

Membership & Social

We maintain membership year-on-year on the basis of our Club's reputation

We have a great family atmosphere that encourages player and parent involvement in the Club

Football

Our players are respected for their conduct, competitiveness, and playing skills

Our coaches are highly respected for developing both the playing skills and character of their teams

Our players are appropriately encouraged and supported to continue playing football at senior level

Resources

We ensure high quality coaching through our selection processes, and support for coach accreditation and development

We provide well-maintained team kit, grounds, and player resources

We improve the Club environment by way of a long-term facility development plan agreed with other stakeholders

Administration & Finance

Our administrative systems are robust, efficient and user-friendly, and we maintain sound financial and operational records

PROJECTS

	OUTPUT	BY	DATE
	Improve club ethos, focussing on further implementation of True Sport program, hosting social and sporting events, enhancing ties between teams and clubs	Pres	Sept 19
	Continue to develop coach capability and skills, including selection and training	Coach Co	Apr 19
	Decide on scoreboard purchase and installation in conjunction with senior club	Pres	Apr 19
	Implement a retention and development plan for players in Year 7-9 so that the Club is represented and players effectively transition to PSA football or club football	Pres	Apr 19

MEASURES

	KEY PERFORMANCE INDICATORS	TARGET
	Coach compliance – Qualifications, Working with Children (1 st Round)	100%
	Teams fielded	
	WCJFC represented in Year 3-9 competitions	All years
	Profit and loss (before investment in fixed assets)	Surplus
	Financial reserve	\$60 000
	Retention of modified rules and junior players from year to year	90%
	Recruitment of Auskick numbers from year to year (v. previous year)	100%