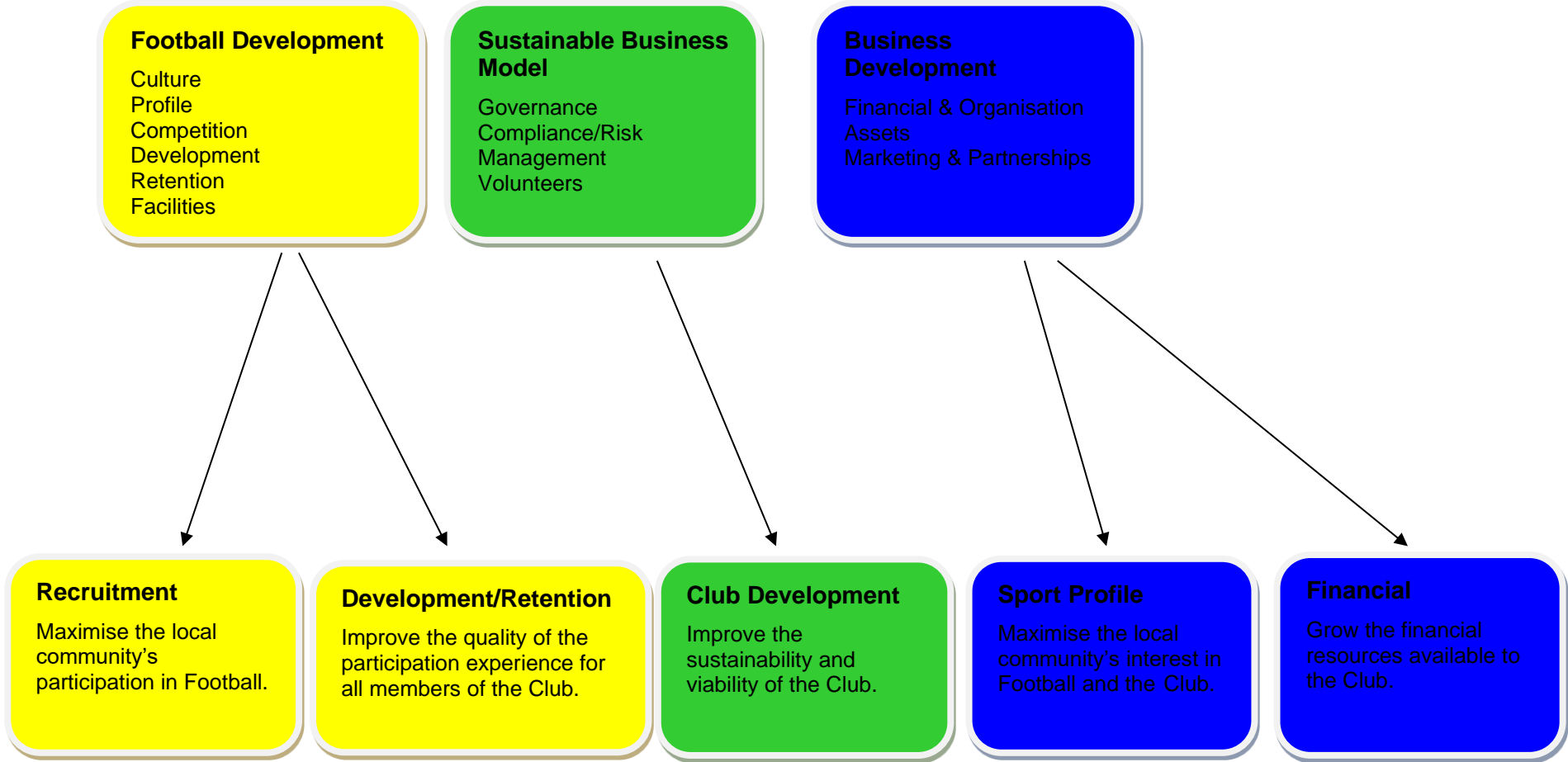


GOLDEN GROVE FOOTBALL CLUB - STRATEGIC PLAN 2023 - 2028



OUR VISION To achieve continued on-field senior success and junior development with off-field community involvement through provision of a professional, safe, supportive, and structured environment.

OUR MISSION To have a high-quality culture & structure in which all players can compete and develop to their highest potential, and have high-class facilities where members and supporters can enjoy their involvement in football.



STRATEGIC PLAN 2023 - 2028

MAJOR GOAL STREAMS

RECRUITMENT	DEVELOPMENT/ RETENTION	CLUB DEVELOPMENT	SPORT PROFILE	FINANCIAL
Maximise the local community's interest in Football and the Club.	Improve the quality of the participation experience for all members of the Club	Improve the sustainability and viability of the Club.	Maximise the local community's interest in Football and the Club.	Grow the financial resources available to the Club.

KEY STRATEGIES TO ACHIEVE GOALS

<ul style="list-style-type: none"> Develop a senior player recruitment program incorporating SANFL & AFL liaisons. Work with the Junior Football League and local schools to recruit juniors in Auskick – 17.5 age groups. Recruit & retain a pool of Club volunteers with a broad set of skills and experience for all club roles. 	<ul style="list-style-type: none"> Develop participation offerings, incentives, pathways, and an outstanding Club experience to retain Juniors into the Senior ranks and achieve full potential in their playing careers. Develop coaching best practices for training & game development to be implemented across the board. Develop job descriptions for all volunteer positions. Undertake succession planning for all volunteers. Develop a Volunteer Recognition and Rewards Program. Develop and distribute Members surveys where relevant. 	<ul style="list-style-type: none"> Retain membership of Clubs SA & Good Sports at the highest level. Develop two storey club rooms with improved spectator seating capacity and car parking capacity. Develop third oval. Provide suitable training, game, first aid and other equipment. Provide training and mentorship to ensure that all volunteers have the required skills for the position and to enhance members understanding of the cultures and behaviours we expect. Continually review our Constitution, Policies and Procedures. 	<ul style="list-style-type: none"> Secure articles and mentions in the local press comparable with other major sports. Develop a Marketing and Promotions Plan with a series of strategies to increase the profile of the Club in the area. 	<ul style="list-style-type: none"> Retain current and attract new sponsors. Increase the value of Sponsorship. Raise the funds required to finance proposed projects. Develop a budget and implement an efficient financial management system. Improve the financial sustainability of the Club.
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KEY PERFORMANCE INDICATORS

RECRUITMENT	DEVELOPMENT/ RETENTION	CLUB DEVELOPMENT	SPORT PROFILE	FINANCIAL
<ul style="list-style-type: none"> • Four Senior mens teams entered into the competition. • Two Senior womens teams entered into the competition. • Junior mixed, boys and girls teams Auskick – 17.5 age groups entered into the competition sufficient to meet demand subject to infrastructure available. • At least 90% of volunteer positions filled 	<ul style="list-style-type: none"> • Maintain retention percentage of Junior players into Senior ranks. • Job descriptions and succession plans in place for all volunteer roles. • Regular communications to members about all relevant club matters. • Volunteer Recognition and Rewards Program is in place. • Maintain retention percentage of volunteers. • At least 80% positive feedback obtained from members surveys. 	<ul style="list-style-type: none"> • Be recognised as a leading club in the State through Clubs SA & Good Sports awards. • Plans are in place for facility improvements. • 75% of the Committee recognised as possessing the required skills to fulfil their role. • Constitution, policies, and procedures are in place and being used. • All key volunteers have undertaken the relevant training for their roles. 	<ul style="list-style-type: none"> • Be recognised as a club of choice in the local area. • Maintain and grow the number of spectators at all senior home games. • Obtain promotion to Div 1 mens and consistently play finals in all other grades. 	<ul style="list-style-type: none"> • Sponsorship proposal is continually reviewed. • Maintain or increase the value of Sponsorship year on year. • Funding obtained for at least one of the proposed projects • A budget and financial management system has been developed and implemented. • Maintain a minimum bank balance of \$50,000 at the end of each financial year.