INSERT LOGO

# Strategic and Operational

# Planning Toolkit

# Strategic & Operation Plan

Date

Name of the Association/Club

Association/Club contact details

Telephone

Website

Name

Position

Telephone

Date of Completion of Plan

Review Date

# Signature Page

The Strategic and Operational Plan has been signed off by the following **members/stakeholders**

| Name | Position | Signature |
| --- | --- | --- |
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Date:

# Executive Summary

Can outline background information and achievements, future goals and how the club is going to achieve them.

## The Executive Summary

### background

Will be reviewed on

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# Mission, Value & Vision statements - Example

Mission, Value and Vision statements are powerful tools in defining and guiding your club’s ability to create the future. An effective mission statement first requires a review and establishment of the goals of the club

## Mission

The mission statement is the authentic purpose of the club; what the club is, what the club does and why the club does it. Several ideas to include in the statement could be;

1. **respect the involvement of the community, and is committed to continuing this relationship in the future**
2. **committed to fostering the growth of its junior programs**
3. **sustainable future as well as on field success by building club capacity**
4. **an all-inclusive club that** connect members of all ability levels to play and compete
5. active leadership and management of the club
6. strives to encourage participation, socialization, and competition
7. to provide an environment that enhances the health and well-being of its members

## Values

A value statement helps to build particular behaviours that underpin and strengthen a positive culture in your club: for example, how the club would like its members to behave towards each other, what relationships the club would like to establish, how the club would like to encourage diversity; Several ideas are presented below;

1. **Honest – Clear, truthful communication**
2. **Respectful – To players, coaches, administrators, parents, referees, and visiting competitors.**
3. **Community focused – shared links to local schools and other clubs, families.**
4. Inclusiveness – incorporated into all club activities
5. Persist – even if success does not come quickly
6. Good sportsmanship – by discouraging anti-social behaviours

## Vision

The vision is a statement is a description of where the club wants to be in 2, 3 5 or 10 years’ time. What outcomes does the club want to work towards achieving? Some demonstrated examples are:

1. To create a supportive environment aimed at encouraging the development of our members in sport participation and leadership
2. To be an inclusive community sports club and a leader in sports provision and development
3. To grow, promote and develop xyz sport in our community

# Mission, Value & Vision statements

## Mission

The Association’s /Club’s mission

## Values

The Association’s /Club’s values

## Vision

The Association’s /Club’s vision

# Strategic Priorities – Goal Setting

The strategic operation plan helps to identify where the club stands at present, identifies elements that are critical for its success and plays a central role in where the club will head in the future.

Goal – What does the club want to achieve

Objectives – What activities does the club need to do in order to achieve its goal?

Method – How is the club going to do the activities to achieve the objective?

Example

| Goal | Objective | Method |
| --- | --- | --- |
| To send a team to Under 14 nationals | 1. Form a committee and select a team | Hold junior try outs |
|  | 1. Select Coaches and Team managers | Create an application process for managers and coaches  Advertise |
|  | 1. Appoint a logistics person, accommodation, flights etc | Create an application process for logistics person  Advertise |
|  | 1. Fundraise to assist with team expenses | Sausage sizzle  Club raffles |
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# Planning Grid 1

| Goal 1: | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Objective | Method | Resources | Who | When | Expenditure or Income | Performance indicators |
| 1 |  |  |  |  |  |  |
| 2 |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |
| 4 |  |  |  |  |  |  |
| 5 |  |  |  |  |  |  |
| 6 |  |  |  |  |  |  |
| 7 |  |  |  |  |  |  |

Planning Grid 2

| Goal 2: | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Objective | Method | Resources | Who | When | Expenditure or Income | Performance indicators |
| 1 |  |  |  |  |  |  |
| 2 |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |
| 4 |  |  |  |  |  |  |
| 5 |  |  |  |  |  |  |
| 6 |  |  |  |  |  |  |
| 7 |  |  |  |  |  |  |

# Planning Grid 3

| Goal 3: | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Objective | Method | Resources | Who | When | Expenditure or Income | Performance indicators |
| 1 |  |  |  |  |  |  |
| 2 |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |
| 4 |  |  |  |  |  |  |
| 5 |  |  |  |  |  |  |
| 6 |  |  |  |  |  |  |
| 7 |  |  |  |  |  |  |

# Swot Analysis Example

The SWOT Analysis helps to review the strategic direction of the club. It can help the club to identify where it is now, examine its XXXXXX

Strengths and Weaknesses in general are regarded as internal factors, whereas Opportunities and Threats are normally regarded as external factors.

Internal Environment - Normally addresses the present situation in the club or association

External Environment - Normally address the external environment and factors tend to be in the future XXXX

| Strengths | Weaknesses |
| --- | --- |
| Internal Environment | |
| Well-structured committee  Skilled volunteers  Highly skilled people from a wide variety of professions | No new members  Few volunteers  No sponsors  Association only has a few clubs and not well organised |
| Opportunities | **Threats** |
| External Environment | |
| Knowledge of Department of Sport and Recreation grants  Knowledge of other community grants  Develop program and events for a greater cross section of the community | Local school closing down  Competition scheduling  Ageing volunteers  Losing coaches and players to other sports |

# Swot Analysis

| Strengths | Weaknesses |
| --- | --- |
| Internal Environment | |
|  |  |
| Opportunities | **Threats** |
| External Environment | |
|  |  |

# Pestle Analysis Example

Measures potential XXXX

| Political | Economic |
| --- | --- |
| Government policies  Funding, grants and initiatives | Local economy  Club financials |
| Social | **Technological** |
| Sports trends  Club image | Technology legislation, for example taking photos of children  Innovation potential |
| Legal | **Environmental** |
| Current legislation, OH&S, or Working with children card,  Correct procedures to incorporate clubs | Club social responsibility, awareness and expectations |

# Pestle Analysis

| Political | Economic |
| --- | --- |
|  |  |
| Social | **Technological** |
|  |  |
| Legal | **Environmental** |
|  |  |