



VISION: *To become the strongest football club in Otago, both on and off the field.*

MISSION / PURPOSE: *To provide a challenging, fun and inclusive football experience for our local community.*

VALUES:

- *To strive for success*
- *To be fully inclusive*
- *To grow the game*

QUALITY BUSINESS MANAGEMENT

Includes: Committee, Finance, Funding, Marketing & Policies

Strategic Outcome
Strong Leadership & Management
Financially Sustainable

PEOPLE

Includes: Coaches, Managers, Referees & Volunteers

Strategic Outcome
Effective Management of Volunteers
More Coaches
Better equipped

SUNNYVALE

Includes: Training & Playing fields, Clubrooms, Non Playing equipment

Strategic Outcome
Safe, high standard of equipment and facilities
Raised sense of pride in the facility and clubrooms

COMMUNITY

Includes: Green Island, Concord, Fairfield, Abbotsford, Waldronville, Ocean View and Brighton, Local Schools and FS

Strategic Outcome
To have a strong presence in the community
Family friendly and community focused environment

FOOTBALL

Includes: Competitions, Teams, Players, Equipment, Tournaments

Strategic Outcome
More & Better Opportunities for everyone to play Football
Clear player pathways in place

STRATEGIC INITIATIVES 2017-2021

- Committee succession plan
- Proactive financial planning
- Working to a sustainable budget
- Grow sponsorships
- Develop a Marketing and Communications plan
- Maximise fundraising opportunities

- Assign / Employ a Director of Football
- Development and support plan for all coaches
- Ensuring all coaches are qualified to at least Level 1 in their respective age groups
- Support and succession plan for Volunteers
- Ensure women are equally represented at our club
- Assign / Employ a referees coordinator to assist club based referees

- Make the new lounge at Sunnyvale welcoming
- Upgrade of Sunnyvale changing rooms
- New artificial pitch at Sunnyvale
- Better relationship with DCC in relation to Sunnyvale working towards better condition of grounds
- Develop Walton Park to preserve the grounds at Sunnyvale

- Build links with local schools
- Increase public profile in the Community
- Enhance positive relationship with FootballSouth
- Fully operational combined website

- Attain (and then maintain) a team in every league
- Increase the level of junior participation
- Follow the NZF whole of football programme
- Ensure that all teams are well resourced and supported
- Support and formalise pathways for talented players
- Win the Hanlin Shield
- Strive to compete in the club based national league