

Club Strategic Plan Tips & Tricks

A Club Strategic Plan is your club's high-level plan – it will outline who you are and where you are heading, within a set timeframe. Strategic plans span several years and tend to be 3, 5 or 10 years in duration. They can be light on detail (save this for your Club Development Plan) and should be inspirational.

Our Purpose

The purpose of a club answers why the club exists and should focus on benefits to its members. Its focus may be recreational, instructional, competitive, or a combination of these types of activities based on the club's constitution.

Example of a purpose: That [insert club's name] will provide a professional and high-quality experience for all participants including players, referees, coaches, volunteers, and spectators.

Our Vision

A vision statement gives inspiration to the strategies and daily operations of your club. It is a statement of what the future looks like if the club was successful. It is designed to be brief, passionate, and aspirational. Questions to think about as you create your vision: Does it clearly communicate why we exist and what we stand for? Will it inspire the people in our club and new members? Does it leave a lasting impression?

Example of a vision: To inspire everyone to love [insert sport here].

Our Values

Values define a club's identity and culture. They are the core principles for all involved in the club and stakeholders should be able to experience them through each product, service, and interaction. Values seek to answer: "how do we do what we do?" Questions to think about as you create your values: Can they be transferred into actions? Are they easy to remember?

Examples of values: Fair play, respect, fun, inclusion, cooperation, and safety.

Our Drivers

Drivers are self-explanatory – they describe what is pushing (driving) your club to meet your purpose, your vision, and your values. They can be positive or negative. Understanding your drivers is critical to thinking and planning for your club's future.

Examples of drivers: gender equity, changing weather patterns, financial considerations, competition from other clubs or codes.

Our Priority Areas

Priority areas are what the club will focus on over the timeframe of the strategic plan. They help you actualise your vision. Everybody involved with the club should be able to identify and relate to the priority areas which helps create action and momentum. Questions to think about as you develop your priority areas are: Are they critical to your success? Do they collectively capture your key activities?

Example of priorities are: Increase membership, improve player experience, retain volunteers, identify funding opportunities.