

Club Development Plan Tips & Tricks

A club development plan sits under your high-level strategic plan and provides the details for your club's future development activities. The development plan will be the document that the committee refers to when planning improvements for the club and its members. It will be very helpful when applying for grants or regional events.

Brief History of the Club

Information about the history of the club including the date it was formed, why it was formed, and some key milestones in the club's development.

Club Profile

This is the basic information about the club including:

- Home ground
- Club's website
- Club's Facebook page (and other social media pages)
- Affiliations and associations
- Club newsletter and frequency

Club Structure

This is the foundational information about the club including the number of:

- Members
- Committee members
- Teams
- Games held each week

Objectives

Objectives are specific goals that help you achieve one or more of your priority areas. They are different to priority areas because they are specific, measurable, achievable, relevant, and time-based. Objectives usually have a deadline and are action orientated. An example of an objective would be to create a Facebook page by a specific date.

Action Plan

This is a more detailed outline of how each objective will be achieved. It includes a breakdown of tasks, who will be responsible, the time frame it should be completed in, and the budget.

Evaluation

An often-forgotten part of strategic planning is the evaluation. However, it is one of the most critical elements because it highlights what worked well, what needed improvement, and what can be done differently next time. It is a way of saving precious resources (both money and time) when you repeat a task next time around. Where possible your performance should be assessed using indicators that can be measured. For example, attendance at a fundraiser event.

Collecting Information for the Club Development Plan

There are plenty of ways to source information and feedback which can be used in the creation of a club development plan. For example, the committee could have a brainstorming and planning session – make sure you nominate a scribe!

The clubhouse noticeboard can be a useful place for posting questions to the members to find out what they would like for their club. Provide a simple feedback box, plus pens and paper for responses.

Online surveys sent to members' emails and/or on the club's Facebook page can gather quality information. Have a prize to encourage responses. For example, a free coaching session/piece of sporting equipment. There are several free online survey platforms that clubs can use. For example, SurveyMonkey, MailChimp, and HubSpot. Collate your responses and refer to them in your development plan.