



## ***Strategic Plan***

***2018 - 2022***



# Gawler Eagles Football Club Inc. (GEFC) Strategic Plan 2018 - 2022



**Our Plan in context.** *The 2018 Gawler Eagles FC Inc. Strategic Plan has been developed by the committee including that of Executive members and incorporates the relevant aims and desires for 'long term future' plans presented by club members, volunteers, coaches, sponsors & the parent body - FFSA. The plan provides direction to implement the clubs priorities and aligns with the FFSA Strategic Plan.*

**Organization Name:** *Gawler Eagles FC Inc. (GEFC)*

**Incorporation number:** *A8825*

**About us.** *Originally established as Gawler Soccer & Sports Club (GSSC) and then Evanston Junior Soccer Club (EJSC) in 1978, subsequent amalgamation of these two clubs formed Gawler Soccer & Sports Club Inc (GSSC) in 1982. The Club adopted the 'Gawler Eagles' name in 1993 and was renamed Gawler Eagles FC Inc. in 2017. Gawler Eagles FC is a fully affiliated club of the Football Federation of South Australia (FFSA) providing boys and girls, men and women who live in the Northern suburbs, Gawler and Barossa region the opportunity to participate and play in organised soccer competitions.*

**Our Vision:** *For Gawler Eagles FC to be the premier soccer club in the northern Metropolitan and Regional areas.*

**Our Mission:** *Gawler Eagles FC is committed to the promotion and development of our community through participation in soccer, to provide a positive, supportive, inclusive and safe environment where soccer players from diverse backgrounds are guided and inspired to reach their full potential both on and off the field.*

**Stakeholders:** *Stakeholders include our local Gawler community sponsors who we are proud to identify with and represent being the only soccer club in Adelaide from the Gawler region. Additionally, our players, volunteers, members and supporters all provide input into the overall conduct of the club.*

**Our Core Values: (READIT)**

<b>Respect</b>	<b>Excellence</b>	<b>Accountability</b>	<b>Discipline</b>	<b>Integrity</b>	<b>Teamwork</b>
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**Our Strategic Priorities:**

<b>Governance</b>	<b>Club Culture</b>	<b>Stakeholder Relations</b>	<b>Development</b>	<b>Facilities &amp; Infrastructure</b>
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# Gawler Eagles Football Club Inc. (GEFC) Strategic Plan 2018 - 2022



## Our Core Values: (READIT)

<b>Respect</b>	<b>Excellence</b>	<b>Accountability</b>	<b>Discipline</b>	<b>Integrity</b>	<b>Teamwork</b>
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### **Respect.**

Respect of the club assets and all individuals & stakeholders associated with the club.

### **Excellence.**

All associated individuals are to act professionally, and strive to improve everything that will benefit the club in a positive manner.

### **Accountability.**

All club associated individuals are to be held accountable for their roles & responsibilities in order to uphold the Club Values and Strategic Plan.

### **Discipline.**

All associated individuals are to be focussed on achieving and maintaining the Club Values and Strategic Plan.

### **Integrity.**

All associated individuals are honest & ethical to do what is right. Transparency of club communication and operating processes are paramount.

### **Teamwork.**

All associated individuals will work together to deliver outcomes that will benefit the club in a positive manner.



# **Gawler Eagles Football Club Inc. (GEFC)**

## **Strategic Plan**

### **2018 - 2022**



#### **Our Strategic Priorities:**

<b>Governance</b>	<b>Club Culture</b>	<b>Stakeholder Relations</b>	<b>Development</b>	<b>Facilities &amp; Infrastructure</b>
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#### ***Governance.***

Maintain effective & efficient governance of core administration and communication processes to achieve a functional club.

#### ***Club Culture.***

To provide a positive, supportive, inclusive and safe environment for players, volunteers, members and supporters.

#### ***Stakeholder Relations.***

Maintain and build on relationships to ensure we achieve our goals.

#### ***Development.***

Provide a quality football environment governed by respected players, volunteers, members and supporters, where soccer players from diverse backgrounds are guided from junior through to senior levels.

#### ***Facilities & Infrastructure.***

Continue to approach planning, development and management for facility & infrastructure improvement.



## Gawler Eagles Football Club Inc. (GEFC) Strategic Priorities



### Governance

Goal/s	Strategies	Key performance indicators	Responsibility	Time Frame & Priority level (1:High - 5:Low)	Resources
1. Establish and maintain an effective, efficient and transparent committee to achieve a functional club.	Introduce a new constitution to enable broader input and greater flexibility towards committee structure & therefore club management .	New Constitution implemented.  Committee established - members voted in.	President & all Committee members.	Feb 2018 (Priority 1) – completed 30 Apr 2018.	Committee members.  4000 hours/yr. of volunteer work.
2. Establish and maintain an effective, efficient and transparent Financial Record keeping & reporting process.	Nominate Treasurer and formulate a solid Financial & Record Keeping process.	Treasurer nominated.  Financial & Record Keeping process established.  Bank details established.	Treasurer, Secretary & General Committee members.	Mar 2018 (Priority 1) – completed 16 Mar 2018 .	Committee members.  4000 hours/yr. of volunteer work.
3. Achieve financial sustainability. The club commenced 2018 with significant deficits and will rebuild over the next 24 months.	Nominate Treasurer and formulate a solid Financial & Record Keeping process.	Treasurer nominated.  Financial & Record Keeping process established.  Bank details established.	Treasurer, Secretary & General Committee members.	Jan 2020 (Priority 2)	Committee members.  2 years of volunteer work.



## Gawler Eagles Football Club Inc. (GEFC) Strategic Priorities



### Governance

Goal/s	Strategies	Key performance indicators	Responsibility	Time Frame & Priority level (1:High - 5:Low)	Resources
4. Establish and maintain effective, efficient and transparent communication processes.	<p>Nominate Secretary and formulate an effective Communication process.</p> <p>Nominate a Communications Officer to facilitate communication through applicable media.</p>	<p>Secretary nominated.</p> <p>Communication process established (Social Media &amp; Website).</p> <p>Committee contact list established (Email &amp; phone).</p> <p>Website established.</p>	Secretary, Communications Officer & General Committee members.	Website established by end Apr 2018 (Priority 1).	<p>Committee members.</p> <p>200 hours/wk. of volunteer work.</p>



## Gawler Eagles Football Club Inc. (GEFC) Strategic Priorities



### Club Culture

Goal/s	Strategies	Key performance indicators	Responsibility	Time Frame & Priority level (1:High - 5:Low)	Resources
<p>1. Promote a positive, supportive, inclusive and safe environment for our players, volunteers, members and supporters.</p>	<p>Communicate this plan to the community, players, coaching &amp; support staff through the Website, social media &amp; meetings .</p>	<p>Implement new Constitution.</p> <p>Committee established - members voted in.</p> <p>Communication process established – Social Media &amp; Website.</p> <p>Website established.</p>	<p>All Committee members, members, support staff, coaches &amp; players.</p>	<p>Website established by end Apr 2018 (Priority 3).</p>	<p>Committee members.</p> <p>200 hours/wk. of volunteer work.</p>
<p>2. Ensure Committee members, players, volunteers, members and supporters are held accountable for their role &amp; obligations to uphold the Core Values.</p>	<p>Specify each members' role and their associated responsibilities &amp; obligations.</p> <p>Ensure the club operates within the constitution framework.</p>	<p>Duty Statements established detailing roles and their associated responsibilities &amp; obligations.</p>	<p>Executive committee.</p>	<p>Duty Statements established by Jun 2018 (Priority 3).</p>	<p>Executive committee.</p> <p>20 hours/wk. of volunteer work.</p>



## Gawler Eagles Football Club Inc. (GEFC) Strategic Priorities



### Stakeholder Relations

<b>Goal/s</b>	<b>Strategies</b>	<b>Key performance indicators</b>	<b>Responsibility</b>	<b>Time Frame &amp; Priority level (1:High - 5:Low)</b>	<b>Resources</b>
1. Continue strong relations with existing Gawler community sponsors & club members.	Communicate this plan to the community, players , coaching & support staff through the Website, social media & meetings .	Additional sponsorship base.	Executive committee.	Enduring (Priority 3).	Committee members.  200 hours /yr. of volunteer work.
2. To build on sponsorship base & obtain support of stakeholders to ensure we achieve our goals.	Nominate Stakeholder Relations Officer(s) to conduct duties.	Stakeholder Relations Officer(s) nominated.	Stakeholder Relations Officer(s).  All Committee members, members, support staff, coaches & players.	Enduring (Priority 3).	Committee members.  200 hours /yr. of volunteer work.



## Gawler Eagles Football Club Inc. (GEFC) Strategic Priorities



### Development

Goal/s	Strategies	Key performance indicators	Responsibility	Time Frame & Priority level (1:High - 5:Low)	Resources
<p>1. Provide quality football development to all levels via positive, supportive, and inclusive coaches &amp; club members.</p>	<p>Specify a Public Officer member.</p> <p>Retain existing coaching staff via required assistance &amp; support.</p> <p>Ensure coaching staff are performing to the clubs values.</p> <p>Provide a feedback path through Website &amp; social media.</p>	<p>Public Officer member specified.</p> <p>Quality staff obtained &amp; or recruited.</p> <p>Consistent staff performance feedback provided.</p>	<p>Public Officer.</p> <p>All Committee members.</p> <p>Coaching Staff.</p>	<p>Feb 2018 (Priority 5) – completed 13 Mar 2018.</p>	<p>Public Officer.</p> <p>20hrs/wk.</p>
<p>2. Increase player &amp; team numbers to establish the largest member base in the FFSA.</p>	<p>Establish and foster a united establishment via improved communication &amp; various fundraising events.</p>	<p>During 2019 – 2020, observe player numbers increase by 30% annually.</p>	<p>All Committee members &amp; coaching staff.</p>	<p>Apr 2019 – Apr 2020.</p>	<p>General committee.</p> <p>5hrs/wk. each (4000hrs/yr. total).</p>



## Gawler Eagles Football Club Inc. (GEFC) Strategic Priorities



### Facilities & Infrastructure

Goal/s	Strategies	Key performance indicators	Responsibility	Time Frame & Priority level (1:High - 5:Low)	Resources
1. Continue facility development & improvement to meet the clubs mission.	Nominate a Facility Officer.  Socialise plans, development & management to relevant stakeholders.	Facility Officer nominated.  Stakeholder feedback provided.	Facility Officer.  All Committee members.	Feb 2018 (Priority 4) – completed 13 Mar 2018.	Facility Officer.  2 hours/week.
2. To seek and obtain funding for Women's Change Room and other facility improvements.	Nominate a Grants Officer.	Grants Officer nominated.  AGM held annually where audited Finance Reports are produced.	Grants Officer, Vice President, Treasurer & Secretary.	End 2021.	Grants Officer.  2 hours/week.
2. Increase fundraising for increased financial base.	Establish a fundraising calendar.	Conduct scheduled fundraising events.	All Committee members.	2018 Enduring.	



## **Gawler Eagles Football Club Inc. (GEFC)** **Strategic Priorities**



**Tasks:** Note: These may form the basis of a separate Operations or business plan as they are short term

**Actions** that will support achievement of the goal and strategies agreed above. NOTE: These will form the basis of agenda items at regular meetings, with reference to club strategies/goals and will help insure progress of the overall plan.

**Strategic Priority: Governance**

**Goal:**

- 1. Establish and maintain an effective, efficient and transparent committee to achieve a functional club.*

<b>Action proposed</b>	<b>Responsibility - Who?</b>	<b>Time frame &amp; Priority level (1,2,3,4 or 5)</b>	<b>Resources needed</b>



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