



Perth Saints Football Club

STRATEGIC PLAN

2022 - 2023



MISSION

Perth Saints Football Club is a community-based club located in Alfred Cove.

We are a family-oriented club that provides high quality specialist coaching for junior players, access to a great facility and a sociable and family friendly culture for all players, their families, and friends.

By providing this we will ensure a fun, safe and enjoyable environment in an appropriate level of competition that enables players to challenge themselves and play to their best.

VISION

Perth Saints FC will be the destination of choice in our region for people of all ages who want to play football in a supportive, friendly and community focused environment.

We will be a well-managed, financially secure boutique football club where all our members contribute to the efficient organisation and operation of all age groups and teams.

We will offer high quality coaching and development pathways and the opportunity for all players to compete at the best available levels.



STRATEGIC DIRECTION

Governance and management

WHAT WE INTEND TO DO

S1.1 Define the roles and responsibilities for the Management Committee positions.

THE MEASURES OF OUR SUCCESS

Position descriptions for all Management Committee roles will be developed.

The roles and additional responsibilities of the club's office holders – President, Vice President, Secretary and Treasurer – will be defined and documented.

S1.2 Encourage greater member involvement in the club's governance, management and operations through a sub-committee and projects structure.

Develop position descriptions for key roles such as Volunteer Coordinator, Events Coordinator and Social Media Coordinator.

A process to identify members interested in filling key volunteer roles will be established.

More members will participate in sub-committee activities and/or projects.

S1.3 Consider a succession strategy for Management Committee, sub-committee, and other key volunteer roles.

A range of succession strategies will be considered, and the Management Committee will begin to plan the relevant approach.

Formal succession strategies will be implemented within the next 24 months and key roles will be filled as required.

S1.4 Complete the Football Australia National Club Development Program

Complete the audit and have it reviewed by Football West and Football Australia.

Receive our recommendations and star rating and discuss at the Management Committee level the recommendations and inclusion in future strategic and operational plans.

STRATEGIC DIRECTION

Participation and contribution

WHAT WE INTEND TO DO

S2.1 Ensure all members contribute to the effective operation of the club.

THE MEASURES OF OUR SUCCESS

A 'participation and contribution' model will be implemented at the club to encourage greater involvement of all club members in the management, operation and maintenance of the club facilities and equipment.

A Volunteer Coordinator will be appointed.

An information and induction pack will be produced for new members highlighting the need for member support and contribution.

S2.2 Grow the club's membership in a considered and sustainable way up to our agreed capacity limit based on pitch and facility access.

The number of senior and junior players will increase.

The number of female players will increase.

The club will have more teams competing in more leagues.

S2.3 Improve and expand the club's social events and activities

A calendar of social activities and events will be established and promoted to club members.

The coordination and organisation of social activities and events will be shared across all parts of the club with a broad range of members contributing.

S2.4 Provide additional value to Club Members through a range of initiatives and experiences that facilitate pride and connection to the club.

Provision of well-considered, cost effective and appropriate club uniforms and merchandise that reflect the club brand and culture.

Coordinate official team and player photographs which are made available to players and parents.

STRATEGIC DIRECTION

Communication

WHAT WE INTEND TO DO

S3.1 Develop a communication policy and plan.

THE MEASURES OF OUR SUCCESS

A formal policy on how the club will communicate with its members and external organisations will be established.

The most efficient and effective ways and channels of communicating at the individual team level will be used.

Responsibility for all external club communication, website and social media management will be allocated by the Management Committee.

A plan for marketing, promotion and improved communication will be implemented.



STRATEGIC DIRECTION

Financial management

WHAT WE INTEND TO DO

S4.1 Establish annual budgeting as a formal part of the club's financial management.

S4.2 Provide a costs breakdown to members on the allocation and distribution of player fees.

THE MEASURES OF OUR SUCCESS

Annual budgets will be prepared and presented to the Management Committee for approval.

Monthly reports to the Management Committee by the Treasurer will track income and expenditure against the budget.

Expenditure will be costed on a per age group basis so there is transparency on the actual costs associated with each year group.

Benchmark our fees against similar clubs in a 5km – 10km area.

Members will be shown where the player's fees are allocated and distributed at a high-level basis



Key elements of the Perth Saints strategic direction

