

SOUTH COOGEE JUNIOR FOOTBALL CLUB



Strategic Plan

2018 - 2019

Purpose Statement / Mission Statement

South Coogee Junior Football Club is a junior football club. The objects of the club shall be:

- (a) to promote, advance, foster and cultivate the game of football
- (b) to assist in the educational advancement of the community by means of the development of a sense of fair play and a love of sport, in particular, football
- (c) to educate, train, coach and encourage members of the club in the game of football so that all members have the opportunity to reveal their maximum potential through a dedication to player development
- (d) to encourage members of the club to assist in the development of the game of football throughout Australia, but particularly within the zoned areas of the South Fremantle Football District Commission, as defined by the regulations of the Western Australian Football Commission

Guiding Principles

South Coogee JFC acts under the following guiding principles:

- (i) A Safe and Positive Environment
- (ii) Maximising Participation
- (iii) Community Engagement
- (iv) Developing Talent Pathways
- (v) High Quality Facilities and Equipment

Club Structure

Executive		General Committee	
Role	Name	Role	Name
President	Brad Mazzuchelli	Registrar Youth	Narelle Brookes
Vice President	Beau McCormick	Registrar Modified	Jo Mazzuchelli, Tracey Trichet
Junior Vice President	Darren Shepley	Auskick Coordinator	Darren Shepley
Secretary	Maria Collica	Auskick Registrar	Natalie Blight
Treasurer	Cherie Bellini	Property Manager	Brad Mazzuchelli, Darren Shepley
		First Aid Coordinator	Sandra Mirco
		Coach Coordinator	Beau McCormick
		Merchandise Manager	Roxanne Evans
		Canteen Manager	Stephanie Rucchio
		Website Coordinator	Sandra Mirco
		Sponsorship Coordinator	Michelle Zuvela
		General Committee Members	Jamie Blight, Natalie Blight, Gary Bickley



Key Goals and Strategies

Goal	Strategies	Key performance Indicators	Who	When	Financial Resources
To achieve the level of "Gold" in the <i>Quality Clubs Program</i>	<p>Development of a working group to collect appropriate information together</p> <p>Meet with Bradd Gardiner to identify areas of shortfall</p>	Achievement of Gold accreditation	President and interested parties	By end of 2018	
To achieve enough numbers for two teams in each age group from PP – Y8 and one team in each age group from Y9 – 11/12	<p>Publicity and retention of players</p> <p>By meeting the objectives of the club, players are more likely to stay at the club</p> <p>Development of a family atmosphere</p>	<p>Involvement of parents at training and on game days</p> <p>Support from sponsors</p> <p>Retention rates – year on year measurement</p>	Committee	Ongoing	
To build a succession plan for leadership within the club	<p>Each team identify one general committee member to attend committee meetings and complete general duties such as Match Day Official for their team to reduce the load on executive committee</p> <p>Each member of the committee endeavors to invite one member to committee meetings or to volunteer for specific</p>	<p>Participation in general meetings</p> <p>Workload of executive committee</p>	<p>All committee and team coaches and managers</p> <p>Encourage volunteers outside the committee to assist in working groups on initiatives and invite members to participate in committee meetings</p>	Ongoing	

	<p>tasks throughout the year</p> <p>Development of a list of tasks that need to be covered throughout the year: Eg. Finals day</p>				
Financial sustainability	<p>Increased Sponsorship</p> <p>In kind support</p> <p>Apply for sporting grants</p>	<p>Development of sponsorship options which add greater value to the club's sponsors</p>	President, Sponsorship coordinator	2018	
Outstanding reputation across the district	<p>Facilities need to be kept clean and in excellent condition</p> <p>High quality canteen</p> <p>Welcoming environment</p> <p>High standard of behavior by players, parents and coaches</p> <p>High level of communication with JCC</p> <p>Open communication channels with Presidents of other clubs</p>	<p>Continue to employ cleaner</p> <p>Consider range of food and quality</p> <p>All committee to ensure welcoming environment on all game days and training nights</p> <p>Codes of conduct for parents and coaches</p> <p>Maintain open and efficient communication with JCC by only having two contact points – President and Registrar</p>	Committee, Team managers and Coaches		



High standard of coaching	Coaching Coordinator and Level 2 coaches mentor inexperienced coaches		Beau McCormack		
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Other strategies to continue to improve as a club can be brought in once these basic strategies are in place.