

**2 0 2 X - 202X**

STRATEGIC PLAN

**ENTER CLUB NAME HERE**

*INSERT CLUB LOGO HERE*

TABLE OF CONTENTS

[**1.** **forward** 3](#_Toc67985819)

[**2.** **CLUB INFORMATION** 4](#_Toc67985820)

[**2.1.** **Committee Charter/Organisation Chart** 4](#_Toc67985821)

[**2.2.** **Population and Demographics** 4](#_Toc67985822)

[**2.3.** **Club Membership Profile** 4](#_Toc67985823)

[**2.4.** **Financial Summary** 4](#_Toc67985824)

[**2.5.** **Venue/Facility Profile** 4](#_Toc67985825)

[**2.6.** **SWOT Analysis** 5](#_Toc67985826)

[**3.** **vISION statement** 6](#_Toc67985827)

[**4.** **Mission Statement** 6](#_Toc67985828)

[**5.** **Values** 6](#_Toc67985829)

[**6.** **Strategic Framework** 7](#_Toc67985830)

1. **forward**

The *CLUB NAME* Strategic Plan was formulated in *202x* by *<who>.*

The process included a planning workshop, involving all key stakeholders. This broad involvement was intended to ensure that the objectives and strategies contained within the Plan were fully representative of the entire membership of the club.

The workshop was held at *<location and dates>.* The information contained within this Plan was gathered from this workshop and from further consultation undertaken within the club.

This Plan will be tabled at each meeting of the Executive Committee to ensure that it is implemented throughout the year and that specified timeframes are being met.

*CLUB NAME* will also hold an annual planning review workshop in line with its AGM to ensure that this plan is updated each year.

CLUB NAME will consider the following groups and individuals within this planning process.

* Members
* Volunteers
* Sponsors
* Local Government
* Club Committee
* Etc.,

1. **CLUB INFORMATION**
   1. **Committee Charter/Organisation Chart**

*Add a summary of the structure of committee/s including names and roles.*

* 1. **Population and Demographics**

*Add information about population base of your club local area.*

* 1. **Club Membership Profile**

There are a total of *XXX* members at the Club.

* + *Senior members: (insert no.)*
  + *Junior members: (insert no.)*
  + *Masters: (insert no.)*
  + *Social Members: (insert no.)*
  + *Other Members: (insert no.)*

*Include information about further demographics e.g. XX% from multicultural background, XX% have a disability, XX%*

* 1. **Financial Summary**

*Add a summary of club’s financial health. This information can be found in the club’s annual report.*

* 1. **Venue/Facility Profile**

*Include information about training location and history and if other have access to location.*

* 1. **SWOT Analysis**

|  |  |
| --- | --- |
| **STRENGTHS** | **WEAKNESSES** |
| *Insert answer here* | *Insert answer here* |
| **OPPORTUNITIES** | **THREATS** |
| *Insert answer here* | *Insert answer here* |

1. **vISION statement**

*A vision statement describes what a club wants to achieve in the long-term, creating a picture what the club will look like in the future and sets a defined direction for the planning.*

1. **Mission Statement**

*A mission statement is a sentence or short paragraph that defines the purpose of the club. It answers why the club exists.*

1. **Values**

*Values are what your club stands for, your philosophy, your reason for being. Your club’s values will help to steer your club, committee, and members in the right direction. List 3-5 values.*

|  |  |  |
| --- | --- | --- |
| *Objective* | *Initiatives* | *Key Performance Indicators* |
| *Grow awareness, participation and new*  *opportunities* | 1. *Design and deliver a senior citizen program* 2. *Host 2 “Open Days” annually inviting the local community to trial a class for free* | 1. *Delivery of program/ increase in membership* 2. *Hosting of events/increase in membership/increase in awareness* |
| *Establish strong governance structures* | 1. *Ensure Fair Trading compliance annually* 2. *Establish safeguarding children policy* |  |
| *Improve financial sustainability of the club* | 1. *Secure sponsorship deals for the club* 2. *Secure grants* |  |
| *Improve training environment* | 1. *Upgrade training equipment* 2. *Renovate internal aspect of gym* |  |

1. **Strategic Framework**