

Strategic Planning

With the current COVID-19 pandemic, now may be the perfect time for your club to set the strategy for its response to the crisis, and plan its path for sustainability and growth. Our strategic planning work assists clubs to identify their strengths, and set priority areas for future planning. This process builds cohesion and assists the discovery of new partnerships.

Our strategic planning service involves:

- Reviewing current documents to develop a club profile.
- Conducting a member stakeholder survey.
- Conducting a workshop with the committee to look at club profile, explore vision and mission, and agree on goals and priority areas.
- Governance review and recommendations with our partner, Harwood Andrews.
- Financial review and recommendations with our partner, Moore Australia.
- Conducting a members' forum to present the priorities set by the committee and develop a 12 month action plan.
- Preparing a formal strategic planning document for a three year period.

“As a result of our strategic planning work, the future of the club is stronger with the development of a sustainable and flourishing junior program to form a pathway and source of future senior players for the club. The junior program will be developed to focus on both boys’ and girls’ teams and competitions”

**- John Dickinson, Committee Member,
Altona North Cricket Club**

“We have a very detailed strategic plan, and it would be very easy for somebody to come in and pick up any one of those five pillars to know where the club is heading over the next two to three years”

**- Lisa Brooks, Secretary,
Geelong Rangers FC Soccer Club**



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