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| **Purpose**  To provide a safe positive environment for young people to develop skills, become leaders and establish lifelong friendships through football  **Vision**  A thriving Club that is inclusive, has strong family values and is well respected in the community  **Values**  The Kwinana Junior Knights Football Club will embody and promote the following values:   * **Respect** – we respect ourselves and show respect to others * **Inclusivity** – we provide opportunities for all through being a diverse and inclusive club * **Development** – we develop the player and the person and equip them with skills for life * **Fun –** we have fun and in doing so develop a sense of camaraderie and belonging | **Pillars/**  **Key Priorities** | **1. People**  **“Grow”**  **Lead: xx** | **2. Retention, Growth and Development**  **“Facilitate”**  **Lead: xx** | **3. Marketing and Promotion**  **“Promote and Inform”**  **Lead: xx** | **4. Facilities and Equipment**  **“Maintain and Enhance”**  **Lead: xx** | **5. Governance**  **“Lead and Sustain”**  **Lead: xx** |
| **Key  Outcomes** | **An engaged, committed and valued volunteer group** | **Members develop lifelong skills and become the leaders of tomorrow** | **KJKFC has an increased reputation in the region** | **Fit for purpose, well maintained equipment and facilities** | **A well run club that is financially viable and sustainable** |
| **Key Strategies and Actions** | * 1. **Volunteer Strategy and Plan**   1.1a Develop and implement an overarching volunteer recruitment and retention strategy to include:   * Required personnel/roles   eg Coaches, Managers, First Aiders and Match Day Officials   * Recruitment strategies * Education and training * Recognition and reward strategies * Retention and Replacement   1. **Members**   1.2a Develop a member recruitment and retention plan inclusive of potential member incentives   * 1. **Strategic Partnerships**   1.3a Identify and engage with strategic partners that can support club growth and development, eg, City of Kwinana, WAFC, RDC, other Clubs | * 1. **Female Participation**   2.1a Develop a plan to increase the number of:   * Female teams * Female coaches * Females in senior club roles   1. **Training and Development**   2.2a Provide best practice player training and development environment and equipment including access to technology  2.2b Develop and implement a coach mentoring and development program | * 1. **Marketing/Promotional Plan**   3.1a Develop a strategic marketing and promotional plan, including:   * Club History * Values * Calendar of Events * Key messages * Target audience * Communication channels and * Collateral   3.1b Implement the plan ensuring:   * Target market/audience is clearly identified * Events * Membership * Coaches * Volunteers * Juniors * Messages are clear and succinct and pitched appropriate to the target market * Messages are promoted through the appropriate channels to reach the target market(s), including the broader community | * 1. **Facility Hire**   4.1a Streamline booking of facilities, including discussing with Council the option for a lease   * 1. **Maintenance and replacement**   4.2a Develop an asset register and identify new equipment purchases required  4.2b Develop an equipment maintenance and replacement plan     * 1. **Facility Use**   4.3a Prepare a plan for the use of Honeywood Pavilion, including game allocation and use of facility.  4.3b Investigate with the City the provision of lights at Honeywood and any future facilities | * 1. **Constitution**   5.1a Review and update current constitution   * 1. **Policies and Procedures**   5.2a Review and update policies and procedures to ensure they are up to date and fit for purpose and practical   * 1. **Committee Succession Plan**   5.3a Develop and implement a Committee Succession Plan to ensure ongoing viability and sustainability of KJKFC   * 1. **Finances**   5.4a Develop a Capital/Cash Reserves Policy  5.4b Identify and implement fundraising opportunities |
|  | **Key Performance Indicators** | ***KPIs for Pillar 1 Strategies***   * 1. Volunteer strategy and plan implemented by xx   2. Member recruitment and retention plan implemented by xx   3. Four strategic partners engaged by xx | ***KPIs for Pillar 3 Strategies***   * 1. Female Participation Plan implemented by xx   2. a. Best practice training equipment/technology in use by xx   b. Coach mentoring and development program implemented by xx | ***KPIs for Pillar 4 Strategies***   * 1. Marketing/Promotional Plan implemented by xx | ***KPIs for Pillar 5 Strategies***   * 1. Discussions with Council and facility bookings streamlined by xx   2. a. Asset register and new equipment list prepared by xx   b. Equipment maintenance plan prepared by xx   * 1. a. Honeywood usage plan developed by xx   b. Lighting discussed with Council by xx   * 1. Xx | ***KPIs for Pillar 6 Strategies***   * 1. Constitution updated by xx   2. Policies and procedures updated by xx   3. Committee Succession Plan implemented by xx   4. a. Capital/Cash Reserves Policy adopted by xx   b. Minimum two (2) fundraising opportunities undertaken annually.- Additional revue of $xx secured by xx   * 1. - monthly financial reports provided to Committee by X |