



# PREPARING FOR A STRATEGIC PLAN

## PROACTIVE PLANNING

The ability for clubs to plan ahead proactively is more important than ever. Many clubs are now operating similarly to businesses, therefore the expectations of members, sponsors and additional stakeholders increase.

Strategic Plans can be basic documents or comprehensive in nature, but the key to a good Strategic Plan is that its contents are relevant and embedded into club practice.

While your club is considering the development of a Strategic Plan consider the benefits listed below.

## THE BENEFITS OF STRATEGIC PLANNING

- Strategic Planning is about **understanding** your club's journey. It provides a sense of direction for your club by:
  - looking at where your club has come from
  - where it is now
  - where it wants to go
  - what actions the club can take to get there.
- It **identifies** the main objectives / purpose of your club.
- The process **encourages** members to be more engaged in the development of the club.
- It allows the club to be more **agile** and considers any changes that may have an impact on the club.
- The process allows the club to **evaluate** the entire organisation independently (particularly if the process is led by an external consultant)
- It takes into account the **needs** of everyone involved in the club, and allows them to feed back into the planning process through consultation
- It **demonstrates** to potential sponsors, government funding bodies and other stakeholders that your club understands your operations and vision.
- When your club is applying for external funding a strategic plan **consolidates** information required
- It provides **increased access** to Government and corporate funding

**There are countless benefits available to clubs who think ahead.**

## GRANTS AVAILABLE TO CLUBS

- Grants are available through **Sport and Recreation Victoria's Sporting Club Grants** program.
  - Funding is available across two funding rounds each year
  - Funding for applications of up to \$5,000 are available
  - Projects including the development of a Strategic Plan or Policy and Procedure Manual are eligible
- Other local, state and national grants are available at various times during the year. Sign up to the **South West Sport Club News** - a monthly electronic newsletter with club specific content including grants, workshops, resources and more.

FOR MORE INFORMATION, HEAD TO OUR WEBSITE:

[WWW.SOUTHWESTSPORT.COM.AU](http://WWW.SOUTHWESTSPORT.COM.AU)



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## PRE-PLANNING

If your club has decided to take the first step towards completing a Strategic Plan, complete the checklist below.

## BOARD / COMMITTEE CONSIDERATIONS

### Key Considerations

Yes ✓ / No x

- Does your club have a clear understanding of where the organisation is planning to head during the next 3-5 years?
- Does **everyone** within your club understand your organisational vision, goals and objectives?
- Has your club conducted a SWOT analysis (identifying your club's strengths, weaknesses, opportunities and threats)?
- Has your club got strategies in place to address the outcomes from your SWOT?
- Do Board / Committee members, volunteers and employees understand how their role contributes to achieving club goals?
- Does your club have targets or KPI's (Key Performance Indicators) which are monitored to guide your club towards it's goals?

**If you answered 'No' to any of the above, your club should consider undertaking the Strategic Planning process or revisit your current Plan (if your club has one in place).**

## CLUB PRE-PLANNING CHECKLIST

### Items Required (Club to Source)

Completed ✓ / No x

- Copy of the club's Constitution
- Copy of the previous year's Annual Report
- Copy of club's previous Strategic Plan (if applicable)
- Copy of State or National Sporting Association Strategic Plan
- Copy of current or previous year's Business / Operational Plans
- Contact list of all club stakeholders (e.g. Funding Bodies, Sponsors, Members etc.)
- Copy of the current Policy Manual or copies of existing policies
- List of current funding / sponsors
- List of all current programs your club runs
- Copies of all lease or facility hire agreements for facilities and grounds (plus background information if applicable)
- Information regarding the club history
- Information regarding current membership numbers
- Current financial statements
- Information regarding the current Board / Committee structure

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