

Strategic Planning: Steps to Build a Plan

Step 1: Environmental Scan

Committee should review the current status of the club and identify potential issues or aspects of the clubs status that a strategic plan could address

This involves: Committee discussion, desktop research (i.e. what are other organisations prioritising), what are the current cultural and social trends of the region/club/sport. These initial observations will help inform the club's engagement with stakeholders.

Areas of interest might include:

- Marketing and communication
- Participation
- Programs
- Risk
- Growth
- Advocacy
- Governance
- Partnerships
- Facility Development
- Club Culture
- Inclusion
- Access
- Sustainability – (personnel, finances, relevance)

Step 2: SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)

Strengths: What areas we do well and should continue to focus on?

Weaknesses: What areas do we need to improve?

Opportunities: What will help us get there?

Threats: What will prevent us from getting there?

Step 3: Engagement – seek input on the strategic direction from club stakeholders

Who? – Stakeholders

- Members (Players/Parents/Volunteers/Past Players/Supporters)
- Committee
- Council
- State/Regional Sporting Bodies
- Sponsors
- Regional Sports Assembly

Methods for engagement – Surveys, forums, feedback forms, 1 on 1 meetings, Social media

Questions for stakeholders

- a. Specific questions identified by the committee from the environmental scanning
- b. Open ended questions, to ascertain:
 - o Stakeholder priorities
 - o Issues overlooked by committee
 - o Solutions
- c. Ensure surveys are specific to the various stakeholder groups

Step 4: Collate and narrow down information from stakeholders

- Group information into 4-5 key areas: Pillars or goals
- Identify key terms that are used regularly through the stakeholder engagement – this will help form the vision, mission, and club values

Step 5: Formulating the plan.

Vision: What your club wants to achieve or be in the future?

Mission: What are you currently doing?

Values: Form the basis of the club’s culture and what your club stands for.

Pillar

Example: Governance

Tagline

Example: ... how we run the club

Statement of intent

Example: A high functioning and sustainable club

For each pillar the club will have a list of actions which helps them implement and track this area of club development

Action Plan

1. Governance ... how we run the club

A high functioning and sustainable club

Action (What?)	How?	Desired Outcome	Measure	Resource	Priority	Timeframe	Who?
<i>1.1 Improve Decision Making</i>	<i>Develop key policies</i>	<i>Better decision making</i>	<i>Policy Manual</i>	<i>Committee Time</i> <i>Templates</i>	<i>High</i>	<i>Dec 2020</i>	<i>Sub-Committee</i>
<i>1.2</i>							
<i>1.3</i>							
<i>1.4</i>							
<i>1.5</i>							