



<p><u>Vision</u></p> <p>To be a highly respected, well managed family orientated club that delivers a quality football experience for all ages, abilities and gender both on and off the field.</p>	<p><u>Purpose</u></p> <p>To promote, develop and provide football opportunities to members, and the surrounding community; encouraging all to achieve their potential.</p>	<p><u>Values</u></p> <p>Welcoming environment and atmosphere. Always act in the best interest of our members. Accountability and transparency in all actions Football and family focused Continually strive for excellence in governance and best practice</p>
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Focus Areas	Goals	Outcomes	
<p>1. "The Players"</p> <p>Participation, recruitment and retention</p>	1.1 Retain player base through all age groups	1.1.1 Maintain a 30% female playing base. 1.1.2 Offer a level of football for all player aspirations and abilities	
	1.2 Grow player base through all age groups	1.2.1 Increase midget base by a least one team per year 1.2.2 Develop at least 2 teams in each grade within Junior levels	
	1.3 Develop players to reach their potential	1.3.1 Offer academies and specialised training opportunities both internal and external 1.3.2 Grading players at appropriate age levels	
	1.4 Perform at the highest level	1.4.1 Encourage all teams to strive to finish within the top 3rd of their league 1.4.1 Offer players with ability representative opportunities	
<p>2. "The Officials"</p> <p>Coaches, Managers & Referees</p>	2.1 Implement coaching standards	2.1.1 Require coaches at all levels to obtain recognised NZF coaching qualifications suitable for their coaching level 2.1.2 Promote the coaching pathway from NZF and encourage professional development for all members	
	2.2 Ensure teams have appropriate management	2.2.1 Provide coach and managers meetings on a regular basis 2.2.2 Offer support and development opportunities	
	2.3 Develop refereeing within the club	2.3.1 Require coaches and managers at all levels to obtain appropriate refereeing qualifications suitable for their teams level 2.3.2 Promote the refereeing pathway from NZF and encourage professional development	
<p>3. "The Facilities"</p> <p>Building, fields & infrastructure</p>	3.1 Ensure the clubs rooms are at a high standard	3.1.1 Upgrade lounge and kitchen 3.1.2 Upgrade toilet facilities and shop area 3.1.3 Encourage a sense of pride and ownership in the club rooms	
	3.2 Ensure that all teams have appropriate training/playing facilities	3.2.1 Upgrade training lights around Field # 3 and courts 3.2.2 Investigate lighting options between field 1 & 2 3.2.3 Liaise closely with council regarding development of grounds 3.2.4 Utilise local community facilities for training	
	3.3 Provide sufficient equipment for all participants	3.3.1 Develop an equipment management plan	
<p>4. "The Club"</p> <p>Club Management, financial sustainability and promotion</p>	4.1 Ensure the club is financially viable	4.1.1 Develop and maintain an effective financial & budgeting system 4.1.2 Explore and develop sponsorship & funding opportunities 4.1.3 Develop a diverse range of income streams	
	4.2 Ensure a high level of transparency in all actions and processes	4.2.1 Develop a visible and comprehensive range of policies that cover all aspects of the running of the club 4.2.2 Create a clear pathway for feedback and concerns	
	4.3 Ensure that the club has a appropriate level of suitably skilled volunteers	4.3.1 Create a robust volunteer recruitment, support, recognition and retention plan 4.3.2 Supply funding assistance in development opportunities for volunteers	
	4.4 Ensure the best use of technology available	4.4.1 Embrace affordable technology	
	4.5 Promote the club and its services on a regular basis to the members and wider community	4.5.1 Develop a club marketing strategy 4.5.2 Develop a club communication plan	
<p>5. "The Community"</p> <p>NZF, NFF, AC, Local boards, schools, neighbors' and families</p>	5.1 Form alliances within the wider community	5.1.1 Create formal school to club links 5.1.2 Create formal club to club links 5.1.3 Investigate formal intersport opportunities 5.1.4 Connect with other community users of Brains Park	
	5.2 Work with governing bodies to best utilise resources	5.2.1 Develop positive relationships with Auckland Council 5.2.2 Develop positive relationships with Northern Football Federation and NZ Football 5.2.3 Develop positive relationships with Trusts and other organisations	
	5.3 Encourage family participation within the club	5.3.1 Continue to make positive relationships with all families associated with the club 5.3.2 Provide family based events at the club throughout the year	