

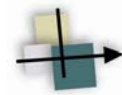
BELLBOWRIE HOCKEY CLUB



STRATEGIC PLAN 2010 to 2012

Produced by
RSC Solutions
for
BHC Committee 2009

RSC Solutions » Moving sport & community **performance** into the 21st century



CLUB STRATEGIC OBJECTIVES 2010- 2012

1. CLUB MANAGEMENT

1 Resource Strategy	Increase Revenue & Resources <ul style="list-style-type: none">• Implement an affiliation structure that reflects user pay and recognition for volunteer contribution• Marketing strategy to increase participation• Access to grants
2 Governance Strategy	Improve Operating Standards <ul style="list-style-type: none">• Modernise the Club's structure & governance to improve the longevity & sustainability of the club and its people
3 Communication Strategy	Improve Internal and External Communication <ul style="list-style-type: none">• Develop a communication strategy for internal and external stakeholders supported by appointed communication officers for the specific member groups, external providers & stakeholders

2. TECHNICAL STANDARDS

4 Volunteer Support/ Management Strategy	Increase Volunteer Number/Support <ul style="list-style-type: none">• Implement modern volunteer management and support practises including an appropriate recognition and reward incentive strategy for the Club's volunteer workforce
5 Volunteer Standard Strategy	<ul style="list-style-type: none">• Keep our volunteers skilled, qualified, trained and aware of their positional responsibilities

3. CLIENT SERVICES

6 Targeted Participation Strategy	Increase Clients <ul style="list-style-type: none">• Implementation of a target focused participation strategy that offers opportunities for existing and new members• Implement new programs and activity opportunities that target specific community groups not currently participating in high numbers
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BHC STRATEGIC ACTION PLAN 2009-2012

CLUB MANAGEMENT OBJECTIVE/S	TASK/ACTION		TIMEFRAME YEAR/ QUARTER			
			Quarters Key = Q1 J/M, Q2 A/J, Q3 J/S, Q4 O/D			
			2009	2010	2011	2012
1. RESOURCE STRATEGY	1	Develop a innovative flexible affiliation structure provides member options -one off programs, intro packages, volunteer reduction, fundraising payment , equipment use	Q3/4			
	2	Review affiliation structure & adjust		Q4	Q4	Q4
	3	Develop a simplistic reporting process that budgets & tracks all key revenue/expenditure progress mthly		Q1	Q1	Q1
	4	Decrease the pressure on clubs financial status by identifying grants and seek assistance to write and complete grant applications		Q1234	Q1234	Q1234
	5	Develop a 8 year rolling equipment plan that highlights all expected equipment needs, projected repair/replacement, timeframes & costs			Q1	
	6	Buy in the services of an admin officer to reduce pressure on volunteers				Q2
	7	Develop & implement a Marketing Strategy that increases participation	Q4	Q4	Q4	Q4
2. GOVERNANCE STRATEGY	8	Conduct a Major Review the current constitution	Q4			Q4
	9	Re-write the constitution to reflect findings of the review	Q4			Q4
	10	Present constitutional changes to the members for approval	Q4			Q4
	11	Develop a modern financial system that includes an on line payment to be managed and maintained by paid Admin officer				Q1
	12	Continue to develop strong communication and working relationship with IHA in order to improve club development on and off the field	Q4	Q1234	Q1234	Q1234
3. COMMUNICATION STRATEGY	13	Develop a communication strategy that utilises the appropriate medium for specific age group (Text, email, communication officers)		Q1	Q4	Q4
	14	Appoint communication personnel for each key client group in order to improve the link between Committee and clients		Q2	Q2	Q2
	15	Conduct a members participation survey in order for members to communicate their needs (management)		Q3		Q3
	16	Continue to develop and maintain strong communication and relations with Facility Managers	Q4	Q1234	Q1234	Q1234



TECHNICAL STANDARDS OBJECTIVE/S	TASK/ACTION		TIMEFRAME YEAR/ QUARTER			
			Quarters Key =Q1 J/M, Q2 A/J, Q3 J/S, Q4 O/D			
			2009	2010	2011	2012
4. VOLUNTEER SUPPORT MANAGEMENT	17	Develop recognition & reward program for existing volunteers and initiatives to entice new general volunteers (MCM section 5 Manual & Strategies options on offer)	Q4			
	18	Deliver volunteer recognition & reward plans and incentives	Q4	Q1234	Q1234	Q1234
	19	Review the volunteer reward program and adjust to incorporate findings		Q4	Q4	Q4
	20	Develop modern management and support policies and procedures utilising (MCM) CD 2, 3, 4, 5, 6, 8 and review yearly		Q1	Q1	Q1
5. VOLUNTEER STANDARDS	21	Adapt the training tools provided in MCM CD 3 documents and manual and ensuring training is linked to task requirements		Q1		
	22	Provide all volunteers with induction training in order to decrease the vicarious liability utilise MCM Kit CD 3 and DVD for Committee personnel		Q1234	Q1234	Q1234
	23	Provide all Committee volunteers with a task sheet prior to the commencement of their duties adapt if necessary the Task sheets provided on MCM CD 7		Q1234	Q1234	Q1234
	24	Provide all general and technical volunteers with a task sheet prior to the commencement of their duties adapt if necessary the Task sheets provided on MCM CD 2		Q2/3	Q2/3	Q2/3
	25	Apply for CDP & /or BCC funding for skilled based volunteer training		Q1234	Q1234	Q1234
	26	Establish partnership with IHA to conduct technical personnel and players development such as on field training and off field education for the coming season	Q4	Q1/4	Q1/4	Q1/4



CLIENT SERVICE OBJECTIVE	TASK/ACTION		TIMEFRAME YEAR/ QUARTER			
			Quartes Key =Q1 J/M, Q2 A/J, Q3 J/S, Q4 O/D			
			2009	2010	2011	2012
6. PARTICIPATION STRATEGY	27	Develop and implement the participation strategies required to target the client priority focus group for the given season		Q1	Q1	Q1
	28	Develop INNOVATIVE target focused participation package for <ul style="list-style-type: none"> • Under 15 boys and Under 15 girls 		Q1		
	29	<ul style="list-style-type: none"> • Under 18's 			Q1	
	30	<ul style="list-style-type: none"> • Vets 				Q1
	31	<ul style="list-style-type: none"> • Coaches 		Q1	Q1	Q1
	32	Develop the general Club program & activity timetables for <ul style="list-style-type: none"> • Player development • Athlete Pathways • Social program for members and their families • Skills 		Q1	Q1	Q1
	33	Work with IHA to deliver innovative participation initiatives during season with existing and priority client focus groups		Q2/3	Q2/3	Q2/3
34	Continue to market the sport and club activities to the local schools		Q1/2	Q1/2	Q1/2	