



VISION: FOOTBALL IS AT THE HEART OF OUR COMMUNITY, WITH MORE PEOPLE BECOMING LIFELONG PARTICIPANTS IN THE SPORT

Purpose: Through commitment to our values Ranui Swanson Football Club will provide positive experiences for all members and the wider community in a safe, fun and encouraging environment both on and off the pitch.

We strive at all times to operate and act in accordance with the following values:

- ⚽ Honour – pride & respect in club & community
- ⚽ Commitment – to club & working together
- ⚽ Transparency – open & inclusive
- ⚽ Excellence – striving for our best whilst being innovative
- ⚽ Community – family friendly environment

Organisation

Committee, Finance, Funding, Web, Comms, Marketing & Policies

Strategic Outcome

Strong leadership & management

Financially sustainable

People

Coaches, Manager, Referees & Volunteers

Strategic Outcome

Effective management of volunteers

More coaches better equipped

Sport

Competitions, Teams, Players, Equipment & Tournaments

Strategic Outcome

More & better opportunities for everyone to play Football

Clear player pathways in place

Place

Training & Playing Fields, Clubrooms & Non Playing Equipment

Strategic Outcome

Safe, high standard of equipment & facilities

Raised sense of pride in the facility and clubrooms

Community

NFF, Ranui Community & Local Schools

Strategic Outcome

To have a strong presence in the Ranui community

Family friendly & community focused environment

Tactics

- ⚽ Implement good management structures & systems
- ⚽ Establish & implement financial planning
- ⚽ Create annual business/action plan with operations manual
- ⚽ Establish & grow sponsorship
- ⚽ Establish & implement a marketing & communications plan

- ⚽ Create and implement a management plan for volunteers
- ⚽ Create and implement development & support plan for coaches at all levels

- ⚽ Create a serviceable & clear player development plan
- ⚽ Maintain & increase the level of participation with a specific focus on youth
- ⚽ Offer modified forms of the game at all levels
- ⚽ Ensure all teams are well-resourced & supported

- ⚽ Ensure all teams have appropriate training & playing facilities
- ⚽ Increase usage of total facility especially during football season
- ⚽ Effective communication with Starling Park Board (SPSCB) & the Waitakere Bears Softball (WBSC)
- ⚽ Identify opportunities for collaborative projects with the SPSCB & WBSC
- ⚽ Increase ownership feeling of facility

- ⚽ Establish links and mutually beneficial relationships with local schools
- ⚽ Increase public profile in the community
- ⚽ Enhance positive relationship with NFF
- ⚽ Develop different types of membership & family participation within the club