



EAST GEELONG FOOTBALL AND NETBALL CLUB

STRATEGIC PLAN | 2022 - 2027



OUR VISION AND VALUES

"The city club with a country feel"

ABOUT US

Established in 1879 as part of the first competitive football competition in Geelong, the East Geelong Football and Netball Club (EGFNC) has been affiliated with the surrounding community for more than 140 years. EGFNC is based at Richmond Oval, on the border of East Geelong and Geelong. In 2022, EGFNC has close to 400 participants across both senior and junior football and netball programs.

ABOUT THE STRATEGIC PLAN

The 2022 – 2027 EGFNC Strategic Plan aims to set the vision, goals and objectives for the Club over the next 5 years. EGFNC has a clear aspiration to become the Geelong and District Football & Netball League's (GDFNL) most successful and inclusive club, and to achieve this, a Strategic Plan is required.

The Plan has been created in consultation with our membership base, sponsors, affiliates and Committee. We thank our supporters for their collaborative efforts in delivering this document, and look forward to working together throughout its implementation. A summary of stakeholder engagement can be found on the final page.

Our Vision

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To be the Geelong and District Football & Netball League's most welcoming, successful and family friendly club; providing equal opportunities for all to participate in football and netball.

Our Values

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Welcoming,
Diverse &
Inclusive



Community
Minded



Safe &
Respectful



Aspirational &
Successful



OUR PRIORITIES 2022 - 2027

Our road map for the next 5 years



1. Participation & Inclusion

Provide opportunities to grow participation across all ages, genders and abilities in football and netball



2. Sustainability

Excellent administration that demonstrates financial, social and environmental responsibility



3. Engagement

Foster and drive partnerships and communication with current, prospective and former members, stakeholders and sponsors



4. Leadership

Through strong leadership, continually improve club culture and the creation of a welcoming environment that sets us apart from the rest



5. Success

To be respected, competitive and fair in all on field performances, positioning us as one of the GDFNL's most successful clubs



1. PARTICIPATION & INCLUSION

Provide opportunities to grow participation across all ages, genders and abilities in football and netball



KEY OBJECTIVES

1. Establish a sub-committee to create a 'junior engagement and growth' strategy. Aim to achieve outcomes including improved connections with local schools, upskilling of junior coaches and a full complement of teams across all ages in football and netball within the next 5 years. Create additional junior teams where required.
2. Benchmark existing successful club models and work with organisations such as Leisure Networks and AFL Barwon to introduce and incentivise female football.
3. Investigate creating a formal partnership with Deakin University to provide participation opportunities for students from rural/regional areas outside of Geelong.
4. Promote pathway programs available through EGFNC, including case studies of talented players, to demonstrate opportunities to progress via the Club and the GDFNL.

MEASURES OF SUCCESS

1. Continued growth in junior and female competitions and programs including Auskick and NetSetGO.
2. Introduction of female football (at minimum) in Auskick by 2024 with junior girls' to follow.
3. Connection and collaboration with local schools, resulting in increased junior participation.
4. Increased senior participation through Deakin University.
5. Improved player attraction and retention, including talented players.



2. SUSTAINABILITY

Excellent administration that promotes financial, social and environmental responsibility



KEY OBJECTIVES

1. Continue the Club's healthy financial position and set aside funds for contributions towards future infrastructure investment.
2. Redevelop infrastructure at Richmond Oval as per the City of Greater Geelong's Facility Development Plan. Leverage investment through the City of Greater Geelong, Victorian Government, AFL Victoria, Netball Victoria, Cricket Victoria, EGFNC and Geelong City Cricket Club.
3. Include the implementation of the 2022 – 2027 Strategic Plan as a monthly Committee meeting agenda item. Aim to continually implement objectives year-on-year.
4. Conduct an annual survey of sponsors to understand value received and levels of satisfaction, and to prospective sponsors to ascertain future partnerships.
5. Create a whole of club organisational chart identifying all formal roles that require volunteer delivery. Outline all functions and colour code to demonstrate one off roles through to ongoing opportunities.
6. Focus on proactively supporting the recruitment and retention of volunteers. Utilise existing resources such as clubhelp.org and afl.com.au/clubhelp to create position descriptions and support mechanisms.
7. Continue to address governance issues such as child safety standards and communicate progress with stakeholders.
8. Develop an Environmental Management Plan for club operations

MEASURES OF SUCCESS

1. Development of a second netball court and new netball change rooms by 2027.
2. Filling 100% of volunteer roles/functions identified in the organisational chart each year.
3. Retention of 80% of existing sponsors, and attraction of 1-2 new sponsors each year.
4. Successful monitoring and implementation of the 2022 - 2027 Strategic Plan.
5. Full set of club policies and procedures available via the Club's website.

3. ENGAGEMENT

Foster and drive partnerships and communication with current, prospective and former members, stakeholders and sponsors



KEY OBJECTIVES

1. Create a calendar of events that appeals specifically to junior participants and parents along with broader 'whole of club' events.
2. Enhance the promotion and communication of club activities and events with existing, past and prospective sponsors, members and stakeholders.
3. Increase promotion of junior activities, programs and achievements across football, netball and off-field.
4. Ensure all identified key stakeholders are included in club promotions and news alerts, including, but not limited to Geelong City Cricket Club, GDFNL, City of Greater Geelong, AFL Barwon, Netball Victoria and local parliamentary representatives.
5. Undertake promotion of the Club to the immediate residential catchment area and incentivise 'bring a friend' days for members.
6. Increase awareness and promotion of the 'Con Sheahan Junior Incentive Scheme'.

MEASURES OF SUCCESS

1. Improved engagement with junior participants and their families.
2. Increased social membership and engagement with past players.
3. Delivery of and increased attendance at 'bring a friend' or a locals come and try day(s).
4. All members and stakeholders communicated with via a variety of mediums including social media, newsletters, email and text message.
5. Retention of juniors and progression into senior levels in both football and netball.

4. LEADERSHIP

Through strong leadership continually improve club culture, and the creation of a welcoming environment that sets us apart from the rest



KEY OBJECTIVES

1. Implement a 'buddy' system that supports and connects juniors with their senior counterparts. Encourage fun interactions between seniors and juniors that support the buddy system e.g. juniors interview their buddies for social media posts.
2. Encourage, support and incentivise opportunities for senior players to become accredited and involved in coaching of junior teams.
3. Deliver more team building activities, such as pre-season fitness sessions and specialised training activities (based on player preferences).
4. In partnership with service providers such as Leisure Networks, Read the Play, Tackle Your Feelings and other not for profit organisations, deliver an annual information/seminar evening on relevant social topics and issues.
5. Create greater opportunities for connection and collaboration between football and netball – joint training, event days and charitable/fundraiser opportunities.
6. Promote EGFNC values at season launch and identify 'champions' in each team/age group.
7. Conduct an annual coaches session focused on the promotion of values and club culture.
8. Encourage all Junior Football coaches to obtain Level 2 certification.
9. Continue opportunities for junior development and support alongside the Geelong Football Club.

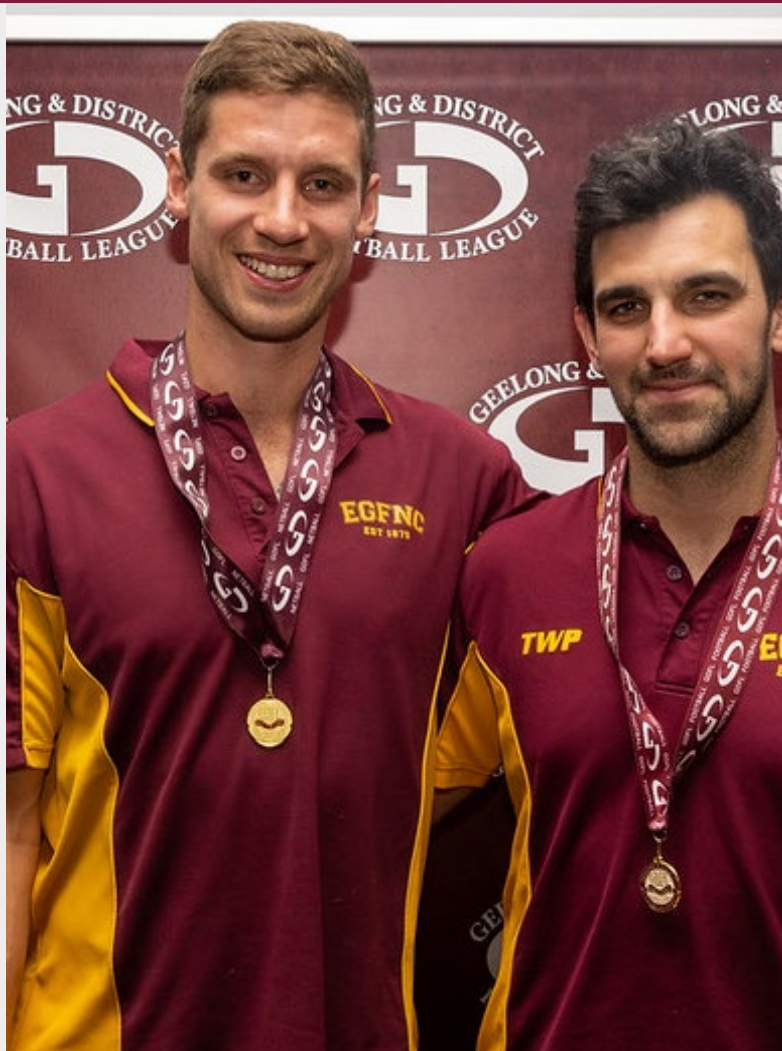
MEASURES OF SUCCESS

1. Improved connection and mentoring between senior and junior players.
2. Continued strong club culture, on and off the field as reflected in annual survey.
3. Improved connection between football and netball codes.



5. SUCCESS

To be respected, competitive and fair in all on field performances, positioning us as one of the GDFNL's most successful clubs



KEY OBJECTIVES

1. Maintain position as GDFNL Club of the Year.
2. Reach regular football and netball seasonal finals across all teams and age groups.
3. More frequent senior netball and football premierships.
4. More EGFNC players nominated for GDFNL teams of the year.
5. Continue annual survey of members and stakeholders to critically assess Club's progress and monitor changes from initial 2022 survey across the next 5 years.
6. Create an annual EGFNC Volunteer of the Year award. Also nominate to third parties for volunteer recognition (e.g. Local Council, AFL Victoria, Netball Victoria, Vicsport or similar).

MEASURES OF SUCCESS

1. Sustained on field success 2022 – 2027.
2. Increased levels of member and stakeholder satisfaction from the baseline survey year of 2022.
3. Delivery on an organised celebration and recognition of club persons/volunteers' achievements.



WHAT WE HEARD

A summary of stakeholder engagement

As part of the development of the 2022 – 2027 Strategic Plan, we engaged with members, stakeholders and committee. A summary of this feedback is provided below.

STRENGTHS

- Our stakeholders indicated that EGFNC are meeting their needs across core functions of the Club.
- Our members think we are best at providing a friendly, welcoming and safe environment with a great culture.
- The majority of our members joined EGFNC because they have family or friends at the Club, or they live in proximity to Richmond Oval.
- Current success on field helps generate momentum at EGFNC.

WEAKNESSES

- Lack of fit for purpose facilities, particularly with only a single netball court and poor quality netball change rooms.
- A lack of connection across juniors, seniors, footballers and netballers.

OPPORTUNITIES

- Many members indicated that having a better understanding of volunteer roles, and more flexible opportunities to help, would encourage them to be more involved at EGFNC.
- Many junior parents indicated they would be interested in volunteer roles in the future.

CHALLENGES

- Whilst junior parents indicated they would like to be more involved, they also feel more specific social functions are required.
- Members indicated they would like to know more about what's on at the Club.
- Proximity to a number of other clubs is a challenge, and EGFNC has to work hard on their point of difference and attraction and retention strategies.
- Continuing the Club's healthy financial position in current climate.

According to our stakeholders...

We are:

1. Family friendly
2. Welcoming
3. Competitive
4. Approachable
5. Community minded

What we do well:

1. Provide a welcoming environment for participants of all abilities
2. Sound financial management and sponsor retention
3. Junior participation increasing
4. Senior player retention
5. On field success

What we could improve:

1. More involvement with juniors and their families
2. Improved connection between football and netball
3. Improved connection between juniors and seniors
4. Better facilities
5. Increased promotion of social events



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