

TIPS FOR SUCCESSFUL CLUB STRATEGIC PLANNING

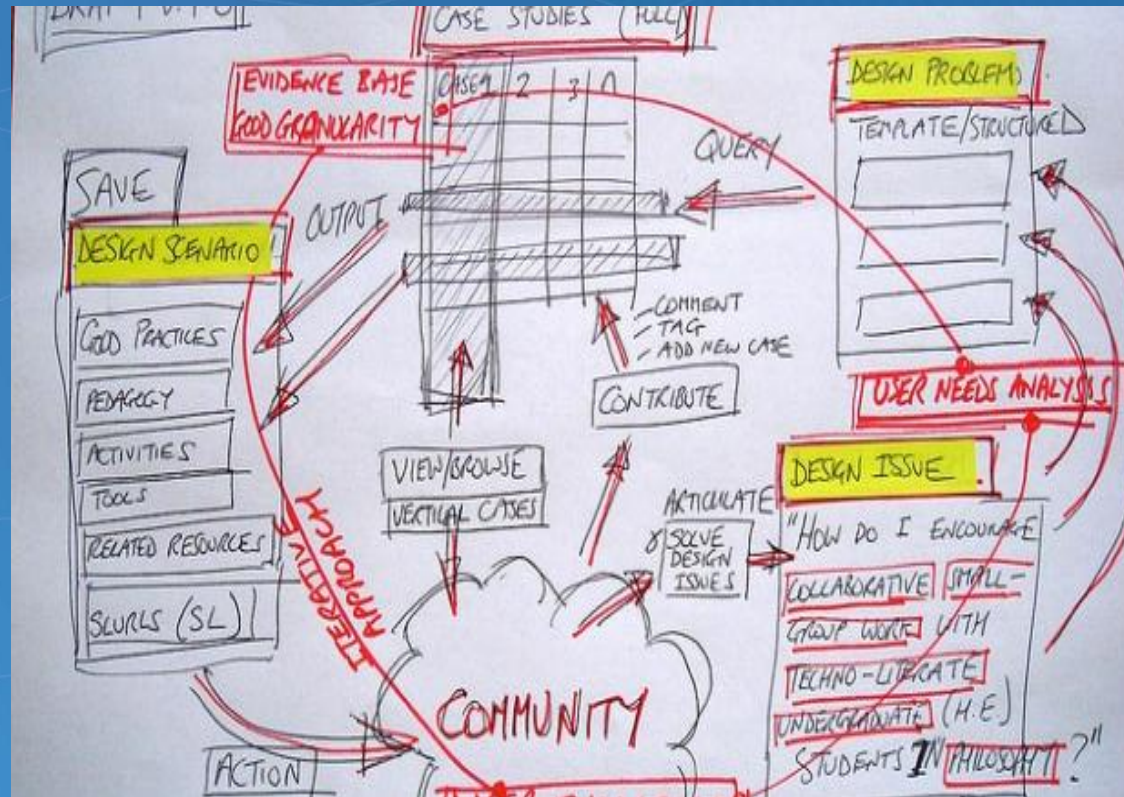
Managing your club's paper trail for better results on and off the field!

HANS VAN BAVEL

- Community presenter and STARCLUB Support Officer
- Director, DELTA Training



SUCCESSFUL PLANNING COMES FROM SIMPLE DOCUMENTATION!



COMMENTS YOU MAY BE HEARING

- Is anyone trying to get new members?
- Are we going to try to get the lighting promised?
- We must get more coaches or we'll be in trouble!
- What going to happen about merging with the Southern's club?
- The committee never seems to do anything useful!
- We are expected to get more volunteers - but how, we've tried everything!

Prove you listen by documenting, then acting!



PLANNING STARTS WITH DOCUMENTING KEY CHALLENGES

- More members? - **GROWTH/RECRUITMENT**
- Lighting promised? - **FACILITIES DEVELOPMENT**
- More coaches? - **COACHING & TRAINING**
- Merger? - **COMPETITION PATHWAYS**
- Never hear from the committee! - **COMMUNICATION**
- Get more volunteers! - **MARKETING & PROMOTION**

THE 'PILLARS OF YOUR PLAN'



THE VALUE OF A WRITTEN PLAN

- Helps achieve progress towards a shared vision!
[STARCLUB - Question 5!]
- Reflects the input of others
- Clarifies intended or desired outcomes
- Provides a key basis of doing key activities
- Helps make reviewing progress easier
- Tells everyone the club mission/vision and direction
- provides a continuing focus
- creates credibility and professionalism



HOW TO DOCUMENT - 7 TIPS

- **Keep it simple and clear - use a template**
- **Involve members in documenting - WORKSHOP**
- **Refine all the way along - from start to completion**
- **Check the draft against the parent body plan**
- **Ask for written feedback and consider**
- **Include the plan's pillars into meeting agendas**
- **Prioritize objectives/strategies/actions plus who, when, resources needed**



HOW TO DOCUMENT - 4 TIPS TO AVOID

Never...

- hide the plan in a drawer
- make the content unrealistic nor waffly - Use 'SMARTA' principles
- forget to review the document regularly
- let one person undertake the plan's development



SIMPLIFYING THE PAPER TRAIL

- WHEN TO DOCUMENT

- **Step 1: When creating the pillars - decided by the committee**
- **Step 2: When inviting stakeholders to a workshop meeting – explaining...**
 - 1.what it's about**
 - 2.why they should come and**
 - 3.how they can be involved**
 - 4.Include the pillars**

Cont



Government of South Australia
Office for Recreation and Sport

be active.

SIMPLIFYING THE PAPER TRAIL

- WHEN TO DOCUMENT – cont.

- **Step 3: At the workshop participants:**
 - 1. Brainstorm - Vision; mission; stakeholders; values**
 - 2. Write up their...
issues/hopes/challenges/opportunities on posters under each 'pillar'**
 - 3. Information written is voted on to prioritize**
 - 4. The priorities are converted to objectives and key strategies**



SIMPLIFYING THE PAPER TRAIL

- WHEN TO DOCUMENT – cont.

- **Step 4: When finalizing the draft plan - reflect, expand on and refine**
- **Step 5: When re-assessing the parent body plan against the club's draft, further refine**
- **Step 6: When writing agenda items for meetings, link to the strategic plan**



THE PLAN FORMAT - M.O.S.T.

MISSION and VISION: Why we exist – our purpose / ideal future

[Very long term]

OBJECTIVES: Key goals to bring success: **WHATS**

STRATEGIES: Ways to achieve objectives: **HOWS**

TASKS: Actions to organize (agenda items)

[Very short term]

VALUES: What behaviours are important to us?

STAKEHOLDERS: Who will be impacted by the plan?



PLAN LAYOUT EXAMPLE

PILLAR 1.

KEY OBJECTIVE 1:

STRATEGY	KPI- OUTCOME	LEADER	WHEN TO FINALIZE	RESOURCE ESTIMATE
----------	-----------------	--------	---------------------	----------------------



WINS* FROM MANAGING THE PAPER TRAIL

- Balances short and long term activity
- Creative ideas captured – joint ownership
- Helps committee operate pro-actively
- More control over the club's destiny – 'Big Picture'
- A more systematic, simpler approach
- Resources are directed more efficiently
- Priorities are known, and help to manage
- Assists review and ease of 'tweaking'

*SOURCE: Australian Sports Commission



Government of South Australia
Office for Recreation and Sport

be active.

THANK YOU AND ALL THE BEST!

REMEMBER THE..



..CAN HELP YOU WITH YOUR PLANNING!



Government of South Australia
Office for Recreation and Sport

be active.