



GREYTOWN
FOOTBALL CLUB



**Greytown Football Club Strategic
Plan 2014-2016**



EXECUTIVE INTRODUCTION

Greytown Football Club was established in 2009 to offer the community of Greytown and the people of the South Wairarapa an opportunity to play and learn football in a supportive environment. In its first four years it has grown to over 50 members, across three teams with a growing supporters group. Player's ages range from 15 to 55. The club has great support from Greytown Sports and Leisure Society, Greytown Junior Football Club, Kuranui College and Capital Football.

Our committee is made up of people who are passionate about Football and bring a wide range of skills to support the club. Football is a popular sport within Greytown with 13 teams in the junior grade, 4 teams at college and 3 senior teams. Players from all over the wairarapa see value in our club and travel to play under the Greytown banner.

The club has received many awards and trophies over its existent. The white swan team won the league championship in 2012 which has seen the team promoted into Capital football league 3. The biggest achievement from the club has been being awarded Club of the Year in 2010, 2011 and 2012. The club is an all-inclusive club and looks to support all levels of players and supports alike.



Club Objectives

- To promote, organise, foster, develop and play the game of amateur football.
- To maximize the potential of players, coaches, managers, officials and administrators by promoting commitment and skill development at all levels
- To encourage fair play and respect
- To promote the fun and social aspect of the sport
- To promote the involvement of family and the wider community
- To support and form allegiance with the Greytown junior football club and Kuranui College through practical and technical assistance
- To maintain a close liaison with Capital Football (No 5 District Federation of New Zealand Soccer Incorporated) or such other body controlling football in the Wellington Region and to adhere to and observe the objects and rules

MISSION STATEMENT

To provide opportunities for people of all ages and ability levels within the District to improve their quality of life through participating in or playing the game of football.

VISION

To provide a football club, based in Greytown, which supports football players of all ages.



COMMITTEE MEMBERS FOR 2014

Chris James –President
Paul Southey – Life Member
Dean Southey –Secretary

Jason Cowlam
Tom Locke
Geoff Major - Treasurer

THE COMMITTEE'S ROLE:

The Committee's primary duty is to further the purposes of the Club. It is also responsible for formulating policy and strategies, providing good governance and monitoring the club's performance against its objectives.

Strategic Goals	Strategic Initiatives	Key Performance Indicators
Improve long term viability of the club	<ul style="list-style-type: none"> • Establish sponsorship agreements • Maintain college and junior connections • Develop a regular fundraising opportunity • Maintain grant applications • Support promising young players • Develop a clear pathway for all levels within the Greytown community • Achieve the NZ Football quality Accreditation Mark 	<ul style="list-style-type: none"> • Sponsorship agreements established with all club sponsorsf • Committee representation on other clubs (juniors and college) • Establish continued fundraising opportunities • Applications are applied for where determined • A reserve team is created to foster long term development • NZ Football Quality mark achieved by June 2014
Maximise player potential	<ul style="list-style-type: none"> • Ensure all teams suitably resourced with equipment and strip • Maintain a suitable training venue and support coaching initiatives • Provide opportunities for every level of play • Involved experts from outside the club 	<ul style="list-style-type: none"> • All teams have the appropriate resources to represent the club • Liaise with local authorities to ensure the facilities support the club • Teams are established to foster all players. • Appoint a fulltime coach and foster the development of the management structure for all teams
Raise community profile	<ul style="list-style-type: none"> • Club activities • Combined activities with other community, sports groups • Develop professional image • Facebook ,Grapevine, website and Newspaper 	<ul style="list-style-type: none"> • Work with local clubs on establishing an event promoting football within the community • Increase brand awareness on and off the pitch. • Establish a club website and increase our social media presence 6 Grapevine articles, 2 Newspaper articles.

Monitor & Review of the Plan

- The Strategic Plan will be monitored on a quarterly basis by the Committee.
- The Committee is responsible for the outcomes of the Strategic Plan and to review the performance against objectives.
- The President has overall responsibility for implementation and review of the Strategic Plan.
- The Plan will be reviewed in February and quarterly thereafter.

Promote, Organise, Foster, Develop



Greytown Football Club would like to thank our major supporters



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