

EST. 1984



REACHING OUR POTENTIAL

STRATEGIC PLAN

2023 - 2027



INTRODUCTION

Football as a medium to lead positive change and grow a stronger, healthier community.

With over 3.5 billion fans around the world, football is fast becoming one of the world's greatest influencers. As the game continues to evolve and grow rapidly, we are seeing more and more examples of how the beautiful game can be used to deliver important messages and drive positive change and growth throughout communities.

As a club with over 500 members, we believe it is our responsibility to lead positive change and support our community to grow and evolve; to promote a healthier, more active lifestyle and to be the best that we can possibly be!

Our aim is to use football to connect people through positive experiences, inspire them by providing opportunities for all, and empower them with high quality training and competitive opportunities.

This strategic plan, provides a blueprint for how we will make football as successful as possible in our community, so that our club values are shared by all. Making our community healthier, stronger and safer for everyone.



FOREWORD

The BMAFC committee are proud to unveil our Strategic Plan for 2023-2027.

Beachlands Maraetai AFC is approaching its 40th anniversary, and the club along with community has come long way. Many of our members have gone on to play at representative level as well as abroad with scholarships in the USA.

Our new strategic plan is designed to ensure that we build on what others have done before us and to carry on the vision of those who started BMAFC in 1984.

This plan will ensure we deliver on today's requirements, while putting in place key initiatives that will sustain the growth of football on the beautiful Pohutukawa Coast.

We invite you to consider the plan and to let us know if there's anything particularly important to you on behalf of the club and community you love.

We would like to extend our thanks to the continued and unwavering support from our sponsors, partners, members, and the football community.

Go the Mighty BMAFC!



Brian Preston
President



OUR VISION

To connect, inspire, and empower a stronger and healthier community.

OUR MISSION

To promote, facilitate, and administer safe, and enjoyable football experiences for everyone.



RESPECT



OUR VALUES



HUMILITY



EFFORT



TEAMWORK



AMBITION



OUR TARGETS BY 2027

TOTAL PARTICIPANTS
800

REGISTERED PARTICIPANTS
693
(+32%)

MEMBER SATISFACTION
90%
VOP Survey

NET INCOME
\$15,000 in 2027

FUNDRAISING
\$130,000 in 2027
(+133%)

FACILITIES INVESTMENT
Build advocacy for major investment in facilities



OUR TARGETS BY 2027

**TOTAL
VOLUNTEERS**
200+

**ACCREDITED
COACHES**
94+

**ACCREDITED
REFEREES**
46+

**TALENT
DEVELOPMENT
PROGRAMME**
NZF ACCREDITED

YOUTH TEAMS
4x Boys Teams
4x Girls Teams

**COMMUNITY
ENGAGEMENT**
4 Events per year

OUR PRIORITIES



STRONG LEADERSHIP

OUTCOME: There are effective systems in place to ensure that BMAFC is well managed and adequately resourced.



QUALITY EXPERIENCES

OUTCOME: BMAFC provides a social environment with opportunities to fulfill potential, whilst growing participation and support in football.



FINANCIAL SUSTAINABILITY

OUTCOME: BMAFC is financially healthy, whilst providing value for money with appropriate longterm planning to secure its future for generations to come.



OUR STRATEGIES: **STRONG LEADERSHIP**

OUTCOME: There are effective systems in place to ensure that BMAFC is well managed and adequately resourced.

SL1 - Update and align club policies, procedures and programmes to governing bodies and best-practice guidelines

SL2 - Create a working environment that attracts & retains quality staff and volunteers.

SL3 - Develop and maintain relationships to enhance infrastructure

SL4 - Build the brand of BMAFC, with a focus on club unity, and community engagement





OUR STRATEGIES: **QUALITY EXPERIENCES**

OUTCOME: BMAFC provides a social environment with opportunities to fulfill potential, whilst growing participation and support in football.

QE1 - Engage with membership to ensure management objectives align with member needs

QE2 - Increase opportunities to play football at all ages with a focus on participation and enjoyment

QE3 - Establish a Talent Development Pathway that provides players, coaches and referees opportunities to fulfil potential





OUR STRATEGIES:

FINANCIAL SUSTAINABILITY

OUTCOME: BMAFC provides a social environment with opportunities to fulfill potential, whilst growing participation and support in football.

FS1 - Develop and maintain strategic partnerships that reduce costs or increase value for money

FS2 - Maintain and create new revenue streams to ensure financial sustainability and club development



OUR ACTIONS

Each of our strategies will be implemented through lead roles, action plans, and key performance indicators in the below areas:



GOVERNANCE

- Alignment
- Training & Support
- Community Engagement
- Marketing & Communications
- Facilities



FOOTBALL

- Girls & Women's
- Community Football
- Talent Development
- Coach Development
- Referee Development
- School-Club Links



FUNDRAISING

- Sponsorship
- Strategic Partnerships
- Grant Funding
- Campaigns & Events

KEY PERFORMANCE INDICATORS

We will measure the effectiveness of our strategies and progression towards our 2027 targets by setting yearly targets, milestones and achievements.



GROWTH

- Participation & Registrations
- Volunteer Base
- Revenue Streams
- Facilities
- Social Media & Website



RETENTION

- Registrations
- Volunteers & Staff
- Sponsors & Strategic Partners



PERFORMANCE

- Competitions
- Voice of Participant Survey
- NZF Accreditation & Competition Entry



WE THANK YOU

To the football family of BMAFC; to everyone who supports and advocates for the game; to those who provided such valuable input to this plan; and to every participant who loves this great game. We sincerely appreciate your support and ongoing contributions to football.

