



Angaston Football Club Strategic Plan 2019-2022

VISION

To be a unique family oriented Australian Rules Football club that encourages and embraces a culture of; on-field success, player/coach/member wellbeing, equality & community support.

MISSION STATEMENT

To create a safe, supportive and fun-filled learning environment that fosters the development of Australian Rules Football skills and where each participant strengthens their love of the game and has the opportunity of achieving their own goals regardless of age, gender, cultural background or ability.

Provide its players with a positive football experience, which incorporates the teaching of proper skill development, team participation and fun.

Engage with the local community to raise the game's profile

Ensure coaches help build good character by; helping each player gain self-confidence, teach good sportsmanship, and to respect all those who participate in any football environment.

CLUB VALUES

RESPECT - Appreciate individual roles. Recognize and respect history. Accept and celebrate difference.

COMMIT - Commit to our success and sustainability. Commit to our assigned roles. Proactively uphold our vision and values.

PROGRESS - Explore and create avenues to evolve. Help others with their individual development. Seek to continually challenge the norm.

ENJOY - Encourage an atmosphere of mateship. Foster an inclusive and caring environment. Share credit, celebrate difference.

SITUATION ANALYSIS

The Angaston Football Club (AFC) was established in 1879 and is a pivotal institution that makes up the fabric of the community of Angaston.

On-field success has also been at high over the past few years, with multiple premierships being won in the Men's B grade and women's competition. In addition, the A Grade team played in the 2019 Grand Final.

The development of the AFC's A team, a health and wellbeing initiative has ensured the club's vision of embracing a culture of player/coach/member caring and support network.

The vineyard owned by the AFC is an asset that underpins the financial stability of the club. The vineyard provides on-going income that has a significant book value.

All these **STRENGTHS** have been built over a long history. The current and future committee and members respect the efforts of those who founded and evolved the AFC. The future success of the AFC relies in identifying and responding to the challenges and opportunities that will come in the future.

The competition/rivalry of other codes of sport, non-participation of players and families caused by financial/time pressures, an inability to attract and retain volunteers are a few of a number of **THREATS** that face the club.

While the AFC is financially stable, the development of the new facilities and on-going operational costs could weaken the club's fiscal position. Attracting and maintaining major sponsorship, volunteers and committee members has and continues to be a challenge. These challenges are some of the **WEAKNESSES** for the AFC

The **OPPORTUNITY** for the AFC is to deliver its vision so that new families to the region see the AFC as the club of choice. Our vision should also be attractive to parents who wish to encourage their children to maintain their involvement in sport. Delivering the

club's vision will also ensure that existing players, administrators, sponsors and members continue their support. Such support will lead to on and off field success for the AFC.

OFF-FIELD OBJECTIVES

1. Undertake a general review of the constitution and committee structure.
2. Establish a robust and transparent financial process.
3. Develop the second oval.
4. Upgrade of the club rooms and surrounding facilities.
5. Continue to support and develop the Angaston A Team concept (promoting health and wellbeing).
6. Appointing a volunteer coordinator (plus develop a brief for this position)
7. Identify, secure and maintain major and minor financial sponsorship.
8. Promote the strengths, opportunities and support the AFC can provide the Angaston and neighbouring communities.
9. Support and promote a healthy family sporting environment by working across cultures within the Angaston and Barossa areas.
10. Continue to develop and foster a close working relationship with all the stakeholders using the Angas Recreation Park, The Barossa Council, State Government and non - Government bodies.
11. Promote the game of football as played according to the rules of the Australian Football League and the South Australian National Football League Limited.
12. Develop a plan for the management, lease or sale of the AFC vineyard.

ON-FIELD OBJECTIVES

1. Support players in their transition in year level and reduce reliance of paid recruited players.
2. Have coaches that support; the AFC Strategic Plan, players and strive for final success.
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4. Have coaches and players that participate in activities run by the AFC.
5. Have coaches and players that support junior football grades.