



STRATEGIC PLAN 2020 - 2022

Objective of the Strategic Plan

To play an integral role in managing CCSC and achieving our goals over the next 3 yrs

To guide the planning and decisions of the Committee and staff

Success will rely on strong business management, accountability, transparency and communications

Our Vision

A respected, successful and engaging club that people are proud to be associated with

Our Goals

A positive football experience for all involved

Safe, caring environment that promotes physical and mental well-being

Football is actively encouraged and promoted in the Campbelltown area, particularly through local schools

All coaches, players and administrators reach their full potential and are recognised as leaders by peer and peak sporting bodies

Successful outcomes for all junior and senior teams

Leader in the development of women's and girl's football

Our Values

Respectful behaviour and positive role-modelling

A positive engaging culture led by example, teamwork and a can-do attitude

A strong social, community and inclusive culture

Our behaviour

We demonstrate our values by our behaviours:

- Recognise and encourage the best in each other
- Hold our head up in defeat and acknowledge the success of others
- Be open and resilient to change
- Listen while others are speaking
- Consider how we can help rather than believe someone else will do it

Outcomes we aim to achieve in 2020-22

1. People, especially players and parents, know what CCSC stands for and are well-informed
2. Increased participation by juniors with a focus on increasing the number of girls playing the sport
3. CCSC is well supported by volunteers and the community in all aspects of the Club
4. Strong membership that increases by 5% annually
5. Strong community support through sponsorships and fundraising activities that increase by 5% annually
6. Effective Governance and management practices
7. Safe, hygienic and fit-for-purpose facilities to be used by our teams, supporters and the wider social and corporate community
8. Good standard pitches to meet existing and growing demand in Junior and Senior soccer



Proposed Actions to Achieve Each Outcome 1-8

1. **People, especially players and parents, know what CCSC stands for and are well-informed**
 - i. Parent Information Sessions conducted early in season
 - ii. Active social media and marketing program
 - iii. Parent Handbooks with clear information on expected behaviours etc
 - iv. Regular newsletters and advisories sent to all parents and members by e-mail (weekly during season)
 - v. Reminder signs around ground
 - vi. Use of FFSA resources to assist behavioural program delivery
 - vii. Senior Team interaction with junior players encouraged
2. **Increased participation by juniors with a focus on increasing the number of girls playing the sport**
 - i. Close liaison with local schools working in collaboration with FFSA to increase the number of girls playing and the number of girls teams playing in the Mini Roos, JSL and JPL
 - ii. Increased participation by juniors with a focus on increasing the number of girls playing the sport
3. **CCSC is well supported by volunteers and the community in all aspects of the Club**
 - i. More information to parents on how volunteers help the club and on where help is needed
4. **Strong membership that increases by 5% annually**
 - i. Membership drive to be advertised through social media and newsletters
 - ii. Enhance and improve membership benefits
5. **Strong community support through sponsorships and fundraising activities that increase by 5% annually**
 - i. Development of a new sponsorship prospectus and higher levels of junior team sponsorship
 - ii. Key functions including red and white dinner to be developed and promoted further to boost fundraising
 - iii. Lottery income to be enhanced through higher levels of prize sponsorship
 - iv. Canteen takings to be increased through best use of volunteer and paid staff and improved product offer
6. **Effective Governance and management practices**
 - i. Review and Develop New Club Constitution to provide for a more modern and effective governance framework



- ii. Review Strategic Plan yearly
- iii. Enhance the relevancy, accessibility and level of transparency and accountability of the Club Committee/Board to interested parties.
- iv. Develop and implement new administrative policies, systems and processes to enable the club to better plan its operations and service the needs of Council, FFSA, members, parents, players, coaches and sponsors and to achieve shared desired outcomes
- v. Develop a secure on-line payment system for payment of fees

7. Safe, hygienic and fit-for-purpose facilities to be used by our teams, supporters and the wider social and corporate community

- i. New female change rooms installed in junior clubrooms (January 2020)
- ii. New 250 seat grandstand(s) to western end of pitch 1 and/or to Joe Natale Balcony to enhance the viewing experience for spectators especially elderly patrons
- iii. New lift to Senior Clubrooms to improve access, safety and welfare of members, volunteers and visitors
- iv. New retractable player race for pitch 2 when complete
- v. Access Road from Stradbroke Rd north of pitch 1 to connect with Junior Clubroom car park and improve safety levels/reduce congestion on Whites Lane

- vi. Site Master Plan Developed to guide future capital investments to 2030

8. Good standard pitches to meet existing and growing demand in Junior and Senior soccer

- i. New synthetic pitch 2 (January 2020)
- ii. New FFSA standard lighting to pitch 2
- iii. Improved lighting to Lower Junior Pitches including 2-3 new towers on pitches 6 and 7
- iv. Improved drainage to lower pitches
- v. New fencing around Pitch 1