



Blue Lake Sports Club Inc

Strategic Plan

2023 - 2028

FOREWARD

WE ARE PROUD TO RELEASE BLUE LAKE SPORTS CLUB'S STRATEGIC PLAN 2023 – 2028

It's a bold vision for our club into the future and defines our identity, our focus and our values

We call it Blue Lake Family, and it's about inspiring, developing, and uniting all of our members to love and enjoy the game of football and instill a sense of pride within all of our Rangers

Our club is in great shape, with a good financial position and enthusiastic participants driving our club's growth.

This is due to the improved engagement and communication between our members, an committed Club Board together with club volunteers, and the support of community partners

Our playing memberships continue to grow, especially in our junior teams, and we are especially proud of the continued participation of female players within our club.

We are committed to a renewed effort in supporting and developing our coaches and players by ensuring we budget for and provide resources and equipment to our team coaches and managers.

Similarly, we have also invested in our players, with a increasing a number of programs aimed at creating skillful, confident footballers with a growth-mindset; who display the values of sportsmanship and respect.

We believe our club can retain our core values of inclusion and fun within a football family, while also supporting the development of our players to become skillful and confident footballers.

Our new four-year strategic plan is designed to build on this positive momentum. This ensures that we deliver on today's commitment to our members, while putting in place key initiatives and structures to sustain the club's future strength and direction.

This document provides a high-level view of our strategic priorities, the detailed plan incorporates **over 40 actions** across our club. All of these actions have defined KPIs, accountabilities and timings, mapped out over a four-year period.

We invite all of our members to consider our plan and reach out and let us know of aspects of the plan that are of importance to you and our club.

It's an exciting time to be a part of our club , and we extend our thanks to for the continued support of our partners, members and the football community as a whole.

Together we look to create an even brighter future for our BLUE LAKE RANGERS FOOTBALL FAMILY.

OUR TARGETS BY 2028



COMPLETE IN ALL AGES, ALL STAGES

Competitive Teams fielded across all ages
groups Juniors & Seniors

REGISTERED PARTICIPANTS

Increase membership across all
Sustain & grow female participation
rates each year

QUALITY COACHING

100% of Coaches completing
A Coaching Development Plan
every year and establishment of
a Technical Director

STAKEHOLDER SATISFACTION & PARTICIPATION

60% increase in Volunteer
engagement and
85+ % Satisfaction

NATIONAL, STATE AND LEAUGE CLUB DEVELOPMENT PLAN

QUALITY PLAYERS

Junior Development
Pathways and
Senior Development

FUNDING STRATEGY

Grants, Club Events
Sponsorship, Community Events

PROMOTING OUR CLUB AND FOOTBALL

OUR PURPOSE

ENABLE ALL OF OUR MEMBERS TO DEVELOP A PASSION AND LOVE OF FOOTBALL

There are so many wonderful aspects of the game of Football

- We believe it can bring joy and happiness to ALL children and adults.
- We want to support and strengthen the existing passion within the local football community, in order to help promote and deliver the game of football to even more people!
- We want to lead the way in how we develop our players and coaches and support others to do the same. We want all of our members to foster a deep, emotional connection with the club, where our identity and sense of pride align with our core values of family, inclusion, and fun.
- Finally, we want our members to develop a passion for football as they become a part of our FootbALL Family

OUR VISION

ESTABLISHING A FOOTBALL FAMILY

Our club was founded in 1957 on the principles of inclusion and fun within a supportive and family-friendly environment.

- **Our vision for Blue Lake Rangers is to uphold these ideals into the future, whilst also adopting a structured and strategic approach to developing quality coaches and skillful, confident footballers.**
- **Not only will this approach help to sustain the future growth of our club, it will also enable us to cater more effectively for footballers from all ages and stages.**
- **We will achieve this by aligning our fundraising and community football programs, renewing our efforts to retain and develop coaches and players, and celebrating our clubs history and successes together.**
- **Our vision will be achieved by 2028 with record numbers of participation, volunteer engagement and member approval throughout the club**



**PARTICIPATION AND
ENGAGEMENT
GROWTH**



**FOOTBALL AT THE
HEART OF
EVERYTHING WE DO**



**CATERING FOR ALL
NEEDS**



**INCLUSIVE AND
RESPECTFUL
ENVIRONMENT**



**PASSION AND PRIDE
FOR OUR FOOTBALL
FAMILY**



**FINANCIAL
SECURITY AND
GROWTH**

OUR CULTURE

BLUE LAKE SPORTS CLUB INC INCLUSION COMMITMENT STATEMENT

- Blue Lake Sports Club Inc (BLSC) recognises that inclusion is about making sure our club reflects the diversity of our local community and we are committed to working towards achieving this.
- We commit to developing clear strategies and policies to achieve inclusion and remove discrimination within our club and we commit to establishing clear targets for measuring success. To do this we will prioritise inclusion as part of our 5-year Strategic
- We will dedicate a CALD Consultancy Group to liaise with the Board, Coaches, Team Managers and other representatives to fostering diversity and inclusion at all levels in the Club.
- We commit to promoting a safe, welcoming and respectful culture where everyone feels welcome and accepted regardless of age, gender, ability, socio economic status or cultural, ethnic or religious background.
- We commit to informing, supporting and empowering our members and all others involved in FJFC in relation to inclusion and diversity issues.
- We commit to ensuring our football activities consider the individual needs of participants and are appropriate to the level of development and skill. Where necessary we will make adaptations and modifications to cater for individual needs.
- In making this commitment we recognise that our club has an important role to play in leading our community towards ensuring everyone has the chance to participate in Australian Football at the level and in the roles they choose.
- BLSC is a valuable part of our community. We have an opportunity to shape the culture of not only our club but the wider community by ensuring BLSC is a welcoming, safe and accessible club for all.

OUR PLAN

OUR PLAN

To grow Blue Lake Sports Club Inc

OUR PURPOSE

Enable all of our members to develop a love and passion for football

OUR VISION

Establishing an inclusive football family

OUR PLAN



OUR STRATEGY

PLAYER
GROWTH
RETENTION

VOLUNTEER
DEVELOPMENT

COMMUNICATION
& MARKETING

CREATING A WELCOMING
ENVIRONMENT

PARTNERSHIP &
DEVELOPMENT

PROMOTING POSITIVE
BEHAVIOUR

COACHING
EDUCATION &
DEVELOPMENT

DEVELOPING
MATCH OFFICIALS

CREATING
RECREATIONAL
OPPORTUNITIES

FACILITIES
IMPROVEMENTS
&
MAINTENANCE

OUR VALUES

RESPECT

UNITY

LEADERSHIP

PRIDE

INCLUSIVE

PLAYER GROWTH & RETENTION

ESTABLISHING FOOTBALL DEVELOPMENT AS A PRIORITY WILL ATTRACT AND RETAIN PLAYERS, WHILST DEVELOPING SKILLFUL AND CONFIDENT FOOTBALLERS WITHIN THE CLUB

- Establish a development pathway for junior players to transition into senior football
- Create a competitive and sustainable Men's Premier League Team
- Create a competitive and sustainable Women's Premier League Team
- Develop a Club Football Philosophy
- Establish strong MiniRoos programs annually
- Establish connection with Coaching Clinics

MEASURING SUCCESS:

- All grades filled within senior competitions by 2026
- Increased participation of junior players from Under 14s to Under 17 & Under 17s to senior competitions
- Successful establishment of Junior Development Squads
- Decrease in player dropout rates within the club from players aged 14-17
- Coaching partnership established and events increased for both players and coaches by 2028

VOLUNTEER DEVELOPMENT

INCREASING THE ENGAGEMENT AND PARTICIPATION OF OUR MEMBERS IS ESSENTIAL TO ACHIEVING THE CLUB'S STRATEGIC DIRECTIONS

- **Review annually role descriptions for all club Board positions and an organisational chart.**
- **Review annually all coaches, team managers and other key volunteers role descriptions**
- **Create a Volunteer Handbook and establish volunteer campaign branding**
- **Explore strategies and incentives for volunteer involvement within the club**
- **Pilot Coaching Development Program for volunteer/parent coaches**

MEASURING SUCCESS:

- Results of annual club survey Informed and prepared volunteers who feel supported and confident within their role
- Year-on-year growth of engagement and involvement of volunteers within the committee and club
- Annual feedback from volunteer coaches and managers

COMMUNICATION & MARKETING

IMPROVING OUR COMMUNICATION PROCESSES
HAS BEEN A PARTICULAR AREA OF FOCUS
HIGHLIGHTED BY OUR MEMBERS

- Establish a Communications Officer, Sponsorship and Fundraising Coordinator and Social Media Manager position within the club committee
- Create a club branding strategy and media package
- Update club website
- Regular presence in local media
- Use of social media strategy to develop social community and communication with members
- Seek input from stakeholders and provide opportunities for members to have their say
- Establish an annual fundraising plan and sub-committee

MEASURING SUCCESS:

- Feedback from members on club communication in Annual Club Survey
- Club branding consistent and promotional material prominent online
- Extensive library of policy, information and resources available to all members on the club website
- Club consistently present in local media throughout the year
- All members as part of a shared vision and direction for the club
- Fundraising that is organised, strategic, fair and equitable for all members.

PARTNERSHIP DEVELOPMENT



ESTABLISHING STRONG AND MEANINGFUL LINKS BETWEEN OUR CLUB AND THE LOCAL COMMUNITY FOR THE BENEFIT OF ALL

- Review Club Partner program as an additional level of sponsorship for the club
- Develop a Sponsorship Handbook for the club
- Develop formal links with pre-schools and primary schools and continue to expand our junior player base.
- Develop partnerships with other clubs within Limestone Coast
- Participation in the National Club Development Program

MEASURING SUCCESS:

- Partnership opportunities with the club are diverse, flexible and accessible to all.
- Partnerships are mutually beneficial with aligned values between both parties
- Network of strong community partnerships and prominence within the wider community
- National Club Development Program informing the club's strategic direction and planning process

CREATING A WELCOMING ENVIRONMENT

AN EMPHASIS ON INFORMING AND SUPPORTING OUR MEMBERS AND PLAYERS IS VITAL TO STRENGTHENING OUR FOOTBALL FAMILY

- Keep coaches, players and parents informed
- Establish a calendar of social events for the year
- Ensure club documents and relevant information is communicated and available to our members
- Collection and storage of match data to promote and celebrate player and team achievements

MEASURING SUCCESS:

- Results of Annual Club Survey and member feedback
- Social events mapped and delivered to Board on a consistent basis
- Members are informed and know where to find relevant information
- Match, player and team data collected and used to consistently recognise and celebrate achievements within the club

PROMOTING POSITIVE BEHAVIOUR

ENSURING OUR MEMBERS CONSISTENTLY DEMONSTRATE OUR CLUB VALUES AND CONDUCT THEMSELVES IN A POSITIVE WAY

- Every member has knowledge of; and access to; all relevant policies and procedures
- Every member has knowledge of; and access to; our Club Culture and Football Philosophy documents
- Member's Information, Club Expectations and Member Protection Policy established for the beginning of each year
- Establishment of Club Officials for every competitive team

MEASURING SUCCESS

- Members are informed and aware of our club values
- Decrease in the number of disciplinary processes year-on-year
- Club volunteers feel prepared and supported to follow correct procedures in player, spectator or parent discipline

COACHING EDUCATION

INTEGRAL TO THE CLUB'S GROWTH, COACHING DEVELOPMENT IS LINKED TO THE CREATION OF CONFIDENT AND SKILLFUL PLAYERS AND ACHIEVING SUCCESS FOR TEAMS

- Establish Miniroos Kick-Off program within the club
- Promote and support local and community coaching Courses
- Establishing a club coaching culture and development program
- Provide coaching resources online through club website
- Develop a budget to provide subsidies for coaches to pursue formal training
- Provide coaching resources online through club website

MEASURING SUCCESS:

- Volunteer coaches work within a supportive and collaborative environment aimed at improving themselves and their players
- Feedback from parents, players and coaches from Annual Club Survey
- Coaches are supported
- Coaches receive formal training in areas relevant to their role each year

DEVELOPING MATCH OFFICIALS

OUR CLUB IS COMMITTED TOWARDS
INCREASING THE QUALITY AND QUANTITY OF
MATCH OFFICIALS WITHIN THE LOCAL
COMMUNITY

- Establish Referees' Liaison position within the club
- Promote and subsidise referee courses for club members
- Communicate club expectations around working with match officials

MEASURING SUCCESS:

- Increased communication between the Referee's Association and our club
- Year-on-year Increase in members taking up referee roles within the Limestone Coast
- Decrease in disciplinary processes and cautions in regards to conduct with match officials

CREATING RECREATIONAL OPPORTUNITIES

CREATING ADDITIONAL OPPORTUNITIES WITHIN THE LOCAL COMMUNITY FOR PEOPLE FROM ALL BACKGROUNDS TO ACCESS AND PARTICIPATE IN FOOTBALL

- Explore Summer Football teams for men and women
- Research and report on opportunities to create Futsal competitions within the local community
- Research and report on opportunities to create and host Walking Football events within the community.

MEASURING SUCCESS:

Extending football opportunities within the local community by delivering at least two of these objectives by 2023
Year-on-year increase in the participation of members within Summer Football

FACILITIES IMPROVEMENTS AND MAINTENANCE



- Monitoring availability of applicable grants
- Building female change room facilities
- Increasing Clubroom size and facilities to make our facilities more user friendly, instead of hiring outside venues for functions
- Increasing fundraising and sponsorship revenue to fund small-scale investment
- Increasing social events to improve members' experiences and sense of belonging
- Increasing use of kitchen/canteen facilities for fundraising events
- Installing upgraded lights

MEASURING SUCCESS:

- Successful applications
- Female change rooms
- More Club events with a family friendly atmosphere
- Increased revenue for general improvements
- Improved training experience

HOW WE PLAY

RESPECT

All of our members will demonstrate and promote respect for themselves, each other and those outside of our club, including players coaches, spectators, administrators and match officials

PRIDE

All members will contribute to 'Blue Lake Pride' by promoting the club, supporting our football programs and participating in opportunities to celebrate and recognise our Club's identity and values

INCLUSIVE

Foster a family friendly environment within the club, with the aim of becoming an organisation that supports the development of any and all players regardless of their ability, age, gender, sexual preference or race



UNITY

The Club has a commitment to all its members to consult, plan and develop shared goals for the future direction of the club. Consistent approaches to every aspect of the club help all members to stand as one

LEADERSHIP

Our Club is committed to becoming leaders within our local football community, constantly seeking opportunities to lead and pioneer strategies to promote the game of football



"It's an exciting time to be a part of our club , and we extend our thanks to for the continued support of our partners, members and the football community as a whole. Together we look to create an even brighter future for our BLUE LAKE SPORTS CLUB FOOTBALL FAMILY"