



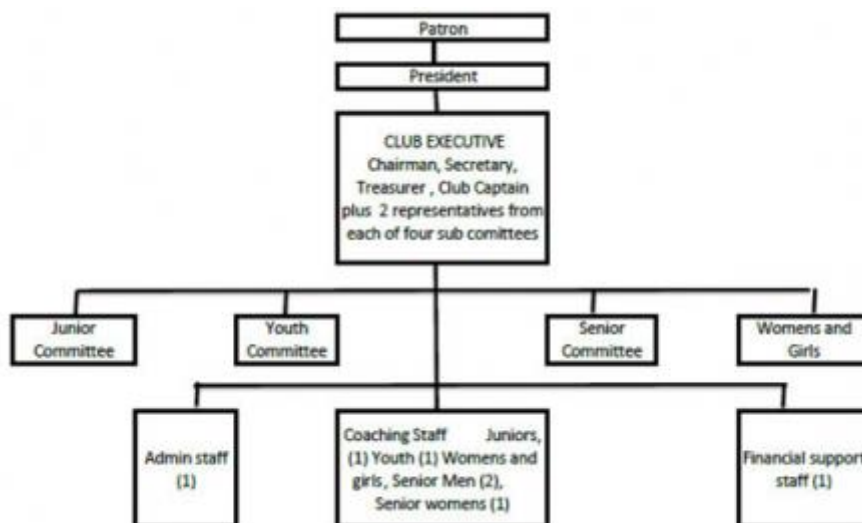
## Eastern Suburbs AFC: Strategic Plan

**PLANNING THE FUTURE:** A strategic look at our aspirations and our action plan to achieve them

Eastern Suburbs is currently a club of over 2000 members, experiencing rapid growth in numbers. Whilst the club is still run predominantly by volunteers, our financial turnover is now that of a small non-profit organisation. With rapid growth and limited time and resources, the Club Executives have developed a strategic plan to focus on the following points;

- Time and resources are limited
- Effort should be rewarding and not a burden
- Pressure on “the few” enthusiasts needs to be relieved
- Aim to capture/encourage new volunteers each season
- Need better means to bring on and train new volunteers
- Improve overall club organisation
- Repeat strongly designed activities each season
- Harness enthusiasm & skills of new parents/volunteers
- Clarity required on what we are trying to achieve

## club structure



## Eastern Suburbs AFC

Madills Farm, 6 Baddeley Avenue, Kohimarama, Auckland

Po BOX 25343, St. Heliers, 1740

Email: [admin@easternsuburbs.co.nz](mailto:admin@easternsuburbs.co.nz)

Phone: 09 578 1375



## Vision & Mission

**OUR VISION:** To become the club of choice in Auckland, through the innovative and progressive management of resources leading to playing success

**OUR MISSION:** To always display professional excellence, both on and off the pitch, for all ages and abilities in an enjoyable and friendly environment

## Key Focus Areas

In order to meet the above vision and mission, two key areas have been identified.

### **TO BE PROGRESSIVE**

- Established and effective relationships with stakeholders (Auckland Council, Local schools, AFF, suppliers, members, sponsors, and the local community)
- Professional staff and management practices
- Effective communication
- Improved facilities (playing grounds, lighting, changing rooms, uniforms & equipment, and clubhouse developments)
- Professional coaching with emphasis on playercentred development
- Development in knowledge of football skills & tactics (qualified coaches, coaching syllabus, developing referees, and increasing managers)

### **TO BE PROGRESSIVE**

- High rates of player retention in all age groups
- Continuing to recruit new players
- Have high levels of Representative Players (international, national league, federation, premiership)
- Have high performance from all teams regarding results, tournament results, league placement, and number of teams in Metropolitan leagues
- Excellent communications and administrative support

The Club Executives have reviewed Eastern Suburb's present performance and prepared a business plan to make progress on all primary objectives. For further information, contact our Chairman.

## **Eastern Suburbs AFC**

Madills Farm, 6 Baddeley Avenue, Kohimarama, Auckland  
Po BOX 25343, St. Heliers, 1740

Email: [admin@easternsuburbs.co.nz](mailto:admin@easternsuburbs.co.nz)

Phone: 09 578 1375