

Ellerslie AFC

2016-2020 Strategic Plan

Vision

To create a sustainable footballing environment within which our community can participate, succeed and support

Mission

To promote opportunities for involvement in football, both on and off the pitch, for the benefit of the community

Values

Positivity — Providing a positive and enjoyable environment on and off pitch

Respect & Integrity — Throughout the club on and off the pitch

Excellence — Encourage all participants to be the best they can be

Innovative — Forward thinking and progressive

Unifying — Providing collaborative opportunities to our community

To Involve, Unite and Inspire our community through;

Sustainability

Raise the profile & build the brand of Ellerslie AFC

Ensure sustainable financial strength

Develop our workforce

Professional Governance/ Administration

Future proof club operations to ensure longevity and sustainability

Effectively administer and govern the club to standards that enhance football operations

Facilities & Infrastructure

Strategic approach to facilities usage, planning, development & management

Maintain existing and establish new relationships to enhance infrastructure

Game Development & Football Success

Provide a seamless pathway for all club personnel to excel

Provide opportunities for all players whether social or competitive

High quality competitive playing opportunities & structures