

Ellerslie AFC Strategic Plan 2016-2020



Game Development & Football Success		
Objectives	Strategies	Tactics
<p>8. Provide a seamless development pathway for all club personnel to excel</p>	<p>8.1 Develop a coaching framework that will recruit, retain, develop and reward coaches</p> <p>8.2 Develop and communicate pathways that allow all players to progress as far as possible</p> <p>8.3 Develop a framework to identify, utilise and develop referees</p>	<p>8.1.1 Design and implement a Coach Development Programme</p> <p>8.1.2 Review the clubs coaching structures</p> <p>8.1.3 Create a coach support network</p> <p>8.1.4 Align the playing philosophy amongst the coaches</p> <p>8.1.5 Implement a coach feedback process</p> <p>8.1.6 Establish and maintain a club coaching database</p> <p>8.2.1 Review player pathways to ensure all players are catered for</p> <p>8.2.2 Review the role of the Academy in the player pathway</p> <p>8.2.3 Develop and implement age-appropriate coaching and training syllabus</p> <p>8.2.4 Implement and maintain a club player database</p> <p>8.2.5 Implement a player and parent feedback process</p> <p>8.3.1 Design a programme to promote refereeing within the club</p> <p>8.3.2 Create a referee support network</p> <p>8.3.3 Establish and maintain a club referee database</p>
<p>9. Provide opportunities for all players whether social or competitive</p>	<p>9.1 Develop partnerships to assist development pathways</p> <p>9.2 Create innovative footballing opportunities</p> <p>9.3 Continue to enhance the development of the Girls and Women's section of the club</p>	<p>9.1.1 Identify key relationships with current and potential partners</p> <p>9.1.2 Prepare and implement a partner engagement programme</p> <p>9.2.1 Establish a futsal division of the club</p> <p>9.2.2 Develop a summer series that is open and promoted to the wider community</p> <p>9.3.1 Review girls junior and youth programmes</p> <p>9.3.2 Target and recruit female coaches into the Coach Development Programme</p> <p>9.3.3 Design and implement initiatives that encourage participation for female players</p>
<p>10. High quality competitive playing opportunities & structures</p>	<p>10.1 Strive for involvement of the premier teams at the top level</p> <p>10.2 Develop opportunities for talented players to get additional high level training and competition</p>	<p>10.1.1 Review premier teams' programmes and support</p> <p>10.1.2 Establish performance assessment criteria and coaching team objectives and KPI's</p> <p>10.1.3 Develop sustainability model to ensure continuous flow of talent</p> <p>10.2.1 Engage with other clubs on opportunities to bring talented players together</p> <p>10.2.2 Investigate external competitive opportunities both local and overseas</p>