



## Ellerslie AFC – Strategic Plan 2023-2027

### **Vision**

To deliver a football experience that inspires our community to thrive at all levels.

### **Mission**

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

### **Values**

**Respect, Integrity, Passion, Inclusion**

Respect – for our Sport, for our Club, for our People

Integrity – behaving ethically and doing the right thing

Inclusion – providing an environment where everyone feels welcome

Passion – we love what we do

Strategic Pillars	Strategies	Tactics
<b>Sustainability</b>	<ul style="list-style-type: none"> <li>• Financially sustainable               <ul style="list-style-type: none"> <li>○ Grow revenue through sponsorship and grant funding</li> <li>○ Maximise revenue from the new Clubroom facility</li> <li>○ Increase club membership</li> </ul> </li> <li>• Strengthen stakeholder relationships               <ul style="list-style-type: none"> <li>○ Ensure close working relationships with other football organisations; NZF, OFC, Federation, Clubs and with our onsite partners; Ellerslie Cricket Club and YMCA</li> <li>○ Develop ongoing relationships with advocacy groups; Auckland Council, Local Community/Businesses and Local Boards (Orakei &amp; Maungakiekie/Tamaki)</li> </ul> </li> <li>• Succession planning               <ul style="list-style-type: none"> <li>○ Develop initiatives to attract and build volunteer base, coaches, Executive Committee capability etc.</li> </ul> </li> </ul>	
<b>Profile</b>	<ul style="list-style-type: none"> <li>• Refine the Ellerslie AFC digital presence               <ul style="list-style-type: none"> <li>○ Ensure the website is fit for purpose</li> <li>○ Enhance the Clubs social media platforms</li> <li>○ Establish a Marketing Plan to promote the Club</li> </ul> </li> <li>• Increase physical elements of Ellerslie AFC branding               <ul style="list-style-type: none"> <li>○ Leverage the new facility to promote the Club messaging</li> <li>○ Increase efforts to establish Ellerslie AFC merchandising</li> </ul> </li> </ul>	
<b>Delivery</b>	<ul style="list-style-type: none"> <li>• Provide a quality experience through all levels of the Club               <ul style="list-style-type: none"> <li>○ Continue offering affordable memberships for the Clubs demographic</li> <li>○ Implement an affordable, sustainable talent stream</li> <li>○ Retain existing and secure additional field capacity</li> <li>○ Focus on retention of players and teams through junior and youth grades</li> <li>○ Strive for success at all levels</li> </ul> </li> <li>• Offer support and opportunity for all members               <ul style="list-style-type: none"> <li>○ Provide football opportunities for diverse populations through schools and community engagement</li> <li>○ Continue to deliver support for female players and coaches</li> <li>○ Explore/Implement alternative format methodologies to deliver the game</li> </ul> </li> </ul>	