

NORTHERN ROVERS FC

DRAFT STRATEGIC FRAMEWORK

Introduction

Northern Rovers FC, with the support of Harbour Sport has been engaging with members to develop a new Strategic Framework for the Club. We have sought the views of the Board & contracted staff through a workshop as well as a Survey of the Membership with over 150 respondents. This feedback has enabled a draft Strategic Framework to be developed with alignment to the Football in New Zealand the Strategic Direction 2020-26 published by NZ Football in December 2019, <https://www.sporty.co.nz/asset/downloadasset?id=a8af2bf3-cf18-4e1a-b913-8f46f3f498fc>

The Club is seeking to ensure that we are aligned with the National direction of the game while meeting the needs of our local community and maintaining our own identity as a Community Club.

The following outlines the Draft Strategic Framework, which would be supported by operational, plans as well as Club policies & procedures.

Values

Based on the feedback received the Club is proposing to adopt the 5 Values from the Strategy for Football:

ENJOYMENT	Promote a positive image of the game & celebrate the history & achievements of the Club	Be a positive & progressive Club and good people to deal with	
RESPECT	Transparency in our decision making	A Culture of respect amongst all members	Address instances of demeaning & disrespectful behaviour
INCLUSION	Coaches & Governance are reflective of the wider community	Promote equal opportunities and access for the wider community	Respect the Principles of Te Tiriti o Waitangi
COLLABORATION	Consult & Partner with other Sports Clubs & Community Groups	Share best practice & innovation across the sports and community sectors	
AMBITION	Implement & maintain pathways for players, coaches & referees to realise their potential	Provide opportunities & support for youth & senior players to compete at the highest levels of regional competition.	

Vision, Mission & Purpose

The proposed Vision and Purpose statements received strong support from the members survey (over 85%), and the proposed Mission statement is a direct quote from the Club Objectives (Rule 3.2).

- **VISION (ASPIRE):** Players, Coaches, Whanau, Community-to reach our potential
- **MISSION (DRIVES):** Encourage the Playing & Growth of Football in the Community
- **PURPOSE (GUIDES):** Enriching Lives through Football

Strategic Priorities & Goals

The Club is proposing 4 Strategic Priorities based on those of the Football in New Zealand the Strategic Direction 2020-26 document. We are proposing some refinement of the areas as well as the goals to better fit the community context:

ENRICHING LIVES THROUGH FOOTBALL	STRENGTHENING COMMUNITY ENGAGEMENT	INSPIRING PERFORMANCES & PATHWAYS	A HIGH PERFORMING CLUB
Enjoyable Training/Competition/Event Experiences for Participants & their Whanau	Enjoyable Holiday /School/Community programmes & Tournament experiences for Participants & their Whanau	Enjoyable Training/Competition/Event Experiences for TDP Participants & their Whanau	External Validation of Governance, Systems & Processes
Growth in number and diversity of club members and participants in events	Growth in number and diversity of Holiday /School/Community events & participants	Current & Former Players selected for NZF Training Camps and/or National Squads/Teams	Financial sustainability & financial proposition
	Excellent & enjoyable programmes & courses for volunteers, coaches & referees.	Current & Former Players selected for Football Scholarships and/or professional contracts	Achieving Goals & Objectives
		Inspiring Senior Team Performances	

Each Goal will have a defined measure which can be used for target setting as well as monitoring progress. For example Enriching Lives Through Football can be measured through our Club Membership Management System (Friendly Manager) and participant satisfaction through Surveys and focus groups.

GOAL	MEASURE	METHOD
Enjoyable Training/Competition/Event Experiences for Participants & their Whanau	Participant/Coach/Whanau satisfaction with Training/Competition/Event experience	Annual Stakeholder Surveys Event Specific Surveys
Growth in number and diversity of club members and participants in events	Player registrations & retention, team entries, including gender, age and ethnic demographics	Friendly Manager Reports

Feedback of Draft Strategic Framework

The Club welcomes members constructive feedback on the proposed Values, Vision, Mission & Purpose as well as the Strategic Priorities and Goals. A section on the draft Strategic Framework has been included in the Clubs end of season survey.

Alternatively, you can email your feedback to our Chair: john@northernroversfc.org.nz

End.