



***MAZENOD JUNIOR FOOTBALL  
CLUB***

**STRATEGIC PLAN  
2021 to 2026**

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## **i. Forward**

### **Formulation**

The Mazenod Junior Football Club Strategic Plan was formulated during 2020 by a planning committee, chaired by 2020 President, Ivan Adriano. The process included a series of planning meetings involving all key stakeholders. This broad involvement was intended to ensure that the objectives and strategies contained within the Plan were fully representative of the entire membership of the club.

The planning meetings were held at Mazenod College during 2020. The information contained within this plan was gathered from these meetings and from further consultation undertaken within the club.

### **Structure**

This Plan is in seven main sections, each of which answers an important planning question:

**1. *Snapshot of the club***

Where are we now?

**2. *Purpose statement***

Why do we exist? What do we do?

**3. *Guiding principles***

What is important to us?

**4. *Action plan***

*Goals*

What do we want to achieve?

*Strategies / Actions*

What are we going to do?

*Key Performance Indicators*

How do we measure our success in achieving our goals?

*Responsibilities*

Who is the club person responsible for achieving the goal?

*Timeline*

When is the task due?

*Resources*

How much money and what will be required to achieve this goal?

### **Implementation and Monitoring**

This Plan will be tabled at each meeting of the Executive Committee to ensure that it is implemented during the timeframe of the plan and that specified timeframes are being met.

Mazenod Junior Football Club will also hold an annual planning review workshop in line with its AGM to ensure that this plan is updated each year.

## ii. Key Stakeholders

Mazenod Junior Football Club will consider the following groups and individuals within this planning process.

- Club members and their families
- Mazenod College (incl P&F and MOB)
- Club sponsors
- WA Football Commission
- Junior Central Conference
- Swan Districts Football Club
- Lesmurdie Saints Junior Football Club
- Kalamunda and Districts Football Club (Cougars)
- Pickering Brook Football Club
- City of Kalamunda

## 1. SNAPSHOT OF THE CLUB

### 1.1 Organizational Chart

#### 2021 Committee

<b>President</b>	Michael Ferritto	Executive
<b>Vice President – Club Delegate</b>	Jake Bayley	Executive
<b>Vice President – Game Day</b>	Todd Parker	Executive
<b>Treasurer</b>	Sue Dupont	Executive
<b>Secretary</b>	Samantha De Guzman	Executive
<b>Registrar</b>	Jody Ebsary	Executive
<b>College Sports Liaison</b>	Chris Mason	Executive
<b>Coaching Co-Ord</b>	Jake Bayley	Non-executive
<b>Property Officer</b>	Todd Parker	Non-executive
<b>Sponsorship</b>	Vacant	Non-executive
<b>Publicity Officer/Photos/Trophies</b>	Julz Thompson	Non-executive
<b>Team Manager Coordinator</b>	Gisella Masella	Non-executive
<b>Social Events</b>	Naomi Parkes	Non-executive
<b>Merchandising Coordinator</b>	Paula Rafferty	Non-executive
<b>General Committee</b>	Kylie Hopkins	Non-executive
<b>General Committee</b>	Adrian Conti	Non-executive
<b>General Committee</b>	John Scanlan	Non-executive
<b>Immediate Past President</b>	Ivan Adriano	Non-executive

### 1.2 Population and Demographics

The club currently accepts students from year 7 to 12 who are attending Mazenod College in Lesmurdie WA. The total number of students in the school is **857** with growth expected to be minimal during this strategic plan timeframe.

### 1.3 Membership Profile

Club membership is made up of the following categories:

- 1) Junior Football, year 7
- 2) Youth Football, years 8 to 12

The following table provides membership information in each of the membership categories.

<b>Table 1. Membership Profile</b>	
<b>Membership Category</b>	<b>Membership Numbers</b>
1) Junior Member (players)	200 - 250
2) Coaches	20 - 30
3) Ordinary Member (parents/guardians)	170
4) Life Members	Undetermined at time of implementation.

## 1.4 Financial profile

The club is in a sound financial position. A 5-year budget is currently being developed.

## 1.5 Score Analysis

Below is an analysis of our *Strengths, Constraints, Opportunities, Risks* and *Expectations*.

### **Strengths**

School Rules and Values  
Support from P&F (Financial) and MOB (Coaching support, lawyers and Financial)  
Respect/Culture/Comradery  
Inclusion and communication between players  
Committee  
Coaches  
Oblate Footy

### **Constraints**

Limited by only school players  
Difficult to get boys to play as a team in year 7 vs clubs with teams that have played together for several years  
Limited sponsors to mainly parents' businesses  
Continual change of committee as players come in and leave school  
Not enough oval space for training  
No clubrooms  
No storeroom  
No ability to have female footy  
Boarders weekends (particularly at finals time)

### **Opportunities**

Upgrade oval drainage and size (both ovals)  
Pursue more sponsorship  
Forge a stronger link with Lesmurdie Saints JFC to make them stronger and help develop their players which will improve the players transitioning into Mazenod.  
Encourage students to become umpires  
Coaches clinics  
Parent clinics  
Guidelines for coaches  
Goal setting  
Recognition of players for games played  
Focus on fundraising  
Way fairer project through City of Kalamunda

### **Risks**

Player Drift (other sports mainly basketball)  
Player burn out (playing too much footy with school and club footy)  
Popularity of other sports requiring less time commitment

### **Expectations**

Pathway continuing to play footy for life

## **2. PURPOSE STATEMENT**

The Mazenod Junior Football Club aims to provide an opportunity for the students of Mazenod College, both current and past to participate in Australian Rules Football and enhance their health and wellbeing through organized sport. The Club will always, endeavour to provide for the health, welfare and well-being of its players, supporters and spectators. This aim will be achieved by promoting and developing the following guiding principles.

## **3. GUIDING PRINCIPLES**

The Mazenod Junior Football Club believes in the following guiding principles.

- We uphold societal and school values.
- We create an environment to nurture the physical and mental development of our players.
- We demand respect for officials, opposition players, teammates and supporters.
- We value fair and disciplined play.
- We provide equal opportunities for all members.
- We encourage mateship and having fun.

### **We achieve this by:**

- Promoting active leadership and management of club operations ensuring succession planning is in place.
- Developing skilled coaches and volunteers.
- Providing facilities, amenities, equipment and a safe environment to fulfil our members expectations.
- Offering social activities, encouraging family participation.
- Producing regular, transparent communication to parents and stakeholders.

#### 4. ACTION PLAN

Goal	Strategies / Actions	Reason for Goal	Key Performance Indicators	Responsibility	Time Frame	Resources
1. Increase oval space for training.	To secure more oval space and improve management of oval space for training. Stay involved with Ray Owen Master plan to ensure the needs of MJFC are considered. See if there is an opportunity to improve/increase the playing surface of the current Mazenod College School Oval. Make it minimum 150m between goal posts at each end with less grade/fall on the oval.	Teams are restricted for space often sharing an oval with other teams. It is difficult to run larger drills.	Successful location of and/or planning of more oval training space.	Club Development Officer	2021-2023	Time to stay involved and ensure our needs are met. Lobby the school to see if there is an opportunity to increase oval space.
2. Lighting at Mazenod School Oval.	Liaise with the school for the possibility of adding lighting to the oval.	Gives flexibility in times for training for the number of teams we have. Opportunity for night games.	Lights installed as part of the School Master Plan.	Club Development Officer	2026	Time to lobby Mazenod College. Ability to raise funds to contribute towards the purchase of the light towers. Possibly lobby the City of Kalamunda to obtain the towers to be replaced from Ray Owen Reserve.
3. Secure permanent clubrooms for the club.	Liaise with the school for a permanent clubroom facility to be built into the new gym for MJFC to call "home." Combine with MOB and other Mazenod sports clubs. Start planning a budget and fundraising to financially support this project.	MJFC has nowhere to call "home" or to showcase trophies, flags, team photos and other memorabilia. Can also be utilized for meetings and other club activities.	Commitment from Mazenod College to include clubrooms in future developments at the school.	Club Development Officer	2026	Raise \$50K - Consider asking high profile ex-students for assistance in raising funds e.g. Paul Haselby, Scott Cummings. Investigate other funding options e.g. grants. MOB to assist in lobbying school.
4. Continue to support the transition from junior clubs to MJFC through to senior clubs.	Continue to develop MOU from MJFC to senior clubs. Continue working with <ul style="list-style-type: none"> <li>• Kalamunda Cougars</li> <li>• Pickering Brook</li> <li>• WAFL Clubs</li> <li>• Lesmurdie Saints</li> </ul>	To ensure AFL football remains strong at all ages and levels by encouraging players to continue playing after leaving MJFC.	Establish a base line of player numbers that continue playing football after leaving MJFC and monitor those numbers each year.	Club Development Officer	Ongoing	Club Development Officer and some executive committee meeting time with each of the clubs.
5. For MJFC to become a Platinum Quality Club. (New program imminent)	<ul style="list-style-type: none"> <li>• To work through the criteria for Platinum Quality Club until all criteria are met.</li> </ul>	To ensure MJFC is managed at the highest standards.	By meeting all requirements of a Platinum Quality Club	Club Development Officer	End of 2021	Time to complete the tasks necessary.
6. To Support female football in our local community.	Liaise with Mazenod College and MOB to gain their support to become involved in female football Establish guidelines of how this can be achieved. Establish relationships with St Brigid's College	To continue the growth of MJFC. To provide equal opportunity.	Gaining support of stakeholders. Establishment of guidelines. Establishment of team/s	Club Development Officer	2021/22	Time from Committee and Coaches, Support from Mazenod College and Saint Brigid's College, Lesmurdie Saints Junior Football Club, Assistance from WAFC, assistance from Kalamunda Cougars to establish pathway for junior to senior women's football.



7. Financial Security.	<p>Develop annual budget by March each year which should include,</p> <ul style="list-style-type: none"> <li>• One full year of expenditure in reserve</li> <li>• As a guideline \$10,000 set aside for future projects.</li> </ul> <p>Create a growth strategy for these funds that can be readily converted to cash when required.</p> <p>Identify additional expenditure for the year - 'the wish list.'</p> <p>Identify opportunities for new funding sources such as fund-raising activities.</p> <p>Club operating budget approved by the executive committee.</p> <p>Identify new sponsorship opportunities.</p> <p>Create a grants officer to source funding for various projects available.</p>	<p>To create a sustainable financial model that supports a long-term future. Financial security for future generations of players coming through the club to enable a committee to have to concentrate on mainly footy related issues with money being well managed.</p> <p>Enable funds to be raised for large ticket items within the strategic plan.</p>	<p>Strong on-going financial position.</p> <p>The ability to meet all financial obligations every year.</p> <p>The ability to fund or contribute funds to major projects.</p>	<p>Treasurer With assistance from Sponsorship officer &amp; Grants Officer</p>	2021-2026	Budget and accounting software.
8. Succession planning for committee.	<p>Develop job descriptions for all positions.</p> <p>Create a handover form to facilitate a smooth transition to new committees.</p> <p>Create a committee tasks calendar.</p> <p>Where practicable, stagger the changeover of different positions over several years.</p> <p>Network early to involve and train new committee members.</p> <p>Create and 'grow' a register of volunteers.</p>	<p>This will ensure positions are filled promptly by competent volunteers and maintain continuity when positions are filled.</p> <p>It will enable people to understand and learn the roles they would like to fill.</p> <p>Register of volunteers to take on smaller tasks to reduce the workload of the committee.</p>	<p>Creation of all job descriptions</p> <p>Expressions of interest in positions.</p>	<p>Current position holders &amp; Committee.</p>	2021-2026	Committee to undertake job descriptions, Committee Tasks Calendar.
9. Player retention within the junior club and those going on to senior clubs.	<p>Start to keep statistics on player movements.</p> <p>Identify trends for why players leave football.</p> <p>Develop incentives for players to play on.</p> <p>Continue to develop senior pathways.</p>	<p>To ensure we retain players within the club and provide a pathway into colts and senior football.</p> <p>To strengthen football in the local community for all ages.</p>	<p>After establishing a baseline for player movement, look for opportunities to increase player retention.</p>	<p>Club Development Officer With assistance from Coaching Coordinator &amp; Registrar</p>	2025	Registrar to access where players are cleared from and whether they continue playing.

10. On Field Success.	Set goals for on-field success. Provide good coaching and player development opportunities. Ensure teams are competitive for the division they are playing in. Do not adopt a win at all cost attitude.	Have our players feel what it is like to be successful and want to strive to continue being successful throughout their footy and their lives.	Number of Premierships – aim for 2 premierships every year.	Coaching Coordinator	2021 - 2026	
11. Coaching Network Improvement.	Encourage regular contact between coaches to share ideas, things that work well and things that don't. Develop our coaches and assist them to achieve level 2 accreditation. Assist coaching of feeder clubs Encourage and assist coaches to find senior coaching positions if required.	Have the teams play a similar brand of football due to consistent message being provided by the coaches. Ensure that opportunities for development of our coaches through coaching clinics run through our club for local coaches occurs every season To provide coaching guidance to feeder clubs so players progressing to Mazenod have good skill development and understanding of the game.	Recognised for our coaching and player development through several players continuing through to WAFL and AFL level of football each year.	Coaching Coordinator	2021 - 2026	Funds for coaching clinics. Venue. Coaches. WAFC.
12. 50 <sup>th</sup> Year Celebration.	Organize a sub-committee for the 50 <sup>th</sup> year celebrations of the club in 2024 to ensure the year is marked with an appropriate celebration of the milestone.	Celebration of a significant milestone.	2024 season is commemorated by all players, parents, members as well as past players and members.	Events coordinator	2024	Ensure we have adequate funds in place to celebrate the event. Ensure an organizing committee is in place in late 2022 so that there is a year of organization that has occurred prior to the season commencing.
13. Ensure Rules of the club are current and relevant.	Review and update the Rules of the Club. (Constitution) Review and update policies and procedures.	Ensure club governance is to the current best practice.	Rules, Policies and Procedures match and are current.	Club Development Officer	2022	Time to complete the tasks.