



Mintaro Manoora Sporting Club

**STRATEGIC PLAN
2019-2021**

Will be reviewed in 2021

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i. Forward

Formulation

The Mintaro Manoora Sporting Club (MMSC) Strategic Plan was formulated in 2014. The process included a planning workshop, 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 workshop was held at Watervale Bowling Club on the 23rd February 2014. The information contained within this Plan was gathered from this workshop and from further consultation undertaken within the club.

A review process was implemented at Manoora (Centenary Park), September 2017, which led to the development of the Position Paper. The document is now part of the Executive Management Document. This paper was presented in February 2018 at Mintaro (Mortlock Park).

The Strategic Planning Committee was created to include representatives from all working committees (Netball, Football, Facilities, Sponsorship, Mortlock Park, Centenary Park and Executive). This committee reviewed the document, adjusted the goals in the action plan and reviewed the 'control sheet' regularly.

Implementation and Monitoring

This Plan will be tabled at each meeting of the Executive Committee in order to ensure that it is implemented throughout the year and that specified timeframes are being met.

MMSC 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

Mintaro Manoora Sporting Club will consider the following groups and individuals within this planning process.

- North Eastern Football League (NEFL)
- North Eastern Netball Association (NENA)
- Mortlock Park Committee
- Centenary Park Committee
- Football Operations
- Netball Operations

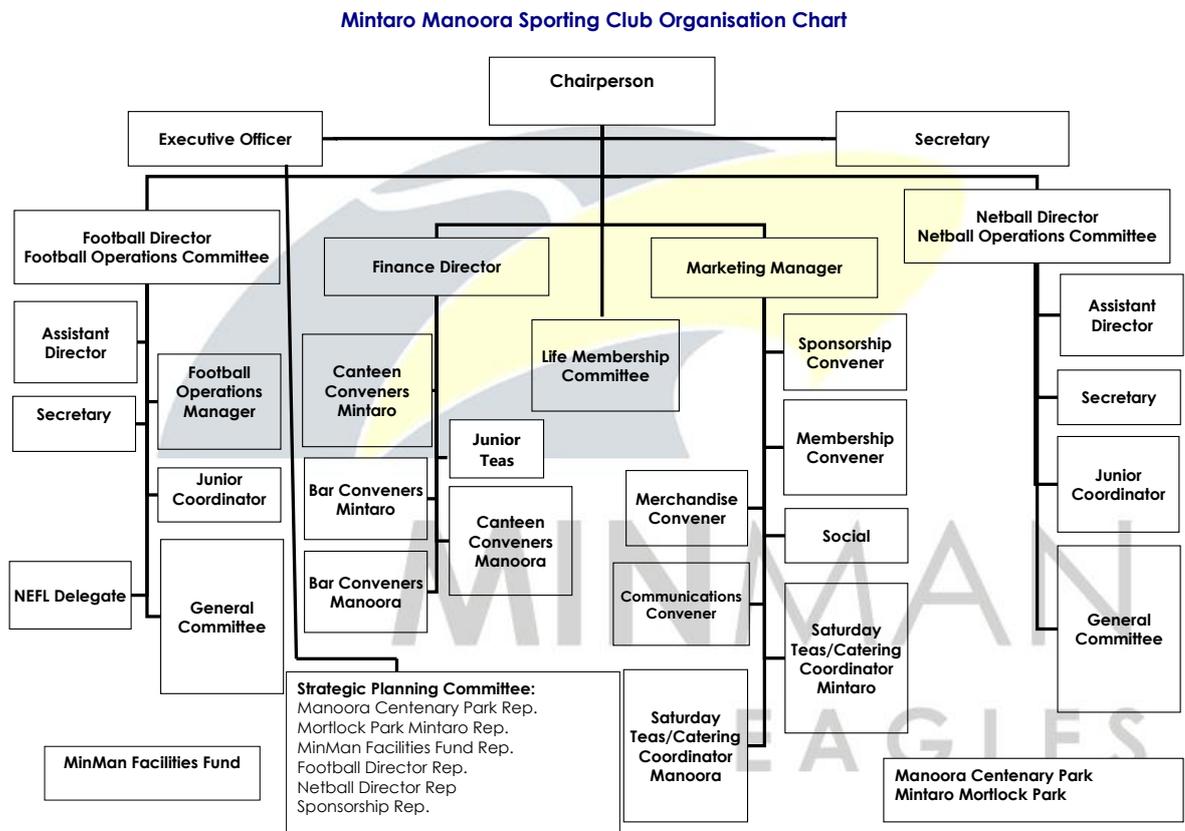
1. SNAPSHOT OF THE CLUB

1.1 Organisational Chart

The Executive consists of:

- Chairperson
- Executive Officer
- Finance Director
- Marketing Director
- Netball Director
- Football Director
- Secretary

Operational Committees are highlighted in the following diagram.



1.2 Population and Demographics

MMSC is open predominantly to membership from within 40 km of the townships of Mintaro and Manooora. The club prides itself on being part of the community and a favoured club for families.

1.3 Membership Profile

Club membership (fee structure) is made up of the following categories:

1. **Senior Playing Member** is deemed to be a player not attending primary or secondary school.
2. **Junior Playing Member** is deemed to be a Player who attends primary or secondary school of the first day of scheduled competition in any given season, or did not turn 18 in that calendar year.
3. **Honorary Life Member** is deemed to be either playing or non-playing member as described in the Constitution & Life Membership Policy.
4. **Club Member** is deemed to be any other financial member not covered by any of the other membership types.

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

Table 1. Membership Profile	
Membership Category	Membership Numbers (2018)
1) Senior Playing Member	48 Footballers 33 Netballers
2) Junior Playing Member	100 Footballers 103 Netballers
3) Honorary Life Member	30 Active Life Members
4) Club Member	68 Club Memberships (football) 9 Club Memberships (netball)

1.4 Financial profile

1.4.1 MinMan Sporting Club Financial Profile

MMSC recognises that it has a requirement to maintain capital. It is vital that the club has sufficient assets to eliminate the requirement for overdraft or bridging loans to conduct its business at any time, to provide a source of collateral, to have sufficient funds to meet legal & insurance obligations in the event of one or more instances and to safeguard the assets and reputations of the Executive Committee members and all associated committee members. Currently the club assets are cash maintained in short and long term bank investment accounts. This does not preclude the ability of the MMSC using the cash assets as loans to approved bodies with interest accrued.

- The assets of the MMSC are identified and monitored at a stable time period each year.
- Capital adequacy was previously identified as having secure liquid or semi liquid assets of value greater than \$200,000 by January 2014.
- Capital adequacy should be determined each year but must not be allowed to fall below \$200,000. In the initial stages a fair way to derive on-going capital adequacy targets is to add the official Australian CPI increase to the previous year figure. It is the responsibility of the Executive Committee to set individual year capital adequacy requirements.
- Loans by the club that are classed as being MMSC assets must be made at a margin above the CPI. The Executive Committee shall decide the margin.

- The responsibility for monitoring the capital adequacy of the club shall rest with the Finance Director and Chairman.

1.4.2 Facilities Fund Profile

The Mintaro Manoora Facilities Fund has been established to raise funds for the maintenance and construction of existing and future infrastructure and improvements to the sporting facilities under the care and control of Manoora Centennial Park Committee Inc. and Mortlock Park Committee Inc. or any other sporting facility or facilities with which the contributors may be associated in the future.

The trustees of the Mintaro Manoora Facilities Fund shall hold the settled sum (\$5000) upon trust exclusively for the above-mentioned objects and purposes.

1.5 SWOT Analysis

Below is an analysis of our *Strengths, Weaknesses, Opportunities, Threats* and *Expectations*. (Review Meeting Oct 2017)

Strengths	Weakness
<ul style="list-style-type: none"> • Club leadership • Junior development • Player numbers • Two facilities spreads workload • Sporting club structure • \$\$ • Positive about change • Willing to try new things • Current image of club attracts new members from all over • Two grounds means two groups of volunteers doing, half the work each • Family Friendly • Strong volunteer 	<ul style="list-style-type: none"> • Two grounds ability to receive grants • No long term plan • Function facilities • Succession planning • Not enough volunteering • Too many juniors • Facility standards – individuals preference • Access to grants • Volunteer availability to players • Facilities • Transparency
Opportunities	Threats
<ul style="list-style-type: none"> • Development possibilities e.g.- other sport (cricket, basketball etc.) • Improve facility in twelve months • Cricket, tennis, AFL touch, soccer • More social events for local communities (due to hotel closure) both off and on season • Taking the club to the next level (premier club of the NEFL/NENA) • Consider Mintaro to be developed as a sporting facility 2nd to Clare. 	<ul style="list-style-type: none"> • Division – vision long term • Burn out • Maintaining sponsorship • Changing football and netball landscape • Outside opportunities/ Interference/ Options • Continued cost of everything • Amount of sport played- volunteers, players, staff (length of off season) • Financial

Expectations

Focus – The Work of the Club

- Respect
- An image of pride, future thinking and family culture
- Fun and social
- Safe Environment – physical & emotional
- Open and effective communication
- Commitment
- Success – on and off the field

Finances – The security of the Club

- A 'drought proof' club
- Successful business, self-funding
- Investing in the future – on and off the field
- Good management and governance systems
- Opportunities for financially supported management roles
- Diverse and loyal sponsors
- Transparency

Facilities – The property used by the club

- A quality venue(s) for: dining, meeting, functions
- Strive for facilities to be proud of; best in the league; capable of hosting exhibition games
- Continue to review 1 vs. 2 venues
- Maintaining safety

Family – the people/community of the club

- Members are not over-used or taken advantage
- Open & effective communication
- Club is a part of and a leader in the community
- Contribution of everyone is encouraged

2. PURPOSE STATEMENT

The Mintaro Manoora Sporting Club aims to be successful on & off the field while providing a safe, friendly & community-orientated environment for its members.

Values

Family,

Friendships,

Community

Vision

Success as a Team and as a Club!

3. GUIDING PRINCIPLES

The Mintaro Manoora Sporting Club believes in the following guiding principles:

- To promote and encourage the sporting games of Australian Rules football, and Netball equally at the Mintaro and Manoora Sporting facilities.
- To organise Football and Netball of various grades (junior and senior) to play competitively according to the rules of the North Eastern Football League and the North Eastern Netball Association.
- To provide to members general sporting, recreation and social activities in a safe, friendly, affordable environment.
- Focus on Junior Development and player retention through to senior grades.
- To foster co-operation with other Clubs and bodies whether sporting or otherwise in the interests of the Club.
- To provide the best possible facilities for the regular training, playing and coaching of players.
- To give appropriate support to the Mortlock Park and Centenary Park Committees for the development of the Mintaro and Manoora ovals, courts and associated facilities.
- To facilitate optimum player development, in accordance with the MinMan Player Protection Policy.
- To promote a culture of the pursuit of excellence, development of sporting and leadership skills, and social responsibility.
- To uphold good stewardship of the environment and develop an environmental action plan for the facilities under its jurisdiction.
- To promote the responsible use of alcohol.