



# Ingleburn Eagles Soccer Club Inc

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**Strategic Plan 2020 – 2024**



## CLUB DETAILS

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Name: Ingleburn Eagles Soccer Club Inc  
Address: PO Box 218 Ingleburn NSW 1890  
Club Location: [Fourth Avenue Macquarie Fields NSW 2564](#)  
Web address: [www.ingleburneagles.org.au](http://www.ingleburneagles.org.au)

## HISTORY OF INGLEBURN EAGLES

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Prior to 1964

Ingleburn RSL Club organise cricket for children of members - approximately 1962-63 season and RSL club considers formalising a Youth Club.

1964 club was incorporated

Soccer division became the first official unit of Ingleburn RSL Youth Club.

Total registrations - 67.

Home ground - Ingleburn High School (1964-1967), then relocated to Macquarie Fields Park

Drama - first game, referee rules combination soccer/league posts not acceptable. New "legal" posts arrive and erected.

More dramas - shirts (with numbers on them) arrive just in time for match.

From this beginning in 1964 the club has continued to grow and develop as a major community member in the area. When Macarthur Football Association was formed in 1983, Ingleburn Eagles became an inaugural member and continues to this day.

The club has expanded to have:

- 18 Mini Roos teams
  - 5 Junior Teams
  - 3 Junior Female Teams
  - 3 Womens teams
  - 11 Senior Mens Teams
  - 2 Over 35 Teams
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# ABOUT THIS PLAN

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This strategic plan has been developed by a forum representing members of Ingleburn Eagles Soccer Club Inc. It recognises that while there are and will always be individual needs within the Club there is the need to share common goals. It is these common goals that are documented.

The plan then identifies 4 primary goals of the Club and what actions or operational objectives have to be achieved to attain these goals. This strategic document is then supported by a rolling plan that serves as a tool to achieve the clubs goals in the next five years (2020 to 2024 inclusive).

# VISION

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A community based club providing all of its members with *fun*, *development*, and a *lifelong passion* for the beautiful game.

# MISSION STATEMENT

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- To maintain Ingleburn Eagles long and rich tradition, dedicated to the promotion of life-long football for all.
  - To provide a wide range of training opportunities for learning and development, skill building and leadership, both on and off the field.
  - To demonstrate our commitment to high quality governance and infrastructure for our community from our club members to those partners, municipal, regional or national.
  - To be mindful of the traditions we inherit and the legacy we create.
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# OUR VALUES

- Fun
- Development
- Respect
- Community Spirit
- Inclusiveness
- Perseverance

Value	What Does it Mean	What Does it Look Like When Members Are Living it?	What Outcomes Will we See?
<b>Fun</b>	<ul style="list-style-type: none"> <li>• Enjoyment / looking forward to soccer</li> <li>• Desire to play &amp; practise on your own time</li> <li>• Coming to Soccer energizes you</li> <li>• An escape / "my time" / being outside</li> <li>• Winning</li> </ul>	<ul style="list-style-type: none"> <li>• Happy players</li> <li>• Happy parents</li> <li>• Smiling / laughing</li> <li>• Variety / social</li> <li>• Social environment / life-long friends</li> <li>• Positivity</li> <li>• Achieving goals</li> <li>• Hardware / trophies</li> <li>• More teamwork</li> <li>• Sharing / collaboration</li> <li>• Understanding</li> </ul>	<ul style="list-style-type: none"> <li>• Retention</li> <li>• Increased membership by word of mouth</li> <li>• Minimal complaints from players/members</li> <li>• Increases in volunteering</li> <li>• Safe to take risks</li> </ul>
<b>Development</b>	<ul style="list-style-type: none"> <li>• Growth (facility, individual, as a team, coaching, etc.)</li> <li>• Improvement</li> <li>• Progressing towards goals -&gt; goal setting</li> </ul>	<ul style="list-style-type: none"> <li>• That we're projecting an image of being "cutting edge" (progressive)</li> <li>• Positive change would be embraced</li> <li>• Emphasis is on improvement &amp; progress</li> </ul>	<ul style="list-style-type: none"> <li>• Player retention</li> <li>• Increased registration</li> <li>• Ingleburn Eagles would become more sought after</li> <li>• Skills improvement at all levels of players, coaches and officials</li> </ul>
<b>Respect</b>	<ul style="list-style-type: none"> <li>• You value the contributions of your teammates, the referees, the coaches and opposition</li> <li>• Feedback is delivered appropriately and received graciously</li> <li>• Displaying good sportsmanship at all times</li> <li>• Take good care of facilities and equipment</li> </ul>	<ul style="list-style-type: none"> <li>• Coaches do not yell at players, spectators do not yell at players or referees</li> <li>• Playing hard but fair</li> <li>• Appropriately express frustration or anger, in accordance with the codes of conduct</li> <li>• Players &amp; parents clean up after themselves and regularly participate in park cleanup</li> </ul>	<ul style="list-style-type: none"> <li>• Players arrive and leave a game in good spirits, feeling supported and successful</li> <li>• Our facilities are clean &amp; well cared for</li> </ul>
<b>Inclusiveness</b>	<ul style="list-style-type: none"> <li>• Welcoming of diversity</li> <li>• Ability and economic status will not be a blocker to participation</li> <li>• Club management is open, transparent, and all members are encouraged to participate</li> </ul>	<ul style="list-style-type: none"> <li>• No one is turned away from the club and all members can participate in fulfilling ways in any capacity</li> <li>• Any member seeking information about the club</li> </ul>	<ul style="list-style-type: none"> <li>• Increased membership</li> <li>• More returning players &amp; alumni</li> <li>• More volunteers</li> <li>• Engaged and informed membership with a</li> </ul>

	<ul style="list-style-type: none"> <li>• Inviting collaborative relationships with other organizations</li> <li>• What does it look like when members are living it?</li> </ul>	will have their questions answered	greater sense of value in the club
<b>Community Spirit</b>	<ul style="list-style-type: none"> <li>• Community involvement / participation</li> <li>• Seamless integration</li> <li>• Giving back</li> <li>• Engaging in mutually beneficial projects / partnerships</li> <li>• Within the club as well as in the actual community</li> </ul>	<ul style="list-style-type: none"> <li>• Shared benefits between youth / seniors</li> <li>• More would volunteer for more projects</li> <li>• Community groups seeking our club out to participate in projects</li> <li>• Seek sponsorships</li> <li>• Mentoring opportunities (i.e.: sr. -&gt; youth, youth -&gt; minis)</li> <li>• Establishing connections through social media</li> <li>• Promote universally beneficial ideas at club meetings</li> </ul>	<ul style="list-style-type: none"> <li>• Positive image</li> <li>• Club benefits as a result of partnerships</li> <li>• Be able to expand physical facility</li> <li>• Increased participation in community events</li> </ul>
<b>Perseverance</b>	<ul style="list-style-type: none"> <li>• Not giving up</li> <li>• Long-term</li> <li>• Goal focused</li> <li>• Learn through mistakes (positive and negative)</li> <li>• Overcoming obstacles, fear</li> <li>• Continuous improvement</li> <li>• Requires a challenge</li> <li>• Intestinal fortitude</li> <li>• Effort</li> </ul>	<ul style="list-style-type: none"> <li>• Solve problems by trying different approaches, instead of giving up</li> <li>• More self-reliance</li> <li>• Other clubs would respect us</li> </ul>	<ul style="list-style-type: none"> <li>• Coaches with diverse toolkits and skills</li> <li>• Better performing teams (examples of effort when losing, grinding out wins, keeping your head up, etc.)</li> <li>• Less need for intervention from staff and directors</li> <li>• More retention -&gt; better numbers as age increases</li> <li>• Resilience</li> </ul>

## KEY GOALS

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1. Governance Excellence
  2. Recruitment & Retention
  3. Development and Training Excellence
  4. Improved Club & Community Ties
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## Goal 1 – Governance Excellence

### Key Result Areas

- Continued dedication to excellence in club management
- Clear, open and rational financial management and reporting
- Democratic decision making (No "chosen few" decision)
- Good club policies (e.g. purchasing, assessments, etc.)
- Succession planning (Board & Volunteers)

STRATEGY	ACTIONS / TACTICS	SUCCESS MEASURES
<b>Adopt a Modern Constitution</b> <ul style="list-style-type: none"> <li>• with democratic decision making</li> <li>• good club policies</li> </ul>	<ol style="list-style-type: none"> <li>1) New Constitution adopted - Adopt the new constitution to club by creating a committee that will review and update the constitution</li> <li>2) Club policies that reflect our Vision/Mission/Goals (V/M/G)</li> <li>3) All future program/project will be measured against the club's V/M/G</li> </ol>	<ul style="list-style-type: none"> <li>• Present appropriate changes/amendments at the annual AGMs</li> <li>• Progressive, ever-changing Constitution</li> <li>• Suite of policies that reflect our values (e.g. harassment, assessment policies)</li> <li>• Review existing policies against V/M/G</li> </ul>
<b>Adopt Open Governance with Democratic Decision Making</b> <ul style="list-style-type: none"> <li>• Excellence in club management</li> <li>• Clear open and rational financial management</li> </ul>	<ol style="list-style-type: none"> <li>1) Complete Strategic Plan with Clear Mission Statement with Goals &amp; Values</li> <li>2) Communicate club vision, mission, goals &amp; values to members. Ask them for feedback / resonance.</li> <li>3) Adopt a culture of openness and fairness</li> </ol>	<ul style="list-style-type: none"> <li>• Strategic Plan published</li> <li>• Club V/M/G to be communicated to members in all communication (leading or tag lines)</li> <li>• Minutes of Board meetings will be posted within two months of the relevant board meeting.</li> <li>• Annual financials will be posted within one month of AGM &amp; Board approval</li> <li>• Ability to guide clubs actions/activities towards clubs Mission/Vision/Goals</li> <li>• Members see the club they want in Strategic Plan</li> </ul>
<b>Financial Excellence &amp; Reporting</b> <ul style="list-style-type: none"> <li>• Clear, open and rational financial management and reporting</li> <li>• Backed by clear &amp; open policies</li> </ul>	<ol style="list-style-type: none"> <li>1) Maintain strong financial reporting at board level</li> <li>2) Spending policies will have appropriate controls</li> <li>3) Openness and communication with members and others</li> <li>4) Financial statements, including revenue, expenditures, balance sheets and lists of accounts will be presented at every board meeting with comparison to budget (+/-)</li> <li>5) The Board will approve a budget every year (prior to end of current financial year)</li> </ol>	<ul style="list-style-type: none"> <li>• Remove "air of secrecy" around Board minutes &amp; financial statement</li> <li>• Monthly overview to members via newsletter</li> <li>• More knowledgeable Members with the ability to ask questions to the Board (e.g. question our spending, priorities, etc.)</li> <li>• The most open club in the association</li> <li>• Financial governance</li> <li>• Clarity of financial process</li> </ul>

STRATEGY	ACTIONS / TACTICS	SUCCESS MEASURES
	6) Spending Limits - Set policies for spending limits of key Board members, committees, etc. such that Directors / Committees knows when they have to come to Board 7) Publish Financial statements for members annually to website	<ul style="list-style-type: none"> <li>Available forms to use</li> <li>Corporate ties to Kids in Sport + Sponsors</li> <li>Corporate sponsorship for Hardship Fund</li> <li>Ability to communicate players supported by hardship fund</li> </ul>
<b>Communciation.</b> <b>Communication.</b> <b>Communication</b> <ul style="list-style-type: none"> <li>Be responsive - leadership should respond to concerns and questions and communicate well with membership</li> </ul>	1) Communication Plan 2) Continued Newsletter monthly to Alumni/Youth/Senior 3) Re-Engineer website 4) Parent Education Program - A consistent parent education program that includes regular meetings and written information. This should address both parent expectations and club expectations 5) Formalize Grievance Process - A clearly identified grievance process with a description of who to bring particular difficulties to and what are reasonable expectations.	<ul style="list-style-type: none"> <li>Happier parents/players</li> <li>Club is seen as responsive to parents/players happier parents/players with decreased questions, issues and complaints</li> <li>Club is seen as responsive to parents/players</li> <li>Decreased</li> <li>Well informed membership – youth + seniors</li> <li>Well informed past members</li> <li>Monthly newsletter appreciated</li> <li>Less questions, more support</li> </ul>
<b>Policy Development and Review</b> <ul style="list-style-type: none"> <li>Good club policies</li> <li>Excellence club management</li> </ul>	1) Review existing policies to ensure they are consistent with Mission, Vision and Values 2) Identify areas where new policy may be needed (Fundraising policy for teams, harassment, assessment, spending limits)	<ul style="list-style-type: none"> <li>Create policies that address identified areas as required</li> <li>Critical policies created / grading policy / playing up policy</li> <li>Policy information is posted to website and members are informed.</li> <li>Develop a Club policies and procedures manual, and maintain the manual on an ongoing basis</li> </ul>
<b>Establish Clear Roles &amp; Responsibilities</b>	1) Job descriptions for all Director Portfolios 2) Job Descriptions for all Volunteer positions 3) Clear lines of responsibilities defined	<ul style="list-style-type: none"> <li>Creation of a Director's Manual and Policy &amp; Procedures Manual</li> </ul>
<b>Succession Plan</b> <ul style="list-style-type: none"> <li>Succession planning</li> <li>Excellence in club management</li> </ul>	1) Build and implement a Director succession strategy, including: <ol style="list-style-type: none"> <li>identifying required skills,</li> <li>surveying member parents and adult players for attributes and interest, and</li> <li>ensuring Director development and training and shadowing of portfolio</li> </ol> 2) Annual recruitment of new committee members and Directors	<ul style="list-style-type: none"> <li>Club will identify key volunteers for grooming</li> <li>Club will have a nomination committee that has developed a succession strategy</li> <li>There will be increased new nominees for upcoming AGM's</li> <li>Fresh ideas, fresh recourses</li> </ul>

## Goal 2 - Recruitment and Retention

### Key Result Areas

- Growth in youth & senior players/teams
- Growth in coaching – quantity and quality
- Growth and retention of youth referees
- Increase volunteership and provision of quality experience
- Youth outreach program – via advertising, schools, websites, youth groups, and social media.
- Senior outreach program – via advertising, schools, websites, social media.
- Coaching outreach program - Create a professional looking coaching staff.
- Targeting players within our in-catchment youth
- A senior team in every Division that can compete

STRATEGY	ACTIONS / TACTICS	SUCCESS MEASURES
<b>Marketing Plan</b>	<ol style="list-style-type: none"> <li>1) Create a Marketing Plan that guides annual marketing for recruitment, retention, fundraising, sponsorship, etc.</li> <li>2) Utilise “old” and “new” marketing strategies (advertising &amp; social media)</li> <li>3) Initiative a stronger social media campaign</li> <li>4) Strong Marketing Campaign at Registration Time .</li> </ol>	<ul style="list-style-type: none"> <li>• Simple plan developed that is easy to execute within the budget identified</li> <li>• Player recruitment program is developed</li> <li>• Sponsorship program developed</li> </ul>
<b>Club Branding</b>	<ol style="list-style-type: none"> <li>1) Coach Identity Program – Ensuring our coaches are selling the product by looking professional</li> <li>2) Facilities and team Equipment are branded with club Logo</li> <li>3) Club Store for access to supporters gear</li> </ol>	<ul style="list-style-type: none"> <li>• Standardise club brand (logo, names to use, slogan, etc.)</li> <li>• Club branding / marketing through coaches</li> <li>• Club identity is increased</li> <li>• Partnership with distributor for online store presence.</li> </ul>
<b>Player Recruitment</b>	<ol style="list-style-type: none"> <li>1) School outreach program</li> <li>2) Increase Senior Registration &amp; Teams</li> <li>3) Increase marketing budget to address planned marketing</li> </ol>	<ul style="list-style-type: none"> <li>• Schools aware of Ingleburn Eagles and they are contacted for support</li> <li>• Schools using Macquarie Fields Park</li> <li>• Increase youth 5-10% with special attention to an increase in mini players</li> </ul>



STRATEGY	ACTIONS / TACTICS	SUCCESS MEASURES
		<ul style="list-style-type: none"> <li>• Specific increase in female youth members 15%</li> <li>• Internal growth pathway for players</li> <li>• Increase senior membership by 1-2 teams for three years.</li> <li>• Community soccer focused on Macquarie Fields Park</li> </ul>
<b>Player Retention</b>	<ol style="list-style-type: none"> <li>1) Communication with parents about</li> <li>2) Improve recreational aspect of u13-u18 soccer</li> <li>3) Youth retention program target at u17 / 18 players</li> <li>4) Senior Retention – make Ingleburn Eagles senior-friendly and a “fun” place to be part of. Must modernize and appeal to 20-30 year old demographic.</li> <li>5) Establishment of a graduate program (senior leagues or recreational league)</li> </ol>	<ul style="list-style-type: none"> <li>• Analysis of retention (baseline) completed.</li> <li>• Youth player dropout in U13 and beyond decreased</li> <li>• Increase in Ingleburn Eagles players playing on senior teams (goal – 1 player per team per year)</li> <li>• Players stay with club even not on a formal winter team</li> </ul>
<b>Coach Recruitment &amp; Retention</b>	<ol style="list-style-type: none"> <li>1) Establish Coaches Identity Program – Program to ensure club coaching staff look professional, identifiable and easily accessible.</li> <li>2) Supported training for club volunteers e.g. coaches and managers, social media, etc.</li> <li>3) Support coaches with equipment &amp; materials</li> <li>4) Coach Appreciation Events</li> </ol>	<ul style="list-style-type: none"> <li>• Coaches look professional</li> <li>• Coaching pride and satisfaction increased</li> <li>• Coaching retention</li> <li>• Better recruitment of coaches</li> <li>• Two years all coaches’ u13-u18 + seniors have coaching uniforms.</li> <li>• Provisions of first-aid kits / coaching manual / etc</li> <li>• Provision of additional coaching materials</li> <li>• Three coaching appreciation events per season –</li> </ul>
<b>Referee Recruitment &amp; Retention</b>	<ol style="list-style-type: none"> <li>1) A Referee Development Program---without referees, this game will not be played and soccer has a shortage. It is a good way for players to make some money and learn about the game.</li> <li>2) Zero Tolerance Program – to ensure the referees are not harassed – youth &amp; senior.</li> </ol>	<ul style="list-style-type: none"> <li>• Referees look professional</li> <li>• Referee pride and satisfaction increased</li> <li>• Referee retention</li> <li>• Better recruitment of referees</li> <li>• Provisions of referees equipment</li> <li>• Referee appreciation event</li> </ul>
<b>Volunteer Recruitment &amp; Retention</b>	<ol style="list-style-type: none"> <li>1) Volunteers Identity &amp; Appreciation Program - volunteers are the heart and soul of every club and although many commit their time for the love of the game or the love of children, a club should still make an effort to show appreciation for the efforts of volunteers. Solidify Volunteer/Executive Identity &amp; Appreciation</li> </ol>	<ul style="list-style-type: none"> <li>• Volunteers feel listened to and valued</li> <li>• Volunteer retention</li> <li>• Increased volunteering</li> <li>• Parents/members see a difference</li> </ul>

STRATEGY	ACTIONS / TACTICS	SUCCESS MEASURES
	<p>to thank, attract and retain effective volunteer support. It might include:</p> <ol style="list-style-type: none"> <li>Volunteer recognition social events</li> <li>Thanks you gift cards</li> <li>thank you cards,</li> <li>Club gifts (i.e. t-shirts, hats)</li> </ol>	
<b>Putting a Good Product on The Field</b>	<ol style="list-style-type: none"> <li>Senior Team Sponsorship Program</li> <li>Support for Teams with Funding &amp; Club Support</li> <li>Broaden support to remaining Senior teams</li> <li>Communications for all senior games to members via email or website</li> <li>Actively recruit player for programs, ensure top level coaching is in place and clearly communicate benefits to joining Ingleburn Eagles programs</li> </ol>	<ul style="list-style-type: none"> <li>Club marketing / branding through teams</li> <li>Better recruitment &amp; retention of players</li> <li>Teams look professional with uniforms and jackets</li> <li>Greater club satisfaction &amp; pride</li> <li>Better atmosphere at park for senior games</li> <li>Return of club ex players</li> </ul> <p>Top calibre men's and women's teams successfully competing in association competitions</p>

## Goal 3 – Development & Training Excellence

### Key Result Areas

- Coaching Development – Increased, improved and professional looking.
  - Establish a club-wide coaching program
  - Establish a club-wide curriculum, environment and lexicon (e.g. consistent terminology/language for training/learning from mini → senior)
- Player Development – expand to more ages groups
- Referees Development – additional training and full slate of opportunities
- Facilities Development - Invest in club facilities and treat as an asset.
- Club growth requires additional facilities and options.
- Support for Technical Director/Head Coach – allow him/her to do what they should be doing – technical program
- Proactively set expectations of players, parents, coaches
- Allow players to be successful in their own age group

STRATEGY	ACTIONS / TACTICS	SUCCESS MEASURES
<b>Pride in Facilities</b>	1) Facilities Clean & Updated - Establish a regular “Pride in our Ground” Program (3-4 times per year). 2) Funded Facilities Maintenance Program – annually funded for maintaining all club facilities	<ul style="list-style-type: none"> <li>• Facilities don’t look run down</li> <li>• Pride in park by youth to seniors</li> <li>• Long-term caring</li> <li>• Easier maintenance on go-forward basis</li> </ul>
<b>Player Development Excellence</b>	1) Youth Curriculum & Associated Training - development curriculum developed for: Mini Roos and Youth 2) Goalkeeper Curriculum & Associated Training---for all interested goalkeepers in the club. (should be free to players) 3) Player Development Program – to include: Skills + Tactics + Speed/Agility + Nutrition + Psychology. <ul style="list-style-type: none"> <li>a. Provide in addition to regular training – free of charge</li> <li>b. Provide – via an association with Speed/Agility/Strength experts – a program for those players who wish to participate, club should use its size to help arrange discounted prices for programs. Club should help stress the importance of this domain for injury</li> </ul>	<ul style="list-style-type: none"> <li>• Mini Roocurriculum established</li> <li>• Youth curriculum established</li> <li>• Noticeable increased skill level in youth players</li> <li>• Noticeable increased skill in coaches</li> <li>• Players continue to play because of the positive experience, confidence building and ability to play with their peers</li> </ul>

	<p>prevention and help with education of parents and coaches</p> <p>c. Sports Nutritional Program - Provide nutritional advice to players</p> <p>d. Sports Psychology Program - Provide simple sports psychology information and mental training tips for players</p> <p>4) Player-Centric Program Options:</p> <p>a. Allow upward (and Downward) Movement – but encourage talented players (parents) to remain in their own grade and be successful in their own right.</p> <p>b. Open training---to allow players who want to train more or want to challenge themselves the opportunity to do so</p> <p>c. Centrally organized grading---these should be run by a coaching director and with independent evaluators. Team coaches should be consulted, however trials should be centrally organized to prevent the influence of personal relationships</p> <p>d. Education on the field and in the classroom---promote classroom sessions and encourage players to watch videos of games and analyze. If done with some thought this can be made a fun competition.</p>	
<b>Coach Development Excellence</b>	<p>1) A clearly identified development plan with player development as the primary goal above winning. Winning is a by-product of quality development.</p> <p>2) Minimum Coaching Standard Met By All u6-u18 Coaches</p> <p>a. Practices should not include lectures, lines and laps---players should not be standing around, allowed the opportunity to lose concentration, or lectured to regularly.</p> <p>b. Practices should be fun, dynamic, active, and challenging</p> <p>3) Coaching Rotation - A different coach at least every two years---coaches all have different strengths, different ways of communication, and different views of players. Players should benefit from the strengths of multiple coaches and get a “fresh start” every couple years.</p>	<ul style="list-style-type: none"> <li>• Coaches place development before winning and are not afraid to fail.</li> <li>• Noticeable increased skill in coaches</li> <li>• Noticeable increased skill level in youth players</li> <li>• All coaches u6 and above have taken some form of community coach education</li> <li>• Minimum of three in-club coaching sessions held (e.g. defending, transition, attacking)</li> </ul>

<b>Formalized Evaluation Program</b>	<ol style="list-style-type: none"> <li>1) Club Coaching Evaluation---whether you have a coaching director or use coaches to oversee each other, clubs should have coaching oversight.               <ol style="list-style-type: none"> <li>a. Standardized Coach Evaluation Forms and Feedback</li> <li>b. Pillars of Evaluation completed</li> <li>c. Evaluation provided to Coaches that want it</li> </ol> </li> <li>2) Formalised Player Evaluation Program (assess at training, game assessment, coach assessment, year end assessment)               <ol style="list-style-type: none"> <li>a. Standardized Player Evaluation Forms and Feedback</li> <li>b. Pillars of Evaluation completed</li> <li>c. Evaluation provided to players that want it</li> </ol> </li> <li>3) Parents &amp; Players knowledgeable of Assessments (ie communication)</li> </ol>	<ul style="list-style-type: none"> <li>• Coaching improvement &amp; consistency</li> <li>• Parents have mechanism for feedback and knowledge that their concerns will be met</li> <li>• Post-season survey</li> <li>• Online Anonymous Suggestion Box</li> </ul>
<b>Field and Facility Fund:</b> <ul style="list-style-type: none"> <li>• Invest in Existing Club Facilities</li> </ul>	<ol style="list-style-type: none"> <li>1) Create a new facilities account</li> <li>2) Initiate a Fundraising Sponsorship Committee</li> <li>3) Identify two or three short term and long term fundraising programs.</li> <li>4) Investigate key fundraising events.</li> </ol>	<ul style="list-style-type: none"> <li>• Analyse Budget required</li> <li>• Initiate a Fundraising/Sponsorship Chair/Committee</li> <li>• Two – three short term and long term programs to raise funds</li> <li>• Identification of steady revenue streams and periodic streams</li> </ul>
<b>Facilities For Growth</b>	<ol style="list-style-type: none"> <li>1) Lights at Macquarie Fields Park- Work with council to get better lighting</li> <li>2) Improved playing surfaces - Establish improved fields for training to address growing demands and club growth.</li> </ol>	<ul style="list-style-type: none"> <li>• Top quality field in 5 years</li> <li>• Growth in seniors players / teams</li> </ul>
<b>Development = Team Success = Development</b>	<ol style="list-style-type: none"> <li>1) Placement of teams in competitions---teams should be competing in grades in which they win approximately 50% of the time. If teams are going 10-0 or 0-10 during the season, it does not promote development.</li> <li>2) Game evaluations---other coaches or a coaching director should evaluate teams during games and give the team coach feedback as to what they see as strengths and weaknesses. In addition, team coaches should fill out game reports for every game so the club can keep a binder and track the development of each team from year to year</li> </ol>	<ul style="list-style-type: none"> <li>• Happy players and parents</li> <li>• Player &amp; team development before parent egos</li> </ul>

<b>Celebrate Club Success</b>	<ol style="list-style-type: none"> <li>1) Club Goal - to place one Eagles player in Rams rep teams (female &amp; male) each season</li> <li>2) Set goal to place our share of players on rep teams each season</li> <li>3) Website page for success stories</li> <li>4) Recommend players for rep teams -a club should encourage its' best players to challenge themselves further and help them compete for spots on representative teams.</li> </ol>	<ul style="list-style-type: none"> <li>• Advertise Ingleburn Eagles supports player development</li> <li>• Identification of the “right” players to be recommended to Macarthur Rams</li> </ul>

## Goal 4 - Improved Club & Community Ties

### Key Result Areas

- Club membership engagement
- Ingleburn Eagles brand in community
- Community outreach (marketing ourselves)
- Promote our club through a variety of media & in our community
- Advertising champions
- Better social media management (including website)
- Continue to update/refresh website

STRATEGY	ACTIONS / TACTICS	SUCCESS MEASURES
<b>Create &amp; Maintain A Website as the Hub of Club Communications</b>	<ol style="list-style-type: none"> <li>1) Convert the club website to a content management system to simplify editing and allow increased input by a variety of club members.</li> <li>2) Social Media Program</li> </ol>	<ul style="list-style-type: none"> <li>• Improved content; more easily kept up to date and not so onerous on one or two people to maintain</li> <li>• Easier website maintenance by more than one person</li> <li>• Better/faster communications to club members and public</li> <li>• More engage community</li> <li>• Less questions / emails/ phone calls for information</li> <li>• Increased website visits (hits) and Facebook "likes"</li> </ul>
<b>Member Engagement</b>	<ol style="list-style-type: none"> <li>1) Encourage club members to visit the Eagles website and Facebook page through direct email</li> <li>2) Conduct a survey encouraging feedback from parents and members through a Google form link emailed to targeted groups or via club website/Facebook page</li> <li>3) Create specific survey requesting feedback on facilities, schedules, coaching, individual and team development</li> <li>4) Have coaches' survey parents at the outset of the season to determine their expectations for their child and follow-up with parents at the conclusion of the season to verify how successful the club was in meeting these goals.</li> <li>5) Create more opportunities for parents to participate in training sessions along with their child throughout the season.</li> </ol>	<ul style="list-style-type: none"> <li>• Members are informed and feel values</li> <li>• Greater volunteerism</li> <li>• Club garners direct feedback on membership</li> <li>• Improved communication with club "clients" and ability to better serve their needs</li> <li>• Ability to identify and focus on specific issues and concerns of club "clients"</li> <li>• Opportunity to understand parent expectations and allows coaches to manage these expectations leading to improved "client" satisfaction and communication</li> <li>• Increased parent involvement and more volunteers to assist with the program</li> <li>• Improved atmosphere of "fun" and participation for all players and their families.</li> </ul>

	<p>Challenge parents to come up with ideas for social interaction of mini players/parents (e.g. early Easter Egg hunt)</p> <p>6) Organize an Ingleburn Eagles Soccer Day at Macquarie Fields Park where kids can challenge their parents in various soccer skills, etc.</p> <ul style="list-style-type: none"> <li>Conduct a survey encouraging feedback from parents and members through a Google form link emailed to targeted groups or via club website/Facebook page</li> </ul>	<ul style="list-style-type: none"> <li>Improved "client" satisfaction and communication leading to understanding and volunteerism</li> </ul>
<b>Improved Outreach With Our Community</b>	<ol style="list-style-type: none"> <li>Coordinated and targeting marketing internally &amp; externally</li> <li>Letter of introduction to all community groups with offer of support / participation</li> <li>Identify and arrange meetings with community partners and invite local politicians to attend and/or participate in Ingleburn Eagles "Fun" Day.</li> <li>"Popup" kiosk at various community events to promote Ingleburn Eagles</li> <li>Identify various media groups who would be willing to advertise club programs available to all age groups</li> </ol>	<ul style="list-style-type: none"> <li>Communication Plan</li> <li>Marketing materials developed</li> <li>Community groups start to contact club for help, support and updates</li> <li>Increased registration and improved communication</li> </ul>
<b>Improved Outreach with Local Governments</b>	<ol style="list-style-type: none"> <li>Visit all Local Governments that contribute to club's membership, establish better relationship with council through face-to-face meetings: Parks Department; Council Presentations, etc.</li> <li>Annual visit / communication</li> <li>Support for council events</li> <li>Identify and arrange meetings with community partners and invite local politicians to attend and/or participate in Ingleburn Eagles "Fun" Day.</li> </ol>	<ul style="list-style-type: none"> <li>Councils visited during the season and off season</li> <li>Establish better relationships</li> <li>Awareness of Ingleburn Eagles</li> <li>Grease the wheels to get things done</li> <li>Potential funding source</li> <li>Improved reputation within the community and more support for club projects, events.</li> </ul>
<b>Linkages With K-6 Schools</b>	<ol style="list-style-type: none"> <li>Approach local primary schools within club drawing area to advertise Ingleburn Eagles mini program.</li> <li>Setup soccer program for K-6 children within catchments schools and host at park.</li> <li>Annual visit / communication</li> </ol>	<ul style="list-style-type: none"> <li>Establish better relationships</li> <li>Awareness of Ingleburn Eagles</li> <li>Improved reputation within the community and more support for club projects, events</li> <li>Increased registration at the grass roots level.</li> </ul>
<b>Club Become a Social Option for Members</b>	<ol style="list-style-type: none"> <li>Establish a Social Committee and increase interaction between youth and senior program through mentoring, team clinics and encouraging senior players to conduct or participate in youth training sessions.</li> <li>Increased Social Activities for Seniors</li> </ol>	<ul style="list-style-type: none"> <li>Senior players establish important connections with younger player which in turn will encourage these players to stay with the club throughout their playing career</li> <li>Improved club "pride", support of other teams and increased attendance at regular events</li> </ul>



	<ol style="list-style-type: none"> <li>3) Increase and promote cross club social events for senior members through establishment of a Social Committee consisting of representatives from all teams.</li> <li>4) Youth Social events---clubs should promote social events a few times each year. Whether it be a parent vs. child 6 vs. 6 tournament, or a trip out for players.</li> <li>5) Annual dinner--club could have an annual function to recognize volunteers and those players who exhibit dedication, sportsmanship, and leadership. It can be a fun time with give-aways to bring the club together.</li> <li>6) Provide additional opportunities for ex members to participate in regular activities through improved communication.</li> </ol>	<ul style="list-style-type: none"> <li>• Improved team support, increased camaraderie and understanding of club history</li> </ul>
<b>Ties to Soccer Community</b>	<ol style="list-style-type: none"> <li>1) Create an Atmosphere of Soccer</li> <li>2) Support of, and exposure to State League/ A League teams.</li> <li>3) Establish mentoring program with youth/senior players and/or teams. Invite Rams men's/women's teams to conduct clinics for age groups</li> </ol>	<ul style="list-style-type: none"> <li>• Ties to highest level of soccer played in the area (e.g. Macarthur Rams, Macarthur Buls.)</li> <li>• Ingleburn Eagles seen as soccer leader in Macarthur area</li> </ul>