



## Petone Football Club

### Business Plan 2015–17 — High Level Summary

The Club’s Business Plan analyses all areas of its operation and identifies objectives for the next three years, with strategies and actions to achieve those objectives.

The following is a high level summary of the key points from that analysis and plan.

What’s good	But ...	So we plan to ...
The Club has a proud history of success on the field	It has not had the success it would like in recent years	<ul style="list-style-type: none"> <li>• Attract and sign key players</li> <li>• Develop better talent from within the Club</li> <li>• Optimise the coaching contributions</li> <li>• Enhance the training, equipment and management</li> </ul>
The majority of the top senior players are home-grown	Some of the players the Club develops do not stay with the Club	<ul style="list-style-type: none"> <li>• Actively communicate the progression for Juniors into Youth and Senior Football, and beyond</li> </ul>
The Women’s teams have been very successful recently	There are limited options for players wanting to join the Club, and young players moving to Senior Football	<ul style="list-style-type: none"> <li>• Win promotion to Central League</li> <li>• Have the second team promoted</li> <li>• Establish more teams</li> </ul>
The Under-19s have been competitive in recent years	The team does not often reach the play-offs in the national tournament	<ul style="list-style-type: none"> <li>• Build an established squad by beginning the preparation earlier in the season</li> </ul>
There is a strong base of Social Teams	Some of the Social Teams have little or no involvement with the Club	<ul style="list-style-type: none"> <li>• Appoint a Social Football Manager</li> <li>• Provide necessary resources</li> <li>• Set expectations</li> </ul>
There is a very strong and growing Junior group	The Club does not always develop the Junior players to the best of their ability	<ul style="list-style-type: none"> <li>• Provide better development programmes for Junior players and coaches</li> <li>• Enhance the Director of Junior Football role</li> </ul>
The Club has good training facilities	Turf time is limited and expensive	<ul style="list-style-type: none"> <li>• Allocate time carefully</li> <li>• Negotiate more access</li> <li>• Look to use off-peak times</li> </ul>
The Hilton-Petone Tournament is well-established as the pre-season tournament for top Men’s Football	There is no similar preparation available for top Women’s Football	<ul style="list-style-type: none"> <li>• Establish a pre-season tournament for Women’s Football</li> </ul>
The Club has a keen group of supporters	Many of the supporters are not members of the Club	<ul style="list-style-type: none"> <li>• Re-activate the Supporters’ Club</li> <li>• Encourage non-players to join it</li> </ul>
The lounge, bar and kitchen are very popular	Changing legislation puts more obligations on the Club	<ul style="list-style-type: none"> <li>• Understand new legislation, and the compliance needs, and put strategies in place to make sure the Club complies</li> </ul>
The Club has a range of social events	They are not as well-supported or profitable as the Club would like	<ul style="list-style-type: none"> <li>• Find out what the members want</li> <li>• Establish a programme of social events</li> <li>• Promote the Club’s events properly</li> </ul>

What's good	But ...	So we plan to ...
The clubrooms are well-suited to a wide range of events	They need upgrading	<ul style="list-style-type: none"> <li>Establish a programme for further development</li> </ul>
The clubrooms are popular with members and visiting teams	New visitors to Memorial Park often do not know the clubrooms exist	<ul style="list-style-type: none"> <li>Clearly identify the clubrooms for spectators and players</li> </ul>
The lounge is well-suited to a wide range of prospective hirers	It is not hired as much as it could be and the revenue generated is low	<ul style="list-style-type: none"> <li>Make the lounge more attractive to hirers</li> </ul>
The bar accepts payment by EFTPOS and that accounts for a large proportion of sales	Demand for cashless payments is increasing in all areas of activity	<ul style="list-style-type: none"> <li>Make EFTPOS facilities more efficient and more widely available</li> </ul>
There are many channels of communication with members	The communication is not as consistent and thorough as it could be to keep members informed	<ul style="list-style-type: none"> <li>Develop a consistent approach to communication through all channels</li> </ul>
The Club's brand is well-established	The range of branded merchandise is limited and it is not available directly from the Club	<ul style="list-style-type: none"> <li>Increase and promote the range of merchandise</li> <li>Make it available for purchase at the Club</li> </ul>
The match-day programme is high quality and has won awards	It is not always relevant to all areas of the Club	<ul style="list-style-type: none"> <li>Maintain the high standard of the programme, with Club-wide content</li> </ul>
The Club has established a framework for good internal communication	The Club does not get as much external publicity as it would like	<ul style="list-style-type: none"> <li>Develop better relationships with news media</li> <li>Provide news and prepared articles to local media</li> </ul>
The web site is modern, easy to use and popular	Important Club information can get obscured by news articles and photos	<ul style="list-style-type: none"> <li>Establish a process to keep web site information up-to-date and relevant</li> </ul>
The Club has substantial property assets	They are in need of maintenance and improvement	<ul style="list-style-type: none"> <li>Establish a maintenance and improvement programme</li> </ul>
The Club has had some success in raising funds for projects	It is getting harder to generate funds	<ul style="list-style-type: none"> <li>Dedicate additional resource to obtaining grant funding</li> <li>Appoint a new Sponsorship Manager</li> <li>Continue to actively manage the sponsorships</li> </ul>
The Club has good records of its past	There is no certainty that the Club keeps the right records, and the records are held in various places	<ul style="list-style-type: none"> <li>Determine what records the Club should continue to keep, and where</li> </ul>
The Club is stable, well-run and has many very dedicated volunteers	The Club depends on a small number of key people and finds it hard to attract more people willing to be involved	<ul style="list-style-type: none"> <li>Establish groups responsible for key functions</li> <li>Document the processes for those key functions</li> <li>Approach people directly to encourage their involvement</li> </ul>