

# The Gap Football Club Strategic Plan 2024-2028

**Mission:** To be a passionate, community focused football club, where all players can develop their skills, build character and uphold the Club's values.



## Strategic Objectives

- To identify and fill volunteer roles
- To field teams in social, competitive and high-level football competitions
- To have the best outcomes for all players through engagement, competition and retention
- To deliver robust onboarding programs for players, coaches and volunteers
- To improve governance and compliance within Club operations
- To always be a football club that members are proud to belong and support

## Measures of Success

- 100% of Club volunteer roles filled each year
- 90% retention of players and coaches each year
- The Club has an overarching Technical Director will have an 'A' licence
- High performance teams will achieve at least a top 4 ladder finish
- All high-performance coaches will have a 'C' licence
- All Technical Directors will have a 'B' licence
- All Competition coaches will have Game Day Training certification
- The Club will have a suite of published policies, procedures and processes
- 100% compliance with Football Queensland provisions and achieve Silver Shield status
- Achieved 50/50 gender parity by 2027 (FQ target)

## Our Values

Teamwork  
Humility  
Effort  
Gratitude  
Achievement  
Persistence

## Member Experience

- The Club will be supported by a team of engaged volunteers
- All players, coaches, volunteers and members know what is expected of them
- All Club members will uphold and demonstrate Club values
- All relevant positions will comply with Football QLD and legislative requirements
- Members will have positive experiences

## Football Program

- The Club will have a structure that supports ongoing technical development
- Coaches and Technical Directors will hold qualifications relevant to their level of competition
- Investment in trying to achieve 50/50 gender parity by 2027
- High Performance
  - All teams will be competitive
  - The Club will hold Silver Shield status
- Competition
  - Continual improvement and development of all players
  - Players will have the opportunity to participate in a shadow program
- Social
  - Continual improvement and development of all players
  - Players will have the opportunity to participate in a shadow program
  - Players will continue to play football at the Club

## Finance and Operations

- The Club will maintain a sustainable financial position through responsible financial management practices
- The Club will invest in operations and services to attract spectators and events
- The Club will maximise opportunities to attract external funding
- ICT
  - The Club will sustain a future focussed ICT platform

## Facilities and Assets

- The Club will optimise the use of club assets to support club activities and events.
- The Club will have fit-for-purpose facilities that support our football program
- The Club will deliver best practice facility and field management
- The Club will have robust and resilient football fields
- The Club will identify partnership opportunities to expand field utilisation for training and competition