



Go the Journey!



Strategic Plan 2018-20

Executive Summary

from the SEUFC Board

We are pleased and privileged to present South East United Football Club's three-year Strategic Plan, which will steer the Club's overall operations for 2018-20, entitled *Go the Journey!*

Over the next three years, *Go the Journey!* will lay the foundation for the Club to work as a collective, inspiring us to continue to grow, and to support progress towards our vision. At South East, we are all about the journey - in every sense of the word.

Go the Journey! will help the Club to continue its mission of building a safe and inclusive environment for young footballers to develop, and to prepare them physically and mentally for the challenges of competitive and social football, by providing a pathway for junior footballers to transition into youth and ultimately senior football, and by promoting our core club values of teamwork, respect, integrity and passion.

Go the Journey! will also support the Club in its exploration of commercial and community partnership opportunities, to achieve the financial growth required to support first-class training and playing facilities at Pembroke Park.

Above all, *Go the Journey!* will assist us in delivering the best possible package to our players and their families, to our sponsors, the community and to all our volunteers, so that they will continue to be proud of their association with South East United FC, and consider that our club is also their club, and that our journey is theirs.

Antony, Andy, Matt, Glen and Kim

Go the Journey!



our vision

to be recognised as an elite provider of
football development services
where people from the south-east region of Tasmania look for
opportunity, excellence, unity and success

To our **players**, we are the club of choice to develop their skills, their enjoyment of the game, and help to fulfil their potential, through first-rate coaching, organisation and support.

To our **coaches**, we are the club of choice for opportunity, development, leadership, challenge and success.

To our **community**, we are their club, we are their family, we share the same values, the same aspirations, the same passion.

To our corporate **partners**, we are the club of choice for strong community engagement, commercial growth and potential.

To our **volunteers**, we are the club of choice for personal empowerment, fulfilment and unity.

back story



Our Club was founded in 2014, with the aim of filling a **significant gap** in the regional market. Before this time, players from the region's abundant supply of junior clubs were faced with two alternatives when they reached the age of **12**: either they had to **give the game away** (contenting themselves with the limited opportunities provided by their schools), or they had to **travel to the city** or Eastern Suburbs to find a club with a youth structure.

From day one, the **youth development program** has been the cornerstone of our football operations, while we have also expanded into social and women's football markets. In 2017, our Club had around **100** registered players, and **seven** teams. This was an increase from around 70 players and four teams in 2016.

Sorell is one of the **fastest growing** suburbs in southern Tasmania, and football is the fastest growing sport. That makes us a **perfect match**.

Our Club prides itself on the **affordability** of its fees, which are often as little as **half** those of rival clubs. Meanwhile, unlike most other clubs, we **do not charge** additional fees for training.

Our Club's mission is to prove to players from ages 12 to seniors that they do not need to travel to the city or pay exorbitant fees in order to experience the football development and satisfaction they deserve, because they have a club, right here in Sorell, and **our product is as good as anything** in southern Tasmania. We believe it is.

Our Club is our Community.

Our Journey is Yours.

Go the Journey!



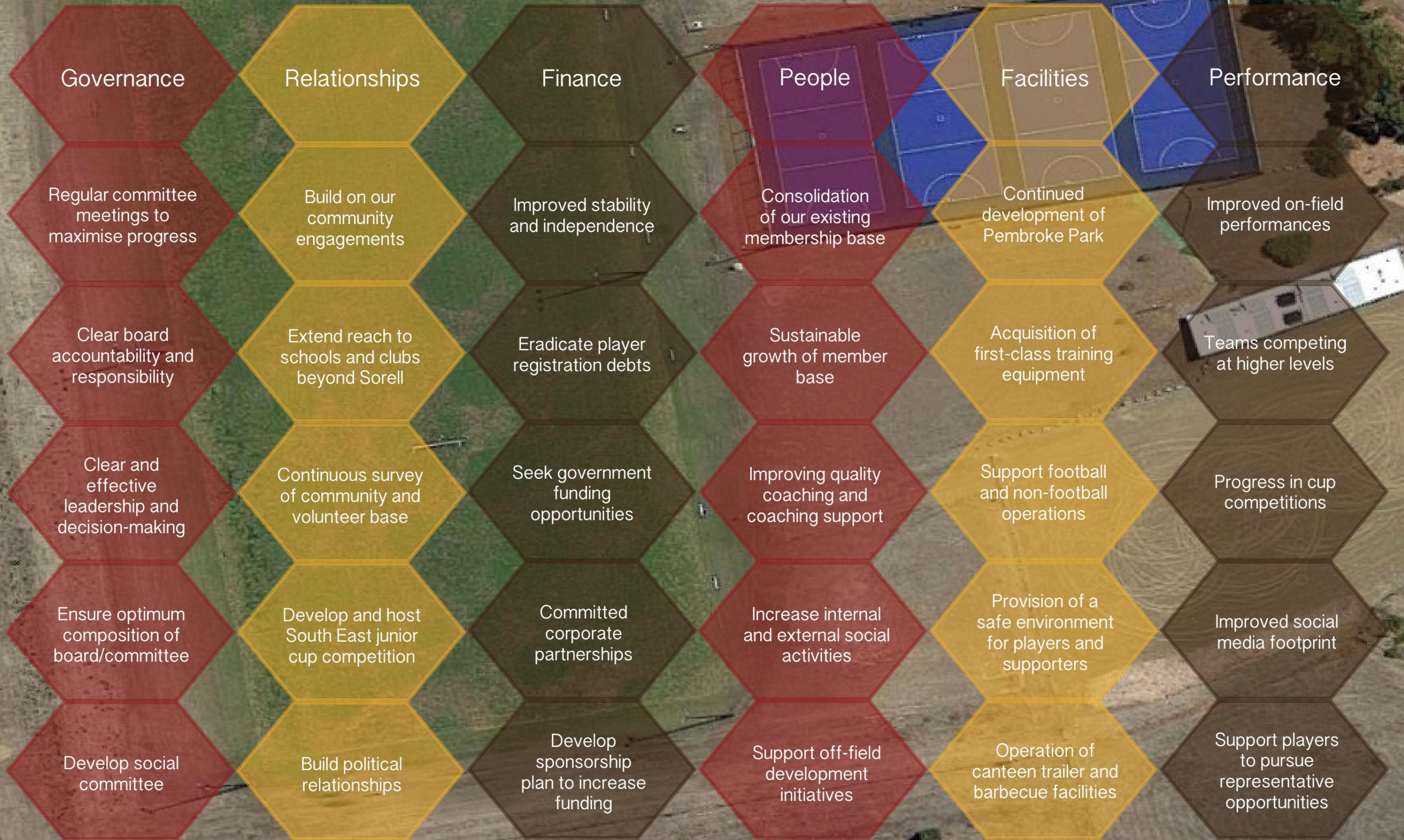
Go the Journey!



STRATEGIC PILLARS



As with the foundations of a house, our strategic pillars may not always be visible, but they support the entire structure of our club.



summary of 2018-20 plan



The purpose of our Strategic Plan 2018-20 is to support the sustainable growth of our football club over the next three seasons, and give us the best possible opportunity of reaching the Southern Championships during the next planning cycle.

To achieve this, we need to:

develop our player, coaching and volunteer base, by increasing our retention rates and recruiting the best and most committed regional talent;

improve on-field performances so that people will come to respect the club as being competitive and successful;

build strong corporate, political and community relationships, with organisations and individuals who share our vision;

continue to develop our beautiful home at Pembroke Park, including fencing, covered spectator areas, car park lighting and club rooms;

Above all, we want to make South East United Football Club the **destination** for **everyone** who loves football in the south-east region of Tasmania.

Our Strategic Plan 2018-20 has been put together to give us a set of **achievable** and **measurable** goals during each of the three years, with reliable key performance indicators that will keep us on track.

We'd love to have you with us.

Go the Journey!



Go the Journey!

Contact
Andy Rhodes
SEUFC Club President
0432 077 010

Email: info@southeastunitedfc.org.au

www.southeastunitedfc.org.au

