

Go the Journey!



Strategic Plan 2018-20

Executive Summary

from the SEUFC Board

We are pleased and priveleged 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.





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.



TRATEGIC PILLAT



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Governance	Relationships	Finance	People	Facilities	Performance	
Regular committee meetings to maximise progress	Build on our community engagements	Improved stability and independence	Consolidation of our existing membership base	Continued development of Pembroke Park	Improved on-field performances	
Clear board accountability and responsibility	Extend reach to schools and clubs beyond Sorell	Eradicate player registration debts	Sustainable growth of member base	Acquisition of first-class training equipment	Teams competing at higher levels	
Clear and effective leadership and decision-making	Continuous survey of community and volunteer base	Seek government funding opportunities	Improving quality coaching and coaching support	Support football and non-football operations	Progress in cup competitions	
Ensure optimum composition of board/committee	Develop and host South East junior cup competition	Committed corporate partnerships	Increase internal and external social activities	Provision of a safe environment for players and supporters	Improved social media footprint	
		Develop	Support off-field	Operation of	Support players	The second

sponsorship

plan to increase

funding

Develop social

committee

Build political

relationships

Support off-field

development

initiatives

canteen trailer and

barbecue facilities

to pursue

representative

opportunities



Go the Journey!

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