



**PROJECT**

**2030**

# PROJECT 2030

A 10 year development plan driven by the formation of new club “Sub-Committees” that will focus on the key pillars of the club’s future:-

- FOOTBALL DEVELOPMENT
- CLUB FACILITIES / EQUIPMENT
- SPONSORSHIP / MARKETING
- MEMBER SERVICES

# MISSION STATEMENT

Avalon Soccer Club welcome players, supporters from all backgrounds creed, culture, age, ability and gender to participate in football at our local family orientated club. Everyone, united in the dream of being better footballers and members of our community.

We aim to create positive career pathways for our young footballers to follow and achieve their goals, dreams and ambitions.

Avalon Soccer Club is committed to providing a quality football experience whereby our players, parents, coaches and volunteers can flourish and develop a passion for football.

We will pursue our goals while being fiscally responsible to our members.

# VISION

Our vision is to develop each and every player's skills technically, tactically and physically. Our club also aims to equip our players with the vital life skills such as commitment, discipline, respect and perseverance.

These qualities are ones that will assist all out young footballers in all aspect of future life.

We will continually strive for excellence in all aspects of our club from playing, coaching, administration and social areas in order to make our club amongst the very best.

# FOOTBALL PHILOSOPHY

Avalon Soccer club aim to play a high intensity, free flowing and positive possession based brand of football. Facilitated by a high level of technical and tactical characteristics.

Our objective is to be both entertaining to watch and effective in the outcome.

We recognise the need for pathways to give young players every opportunity to not only play socially or 1st team football at Avalon SC but to play at the highest level possible. We hope to achieve this through providing quality coaching and an accessible player development programme for players at the club.

# CORE VALUES

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Provide an opportunity for people to participate in a community club in a safe, friendly and family oriented environment.

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Develop young sportspeople through comprehensive training programs overseen by suitably qualified coaching staff.

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To encourage and foster our junior players to transition into senior football, with the aim of providing the core group that underpins the sustainable success of the Club, both on and off the field.

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Strive to be a well-respected club in the local football association.

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Encourage community involvement through sponsorship, events and fundraising activities and be recognised as a leading contributor to the spirit of the Avalon community.

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Support the values of fairness, safety, innovation, health and wellbeing.

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To provide a social environment that encourages greater participation by both genders.

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To always operate the club professionally, in a responsible manner and within the competition's rules and regulations.

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To be fully committed to ensuring that our club environment is free from discrimination and harassment, that discrimination and harassment will not be tolerated under any circumstances, and that appropriate disciplinary action will be taken against any person associated with the Club who breach this requirement.

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To exercise tolerance to others, and to always act fairly, honestly and respectfully.

# **SUB COMMITTEES**

## **1) FOOTBALL DEVELOPMENT**

- TECHNICAL / TACTICAL DIRECTION
- PLAYING STYLE
- COACH EDUCATION
- PLAYER DEVELOPMENT
- GRADING PROCESS
- CCC – CLUB COACH COORDINATORS
- COACH SELECTION POLICY
- ADDITIONAL TRAINING – ACADEMY / TPP

## **2) CLUB FACILITIES / EQUIPMENT**

- IMPROVING THE GRASS PLAYING SURFACES
- IMPROVING CURRENT CLUBHOUSE
- NEW SYNTHETIC FIELD/S
- NEW CLUB HOUSE
- NEW COACHING CONTAINER
- MAINTAINANCE BUGGY, BBQ, CLUB MARQUEES
- CANTEEN / BAR
- CLEANING
- GAME DAY EQUIPMENT
- COACHING ACCESSORIES & TRAINING EQUIPMENT

## **3) SPONSORSHIP / MARKETING**

- ADVERTISING – LOCAL BUSINESSES & SCHOOLS
- SPONSORSHIP PACKAGES
- FUNDRAISING
- CHARITY PARTNERSHIPS
- SOCIAL MEDIA – WEBSITE / FACEBOOK / INSTAGRAM / TWITTER
- CLUB NEWSLETTER
- SPECIAL EVENTS - MINI WORLD CUP, PRESEASON 5-A-SIDE TOURNAMENT, SPONSORS DAY, TRIVIA NIGHT, DANCE / BAND NIGHT, SPORT EVENT NIGHTS, LADIES DAY / SUPER SUNDAY
- HOSTING MWFA GALA DAYS

## 4) MEMBER SERVICES

- CLUB STRUCTURE
- FINANCIALS
- REGISTRATIONS
- HONORARIUMS
- CLUB MERCHANDISE RANGE
- CANTEEN / BBQ PRODUCTS / SALES
- PRESENTATION DAYS / NIGHTS
- BUDDY PROGRAMMES
- TROPHIES / PLAYER YEARS OF SERVICE AWARDS
- TEAM PHOTOS
- JUNIOR PLAYER OF THE MATCH AWARD (BBQ / TROPHY)
- GRANT WRITING
- CLUB HISTORY BOOK
- TOURS