

MALVERN CITY FC



Our Club, Our Community, Our Vision

August 2011

Malvern City FC - Supporting the youth of the City of Stonnington to reach their potential in their own backyard



Introduction

Malvern City FC is a community based football club, run by passionate volunteers to provide our community with the opportunity to actively participate in the “World Game”.

Malvern City FC is an inclusive club open to anyone who wants to have a go, both girls and boys, young and old. We take pride in developing all our players to the best of their abilities and providing a fun and friendly family environment for players, parents and volunteers to interconnect.

To ensure that we meet our objectives as a club, a sub committee of parents was formed to undertake a review of our structure and player pathways, to understand the sustainability of our growth, identify the key challenges in servicing the increasing demand for football in our community, address any gaps in our offering and develop a vision for the future of Malvern City FC.

Consequently, Malvern City FC is developing some exciting new initiatives to increase the opportunities for our community to actively participate in football, including “Community Coaching” for local schools, “Adopt a Club” program inviting our retirement community to get involved, a Social Football League, School Holiday Clinics and the recently launched “Malvern City Mini Matildas” supported by the City of Stonnington’s “Grow with Us” program and Football Federation Victoria, to increase the awareness of football for girls and improve accessibility.

We also acknowledge that the club needs to evolve to continue to support the development of our current players, to attract and retain quality coaching staff and provide a clear pathway for players of all levels to ensure that we meet the expectations of our community.

This involves considering both internal and external factors that impact our ability to deliver these components that are fundamental to our core purpose as a community club.

Off season, our coaching team will undertake coaching and leadership training to support player and personal development, work on Team and Player Plans as well as look at opportunities for our players to train off season to maintain fitness, develop skills and keep our teams together.

To address the external factors, we will be working closely with our stakeholders towards achieving a modest enhancement of our facilities, building on the investment made by the City of Stonnington to upgrade the club rooms, to ensure we can provide certainty to complete player progression from Sub Juniors to Juniors through to our Senior teams. This will secure the opportunity for our players to compete at the highest State level and ensure our home grown talent has a home.

We will also be focusing on improving our administration and communication capabilities, including the introduction of Team Assistants to support Team Managers to address volunteer fatigue, and the redesign of our website to include online registration and provide relevant, up to date information.

This is a huge challenge for a community club run by volunteers, but with the active support of our players, our parents, our stakeholders and our community, Malvern City FC can achieve its vision of supporting the youth of the City of Stonnington to reach their potential in their own backyard.

Kind regards,

Paul McNamee AM

Sub Committee Chairman and Under 18 Parent



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Malvern City FC - Supporting the youth of the City of Stonnington to reach their potential in their own backyard

Our Vision



To provide our players with a complete pathway, from entry level to the highest level, and promote active involvement in a community club that supports the development of young men and women in the City of Stonnington to reach their potential as players and members of our community in their own back yard.





Our Mission & Values

Malvern City FC - Supporting the youth of the City of Stonnington to reach their potential in their own backyard

Mission

“To provide people of all ages and abilities in our community with the opportunity to actively connect with each other in a friendly environment and enjoy football”

Values

Friendship & Social Inclusion

Health & Wellbeing

Respect for Self & Others

Equal Opportunities

Commitment & Integrity

Teamwork

“Football brings us together, our community spirit keeps us together”

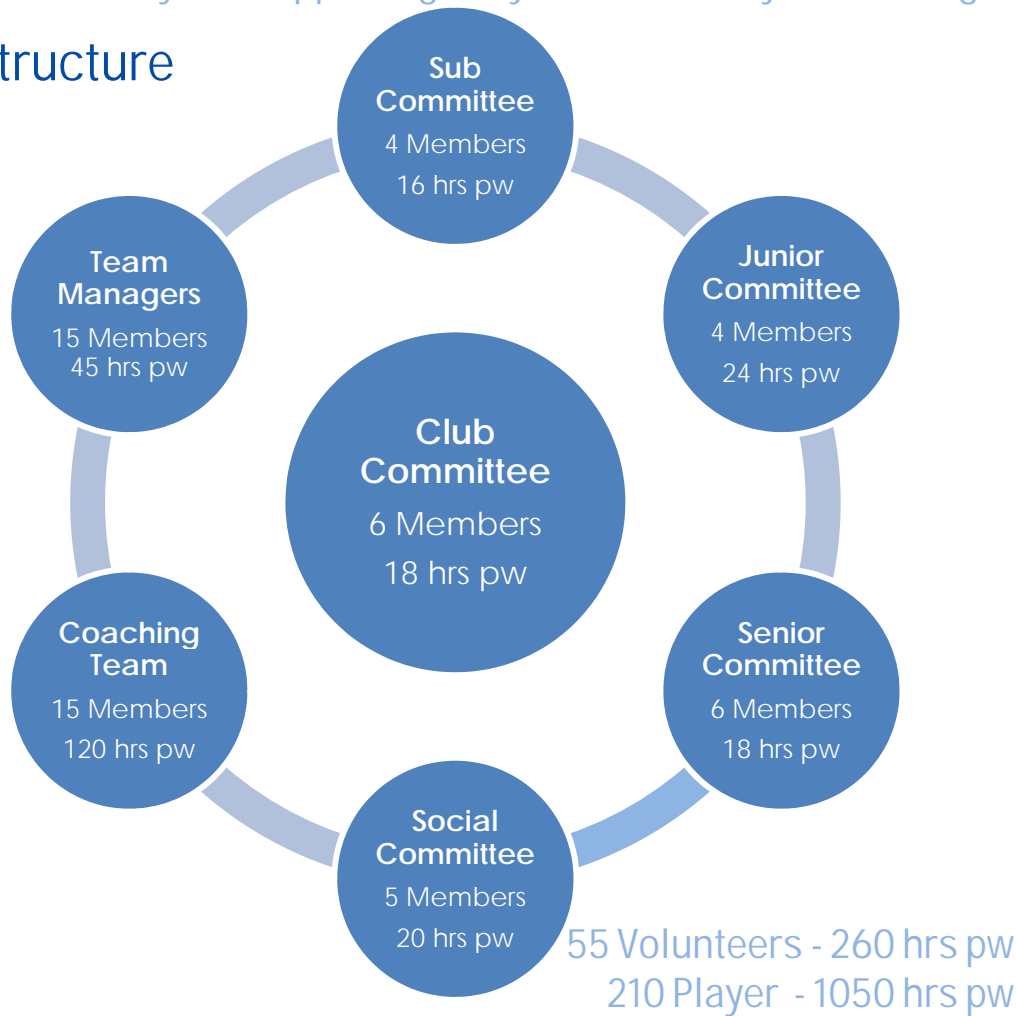




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Our Structure

Current Structure



Malvern City FC is anchored by its passionate and dedicated volunteers, collectively working in excess of **260 hour per week** to enable our **210 players** to play football for **1050 hours every week** during the season.

This is a fantastic outcome for our community and Malvern City FC will seek to build on this over the next five years, focusing on recruiting more volunteers to support the operational running of the club and the growth in player participation that we are currently experiencing.

To support the clubs vision, we will be introducing some new roles to enable the Club Committee to concentrate on coach and player development and provide a renewed focus on the essential administrative aspects of a community club including committees to support grant applications and fundraising activities, marketing and communications and the running of the canteen.

The introduction of these new roles will reduce the number of hours worked by individual volunteers and ensure that those with the expertise to develop our coaches and players are available to do so.

Players will be encouraged to work on some key club initiatives with experienced members of our Committees, including input into marketing and social media strategies and club communication to increase their ownership in the club beyond the game.

We will also be working closely with the other clubs who use Kooyong Park to learn from each other and to work together to achieve outcomes for our community and our clubs that support the development of the youth of the City of Stonnington.

New Roles

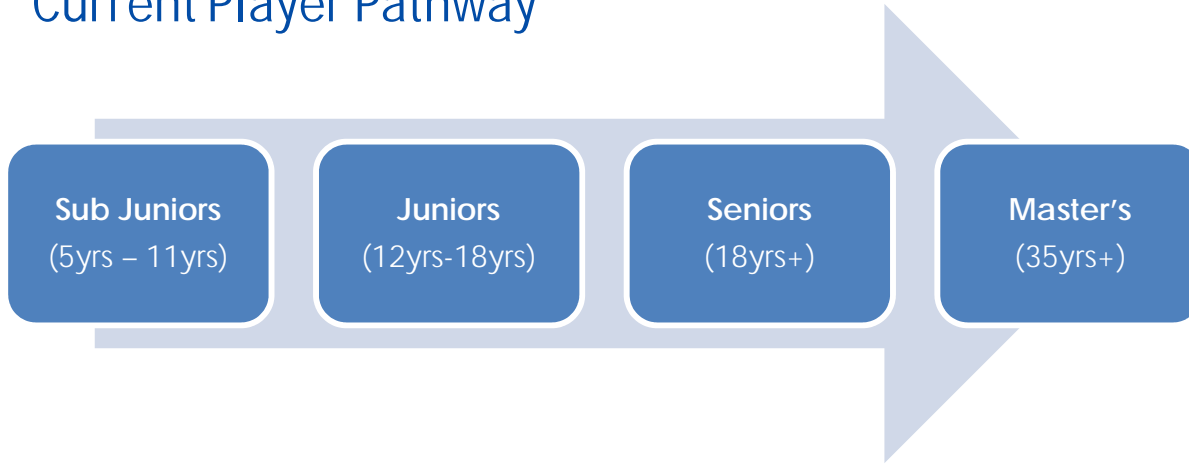




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Player Pathway

Current Player Pathway



Malvern City FC is committed to providing a complete player progression from Sub Juniors through to our Senior teams.

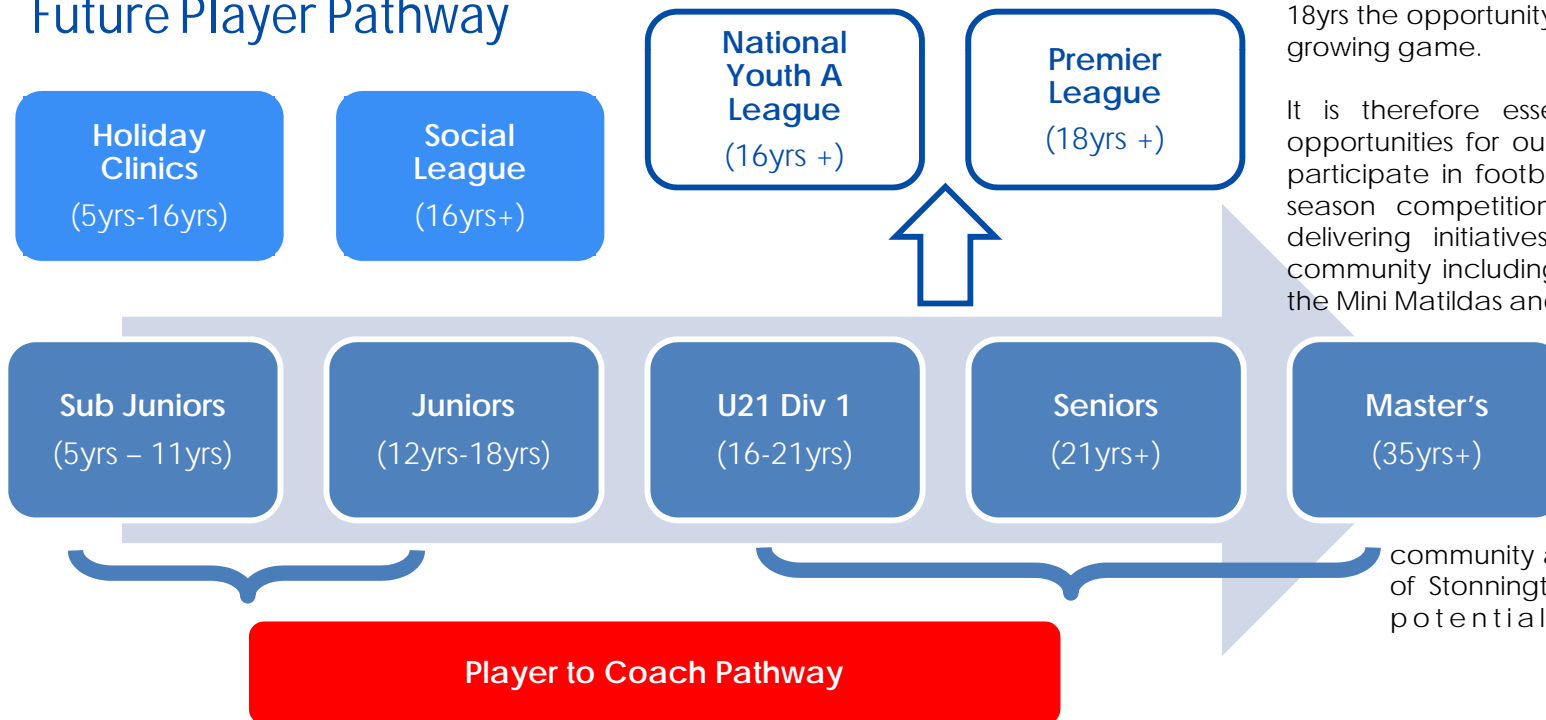
We acknowledge the important role that team sport plays in keeping people of all ages socially interconnected, particularly for teenagers and young adults.

Participating in a team can have positive effects on an individual's self-esteem and gives people the ability to develop friendships in a supportive environment that encourages them to respect their body and be healthy and active.

Malvern City FC is the only football club in the City of Stonnington offering children aged between 5 and 18yrs the opportunity to participate in Australia's fastest growing game.

It is therefore essential for us to provide more opportunities for our players and our community to participate in football, during and beyond the winter season competition, and we are working towards delivering initiatives that will facilitate this for our community including Holiday Clinics, a Social League, the Mini Matildas and a third Senior team.

Future Player Pathway



As an inclusive club, open to all, we are dedicated to catering for players of all abilities and aspirations, ensuring that we make football accessible for our community and providing the youth of the City of Stonnington the opportunity to reach their potential in their own backyard.



Malvern City FC - Supporting the youth of the City of Stonnington to reach their potential in their own backyard

Our Pillars

Developing our Administration

To streamline club processes & administration to develop a strong foundation to deliver our objectives & support the committee.

Developing our Coaches

To invest in the volunteers that invest in developing our players, both on & off the pitch, to attract & retain quality coaching staff.

Developing our Players

Provide an environment for people of all ages & abilities to participate in a team sport, improve their fitness & achieve personal development goals.

Developing our Girls

Increase the number of Junior Girl's teams & establish a Seniors Women's squad to provide a clear progression path from the Junior to Senior league

Parents & Volunteers

Increase active participation of parents at the club to assist in reducing workload on current volunteers, provide opportunities for external volunteers & increase our connection with the wider community.

Facilities & Finance

Invest & develop our facilities to support the growth of our Juniors, provide stability for the Seniors teams & increase partnership / sponsorship opportunities to enable the club to be financially independent & reinvest in Junior & Community programs & equipment.

Connecting our Community

Open our doors to provide more opportunities for the community to participate in football beyond competition.



Developing our Administration

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Objective

To streamline club processes & administration to develop a strong foundation to deliver our objectives & support the committee.

Key Items

Implement structure to support self-sufficient teams

- Clearly define all volunteer roles in line with FFV recommendations and advertise opportunities through the website
- Introduce Team Assistants to support Team Managers
- Provide teams with a schedule of club activities to assist Team Managers in coordinating their time and team communications
- Develop tools to support the management of teams

Fundraising and grants

- Establish a committee dedicated to securing sponsorship, identifying and applying for relevant grants and planning fundraising activities
- Develop formal sponsorship packages and communicate the opportunities in the local business community
- Work with key stakeholders to identify potential grants and secure funding for essential equipment and facilities enhancements
- Formulate fundraising strategy and targets, including on and off season opportunities for implementation by the club.

Operational planning

- Source "off season" base to enable continuity of key administrative activity, including full volunteer meetings, to plan for and coordinate the seasons program and to support the facilitation of off season initiatives and training opportunities.
- Deliver targeted activity around community participation and player retention through the execution of the clubs strategic vision.
- Development of Business Plan to support financial running of the club.

Development of marketing & communication strategy

- Establish a Marketing and Communications Committee.
- Redesign website to provide a communication tool for player, parents and the community and provide online registration capabilities to streamline process.
- Provide parents and players with regular communication from the committee.
- Create a social media strategy to ensure our communication channels are relevant and accessible to our target audience.
- Develop and implement a cohesive recruitment program to increase awareness of opportunities to participate in football.
- Invite our community to participate in the club, increase awareness of our role within our community and enhance the Malvern City FC brand.
- Develop club "welcome pack" for players, parents and volunteers.

Stakeholder engagement

- Develop strong partnerships with the City of Stonnington, FFV, YMCA, VicSport and other Kooyong Park clubs, to strengthen support for our vision for the youth of the City of Stonnington and combine our experience and knowledge of available resources to support each others needs and the needs of our community.
- Work with Kooyong Park clubs to ensure that our objectives are balanced and consider the impacts on other users of the facilities and compliment their objectives.



Developing our Coaches

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Objective

To invest in the volunteers that invest in developing our players, both on & off the pitch, to attract & retain quality coaching staff.

Key Items

Coaching Development Plans

- Club Committee to undertake regular reviews of coaches to identify where the club can assist their development and provide support.

Coaches Mentor Program:

- Partner Junior Coaches with Senior Coaches to support their on going development, provide guidance for player and team development, and assist in formulating training plans with appropriate drills that meet the needs and aspirations of players.

Resources and Processes

- Ensure coaches have the appropriate resources to support the development of our players.
- Provide coaches with appropriate tools to plan for player development and guide team planning through the delivery of age relevant coaching curriculum.
- Implement self sufficient team structure to reduce administrative tasks undertaken by coaches to enable them to focus on supporting the development of players.

Beyond the Game

- Provide opportunities for coaches to participate in complimentary programs and courses that are aligned to the club values and support their personal development goals.





Developing our Players

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Objective

Provide an environment for people of all ages & abilities to participate in a team sport & improve their fitness & achieve personal development goals.

Key Items

Player & Team Development Plans

- Coaching team to undertake regular reviews of players and teams to ensure that the needs of the all are being met, and players are engaged, enjoying the game and developing skills.
- Run referee coaching course at the club to promote the role of referees in the game, increase awareness and respect for the role and provide an additional avenue for players to participate in football.



Player Partnership Program

- Understand player aspirations and partner them with Senior players to support their overall development as players and as individuals.



Player Excellence Program

- Identify talented players and facilitate opportunities for them to participate in additional FFV programs and ensure that they are sufficiently challenged to support their development and maintain their engagement in the game.

Beyond the Game

- Provide opportunities for player to participate in complimentary programs that are aligned to the club values and support the development of players on and off the pitch including VicHealth programs, First Aid courses and fitness training.





Developing our Girls

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Objective

Increase the number of Junior Girl's teams & establish a Seniors Women's squad to provide a clear progression path from the Junior to Senior league

Key Items

Mini Matildas:

- Increase awareness of the opportunities for girls to participate in football in fun & friendly environment through Council, FFV & local schools.
- Develop girls marketing strategy to support recruitment for 2012 with a target of recruiting 2 Girl's Only teams each year
- Encourage active participation from existing players siblings.

Football Fitness Program for Women:

- Trial of free Women's fitness program off season.
- Program "Football Fitness" training to coincide with Juniors training during season to provide time poor parents the opportunity to get fit while the kids train.

Establish Senior Women's Squad:

- Provide the opportunity for young women to participate in 5 aside competition football, and establish a Senior Women's squad within 2 years





Parents & Volunteers

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Objective

Increase active participation of parents at the club to assist in reducing workload on current volunteers, provide opportunities for external volunteers & increase our connection with the wider community.

Key Actions

Parent & Volunteer Feedback

- Undertake an online survey to understand if parents feel the club is meeting their needs and expectations and identify areas for improvement.
- Identify key barriers for parents becoming involved as volunteers and consider ways to accommodate these constraints.
- Regularly engage with Volunteers to ensure that new processes and resources are achieving their objectives and identify other areas for improvement.

Volunteers

- Allocated a dedicated member of the subcommittee to focus on the coordination of volunteers and provide a clear point of contact for all operational aspects of team management.
- Develop clear role descriptions outlining objectives, time commitment and expectations to provide potential volunteers with clarity on what will be required.
- Advertise volunteer positions on the club website.
- Provide appropriate football training course for volunteers including rules for lines person, first aid training, marshalling protocol and emergency procedures.
- Provide all volunteers with Malvern City FC Jacket with their role printed on, to increase awareness of who our volunteers and to recognise that they are an integral part of the team and our community club.
- "Adopt a team" - program with retirement community in the area to create a connection with our Juniors and the young at heart and secure more volunteers to assist in the smooth running of the club.
- Introduce annual volunteer function to recognise and reward their contribution to our community and celebrate their achievements.





Malvern City FC - Supporting the youth of the City of Stonnington to reach their potential in their own backyard

Facilities & Finance

Objective

Invest & develop our facilities to support the growth of our Juniors, provide stability for the Seniors teams & increase partnership / sponsorship opportunities to enable the club to be financially independent & reinvest in Junior & Community programs & equipment.

Key Actions

Branding & Sponsorship Opportunities

- Develop strategy to increase awareness of the sporting activity at the park & enable Kooyong Junior Clubs to create a "home" to provide tangible benefit for sponsors to support the youth of the City of Stonnington.
- Work with the City of Stonnington to improve entry signage to reflect the clubs at Kooyong Park to create more awareness in the local community.

Kooyong Clubs Working Together

- Engagement with AFL, Softball & Little Athletics Clubs to support the improvement of facilities to the benefit of all & balance the needs of each club to service our community.

Equipment

- Raise funds for portable players benches for 2012 to provide players and coaches with shelter during matches.
- Invest in Junior specific equipment such as goals to keep pace with the growing demand for football in the City of Stonnington.
- In conjunction with Kooyong Park clubs, identify potential efficiency in joint purchasing of equipment and supplies.
- Work with City of Stonnington to ensure that all equipment, including K1 and K3 goal post, are FFV compliant.

Canteen

- Review canteen layout to improve serviceability and consider what equipment is required to enable Kooyong Park clubs to provide healthier food options for players, spectators and general park users.

Grounds & Facilities

- Address safety issue of access to grounds via steep grass slope by working with City of Stonnington to install steps in front of canteen
- Enhance spectator and park users experience all year round through the provision of appropriate park seating as per AFL ground and sheltered areas for all users of the park.
- Work with the City of Stonnington to improve grounds quality and ensure Malvern City FC training allocations vary to prevent areas from wearing out during the season.
- Arrange a pre season working bee to enhance the club rooms and create an inviting environment for our community.
- Work towards the design and delivery of a permeable perimeter fence that;
 - Minimises the impact to other clubs and park users,
 - Ensures Senior Teams can play matches at home and the club can generate revenue from the canteen to invest in the Juniors development.
 - Provide a clearly delineated boundary to enable match officials to focus on the players, reduce marshalling requirements on the sidelines and prevent interruptions due to obstruction on the line or toddlers and dogs on the pitch.
 - Provide an area in close proximity to the club house amenities for the facilitation of School Holiday Clinics
- By invitation of the FFV, continue to work together to prepare a player race dispensation submission, focusing on driving new policy relating to grounds requirements for Community Clubs.



Connecting to our Community

Malvern City FC - Supporting the youth of the City of Stonnington to reach their potential in their own backyard

Objective

Open our doors to provide more opportunities for the community to participate in football beyond competition.

Key Actions

Expand current service provisions

- Work with the City of Stonnington and FFV to assist in developing new initiatives such as:
 - School holiday clinics / tournaments
 - Social football league
 - Football Fitness programs
 - Community Coaching for local sports school teachers in the City of Stonnington
 - "Adopt a Club" - program with retirement community in the area to create a connection with our Juniors and the young at heart, for individuals who want to be connected to a community club, but aren't able to take on the responsibility of a volunteer role.
- Work with the City of Stonnington and FFV to identify what resources are available to support our objectives, including :
 - Online payment system
 - Communication to Schools
 - Promotion to the community
 - Kooyong Park Clubs Calender on Council Website
- Work with the City of Stonnington and FFV to ensure Malvern City FC is accessible to our community and address any barriers.

