



OAFC

Strategic Plan 2025 - 2027

O AFC

Strategic Plan 2025 - 2027

Club Vision

Over the next three years, O AFC aims to become a leading and sustainable club within the VAFA, supported by strong engagement from players, community partners, supporters, past players, and officials. We are committed to building a clear pathway to our junior club, promoting inclusion and diversity at every level. Our vision is to create a competitive, welcoming football club that offers opportunities for all young people in the Ormond community, while providing a positive, inclusive, and successful environment for current and former players, volunteers, sponsors, and families.



O AFC

Strategic Plan 2025 - 2027

Club Objectives

1. **Successful 'Premier Club' in the VAFA**
2. **Sustainable Club on and off field**
2. **Strong O AFC Community – Volunteers, Members, Supporters & Players**



Football



Community



Club
Operations

← People/Governance/Volunteers →

2025-2027 OAFC Committee Structure





Club Operations

In three years, OAFC will be a sustainable Premier Club in the VAFA competition with strong engagement from players, community partners, supporters, past players and officials. We will establish clear pathway connections to our Junior Club and implement support systems to promote inclusiveness and diversity.



Mission Statement

To provide a financially sound platform to allow the club to meet its objectives. To leverage digital technologies to connect and engage with the community. To promote the Ormond brand in the local community up to Ormond's 100th year and beyond.

Club Operations

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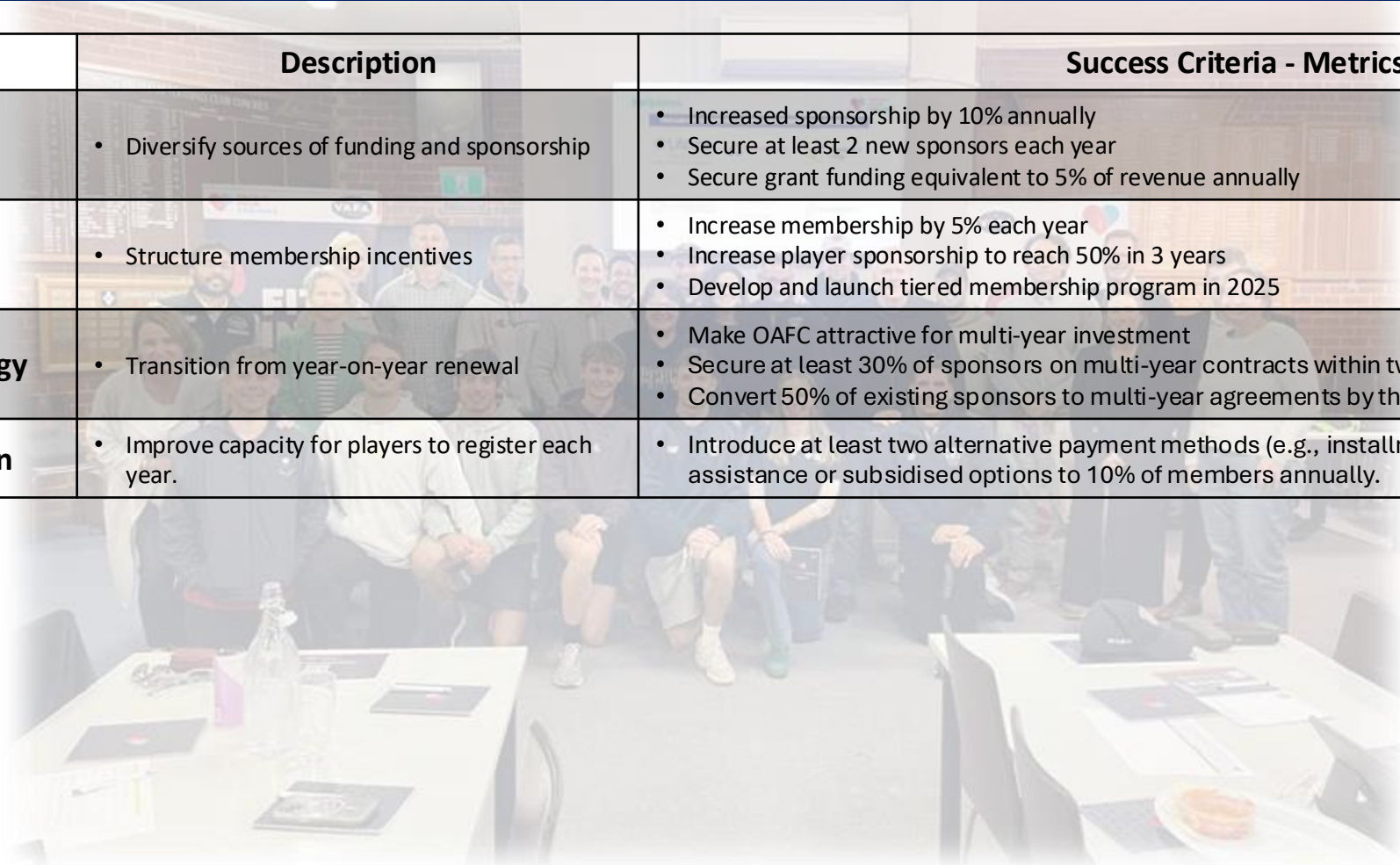
KPI	Description	Comments
Finance	<ul style="list-style-type: none"> Improve our fiscal responsibility 	<ul style="list-style-type: none"> Build capacity and maintain or improve cash flow of the club each year.
Digital	<ul style="list-style-type: none"> Develop a comprehensive digital strategy to make OAFC a destination 	<ul style="list-style-type: none"> Increase capacity and digital presence strategically over the three years
Branding	<ul style="list-style-type: none"> Expand and solidify the One Ormond model and be broadly visible within our community 	<ul style="list-style-type: none"> Develop signature merchandise and uniformity over three years



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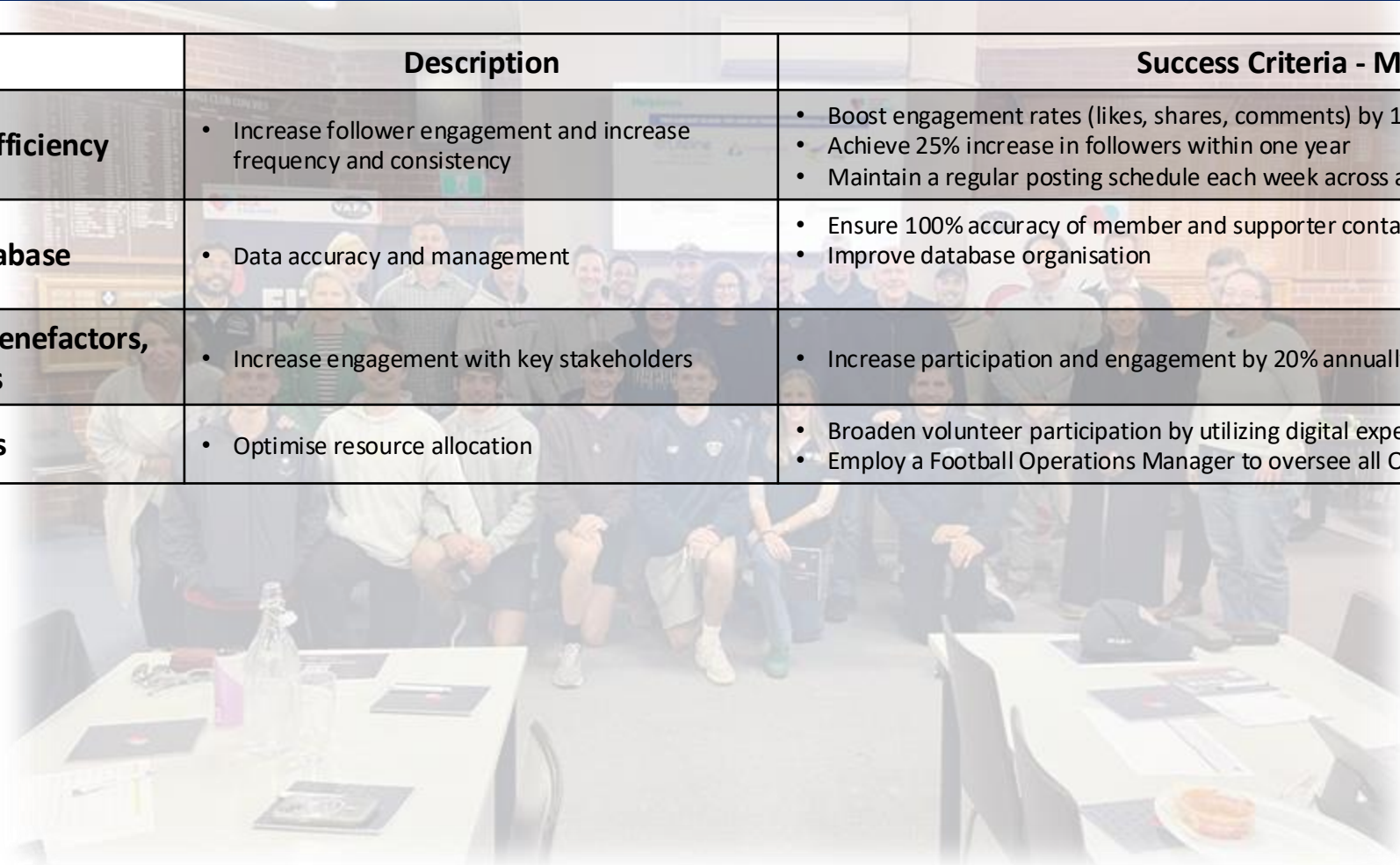
Action	Description	Success Criteria - Metrics
Club Funding & Sponsorship	<ul style="list-style-type: none"> Diversify sources of funding and sponsorship 	<ul style="list-style-type: none"> Increased sponsorship by 10% annually Secure at least 2 new sponsors each year Secure grant funding equivalent to 5% of revenue annually
Membership	<ul style="list-style-type: none"> Structure membership incentives 	<ul style="list-style-type: none"> Increase membership by 5% each year Increase player sponsorship to reach 50% in 3 years Develop and launch tiered membership program in 2025
Sponsorship Strategy	<ul style="list-style-type: none"> Transition from year-on-year renewal 	<ul style="list-style-type: none"> Make OAFC attractive for multi-year investment Secure at least 30% of sponsors on multi-year contracts within two years. Convert 50% of existing sponsors to multi-year agreements by the end of year three
Player Registration	<ul style="list-style-type: none"> Improve capacity for players to register each year. 	<ul style="list-style-type: none"> Introduce at least two alternative payment methods (e.g., installment plans) in 2025. Offer financial assistance or subsidised options to 10% of members annually.



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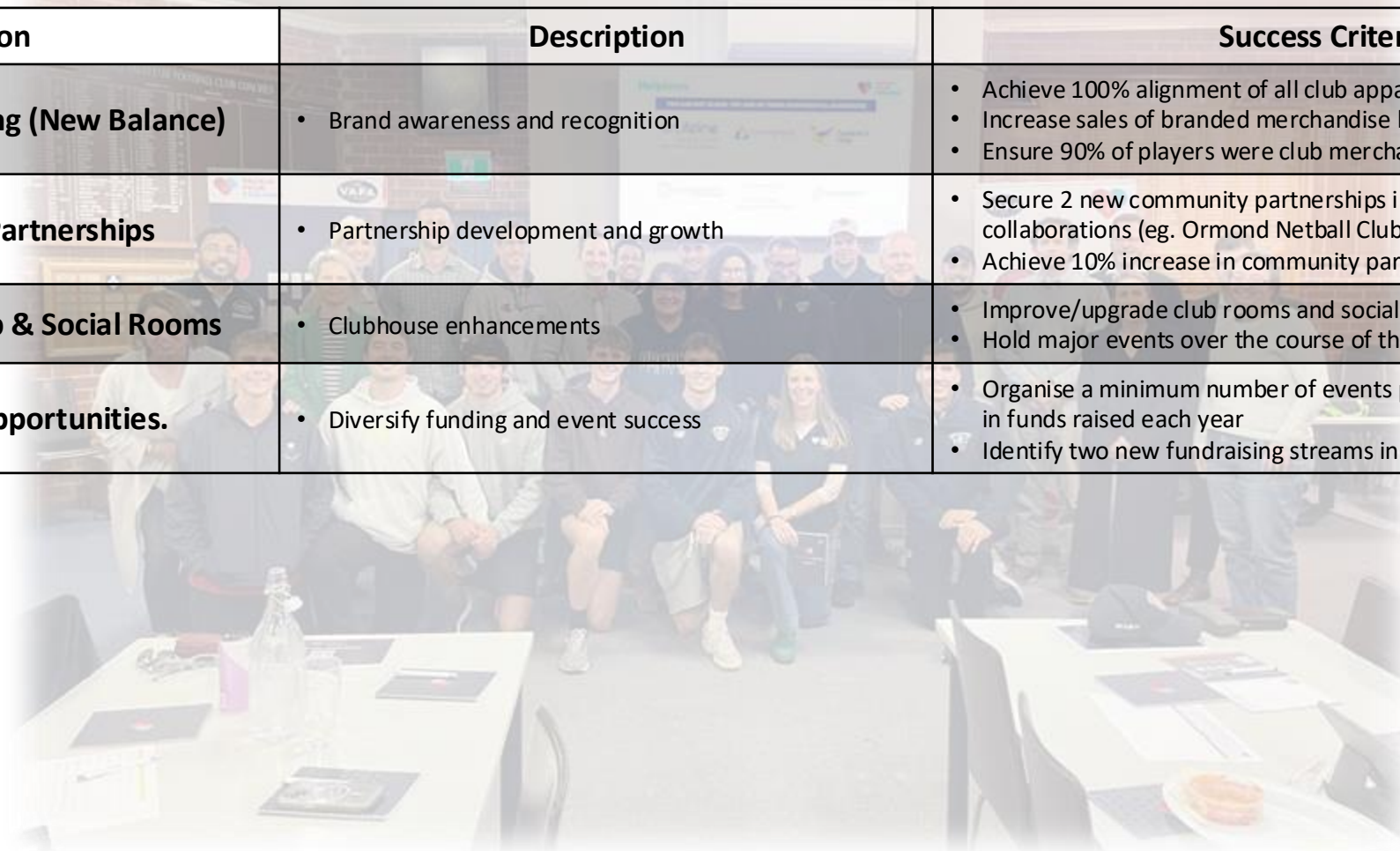
Action	Description	Success Criteria - Metrics
Social Platform Efficiency	<ul style="list-style-type: none"> Increase follower engagement and increase frequency and consistency 	<ul style="list-style-type: none"> Boost engagement rates (likes, shares, comments) by 15% annually Achieve 25% increase in followers within one year Maintain a regular posting schedule each week across active platforms
Storage & Database	<ul style="list-style-type: none"> Data accuracy and management 	<ul style="list-style-type: none"> Ensure 100% accuracy of member and supporter contact details in database Improve database organisation
Audience – PP&O, Benefactors, Members	<ul style="list-style-type: none"> Increase engagement with key stakeholders 	<ul style="list-style-type: none"> Increase participation and engagement by 20% annually through targeted outreach programs
Resources	<ul style="list-style-type: none"> Optimise resource allocation 	<ul style="list-style-type: none"> Broaden volunteer participation by utilizing digital experience. Employ a Football Operations Manager to oversee all OAFC operations and process.



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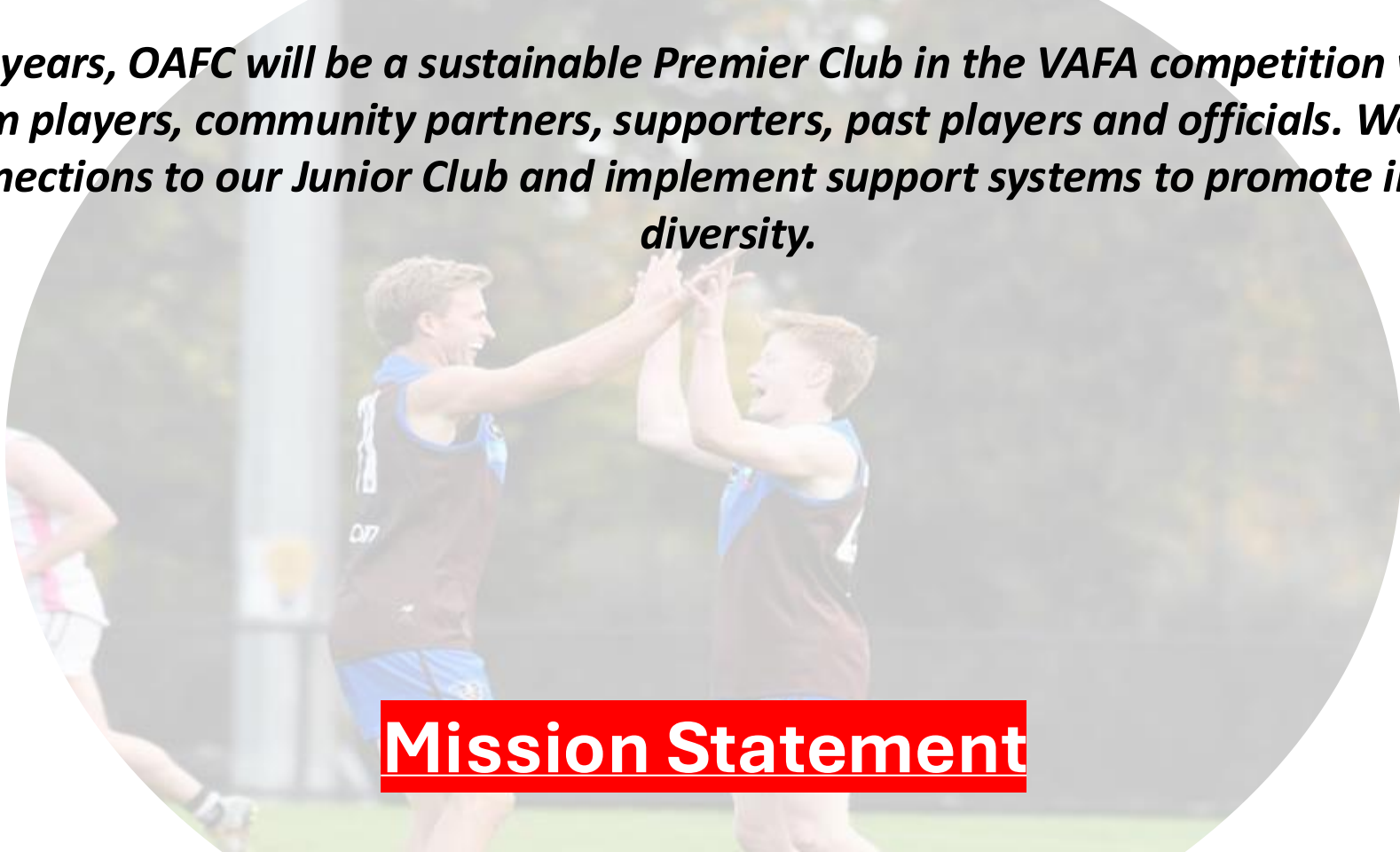
Action	Description	Success Criteria - Metrics
'One Club' Branding (New Balance)	<ul style="list-style-type: none"> Brand awareness and recognition 	<ul style="list-style-type: none"> Achieve 100% alignment of all club apparel and merchandise by end of 2025 Increase sales of branded merchandise by 15% annually Ensure 90% of players were club merchandise to official events and games
Community Partnerships	<ul style="list-style-type: none"> Partnership development and growth 	<ul style="list-style-type: none"> Secure 2 new community partnerships in 2025 with a focus on long-term collaborations (eg. Ormond Netball Club) Achieve 10% increase in community participation in club events each year
Look & Feel – Club & Social Rooms	<ul style="list-style-type: none"> Clubhouse enhancements 	<ul style="list-style-type: none"> Improve/upgrade club rooms and social spaces annually Hold major events over the course of the playing season
Fundraising Opportunities.	<ul style="list-style-type: none"> Diversify funding and event success 	<ul style="list-style-type: none"> Organise a minimum number of events per year, with a target of 10% increase in funds raised each year Identify two new fundraising streams in 2025





Football

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Mission Statement

To establish and grow a football program that offers players the opportunity to enjoy their football whilst supporting them to reach their full athletic potential.

Football



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KPI	Description	Comments
Maintain 4 OAFC Senior Men's sides	U19, Thirds, Reserves and Seniors	Further develop the One Club approach to ensure pathway is secure
Develop and implement a sustainable OAFC Senior Women's side	Build a pathway from junior to senior club and an open age Womens team leading to multiple future teams	Create partnership connections between mens and womens teams through the senior and junior connections.
Recruit and retain OAFC players	Active community engagement within players networks	Provide the best player environment to ensure Ormond is a destination of choice.
Upgrade OAFC football facilities	On and off field facilities to be modernized and fit for purpose	Further improve/update that facilities for OAFC Men's and Women's teams – strength, fitness and medical/training spaces

Football – OAFC Teams



To establish and grow a football program that offers players the opportunity to enjoy their football whilst supporting them to reach their full athletic potential.

Action	Description	Success Criteria - Metrics
<p>Maintain 4 OAFC Men's Sides</p>	<ul style="list-style-type: none"> • Continue to develop the one club approach to ensure the pathway is secure • Encourage current players to coach/asst coach OJFC junior sides • Develop relationships/communications with local clubs and schools • Appoint coaches as early as possible to ensure stability and help promoting teams 	<ul style="list-style-type: none"> • Ensure a minimum squad size of 25 (30) players per side by the start of each season. • Achieve a player retention rate of 85% across all four sides annually. • Increase the number of junior players transitioning to senior teams by 10% each year. • Establish and maintain formalised mentoring programs between senior and junior players, with at least 50% - 75% participation from senior team members. • Ensure at least 10% of senior players are actively involved in coaching or assisting with junior teams each year. • Establish formal partnerships with at least three local schools or clubs within the first year. • Secure head coaches for all teams at least three months before the start of each season. • Increase player satisfaction related to coaching quality and stability by 10% annually, as measured through end-of-season surveys.
<p>Develop and implement a sustainable OAFC Senior Women's side</p>	<ul style="list-style-type: none"> • Identify an individual to be the key contact between the junior program and senior program • Conduct football and info sessions with the junior girls teams involving parents at the senior club • Invite the junior girls and parents to multiple social functions to ensure they are included in the senior club • Promote the team to local schools and as far reaching as possible throughout the community 	<ul style="list-style-type: none"> • Recruit at least 25 players for the women's team within the first season. • Appoint a head coach and assistant coach for the women's side at least three months before the start of the season. • Appoint a designated liaison for junior-senior program coordination within three months. • Ensure 100% communication between the junior and senior programs by having the liaison attend monthly meetings and provide regular updates. • Hold at least four football and information sessions per year involving junior girls, their parents, and senior club representatives. Achieve 80% attendance. • Organize at least three social functions per year specifically aimed at integrating junior girls and their families into the senior club. Achieve 70% attendance



Football – OAFC List Management/ Facilities



To establish and grow a football program that offers players the opportunity to enjoy their football whilst supporting them to reach their full athletic potential.

Action	Description	Success Criteria - Metrics
<p>Recruit and retain OAFC players</p>	<ul style="list-style-type: none"> Recruit and retain highest quality coaches. Identify appropriate player leaders Identify best fitness/rehab program to maximise on field performance Provide suitable quality footballs and training equipment. Ensure they are always being updated and maintained 	<ul style="list-style-type: none"> Review meetings (June/July) & collation of feedback with all OAFC Coaches to evaluate the appropriateness of them recommitting for the following year. 50% of players committed before end of the year preceding the next playing year. Significant recruitment efforts focused on increasing talent, character and diversity within each team. Establish a sub-committee to support recruitment strategies.
<p>Upgrade OAFC football facilities / resourcing and identify appropriate support staff.</p>	<ul style="list-style-type: none"> Provide suitable quality footballs and training equipment. Ensure they are being updated and maintained Assess the need to upgrade the facilities relating to things such as gym, health and well being. Appoint appropriate personnel and ensure they are following appropriate protocols set out by committee 	<ul style="list-style-type: none"> Survey players and coaching staff for facility improvements. Regular feedback from the committee on how well the appointed staff and upgraded facilities align with the established goals and protocols. Ensure the budget allocated for equipment purchases and maintenance is adhered to without compromising quality. Measure training quality Impact: Correlation between new or improved equipment and training performance metrics. Employ a OAFC Football Operations Manager to oversee all club function Have Team managers in place to manage each team, reporting through to the OAFC Football Operations Manager. Liaison with Glen Eira Council, OJFC and Ormond Cricket club to support substantive facility improvements



BEER LIST
WINE LIST
COCKTAILS
SPECIALS



Good Thanks!

Butter

LOUIS

O AFC Community



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Mission Statement

O AFC is the club of choice for all stakeholders; players, families, volunteers and supporters, encouraging members of our community to actively embrace all areas of club operations.

Community



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KPI	Description	Comments
<p>A club that demonstrates genuine care</p>	<ul style="list-style-type: none"> All aspects of the Club are considered to build an approach to support all stakeholders 	<ul style="list-style-type: none"> Club focus groups & establishment of a Sub Committee to support. Conduct regular surveys with players, families, volunteers, and supporters to gauge satisfaction levels on aspects like support, communication, and inclusiveness.
<p>Attract people with special interest and reliability to volunteer.</p>	<ul style="list-style-type: none"> To increase the volume of volunteers to support all facets of the OAFc operations. 	<ul style="list-style-type: none"> Sub-committee is required Improve volunteer retention rate
<p>Develop a confidence that OAFc is the pathway for OJFC.</p>	<ul style="list-style-type: none"> We demonstrate through action that we are a safe, inclusive environment for our Junior players and families. 	<ul style="list-style-type: none"> Focus on relationship and mutual respect of each club Number of joint activities, programs, or events held between OAFc and OJFC to foster a pathway connection.

Community – OAFC Genuine Care



OAFC is the club of choice for all stakeholders; players, families, volunteers and supporters, encouraging members of our community to actively embrace all areas of club operations.

Action	Description	Success Criteria - Metrics
Wellbeing	<ul style="list-style-type: none"> Wellbeing protocol implemented and used consistently across committee, coaching staff and leadership group. 	<ul style="list-style-type: none"> Improve and maintain a high percentage of committee members, coaching staff, and leadership group who have adopted and are using the wellbeing protocol, attend training and workshops.
Website	<ul style="list-style-type: none"> Website updated to be reflective of our aim and wellbeing related resources. 	<ul style="list-style-type: none"> Raise awareness of community significance Increased traffic to page
Education	<ul style="list-style-type: none"> Education to referred audience in understanding and using the Club protocols 	<ul style="list-style-type: none"> High attendance at education session/s Governance accountability to uphold use of the wellbeing
Socials	<ul style="list-style-type: none"> Social Media monthly posts related to wellbeing 	<ul style="list-style-type: none"> Document level of traffic from posts to website Determine percentage of audience engagement (likes, comments, shares) on wellbeing-related posts, tracked monthly. Follower growth tracked by Percentage increase in social media driven by wellbeing content over a specific time period.
Inclusion	<ul style="list-style-type: none"> Inclusion Working Group embedded across OAFC and supported by the committee and financially resourced. 	<ul style="list-style-type: none"> Survey to determine community level of satisfaction with the club's work in wellbeing and inclusion Actions on the Inclusion Action plans delivered as planned. Inclusion Program Coverage: Measure the breadth of inclusion programs embedded across different aspects of the club (e.g., recruitment, training, community outreach).
Diversity	<ul style="list-style-type: none"> Diversity and female participation celebrated via official and social media comms. 	<ul style="list-style-type: none"> Retention & attraction of people – players Track the total number of impressions or audience reach

Community – OAFC Volunteer Network



OAFC is the club of choice for all stakeholders; players, families, volunteers and supporters, encouraging members of our community to actively embrace all areas of club operations.

Action	Description	Success Criteria - Metrics
Recruitment	<ul style="list-style-type: none"> Promote and market the opportunities at OAFC. Provide scope & Job Descriptions to support significant volunteer roles 	<ul style="list-style-type: none"> All volunteer roles and club operational requirements are filled All necessary documentation to support the volunteer roles are completed and filed for future use at the Club.
Recognition	<ul style="list-style-type: none"> Moments to celebrate volunteers both 'in time' & 'thru time'. Reignite the importance of the Neil Le Page Club Person of the Year as an annual volunteer award. 	<ul style="list-style-type: none"> Presence of volunteer recognition awards/events– at least two to three events per year. Ensure that all volunteers understand the value of their contribution – survey results from volunteers. Measure of satisfaction at or above 80%. Rewrite the criteria for the Neil Le Page Club Person of the Year. Highlight significance and put on honour board.
Skillset	<ul style="list-style-type: none"> Present a 'Gap Analysis' of desirable skillsets. Build confidence & opportunity for OAFC community to introduce themselves and the skillset they can provide. 	<ul style="list-style-type: none"> Assess the productivity of the Club against previous years in terms of number of volunteers, repeat volunteers and new volunteer engagement. Volunteer satisfaction in the role – survey results above 80%
Activation	<ul style="list-style-type: none"> Strategies to keep volunteers activated, engaged and respected. Ensure a Club Survey is delivered each year 	<ul style="list-style-type: none"> Build a Volunteer subcommittee to ensure the Club continues to innovate. How to maintain or build capacity of volunteers around the Club – track numbers Club Survey

Community – OJFC & OAFC pathways



OAFC is the club of choice for all stakeholders; players, families, volunteers and supporters, encouraging members of our community to actively embrace all areas of club operations.

Action	Description	Success Criteria - Metrics
Activations	<ul style="list-style-type: none"> Present the links from OJFC to OAFC as often as possible through meaningful engagement. 	<ul style="list-style-type: none"> Track the number of collaborative events (e.g., training sessions, matches, community days) held between OJFC and OAFC each season. Frequency of Cross-Club Communications: Number of newsletters, social media posts, or emails that highlight the connection between OJFC and OAFC, shared with both clubs' audiences (target: X communications per month).
Awareness	<ul style="list-style-type: none"> Allow OJFC to understand the 'DNA' of OAFC and expectations of the players & officials. Education & awareness of OAFC to OJFC parents and players 	<ul style="list-style-type: none"> At least 3 workshops per season, with a minimum attendance of 75% of OJFC players and officials. Target 100% of players and officials who acknowledge and understand the code of conduct before season begins. Target 60% of parents attend one educational session about OAFC per season.
Opportunity	<ul style="list-style-type: none"> Maintain a focus on OAFC players and officials coaching OJFC teams. Keep an involvement in mentoring players – 'A Path to Follow' Social activities between OJFC & OAFC 	<ul style="list-style-type: none"> At least 25% of OJFC players engaged in a mentorship program with OAFC players or officials.
Recognition	<ul style="list-style-type: none"> Sons of Gunn function is a mandated process each year. OAFC supply and present the annual U16 & U17 B&F awards 	<ul style="list-style-type: none"> Reach 85% attendance of U16 and U17 players



Tracking & Reporting



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Mission Statement

Ensure the governance model aligns with both the Club and VAFA Constitutions, while maintaining a disciplined adherence to OAFc's agreed governance principles. This includes establishing subcommittees and maintaining a regular schedule of meetings.

Tracking & Reporting



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Action	Description	Success criteria - Metrics
Formation of OAFc Committee / Club Constitution	<ul style="list-style-type: none"> Revise existing documents to reflect the current football era. 	<ul style="list-style-type: none"> Revise constitution for 2025 Revise engagement strategy with OAFc life member community Review committee composition at end of each season
OAFc Club Meetings & Reporting	<ul style="list-style-type: none"> Scheduling of Monthly (Bimonthly), Quarterly and Annual Meeting – including OAFc Committee Meetings, Sub – committees & Annual reviews. All meetings to have minutes (actions/recommendations) to be filed. 	<ul style="list-style-type: none"> Whole of committee meet monthly or bimonthly throughout year, quorum to be met at least 70% of the season (per constitution) Define sub-committee members and roles Sub-committee lead to provide report the week before each committee meeting Minutes from each meeting to be tabled at following meeting and stored in shared drive
OAFc Annual General Meeting	<ul style="list-style-type: none"> Formal process to conclude the season. Must be available to all club members. 	<ul style="list-style-type: none"> Review of current playing year Define strategic objectives for next season Review financial status of club Set fees for next season Requires a quorum or proxy attendance rate.



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burton