


NORTH FREMANTLE AMATEUR FOOTBALL CLUB INC. 		1 FOOTBALL OPERATIONS (ON FIELD)	2 FOOTBALL ADMINISTRATION (OFF FIELD)	3 SUSTAINABILITY AND CAPABILITY FOR THE FUTURE	4 STAKEHOLDER AND PARTNER DEVELOPMENT
2011 - 2013 Strategic Plan - Priorities	Objectives	Provide opportunities for all participants to develop skills and achieve personal and team "reward" through involvement in Australian Rules by playing with the North Fremantle Amateur Football Club	Effectively administer and govern the club to standards that enhance football operations – including exercising leadership, integrity, good judgment, transparency, accountability and responsibility for member's interests.	Ensure football is sustainable at North Fremantle through enabling sustained performance in all areas of football operations and administration	To develop closer and stronger relationships with all stakeholders and partners
	Key Outcomes 2011	Be successful on field culminating in A Grade Premiership Recruit new and established players Maintain five senior sides and two colts' sides. Football on field achievements including coaching meets the expectations of the Club Ensuring necessary resources are made available to the players and coaches alike Establish ongoing relationships with junior clubs Introduce a player injury management	Develop and implement key planning initiatives – recurrent and new plans Ensure necessary legal requirements (incorporation, licenses, accreditations, public liability insurance, constitution) are in place Adopt necessary governance structure supported by appropriate policies and processes Implement risk management planning across all areas of NFAFC Ensure appropriate administration is in place and that redundancy/succession plans are in place. Adopt good financial practices which ensures timely and accurate reporting	Support a number of 17's teams in a local competition and to attract women's football team to the Club Introduce MOU's with appropriate clubs and organizations Negotiate improved long term lease with Fremantle City WAAFL Quality Club Environment embedded into club Attract loyal club sponsors Reinvigorate Bow Tie Club and Life Members Association	Develop regular forum with City of Fremantle Ensure Football Development role with SFFC is managed professionally and benefits to all Promote NFAFC to Youth Football Clubs in NF zone Understand what awareness strategies need to be undertaken to promote the benefits of having a football club in close proximity to the local community

		plan	Provide effective communications to members and develop on-line options Aim to achieve a 5% on turnover surplus each season		
<p>Our Vision: To be the leading club in the WAAFL Community football competition.</p> <p>Our Mission: To ensure our members have an opportunity to be involved in Australian Rules Football and enjoy being part of a successful club that is sustainable both on and off the playing field.</p> <p>Our Values: What's important:- Our Members, Our Club, our competition, our Environment our Community and our Success on and off the field</p>	Priority Projects 2011	<p>A Grade is participant in 2011 finals</p> <p>Establish football development branch within club to assist colts</p> <p>Re invent culture within playing group</p>	<p>Aim to maximise potential income in 2011 whilst adopting an appreciation of what members can afford</p> <p>Obtain Sponsorship of \$50k</p> <p>Establish succession plan for office bearers</p>	<p>Achieve Gold Quality Accreditation</p> <p>Re invent club to past members</p> <p>Upgrade and use web page, face book to promote NFAFC</p>	<p>Work with junior clubs throughout the 2011 season to ensure NF is club of choice</p> <p>Revamp NFAFC and ensure strategy for future</p>
	Other Important Projects	<p>Attract new players in 2011</p> <p>Strengthen coaching sectors within club</p> <p>Promote club uniform on game days</p>	Investigate benefit of finance sub committee	▪	Promote NFAFC thru community
	Key Performance Indicators (KPI's)	▪ Premierships and finals contested	▪ Financial stability	▪ Increase colts membership	▪ Recognition of NFAFC in junior club ranks