



## VASSE SOCCER CLUB - STRATEGIC PLAN 2025-2027



Department of  
Local Government, Sport  
and Cultural Industries

<b>Purpose</b>  To provide opportunities for people to enjoy themselves and stay active through the sport of football (soccer)  <b>Vision</b>  To be a sporting club that inspires community pride and nurtures the passion for football (soccer) in a supportive and inclusive environment.  <b>Values</b>  Vasse Soccer Club will embody and promote the following values:  <b>Fairness</b> Treating everyone fairly and with respect.  <b>Participation</b> Being inclusive and welcoming, providing opportunities for all to participate.  <b>Sustainability</b> Making decisions with sustainability principles in mind.  <b>Fun</b> Ensuring that all activities are enjoyable and fostering a positive, happy environment.	<b>Pillars/ Key Priorities</b>	<b>1. Facilities “Build”</b>	<b>2. People “Engage”</b>	<b>3. Growth and Pathways “Grow and Develop”</b>	<b>4. Sustainability “Sustain and Include”</b>	<b>5. Governance &amp; Management “Oversight”</b>
	<b>Key Outcomes</b>	Fit for purpose facilities	Everyone working together to achieve common goals	Developing our players, coaches and officials	Embedding sustainability and inclusivity principles into club operations and culture	Ensuring the club is well-governed and managed
	<b>Key Strategies and Actions</b>	<b>1.1 Facilities Plan</b>  1.1a Form a Facilities Working Group to define and obtain fit for purpose facilities. (Consider joint strategic initiatives with other sports, clubs and schools)  1.1b Prepare a Facilities Plan detailing the facility needs, including pitch usage, scheduling, and clubroom requirements.  1.1c Work with local and State football associations and City of Busselton on facility requirements.	<b>2.1 Parent Engagement</b>  2.1a Provide more opportunities for parents to be involved in Club activities and roles.  2.1b Develop a strategy to optimise communication with club members and parents.  2.1c Organise a comprehensive preseason muster that includes all members and parents. Use this opportunity to communicate important information, meet with parents and players, share the season's plans.  <b>2.2 Schools and Other Clubs</b>  2.2a Continue and build upon relationships with Vasse Primary and Cape Naturaliste College.  2.2b Collaborate with other clubs.  <b>2.3 Social Events</b>  2.3a Develop an annual calendar of social events to promote member involvement and attendance.	<b>3.1 Focused Growth</b>  3.1a Develop a “Growth Plan” for focused growth, to fill each junior age division and following areas: <ul style="list-style-type: none"><li>Girls and Women</li><li>15+ Youth League</li><li>Seniors</li></ul> <b>3.2 Pathways</b>  3.2a Promote the pathway for talented players.  3.2b Provide opportunities to train and upskill coaches, referees and mentors.  3.3c Create honorarium paid position for Technical Director.  3.3d Develop and foster a club culture that actively recruits and retains players, coaches, officials, and mentors, ensuring a supportive and engaging environment for all members.	<b>4.1 Sustainability Plan</b>  4.1a Establish and carry out sustainability initiatives to promote environmentally responsible practices within the club.  4.1b Create a Club of responsible citizens and ownership through our actions.  <b>4.2 Inclusivity and Diversity</b>  4.2a Create a safe, welcoming Club and provide opportunities to all people of all abilities to participate in all Club activities, roles and decision-making.  4.2a Participate in the Sport4All program and work with the Busselton Inclusion Coach.	<b>5.1 Committee</b>  5.1a Develop and execute strategies for effective committee recruitment and succession.  5.1b Review, update and add to Club Policies and Procedures.  5.1c Identify and provide opportunities for Committee Members to develop their skills.  <b>5.2 Finances</b>  5.2a Develop a 5-year Financial Plan.  5.2b Formulate and implement a comprehensive financial strategy covering the next five years.  <b>5.3 Sponsorship</b>  5.3a Develop tailored sponsorship packages and regular engagement activities to retain current sponsors and attract new ones. Set annual goals for sponsorship retention and acquisition, with quarterly progress reviews.

	<b>Key Performance Indicators (KPI)</b>	<b>KPIs for Pillar 1 Strategies</b> 1.1 Facilities strategy approved by the Committee by end of 2025. 1.2 Club representative appointed to lead Facilities Plan, to form Working Group, and attend joint meetings with other clubs and stakeholders. 1.3 Facilities Plan is on committee agenda as a standing item. 1.4 Regular feedback and meetings with local and state football associations and the City of Busselton. 1.5 Two meetings each year with representative of City of Busselton to discuss facility needs and any support needed for the Club's committee.	<b>KPIs for Pillar 2 Strategies</b> 2.1 Survey of members and parents by first half of 2025. 2.2 Annual Calendar of social events published prior to each season. 2.3 Communications Strategy implemented by end of 2025. 2.4 Register of the Club's contact at local schools created by 2025 and regular communications / meetings with Vasse Primary and Cape Naturaliste College.	<b>KPIs for Pillar 3 Strategies</b> 3.1 Growth Strategy approved by the Committee and targets set by start of 2026. 3.2 Teams established in each junior age division with increased player numbers (set by Growth Strategy) by second half of 2026. 3.3 Player Pathway promoted to players, parents and coaches by second half of 2025. 3.4 Funding obtained for Technical Director by end of 2025 and position in place by end of 2026. 3.5 Coach and Referee development initiatives approved and offered by first half of 2026.	<b>KPIs for Pillar 4 Strategies</b> 4.1 Club sustainability initiatives approved and implemented by first half of 2026. 4.2 Registration for Sport4All and completion of Check In Survey by start of 2025; and completion of learning modules by at least one committee member by the first half of 2026. 4.3 Encourage and strive for a 10% increase in participation across all club roles, including players, coaches, officials, and volunteers, with a focus on underrepresented groups, by 2027.	<b>KPIs for Pillar 5 Strategies</b> 5.1 Committee Recruitment and Succession strategy approved and implemented by 2026. 5.2 Club Policies and Procedures reviewed in 2025 and updated by first half of 2026. 5.3 Ensure all committee members, including the President, Vice President, Secretary, Treasurer, Registrar, and general committee members, are regularly upskilled in areas relevant to their roles and attend available workshops and training. 5.4 Financial strategy and cash reserves policy approved and implemented by end of 2025. 5.5 Increase in revenue from sponsors by 10% each year by 2027.

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## STRATEGIC SUMMARY OF VASSE SOCCER CLUB

**Vision for the Future** Vasse Soccer Club (VSC) envisions a future where our passion for soccer fosters not only athletic excellence but also a vibrant, inclusive community. Our plan outlines a comprehensive approach to achieve sustainable growth, champion diversity and inclusivity, and make a positive environmental impact.

### 1.1.1. OUR MISSION AND VALUES

At the heart of Vasse Soccer Club lies our unwavering commitment to promoting not just soccer development but also personal growth and environmental stewardship. Our mission extends beyond the soccer field, aiming to cultivate a community of individuals who are not only skilled athletes but also responsible citizens.

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### 1.1.2. CORE VALUES

#### *1. Player and Coach Development*

We believe in the power of soccer to promote personal growth, teamwork, and community engagement. Our focus is on:

- Enhancing skill development programs for players at all levels, with a strong emphasis on youth development.
- Investing in the continuous professional development of our coaches to ensure high-quality training and mentorship.

#### *2. Community Engagement and Partnerships*

VSC is more than a soccer club; it's a community hub. Our plan includes:

- Strengthening partnerships with local businesses, schools, and environmental organizations to promote soccer and social responsibility.
- Expanding our sustainability initiatives, making VSC a leader in environmentally conscious sports management.

#### *3. Sustainability and Environmental Stewardship*

Aligned with our commitment to the UN's Sustainable Development Goals (SDGs), VSC pledges to:

- Implement sustainable practices in all club operations, reducing our carbon footprint and promoting environmental awareness.
- Engage the club and wider community in sustainability efforts, contributing to SDGs, especially Goal 13 (Climate Action), Goal 11 (Sustainable Cities and Communities), and Goal 3 (Good Health and Well-being).

#### *4. Strengthen Governance and Leadership*

Ensure effective succession planning and professional development for coaches and volunteers.

- Implement succession planning for key roles.
- Provide professional development opportunities for volunteers.

#### *5. Inclusivity and Diversity*

VSC is committed to creating an inclusive environment where everyone feels welcome, respected, and valued. We aim to:

- Broaden our outreach to underrepresented groups in our community, ensuring soccer is accessible to all, regardless of age, gender, background, or ability.

- Foster a club culture that celebrates diversity and uses soccer as a platform for bringing people together.
  - Implement training programs for coaches and staff focused on inclusivity, understanding cultural differences, and promoting equity.
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#### 1.1.3. IMPLEMENTATION AND MONITORING

- Our implementation plan outlines key initiatives, timelines, and performance indicators. We will regularly review our progress, adapting our strategies to meet the evolving needs of our players, coaches, and community.
- **Timeline:** Outline milestones for 1-3 years to be reviewed each year and updated as required.
- **Resources:** Identify financial, human, and material resources.

#### 1.1.4. CONCLUSION

VSC's strategic plan is a roadmap to a future where soccer acts as a catalyst for positive change, sporting excellence, community building, and environmental stewardship. By focusing on inclusivity and diversity, player and coach development, community engagement, and sustainability, we are setting new standards for what a community-centric sports organisation can achieve.

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