

## SEASON 2023

# VISION, PURPOSE & GOALS

### 1. Vision

- 1.1. Person first, player second from first game to last game.

### 2. Purpose

- 2.1. Provide a welcoming and inclusive environment to play and watch football, where players can achieve their best at any level of the game.

### 3. Focus

- 3.1. Foster friendship, belonging and fun - on and off the pitch
- 3.2. Build and consolidate strong connections with the community
- 3.3. Make playing football easy and accessible for all
- 3.4. Provide the coaching and support to ensure players, coaches, and referees can develop their skills and be their best
- 3.5. Ensure club facilities and playing surfaces are fit for purpose and well maintained
- 3.6. Ensure the club's financial stability and value for money for members and sponsors

### 4. Goals

4.1.	<b>Ashburton Home</b>	<ul style="list-style-type: none"> <li>• Secure funding to establish a master plan for a permanent home for the club at Warner Reserve with accessible, top-class facilities and playing surfaces.</li> <li>• Increase awareness of securing an Ashburton Home amongst key stakeholders.</li> </ul>
4.2.	<b>Communications</b>	<ul style="list-style-type: none"> <li>• Develop a communications strategy and action plan to ensure simple, clear, and consistent communications across the club.</li> </ul>
4.3.	<b>Diversity and Inclusion</b>	<ul style="list-style-type: none"> <li>• Establish an All-Abilities team for 2023 (and beyond)</li> </ul>
4.4.	<b>Team Support Development</b>	<ul style="list-style-type: none"> <li>• Improve training and education for team managers and volunteers with responsibilities and accountabilities clearly outlined and reinforced.</li> </ul>
4.5.	<b>Club Operation</b>	<ul style="list-style-type: none"> <li>• Strengthen the operational capabilities of the club to ensure streamlined, effective processes and continuous improvement.</li> <li>• Increase the operational/administrative volunteer support base (more people, well-organised ways to help, tap the capability and goodwill of our adult base).</li> <li>• Increase representations of younger members in the Committee of Management, influencing club decisions and direction.</li> </ul>
4.6.	<b>Community</b>	<ul style="list-style-type: none"> <li>• Grow connections through outreach to schools and local organisations.</li> <li>• Give back to those less fortunate than us</li> </ul>
4.7.	<b>Performance</b>	<ul style="list-style-type: none"> <li>• Senior first teams (women and men) to gain promotion within next 2 years.</li> <li>• Establish a women's reserves team for 2023 season</li> </ul>