

# Strategic Plan 2022 - 2026

## Eastern Suburbs Football Club

### Our Vision:

*Eastern Suburbs Football Club (ESFC) is one of the leading football clubs in Queensland in the delivery of quality football offerings for Junior and Senior football players.*

### Our Values:

1. **Enjoyment** – Football is the beautiful game. We must all work to enjoy it. We must not lose sight that it is still a game.
2. **Respect** – Respect each other, Respect your opponents, Respect officials, Respect yourself.
3. **Honesty** – Honesty is at the core of everything we do.
4. **Integrity** – We always act with integrity.
5. **Sportsmanship** - Sportsmanship is key to our club. Recognising we are a club with 100 years of strong reputation for sportsmanship.
6. **Aspiration** – We should be aspirational in all that we strive to do as a football club.

## Strategic Outcomes: (2022 – 2026)

1. Our Football Offering	2. Financial Sustainability	3. Club Operations and Management	4. Club Infrastructure	5. Club Volunteers & Resourcing	6. Club Promotion and Marketing
<u>Strategic Outcome</u>  Provide the best football offering available to both Junior & Senior players.	<u>Strategic Outcome</u>  Ensure the Club operates and plans for a financially sustainable future.	<u>Strategic Outcome</u>  Ensure a sustainable and fully funded resourcing model in the operation of the Club.	<u>Strategic Outcome</u>  The Club's infrastructure and facilities support the overall strategic goals.	<u>Strategic Outcome</u>  A sustainable Volunteer resourcing plan for the Club.	<u>Strategic Outcome</u>  Increase the Club's overall brand awareness in the market for players, supporters and other key stakeholders.
<p>High performing teams, having fun and continually improving.</p> <p>Recognition as one of the leading junior development clubs in Queensland.</p> <p>Clear, well defined and affordable player development pathways.</p> <p>Fully accredited coaching personnel for all teams.</p>	<p>A financially sustainable club, supported by multiple revenue streams, the performance of which are reviewed annually.</p> <p>Identify potential sponsorships opportunities</p>	<p>A knowledgeable and experienced board with efficient sub-committees working together as a coherent team.</p> <p>Sound financial, football administration, merchandise and book-keeping resourcing.</p> <p>Robust corporate governance in the running of the Club.</p>	<p>Well maintained and high-quality facilities and equipment.</p> <p>Club's facilities &amp; infrastructure match required standards for all competitions.</p>	<p>Happy and engaged volunteers and members.</p> <p>Established recruitment and retention plan for club volunteers.</p>	<p>A strong, respected and trusted football brand.</p> <p>Proactive and accurate communication to all members.</p> <p>Active Community engagement, placing the club at the centre of Brisbane's inner east sporting landscape.</p>