



# 2021-2025 STRATEGIC PLAN



Plympton Sporting and Recreation Club Inc.

## A Message from the President

On behalf of the Plympton Sporting and Recreation Club Inc. (PSRC) committee, I am pleased to present the PSRC Strategic Plan for 2021-2025 to our valued stakeholders. I'm sure I speak for all those involved in our Club when I say we look towards the next five years with a sense of optimism and enthusiasm.

This plan has been prepared against the backdrop of:

- continued growth in junior sports participation at our Club
- our winter sporting codes being at a point where we don't have the playing space to accommodate all our participants
- our Club being located in an area that is forecast to grow significantly over the next 15+ years through infill and high-density developments
- a Clubroom facility that needs refreshing and ideally an expansion to cater for this growth in sporting participation and community patronage

With the above in mind, the PSRC and our sporting codes established a joint working party at the beginning of 2020. Its brief is to develop a Club Facility Plan that identifies the future facility requirements of the Club including clubrooms, sports grounds and other facilities.

The Club Facility Plan is an essential component of our vision for the Club and as a committee we are truly thankful for the input and support we are receiving from the skilled and passionate leadership teams that oversee our sporting codes.

Since our last Strategic Plan, our junior sports have maintained their strong growth and competitiveness with numerous grand final victories (and a few runners up).

Our Under 12 girls football team won their first premiership in 2019 and our Under 14 girls finished runner up in 2020. We currently have around 60 girls participating in junior football and it's tremendous to see this number continue to grow. In addition, junior soccer numbers have increased including the introduction of an underage girls' team from 2020 and more teams are expected in the future to meet demand and progress into senior teams.

Junior cricket also continues to be central to the Club with parents, kids and families staying involved all year round.

Our Club is not totally built on the participation of our sporting codes and in recent times we have seen an increase in local community groups and individuals using our facilities. A prime example of this has been the 'Move It Marion' Program, which is in its infancy at the time of updating the Plan. This is an exciting partnership with the City and Marion and subject to a continuation of funding will offer a great social outlet for the over 55-year old's in our community.

In closing, you will see that our Plan has some ambitious items. That's because we want no barriers to increasing sporting participation and community patronage. Our strategic intent is to partner with our sporting codes, the local community and all levels of government so that PLYMPTON can be positioned to meet our growing demands, particularly in relation to boys and girls' junior sports.

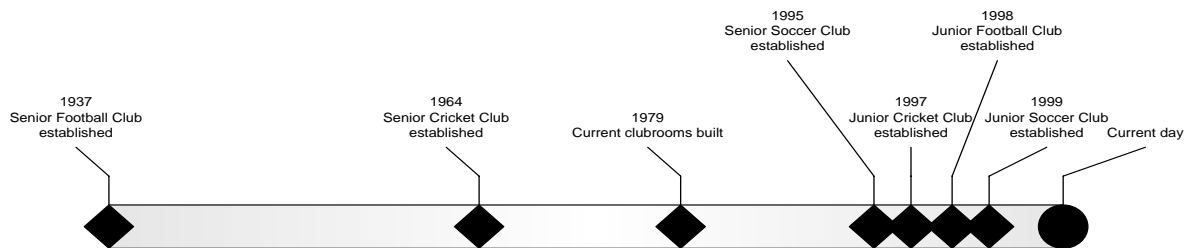
Trevor Bruce  
President, Plympton Sporting and Recreation Club Inc.

## OUR CLUB AT A GLANCE

The Plympton Football Club was established by local resident Robert P McGhee in 1937. An important quality to Robert was strong family values. This is something he used to create the overall ethos of the club. To this day, the club still upholds a strong family orientated culture.

In time the club evolved into The Plympton Sports and Recreation Club (PSRC). This occurred in 1979 after the joining of the football and cricket clubs under the one banner. During this time, the current clubrooms were also built.

The following timeline illustrates how much our Club has grown since inception.



### Members (2020 season)

**900+**

Junior Soccer 2020

10 Teams (including 1 girls' team)

Approx. 130 Registered Players

Senior Soccer 2020

2 Teams

35 Registered Players

Junior Football 2020

15 Teams (including 4 girls' teams)

Approx. 300 Registered Player

Senior Football

3 Teams

Approx. 100 Registered Players

Junior Cricket

7 Teams

Approx. 75 Registered Players

Senior Cricket

3 Teams

Approx. 45 Registered Players

Auskick (AFL)

68 juniors on average over last 5 years

MiniRoos (Soccer)

12 junior participants

Old Dogs (past players)

120 members

Non-Playing Club members

50+ members

## ON-FIELD

At the time of updating the plan, the Club is the home base for the following

- Plympton Football Club incorporating Senior and Juniors
- Plympton Bulldogs Soccer Club incorporating Seniors and Juniors
- Plympton Footballers Cricket Club incorporating Seniors and Juniors

Over the last 5 years, there has been significant growth in junior participation including girls' teams in both Football and Soccer.

We have enjoyed numerous premierships and finals participation at both junior and senior level.

## OFF-FIELD

Our kitchen and bar refit was officially opened in 2016.

Completion of refurbished cricket training nets in 2016.

Senior Football Celebrated its 80th anniversary in 2017 with the occasion marked by a huge gathering of past and present players in August 2017. In conjunction with this the club renamed its home team changerooms. These are now called the Brent Salisbury changerooms.

Installation of a new electronic scoreboard in 2017/18.

Rebuild and widening of the centre wicket area in 2018/19.

Solar panels were installed in 2018/19 with support of the City of Marion, with electricity costs reduced by approximately 30%.

Oval drainage upgrade works were completed in 2019. This followed the receipt of funding from both the City of Marion and the State Government.

A Past players sub-committee (Old Dogs) was formed at the commencement of 2019.

In conjunction with City of Marion and local community, we have been able to grow the numbers of community groups and individuals using our facilities.

## MISSION STATEMENT

To provide a friendly and safe environment for all our members, young and old, to enjoy the many values of sport and the social aspects of a community based organisation.

## VISION

To be a strong, respected and admired sporting and community organisation that is a 'club of choice' within the City of Marion and the broader region.

'A club that once you join, accepts you as a part of our family'

## OUR VALUES

Our values are based on our shared beliefs – they guide our behavior

- Embrace and respect diversity and inclusion
- Act with integrity
- Progressive and innovative for our club's future
- Work collaboratively with our sporting and community partners
- Contribute to the health and wellbeing of communities



## CLUB FOCUS AREAS

In the process of updating the PSRC Strategic Plan for 2021-2025, we have revisited what we see as the key roles of the PSRC. The 4 '**Club Focus areas**' that were established in conjunction with the 2016-2020 Strategic Plan have been maintained as we believe they align well with our broad range of stakeholders including members, staff, players, volunteers, the City of Marion and our local community.

### Member and Community Engagement

- The club provides opportunities to participate in sporting and social activities within the local community. Engagement within the club and the community is critical and ongoing to the future of the club.

### Financial and Business Management

- The PSRC has an ongoing responsibility to ensure the financial success of the club into the future.

### Sporting Code Operations

- With multiple sporting activities and opportunities, the PSRC has a support role in providing the things our sporting codes need to be successful such as equipment, playing fields and access to modern facilities. This in turn assists the codes to maximise their potential and attract new players, members and sports.

### Facilities and Infrastructure

- The PSRC adopts a planning and maintenance role, and engages with Marion Council to ensure the best possible facilities and infrastructure are provided, and ensures opportunities for further expansion via external grant funding and partnerships are maximised.

### Club Focus Area 1 – Members and Community Engagement

#### Objective:

To develop and enhance our relationships with current members, past players and the local community.

#### Key issues

- Without our sporting codes, the club would soon find itself struggling to make ends meet. To be a strong community club we need increased participation from the local community.
- Difficulty retaining and growing the numbers of volunteers helping out at the Club inhibits the growth of some aspects of the Club including attracting sponsorship.

#### Key actions 2021-2025

- Increase community participation through improved communication, event and function offerings.
- Expand the sub-committee concept to provide more opportunities for volunteer participation which will spread the workload of the clubs many volunteers

- Continue to pursue funding that aims to increase options for older people to participate in club activities
- Capitalise on the 'Move It Marion' Program, which was in its infancy at the time of updating the Plan. This is an exciting partnership with the City and Marion and subject to a continuation of funding we should be looking to grow our presence and offerings to the program's participants.
- Past players sub-committee was formed 18 months ago (Old Dogs), PSRC to continue to support this great initiative which we should be endeavoring to grow for all codes

## **Club Focus Area 2 –Financial and Business Management**

### **Objective**

To ensure the club is profitable and financially sustainable in the long term.

To ensure all operations are conducted in a professional manner.

### **Key issues**

- There is a reliance on bar, canteen and barbecue takings, raffles and sponsorship for income to help offset the expenses incurred to run our club and support our sporting codes.
- Lack of additional playing space in close proximity to our Clubroom facility, has the domino effect of inhibiting sporting participation and the consequential revenue associated with the extra participants.
- The configuration of the Clubroom facility means we are restricted to catering for only one event at a time, and if these were to clash with a peak winter weekend date then we have no alternative but to turn this income stream away.
- New revenue streams are hard to attract with the tired looking facilities we currently have
- There is currently no designated Grants Officer within our committee to attract funding that supports both the operations and capital requirements
- The current PSRC Constitution requires review to ensure it is consistent with Club position's and caters for electronic meeting's that are now the norm.

### **Key actions 2021-2025**

- Actively engage with key stakeholders on the Club Facility Plan which identifies the future facility requirements of the Club, and the consequences if additional playing space needs and Clubroom facility enhancements are not addressed.
- Develop a Marketing and Promotion plan which will be a key component of the expanded facilities and playing fields
- Make club facilities available for hire during weekdays
- Review sponsor packages and individualise, as far as practical to enhance sponsor satisfaction
- Target skilled people for club management and other positions including a designated Grants Officer
- Sub-committee to be formed to review and re-draft the Constitution

## **Club Focus Area 3– Sporting Code Operations**

### **Objective**

Provide our sporting codes with the things they need to be successful (e.g. equipment, playing fields and access to modern facilities).

Promoting an environment where all our teams are respected for their on-field competitiveness, spirit and pride.

### **Key issues**

- Succession planning around key club roles
- Communication between sporting codes and PRSC can always be improved. This encourages proactive decision making and provides opportunities to share resources and increase involvement in key Club issues
- Female participation at a senior level is held back by the lack of a second set of change rooms.
- Our sporting codes have been unable to satisfy demand of the local area for sporting participation due to lack of playing space. The growth of sporting participation and local community patronage is significantly inhibited as a result.
- Player retention levels as junior participants transition to senior level sports
- The cost of relocating games to second venues due to lack of playing space

### **Key actions 2021-2025**

- Committee to continue its open-door policy with the sporting codes to encourage open communication, issue awareness and pro-active advocacy on behalf of the codes as required
- Continue to ensure that the committee receives regular reports from the codes that include:
  - Upcoming events
  - Updates on recruiting, sponsorship, fundraising
  - Facilities and equipment maintenance issues
- As discussed in other sections of the Strategic Plan, actively engage with key stakeholders on the Club Facility Plan.
- Grow senior women's participation over multiple sporting codes which provides a pathway for the junior girls.
- Look to establish Under 17/18 level teams for both boys and girls, which could in-part address some player retention levels issues and transitioning to senior level sports.

## **Club Focus Area 4 – Facilities and Infrastructure**

### **Objective**

To provide high quality facilities that continue to service our current players, supporters and members and enhance the opportunity to grow our club as and when they present themselves.

### **Key issues**

- Our Oval surface suffers from heavy traffic and is unlevel in many sections
- we are currently constrained, particularly during the winter months by a facility that needs some refreshing and ideally a significant expansion to include a second level which would provide an elevated sport viewing area but also a function area which would enable the Club to cater for more than one event at a time.
- Utilities costs are a continuing burden

### **Key actions 2021-2025**

- Work on a strategy to obtain funds via the Office of Recreation and Sport and Council to improve unlevel parts of our Oval
- Establish list of sporting/recreational equipment and facilities in need of repair, upgrade or replacement and prioritise for action (e.g. Concrete outside licensed area)

- Continue to invest in cost effective solutions to reduce Club running costs (this could include more Solar Panels and converting oval lighting from Halogen to LED lighting)
- Work with the Marion Council on ways to improve the running cost of lighting
- As discussed in other sections of the Strategic Plan, actively engage with key stakeholders on the Club Facility Plan.

## OUR STRATEGIC PLAN IN CONTEXT

The 2021-2025 Strategic Plan has been developed by the committee and the input of our sporting codes; it considers the aims and needs of a range of stakeholders including members, staff, players, volunteers, the Marion Council and our local community. Importantly it also aligns with the following State, Local and Federal level plans.

<b>Marion Council</b> <b>Strategic Plan 2019-2029</b>	<b>State Government</b> <b>Office for Recreation and Sport</b> <b>Strategic Plan 2017-2021</b>	<b>Federal Government</b> <b>Australian Sports Commission</b> <b>'Sport Australia'</b> <b>Strategic Plan 2019-2023</b>
<p><b>Community Visions</b></p> <p><b>Liveable:</b></p> <p>L1 We will make our services, facilities and open spaces more accessible</p> <p>L2 We will create more opportunities for residents to enjoy recreation and social interaction in our neighbourhood centres, libraries, sports facilities and other Council facilities</p> <p>L4 We will celebrate our rich cultural diversity and heritage through artistic, cultural and community activities and vibrant</p> <p><b>Connected:</b></p> <p>C1 We will provide a variety of options for social interaction</p> <p>C2 We will encourage, where economically feasible, the provision of the daily needs of residents within a short walk or bike ride</p>	<p><b>An Active State</b></p> <p>Places and Spaces that support all levels of sport and recreation participation</p> <p>Capacity and Capability to deliver quality opportunities for participation and performance</p> <p>Access and Opportunity to participate at all levels and in all facets of recreation and sport</p>	<p><b>More Australians move more often</b></p> <p>Embedding physical activity through greater engagement and involvement of children and youth in sport</p> <p>Increasing awareness and reach in areas which have a direct impact on physical activity and physical literacy</p>



