



Williamstown Cannons Basketball Club

Strategic Plan 2017/2018

Our Mission

"To provide and promote a safe and fun recreational basketball program for children between the ages of 6 and 17. To encourage good sportsmanship and teamwork. To develop playing and athletic skills, and to promote friendly relationships among the players, coaches and parents."

Committee Goals

In 2017/2018, the Williamstown Cannons Basketball Club will:

1. Improve the process of financial record keeping to gain time efficiencies and improve financial reporting
2. Develop and implement a Player Development Program
3. Develop Club Sponsorship Packages with the view to obtaining Club sponsors
4. Continue implementation of the Coach Development Plan (2016) with a focus on hosting a coach night with a guest speaker



Goal Improve the process of financial record keeping to gain time efficiencies and improve financial reporting

Strategies How we plan to achieve this goal	Implementation Plans What actions will be taken to deliver the goal	Responsible Persons Who will be responsible for delivering the goal
Implement use of MYOB Essentials Online	<ul style="list-style-type: none"> • Sign up for MYOB including bank feeds • Set up MYOB including actuals for previous year • Obtain an “Advisor” to assist/checkover set up 	Kim/Sam Kim/Sam Kim/Sam
Produce monthly reports	<ul style="list-style-type: none"> • Use MYOB reporting to produce monthly year to date profit and loss reports • Use MYOB reporting to produce a monthly balance sheet report 	Sam Sam
Develop a budget for the financial year including forecasts for membership	<ul style="list-style-type: none"> • Use MYOB to develop a budget for the current financial year • Develop a forecast for membership 	Sam/Shawn Penny/Shawn

KPIs
Are they SMART?
Specific
Measurable
Attainable
Realistic
Timebased

Key Performance Indicators:

- MYOB is set up and in use by November 2017
- Monthly reporting is produced by November 2017 Committee meeting
- Budgets and forecasts are produced by May 2018 Committee meeting



Goal Develop and implement a Player Development Program

Strategies How we plan to achieve this goal	Implementation Plans What actions will be taken to deliver the goal	Responsible Persons Who will be responsible for delivering the goal
Develop a Player Development Program	<ul style="list-style-type: none"> Develop a Player Development Program Submit the program to Committee for approval Advertise the Program to membership 	Kim/Chris Committee Kim
Develop a Pink Ball program	<ul style="list-style-type: none"> Investigate requirements Canvas membership Establish program as per membership response 	Kim
Develop a School Holiday Clinic program	<ul style="list-style-type: none"> Canvas suitable providers for club to work with Confirm program content Appoint provider(s) and engage membership 	Chris / Committee

KPIs

Are they SMART?
Specific
Measurable
Attainable
Realistic
Timebased

Key Performance Indicators:

- A Player Development Program is presented to the Committee in March 2018 Committee Meeting
- A Pink Ball Program commences in Term 1 2018
- A calendar of School Holiday Clinics is established for holidays after Term 1, Term 2 and Term 3

Goal Develop Club Sponsorship Packages with the view to obtaining Club sponsors

Strategies How we plan to achieve this goal	Implementation Plans What actions will be taken to deliver the goal	Responsible Persons Who will be responsible for delivering the goal
Develop Club Sponsorship Packages	<ul style="list-style-type: none"> Develop Club Sponsorship Packages Submit the program to Committee for approval 	Shaun/Kim Committee
Identify items and target potential sponsors	<ul style="list-style-type: none"> Consider items which could be targeted for sponsorship – training tops, Christmas Party Target sponsors 	Committee

KPIs

Are they SMART?

Key Performance Indicators:

- A Club Sponsorship package is produced by the end of 2017
- Sponsors are targeted by Winter Season 2018