

Woden Valley Soccer Club Strategic Plan 2025–2028

Introduction

Woden Valley Soccer Club (WVSC) is a volunteer run club committed to providing inclusive, high-quality football experiences for all members of the community. Our Strategic Plan outlines our vision, mission, values, and strategic priorities for 2025–2028 and aligns with Capital Football’s current Strategic Plan.

Vision and Mission

Vision

To be a leading community football club, offering inclusive pathways for players of all ages and abilities to participate, develop, and excel.

Mission

To deliver high-quality football programs, foster a safe and respectful environment, and support the development of players, coaches, referees, and volunteers through strong governance and community engagement.

Our Culture and Values

We are committed through our everyday actions, to ensure we are

- **Accountable**- being transparent and taking ownership for behaviour, decisions and actions
- **Ethical** – doing what’s right, acting in the best interests of the Club and the community and displaying good sportsmanship
- **Inclusive** – providing the environment and opportunity for everyone of any ability to enjoy football
- **Respectful** – building trust by listening, accepting others for who they are and when they have a different view, and behaving courteously.
- **Responsive** – acknowledging, acting and responding in a timely and respectful manner
- **Unified**- alignment of purpose, philosophy and pathways.

Our priorities

To reach our mission we will:

Employ **good governance and leadership** through our constitution and committee to ensure transparency, accountability, and alignment with national frameworks.

Develop **pathways for players**, supported by our Technical Director and Technical Committee.

Attract, retain and train coaches, referees and volunteers by providing support, developing our coaching, referee and volunteer base.

Provide **high-quality facilities and equipment** to support participation and performance across all levels.

Ensure long-term **financial health** through strategic partnerships, efficient operations, and diversified revenue streams.

Strategic Priorities

1. Governance & Leadership

Employ good governance and leadership through our constitution and committee to ensure transparency, accountability, and alignment with national frameworks.

Focus Areas	Measures	Risks
<ul style="list-style-type: none">• Strong club governance including committee decisions• Maintain focus on strategic priorities, creating sub-committees when needed• Align governance structures with Capital	<ul style="list-style-type: none">• Regular committee meetings are held and sub-committees formed when needed• Minutes are created for all committee meetings• Committee decisions are formalised through majority support and align with strategic priorities	<ul style="list-style-type: none">• Volunteer fatigue• Availability of volunteers to create/update policies• Committee positions are not filled• Divergence of focus from strategic priorities

Football or other and national standards	<ul style="list-style-type: none"> • Committee receives regular financial reports • Most committee positions are filled 	
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Development and pathways for players

Provide development pathways for players, supported by our Technical Director and Technical Committee.

Focus Areas	Measures	Risks
<ul style="list-style-type: none"> • Create pathways for players from junior to senior levels and promote inclusive participation for all • Increase retention and engagement across age groups • Promote girls and women's participation and development • Provide high-performance programs and representative pathways • Promote club values and sportsmanship 	<ul style="list-style-type: none"> • Male player numbers stable or increase • Female play numbers increase • Delivery of technical development programs for players • Number of player fines decreases 	<ul style="list-style-type: none"> • Volunteer fatigue • availability of volunteers • Drop-off in participation during high school years • Lack of awareness of progression pathways • Insufficient coordination between junior and senior programs • Oversubscription of players to field availability

Attract, retain and train coaches, referees and volunteers

Provide support pathways for developing our coaching, referee and volunteer base.

Focus Areas	Measures	Risks
<ul style="list-style-type: none"> • Retain and attract coaches with training, 	<ul style="list-style-type: none"> • Number of women coaches/assistant coaches increases 	<ul style="list-style-type: none"> • Volunteer fatigue • availability of volunteers

<p>accreditation, support and mentoring</p> <ul style="list-style-type: none"> • Explore incentives for coaches • Explore ways to increase volunteer engagement • Younger members encouraged to participate in Club Community through Pee wee mentor, set up crew, game leader and referee • Recognition of volunteers 	<ul style="list-style-type: none"> • Number of coaches with accreditation increases • PeeWee mentor, set up crew, game leader and referee placements filled • Referee co-ordinator supports referee cohort • Coaching support community developed • All committee positions filled 	<ul style="list-style-type: none"> • Incentives lead to increased fees • Limited availability of qualified coach educators
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Infrastructure & Facilities

Provide high-quality facilities and equipment to support participation and performance across all levels.

Focus Areas	Measures	Risks
<ul style="list-style-type: none"> • Provide linemarking for matching during the season • Advocate for upgrades to public playing fields • Maintain equipment and clubhouse facilities • Master plan for Mawson precinct • Ensure safe and inclusive environments for training and matches 	<ul style="list-style-type: none"> • Improvement to playing surface • Quality equipment available to support all teams • Explore feasibility and develop Mawson Precinct Master Plan • Clubhouse canteen and BBQ facilities able to be used for fundraising • Conduct annual equipment audits and upgrades • Secure access to Melrose and Woden Enclosed facilities • Complaints handling process 	<ul style="list-style-type: none"> • Volunteer fatigue • Availability of volunteers • Facility wear and tear exceeding maintenance capacity • Delays in government approvals or funding • Availability of qualified volunteer to drive master plan

Financial Sustainability

Ensure long-term financial health through strategic partnerships, efficient operations, and diversified revenue streams.

Focus Areas	Measures	Risks
<ul style="list-style-type: none"> • Review fee structures to ensure affordability • Maintain financial transparency and reporting • Seek government and corporate funding • Events such as lightning tournament • Fundraising through volunteer staffed BBQ and Canteen (following Healthier Choices). 	<ul style="list-style-type: none"> • Annual review of fee structures balancing lowest fees with spending requirements • Maintain fee structure that supports inclusive participation • Annual audited financial statements • Fundraising through events and weekly canteen and BBQ. • Corporate and government funding applications made 	<ul style="list-style-type: none"> • Treasurer and assistant treasurer committee positions filled with competent volunteers • Economic downturn affecting sponsor support • Rising operational costs impacting affordability • Reliance on ongoing sponsorship • Focus on profits reduces healthier eating choices • Volunteer fatigue availability of volunteers