

# **Ord River Magpies Football Club**

## **Business Plan 2017-2027**



## Background

The Ord River Magpies Football Club (Club) was formed in 1972, and it has operated continuously since that time.

The Club is an incorporated not for profit organisation, with the following constitutional objectives:

1. Advance, foster and cultivate the game of Australian Football.
2. Promote the development of a sense of fair play and a love of sport, in particular, Australian Football.
3. Encourage, improved standards of physical fitness in all members of the Club
4. Encourage members of the Club to participate in social events and the game of Australian Rules Football.
5. Encourage members of the Club to assist in the development of the game of Australian Football throughout in the East Kimberley Football Association.

In 1999/2000 the Club built its Clubhouse at the unfortunately named 'Agriculture' Oval on land Reserved to the Shire of Wyndham East Kimberley. It is the only football Club in the Kimberley region to have built and operate its own clubhouse.

Several Life Members of the Club led the community busy bees that created the "Agriculture' Oval. Club members donated their time and materials to build the clubhouse and Club members created the infrastructure that is used by the Equestrian Club.

The Club has been very successful averaging a Premiership every 2.5 years since its inception. That achievement is not luck or accidental. Rather it reflects these seven qualities for success:

- Stable, effective leadership
- Planning
- Organisation skills
- Succession planning
- A commitment to standards
- Persistence

- Service to members

The Club history is well documented and on display for members at the Clubhouse.

## Mission

The Club mission is to;

Advance, foster and cultivate the game of Australian Football in the spirit of fair play and to maximize member involvement in the Club.

## Club Values

1. Junior, women's and men's football are of equal importance.
2. We support Club supporters.....we support each other.
3. Club reputation in the wider community comes first
4. Personal development, well being, and community benefit through football
5. The right results come from doing the right things
6. Confidence, Enthusiasm and Persistence is expected
7. The Club is sum of its. past?

## Club Goal/Purpose

The Club goal is to be the leader on and off the field in Australian Football in the East Kimberley region in everything it does.

## Club Objectives

The Club has the following objectives additional to its constitution:

1. To lead by example and be role model for football in the East Kimberley region
2. To grow football for the 12 to 17 year age demographic
3. To grow Women's Football.
4. To encourage structural change in the East Kimberley Football League to improve duty of care, sustainability and standards
5. To provide social events for its members
6. To support the development of other Clubs
7. To improve its facilities and services

## Governance and Management

The Club is guided by its constitution. An Annual General Meeting is held each year usually in February at the start of the school year and 8 to 10 weeks before the local football season.

Typically 10 to 12 Club Directors are appointed at the AGM to run the Club affairs.

Club Directors meet usually monthly, with meeting agendas and minutes documented.

The Club is extremely fortunate to have had a remarkable and effective Secretary for the past 25 consecutive years.

The Club actively encourages leadership development by encouraging and supporting new people to take on important tasks and leadership roles.

The Club has a limited Liquor Licence approved under the WA Liquor Licence laws and regulations. Required and appropriate management is applied at all times to respect that Licence.

## **Standards**

The Club Committee and appointed coaches have the key roles in demonstrating and standards in football and Club life.

In and around football games Coaches, Captains and Umpires are the ones which the greatest ability to influence standards.

The Club and League Codes of Conducts and By Laws are expected to be adhered too.

Where necessary sanctions are applied to encourage standards.

## **Club Events/Use**

Typically the Club hosts the following events each year;

1. Pre season launch
2. Sponsors day luncheon
3. End of season Black and White Ball awards night
4. At least two other member events.
5. Dinners and awards after each home game

The Clubhouse is used annually by other community groups including: the Kununurra Agricultural Society for the annual Show, Kununurra District High School for the annual school sports carnival, Clontarf, Kununurra Netball Association for fund raising events.

On game days where possible the Club aims to play junior football, women's football and men's football back to back to encourage a Club culture and links between all competitions. The Club is the only Club in the East Kimberley which does this, and this is something the Club is trying to encourage others Clubs to do. The lack of depth, capacity, leadership, stability and sense of standards mitigates against other Clubs achieving this.

If not for the Club there would be no junior football for the 12 to 17 age group or women's football. The Club engages with the Aboriginal Hostel to involve their students in junior and women's football.

Where possible day/night games are played. Avoidance of heat stress is major consideration in planning games.

Fixtured men's games are an East Kimberley Football League (EKFL) event. This League does not currently focus or cater for 12 to 17 year or women's football. The Club is responsible for its leased area and Clubhouse during these games. It is not responsible for people/spectators external to the leased area. That is an EKFL responsibility.

## **Finances**

The Club has around 100 financial members each year.

Revenue is derived from:

1. gate entry fees to home games
2. Membership fees
3. Sponsorship
4. Fund raising events
5. Food , bar and merchandise sales

There is a common misconception by some in the community that the Club pays players. It does not and never has.

Club financial statements and records are presented at all Committee meetings and are available for viewing by any Club members.

The major costs for the Club are:

1. League fees to cover oval, lighting and umpires fees, and insurances.
2. Maintenance and improvements to Club facilities
3. Travel to games at Halls Creek
4. Services to members

The Club typically turns over around \$100,000 per year

## 10 Year Goals

	Goal	Timing	Cost	Why do it?	Approvals/Impediments
1	Remodel Club Kitchen	2018	\$15,000	<ul style="list-style-type: none"> <li>Improved amenity for patrons</li> <li>Improved working conditions</li> <li>Improved safety</li> </ul>	<ul style="list-style-type: none"> <li>Any Shire building code requirements</li> </ul>
2	Resurface Club floors	2018	\$22,000	<ul style="list-style-type: none"> <li>Improved amenity for patrons and user community groups</li> </ul>	<ul style="list-style-type: none"> <li>Nil, funded by the Club</li> </ul>
3	Insulate roof	2018	\$5,000	<ul style="list-style-type: none"> <li>Improved amenity for patrons and user community groups</li> </ul>	<ul style="list-style-type: none"> <li>Nil, funded by the Club</li> </ul>
4	Arrange medical staff	2018	\$5,000	<ul style="list-style-type: none"> <li>Improved safety and duty of care for players</li> </ul>	<ul style="list-style-type: none"> <li>Recruitment of skilled people</li> </ul>
5	Install new ablutions	2020	\$25,000	<ul style="list-style-type: none"> <li>Improved amenity for patrons and user community groups</li> </ul>	<ul style="list-style-type: none"> <li>Shire building code requirements</li> <li>Planning to fund it</li> </ul>
6	Install playground for kids	2022	\$25,000	<ul style="list-style-type: none"> <li>Improved amenity for patrons with small children</li> </ul>	<ul style="list-style-type: none"> <li>Shire building code requirements</li> <li>Planning to fund it</li> <li>Shire approval to erect outside of Club leased area</li> </ul>
7	Air-condition Clubhouse	2025	\$25,000	<ul style="list-style-type: none"> <li>Improved amenity for patrons</li> <li>Improved working conditions</li> </ul>	<ul style="list-style-type: none"> <li>Shire building code requirements</li> <li>Planning to fund it</li> </ul>
8	Stabilise women's football & grow to 4 teams	2018-2022	\$1,500 per year	<ul style="list-style-type: none"> <li>150% increase in female players</li> <li>Grows Club membership &amp; improves culture</li> </ul>	<ul style="list-style-type: none"> <li>Ability and willingness of other Clubs to commit</li> </ul>

9	Stablise 12 to 17's football & grow to 4 teams	2018-2025	\$1,500 per year	<ul style="list-style-type: none"> <li>• Mentors youth in good culture</li> <li>• Diversion effective for community by involving youth in positive development</li> <li>• Promotes healthy well being</li> <li>• Developers skill &amp; confidence</li> </ul>	<ul style="list-style-type: none"> <li>• Ability and willingness of other Clubs to commit</li> </ul>
10	Organise a representative games overseas	2020	\$120,000	<ul style="list-style-type: none"> <li>• Mentors &amp; develops youth</li> <li>• Gives target to stretch &amp; motivate people</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic sponsor relationship</li> </ul>
11	Club 50 <sup>th</sup> anniversary event	2022	\$10,000	<ul style="list-style-type: none"> <li>• Club culture</li> <li>• Celebrate achievements and journey</li> </ul>	<ul style="list-style-type: none"> <li>• Nil</li> </ul>
12	Split EKFL into two 6 teams competitions	2020	Nil	<ul style="list-style-type: none"> <li>• Improved player welfare</li> <li>• Improved sustainability of all 12 Clubs</li> <li>• Better Club life</li> <li>• Improved members participation</li> <li>• Improved junior and women's competitions</li> </ul>	<ul style="list-style-type: none"> <li>• Willingness of other League Clubs to adopt a more sustainable model</li> </ul>



Risk ID	Description	Impact (before)			Treatment (s)	Impact (after)			Responsibility
		Likelihood (1-5)	Consequence (1-5)	Risk Rating (1-25)		Likelihood (1-5)	Consequence (1-5)	Risk Rating (1-25)	
	<b>Risks Assessment</b>								
	Player Welfare- injury training and games	4	5	20	ensure accredited coaches, appropriate warm up & cool down exercises, good hydration, rotate and rest fatigued players, play games at night in cooler conditions where possible, first aid supplies with focus on prevention, qualified medical support for games, stand down for concussed players	2	2	4	Committee/coaches
	Player welfare - ground surfaces	4	4	16	Inspect grounds prior to games, report to League and Shires issues	4	3	12	Coach/Captain
	Player welfare - insurance	4	5	20	ensure insurance policy in place via League	1	3	3	Secretary
	Player welfare- travel to games	5	5	25	plan trips well, take adequate rest breaks, food and water, experienced bus drivers.	2	5	10	Coach/President
	Injury to member of public	2	5	10	Keep Club in good repair, neat and tidy, well signed, public liability insurance	1	5	5	President
	Theft, damage, vandalism to Club	5	3	15	Locked Clubhouse, automatic lights, secure Liquor and stocks, limit issues of keys, key register, insurance	3	2	6	Committee
	Liquor Licence issues	3	5	15	ensure approved managers & RSL qualified bar workers, security if required, adhere to rules, non member sign in procedures, secure stock	1	5	5	Committee/Approved Manager
	Noise from Club events	4	3	12	be respectful of others, turn down music	2	3	6	Committee
	Reputational risk	3	5	15	effective leadership & management, demonstrate & reiterate standards	1	5	5	Committee/coaches
	Financial solvency	2	5	10	ensure memberships are paid, value & support sponsors, fund raise	1	5	5	Committee
	Food consumption	2	5	10	ensure kitchen standards, cleanliness, food storage standards and food products are fresh	1	5	5	Committee
	Volunteer burn out	5	3	15	succession planning, recruitment of new members, encourage people to take on roles	2	3	6	Committee