

# SWOT Analysis and Five Year Objectives

## 2015-2020 Wanderers Sports Club

### Strengths

- Strong Player Base- Senior, Youth, Juniors
- Strong Identity among Waikato soccer
- Established business acumen within club
- Well respected & qualified 1<sup>st</sup> Team coaches
- Strong community links
- Waikato Elite Football Club

### Leverage

### Year 5 Objectives and Measures

Objectives	Measures
Appoint Commercial Administration Manager	Financial position 2017
Enhance Football relationship with local schools and communities	Establish link to local schools for cross functional facilities – monitor mark for Seniors Establish link between juniors 12-13 yrs and schools
New Clubrooms	2018-2020
New Changing Rooms	2018-2020
Upgrade Lighting	
Main Field	2015
Training Pitch	2016
Artificial Pitch	2018
Strong Operational committee and succession planning	Strong Viable club- \$100k reserves by 2017
Coaching Development 1 FT and 2 PT coaches	2015-2016

### Opportunities

- Establish Commercial Manager
- Establish Football Manager
- Establish cross functional facilities – monitor mark for Seniors
- Establish link between juniors 12-13 yrs and schools

### Weaknesses

- Lack of success in past
- No coaching career path
- Playing facilities - Clubrooms
- Limited resources to meet the growth in
- Playing numbers

### Threats

- Lacking of funding from trusts
- Lacking of other commercial opportunities
- Lose of Porritt stadium facility
- Growing playing numbers and facilities
- Not being able to cope
- NZ Soccer change of direction
- Players not paying fees on time.

### Mitigate

# Building our 5 year Business Plan Wanderers Sports Club 2015-2020

Next Stage	Measure
Maintain 1 FT and introduce 2 PT coaches visiting local schools in our community	Secure funding
Install floodlights on main pitch Appoint Commercial Manager to oversee all sponsorship. Establish Football Manager Position	Improve playing facilities  Financial viable football club  Growth in playing numbers and football results
1. Establish strong 1st Team squad and ladies squad. 2. Establish junior numbers	1. Win the league 2. Maintain women's 3. Maintain current playing junior numbers

**2015**

**2016**

**2017**

**2018**

**2019-20**

**Describe the strategies, initiatives or tactics for the first year and how success will be measured**

**Describe the strategies, initiatives or tactics for the final year and how success will be measured**

Final Stage	Measure
High class playing/training/club Facilities Flood lite artificial pitch	
Established and ongoing playing base for both Seniors and Juniors	Secure home base for club at Porritt/ alternative venue
Establish Commercial Manager	Financial security(\$100k)
New Clubrooms and Changing rooms	

## Building our 5 year Strategic Goals Wanderers Sports Club 2015-2020

### 2015-2016      Short term

- Secure funding for Part time Club Manager
- Secure funding for 3 coaches to visit schools in our community
- Fully floodlit Number 1 pitch      \$ 1,000,000

### 2016-2020      Medium to Long term

- Fully floodlit Number 2 training pitch      \$ 180,000
- New Clubrooms and changing rooms      \$ 500,000
- New Artificial Pitch      \$1,000,000

# Objectives

- 1. Growth and Learning: Leadership  
this in my mind would not only be about player numbers but how we aid not only today's committee but future committee members.  
Establish clear guidelines for roles of committee members
- 2. internal perspective : Improvements  
such as senior WOMENS and junior football, partnerships etc
- 3. Outside perspective : Profile  
( raising the standards) current future vision marketing promotion and communication.  
Establish and implement marketing plan  
Enhance web communication
- 4. Financials  
*we need to build financial reserves so in the event of a poor financial year with funding the club will still be able to operate successfully.*  
Propose a robust secure funding platform through the investigation and implementation of a Funding Strategy'  
Be acknowledged by gaming trusts as well organised, contributing to the enjoyment and progress in all forms of football.  
Build a current group of sponsors who all benefit  
build up reserves

# Overall Plan



