



BAY OLYMPIC

Bay Olympic Soccer and Sports Association

Long-Range Plan 2022 to 2024

Vision

The vision statement determined by the Executive Committee at the time of setting the Long-Range Plan for the Club in 2008 was “to be the most respected club in football and local communities”. This was reviewed in 2013 and again in 2017 and 2020. The Executive Committee of 2020 determined that the vision statement remains appropriate:

Bay Olympic Vision: “To be the most respected club in football and local communities.”

Mission

The mission statement determined by the Executive Committee at the time of setting the Long-Range Plan for the Club in 2008 was “to provide the best environment for the participation and full development of our members.” This was reviewed in 2013 and again in 2017 and 2020. The Executive Committee of 2020 determined that the vision statement remains appropriate with a slight modification to include the words “lifetime love of the game” as a key element of our mission.

Bay Olympic Mission: “To provide the best environment for the development, success, and participation to build a lifetime love of the game for our members.”

Focus and Initiatives

To deliver on our vision to be the most respected club in football and local communities and our mission to provide the best environment for the development, success, participation and enjoyment of all of our members the Executive Committee has defined seven strategic areas of focus and detailed initiatives to achieve improvement in each of these areas. To give context to these areas of focus and initiatives the following factors are noted:

- The population within our catchment area is likely to grow given the increasing number of housing developments resulting in increased numbers of junior and youth (in particular) interested in playing football.
- Our membership levels remain strong particularly in the Junior and Youth grades but retaining senior members and transitioning youth into senior members is an area of focus with some recent success over the past two years.
- Our Club has some of the best facilities in Auckland and a sound financial position. We would like to maintain a financial buffer to guard against unforeseen events to ensure this position is not jeopardised.
- There is an ever-increasing level of technical and administrative compliance associated with delivering football in New Zealand. The Executive Committee



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recognises that relying on limited volunteer support is not sustainable. We have expanded our core group of paid roles to three comprising the Director of Football, Football Operations Manager, and the Club Co-ordinator. These roles are intrinsic to the success and value proposition on and of the pitch of the Bay Olympic football community. We will supplement these roles with additional part time coaching resources subject to availability of funds.

The areas of focus we have identified to deliver on the Vision and Mission are:

Engaged & Growing Membership

Strategies & Initiatives

- Retaining and engaging our existing membership. We are committed to providing opportunity for players to flourish at the elite level and equally providing community football members with an environment that is inclusive, diverse, and enjoyable.
- Growth from new members by showcasing the Bay Olympic football model and operating ethos through our members enjoyment and advocacy and promoting with engagement in local schools and the broader football community through the hosting of tournaments.
- Clear and concise communication consistent with our Mission.

<i>Actions</i>	<i>Key Dates/Ownership</i>
<ul style="list-style-type: none"> • Promote and resource our junior programme 5-12 yrs. • Grow our summer football programmes across all age groups. • Attain/ retain NZF accredited Skills Centre & TDP. • Continue to provide school holiday programmes. • Host at least one age group tournaments each season. • Expand our presence in schools (primary, intermediate, and secondary) to retain links and lifelong love of the game. • Annual cluster tournaments at Primary School Level. • Consider academy programmes at High School Level. • Enhance engagement with youth players in the older age groups to ensure they see a pathway 	<ul style="list-style-type: none"> • DOF and Youth/Junior Reps • FOM, CC, Senior, Female and Youth/Junior Reps • 2022 season DOF • DOF • FOM and Junior Club Captain • DOF and FOM • DOF, FOM and CC supported by Committee • DOF supported by Committee • DOF, Senior Rep, Senior Club Captain, Premier and Development Team Coaches



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<p>at Bay Olympic with elite and community football.</p> <ul style="list-style-type: none"> • Men’s and Women’s Senior teams playing at the highest level, engaged with our membership base to build passion and aspiration for success. • Enhance the engagement with senior members. • Hold Club events/ days to bring members together. • Expand communication over multi-media platforms. • Succession Planning for key roles in the Club. 	<ul style="list-style-type: none"> • 2022 Men 2024 Women Chair and Premier Coaches • Senior Rep and Club Captain • Club Co-ordinator, FOM and Reps • Club Co-ordinator • Chair/ Vice Chair
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Football Operational Plan developed and implemented

Strategies & Initiatives

- Develop Operational Plan to enable clear communication to players, parents and supporters and ensure we identify the coaching and support resources needed for success.

Actions	Key Dates/Ownership
<ul style="list-style-type: none"> • Maintain and communicate and implement the Bay Olympic Playing Philosophy. • Establish and maintain NZF accredited Skills Centre and TDP. • Identify and support members (and parents) with structured coaching development and resources (including both in-house and NZF/OFC courses where required). • Identify and support members (and parents) with referee training to enable them to confidently act as Club based referees. • Identify tournaments appropriate for Age Group and development stage of teams. • Establish and implement a framework to provide an elite youth and the then senior pathway for female footballers at Bay Olympic. • Ensure all coaches are educated with FIFA 11+ training for injury prevention. • Establish online coaching resources for use by all Club coaches. 	<ul style="list-style-type: none"> • DOF – annual review for approval by the Exec Cttee. • DOF, FOM and appointed coaches. • DOF and FOM supported by Youth/Junior and Female Reps. • DOF and FOM supported by Senior, Youth/Junior and Female Reps. • DOF and FOM. • DOF, Female Rep and Exec Cttee. • FOM, • DOF and Club Co-ordinator.



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<ul style="list-style-type: none"> • Include a “Coaching Corner” and “Referee Corner” piece regularly in our Newsletter. 	<ul style="list-style-type: none"> • DOF, FOM and Club Co-ordinator
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Facilities Development & Utilisation

Strategies & Initiatives

- Effective utilisation of existing facilities and allocations ensuring robust operational relationship with Auckland Council and local schools for the use of overflow facilities.
- Increase allocation of fields in line with membership growth.
- Identify, fund, and implement beneficial capital projects.

Actions	Key Dates/Ownership
<ul style="list-style-type: none"> • Maintain excellent relationship/communications with Auckland Council to ensure Bay Olympic playing surfaces are maintained to the highest possible standard and that field allocations are sufficient for our needs, • Maintain excellent communication with local schools. • Develop framework to fund key projects via fundraising, grants, Council infrastructure funding and sponsorship <ul style="list-style-type: none"> ○ Olympic Park Lights ○ Second turf Crum Park 	<ul style="list-style-type: none"> • FOM • DOF and FOM • Exec Cttee June 2022

Financial Sustainability

Strategies & Initiatives

- Develop and maintain diverse funding / revenue base to support development of players, coaches and delivering value to all membership groups.

Actions	Key Dates/Ownership
<ul style="list-style-type: none"> • Regular monitoring and maintenance of subscription fees to ensure the cost of delivering football to our members are covered. • Monitor our grant funding avenues and adjust strategies and plans as needed to optimize. 	<ul style="list-style-type: none"> • Treasurer and Chair. • Grants Officer and Exec Cttee



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<ul style="list-style-type: none"> • Develop and maintain sponsorship strategy to maximise opportunity and ensure value is delivered to all sponsors. • Events – season and kit launch to provide profile for the Club and sponsors and engage membership. • Plan additional fundraising opportunities including events, tournaments. • Celebrate Club and Member milestone achievements. 	<ul style="list-style-type: none"> • Chair and Vice Chair • Club Co-ordinator, Vice Chair • Exec Cttee and Club Co-ordinator • Exec Cttee and Club Co-ordinator
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Resources & Communication

Strategies & Initiatives

- Ensure our communications are informative, engaging, and fun to provide opportunities for our members to participate and enjoy a lifetime love of the game at Bay Olympic

Actions	Key Dates/Ownership
<ul style="list-style-type: none"> • Review, agree and communicate Executive Committee and volunteer roles to provide clarity for the Director of Football, Football Operations Manager, Club Co-ordinator, and members. • Invest in Friendly Manager to provide a sustainable platform for Club and membership administration and communication. • Review communications and social media platforms (Newsletter, Web, Facebook, Instagram, and Twitter). Agree role of each platform and establish group of volunteers to assist with administration and use. • Review the Bay Olympic branding and recommend any changes to the Executive Committee for consideration 	<ul style="list-style-type: none"> • Chair and Vice Chair • Club Co-ordinator • Club Co-ordinator • Club Co-ordinator & Exec Cttee

Measurement

The Executive Committee will agree priorities and dates for the actions established under this Plan will regularly review progress at Executive Committee Meetings.



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Appendix

Address & Communications

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History of Bay Olympic

Bay Olympic was formed in 1998 by the amalgamation of Blockhouse Bay (which had been formed in 1948) and Green Bay Titirangi (which had been formed in 1973).

Bay Olympic's Clubrooms at Olympic Park were opened in 2002 and redevelopment of the Crum Park Training Centre incorporating the floodlit turf pitch was completed in 2015.

Bay Olympic's Premier Men's Team have won the Northern Region Football League Premier Division a record four times (2005, 2006, 2011 and 2012).

Executive Committee

Chair – Graham Leaming
Vice Chair – Chris Gwin
Secretary – Aidan Lovelock
Treasurer – Lesley Winstanley
Youth/Junior Rep – Gary O'Neill
Senior Men's Rep – Garry Miller
Women's Rep – Debbie Apanui
Committee Member – Tina Ivory
Committee Member – Vaughan Lees

Staff

Mark Tully – Director of Football
Jon Gwin – Football Operations Manager
Hélène Hunt – Club Co-ordinator

Review and approved by the Executive Committee 30 November 2021



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