



Morningside Panthers Strategy 2018

Rev E – January 2019

Our Club Mission – why we exist



- **Our Club exists to**
 - Provide the opportunity for males and females to play AFL, and other sports, from Junior to Senior levels
 - Provide a facility for social interaction
- **We help build our local community**
 - We encourage our members to be good citizens
 - We engage with our local community and provide a local social hub for them
 - We support community events
- **We are inclusive by recognising diversity in**
 - The socio-economic and ethnic backgrounds of players and families
 - The nature and make-up of our local community

Our Club Vision – what we want to be



- **A family friendly and welcoming place for**
 - Players, Parents and Supporters
 - Members of the local community
- **'One Club' is obvious and inherent in all that we do**
 - Common and shared approach
 - Transparency in what we do and a high level of trust
 - Well organised Club and Football sections
 - Volunteers and players across Club interact
- **Football Sections are recognised as amongst the best**
 - Play and behave in good spirit
 - Excellent coaches
 - Player development and pathways

Our Club Vision – what we want to be



- **Great staff**
 - Well trained in customer service, procedures and equipment use
 - Well managed and led
- **Good facilities and amenities**
 - Ongoing maintenance performed well
 - Further development of ground and buildings
- **Appropriate and optimised gaming facilities**
- **Bar and Bistro well pitched to customers**
 - Game day and Evenings – menu and affordability
- **MFG integral to the Club**
 - Co-ordinated activities and businesses
 - Financially supporting the Club's activities

Our Club's Priorities



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- **Valuing all of our our members**
 - Demonstrate that we value all members and especially our Juniors and Parents
 - **Clubhouse amenities**
 - Toilets and Bar to meet expectations
 - **Ground Facilities**
 - Meet increasing usage and/or cap player numbers
 - **Bistro menu and opening hours**
 - To meet the expectations of members and visitors
 - Some improvement but need to so this consistently
 - **MFG as an integral part of the Club**
 - Introduce cross promotions
 - **Clothing management and distribution**
 - Better co-ordinate orders and supplier relationship
 - **Player Pathways**
 - Better transition from Juniors to Colts to Seniors (and Thirds)
 - Seniors to be able to draw on a stream of talented players from the Juniors
 - **Senior Section Mission**
 - Support Senior Football at the highest level that the club can sustainably maintain
 - **Organisation Definition**
 - Ensure good understanding of who is who and their roles
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Our Development Priorities



- **Highest Priorities:**

- Main Oval Lights – upgrade / replace
- Back Oval Lights – additional on western side
- New Toilets – upgrade
- Club Building Upgrade – to meet expectations and improve revenue

- **Then:**

- Facility Master Plan required to plan future development
- Possibly including
 - Updated Bar
 - Three separate bar areas
 - Undercover Area on Concourse

Next Steps



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- The Board sets the Club's Strategic Direction
 - Implement new Organisational Structure
 - Board provides Governance and Approvals
 - Subcommittees run the Club's activities / operations
 - Club Finances
 - Licensed Club – Bar, Gaming & Bistro
 - MFG & Joint Ventures
 - Infrastructure & Maintenance
 - Clothing & Merchandise
 - Juniors
 - Seniors
 - Supercats
 - Implementation of Strategy at Subcommittee Level
 - Guided by Board Members
 - Take ownership of the sub-strategies and gain Board endorsement of them

Adjusting Our Structure



- To reflect the most common issues raised
- To support the 'One Club' philosophy
- To better manage and control our club's activities and business
- Adopted by Board – as follows