

JCU Strikers FC

(Est. 2016)

Strategic plan

2019 – 2021



JCU Strikers FC
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CLUB DETAILS

Name: JCU Strikers FC

Address: Calanna Park, Woree (Juniors) & JCU oval, Smithfield (Seniors)

Web address: www.jcustrikers.com.au

CLUB HISTORY

Established in 2012 as Southern Cross Strikers began as a junior football club with players as young as 3 up to 15 year olds. The club has continued to grow each year and 2017 has seen the club merge with James Cook University Football Club (JCU FC) which has enabled the club to have a senior branch, enabling greater opportunities for player development from youth to senior competitive levels. This move has also seen the clubs female membership at an all time high for not only the club but also across the Cairns Region.

PURPOSE OF THE PLAN

This Strategic Plan has been developed with input from members, critical stakeholders and significant partners.

This Plan aims to guide the ongoing development and growth of our participants, programs, partnerships, sporting infrastructure and management systems.

MISSION STATEMENT

To provide an environment conducive to the development of the whole player through quality training.

VISION STATEMENT

As a soccer club we will endeavor to:

- Develop and prepare our players for the future, both on and off the field.
- Equally, if not more importantly, we reinforce non-soccer specific skills such as communication, teamwork, responsibility, discipline and respect for all players.
- Believe in the potential of all soccer players and seek to empower them with the self-belief to build confidence from the raising of soccer standards.
- Strive to ensure all soccer players are given a balanced soccer experience and quality instruction.
- Provide a positive environment for all soccer players to participate, enjoy and achieve success.
- Allow all players to opportunity to play soccer. Everybody has the potential to play soccer and we



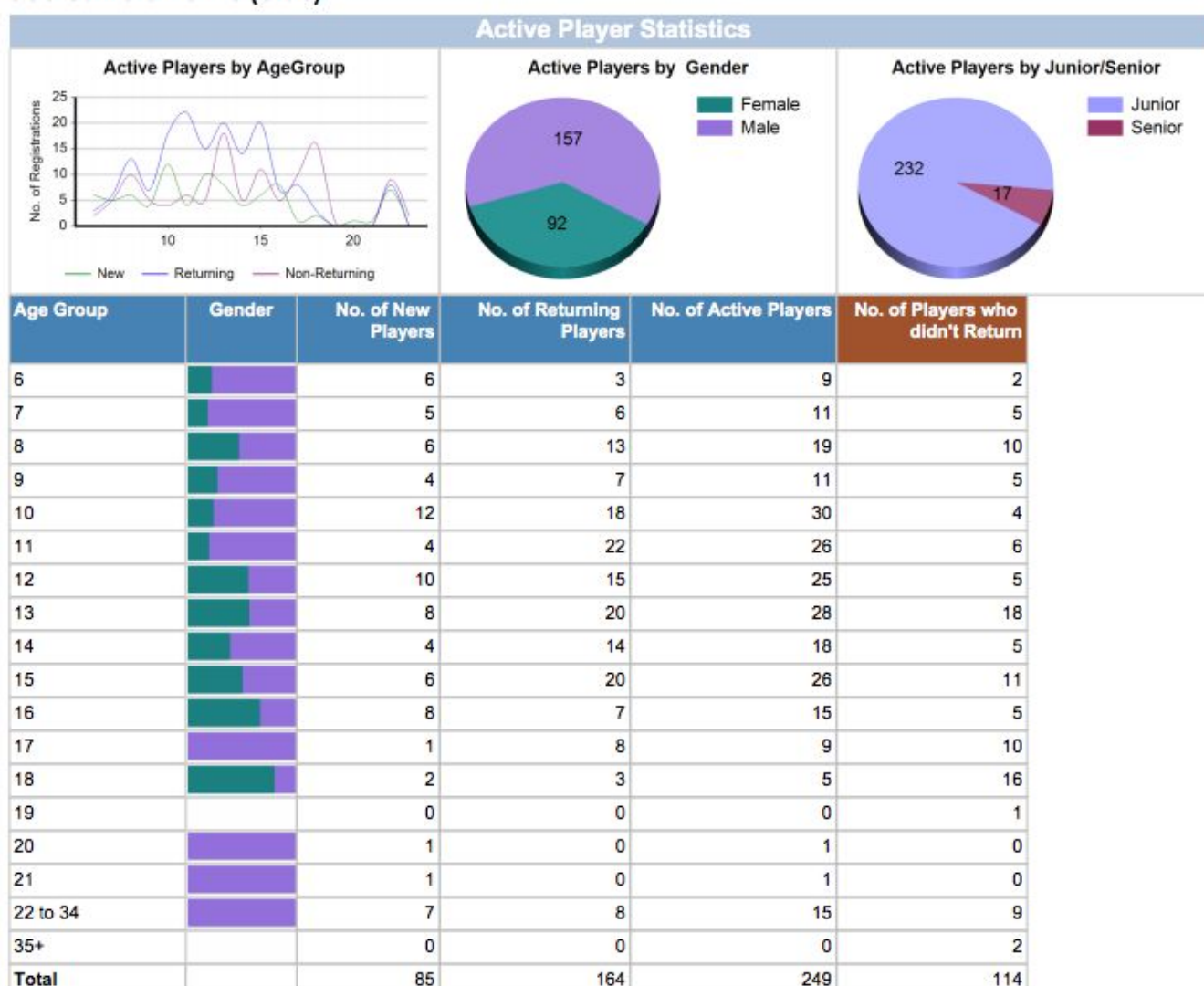
will encourage everyone to recognize and aspire to play soccer.

- Ensure all staff and volunteers work together showing enthusiasm and a professional approach.
- The club will ensure that staff professional development includes soccer management and recognition of a good work ethic.
- Engage the whole community to be involved with our club development and successes with a variety of effective alliances, partnerships and networks.

2018 REGISTRATION SUMMARY

Registration Summary for JCU Strikers FC Inc

JCU Strikers FC Inc (Club)



SWOT ANALYSIS

Strengths	Opportunities
<ul style="list-style-type: none"> Location of clubhouses (Woree & Smithfield) Highest number of registered female players All coaches have received training and qualifications Quality coaching The appearance of players - training, travel and playing Committed Committee with amazing organisation 	<ul style="list-style-type: none"> Premier Men's team Securing more players for senior teams from residence at the University Upgrading Calanna Park lights Upgrading Calanna Park clubhouse
Weaknesses	Threats
<ul style="list-style-type: none"> Limited number of committee members willing to be regular contributors Not able to hold home games at Calanna Park Not having a Premier Men's team - turns away senior boys 	<ul style="list-style-type: none"> Academies being the only pathway to further development in the area Other clubs Cost Numbers of junior boys is lower than in previous years

RECENT ACHIEVEMENTS

2016 - 2018

- Successful grant application for retaining wall in front of clubhouse and fence along Sondrio Street.
- Installation of second goals to allow for a second field at the clubhouse
- Launching of senior branch and a renaming of the club name to JCU Strikers.
- Establishing links with the James Cook University to allow for senior games to be held at the Smithfield campus.
- Purchasing of zero turn mower and travelling irrigator to improve the playing surfaces at the club.
- Have an architect draw up plans for clubhouse extension that will include additional change rooms, storage and canteen facilities.
- Unsuccessful grant submission of plans for clubhouse extension.

PURPOSE OF STRATEGIC PLAN

The purpose of this strategic plan is to give guidance to the club's committee and to provide direction for the future developments within the club for 3 years (2019-2021). The strategic plan will focus on setting goals for all areas of the club and outline steps to achieve success.



GOALS FOR 2019 - 2021

Objective 1:

Improvement of lights at Calanna Park

Improvement of lights at JCU oval.

AS 2560.2.3 LIGHTING MEASUREMENT SUMMARY TABLE

Job No: 2184 Date: 22/02/2018
Job: JCU Strikers Field Lighting Audit Junior Field 1 - Field Measurement

	MAINTAINED AVERAGE HORIZONTAL (LUX)	MINIMUM HORIZONTAL UNIFORMITY (MIN/AVG)	MINIMUM HORIZONTAL UNIFORMITY (MIN/MAX)
FIELD MEASURED LEVELS	34	0.44	0.13
REQUIREMENT (AMATEUR TRAINING)	50	0.3	-
REQUIREMENT (AMATEUR TRAINING)	100	0.5	0.3

AS 2560.2.3 LIGHTING MEASUREMENT SUMMARY TABLE

Job No: 2184 Date: 12/02/2018
Job: JCU Strikers Field Lighting Audit Senior Field - Field Measurement

	MAINTAINED AVERAGE HORIZONTAL (LUX)	MINIMUM HORIZONTAL UNIFORMITY (MIN/AVG)	MINIMUM HORIZONTAL UNIFORMITY (MIN/MAX)
FIELD MEASURED LEVELS	37	0.38	0.22
REQUIREMENT (AMATEUR TRAINING)	50	0.3	-
REQUIREMENT (AMATEUR TRAINING)	100	0.5	0.3



Michael Sheehan <Michael@consultsequal.com.au>

to Eamonn, me, Joe

Thu, Feb 22, 10:53 AM



Hi Eamonn/John,

Attached are the lighting measurements for the existing lighting for the JCU Strikers fields for your info. The existing levels are not achieving the minimum requirements for training or competition.

This is due to the locations of the poles in relations to the fields. i.e. you need poles on either side of the field in locations as per the AS2560 diagrams attached.

Note we normally would expect to see a minimum of 3 fittings per pole to achieve 100 lux requirements.

Let me know if you need any further info.

Regards

Michael Sheehan

SENIOR ELECTRICAL BUILDING SERVICES CONSULTANT



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The above lighting audit was done as per request of Matt Kelso, FNQ General Manager. The information above outlines the need for upgrading the lighting at both fields (Calanna Park & JCU oval) as neither venue meets the required LUX reading to host training or competitive games.

Strategy To Achieve Success

Calanna Park

- Communicate with Cairns Regional Council via various channels (Local Member - Cathy Zeiger & Council Representatives dealing with Clubs) regarding the need for upgrade at Calanna Park
- Apply for suitable grant

JCU Oval

- Meet with key representatives of the University to outline the importance of the upgrade
- Discuss option of having a timeline for lights to be upgraded.



- Meet with Committee members of Mariners Rugby Union to work together to achieve goal.

Objective 2:

Premier Men's Team

At the conclusion of the 2018 season, JCU Strikers has one Division 1 Men's side, one Youth side and one Div 2 U15/16 boys side (many who are U15). The goal is to have teams in each one of these age groups as well as a Premier Men's Side.

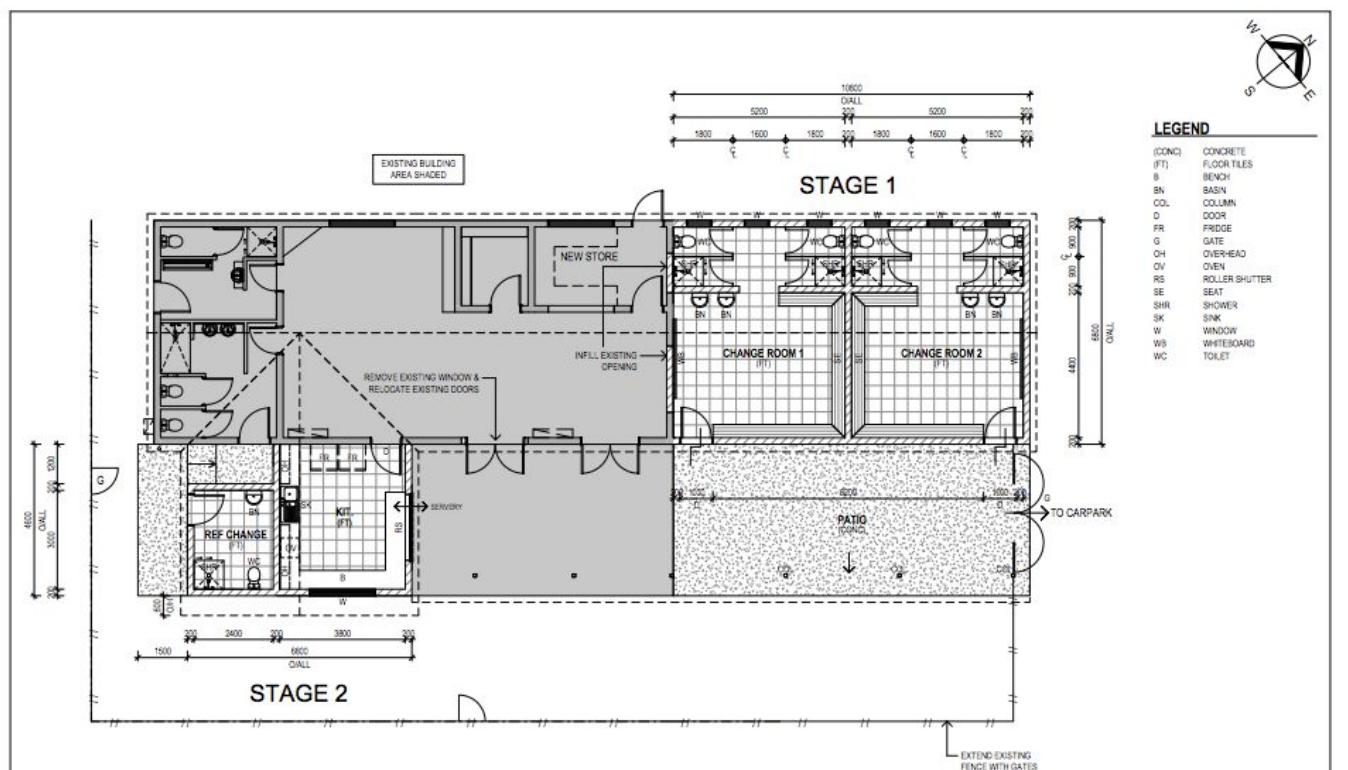
Strategy To Achieve Success

- Provide significant discount in fees for the boys playing in this age bracket.
- Create a detailed timeline for entering a Premier Men's team
- Promote the club's plan of entering a Premier Men's team

Objective 3:

Upgrades to Calanna Park facilities

The club has outgrown the current clubhouse at Calanna Park. The current layout of the club requires players, family and visitors to walk through the clubhouse to use the toilets. The canteen/kitchen is located in the clubhouse which makes the selling of drinks and food inconvenient. The club is in need of more storage within the clubhouse as the current amount of space is inadequate. Finally the shed requires a electricity to allow for a light and a powerpoint so that equipment can be returned safely at night and the line marker can be charged.





Strategy To Achieve Success

Change room, Canteen & Storage

- Contact an architect to create a plan that indicates that extension ideas of a change room, canteen out the front of the club and additional storage (see image above)
- Communicate with Cairns Regional Council via various channels (Local Member - Cathy Zeiger & Council Representatives dealing with Clubs) regarding the club's vision and need for expansion.
- Apply for grants to obtain funds.

Electricity To Shed

- Submit completed Application For Improved Works form to Council
- Discuss with Council the possibility of providing the trench to be dug from clubhouse to shed
- Use in kind support from electricians within the club to install the appropriate conduit and wiring required. The club will pay for cost of materials.

