

XYZ club & Logo

Business Plan

For the period: _____

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This plan has been created by:

Person	Position at Club

Section 1: WHERE ARE WE NOW?

Introduction

A brief, relevant history and summary of our club...

Do we view our Club as a business?

What is our Club's Business Plan designed to achieve?

Who will be reading this plan?

PRIMARY READERS:

SECONDARY READERS:

Situational Analysis

Understanding our club's situation is an important part to help plan its future. By undertaking these exercises we understand where the Club is, and which direction it should go.

SWOT ANALYSIS

Our SWOT analysis identifies what we are good at, what we can do better, as well as the things which may have a positive or negative impact on our club:

Strengths	Weaknesses
<ul style="list-style-type: none">• .• .• .• .• .• .• .• .	<ul style="list-style-type: none">• .• .• .• .• .• .• .• .
Opportunities	Threats
<ul style="list-style-type: none">• .• .• .• .• .• .	<ul style="list-style-type: none">• .• .• .• .• .• .

RECENT CLUB TRENDS

To get an understanding of our club's situation we have identified the following recent numerical trends at our club:

Recent Trends at our Club	
1.	
2.	
3.	
4.	

Section 2: WHERE ARE WE GOING?

Purpose

We have chosen the words that featured most prominently in our Situational Analysis to create a statement of why our club exists; our *Club Purpose* :

“ .. ”

Section 3: HOW ARE WE GOING TO GET THERE?

This section is how our Club will achieve its purpose. For each of our Club’s Core Areas, we have identified:

A Strategy Statement; how this core area will contribute to our overall Club Purpose.

SMART Objectives; what we are seeking to achieve in this Core Area.

Initiatives; the ideas that will help us achieve our SMART Objectives.

Core Area	<i>Membership Recruitment</i>
Strategy Statement	
<i>Please use this space below to write in your own Strategy Statement...</i>	
SMART Objectives	
<p><i>SPECIFIC – MEASUREABLE – ACHIEVABLE – REALISTIC – TIMED</i></p> <i>Please use this space below to write in your own SMART Objectives...</i>	
Initiatives	
<i>Please use this space below to write in any Initiatives...</i>	

A Strategy Statement; how this core area will contribute to our overall Club Purpose.

SMART Objectives; what we are seeking to achieve in this Core Area.

Initiatives; the ideas that will help us achieve our SMART Objectives.

Core Area	<i>Membership Retention</i>
Strategy Statement	
<i>Please use this space below to write in your own Strategy Statement...</i>	
SMART Objectives	
<i>SPECIFIC – MEASUREABLE – ACHIEVABLE – REALISTIC – TIMED</i>	
<i>Please use this space below to write in your own SMART Objectives...</i>	
Initiatives	
<i>Please use this space below to write in any Initiatives...</i>	

A Strategy Statement; how this core area will contribute to our overall *Club Purpose*.

SMART Objectives; what we are seeking to achieve in this *Core Area*.

Initiatives; the ideas that will help us achieve our *SMART Objectives*.

Core Area	Club Governance
Strategy Statement	
<i>Please use this space below to write in your own Strategy Statement...</i>	
SMART Objectives	
<p>SPECIFIC – MEASUREABLE – ACHIEVABLE – REALISTIC – TIMED</p> <i>Please use this space below to write in your own SMART Objectives...</i>	
Initiatives	
<i>Please use this space below to write in any Initiatives...</i>	

Core Area	Coaching
Strategy Statement	
<i>Please use this space below to write in your own Strategy Statement...</i>	
SMART Objectives	
<p>SPECIFIC – MEASUREABLE – ACHIEVABLE – REALISTIC – TIMED</p> <i>Please use this space below to write in your own SMART Objectives...</i>	
Initiatives	
<i>Please use this space below to write in any Initiatives...</i>	

Core Area	<i>Financial Management</i>
Strategy Statement	
<i>Please use this space below to write in your own Strategy Statement...</i>	
SMART Objectives	
<i>SPECIFIC – MEASUREABLE – ACHIEVABLE – REALISTIC – TIMED</i>	
<i>Please use this space below to write in your own SMART Objectives...</i>	
Initiatives	
<i>Please use this space below to write in any Initiatives...</i>	

Core Area	Competitions
Strategy Statement	
<i>Please use this space below to write in your own Strategy Statement...</i>	
SMART Objectives	
<p>SPECIFIC – MEASUREABLE – ACHIEVABLE – REALISTIC – TIMED</p> <i>Please use this space below to write in your own SMART Objectives...</i>	
Initiatives	
<i>Please use this space below to write in any Initiatives...</i>	

Core Area	<i>Partnerships</i>
Strategy Statement	
<i>Please use this space below to write in your own Strategy Statement...</i>	
SMART Objectives	
<p>SPECIFIC – MEASUREABLE – ACHIEVABLE – REALISTIC – TIMED</p> <i>Please use this space below to write in your own SMART Objectives...</i>	
Initiatives	
<i>Please use this space below to write in any Initiatives...</i>	

Core Area	Equipment
Strategy Statement	
<i>Please use this space below to write in your own Strategy Statement...</i>	
SMART Objectives	
<p>SPECIFIC – MEASUREABLE – ACHIEVABLE – REALISTIC – TIMED</p> <i>Please use this space below to write in your own SMART Objectives...</i>	
Initiatives	
<i>Please use this space below to write in any Initiatives...</i>	

Core Area	<i>Club Clothing</i>
Strategy Statement	
<i>Please use this space below to write in your own Strategy Statement...</i>	
SMART Objectives	
<i>SPECIFIC – MEASUREABLE – ACHIEVABLE – REALISTIC – TIMED</i>	
<i>Please use this space below to write in your own SMART Objectives...</i>	
Initiatives	
<i>Please use this space below to write in any Initiatives...</i>	

Section 4: WHO IS ACCOUNTABLE?

Staff & Volunteers

Having completed our plan we have reflected upon who will be expected to carry it out successfully. For each of our Club's Core Areas here is the responsible people and who will help them :

Core Area of our Club	Person Accountable	Supported By
Membership Recruitment		
Membership Retention		
Club Governance		
Coaching etc		

Training

In certain cases our staff and volunteers may need training to help them in their roles. Here are the training requirements we have identified for our Staff & Volunteers:

Person	Training Required

Section 5: HOW WILL WE KNOW WE ARE THERE?

To know if we are progressing our Business Plan we need to keep score for each of our *Core Areas*. These are our club's Key Performance Indicators (KPIs) - the things that will determine whether our *SMART Objectives* on track to being achieved :

Core Area of our Club	Primary KPI
Membership Recruitment	
Membership Retention	
Club Governance	
Coaching etc	

Our Committee Meeting Agenda will consist of our KPI Report and any discussion required around Core Areas that are not 'Not-Target'

Section 6: THE ONE PAGE PLAN

Without today’s actions, we cannot achieve our Club’s Purpose. This page contains the immediate actions that will be undertaken to achieve our Business Plan, the person responsible, and when it will be done by:

Initiative	By Who	By When
Follow-Up Meeting With NGB representative		
<i>[add rows if necessary]</i>		

This part of the plan will be revisited every month and updated every three months