



FLAGSTAFF HILL FOOTBALL CLUB


STRATEGIC PLAN

2026 - 2030



Table of Contents

Introduction	03
Our Commitment	04
Mission and Vision	05
Values	06
Participation	07
Development	08
Sustainability	09
Football	10
Profile and Partnerships	11
Contact Us	12



The Flagstaff Hill Football Club acknowledges the Kaurna people as custodians of the land and waters of the Adelaide region upon which our club lies. We pay respect to Elders past, present and those yet to come. We recognise the enduring connection to land, sea and skies of the living Kaurna people and share a commitment to walking with the community, in reconciliation.

Introduction

Celebrating a proud history of football excellence and community spirit, Flagstaff Hill Football Club (FHFC) plays an integral role in the lives of players, families, and supporters. Through its Tiny Tots, Auskick, junior, senior, and women's programs, FHFC provides opportunities for individuals of all ages to participate in a positive and inclusive sporting environment. Our teams, volunteers, and club community foster strong connections that extend beyond the game, promoting a sense of belonging and pride.

The FHFC is committed to strengthening its foundations through undertaking a strategic planning process. The 2026 - 2030 strategic plan, will build on the great work and processes that exist and outlines a clear vision for sustainable growth, player development, and ongoing success into the future with the community.

We are committed to:

- Providing a safe, inclusive, and high-quality environment for all members to enjoy football and community involvement, supporting physical, social, and mental wellbeing.
- Encouraging lifelong participation in sport by developing pathways for players, coaches, and volunteers at all levels.
- Maintaining strong governance and financial stability through transparent leadership and responsible management.
- Building community connections that celebrate the values of teamwork, respect, and excellence both on and off the field.

David Heard

President, Flagstaff Hill Football Club

Our Commitment

Flagstaff Hill Football Club (FHFC) is a proud community football club in South Australia, with currently more than 18 teams representing junior boys and girls and senior men's and women's competitions. The club plays a vital role in the lives of its members, fostering a strong sense of belonging, personal growth, and community pride both on and off the field.

Our Strategic Plan is built around five key action areas; Participation, Development, Sustainability, Football, and Profile and Partnerships which together will provide the foundation for the club's continued success and long-term vision.

We are committed to providing inclusive opportunities for participation and growth, developing our people, and maintaining a strong and sustainable club culture. Through these five action areas, FHFC will continue to deliver high-quality football experiences, strengthen community connections, and ensure long-term success for future generations.

Rebecca Couldwell

Vice President, Flagstaff Hill Football Club



Our Mission

To foster a welcoming football community which empowers and nurtures current and future generations in a supportive, inclusive environment celebrating our P.R.I.D.E. values, personal growth, and love of the game.

Our Vision

To be the most successful and innovative community football club in South Australia, promoting unity and setting the standard for excellence and inclusion, where individuals feel safe, valued, and at home.



Our Values

P.R.I.D.E.

Prioritising Others

Respect for all
Care
Trust

Realising Potential

Commitment
Growth Mindset
Resilience

Initiative

Involvement
Clear Communication
Team First

Determination

Attitude
Continuous Improvement
Preparation

Enthusiasm

Positivity
Celebrate
Have Fun

Participation

Enhancing participation through growing member diversity, expanding volunteer support, strengthening community engagement and retaining past players and families.



1.1 - Increase participation through targeted outreach, improved engagement, and enhanced accessibility across all age groups.

1.2 - Increase member diversity by promoting inclusive practices, broadening outreach efforts, and fostering a welcoming environment for all backgrounds.

1.3 - Enhance retention of past players and families by strengthening community connections, providing engaging experiences, and maintaining consistent communication.

1.4 - Increase volunteer numbers by promoting opportunities, recognising contributions, and fostering a culture of involvement and support.

1.5 - Promote community engagement by building strong relationships, encouraging participation, and creating inclusive events for collaboration and connection.

KPIs

- 30% increase in volunteers by 2030 (minimum of 6% increase per year).
- 20% increase in members by 2030 (minimum of 4% increase per year).
- Ongoing support for Auskick and Tiny Tots Programs.
- Form Past Player's Association in 2026.
- Increase in attendance and diversity at social events.
- Early release of Social Calendar each season.

Development

Driving development through upgrading club facilities, strengthening our online presence, building volunteer capacity, and embracing cultural inclusion while upholding best governance practices.



2.1 - Develop club facilities by upgrading infrastructure, enhancing accessibility, and ensuring spaces meet the evolving needs of members and the community.

2.2 - Strengthen the club's online presence by enhancing and maintaining website functionality, expanding social media engagement, and delivering consistent digital content.

2.3 - Develop volunteer capacity through targeted training programs, mentorship opportunities, and ongoing support initiatives.

2.4 - Promote cultural inclusion by fostering a respectful environment, celebrating diversity, and ensuring equal opportunities for participation and representation.

2.5 - Strengthen club governance by developing and maintaining a comprehensive, clear, and inclusive club constitution aligned with organisational goals and best practices.

KPIs

- Keep to deadlines outlined in FHFC Infrastructure plan.
- Update of Constitution completed before start of 2026 season and then to be reviewed annually.
- Create and sustain initiatives to develop specific skills for volunteer roles.

Sustainability

Enhance sustainability through strong financial practices, diversified income sources, environmental stewardship, succession planning, and a clear vision for the future.



3.1 - Enhance financial sustainability by implementing effective budgeting, monitoring systems, and transparent reporting practices.

3.2 - Diversify income streams by exploring new funding opportunities, developing partnerships, and expanding revenue-generating activities.

3.3 - Promote environmental sustainability by adopting eco-friendly practices, reducing resource consumption, and raising awareness within the club and community.

3.4 - Establish a robust succession plan by identifying, developing, and mentoring future leaders to ensure continuity and sustained growth.

3.5 - Define the club's future direction by setting strategic goals, embracing innovation, and aligning growth with community needs and values.

KPIs

- Development of measurement and tracking systems.
- One new income stream (\$5000+) per year (5 streams by 2030).
- Increase the club's use of renewable energy by installing solar systems and implementing sustainable green practices.
- Identification and upskilling individuals for club leadership positions through targeted training, mentoring and development programs.
- Annual review of the Strategic Plan, with committee members assigned specific sections to assess and report back on.

Football

Strengthening football through high quality coaching, player development, premiership aspirations, strong SANFL partnerships, high-performance resources, dedicated trainers, and a commitment to player retention.



4.1 - Ensure consistency and continuity of coaches and coordinators by implementing structured succession planning, clear role guidelines, and ongoing professional support.

4.2 - Strive for premiership success across multiple teams each season by strengthening team dynamics, enhancing coaching strategies, and fostering a winning mindset.

4.3 - Foster player development through tailored training programs, skill enhancement, and personal growth opportunities.

4.4 - Build and strengthen relationships within the club's age groups and externally with SANFL clubs through effective communication, collaboration, and community engagement.

4.5 - Provide access to high-performance resources by investing in advanced equipment, specialised training programs, and expert support services.

4.6 - Increase player retention by fostering a positive club culture, providing ongoing development opportunities, and maintaining strong communication and support.

KPIs

- Identify, develop and retain coaches and coordinators using a one year + one agreement model
- Multiple premierships each season.
- Continue player development across all grades, with support from the Senior Development Coach. Additionally, ongoing senior involvement and engagement with junior players.
- Ongoing maintenance and growth of support services (e.g. physiotherapists), specialised training programs, and consistency and clarity in the delivery of medical procedures.
- Coaching group to follow up with all players after each season.

Profile & Partnerships

Strengthening our profile and partnerships by nurturing relationships with key stakeholders, including Partners and Sponsors, SANFL, SFL, Local Schools, Flagstaff Community Centre, Local Council and other community representatives.



5.1 - Strengthen relationships with partners and sponsors by delivering value-driven partnerships, fostering engagement, and ensuring mutual growth opportunities.

5.2 - Foster strong partnerships with SANFL and SFL by maintaining open communication, aligning objectives, and collaborating on initiatives to support club growth and development.

5.3 - Establish and maintain mutually beneficial partnership with the Flagstaff Community Centre and stakeholders by collaborating on programs, sharing resources, and fostering community engagement.

5.4 - Enhance connections with the local council and community representatives through active collaboration, open communication, and shared community initiatives.

5.5 - Develop strong partnerships with schools by supporting sport programs, promoting club involvement, and fostering youth development initiatives.

KPIs

- 50% increase in Sponsors (10% increase each year).
- Ongoing review of the Sponsorship and Partnership prospectus.
- Continue to support SFL and its endeavours for growth.
- Increase the number of junior players engaged in SANFL talent pathway programs.
- Actively engaging with stakeholders from the Flagstaff Community Centre, local council, and schools.



Flagstaff Hill Football Club



www.fhfc.com.au



fhfcsecretary1@gmail.com