



OMOKOROA FC

Club Values &
Long Term Strategy
2021

In the time I have spent working with Ōmokoroa Football Club, I've always had the feeling that some huge changes were always just around the corner.

For some years, I wasn't sure if the changes were going to be positive, or negative. Obviously, the hope was for positive change!

With 2021, I am happy to say that finally, the huge changes ahead are all very positive.

Our player and team numbers are projected to increase - thanks to the residential development in the area, as well as the involvement of All Stars Football Academy and Rebels Football Academy.

Add this to the opening of the Ōmokoroa Pavilion, and the ongoing work of our coaches, committee and members - 2021 and beyond for our club is looking very exciting!

Ōmokoroa FC has a very definite culture and ethos that is hard to see in other Football clubs - in Tauranga or beyond. Our compact, DIY nature sets us apart, and I believe it is one of the main reasons why we will continue to be successful for many years.

Getting together with our committee members in late 2020 to discuss what makes Ōmokoroa FC "special" was eye-opening and very beneficial.

Our strengths and weaknesses were all put on the table to be examined and critiqued, our group looked at the results from our member survey, captured anecdotal information, and in the end, constructed a solid picture of where we are now, and where we want to head in the future.

Coming out of this, we created our Club Values, and our Long Term Strategy.

Thank you to all our members - in one way or another, you have directly contributed to this document by simply being part of the Ōmokoroa FC Family (past or present!

Ben Bell, President
Ōmokoroa FC 2021

OUR CLUB VALUES

Ōmokoroa Football Club believes that Football is more than just a game, and what happens on the pitch. It provides opportunities to learn, create and strengthen friendships and provide fun for all ages.

“Out of all the unimportant things, football is the most important...”

*St John Paul
Pope 1978-2005*

Our overall aim as a club is to be a sustainable, thriving Football Club, offering Football - in all its capacities - to members of our community.

We hope to achieve this by;

- Providing opportunities for every player to play for a club team in the highest league that reflects their ability and desire;
- Providing a Footballing connection to our community;
- Managing the club in a sustainable manner through suitable administration and financial management utilizing a range of tools, personnel and income channels.

OUR MEMBER VALUES

To ensure Ōmokoroa Football Club's success, we ask that all our members (players, supporters, coaches and referees, club volunteers and social members) represent the club in a manner befitting representative of our proud community. Showing respect for our club, for the rules of the game, our opposition, officials, our coaches and supporters and the game itself.

We represent our club with PRIDE.

PLAY FOR OUR COMMUNITY
RESPECT OUR CLUB ,OFFICIALS AND OUR OPPOSITION
IN THE SPIRIT OF THE GAME
DETERMINATION IN EVERYTHING WE DO
EXCELLENCE ON AND OFF THE FIELD



OUR LONG TERM STRATEGY

In 2021, the Ōmokoroa Football Club Committee drafted a Long Term Strategy designed to help continue the club's growth.

The committee set it's focus on improving three core areas of the club (our "Pillars").

From there, they decided on the guiding "principles" of these areas and finally, identified and documented the corresponding actions required to achieve the desired improvements.

The Ōmokoroa Football Club Committee has committed to complete the following actions as required between 2021 and 2024.

PILLAR 1 : THE GAME

"Provide opportunities for every player to play for a club team in the highest league that reflects their ability and desire".

How the club will do this:

- Provide opportunities for player development & improve team selection;
- Document and promote our Club and Member and Values;
- Provide improved Coaching development;
- Identify and develop more Referees;
- Improve participation;
- Increase our clubs involvement in Tournaments (external);
- Improve options for Tauranga, Regional and National Pathways;
- Provide 12 months of football.

PILLAR 2 : OUR COMMUNITY

“Provide a Footballing connection to our community”.

How the club will do this:

- Engage and recognise our Club Volunteers;
- Promote and engage our supporters/spectators;
- Provide more Football related events/ fundraisers;
- Engage our community through “Social Members”;
- Improve our community engagement/ communication;
- Raise our clubs Regional/National profile;
- Build THE ŌMOKOROA FC brand – extending our reach.

PILLAR 3 : CLUB OPERATIONS

“Run the club in a sustainable manner through suitable financial management utilizing a range of income channels ”.

How the club will do this:

- Improve roles defined within the club (Committee and other roles);
- Improve our Membership fees;
- Improve our engagement and utilisation of sponsorship;
- Improve processes relating to Grants and donations;
- Club technology & process improvements;
- Improving club facilities (incl grounds, line marking, goals, kit, etc);
- Western Ave Guardianship (relationship with Council, Sports & Rec, etc).

YOUR COMMITMENT

We are blessed to have a committed, passionate group of members who are keen to build on what Ōmokoroa Football Club is, to create something truly unique and special.

While the committee has developed the plan, it is up to our members and community to help us put the plan into action.

Day-to-day, we ask members to consider the following:

- Am I representing our club with PRIDE?
- Am I able to lend a hand in any capacity?
- Am I promoting the club to our community?
- Am I involved in the Ōmokoroa FC community as much I can be?

As well as this, from time to time, the Ōmokoroa FC committee will ask members to “pitch-in” on tasks to help us achieve our long-term goals. Whether it be by getting involved and volunteering your time and services to the club, taking ownership of an action of a task, or supporting and promoting the club, it is the members who will be responsible for the long term success!

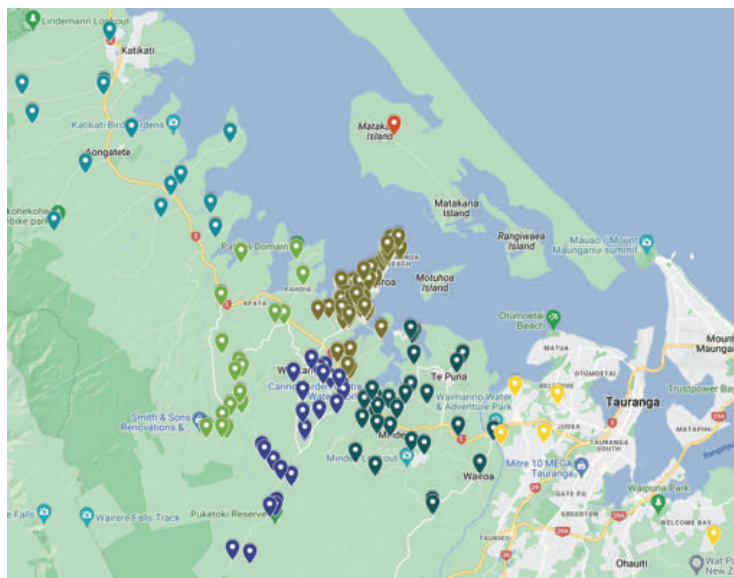
ABOUT OUR CLUB

Ōmokoroa Football Club is based in the suburb of Ōmokoroa, situated 13km from the western boundary of Tauranga City.

The Club draws players from across the sub-district from Tauranga City in the east to Katikati in the north-east.

The largest percentage of players lives in Ōmokoroa (44%) followed by Te Puna (18%) and Whakamarama (18%).

Our players represent the Club with PRIDE in their sporting and academic endeavours across 19 different schools across the district.

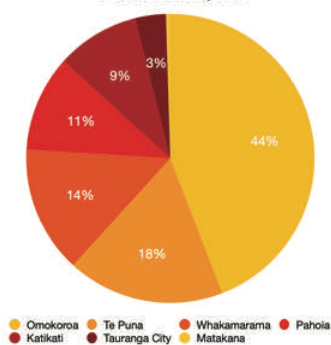


The Club has seen exponential growth in recent years, with the primary contributing factors being the increasing popularity of football and the population increase in the surrounding areas. In 2018 our Club comprised nine teams and 144 players, including our inaugural girls-only team. In 2022 this has grown to 248 players across 13 teams, including four girls-only teams.

Distribution by area 2022

Area	Count
Ōmokoroa	90
Te Puna	36
Whakamarama	29
Pahoia	22
Katikati	19
Tauranga City	7
Matakana	1

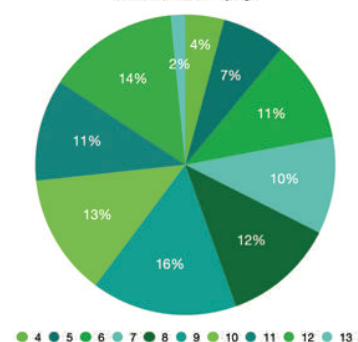
OFC Distribution by area



Distribution by age 2022

Area	Count
4	8
5	13
6	21
7	20
8	23
9	30
10	25
11	21
12	27
13	3

OFC Distribution by age



TACTICAL PLANS

To help achieve the long-term outcomes described in the three pillars of this Strategy, the following tactical plans have been adopted

Pillar 1 - The Game - Improving pathways

During 2023 the Club's focus in this area will be on the development of performance and participation pathways for older players. At present, there is a drop-off in participation at age 13 as players begin to participate in secondary school football. Many players who are unsuccessful in obtaining a position in a school are lost to football altogether. The Club has developed a Pathways Strategy which will inform future decisions in this area.

From a performance point of view, the Club has signed a Memorandum of Understanding with FC Tauranga Moana. This entity has been set up to support the ambitions of players who want to perform at a high level and offers a pathway for such players.

The Club is also developing a strategy to engage professional coach support with the intent of improving the performance of our coaches, and in turn deliver a better product for players.

Pillar 2 - Our Community - FIFA Women's World Cup 2023

The FIFA Women's World Cup is the second-largest sporting event in the world, after the Men's World Cup. With this event being hosted in New Zealand and Australia, a golden opportunity exists to promote the game to women and girls throughout the sub-district.

This will be achieved through staging a series of social functions and events tied to significant matches at the tournament. The Club is also investigating the introduction of a Football Queens Birthday Tournament, to be held each year on the Monarch's Official Birthday long weekend.

TACTICAL PLANS (continued)

Pillar 2 - Our Community - School connections

During 2023 the Club will seek to expand our presence within local schools.

The Club already enjoys strong connections with the schools in the sub-district and we aim to strengthen those. One of the potential projects for 2024 is the implementation of a small schools social football tournament, designed to provide an introduction to the game for new players.

A key element of this tournament would involve running have-a-go sessions at local schools, hosted by adult Club members and senior students who are already players. This tournament would be open to the following schools:

Bethlehem School	Whakamarama School
Ōmokoroa Point School	Pahoia School
Ōmokoroa School	Matahui School
Te Puna School	Matakana School

A key ambition of this further development programme will be further improving the participation rates for girls.

TACTICAL PLANS (continued)

Pillar 3 - Club Operations - Community Development Officer role

As with most other sporting clubs throughout New Zealand, our Club has observed a decline in volunteer involvement in recent years. A 2022 survey of neighbouring clubs identified that most football clubs overcome this deficiency through the engagement of professional and semi-professional staff members to perform a range of functions. Our Club has elected to take the first step along this pathway through the engagement of a Community Development Officer (CDO).

The CDO will carry out the functional and administrative tasks required to successfully deliver a community football programme to the young players of our sub-district.

The key functions of this role include:

- Administration of summer and winter leagues
- Field and facility bookings
- Coach and manager support
- Volunteer liaison
- Communications and marketing activities
- Coordinate tournament participation.

An Agreement for Services has been signed with a suitably qualified provider.

Whilst this Agreement does not commit the Club to a certain level of expenditure, our modelling predicts that the total expenditure on these functions for the period May 2023 to May 2024 is \$20,000 ex GST.