

2020-2023 STRATEGY

Melbourne University Soccer Club

2030 AMBITION: To be Australia's leading university soccer club.

3-YR GOALS

PERFORMANCE

Women's team playing NPL and men's team playing State League 3.

STABILITY

Defined Board structure, established Chapter and multi-year facility tenancy.

PEOPLE DEVELOPMENT

Number of key volunteers increased by 50%. Volunteer and player retention increase.

COMMUNITY

Engaging with 700 people a year through competitive, social and non-playing opportunities.

Our 3-year goals to achieve our ambition.

STRATEGIC PILLARS

Invest in our people

- Effectively use resources to provide opportunities to play at every level.
- Invest in coaches, players and resources.
- Upskill and provide education opportunities to equip key volunteers to help the club.
- Establish a program to incentivise volunteerism at the club.

Grow membership

- Grow women's division to 40:60.
- Establish alumni network and increase alumni involvement.
- Establish non-playing membership and social soccer membership.
- Connect with local student housing to create participation opportunities.

Foster inclusion

- Increase impact and involvement in club special rounds.
- Offer all-gender playing opportunities.
- Communicate and promote opportunities to engage with MUSC to the community.
- Establish a club welfare officer and MU Sport Pride Ambassador.

What we need to do to achieve our 3-year goals.

ENABLERS

Facilities

- Strengthen relationships with stakeholders, particularly Melbourne University and local council to support our ambition of a multi-year facility tenancy.
- Prepare a facilities plan and seek involvement in stakeholders' facility discussions.

Funding

- Drive and market club university Chapter
- Increase revenue from outside of playing group
- Increase sponsorships and grants
- Increase fundraising

Governance

- Appoint non-playing members to the Board.
- Establish organisational structure
- Establish clear roles and responsibilities for volunteers
- Provide quarterly Board updates to members
- Define and communicate values to members