
Strategic Planning Meeting

<insert date>,
<insert start and finish time>
<insert venue>



Agenda

6:00 pm Introduction

Purpose, format and rules of the meeting.

What is a Strategic Plan? What is SWOT analysis?

6:15 pm Part A: How are we going?

Your views on the strengths and weaknesses of the club.

<If a survey of membership has been conducted, briefly discuss the results>

Some basic questions to prompt discussion:

- What sort of reputation does the club have in regard to coaching?
- What difference did the introduction of the Technical Director position make?
- Is the player drop-out rate something to be worried about?
- Does the club have difficulty obtaining and retaining coaches?
- How much is the club limited by its facilities?
- Does the club want a bigger membership or just stay as you are?
- Why would people choose our club over other clubs?
- Is the club struggling for volunteers?
- Are there any administrative factors limiting the club's provision of services to members?

7:30 pm Refreshments break

7:50 pm Part B: What do we need to do

Your views on any opportunities and threats faced by the club.

Some basic questions to prompt discussion:

- Is there any funding that we should be pursuing and why?
- What's the next step in developing the club's facilities further?
- Is there a demand for extra coaching e.g. additional coaching programs and clinics?
- Are there any other events that members want e.. social events?
- Does the club have sufficient policies and systems to ensure that it is well managed and compliant with law?
- Are all sections of the club moving in the same direction?
- Is there any internal division within the club?

8:50 pm Wrap up.

How does the Strategic Planning process continue?