



OMOKOROA FC

Club Values &
Long Term Strategy
2021

In the time I have spent working with Omokoroa 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 Omokoroa Pavilion, and the ongoing work of our coaches, committee and members - 2021 and beyond for our club is looking very exciting!

Omokoroa 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 Omokoroa 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 Omokoroa FC Family (past or present!

Ben Bell, President
Omokoroa FC 2021

OUR CLUB VALUES

Omokoroa 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.

"Some people believe football is a matter of life and death.... it is much, much more important than that."

Bill Shankly

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 Omokoroa 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 Omokoroa 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 Omokoroa 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 OMOKOROA 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 Omokoroa 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 Omokoroa FC community as much I can be?

As well as this, from time to time, the Omokoroa 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!