



**THE ROCKINGHAM SHARKS**

# **STRATEGIC PLAN**

**2024 - 2026**



# EXECUTIVE SUMMARY

***1st February***

*This strategic plan was designed and adopted by the Management Committee of the Rockingham Sharks RLC (the club) in December 2023 and applies to the 2024 to 2026 seasons.*

- The Plan has been presented to all team staff (Junior & Senior).
- The Plan communicates our Clubs Vision, Values & Key Performance Areas (KPI's) and is reviewed annually.
- The Plans KPI's are linked to the club's annual budget.

Actual results against annually adopted Key Performance Indicators (KPI's) are reported to management directors of the club on a monthly basis.

This Plan is used by management to assist in the delivery of the clearly defined objectives the club is striving for.



**BRETT MCMILLAN**

Chairman



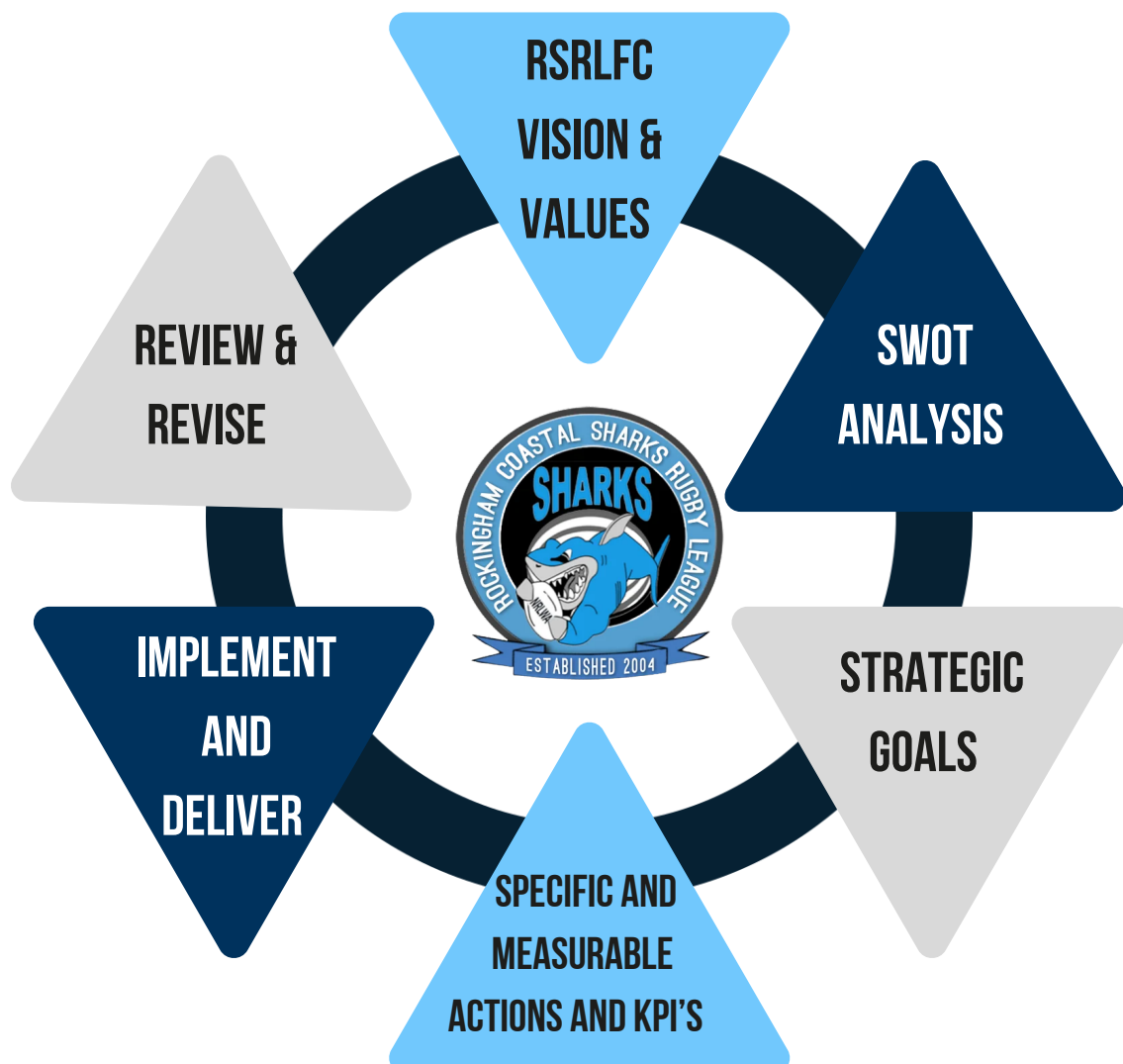
# STRATEGIC OVERVIEW

## VISION STATEMENT

**'OUR VISION IS TO BE THE MOST INNOVATIVE, SUCCESSFUL AND RESPECTED RUGBY LEAGUE CLUB IN WA.'**

## VALUE STATEMENT

**THE ROCKINGHAM SHARKS ARE BUILT ON EFFORT, HARD WORK AND ACCOUNTABILITY; ALWAYS ACTING IN THE BEST INTERESTS OF THE CLUB, NOT THE INDIVIDUAL OR MINORITY.**



# STRATEGIC GOALS & ACTIONS

## STRATEGIC GOALS

**1. Deliver the most successful WA RL program, aligned to the "3 P's":**

### PATHWAYS

Provide a pathway for Players and Coaches to aspire and reach their potential.

### PERFORMANCE

Win the Club's first A-grade Premiership and consistently win finals across all competition levels.

### PROFESSIONALISM

Drive a culture that fosters a semi-professional sporting environment that is aligned to the Clubs values and ways of working.

**2. Ensure the Lark Hill Facility is an inclusive Hub for all Club participants with a keen focus on community engagement and maximum usage.**

**3. Lead the Club with good governance, ensuring the Club is financially strong and set up for long term success with enough volunteers to achieve its goals.**

## ACTIONS & KPI'S



**1.A)** Deliver a Junior Development Program for 13–17-year-old Sharks players and coaches that aims to develop their skills and support their transition from Junior to Senior Grades and beyond.

**1.B)** Build a partnership with an eastern state Rugby League club to provide a pathway for higher level opportunities for suitable Sharks players.

**1.C)** Recruit and retain the best players and coaches to lead the clubs' values and ultimately, win premierships.

**2.A)** Complete a feasibility study and trial initiatives to increase the usage and further development of the Facility. E.g., build a community gym, develop a venue hire, apply for external funding for facility upgrades.

**2.B)** Undertake a review of the bar operations and seek out any opportunities to expand services to increase revenue to reinvest into programs that benefit the clubs objectives.

**3.A)** Deliver at least 2 - 3 key events outside the playing season. (E.g., Season Launch, Sponsors Day, Harmony Cup)

**3.B)** Focus on strong partner relationships and increase the number of club sponsorship and financial support, year on year.

**3.C)** Run campaigns to recruit more volunteers and ensure they are looked after (avoiding burnout) and empowered to bring their unique strengths and skillsets for the betterment of the club.