



CUSC Strategic Plan 2026-2028

Vision: To be an outstanding soccer club for growth, development, connection and celebration.

	Goals	Targets	Strategies
OUR CULTURE	To build our culture in line with our values, including a 'one-club' approach and a focus on transitions.	<ul style="list-style-type: none">By 2026, to have a club position statement on participation versus competition, and on talent vs values.By 2027, have club-wide feedback process in place.By 2028, have all measures of the "Team Culture" self-assessment above 70%, for the committee.By 2028, at least 3 annual events that connect juniors & seniorsBy 2028, at least 3 full teams of U16s in the LVSL competition, including one female team.By 2028, have 33% of eligible players transitioning from U16s to senior division (seniors, reserves or third division).By 2028, to have zero red or blue cards for dissent.	<ul style="list-style-type: none">Clear, transparent guidelines on club expectationsClub events and guest speakers for all seniors, including U16 teams, on building culture.Social events for whole club connection – bingo, trivia, social nights, mystery trip, etc.Leadership training for leaders and coachesBuilding a culture of feedback across the clubSuggestion box concept – a voice for all.Acknowledgements in line with our values.Seniors to support training nights for juniorsEvents brought together with juniors and seniorsExplore a senior/junior buddy program.
OUR PEOPLE	To invest in our people, including player, coach and referee development. To grow female participation.	<ul style="list-style-type: none">By 2028, a 10% increase in junior registrations vs 2025By 2028, a 20% increase in female registrations vs 2025By 2028, supported 20 club members to do referee trainingBy 2028, four additional coaches with FV C-LicenceBy 2028, eight additional coaches with FV Foundation LicenceBy 2028, a club-wide coaching director position filledBy 2028, a club-wide coaching reference guideBy 2028, have at least four female coaches across the club.By 2028, have at least four all-female teams.By 2028, have a 20% increase in LVSL squad representationBy 2028, two females obtain the FV female scholarships.	<ul style="list-style-type: none">Engagement with kindergartens & primary schoolsActive Kids clinics outside of schoolCommunity or 'come and try' days – FV supportChampion female participation (sub-committee)Celebration of Female Football Week each year.In-house coaching development and supportPart-subsidies for coaching courses, with full-subsidy for female coachesOfficial policy for referee/official supportFemale role model / advocates / ambassadors
OUR COMMUNITY	To build community connections and integrate with local organisations.	<ul style="list-style-type: none">By 2028, a total of nine media stories publishedBy 2028, two night matches with community festivals.By 2028, three <i>annual</i> night matches in place (juniors/seniors)By 2028, have delivered a community engagement campaignBy 2028, have an increase in 'supporter wear' sale of 25%By 2028, have created an annual indigenous round at CUSC.By 2028, a 50% increase in gate takings vs. 2025By 2028, a 25% increase in memberships vs. 2025	<ul style="list-style-type: none">Increase in media engagement (WIN, LVE, CN)Player profiles throughout the yearSpotlight night matches with festival feel.Promotion of website, possible app.#YourTownYourTeam campaign – socials, posters, postcard drop, QR codes, prizes.Newsletter for our junior community, including kids.Strengthen connection with other Churchill organisations – Lions, CFNC, CCC, schools.Explore 'supporter wear' merchandise.Review membership structure, to support community engagement.
OUR BUSINESS	To strengthen our governance and business operations, including financial stability.	<ul style="list-style-type: none">By 2028, have established a clear governance structure, including a strategic plan, role descriptions, meeting protocols.By 2028, have individual business unit monitoring for profit and loss (canteen, bar, apparel).By 2028, have documented processes and policies in relation to registration, grading and competition play, complaints management, coaching recruitment.By 2028, a 50% increase in profit vs. 2025By 2028, have increased sponsorship revenue by 50% vs 2025By 2028, have an investment account with at least \$20,000.00	<ul style="list-style-type: none">Development of a strategic plan, with annual reflection and performance reviewsClear meeting expectations, include actions and accountability conversations.Development of role descriptions and policiesMore specific and transparent mapping of finances, including profit/loss on key areas (canteen/bar).Review offerings and profit margins.Establish an investment strategy, including reserve funds for financial security and large projects.Create a sponsorship sub-committeeIncrease exposure and value for sponsors through signage, social media and sponsors day.
OUR FACILITIES	To build our resources and facilities, to be a leading club in Gippsland	<ul style="list-style-type: none">To develop a transparent, collaborative and agreed process for determining a facilities and resources 'wish list' each year.By 2028, a 50% increase in the hire of our facilitiesBy 2028, have secured sustainable LED lighting for main pitch.By 2028, have secured increased car park lighting.By 2028, have sufficient professional goals to support all teams at all age levels.By 2028, have installed an audio system to support pre, post and mid-game entertainment and announcements.	<ul style="list-style-type: none">Establish a transparent wish-list process for the committee, to review annually.Targeted promotion of our hire facilitiesFundraising activities and eventsSeparate fundraising bank account for projects.Grant applications.Liaison with political figures, particularly aligned to the 2026 state election.

Core Values: Professionalism | Fairness | Aspiration | Growth | Resilience