



2026 - 2028 Eumundi Magpies FC Strategic Plan



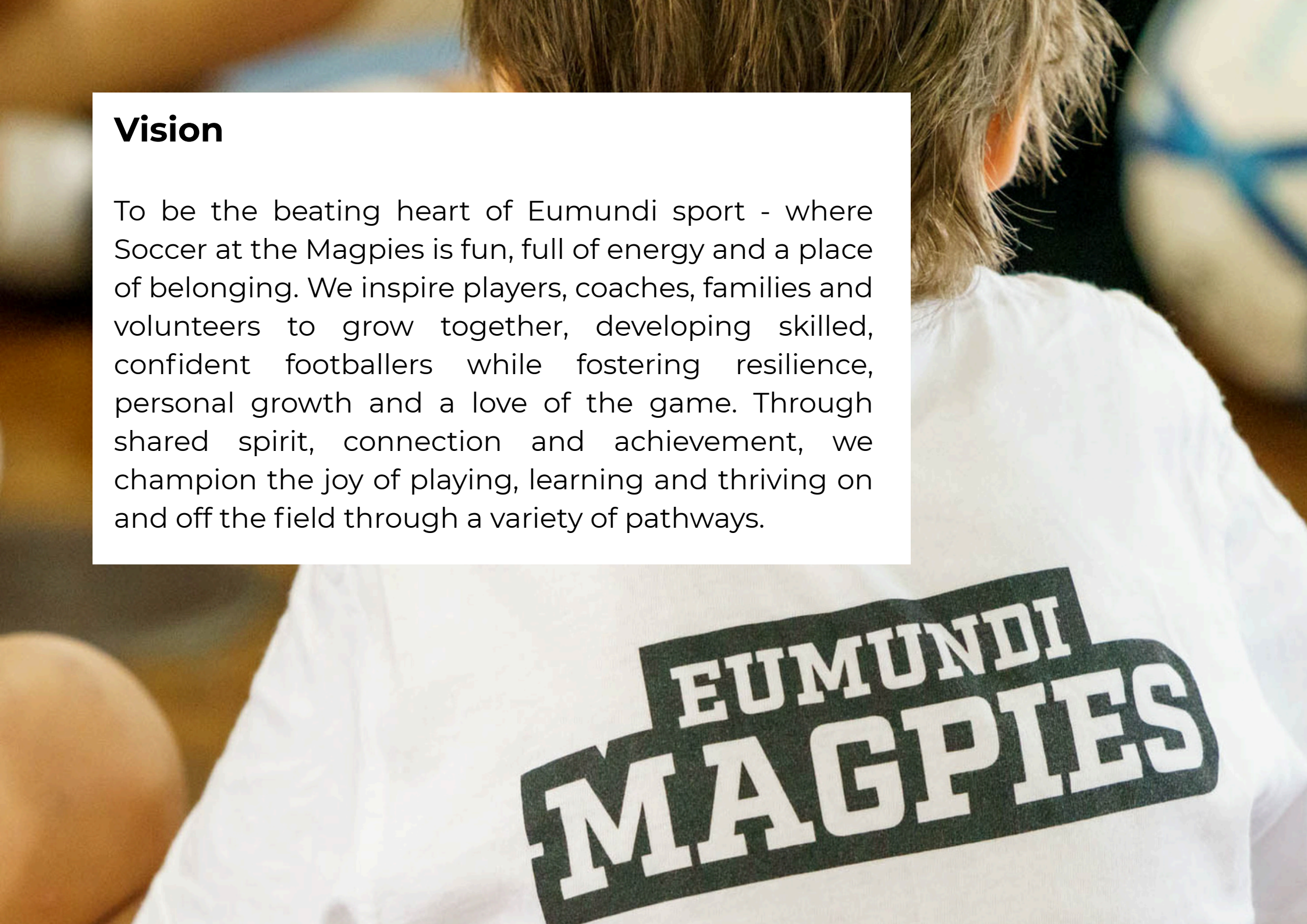
Tagline

Learn with purpose,
play with heart and
grow together.



Vision

To be the beating heart of Eumundi sport - where Soccer at the Magpies is fun, full of energy and a place of belonging. We inspire players, coaches, families and volunteers to grow together, developing skilled, confident footballers while fostering resilience, personal growth and a love of the game. Through shared spirit, connection and achievement, we champion the joy of playing, learning and thriving on and off the field through a variety of pathways.

A close-up, over-the-shoulder shot of a person with long, light brown hair, seen from behind. They are wearing a white t-shirt. On the back of the t-shirt, the words 'EUMUNDI' and 'MAGPIES' are printed in a bold, black, sans-serif font, stacked vertically. The background is blurred, showing what appears to be a soccer field with a blue and white striped ball visible on the right.

**EUMUNDI
MAGPIES**

Values

Growth and Achievement

We support pathways that enable every player, coach, and volunteer to learn, improve, and discover new strengths—on and off the field. We set goals, chase them with passion and celebrate all wins—big or small—knowing process is success.

Community & Belonging

We value our community and the sense of belonging it creates. We face challenges openly and with courage, listening to one another, learning together, and offering support through tough moments. We turn adversity into opportunities for understanding, unity, and growth. Whatever your story, whatever your path, whether you're the strongest player on the field, aspiring to be a referee, or simply playing to be with friends, meet new people, to get fit or the love of the game—you matter, and you belong.

Resilient Spirit & Positive Energy

We show up with heart, push through challenges together, and bring positive energy to every game and training.



Strategic Pillars

1.Pathways 2.Governance & Sustainability 3.Community Connection & Belonging 4.Volunteering



1.Pathways

Create development pathways that enable players and coaches to achieve their full potential.

Priority	Operational Action
Current Ongoing Actions	<ul style="list-style-type: none">·The yearly Eumundi School Soccer tournament.·Offering year-round competitive and non- competitive soccer opportunities.·Participation in external tournaments we have been invited too.·Implement an ongoing mentorship, coaching opportunities where older junior players support younger age groups to build leadership, skill development, and club culture.·Communication about external opportunities for development eg representative, courses and clinics.
Next Steps	<ul style="list-style-type: none">·Formalising annual Eumundi Soccer Tournament through the school.·Develop senior teams primarily from players progressing through the club's junior programs to maintain club culture and continuity.·Plan senior team numbers and structure based on the natural progression of junior players rather than recruiting externally.·Ensure coaches, team managers, and committee members foster club values, culture, and playing philosophy through better communication of club vision, values and strategy.·Offer specialist training blocks (goalkeeping, strikes, defence).·Development of internal coaching pathways plan and coaching clinics with costings.Host two outdoor soccer home games
The Future	<ul style="list-style-type: none">·Implementation of internal Eumundi Magpies Coaching pathways.·Opportunities to play in different leagues.·Steps towards international soccer development opportunities to those who have played with the Magpies for five plus years·Hosting more local games.·Publish clear player pathway diagram.

2.Governance & Sustainability

Ensure the club is well-managed, transparent and structured, for long-term growth and stability.

Priority	Operational Action
Current Ongoing Actions	<ul style="list-style-type: none">·Continue to hold committee meetings each term with agendas and minutes to document decisions and progress.·Continue to utilise templates to separate governance and operational items.·Continue to provide opportunities for committee skill development such as the governance training.·Continue to manage conflicts of interest transparently and openly.·Continue to ensure bluecards are up to date.·Continue to conduct an annual member survey to receive feedback from clubs and participants.·Continue auditing arrangements on finances.·Continue to offer fair play and play on voucher and any other opportunities for financial support.·Continue to submit paperwork required by fair trading.·Continue to coordinate and run AGM in like with requirements and constitution.
Next Steps	<ul style="list-style-type: none">·Support Fern in maintaining and managing relationships with current Sponsors and developing new ones.·Formalise longer term agreements with training grounds such as Cooroy, Eumundi school and the showgrounds.·Ensure there is representation at meetings with governing bodies such as the Sunshine Coast Churches Association etc.·Develop an annual budget informed by the strategic plan to set clear grant and fundraising targets.·Ensure monthly fiancé reconciliation is done with MYOB and bank statements.·Maintain central IT storage of all Magpie documents to provide common access and allow for ease of handover to new committee members and other volunteer roles.·Ensure a club registrar is developed and maintained in line with current constitution and fair trading requirements.·Explore ways to reduce costs on families whilst ensuring the long-term sustainability of the club through scholarship opportunities, sibling discounts etc.·Adopt and/or create club policies and procedures (ensure ongoing compliance with updated legislation and best practice operations and to be clear on clubs position and processes).·Develop FAQs for Website and quarterly newsletter. <p>Continue to improve governance under current structure while preparing to move to a new structure that transitions out of the Socceroots Academy arrangement and into a Eumundi Magpies paid head of Soccer whilst maintaining a paid coaching arrangement.</p>
The Future	<ul style="list-style-type: none">·Deliver plan to transition to new structure and review the constitution·An updated constitution aligned specifically with the specifics and structure of the club.·A skilled committee with continuity in committee roles.·Employ a Eumundi Magpies Head of Football role. <p>Clear club positioning and policies</p>

3.Community & Belonging

To foster a welcoming and connected environment where players, families, coaches and volunteers feel valued, supported, and proud to be part of the Eumundi football community.

Priority	Operational Action
Current Ongoing Actions	<ul style="list-style-type: none">·Holding social end of year gatherings.·Magpie of the match·Maintain clear, friendly, and consistent communication with all club members via email, social media, or messaging groups.·Continue end of season events.·Continue team manager roles.·Continue intergenerational connections within the clubContinue to have multiple pathways to provide feedback to head coach and/or broader committee.
Next Steps	<ul style="list-style-type: none">·Four whole club social events a year to create connections across the different areas (mini magpies, indoor , outdoor etc).·Research best policy and practice in inclusion strategies·Development of yearly calendar on website and FAQs to reduce frustration of parents when they join.·Development of team manager booklet and processes to incorporate feedback and strengthen support and understanding of roles and hand overs.·Promote team stories and achievements across all communications. Monthly round up of what is happening across the competition.·Development of clear complaints processes.·Home outdoor games in Eumundi
The Future	<ul style="list-style-type: none">·Development of inclusion policies and procedures.·Complaints process embedded in website.

4.Volunteering

To develop and maintain a committed, supported, and skilled volunteer community that actively contributes to all aspects of the club and enhances the experience for players, families, and coaches.

Priority	Operational Action
Current Ongoing Actions	<ul style="list-style-type: none">·Identify barriers to engaging in volunteering with the club.·Develop role descriptions.·Share strategic plan and requirements to run the club so the workload is visible.·Continue to thank and acknowledge volunteers.
Next Steps	<ul style="list-style-type: none">·Promote all volunteer roles clearly to members via website, social media, and registration materials.·Develop member donation option at registration if not able or willing to help out to cover costs to get a paid role to complete tasks to ensure sustainability of the club.·Develop request for small doable tasks to be shared in Whatsapp groups or a separate whatsapp group.·Develop yearly club calendar so community can see when support is required. Eg committee meetings, outdoor season, end of year celebrations etc).·Include volunteer of the quarter in quarterly newsletter.·Ensure broader membership options are communicated with about volunteering opportunities (eg grandparents, sponsors etc).·Ensure time is given to support the establishment of new roles or systems around the role to help retention of volunteers.
The Future	<ul style="list-style-type: none">·Offer induction or training for new volunteers to understand responsibilities, club policies, and expectations.·Provide resources, templates, or checklists to make volunteer tasks easier.·Provide handover notes with established roles.

History



The Eumundi Magpies FC is a not-for-profit member-based and community-orientated Club located in Eumundi, that commenced operating in 2019, participated in formal competitions as a Club in 2020 and was incorporated as a Not-For-Profit Association in 2022.

In the initial stages it was called Soccer-Roots Academy, which with its slogan 'developed the foundations of the game', provided soccer sessions to boys and girls between 5 and 7-years of age, from the Eumundi State School and the wider community. The first-ever players were recruited through the first connections made by the founder and project creator, Fernando 'Fern' Navarrete, within the neighbourhood, family, school and the town of Eumundi.

After a first successful year and with the intention of finding a clear pathway for the participants (and battling through Covid-19), it was decided to get a team together and participate formally as the Eumundi Magpies at the Sunshine Coast Futsal Association Tournament. This would not have been possible without the big support of the community, including parents, friends, family, neighbours, school and different supporters within the town. 'Experience Eumundi' supported us from Day One, Coolaz Designs helped us with the printing of the shirts, and other sponsors from parents and the community assisted us to make it all happen.

Our first games with our first 10 players defined clearly our values, especially 'Spirit' which was demonstrated in every single game, even though we did not win any game and barely scored goals. We gathered after every single game and we encouraged players through motivational speeches and provided a lot of support, which built their resilience and helped us build the Club into a place where winning was not the most important aspect of the game, but the team work, the hard work and to persevere with passion towards the future.

After a few seasons competing and the strong support from parents, friends, family and the community, it was decided to incorporate the Club as a Not-For-Profit Association, where a group of parents/members agreed on the Rules and bases for this Club to continue its operations.

Whilst we may be in the early phase of our club's journey, we are clear on our vision and most importantly, our desire to make a difference working collaboratively with others to help us become a better Club and at the same time enabling us to offer a contribution to the sport, community and associations we are a part of.



Why Magpies?

The Black and White continue from the patterns of SOCCER-ROOTS ACADEMY, which are the main colours of Coach Fern's favourite soccer team in Chile: Colo Colo.

The Magpie was chosen because it is a common black and white animal in Eumundi.

The logo was done by a parent and sponsor, who helped with the design and the formation of our emblem.

The Philosophy

The Eumundi Magpies is a Club which provides fully practical and fun based soccer sessions, where coaches encourage its players to not only learn the basics or improve their abilities, but to discover the foundations of the game in a friendly environment.

The players shall learn skills that would make them not only a good athlete or football player, that can kick the ball around, but one that understands the way we should play this sport.

The sessions develop technique, the principles of the game and very important, a love for this sport.

Soccer, in essence though, provides the following benefits:

- Keep fit and healthy
- Improve gross motor skills
- Boosts self-confidence and self-esteem
- Increases social interactions
- Promotes cognitive development
- Involves teamwork
- Increases focus and attention





Club Community Initiatives

Eumundi State School Social Inclusion Program

Provide four free-paying spots to any student that might be experiencing social inclusion issues.

Eumundi State School Soccer Tournament

Facilitate the School and the students that are interested in soccer, in participating in a fully managed competition by the Eumundi Magpies.

A young child with curly hair, wearing a dark blue soccer jersey with white accents and the number 5, black shorts, and black socks, is running on a grassy field. The child's arms are outstretched, and they appear to be looking up. The background is a blurred green field with trees.

Club Details

Website

www.eumundimagpies.org.au

Social Media Platforms

<https://www.facebook.com/EumundiMagpies/>

<https://www.instagram.com/eumundimagpiesfc/>

Public Liability Insurance

Policy Number POL-00135942PL / Cert. Number 89570
Certain Underwriters at Lloyd's / QBE Underwriting Ltd.

Incorporated as Not-For-Profit Association in 2022

Organisation Number IA4589248

ABN Number

57 854 903 079

Memberships

Eumundi Chamber of Commerce

Go Magpies!

