



**Otahuhu United
Association Football Club
Strategic Plan
2023 – 2026**

Football in the Community

Otahuhu United Association Football Club (OUAFC) was formed in 1975 and have since been providing a fun, competitive environment for people to learn and love football in the community.

The Otahuhu, Mangere and surrounding suburbs are predominantly recognized as Rugby and Rugby League participant hotspots, however Football continues to grow in the community with each successive year. Football is recognized as the most popular participation game in the Northern Region and New Zealand, and Otahuhu United have comprised this Strategic Plan with consideration to this.

OUAFC has experienced growth in diversity and junior participation within recent seasons however, there have been several, significant challenges facing the Club which include weakening team strengths in senior Football, a diminishing quality of grounds and facilities, little to no presence in youth football, a concerning lack of long-term financial sustainability, and an inconsistent participation base in women's Football.

This Strategic Plan has been created with the purpose of ensuring that OUAFC grow and develop in critical areas to both survive and thrive. Understanding and addressing OUAFC's current weaknesses and opportunities for improvement and development will transition OUAFC into a thriving and healthy Club that is recognized in the Otahuhu community, surrounding suburbs and across the Northern region.

OUAFC's Strategic Plan will be in place from 2023 to 2026 with review periods as follows:

- Year 1 (2023): on a three-monthly basis.
- Year 2 (2024): on a three-monthly basis.
- Year 3 (2025): on a six-monthly basis.
- Year 4 (2026): on a six-monthly basis.

Each review of the Strategic Plan will provide OUAFC's Executive Committee with insight as to the progression of the Strategic Plan including major achievements and milestones, and also areas where increased attention may be needed.

Our Purpose: 'To provide Otahuhu and surrounding Communities with a safe and enjoyable environment where preparation, practice and hard work generate opportunities for success on and off the field'.

Our Vision: 'To build and connect people through football, enriching them and the community'.

Our Values:



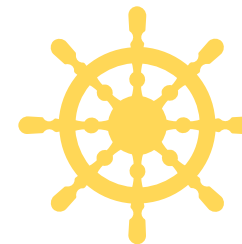
Enjoyment

Football is fun, smile and laugh



Inclusive

Football is for everyone, the beautiful game



Leadership

Everyone is a leader, everyone has a role



Respect

Everyone has value, everyone is important

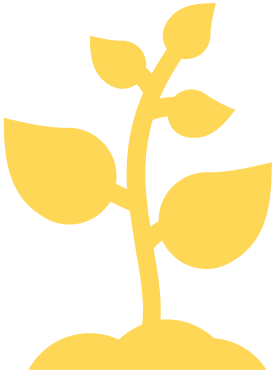


Teamwork

No 'I' in team, we either win or lose TOGETHER

STRATEGIC PRIORITIES

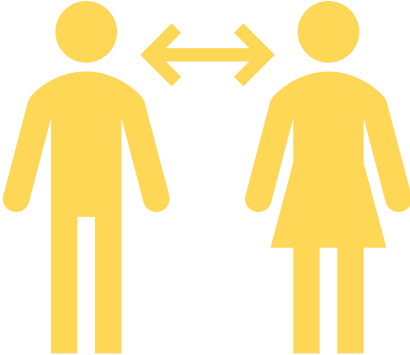
GROWTH



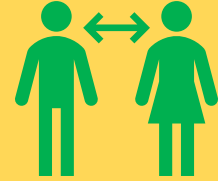
REVIEW &
DEVELOPMENT



EQUITY
&
DIVERSITY



OTAHUHU UNITED AFC STRATEGIC PLAN 2023 to 2026



OUTCOMES

GROWTH
Football growth in the Community of Otahuhu and surrounding suburbs.

REVIEW & DEVELOPMENT
Club review and planning for continuous development.

EQUITY & DIVERSITY
Access for all.



MEASURES

1. A growing participant base.
2. A growing female participant base.
3. A consistent retention rate of existing members in each subsequent year.

1. Meaningful review into current Club environment, structures, and policies.
2. Successful implementation of review actions for development.

1. Increased ethnicity diversity.
2. Increased gender diversity.
3. Increased cultural awareness.
4. Opportunities for disability and inclusion.



FOCUS AREAS

1. School relationships.
2. Junior Football.
3. Youth Football.
4. Women & Girls Football.
5. Senior Men's Football.

1. Governance & leadership.
2. Operational processes.
3. Policies.
4. Facilities.
5. Financial sustainability.

1. Recruitment and retention.
2. Women & Girls Football.
3. Cultural recognition.
4. Opportunities & programs.

