



VISION

Football is at the heart of our community, with more people becoming lifelong participants in the sport

PURPOSE

Through commitment to our values, Kapiti Coast United Football Club will provide positive experiences for all members and the wider community in a safe, fun and encouraging environment both on and off the pitch.

VALUES

We strive at all times to operate and act in accordance with the following values

Family – family friendly environment

Love – for the club and for each other

Passion – we play the game with passion and fairplay

Loyalty – we have each other's backs

Pride – pride and respect in the club and community

Organisation	People	Sport	Place	Community
Committee, Finance, Funding, Web, Comms, Marketing & Policies	Coaches, managers, referees & volunteers	Competitions, Teams, Players, Equipment & Tournaments	Training & playing fields, clubrooms & non playing equipment	Kapiti community & local schools and colleges
Strategic Outcome	Strategic Outcome	Strategic Outcome	Strategic Outcome	Strategic Outcome
Strong leadership & management	Effective management of volunteers	More & better opportunities for everyone to play Football	Safe, high standard of equipment & facilities	To have a strong presence in the Kapiti community
Financially sustainable	More coaches better equipped	Clear player pathways in place	Raised sense of pride in the facilities and clubrooms	Family friendly & community focused environment



Strategies

Implement good management structures & systems	Create and implement a management plan for volunteers	Create a serviceable & clear player development plan	Ensure all teams have appropriate training & playing facilities	Establish links and mutually beneficial relationships with local colleges
Create annual business/action plan with operations manual	Create and implement development & support plan for coaches at all levels	Maintain & increase the level of participation with a specific focus on youth	Increase ownership feeling of facility	Increase public profile in the community
Establish & grow sponsorship		Ensure all teams are well resourced & supported	Develop a plan for increased quality in floodlit training facilities	Develop different types of membership & family participation within the club
Establish & implement a marketing & communications plan				