



2022 CLUB PLAN OF ATTACK

HELLO

We've had a rough few years. In 2021, the fallout of COVID was more severe than we anticipated. As a result we missed many of our annual objectives and made little progress on our 2025 Five Year Strategy.

Our focus for 2022 is largely to rebuild – our numbers, our volunteers, and our culture. This will come at the cost of some of our five year objectives – instead focusing on three key areas:

MEMBERSHIP

The club must be comfortable in filling all Juniors teams and ensuring there's easy pathways from H2H through to Under 16s, We must also return to six Men's teams, and reintroduce a Women's 5s or Masters team. More people brings more revenue, more volunteers and more efficiency.

VOLUNTEERS

It's never been harder to find people to contribute, while many of the existing volunteers are burnt out from COVID. Filling the Committee is a priority to lighten the load and introduce the next generation of volunteers.

REVENUE

While we had a rather profitable season in 2021, this was largely from non-recurring revenue (such as grants). We need to continue to run a tight ship.

On the following pages you'll find our objectives for the season, and a range of new initiatives we'll seek to implement when we're not focused on the above.

Zac Martin

2022 President

2022 OBJECTIVES

1. Grow our database from 248 in 2021 by 5% to 261 in 2022 (where we were in 2019).
2. Find eight new volunteers to join the Committee for the first time
3. Be profitable.
4. 1s, 2s and 3s play five games of finals between both sections.
5. Secure funding for new pavilion design and plans.

2022 PROJECTS

The following is not an exhaustive list of what we aim to deliver. Nor does it include business-as-usual, or projects which are already underway. This is what we'll do differently from previous seasons:

- Launch Gunners Directory as sponsorship package
- Bring back Training Camp
- Run a huge 55th Anniversary
- Review all policies, consolidating our Code of Conduct and clarifying the club's disciplinary process
- Stocktake all uniform and enter inventory numbers into online store
- Allocate and review shirt numbers and sizes for Vic League
- Implement new alternate strip, and move away from club shirt set (already funded by grant)
- Seek approval for government-funded JobSeeker volunteer program
- Set and implement a more aggressive investment strategy for Foundation Trust

2022 PROJECTS

- Develop a Reconciliation Plan and be more focused with inclusion activities, prioritising indigenous engagement. Initiatives could include:
 - Hosting a session for members to educate on being an ally
 - Implementing changes in culture, behaviour and policy (for example, acknowledgements at the beginning of Board meetings)
- Black Tie presentation night
- Look at incentives for managers or players to encourage Uni Nationals participation
- Review the Constitution prior to the 2022 AGM with consideration to:
 - Clarifying minimum age for voting
 - Clarifying minimum age requirements for setting quorum
 - Allowing meetings and voting to take place virtually
 - Exploring gender quotas on the Board (soon to be a requirement for some grants)
- Explore means of passive income generation
- Upweight effort and investment to attract Junior coaches
- Crowdfund a new honour board

