



# CASHMERE TECHNICAL FC

## CLUB VISION & STRATEGY



# OUR VISION

TO BE THE LEADING FOOTBALL CLUB IN NEW ZEALAND  
WITH A UNIFIED CLUB SPIRIT AND A PASSION FOR  
MAKING FOOTBALL FUN FOR EVERYONE.

# OUR MISSION

WE AIM TO DELIVER HIGH-QUALITY FOOTBALL  
EXPERIENCES FOR ALL, NURTURE SUCCESS AT EVERY  
LEVEL, AND PROMOTE TEAMWORK, RESPECT, AND  
ENJOYMENT THROUGH SUSTAINABLE AND PROFESSIONAL  
CLUB MANAGEMENT.





# OUR VALUES



**TEAMWORK**  
TOGETHER WE ARE  
STRONGER



**EXCELLENCE**  
WE STRIVE FOR  
QUALITY ON & OFF  
THE PITCH



**INTEGRITY**  
WE ACT WITH  
HONESTY &  
RESPECT



**COMMUNITY**  
WE ARE PROUDLY  
LOCAL AND  
INCLUSIVE



**FUN**  
WE PLAY FOR THE  
LOVE OF THE  
GAME  
IT IS MORE THAN  
JUST WINNING



# STRATEGIC GOALS & OUTCOMES

## FOOTBALL DEVELOPMENT

*Every player can reach their potential.*

- Provide football opportunities for all skill levels and ages - #TFL!
- Develop individual talent through coaching and player pathways
- Build strong links with schools and football bodies
- Ensure all coaches are appropriately trained / qualified

## OPERATIONAL EXCELLENCE

*Run professionally. Built to last.*

- Maintain a strong governance and management structure
- Deliver financial sustainability and strategic planning
- Support staff and volunteer development
- Secure access to quality playing fields and equipment
- Obtain and retain NZF accreditations to ensure quality throughout operations and football programmes

## COMMUNICATION & ENGAGEMENT

*A connected, vibrant club community.*

- Keep members well informed and involved
- Promote club events and volunteer participation
- Foster a positive culture through club expectations and code of conduct



# KEY CHALLENGES



## FACILITIES

*Limited field availability and all-weather facilities and additional costs related to use*

We will continue to engage with CCC and Mainland Football to gain access to better pitches and reduce the associated costs



## FINANCE

*Gaps in funding and sponsorship*

We will create a sponsorship opportunities framework and engage with local businesses and a sustainable grant funding model



## PEOPLE

*Retaining players and a decline in volunteer base*

We will create a volunteer engagement plan  
We will invest in club staff, and player & coach development with clear pathways

# HIGH LEVEL ASPIRATIONS



**GROWTH**  
INCREASE  
PARTICIPATION  
OF WOMENS &  
GIRLS FOOTBALL



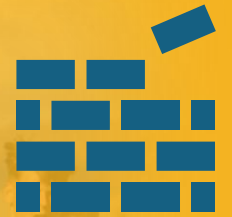
**FACILITIES**  
SECURE LONG-  
TERM ACCESS TO  
HIGH QUALITY  
PLAYING  
FACILITIES



**PARTNERSHIPS**  
STRENGTHEN CLUB  
PARTNERSHIPS AND  
SPONSORSHIP



**HIGH  
PERFORMANCE**  
FIRST TEAMS COMPETE  
AT THE HIGHEST LEVEL  
AND CONTINUE THE  
CLUB'S HISTORY OF  
SUCCESS



**BUILD**  
CONTINUE  
BUILDING A  
SUSTAINABLE  
CLUB FOR  
FUTURE  
GENERATIONS



# CLUB MOTTO

***TECH 4 LIFE***

PROVIDE A CLUB OUR COMMUNITY CAN BE PART OF FOR LIFE