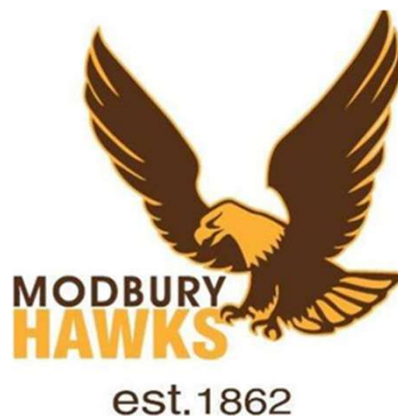




MODBURY SPORTS & COMMUNITY CLUB

Strategic Plan 2025-2030



OUR STORY

Our Story – Modbury Sports & Community Club

The Modbury Sports & Community Club (MSCC) stands as one of South Australia’s oldest and most respected sporting organisations. Its origins date back to 1862, when the Modbury Football Club played what is recognised as the first inter-club football match in South Australia – against the Adelaide Football Club. That match, played with great sportsmanship and enthusiasm, set the foundation for a long and proud local sporting tradition.

Growing With the Community

Early Grounds: Matches were first played at the “Old Modbury Oval” (Civic Park), before moving to the current Modbury Oval in 1966, where the club remains today.

- **Competition Success:** The club has competed in multiple regional football & cricket associations, achieving numerous senior and junior premierships and establishing a strong reputation for teamwork and community pride.
- **Shared Passion:** The club’s evolution has always been powered by local volunteers, families, and supporters who have shaped its identity for more than 160 years.

Modern Sporting Hub

Today, the Modbury Sports & Community Club unites both football and cricket under one banner, creating a vibrant, inclusive environment that welcomes people of all ages and backgrounds. With approaching 800 active members, the MSCC is a cornerstone of community life in the City of Tea Tree Gully – fostering participation, connection, and wellbeing through sport.

Investing in the Future

Recent years have seen major improvements to ensure the club’s facilities meet the needs of the modern community. A \$8.7 million redevelopment, completed in 2025, delivered upgraded clubrooms, new change facilities, and improved accessibility – the result of strong partnerships between the club, local government, and dedicated volunteers.

Our Tradition, Our Future

From humble beginnings in the 1860s to today’s modern, multi-sport organisation, the Modbury Sports & Community Club remains true to its founding values:

Community spirit. Volunteer dedication. A shared love of sport

These values continue to guide the club’s vision – ensuring that Modbury’s proud sporting heritage will thrive for generations to come.





THE STRATEGY

The Modbury Sports and Community Club Strategic Plan 2025-2030 was developed in November 2025, and provides direction for the club over the next 5 years. The Strategic Plan highlights the clubs purpose, vision, mission and identifies priority areas and outcomes for the future.

An implementation plan has been developed for the strategy and includes actions, timeframes, and responsibilities for delivery. The implementation plan will be updated and reviewed annually, with new priorities developed and timeframes set.



The Planning Process

The strategic plan was updated during the development of our new club facility, to ensure clear directions for the club in the delivery of our sport and community presence. The planning process involved a period of three months and had detailed steps to ensure engagement from our membership base, committee and council with agreed deliverables in an implementation plan:

Club Member Survey November 2025

All members were provided with the opportunity to contribute ideas for the strategic plan through a club member survey.

Planning Meeting November 2025

A planning meeting was held with the club committee, council and an external facilitator to discuss priorities for the plan, based on the survey results.

Strategic Plan December 2025

A strategic plan was developed by an external facilitator, with input and review from the club committee.

Implementation Plan December 2025

The implementation plan was developed with actions and timeframes for the duration of the strategic plan.



Club Survey Results



The key findings from the club survey:

- 67 surveys completed.
- The majority (64%) are a parent / guardian of a current or past member. A further 24% are a current player / member.
- 76% of survey participants are very satisfied or satisfied with the club.
- The key strengths of the club have been identified as (1) family friendly, (2) quality facilities and (3) a sense of community/ belonging.
- Areas that survey participants would like the club to focus on for the future include operations, attracting and retaining volunteers and development of players.
- Long term financial sustainability, quality grounds and playing surfaces are also important priorities that survey participants would like the club to develop for the future
- Ideas to generate additional income for the club include hiring facilities to new user groups and casual hirers, hospitality services at the club, and new sponsorships.
- Approximately 50% of survey respondents (33 people) are interested in volunteering with the club on a regular basis.





VISION

A thriving, inclusive, and family focused community sporting & social club where football and cricket inspire physical and personal growth, foster wellbeing, and create lifelong connections across generations.

MISSION

The Modbury Sports & Community Club fosters sporting excellence, promotes active participation, and develops strong community ties by providing outstanding facilities, welcoming culture, and volunteer-led programs for players, families and supporters.

Strategic Directions

“Our strategies will drive our club forward to excellence both now and into the future”

1

Our Facilities

We are committed to managing, maintaining, and improving our club facilities to fulfil the requirements of the Committee, Council, and our wider community.

2

Our People & Volunteers

The success of our club depends on our members and volunteers. We will invest in their growth through targeted training, recognition, and continuous improvement.

3

Our Financial and Club Performance

We will maximise the potential of our modern facilities to run our sport, ensuring the club operates with strong governance and financial sustainability for the future.

4

Our Membership & Participation

We will build our membership responsibly, offering structured opportunities for players of all ages and abilities, from juniors to seniors, to participate and progress within the club.

5




Our Marketing & Promotion

Through targeted partnerships, we will promote the club’s brand, expand its reach, and demonstrate the value, opportunities, and experiences available to members and the wider community.

1/ Our Facilities







We are committed to managing, maintaining, and improving our club facilities to fulfil the requirements of the committee, council, and our wider community.

Priority Area	Outcome
 <p>1.1 Operation of club & community Facilities</p>	<ul style="list-style-type: none"> • Operate the new club facility efficiently and professionally • Maximise facility use by both the club and the wider community • Make the facility available for hire and actively promote it • Generate sufficient income from the facility to cover operating costs • Retain in house canteen operation by the club, and review the option of outsourcing catering functions and services (within 2 years) • Clubs SA assistance to determine preferred operating model for the club
 <p>1.2 Access to sports grounds and playing surfaces</p>	<ul style="list-style-type: none"> • Ensure all clubs have fair and equitable access to facilities and grounds • Collaborate with Council on proactive maintenance and asset management • Keep grounds fit for purpose and prevent overuse • Utilise overflow grounds at alternative sites as needed • Investigate and advocate for a second oval in discussion with council
 <p>1.3 Planning for future improvements</p>	<ul style="list-style-type: none"> • Invest in the facility over the life of the assets and club tenure • Plan for new playground, coaches boxes, cricket nets, and cricket pitch roller • Storage shed for all clubs to be installed in the short term • Collaborate with funding partners and user groups on facility improvements

2 / Our People & Volunteers



The success of our club depends on our members and volunteers. We will invest in their growth through targeted training, recognition, and continuous improvement.

Priority Area	Outcome / KPI
 <p>2.1 Volunteer retention & recruitment, succession plans</p>	<ul style="list-style-type: none"> • Strive for volunteer retention and engagement of new volunteers • Continue and develop a volunteer recognition program with key activities / incentives throughout the year • Where possible ensure volunteers have the necessary equipment and resources to perform their role • Identify succession planning priorities by developing future volunteer leaders and ensuring continuity in key volunteer roles
 <p>2.2 Training & Development</p>	<ul style="list-style-type: none"> • Ensure coaches hold required training and accreditation • Provide induction and training for key volunteer roles. • Offer ongoing development and training opportunities for coaches and volunteers where possible and within budget requirements
 <p>2.3 Club Values</p>	<ul style="list-style-type: none"> • Clearly defined club values, prominently displayed throughout the club • Foster an inclusive, supportive, and family-friendly community culture
 <p>2.4 Social & Wellbeing</p>	<ul style="list-style-type: none"> • Offer a diverse range of social activities for members and the wider community • Implement initiatives that promote positive mental health and wellbeing within the club eg respect and responsibility course held at the club

3 / Our Financial & Club Performance







We will maximise the potential of our modern facilities to run our sport, ensuring the club operates with strong governance and financial sustainability for the future.

Priority Area	Outcome / KPI
 <p>3.1 Club Committee Structure</p>	<ul style="list-style-type: none"> • Review of the club constitution and update. To be discussed with Clubs SA • Executive Committee roles to be structured to support the delivery of the club strategic plan and implementation plan • Sub-committees and working groups to share the responsibilities and implement succession planning within the club
 <p>3.2 Financial Management & Governance</p>	<ul style="list-style-type: none"> • Review and develop budget process for the whole club and record all income and expenditure • Improve sponsorship processes and funding commitments • Assess and review the club operational expenses and seek information and resources from Clubs SA and Council on similar sized club facilities to improve budget planning • Aim for an annual surplus to support club growth and operations • Review structure, fees and pricing in all areas including registrations, membership, food, beverages, and merchandise • Maintain full membership with Clubs SA and Good Sports at the highest accreditation levels • Develop, regularly review, and enforce club policies and procedures
 <p>3.3 Sponsorship</p>	<ul style="list-style-type: none"> • Retain existing and secure new sponsorships each year • Review sponsorship packages annually • Develop annual targets for sponsorship revenue • Enforcing payment terms for sponsorship for branding and merchandise
 <p>3.4 External Funding Sources</p>	<ul style="list-style-type: none"> • Seek grant funding annually for key projects and initiatives at the club

4 / Our Membership & Participation



We will build our membership responsibly, offering structured opportunities for players of all ages and abilities, from juniors to seniors, to participate and progress within the club.

Priority Area	Outcome / KPI
 <p>4.1 Junior Development</p>	<ul style="list-style-type: none"> • Continue with junior development and strive for club of the year recognition for all sports • Implement and enforce child protection policies to safeguard all young participants • Provide opportunities for senior players to mentor and guide juniors (training and match support and interaction)
 <p>4.2 Female Participation</p>	<ul style="list-style-type: none"> • Aim to ensure equal opportunities for girls and boys. • Establish clear pathways for female participation from junior to senior levels • Foster a safe, supportive environment for female players to develop and thrive • Offer diverse programs and competitive competitions for females
 <p>4.3 Senior Competition</p>	<ul style="list-style-type: none"> • Maintain a high-standard senior competition with teams regularly competing in finals • Facilitate the transition of juniors to senior levels by providing exposure to senior competition in their final junior year • Target 50% of juniors to progress into senior competition
 <p>4.5 Club Culture</p>	<ul style="list-style-type: none"> • Foster a positive club culture - Respect, responsibility and accountability • Ensure respectful behaviour is upheld at the club in accordance with policy and when representing the club in the community

5 / Our Marketing & Promotion



Through targeted partnerships, we will promote the club's brand, expand its reach, and demonstrate the value, opportunities, and experiences available to members and the wider community.

Priority Area	Outcome / KPI
 <p>5.1 Sponsor Relationships</p>	<ul style="list-style-type: none"> • Build and maintain strong relationships with sponsors and partners • Ensure ongoing engagement and commitment with sponsors
 <p>5.2 Social Media & Website</p>	<ul style="list-style-type: none"> • Maintain an engaging website and active social media presence • Promote club programs, opportunities, and membership registration • Highlight facilities available for use and hire • Showcase club strategies, policies, and guidelines on the website
 <p>5.3 Club Merchandise</p>	<ul style="list-style-type: none"> • Offer a diverse range of merchandise to promote and strengthen the club's brand within the community. • Adhere to a consistent branding across the whole of the club and use of the approved logo
 <p>5.4 Community Partnerships & Word of Mouth</p>	<ul style="list-style-type: none"> • Build community partnerships (e.g with schools, community groups, organisations and local council) to enhance the club's brand and programs • Develop and maintain a comprehensive marketing and promotion plan

CONTACT US



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