



University High School Amateur
Football Club (UHS AFC)

STRATEGIC PLAN 2025-2027



ACKNOWLEDGEMENT OF COUNTRY

University High School Amateur Football Club acknowledges the traditional owners of the country, on which we play our great game, and pay respects to them, their culture and Elders past and present.



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BACKGROUND

Our club, **University High School Amateur Football Club (UHS)** is a community-based football club located in Parkville, Victoria.

Host to both **Men's and Women's senior teams**, we welcome players of all genders and abilities, with opportunities to focus on fitness, socialising, competition, and continuous improvement in all aspects.

The club has a rich history, **beginning as University High School Old Boys in 1932**. In 2002, we formed an alliance with Victoria University, welcoming VU students to play Australian football.

Our Women's team was established in 2017 and has welcomed a large number of women, girls and gender diverse people to the club, with many being introduced to competitive Australian football for the first time. This group has been the catalyst for a vast cultural change at our club and have been instrumental in driving a welcoming and inclusive environment at UHS. In 2024 we become a signatory of the AFL's Women and Girls Community Football Charter to ensure we prioritise the development and inclusivity of women, girls and gender diverse people in the club.



INTRODUCTION

As we plan for the future, this strategic plan outlines key objectives for UHS over the next three years (2025-2027). Our focus will be on making the club more welcoming and accessible while fostering an environment which promotes success and player wellbeing, with the aim of supporting personal growth, and loyalty among our members.

This inaugural strategic plan, aims to set the foundations in many different areas to guide our committee's decision making in the short, medium and long term. Through close consultation and collaboration with our members and coaches, we are focusing on four key areas: Playing Experience and Wellbeing, Club Performance, Marketing and Branding, and Governance and Finance. These areas have been identified as crucial for ensuring the club's sustained success into the future.

We acknowledge the importance of our members, supporters, and sponsors in shaping this strategic plan, ensuring it aligns with both their expectations and the club's constitution.

VISION & VALUES

VISION STATEMENT:

To provide a safe, inclusive, and welcoming environment that meets the diverse needs of our members, driving on and off field success, growth, and a sense of community for everyone involved in our football club

RESPECT



To have an environment where all members are welcome to express their true selves and each individual feels accepted within the club

GROWTH & DEVELOPMENT



To ensure there are ample opportunities for player development on and off the field

LOYALTY



All members feel safe and welcomed at the club promoting a sense of pride in being associate with UHS AFC

INTEGRITY



All members are to uphold the highest standards of honesty, ethics and moral conduct



PRIORITIES

PLAYER EXPERIENCE & WELLBEING

- A strong focus on player development and providing leadership opportunities to our emerging talent
- Ensure social events are fun, properly organised and communicated well in advance
- Promote an environment which encourages volunteering and giving back to the club
- Supporting diversity and inclusion of our members through various initiatives, including achieving priorities outlined in the Women and Girls Community Football Charter Action Plan and through hosting themed rounds to promote inclusion and diversity and celebrate days of local and national significance

CLUB PERFORMANCE

- Aim to support and promote the ambition of the playing group to participate at Premier C in the Men's competition and a focus on continuous improvement year on year for the Women's squad
- Continue to develop player pathways via partnerships and alliances with junior clubs, to grow player numbers and depth across all squads
- Reintroduce a Men's U/19 team as an immediate priority for 2025 and look to develop a similar team for Women's football in the coming year/s
- Adopt proactive measures to support player safety and wellbeing

MARKETING & BRANDING

- Develop and promote a sense of club personality via a well-managed and diversified social media presence, with a focus on community, sponsor, player and supporter engagement
- Develop a diverse calendar of match-day events and social functions that creates opportunities for supporters, sponsors and community to interact with the club to ensure our members feel well supported and accepted
- Ensure club and player sponsors are continuously recognised for their valuable support to the club

GOVERNANCE & FINANCE

- Ensure member pricing is fair and reasonable, consistent with alternate options in the area and there are flexible options for people in need of financial assistance
- Aim to maintain fit for purpose facilities to provide a safe and welcoming environment at the club
- The committee is structured with a democratically elected person in each role responsible for a key area of the club; and to ensure decisions made are fair and within the best interests of the club and its members
- To manage and maintain a stable financial platform for club activities that balances adequate cash flow and reserves, whilst ensuring proper investment in club facilities and member experiences. With a strong focus on the below measurables:
 1. Financial reporting and transactions to be fully transparent
 2. Debts and obligations to be paid in a timely manner eg. maximum 30 days
 3. Interim summary financial reporting to be provided at Committee meetings



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