

South Mandurah Junior Football Club



Legal name:	South Mandurah Junior Football Club
Founded in:	1980
Address:	Lynda Street Falcon, WA 6210
Entity type:	Entity Other Incorporated
Locations:	Falcon, Ocean Road, Northport

About us

Annual net asset: \$115k	Organization size: 25 teams plus
------------------------------	----------------------------------

Target demographic: Junior AFL players
--

Our financial background

<u>Funding Source</u>	% of total annual budget in 2024	% of total annual budget this year	Comments
Kidsport Vouchers	8%	10%	
Merchandise	27%	25%	
Club Fee's	44%	50%	We had 440 Juniors and 123 Auskick registrations in 2024 we aim to improve in 2025 onwards
Fundraising	16%	15%	
Other	5%		

Our internal stakeholders			
Name	Players	Parents and carers	Volunteers
Why do they believe in us?	<p>We provide the opportunity to play locally with their friends, close to home</p> <p>We provide good facilities and equipment</p> <p>We create an environment that lets them thrive and enjoy the game</p> <p>Focus on a balance between fun and competitiveness</p>	<p>Longevity of the club</p> <p>Locality</p> <p>Active group of Volunteers</p> <p>Connections with Partners and community</p>	<p>Support a fluid committee process</p> <p>Focus on support</p> <p>Provision of relevant resources</p> <p>Focus on reducing volunteer time and spreading the load.</p> <p>Many hands make light work.</p>
What do we need them for?	<p>To play!</p> <p>Without the players the club doesn't exist</p> <p>Strive to be their best and support and respect their teammates and the club.</p>	<p>Consent for juniors to play</p> <p>Support players, volunteers and the wider club.</p> <p>Registration of players</p> <p>Logistics (availability, transport, uniform, boots)</p> <p>Encouragement and respect for all</p> <p>Club financial support - Fees & Sponsorship</p>	<p>Team coaches and managers</p> <p>Match day officials and general roles</p> <p>Committee</p> <p>Fundraising</p> <p>Feedback</p> <p>Generation of ideas</p> <p>Club operation</p> <p>Club Governance</p> <p>Drive for improvement and continued provision of the best resources</p>
Why do we believe in them?	<p>are the image of our club. They are a core element that allows the club to compete and achieve its goals.</p>	<p>Parents / carers want the best for their kids</p> <p>They have been the lifeblood of the club since its inception.</p> <p>They also provide a broad and diverse set of ideas.</p> <p>They provide networks and financial support.</p>	<p>They have run the club since its inception.</p> <p>They want the best for the players.</p> <p>They provide strong connections throughout the club and with the wider community.</p>

Our external stakeholders			
Name	AFL, WAFC, PDFDC and City of Mandurah	Sponsors and funding sources	Community
Why do they believe in us?	<p>We operate within the structure they set up.</p> <p>We fulfil our obligations.</p> <p>We turn up to compete fairly.</p> <p>We provide feedback and participate fully in the operation and networking at all levels.</p>	<p>We have good organisation and governance.</p> <p>We are responsible and we play by the rules.</p> <p>We value their contributions, and we acknowledge them.</p> <p>We prioritise all funding back to the benefit of short- and long-term initiatives that benefit the core function of the club.</p>	<p>Clubs' strong history of community interaction</p> <p>Local networks of existing and past players and families reinforce community links.</p>
What do we need them for?	<p>We need the structure they set up, so we have strong but fair competition. We need support to attract new members.</p> <p>We gain skills and talent development through their programs.</p> <p>We need the provision of adequate facilities.</p>	<p>We need ongoing additional financial support.</p> <p>We need relationships with common values.</p>	<p>We need their acceptance of the space we occupy in the neighborhood including our noise, our traffic and parking.</p> <p>We need support, involvement and participation.</p>
Why do we believe in them?	<p>They are professional.</p> <p>They communicate well with the club.</p> <p>They are well resourced.</p> <p>Historical record of successful provision of competitions.</p>	<p>They have a history of financially supporting the club.</p>	<p>We believe they are part of the club.</p> <p>We begin from a place of mutual support that has developed over 40 years.</p>

SWOT analysis

Strengths

Volunteer run
 Well established club
 Good financial situation
 Good facilities
 Strong Linkage to South Mandurah Football and Netball Club
 Popularity of AFL among broader community
 Good Auskick pathway into junior football
 High representation in talent and pathways programs
 Club Committee is broad across all age groups and genders of players.
 Strong focus on participation across genders.

Weaknesses

Volunteer run.
 Volunteer availability - competing with work, other sports, family and social time
 Distinction between junior club and senior club is not well understood in the community, relationship between the clubs subject to change.
 Committee is always changing, leading to challenges with succession around transfer of information and long-term planning.
 Poor storage facilities.
 No Dedicated Club Room.
 No ownership of facilities

Opportunities

Growing the club's coaching program to encourage new coaches and improve skills.
 Increasing population in the club's intake area particularly through Dawesville
 Rise in participation of women's and girls' football
 Increasing First nation participation
 Diversifying players to attract culturally and linguistically diverse player bases
 Inclusion for neurodiverse players (making football fun and safe for kids with conditions like autism spectrum disorder and ADHD)
 Inclusion of All age AFL 9's programs to encourage further community participation.
 Improvement of club storage facilities
 Provision of an electronic Scoreboard to increase sponsorship opportunities and improve gameday experience.

Threats

Competition from other sports: rugby, soccer
 Nearby Junior Football clubs (Halls Head)
 Concussion rules
 Crime, vandalism of clubrooms and grounds
 Unethical behavior, fraud
 Club reputation
 Lack of Ground space

Our mission

"Our Club, Our Community"

Our mission is to connect our community through football regardless of age, gender, background or ability. To actively promote junior, youth and senior participation for men and women. To develop our youth so that they have the best possible chance to succeed in life. To provide an environment that fosters learning, development and team spirit. To provide an environment that encourages volunteers to get involved. To ensure that our players are supported to play at the highest standard they desire.

Our vision

Our vision is to support our community to enjoy football.

Who we serve

Our current and past players and families, the wider local community, the Western Australian Football community and the AFL.

Our top values

Community	Succeed Together	Be your Best	Equality	Innovation
Fun				

Our strategic priorities Based on the SWOT analysis

Maintain a strong and connected club

- Optimum size
- Active and diverse group of volunteers
- Effective and diverse committee
- Club identity as part of the community
- Proud current and past members
- Diversity and inclusion
- Provision of appropriate facilities and equipment

1

Maintain a strong and sustainable financial position

- Transparent, Accountable and Responsible
- Affordable within means
- Responsive to the needs of the club and the members

2

Supporting our players in their football development and aspirations

- Access to appropriate equipment and facilities
- Provide a safe and inclusive environment
- Diverse and talented volunteers
- Skills and fitness
- Fun and belonging
- Developing strong networks with pathway programs and external stakeholders.

3

To have one or more teams in every junior competition (Male and Female) available for participation in the PDFDC by 2026.

1

To have 200 sponsors or donors financially supporting the club by end of season 2026.

2

To have access to a digital scoreboard that provides sponsorship opportunities by end of season 2027.

3

To have guaranteed access to equipment and merchandise storage facilities at all club venues by end of 2026

4

To have at least 50 participants in each Auskick age group by 2027 and maintain numbers over the next 5 years.

5