

## Hobart United plan 2010 - Elaborated by Pro-United

Project	How to implement project	Who	When
1 – Management	<p>This is the 8th successful year of Hobart United and we have achieved more than any other club in the history of Tasmania Football – without ‘outside’ leadership. Attracting new people whom will naturally become supporters, social members, sponsors and finally life members. This will be the result of our good work. “People are more willing to help you when you help yourself...”</p> <p>Short term actions: (Due date: July 2010)</p> <ul style="list-style-type: none"> <li>• Establishment of the Board of Directors (to govern the direction of the club)</li> <li>• Establishment of the Executive management (to conduct the day-to-day management)</li> <li>• Establishment of competitive Coach &amp; player development structure (to produce quality players - who can compete in all levels of the game)</li> </ul> <p>Long term Actions: (Due date: Jun 2011)</p> <ul style="list-style-type: none"> <li>• Achieve Primer league status (Work toward A-League Status)</li> <li>• Establishment of sisterhood with international clubs.</li> <li>• Finally, Establishment of Football academy with support of sister clubs</li> </ul>	<p style="text-align: center;">Directors &amp; Executive management</p>	<p style="text-align: center;">Jan 2010 - Review in Jun 2011</p>
2 – Revamp & Improve teams	<p>Develop tools to enable the players to demonstrate their commitment to the club. While Promoting a wider consultation to gain players’ recommendation &amp; expectations.</p> <p>Establish trials for players, to revamp the squad to compete in Football Federation Tasmanian competitions.</p> <p>Produce clear selection criteria to identify players and their respective teams. Advise players to which team they were selected. If there is any discontent with the decision made, players will be granted a clearance letter as soon as all financial commitment as finalised.</p>	<p style="text-align: center;">Coach &amp; Development Manager</p> <p style="text-align: center;">With the support of the Executives</p>	<p style="text-align: center;">Jan 2010 - Review in Jun 2010</p>
3 – HUFC Financial Position	<p>Prepare a detailed 2010 budget that contain and outline expenses as well as income resources that will enable us to accomplish our goals.</p> <p>Undertake Searching and applying for Grants, Sponsorship and Donations as well as attracting new investors.</p> <p>Finally liaise with players regarding the registration fees.</p> <p>Provide a well-researched and accurate budget proposal for a 2010 premier league team.</p>	<p style="text-align: center;">Financial Manager &amp; General Manager</p>	<p style="text-align: center;">February 2010 - Review in Jun 2010</p>

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<p>4 – Improve the quality of service delivery toward:</p> <p style="padding-left: 40px;">African Community Wider Community Women Youth Social Members Stakeholders Councils Sponsors</p>	<p>Develop and maintain partnerships with schools and Councils as well as undertake publicity drive via newsletters and posters, emails and website along with interviews in radio stations.</p> <p>Advertise for players including women within the community and target a wider area than the African community, in order to become a truly multicultural club.</p> <p>Prioritising in-house players if they are unable to attend training and players that would benefit from playing a good sequence of games.</p> <p>Working with Councils to improve training &amp; match grounds as well as facilities.</p> <p>Searching for options to obtain a Permanent home Facilities to be used for social reasons. Negotiate with City Council and/or lobby politicians for the possibility of being allocated a place where we could proudly call home alongside the current Home Ground at Pontville.</p> <p>Apart from the competitive side, HUFC to create a synergy with TAFE Tasmania (Polytechnic), Migrant Resource Centre to use football as a mean to help new migrants to settle in Tasmania. The creation of a social team (Div,4) fully sponsored (players pay no fees) so newly migrants can come to the club just for fun and/or weekly social kicks.</p>	<p style="text-align: center;">Directors &amp; General Manager</p>	<p style="text-align: center;">July 2010 - Review in Nov 2010 &amp; 2011</p>
<p>5 – Marketing &amp; Image</p>	<p>Produce an annual calendar of social activity for the club. To include fundraising, annual dinner, excursions and/or camps targeted toward social members.</p> <p>Review the current marketing strategies, and develop future strategies that are linked to the direction of the club.</p> <p>Create a Media &amp; Marketing department to look after the club’s image and history.</p> <p>Improving communication, using e-mails and newsletter. Updated Web site;</p> <p>Players to fully support at least two major fundraising activities organised by the club.</p>	<p style="text-align: center;">Public Relation Manager &amp; General Manager</p>	<p style="text-align: center;">Jun 2010 - Review in Sept 2010</p>

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<p>6 – Administration</p>	<p>Hold Bi-Monthly meetings with the players during the Football season.</p> <p>Introduce Internal Feedback box, an instrument for players to anonymously express their opinions.</p> <p>Management meetings:</p> <ul style="list-style-type: none"> <li>• Holding Official Board of Directors meetings <b>Monthly</b>.</li> <li>• Holding Official Executive committee meetings <b>Fortnightly</b>.</li> <li>• Holding Official Coaches meetings <b>Fortnightly</b>.</li> <li>• Holding Official Club Meetings <b>Bi-Monthly</b>.</li> <li>• Players Meeting every <b>Thursday during the season</b>.</li> </ul>	<p style="text-align: center;">Secretary &amp; General Manager</p>	<p style="text-align: center;">Jan 2010 - Continuous</p>
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