

BLUEBIRDS UNITED FOOTBALL CLUB

Club's Strategic Plan 2025 -2029



OUR VISION

A community-based club dedicated to offering all its members enjoyment, growth, and a lifelong passion for the game.

OUR MISSION

At Bluebirds United Football Club, our mission is to foster a passionate and inclusive football community that promotes excellence, sportsmanship, and personal growth. We are dedicated to providing a supportive environment where players of all ages and abilities can develop their skills, enjoy the game, and build lasting friendships. Our commitment to gender equality and inclusiveness ensures that every member feels valued and empowered through teamwork, respect and community engagement. We strive to inspire a lifelong love of football and contribute positively to the well-being of our members and the broader community.

OUR VALUES

As a club, we are dedicated to excellence, leadership, and unity, with a focus on fostering enthusiasm and continuous development.

- ✓ **B**rilliance: Striving for excellence in every aspect of the game.
- ✓ **L**eadership: Inspiring and guiding others with integrity and vision.
- ✓ **U**nity: Fostering teamwork and collaboration within the club.
- ✓ **E**nthusiasm: Bringing energy and passion to all activities and challenges.
- ✓ **Y**earning: Continuously pursuing improvement and growth.

OUR HISTORY

Bluebirds United Football Club was established on April 3, 1970, by the vision and dedication of John Harbin and his father, Bill Harbin. Inspired by the English Football Association club Cardiff City, the founders chose the name 'Bluebirds' to reflect their passion for the game and connection to football's rich history. The club began modestly with just four junior teams, laying the groundwork for what would become a thriving community hub. The journey was not without its challenges, as the club initially shared facilities at Pilbeam Park before moving through several other venues, including Saleyards Park, Duthie Park, and North Rockhampton High School.

The mid-1980s, marked a significant milestone as the club found a permanent home at 'Webber Park'. This location provided a stable base from which the club could flourish. In 1989, the first clubhouse was opened, a symbol of the club's progress and the dedication of its members. Over the years, the clubhouse has eventually become the licensed establishment known today as Bluebirds United Sports Club.

From those early days, the club's growth has been nothing short of remarkable.

In recognition of its growth and to align with a need to change, in May 2013 the club officially adopted the name Bluebirds United Football Club, Inc. This change, along with the incorporation, reflects the club's desire to professionalise its operations and ensure it remains well-positioned for future development. To date, Bluebirds United had expanded to include 23 junior teams and 5 senior teams, a testament to its enduring appeal and the commitment of its members.

Bluebirds United's FC success extends beyond our field, with a rich history of achievements at both junior and senior levels. Numerous junior players have gone on to represent Rockhampton, Central Queensland, and even Queensland at higher levels. The club has also been successful at a senior level winning the Men's "Wesley Hall Cup" in 1974, 75, 76,77 and again in 1987, 1990 and 1991. The club's senior women teams have also made their mark, winning the Grand Finals 2000, 2001 & again in 2019 & 2020.

Looking ahead, the club remains committed to its tradition of excellence, with development programs, highly qualified coaching staff, and a dedicated team of volunteers working tirelessly to build on past successes.

As a Club for the Community, Bluebirds United Football Club stands as a proud symbol of community spirit, athletic excellence, and a deep love for the game of football. From its humble beginnings, the club has grown into a vital part of the Rockhampton sporting landscape, supporting and offering a place where community members can come together to celebrate, compete, and grow.

As we look to the future, the Bluebirds United Football Club continues to honour its past while striving to set new standards of success, both on and off the field.

OUR ACCOMPLISHMENTS SO FAR

We are thrilled to share some incredible successes that highlight our club's growth and achievements in 2023. These milestones reflect the hard work, dedication, and passion of our players, coaches, volunteers, and supporters.

- **Junior Development:** We've seen a significant increase in the number of junior teams and players, with more of our young talent joining the prestigious FQ Academy. We're also proud to announce that several of our coaches have been invited to coach at the FQ Academy, showcasing the excellence within our ranks.
- **Women's Football:** Our Women's FQPL team had an outstanding season, finishing as premiers and runners-up in the Grand Final. We're also excited to report a rapid increase in the number of women and girls joining our club. Special congratulations to our Women's QPL coach, who was named Coach of the Season, and to the five players who earned spots in the 2023 Team of the Season. Additionally, our U13 girls' team was recognized as the Team of the Season—an inspiring achievement for our younger players.
- **Awards and Recognition:** Our club was honoured as a State Finalist in the 2023 FQ Awards for the "Protect Our Game" initiative, a testament to our commitment to fostering a safe and inclusive environment for all.
- **Infrastructure and Grants:** We've successfully secured a grant for new 10-seater reserve benches and received an Active Female in Sports grant, which will help assist in supporting our female football programs. Thanks to a Volunteer Grant, we've been able to purchase a new fridge for our volunteers, and we're excited about our joint permit lease of Webber Park. Additionally, we've secured three-year sponsorship contracts for all teams from local businesses, ensuring continued support for our players.
- **Facility Improvements:** The installation of an electronic scoreboard and other enhancements are set to elevate our matchday experience, providing a more professional environment for our teams and fans.

These accomplishments are a collective victory for our entire community. We couldn't be prouder of everyone involved, and we're excited to build on this momentum as we look ahead to the future. Thank you for your ongoing support—together, we're achieving great things!

EXECUTIVE SUMMARY

At Bluebirds United Football Club, our strategic development plan is more than just a roadmap—it's a commitment to every member of our community. We believe in giving every member a voice to be heard, ensuring that our club's direction reflects the collective will of all its members. By establishing clear roles and responsibilities and planning for the future, we're not just building a team—we're building trust, unity, and a lasting legacy.

Our hearts are set on creating a club where everyone, from the youngest player to the most seasoned veteran, feels welcome and valued. We're not just looking to boost participation; we're striving to ignite a passion for football in every individual. Our focus on enhancing coaching and creating opportunities for personal and professional growth is about more than just winning games—it's about changing lives.

With a special emphasis on empowering women and girls, our plan is to create a truly inclusive environment where everyone has the opportunity to shine. We are committed to recognizing and celebrating the dedication of our members, ensuring that every effort is acknowledged, and every success is shared.

This isn't just about football; it's about community, belonging, and the belief that together, we can achieve greatness. We're investing in our facilities, our infrastructure, and most importantly, our people—because at Bluebirds United, we believe that every step forward is a victory for us all.

Kerryn Maitland

President - Bluebirds United Football Club Inc.



OUR GOALS



GOVERNANCE

Continued dedication to excellence in club management

Clear, open and rational financial management and reporting

Democratic decision making (No "chosen few" decision)

Good club policies (e.g. finance, equality, grievance, assessments, etc.)

Succession planning (All committee & Technical members)



RECRUITMENT & RETENTION

Focus on growth with women & girls in teams / coaching / umpiring

Growth in youth & senior players/ & teams

Growth in coaching – quantity and quality

Growth and retention of youth referees

Increase volunteerism and provision of quality experience

Youth outreach program – via advertising, schools, websites, youth groups, and social media.

Coaching outreach program – Create a professional looking coaching staff.

A senior team in every Division that can compete



DEVELOPMENT & TRAINING

Referees Development – additional training and full slate of opportunities

Coaching Development – Increased, improved and professional looking.

Support for Technical Director/Head Coaches with technical program - Proactively set expectations of players, parents, coaches

Develop Team Success - allow players to be successful in their own age group

Facilities Development – Update/maintain turf field and improve quality of existing facilities.

Upgrade additional field, practice space/options



IMPROVE CLUB & COMMUNITY TIES

Club membership engagement

BUFC brand in community

Community outreach (marketing ourselves)

Promote our club through a variety of media & in our community

Advertising champions

Better social media management (including website)

Continue to update/refresh BUFC website

Secure funding for construction of changeroom facility



EMPOWERING WOMEN & GIRLS IN SPORTS



Bluebirds United FC is dedicated to creating an inclusive and supportive environment, with a focus on empowering women and girls in sport. Acknowledging the unique challenges they face, the club is committed to promoting equality, safety, and respect. Bluebirds United FC actively supports and advocates for a more equitable and inclusive sporting world for women and girls.



PRIORITY FOR WOMEN & GIRLS IN SPORTS



Club's Key Result Area:

We aim to increase the number of women, girls, and female coaches/managers by 50% for 2027 through targeted awareness campaigns, development training, community engagement, and partnerships with local organisations and governing body.



FACILITY DEVELOPMENT PRIORITY



- NEW FACILITIES – FEMALE FRIENDLY / INCREASE AMENITIES SPACE
 - LIGHTING UPGRADE – LED, TO EXISTING POLES.
- FIELD RENOVATION – BATLEY FIELD TO INCREASE TRAINING SPACE.
 - GRANDSTAND UPGRADE – REPLACE OLD & COVER EXISTING.



Bluebirds United Football Club proposed site for new facility.

- ❖ Estimated cost: \$900 000.00
- ❖ Bluebirds Football Club contribution \$50000.00
- ❖ Letter of support from RCC received.



FRONT PERSPECTIVE SKETCH

GOVERNANCE PRIORITY

Effective governance is crucial to the success and sustainability of our club. Setting clear goals for governance will provide a structured framework that ensures alignment with our club's mission, values, and long-term objectives. Establishing these goals offers several benefits:

1. **Strategic Direction:** Governance goals act as a roadmap, guiding the club's leadership in decision-making and resource allocation. By defining priorities, the club can focus on initiatives that align with its vision.
2. **Accountability:** Governance goals create a standard for evaluating performance. They will set clear expectations for club leaders, members, and stakeholders, ensuring transparency and accountability in actions and results.
3. **Member Engagement:** Clear governance objectives foster inclusivity by engaging members in the club's direction. This encourages participation, collaboration, and collective responsibility in achieving our club's mission.
4. **Sustainability and Growth:** By regularly setting and reviewing governance goals, our club can adapt to challenges, maintain relevance, and ensure long-term sustainability. This process helps in identifying opportunities for growth and addressing risks.
5. **Improved Decision-Making:** A structured governance framework facilitates better decision-making by aligning actions with well-defined goals. It minimizes conflicts and enhances the effectiveness of our leadership teams.

In conclusion, setting governance goals is fundamental to driving our club's success. It establishes clarity, accountability, and a shared purpose, ensuring that our club operates with integrity and thrives in the long term.

HOW CAN YOU HELP

At Bluebirds United FC, we're more than just a club—we're a community. As a not-for-profit organisation, we rely on the generosity of people like you to help us achieve our vision. While we work hard to generate our own income, external support is essential to bringing our ambitious plans to life.

Your contributions, whether through sponsorship, fundraising, or simply spreading the word, have a profound impact on our ability to support our players and the wider community. By partnering with us, you're not just supporting Bluebirds United FC; you're investing in a brighter future for everyone involved.

If our mission resonates with you, we'd love to connect. Whether you're interested in sponsorship opportunities, collaborating on community goals, or just want to learn more about what we do, please reach out to us at admin@bluebirdsufc.com.au

We can't wait to hear from you, and we invite you to follow our journey on social media. Together, we can make a real difference.

Win or Lose ... Play Fair... Be UNITED!