



Club development planning

“Thank you for your time, effort and input in taking the first step in making our association a better one.”


Mark Lanza
President Stanthorpe & District Cricket Association



Our approach

Community organisations (clubs) are the heart and soul of sport and recreation delivery in Australia.

The vast majority being ‘staffed’ by volunteers, these clubs often manage highly valuable community assets with limited formal processes in place. As a result, many community assets (sports fields, courts, clubhouses, etc) struggle to reach their full potential in delivering facilities and services to their respective communities and often become significant financial burdens to the land-owner (in most cases, local government).



While these clubs are the best placed to deliver sport and recreation opportunities to the community, they need assistance to do so. ROSS Planning staff have over 40 years of combined experience working with local sport and recreation clubs in the development of a range of club development plans such as:

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- facility development plans
 - risk management plans
 - event management plans
 - strategic club development plans
 - business plans
 - financial management plans
 - sponsorship and promotion plans
 - marketing and communication plans.

ROSS Planning staff have the specific industry knowledge and experience, and communication skills, to work closely with these clubs to develop plans that are relevant and easy to implement, thus greatly improving the management and operations of a range of community facilities.

Case studies

Ipswich RC Nutz Remote Controlled Car Club — Development Plan

The RC Nutz Remote Controlled Car Club was established to formalise and investigate opportunities to develop a dedicated remote controlled car facility in Ipswich.

ROSS Planning was contracted to produce a club development plan which would articulate a vision, provide an action strategy and a way forward for the club to realise its dream. ROSS Planning also developed a concept plan for the proposed remote controlled car facility. This project was jointly managed by the club and Ipswich City Council. Relevant stakeholders were closely involved throughout the planning processes with both the club and Council agreeing to the end vision.

Stanthorpe and District Cricket Association — Club Development Plan

Stanthorpe and District Cricket Association (S&DCA) is a long established peak cricket body who was looking to overcome a number of stagnant seasons for local clubs. ROSS Planning worked with the S&DCA executive committee to develop a range of realistic and achievable recommendations covering: competition structure and delivery; membership growth and development; succession planning for volunteers; facility development; funding and sponsorship; relationships with stakeholders and developing a successful club environment.

This Plan has become the lead document guiding the S&DCA as it grows into the future.



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Club development planning project list

- Caboolture Sports Club - Redevelopment Proposal and Management Options Report
- Copper City Tennis Club, Mount Isa - 2010-2014 Business Plan
- Ipswich City Council - Workshop for Clubs using Technology
- Kingaroy Bowls Club - Planning Day Report
- Kingaroy Shire Council - Club Information Pack
- Kurbingui Sporting Association - Feasibility Study and Business Plan
- Mount Crosby Bowls Club - Club Development Plan
- Northern Energy Corporation Limited - Fraser Coast Shooting Complex
- RC Nutz Remote Controlled Cars - Development Plan
- Rockhampton Regional Council - Sports Summit
- Stanthorpe and District Cricket Association - Stanthorpe and District Cricket Development Plan
- Warwick Cricket Association - Development Plan

