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NORTHERN NSW
FOOTBALL

Strategic and Business Planning – State Your Case



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NSW



SPORT + LEISURE

“Show me the money...”

- Then...
 - Funding is available...let's get some!
 - What do they want to hear?...let's make it up!
- Now...
 - They want to know what..?
 - Data and information about needs
 - Strategic links, partnerships
 - Sustainability of project and outcomes
 - Capacity of the organisation



- Where do we start?
 - **What are our issues and opportunities?**
 - Research data/information
 - **Why do we need to address them?**
 - Rationale, benefits
 - **Which ones are the most important?**
 - Analyse, prioritise
 - **Where are connections/links?**
 - Strategic links, partnerships (sport and government)
 - **How can we address them?**
 - E.g. Facilities, funding, policy etc.
 - **What are we going to do?**
 - Actions
- Strategy
- Action Plan

(Some) Benefits of Strategic Planning

- Focus
- Priorities
- Resources
- Communicate with members and partners
 - What, why , how etc.
 - Where do they fit and how can they help?



- What do we need to add?
- How do we state our case?
- How much information?
 - Relationship to amount of funding requested
- Feasibility Study, Business Case or Business Plan?



Which is Which?

Feasibility Study – Key Focus Areas

- Market Research
- Capital cost and finding
- Design and management options
- Operating result and sustainability

Business Case – Key Focus Areas

- Justification
 - Demand and opportunities
 - Benefits (strategic, economic, social)
 - Partners
- Analysis
 - Options
 - Value (capital and operating, CBA)
 - Risk and Sustainability

Business Plan – Key Focus Areas

- Similar to feasibility study, but typically focused on one design and management option (which has already been justified and agreed on) to identify likely operating results

OPG Examples:

- **Christie Park**
- **Tuggerah Regional Sports Complex**
- **Penshurst Park**

Project Overview

- The Problem
- The Vision
- Project Site and Description

Analysis

- Options
- Value
 - Construction and Operating Costs
 - Economic Impact
 - CBA
- Risk and Sustainability

Justification

- Demand and Opportunities
- Benefits (strategic, social, economic)
- Stakeholders and Partners

Implementation and Management

- Project Management
- Procurement
- Risk Management
- Governance and Management



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