



DAREBIN UNITED APOLLO SC

STRATEGIC PLAN 2024 – 2028



Our History

Since 1975

Darebin United (Apollo) Soccer Club was established in 1975 by a devout community of Greek Australian families brought together by the love of football. Its football culture was based on strong European values that contribute to a sense of belonging, family, respect and acceptance.

History

Established in 1975 originally a men's soccer club, the men's soccer team making to the [insert the details of significant history] and playing out of HLT Oulton Park.

Relocation

In 2005 we relocated to our current home Mayer Park, located beside Northcote Gold Course.

Committee

2010 had significant changes with the appointment of a new committee which supported the development and growth, having the mens team promoted to Victorian State League 3.

Growth...

Up until 2013 the club only had two teams and since then it has grown and added 5 more.[2]

More Growth...

In 2016 the club made advancement with seven teams representing the club, which included men's seniors, reserves and thirds team, a boys U/15 team, boys U/12, boys U/11 and a senior women's team.

Even More Growth...

In 2023, the club experienced significant growth, expanding to cater for boys' and girls' teams across various age groups, including the introduction of a Mini Roo's program.

More Growth Still

In 2024, the club consolidated and expanded, offering boys' and girls' teams across various age groups, growing the Mini Roo's program, introducing a Thirds team, and adding Get Active girls' programs alongside the men's senior and reserves teams in State League 4.

Taking The Lead

Vision

To be a leading community-focused football club that inspires players of all abilities to grow, compete, and excel in a supportive and inclusive environment, fostering respect, connection, and a lifelong love for the game. [include a statement that adopts the philosophy that we support development of players to higher leagues – see Strategic 1 for ideas].

Purpose

We are dedicated to providing an inclusive and welcoming environment where every player can achieve their personal best. Through high-quality coaching, accessible facilities, and a focus on teamwork, we strive to balance competitive excellence with community spirit, uniting people through football and fostering lasting connections.



CORE VALUES

Inclusion & Excellence

We celebrate diversity and ensure everyone has the opportunity to participate, while striving for excellence in all aspects of the game.

Community First

We prioritise a strong sense of belonging for players, families, and supporters, fostering connection both on and off the field.

Growth and Ambition

We empower individuals to grow, both personally and athletically, encouraging them to reach their highest potential.



Integrity and Respect

We uphold fairness, honesty, and mutual respect as the foundation of all our actions and interactions.

Accessibility and Opportunity

We are committed to breaking down barriers so that football is accessible to all, regardless of background or circumstances.

Collaboration and Partnership

We believe in working together within our club and with external partners to achieve shared goals and strengthen our community impact.





STRATEGIC PRIORITIES

Our Strategic priorities are the foundation priorities endorsed by the Executive Committee that will allow the club to operate at a greater level of efficiency, remain competitive whilst driving towards the longer vision. The club's operation across all portfolios will be guided by the priorities and assist in ensuring the club stay on target to achieve the overall vision and purpose.

1. Ability & inclusion

Increase football services to develop greater competition skills, while retaining community inclusion.

We believe every player deserves the chance to unlock their potential, no matter their skill level or background. By providing pathways to competitive growth alongside a supportive, inclusive environment, we can inspire confidence, teamwork, and a lifelong passion for football.

To achieve this, we will enhance our football services, introduce structured programs, and support players at every stage of their development, ensuring a balance between fostering excellence and celebrating community spirit.

1. Create a club-wide football system that brings all teams together with the same playing style and methods.
2. Introduce qualification standards for coaches, supporting them to advance and earn their C-license qualifications.
3. Developing a Feeder Development program that supports community player reaching higher competition standards, enabling player transitions with the right support at the right time.
4. Start a Football Skills Programme with extra training during the season and fun, skills-focused sessions in the off-season, while offering a Football Starter Programme to players new to the game to help them grow into competitive footballers.
5. Launch a Summer Series competition schedule including all teams, making year-round football available for everyone.



2. Operations & Facilities

Upgrade operational awareness and facilities to promote inclusion and accessibility for Darebin United members and the wider community.

Our facilities should be a space where everyone feels welcome and included—a place that brings people together, inspires participation, and reflects the diversity of our community.

We will invest in upgrading facilities, improving accessibility, and creating inclusive spaces that serve both our members and the surrounding community, ensuring everyone can connect and thrive.

1. Develop a forward schedule of works that enables the inclusion in the council's 10-year build project.
2. Commence the upgrading of the club facilities to ensure the clubhouse is functional and accessible for all members, including upgrading the to ensure women's facilities are adequately provided, and better storage facilities.
3. Plan for better pitch management to maintain high-quality grounds throughout the season.
4. Team up with local organisations to offer workshops and events on health, personal growth, and community issues.
5. Work with local charities to support events like fundraisers and food drives.



3. Member Engagement

Improve club administration to better engage members and stakeholders, promoting activities and social commitments.

Great clubs are built on strong relationships and clear communication. We want every member, coach, and supporter to feel connected to the club and proud to be part of its journey.

By streamlining our administration, enhancing communication channels, and fostering greater transparency, we will build stronger engagement with our members and stakeholders while promoting our activities and commitments to the wider community.

1. Improve communication with members by upgrading systems to make it easier to share updates, news, and plans.
2. Celebrate the diversity in our teams by showcasing players of all ages and skill levels on social media.
3. Partner with organisations like Good Sports Victoria to enhance governance and ensure high standards.
4. Build relationships with other local clubs to address shared challenges and promote collaboration, building an All-Sports Community Alliance for Mayer Park and Northern community clubs.
5. Use social media to highlight equality, player development, and achievements in a targeted and engaging way.



4. Finance & Partnerships

Develop the club's financial backing through campaigns that engage socially minded organisations while ensuring the club remains accessible to all.

A financially sustainable club is key to offering opportunities for everyone in our community, regardless of their circumstances. By partnering with socially minded organisations, building mutually beneficial sponsorships, and securing strategic grants, we will strengthen the club's financial future while maintaining affordability and inclusivity for all members.

1. Start programs to help families who need financial support.
2. Improve sponsorship and advertising campaigns to make sponsorship mutually successful.
3. Campaign for grants that align with the club's strategy for improvement.
4. Introduce financial support program to better support the economic demands.





**CREATE CONNECTIONS.
SHAPE OUR STORY.**

