



## Holland Park Hawks FC Mission, Vision, Philosophy

# WHOLE OF CLUB – Mission, Vision, Values

## Mission

To serve the football needs of our local community, foster development of players, coaches, referees and volunteers across all age groups and a range of competition levels and provide life-long values of self-esteem, fitness, achievement, respect, friendship and teamwork.

To be the club of choice for the local players, parents and coaches, evidenced by our:

- Positive culture
- Great coaching
- Fantastic facilities
- Happy volunteers

## Vision

### **I Am, You Are, We Are “The Club”**

We provide a fun and safe club environment, which is integral to the lives of our members and their families.

We provide a structured player pathway through to QPL level to retain talent where possible. We also celebrate success when our players obtain further development opportunities.

We are committed in our quest to realise our potential by:

- Enjoying our football, supporting each other and constantly seeking to learn and develop as a club; and
- Working with our football, business and government partners to provide further support, enhancement and engagement

## Values

- We all contribute to the success of the club in our behaviour, our support, our involvement
- We are passionate about the sport of football
- We believe in developing players – as teammates, as volunteers, as referees, as coaches, as positive role models, as good people
- We believe in the retention and development of our players wherever possible
- We believe in diversity, inclusion, friendship, and a safe, constructive and supportive environment

# WHOLE OF CLUB - Guiding Principles

- **Celebrating football** - we offer programs from 4 to 60 years of age. We believe team sport, health and fitness and community is extremely important to the mental health and wellbeing of all of us and we recognise the role we play in this
- **Communication** - we aim to provide clear, concise, and timely communication that ensures we are all in the loop and on the same page
- **Respect** - we will always treat all people with respect through our actions and communication
- **Honesty** - we will be always open and honest with people in our communication with them
- **Transparency** - we will share our challenges with people and have the courage to admit when we get something wrong and ask for help to fix it where appropriate
- **Development pathways** - we aspire to provide clear pathways for players, referees, coaches and volunteers
- **Retention** - we make every effort to retain players at our club throughout their playing journey with a view on long term development
- **Pioneering** - we will challenge ourselves to think outside the box and remain curious
- **Practice what we preach** - we will not ask of others what we are not prepared to do ourselves
- **Community engagement** - we will continue to work with our local community including Small Steps for Hannah (SS4H), other local clubs, schools and business partners

# ADVANCED PATHWAY – Mission & Vision

## MISSION

Our mission is to serve the needs of our region by fostering development of talented players while provide life-long values of self-esteem, fitness, achievement, respect, friendship and teamwork to enable players to grow as on and off the field.

We aim to be the club of choice for talented local players, parents and coaches by providing a positive culture and environment for development, quality coaching, defined player pathways and fantastic facilities.

We aim to deliver on our promises, be honest and transparent and give our players the best opportunity to enhance their craft within, or outside our club.

- The club's guiding principles help drive the values and vision of our FQ Academy.
- We acknowledge our history as both a community & high performing club.
- Through this history our club's focus is to develop players and coaches individually and as a team.
- We believe that great team performance is a result of strong individual development.
- Our development focus is both on and off the field as we believe better people make better footballers.
- We celebrate and are passionate about football and this is the cornerstone for development at our Academy.

## VISION

For Holland Park Hawks FC FQ Academy to be an affordable, sustainable and high-quality football academy and the academy of choice for talented players in the Holland Park, Camp Hill, Carina Heights and Carindale region.

We strive to be a football academy that prioritises the development of players and coaches on and off the field.

We bring our vision to life through the following key pillars:

- High-performance programs
- Quality, accredited coaches
- Individual development programs for players
- Holland Park Hawks FC Team Model
- Scholarship programs for players and funds allocated for development of coaches

# ADVANCED PATHWAY – Philosophy

## PLAYER-CENTRED LONG-TERM DEVELOPMENT

The Holland Park Hawks FC philosophy places the player at the center of their journey, focusing on personal growth, skill acquisition, and holistic development, while de-emphasising the importance of immediate results. By adopting a player-centered approach, we acknowledge the intrinsic value of the individual and their journey, valuing growth, resilience, and self-improvement above external markers of success.

### Embracing the Process

Our philosophy recognises that the process of long-term development is more important than the 'now'. We understand that long-term development is built on a solid foundation of continuous improvement and growth. By fostering a growth mindset, we encourage players to embrace challenges, learn from failures, and persist in the face of adversity. Each step of the journey becomes an opportunity for self-discovery and personal evolution.

### Holistic Development

We prioritise the holistic development of players, recognising that they are multifaceted individuals with diverse talents, interests, and aspirations. While their technical and tactical abilities are important, we also acknowledge the significance of their emotional, social, and intellectual well-being. We provide support and guidance to foster a healthy balance in their lives, allowing them to thrive not only in football but also as well-rounded human beings.

### Individualised Approach

Every player is unique, possessing distinct strengths, areas for improvement, learning styles, and aspirations. Our philosophy acknowledges this individuality and tailors the development process accordingly. We seek to understand each player's needs, motivations, and goals, adapting coaching methods and feedback mechanisms to their specific requirements. This personalised approach empowers players to take ownership of their development and nurtures their intrinsic motivation.

## PLAYER & COACH RETENTION

We strive to obtain a high level of retention for our players and coaches by:

- Adhering to our program and our commitments
- Following the best practice guidance as laid out by FA/FQ and the FQ Assessment as far as possible
- Improving our FQ Assessment adherence and score year on year
- Continual education of players and parents in our team model and goals

# ADVANCED PATHWAY – Values

## VALUES

### • TEAMWORK

- We all contribute to the success of the club in our behaviour, our support, our involvement.
- We believe in diversity, inclusion and friendship.
- We believe in remaining humble, considerate and supportive of others.

### • PASSION

- We are passionate about the sport of football, the development of our players and coaches and the success of our teams.
- We are passionate about ensuring ALL our club's youth have an opportunity to develop and grow to the best they can be within our club or beyond

### • GROWTH, ACCOUNTABILITY & LEADERSHIP

- We focus on the development of players technical, physical, tactical and psychological aspects of football while also investing in the development of players off the field.
- We believe in developing players as teammates, as volunteers, as referees, as coaches, as positive role models, as good people.

### • RESPECT, TRANSPARENCY, HONESTY & SUPPORT

- We believe in the retention and development of our players and coaches, where possible.
- We believe in supporting our talented players to progress as required.

# MULTIYEAR DEVELOPMENT PLAN

## TECHNICAL GOALS

Following the best practice guidance as laid out by FA/FQ and the FQ Assessment as far as possible:

- Individual Development Plans
- Coach Development Plans
- Understanding and use of the team model across all FQ Academy teams
- Investing in best practice analysis and assessment tools
- Managing workload and wellbeing of coaches and players
- Following the best practice guidance as laid out by FA/FQ and the FQ Assessment as far as possible
- Improving our FQ Assessment adherence and score year on year
- Playing players up/down as befits their personal growth plans
- Encouraging coaches to assist/mentor others as befits their personal growth plans and/or mentoring experience
- Increased number of accredited coaches at the club
- Increased knowledge of coaching methodology, team goals across all youth teams at the club – whole of club approach
- Increased knowledge of our Talent ID process across all youth coaches to ensure player advancement and retention

# MULTIYEAR DEVELOPMENT PLAN

## OPERATIONAL GOALS

- Establish three full-time staff positions (two technical staff, one admin) at the club (2023)
- Additional training facilities at our main fields (2024)
  - New lighting
  - New fencing
  - New junior field layout
- Expanding our field use with additional MOUs at local schools with support from our local councillor (2024)
- Club improvements (2024+)
  - New changing rooms
  - Large open plan space
  - Upgraded clubhouse
  - New scoreboard
  - New PA System
- The addition of a synthetic all-weather training facility at our local school partner (2025)
  - Wet weather training
  - Additional revenue streams (e.g., walking football, summer competition)
- Continue to focus on good Corporate Governance (ongoing)
  - Create further Committee balance with a focus on HR and IT skills (2023)



# MULTIYEAR DEVELOPMENT PLAN

## FINANCIAL GOALS

- Good financial management (ongoing) via:
  - Realistic budgets
  - Tight control on costs – monthly committee meeting review
  - Continued investment into our coach development fund
  - Continued investment into our club future fund
  - Apply for grants when available
  - Ensure all legal compliance met
  - Find new sponsorship opportunities:
    - Female Program (2023)
    - Senior Program (ongoing)
    - Scholarship Fund (2024)
    - SS4H (2023)
  - Establish new revenue streams (2023)
  - Continued focus on good Corporate Financial Governance (ongoing)