

Sample Business Plan Format

Club LOGOS'/ Letterhead

Name of Club
Business Plan
Period Covered Month 20...Month 20...

Developed By....

Date Adopted ...

Contact Person:

Contact Telephone Number:

Email Address:

ABN Number:

Incorporation Number:

GST Registered: Yes / No

Sample Business Plan Format

Set Some Goals:

Example Goals

1. To review trends in membership and budget outcomes/financial trends
2. To review member fees against actual costs
3. To establish systems to maximize membership fee collection
4. To ensure the financial growth and sustainability
5. To raise an additional by to undertake facility improvements

Example Strategies

1. Increase cash in bank over next 3 years by%
2. Ensure player membership contribution maximised to%
3. Strengthen and increase sponsorship arrangements by \$..... Over next years
4. Effectively manage monies associated with bar and canteen
5. Increase profit associated with events

Example Performance Measures

1. Cash in bank as at month.....20... is \$.....
2.% membership collection achieved
3. Major club sponsors finalised by Increase of \$..... achieved
4. Point of Sale & Stock take System documented by Month... 20...
5. Profit & Loss statement completed for each event by

Overall Profit/Loss Summary Past 3 Years					
	20..- 20..	20.. - 20..	20.. - 20..	% (+ / -)	
Income					
Expenditure					
Profit/Loss					
Profit Goals Next 3 Years					
20.. - 20..	% increase	20.. - 20..	% increase	20.. - 20..	% increase

Sample Business Plan Format

<i>Fee/Membership Summary Past</i>						
Member Trends	20..		20..		20..	
Total Membership						
Member Category eg. Juniors Seniors Non-playing Social						
Fees by Category	\$	% increase from previous year	\$	% increase from previous year	\$	% increase from previous year
Juniors Senior Family etc						
% Fees Collected						

<i>Financial Trends Summary Past</i>				
Revenue	20... - 20...	20... - 20...	20...- 20....	% (+ / -)
Membership				
Sponsorship				
Fundraising				
Merchandise				
Events				
Kiosk				
Bar				
Gate				
Bank Interest				
Donations				

Sample Business Plan Format

Total				
<i>Financial Trends Summary Past</i>				
Expenditure	20... - 20...	20... - 20...	20... - 20 ...	% (+ / -)
Fees				
Insurance				
Affiliation				
Venue Hire				
Equipment				
Uniforms				
Player Payment				
Umpiring Fees				
Bar Stock				
Kiosk Stock				
Merchandise Purchase				
Events				
Sponsor functions				
Printing				
Total				

Sample Business Plan Format

<i>AREAS IDENTIFIED TO RAISE ADDITIONAL INCOME</i>			
Revenue Area	\$ Goal 20..	\$ Goal 20..	\$ Goal 20 ..
eg. Bar			
Strategies			
	\$ Actual 20..	\$ Actual 20..	\$ Actual 20..
Comments/Future Considerations			
Area:	\$ Goal 20..	\$ Goal 20..	\$ Goal 20..
Strategies			
	\$ Actual 20..	\$ Actual 20..	\$ Actual 20..
Comments/Future Considerations			
Area:	\$ Goal 20..	\$ Goal 20..	\$ Goal 20..
Strategies			
	\$ Actual 20..	\$ Actual 20..	\$ Actual 20..
Comments/Future Considerations			

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<i>AREAS IDENTIFIED TO RAISE ADDITIONAL INCOME</i>			
Area:	\$ Goal 20..	\$ Goal 20..	\$ Goal 20..
Strategies			
	\$ Actual 20..	\$ Actual 20..	\$ Actual 20..
Comments/Future Considerations			
Area:	\$ Goal 20..	\$ Goal 20..	\$ Goal 20..
Strategies			
	\$ Actual 20..	\$ Actual 20..	\$ Actual 20..
Comments/Future Considerations			
Area:	\$ Goal 20..	\$ Goal 20..	\$ Goal 20..
Strategies			
	\$ Actual 20..	\$ Actual 20..	\$ Actual 20..
Comments/Future Considerations			

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<i>AREAS IDENTIFIED TO REDUCE EXPENDITURE</i>			
Revenue Area	\$ Goal 20..	\$ Goal 20..	\$ Goal 20
e.g. Player Payments			
Strategies			
	Reduction 20..	Reduction 20..	Reduction 20..
Comments/Future Considerations			
Revenue Area	\$ Goal 20..	\$ Goal 20..	\$ Goal 20..
e.g. Player Payments			
Strategies			
	Reduction 20..	Reduction 20..	Reduction 20..
Comments/Future Considerations			

Sample Business Plan Format

Income 20...

	1 st Quarter		2 nd Quarter		3 rd Quarter		4 th Quarter	
	Budgeted	Actual	Budgeted	Actual	Budgeted	Actual	Budgeted	Actual
Membership								
Sponsorship								
Bar								
Catering								
Kiosk								
Events								
1.								
2								
3.								
Total								

Expenditure 20...

