



SAMPLE BUSINESS PLAN TEMPLATE

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





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 maximized 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 finalized by increase of \$..... achieved
4. Point of sale and stocktake system documented by month... 20...
5. Profit and loss statement completed for each event by





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

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

<i>Financial Trends Summary Past</i>				
Expenditure	20... - 20...	20... - 20...	20... - 20 ...	% (+ / -)
Fees				
Insurance				
Affiliation				
Venue Hire				
Equipment				
Uniforms				
Player Payment				





BASEBALL
VICTORIA

Umpiring Fees				
Bar Stock				
Kiosk Stock				
Merchandise Purchase				
Events				
Sponsor functions				
Printing				
Total				





<i>AREAS IDENTIFIED TO RAISE ADDITIONAL INCOME</i>			
Revenue Area	\$ Goal 20..	\$ Goal 20..	\$ Goal 20 ..
e.g. 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			





AREAS IDENTIFIED TO REDUCE EXPENDITURE

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





Budget Tracker

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...

	1 st Quarter		2 nd Quarter		3 rd Quarter		4 th Quarter	
	Budgeted	Actual	Budgeted	Actual	Budgeted	Actual	Budgeted	Actual
Ground Use								
Bar purchases								
Kiosk purchases								
Uniforms								
Equipment								
Total								

