

# NORTHERN STARS

## VOLLEYBALL CLUB PRINCIPLES

**OUR VISION** THE DESTINATION OF CHOICE FOR VOLLEYBALL

**OUR VALUES** RESPECT, INCLUSION, CONSISTENCY, ACCOUNTABILITY

### OUR STRATEGIC PILLARS

#### COMMUNICATION

Internal;  
maintaining  
adequate levels  
of transparency  
within club  
conversations

External;  
further our  
relationships with  
our community  
and club partners

#### FINANCE

Grow membership  
and financial  
base to sustain  
our future

Keep player  
costs as low as  
possible

#### GROWTH

Expand our  
membership  
base in size and  
quality (players &  
volunteers)

Develop more  
programs that  
provide greater  
opportunities for  
all

#### COMMUNITY

Club Culture;  
Strive to be the  
best on and off  
the court,  
continually  
challenging  
ourselves to  
improve

Strategically  
partner with  
outside markets,  
increasing  
exposure

#### JUNIORS

Maintain and  
grow  
relationships with  
the local schools

Facilitate the  
growth of junior  
players

#### DEVELOPMENT

Support high  
performance  
pathways for  
volunteers,  
coaches and  
players

Maintain and  
grow  
infrastructure to  
facilitate player  
development