



OUR IDENTITY

"... I believe that poor ideas produce mediocre results. Hamrun people deserve the best, and I will devote all my knowledge and energy to achieve and go beyond their expectations. With them onboard, we believe that we can do great things and will go where no other club in Malta has ever been..."

M. BONNICI (CEO)

"...my aim is to see all Hamrun people, partying with us in every bar and in the streets, jubilant and delighted, celebrating our victories, our achievements and our success..."

J. PORTELLI (PRESIDENT)



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CLUB ADMINISTRATION

A STRATEGIC OVERVIEW

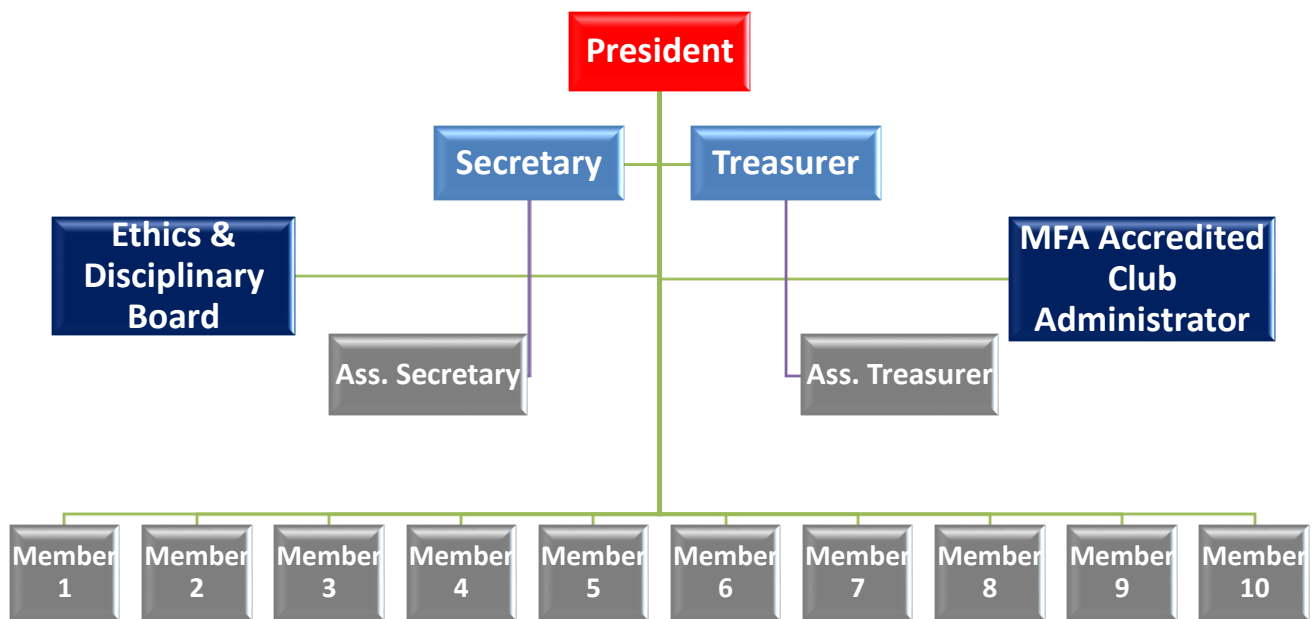
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CLUB ADMINISTRATION SET - UP



The above represents the Club Administration Set-Up, traditionally referred to as The Committee. In line with the latest amendments to the Club Statute, the formation of the Committee will be made up of the:

- **Executive Committee**

This is made up of the President, the Secretary and the Treasurer who are to be nominated by a minimum of 10 paid up members to stand for election. The nomination of all the three positions must get a minimum of two thirds of all those eligible members who cast their vote, in an election organised by the Electoral Board according to regulations and guidelines stipulated in the latest Approved Club Statute.

- **Committee Members**

The numbers of the Committee Members must not be more than ten (10), and these are to be appointed by the Executive Committee. The appointment and removal of these members is the exclusive and subjective prerogative of the Executive Committee. The appointed members must all be paid up members before the actual date of the election of the Executive Committee according to regulations and guidelines stipulated by the latest Approved Club Statute.

- **The Committee – Roles & Functions**

The Roles and Functions of the President, Secretary and Treasurer are clearly defined in the Club Statute. However, by its very nature the role and function of the President is essential to inspire trust and confidence in the management of the Club. A most important responsibility of the President is to set out a clear vision and strategy for the Club which must be essentially shared by the Executive and all Committee Members. Both Secretary and Treasurer must support the President in his/her endeavour to promote the interests and the common good of the Club. The running of the Committee will be according to guidelines and procedures stipulated by the Club Statute. In absence of a clear way forward, common sense and the general interest of the Club must prevail at all times.

Apart from upholding ethical and sound management styles the Committee must always promote the sports values. In this context, each member must always act in a transparent and genuine manner, and justify all his/her actions at all time and whenever asked by the Executive Committee. There must be zero tolerance for any behaviour which in anyway damages the image of the Club and does not uphold the above-mentioned values and spirit.

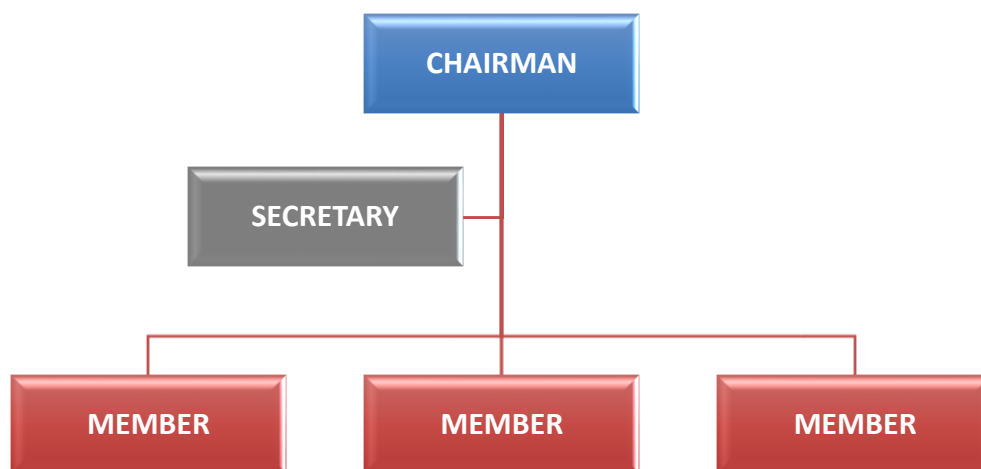
- **The MFA Accredited Club Administrator**

This is a very crucial role in the Committee and his/her main role is to assist the Executive Committee and ensure the smooth running and communication among all members in the intervals between the scheduled committee meetings. Amongst other things another main responsibility is to implement, coordinate and communicate the vision and the strategy, and follow up the decisions of the Committee across all Operations and Technical Structures of the Club. The person who occupies this position, must agree a priori, that any remuneration paid by the MFA to the individual, must be automatically and immediately transferred to the Club.

- **Good Governance, Ethics and Disciplinary Board**

This board as defined by the Club Statute is to be nominated / confirmed by the Committee on a seasonal basis. This board will be made up of the Chairman and two members, with a Board Secretary appointed by the Committee (see below).

The main role and responsibility of this Board is to hold accountable anyone who occupies an official position withing the Club from the President downwards. The Board is an independent body, and must ensure that the Club Code of Ethics is strictly adhered to by everyone at all times. The Board may investigate and enquire on all Club related issues and has the authority to sanction any breaching of the Code of Ethics, according to their good judgement based on what is right and fair. All decisions of the Board are final and must be submitted to the Committee for their approval and follow up.



- **Documentation Unit**

The role of this unit is to manage and organise the Electronic Library System (ELS) of all Official Documents like Contracts, Commercial Agreements, MFA / UEFA Documentation etc. This digital system is ideal for the collection, organization, storage, distribution, retrieval, and utilization of digital information. In this way we

can basically store materials in electronic format and manipulate large collections of those materials effectively.

- **MFA Regulatory & Compliance Board**

This Board meets whenever the Club is faced with Regulatory & Compliance Issues. More specifically these members meet to draft documents in relation to MFA Protest Board, MFA Disciplinary Board, MFA Finance Board, UEFA Licence Documents etc

- **Stadium Project Unit**

The Stadium Project has always been an integral part of the Club's vision which would give us the possibility to sustain our growth. This Unit meets to discuss matters related to the Stadium Project and assist the President with the necessary advise, information and proposals to make this dream come true.

- **Statute**

Like any other Club or Organisation, the Statute is the Official Document which governs and regulate the activity Hamrun Spartans F.C. The Statute must reflect the needs of the Club and therefore, members must have the possibility to propose amendments to this important document. These amendments are submitted for approval during the Club AGM which is normally organised during the end of the season according to MFA Regulations.

Relations and Representation with Sports & Public Institutions and Local Community

The following are the Entities which the Club communicates with from time to time on different levels and matters

| | |
|--|---|
| Malta Football Association – MFA | Union of European Football Association – UEFA |
| Local Voluntary Organisations & Band Clubs | Sports Malta |
| Ministry of Sports | Planning Authority |
| Lands Authority | VO's Commissioner |
| | Local Council |

CLUB BEREAVEMENT PROTOCOL

To be implemented in case of the passing away of:

A Committee Member, Technical Staff Member or Player

1. The committee shall send a bouquet of flowers to the funeral.
2. The committee shall be represented by at least one committee member at the funeral.
3. The players shall wear a black sash during the next game as a sign of respect.
4. In the case of an Active President, Committee Member, Technical Staff member or player or an ex-Council Member the club shall request the MFA to observe a minute's silence before the next game of the Club and flags to be flown at half-mast as per MFA Rules - Section V, Clause 45.
5. A post shall be made on the official club social media platforms with details of his service to the club.
6. The football club shall lower the flag at half-mast.
7. The Secretary shall write a letter of sympathy to the person's family.

An Immediate family member of an Active Committee Member, Technical Staff Member or Player.

1. The committee shall send a bouquet of flowers to the funeral.
2. The Secretary shall write a letter of sympathy to the person's family.

A Prominent person in Hamrun

1. The committee shall send a bouquet of flowers to the funeral.
2. The committee shall be represented by at least one committee member at the funeral.
3. The players shall wear a black sash during the next game as a sign of respect.
4. The football club shall lower the flag at half-mast.
5. The Secretary shall write a letter of sympathy to the person's family.

An Active Club Member

- The Secretary shall write a letter of sympathy to the person's family.

Who is considered as immediate family?

- a spouse, domestic partner, a child/ step-child, parent, brother or sister

Who is considered a prominent person in Hamrun?

- the Mayor of Hamrun,
- the Parish Priest of Hamrun,
- Members of Parliament who are residents of Hamrun or represent the locality of Hamrun
- The President of one of the band clubs in Hamrun.
- Any other person who is considered by the Club's committee to have given an important service to the Club.

In case of National Mourning, the instructions given by the Government Authorities shall apply.

COVID-19 OFFICAL PROTOCOL

PHYSIO CLINIC AREA

1. In order to keep with distancing guidelines, no more than 2 players will be allowed in the room at one time.
2. Players will not be allowed to receive any treatment unless they have masks which must be worn also whilst receiving treatment. The Physiotherapist will also be operating with a mask at all times.
3. It is highly recommended that players sanitise well before entering clinic. Sanitisers will be available and provided outside the door.
4. Couch will be thoroughly cleaned after each player and new Paper will be added for each player using the couch.
5. The Physio will be wearing new gloves for each player undergoing treatment.

DRESSING ROOM AREA

1. No one (except the Players, Medical & Technical Staff) are to be allowed to access the area for any reason.
2. Players, Medical & Technical Staff must have masks on at all times before, during and after Matches / Training Sessions. Players are only allowed to remove the mask during Matches / Training Sessions.
3. Sanitisers must be available in various places and the frequent use of Sanitizers is highly recommended
4. Players will not be allowed to have a shower at the Dressing Room. It is highly recommended that players take showers at their own residences. Only in exceptional cases, players will be allowed to use the showers, and such permission must be granted by the Club's Covid-19 Official Compliance Officer – Ms. Joanne Debattista
5. Players are instructed to make use of their own personal water bottles and no sharing of water or snacks will be allowed
6. All equipment should be disinfected before and after use. This includes the balls and any other equipment used for training or during matches.
7. It is important that all items are personalised and if possible labelled to ensure that things are not mixed up or shared
8. All Players, Medical & Technical Staff must have their temperature checked, recorded and signed on specific data sheets provided by Ms. J. Debattista. These record sheets should be submitted to her for record purposes and for future references. Anybody who exceeds the temperature of 37.2⁰, or is not feeling well will not be allowed access to the Dressing Room Area.

9. Players, Medical & Technical Staff should inform the Team Manager in case anyone related, or have been with him is found positive. In such circumstances it is recommended that the player is submitted for a Swab Test and will not allowed to attend training until the results are known to be negative. Records of such Swab Test must be submitted to the Team Manager or the Club's Compliance Officer.
10. It is highly recommended that the players do not share their car with more than one other player / known person.
11. Members of our Academy are required to follow the above- mentioned instructions and recommendations. As a matter of fact, it is highly recommended that the training schedules are planned at different intervals to avoid unnecessary contact risks.

SUPPORTERS

1. All our supporters are encouraged to collaborate and to follow the recommendations and instructions issued by the Club's Covid-19 Official Compliance Officer
2. No one will be allowed access to the Victor Tedesco Stadium unless wearing a mask.
3. Seating arrangements will be as indicated at the Stadium, and it is strictly prohibited to change or move to other seat or areas.
4. Bars will be closed during the match
5. It is highly recommended that supporters keep their distances during the entrance to the stadium.
6. Entrance ticket to friendly matches will be €5.00, and supporters are encouraged to give issue the exact amount to avoid receiving the change back from our Ticket Officer.
7. Stadium Rest Rooms must be sanitised and disinfected regularly before and during the match.



CLUB OPERATIONS

A STRATEGIC OVERVIEW

Document A - Club Operations Set Up

Document B - Creating a Brand | Three Dimensions

Document C - The Business Dimension

Document D - The Social Dimension

CLUB OPERATIONS SET UP



The Club Operations Set-Up is made up of the following Units:

- 1. Commercial Unit**
- 2. Fans Engagement Unit**
- 3. Media & Communications Unit**
- 4. VTS Management Unit**
- 5. Initiatives Unit**
- 6. Support Services Unit**
- 7. Museum, Statistics & Archives Unit**

The aim of each unit is to work and perform within specific Terms of Reference. They cover all Club operations and should contribute towards achieving a smooth, effective and efficient Management Structure. Each Unit falls under the responsibility of a Head of Unit who in turn responds to the Club CEO for branding, policy and strategic direction.

It is important to note that all members of these units are all avid Club Supporters and volunteers who give their knowledge and their time towards this cause. We believe that the proposed Operational Set-Up will give the Club a strong commitment to enhance the quality and the professional level

The co-ordination and strategy of the Operations Division falls under the responsibility of the Head of Operations, whose aim is to ensure a smooth, effective and efficient administration of the Division.

We believe that this structure is flexible to be in a position to respond and anticipate the Club demands and also can adapt to new realities in Maltese Football

OPERATIONS DIVISION

HEAD OF OPERATIONS

BERNARD PACE

This role of the Head of Operations is to co-ordinate all initiatives and activities undertaken by each of the seven Unit with all Head of Units referring to him. As Head of Operations, he is responsible to convene meetings with all Head of Units on a regular basis and individually as may be necessary.

The Head of Operations will refer and coordinate with the Club CEO and together share the Operations Strategy of the Club with all Head of Units. The Head of Operations may be asked to attend Committee Meetings as requested by the Secretary General.

Another responsibility of the Head of Operations is to propose, organise and coordinate Mass Events. He must ensure that these activities as much as possible do not interfere or duplicate other activities / events organised by other Band or Social Clubs.

The Head of Operation has to ensure that all Club's initiatives and activities are all well organised and everything contributes to enhance the image and the brand Hamrun.

INITIATIVES UNIT

**HEAD OF UNIT
IAN DEBATTISTA**

TERMS OF REFERENCE

- Promote and co-ordinate the CSR Strategy of the Club with all stakeholders
- Organise all events / activities according to the approved CSR Strategy involving all Club Members and CSR Commercial Partners as required
- Draft a Yearly approved Calendar of Events as part of the Club SCR Strategy
- Draft a Yearly approved Calendar of Events (On & Off the Pitch) for the Club Official Mascot
- Compile and maintain an updated List including all details of All Paid Up Members
- Execute the Club Bereavement Protocol as required
- Organise and promote awareness campaigns, events / initiatives which appeal specifically to disadvantaged people, children and women
- Ensure full collaboration and co-ordinate with all other Units in the Operations Division
- Organise regular meeting with all unit members

VTS MANAGEMENT UNIT

**HEAD OF UNIT
ANDREI DIMECH**

TERMS OF REFERENCE

- Responsible for all daily Administration, Management, Up-keep, Cleaning and Up-keep of the VTS Complex.
- Ensure the daily cleaning of all dressing rooms, showers, bathrooms, Gyn and all public areas
- Coordinate and share with all stakeholders, A Weekly Training and Matches Rostering Programme
- Maintain daily communication with the Academy and Senior Squad Team Manager
- Maintain the highest levels of cleanliness, security and safety in all areas of the VTS Complex
- Maintain full control of the keys of all rooms and all areas of the Complex
- Maintain records and data of all daily training activities
- Implement a clear wayfinding signage strategy indicating all accessible and non-accessible areas and other important information
- Maintain updated records of all water & electric metres / submeters
- Co-ordinate Training Schedules and Synchronise with Potential Matches
- Locate and maintain Storage for all training equipment
- Promote and attract potential rental income through Friendlies / Training Sessions to third parties
- Ensure that Official Team Apparel and Medical Supplies are kept under lock and key
- Keep an updated Inventory List
- Maintain and administer a Petty Cash System
- Manage the renting of the VTS Complex Apartment and report all costs and revenues
- Organise a team of volunteers to assist in carrying out the above-mentioned task
- Present a Monthly Financial Report of all Incoming and outgoing Transactions related to the VTS Complex.

SUPPORT & LOGISTICS UNIT

**HEAD OF UNIT
JOANNA DEBATTISTA**

TERMS OF REFERENCE

- Provide all Logistical Support to the Team Manager, Technical Staff & Players
- Manage and coordinate the Logistics for the Accommodation / Car Hire / Airline Flights of International Players / Tech. Staff
- Manage and Coordinate the Logistics for the Care Hire Service of International Players / Tech. Staff
- Manage and Coordinate the Logistics for the Airline Flights of International Players / Tech. Staff
- Co-ordinate with Technical Director and Team Manger the arrival and departure of all International Players at the Airport
- Plan, manage and follow-up the Medical Insurance Policy for Players & Technical Staff of all Senior Squad and the Youth Academy
- Share all information and financial details with the Club Finance Department on Accommodation, Apartment, Car Rentals, Medical Insurance and Salaries of all Players / Technical Staff
- Co-ordinate with the Merchandise Section and follow up the on-line requests for products form request to payment and delivery.
- Provide and follow up on all required assistance and support to the Team Manager in cases of serious players injuries.
- Follow up and adhere to Insurance Policy requirements in cases of players injuries
- Provide and follow up on all required assistance to ensure that all Players / Tech. Staff comply with Government Entities (VAT / Jobsplus / IRD / DSS etc)
- Ensure the adherence of the compliance to Covid-19 Protocols by all Players / Technical Staff
- Work closely with the Team Manager and assist him in his requirements

MERCHANDISE & FAN ENGAGEMENT UNIT

**HEAD OF UNIT
GEJTU THEUMA**

TERMS OF REFERENCE

- Selection and Procurement of Merchandise
- Display and Retail of Merchandise
- Sale of Membership Options
- Interact with Members through Gift Packs and sending of Birthday Video / Message
- Stadium Choreography & Band
- Design, Sponsors and Sale of Club Annual Calendar
- Organise Activities and Events for Supporters
- Collaborate with Initiatives & Marketing Unit on all CSR Events
- Engage with supporters on specific events and initiatives that may be organised by the Club
- Manage, operate and administer the merchandise shop/s of the Club
- Organise Fund Raising Events for the Club
- Attract new members and renew membership fees
- Manage and promote Donations for the Club below €1,000
- Organise and engage with supporters at the Stadium in all Club Matches
- Organise and engage with supporters the Band at the Stadium in all Club Matches
- Manage the choreography at the Stadium in all Club Matches
- Organise and manage the printing and the advertising / sponsorships for the Club Yearly Calendar and the Official Photo of the Senior Team

COMMERCIAL UNIT

HEAD OF UNIT
CHRIS SAMMUT

TERMS OF REFERENCE

- Develop and implement commercial strategies according to club goals and objectives
- Draft an Official Commercial Strategy on the same lines of the CSR Strategy
- Analyse market to develop plans on commercial opportunities (business development)
- Understand the cooperation with existing partners to ensure targets are being met
- Share and explain the Business Community Concept
- Attract new commercial partners to join our Business Community
- Manage relationships with partners (new and existing)
- Collaborate with diverse teams (marketing, sales, media)
- Build and maintain profitable partnerships with key stakeholders
- Monitor performance of commercial activities
- Assist in setting financial targets and budget development

MEDIA & COMMUNICATIONS UNIT

**HEAD OF UNIT
CARLO CISCALDI**

TERMS OF REFERENCE

- Together with Club Administrator seek to Develop, implement and manage our social media strategy.
- Enhance the corporate image of the Club
- Define most important social media KPIs
- Manage and oversee social media content
- Collaborate with all other HS Units within the club's structure.
- Ensure that sponsors achieve the adequate exposure in relation to their contribution to the club, across all our social media channels.
- Coordination with all members of the team on every media project.
- Responsibility for each post on our social media.
- Official Club statements (EN/MT)
- Design Posters for Schedule of Matches for the Month, Match Day poster (Date / Time / Venue / Channel to be viewed upon, Targets relating to social media achievements (Likes etc.), Official Social media platforms graphics (Profiles + banners etc.)
- Videography Promotions of Yearly Player animations (goal celebrations)
- Videography Promotions of New Signings and storyboards for each production
- Video Post-match interviews
- Video Short episodes featuring past greats of the club (Players + committee members)
- Video Creative match shots to engage supporters and the football community to our official media channels.

- Produce Video productions to capture, engage and promote further our Social Media Audience. This includes a strong presence and concept sharing of our CSR Strategy
- Match photos and all other photo related material.
- Graphics of Birthday Posters, Match-Day Posters to engage supporters, Player of the match posters,
- Pre-match posters to be used in key encounters and other graphic content as required from time to time
- Monthly Radio Programme co-ordination including player of the month competition and other supporter competitions that are organised from time to time
- Website maintenance. Together with the rest of the PR and Social media team.
- Ensuring that the website is up-to-date at all times in all its relevant sections

MUSEUM & ARCHIVES UNIT

**HEAD OF UNIT
GEJTU DEBATTISTA**

TERMS OF REFERENCE

- To identify all silverware and draw up a documented attestation of each trophy
- Eventually this unit will be responsible for the set up and operations of the Museum
- To start collecting memorabilia that forms part of the Club history
- To contribute to the History Page of the Website and display and exhibit and historical and/or statistical document

THE THREE DIMENSIONS

“True evolution for a football club comes from meeting the needs of all stakeholders in the three dimensions at the same time. However, this is a far from simple task, because, as you can see now, a club is far from a simple organization. The game of football may be simple. But running a football club couldn’t be more complicated”
(Johan Cruyff)



There are three dimensions that a football club must take care of to be successful.

ON THE PITCH: Sports Dimension

OFF THE PITCH: Business Dimension
Social Dimension

ON THE PITCH - SPORTS DIMENSION

A football club is and will always be primarily a sport organization. As such, it exists to organize a team that will play and try to win competitions. Nothing should come before that. When you are running a club, your main concern is to be able to field the best possible team that has the highest probability of winning the trophy of whatever competition you are playing in.

You always aim to win, or, at least, hope to do so. If someone creates a club hoping to lose matches, it probably won't exist for long. This applies to all football, at all levels. That's the football club's **SPORTS DIMENSION**. In this dimension, the club focuses on maximizing performance through whatever means necessary.

To secure the highest probability of winning, a club needs to have the best team. To do that, it has two options: (1) develop a unique ground-breaking training formula that will create a fantastic team with the players at your disposal—which is very difficult and rare, to say the least; or (2) sign the best possible players you can, hoping that they will improve the quality of the team—which is the alternative the vast majority of clubs usually choose.

However, as in any other competitive market, the more cash you have, the better the quality of the players you can sign. Therefore, to be able to field the best possible team, a club needs to have more cash at its disposal than other clubs, which then turns football clubs into financially-driven organizations. In a way, clubs are just like any other business: generating high income at low cost will provide you more profits. But, in the case of football, the profits are victories and trophies.

OFF THE PITCH - BUSINESS DIMENSION

Suddenly, the initial idea of a club being a simple organization that only needs to organize a team to play and try to win matches starts to fade away. Yes, clubs are primarily football institutions, but because of the nature of the competitive market they are involved in, they also need to constantly act in order to maximize financial returns and reduce costs, which creates an entirely new interpretation of how a football club needs to be managed. This is the club's **BUSINESS DIMENSION** through the creation of our Business Community.

In this dimension, the club focuses on establishing and maximizing commercial relationships with the largest possible number of stakeholders – individual or institutional – in order to constantly increase revenues at the same time it tries to keep costs as low as possible to sustain the operation. The profit resulting from the maximized income minus the minimized costs can then be redirected toward improving the quality of the squad.

But, for a football club, there are limitations to how much it can pursue profit maximization. Clubs tend to be historical community-based organizations, formed by people that share social connections, and represent the place where they are located.

The location and the community are the essence of a football organization. Usually, the closer a fan is to the stadium, the stronger is the relationship with the club. Clubs from a given neighbourhood tend to be followed mainly by the people who live in that neighbourhood. Clubs from a given city are likely to be supported the most by the individuals who live in that same city.

SOCIAL DIMENSION

Clubs represent and are represented by members of these communities. The relationship with the community, then, cannot be managed solely through commercial transactions, but demands many types of other tangible and intangible interactions. That's the club's **SOCIAL DIMENSION**, which is based on non-commercial transactions with the members of the community.

In this dimension, clubs focus on maximizing benefits for fans, members and the overall community by generating positive impact and acting as a platform for social development. The club has a football team, but promotes different activities in favour of the local network of stakeholders.

MEDIA

The more involved the organization gets with the community, the more it will mirror the vision and principles of its people. Accordingly, as the club's relevance for the community grows, so the club's importance increases as a platform to promote this vision and principles.

Once the club starts progressing through the echelons of football, it starts generating interest from a diverse range of media outlets, other football fans and the public in general. Eventually, this new audience will recognize the club as one of the main symbols of a community and, at this point, it begins to play the role of a key representative of the values of the community for external audiences. In this dimension, the club's popularity is used as a platform to maximize the promotion of the community's vision. As a matter of fact, Media becomes the vehicle which transports and binds together these THREE DIMENSIONS together. It goes on to explain our investment and energy in creating and developing an innovative media unit to give all the above the deserved and unprecedented relevance in the Maltese Football Scheme

HAMRUN SPARTANS F.C. BUSINESS COMMUNITY

WANT TO GROW YOUR BUSINESS?

Create New Partnerships and Opportunities with US

Hamrun Spartans F.C. is ready to support you with an exclusive Business Community reserved for Sponsors and Partners, allowing you to team up with other professional and entrepreneurs

Being a member of our Business Community allows you to:

Get to know other companies with close ties to Hamrun Spartans F.C.

Access exclusive content and share valuable information

The passion for sport becomes another reason to do business with us

Forge new contact, opportunities and commercial partnerships

Take part in special events and initiatives

Share your story with potential new clients

Stay up to date with initiatives targeted at the Community

OUR BUSINESS COMMUNITY



**OUR SOCIAL DIMENSION
COMMUNITY VALUES STRATEGY**

SOCIAL THEMES

- 1. Diversity and Inclusion**
- 2. Child Safeguarding**
- 3. Health and Well-Being**
- 4. Solidarity**
- 5. Human rights**
- 6. Environment**

OFFICIAL MEDIA PARTNER

TIMES  MALTA

OFFICIAL SOCIAL PARTNER

PROPOSED OFFICIAL SPONSOR VALUE

€120,000

STRATEGY

“Hamrun Hanin” CSR is built on SIX THEMES reflecting the values and beliefs of the Club. All actions are underpinned with a strong commitment towards high-quality governance, which is an ecosystem supporting the rest of the strategy.

Each event will carry its own marketing efforts and thus provide space for sponsorship visibility. However, there will be scope for additional CSR marketing beyond the reach of specific events.

All sponsors participating in the CSR events can get visibility in every event, through various means, including digital presentations on social media, communications to the press or product-placement in imagery/videography produced during the relative events.

There will be a complete and distinct separation between the management of the Club and this Voluntary Organisation. To ensure this distinction, we are proposing that any person/s who is nominated or involved in the management of the ‘Hamrun Hanin’ cannot have any presence or role in the management of the Club. The “Hamrun Hanin” would be registered as a Voluntary Organisation and will be managed by a Chairman and three (3) Board Members. The Chairman will be nominated by the Club whilst the 3 Board Member would be nominated by the Social Partners

The funds generated by the Sponsorship will be utilised as follows:

25% - Technical Investment & Resources for our Youth Development Sector

75% - Administrative, Operational and Execution of all Six Social Themes

The Activity Year for our CSR Strategy spans between September and August 2022:

ACTIVITY 1
DIVERSITY & INCLUSION

Proposed Month of Event
MARCH 2023

Event / Activity Narrative

- a) In consideration of the significant migrant community in Hamrun, an event related to migration to support integration and facilitate exchange and promote integration with migrants and non-migrants. The initiative would involve inviting members of the migrant community for a number of football practice sessions/matches at the Victor Tedesco Stadium, with the involvement of members of the Club, allowing migrants the possibility not only to integrate with the local community but also to provide an opportunity for the same migrants to potentially be scouted by the Club. The CSR team is in discussion with a migrant leader on this possibility.
- b) Organisation a football match involving persons currently residing at the Corradino Facility at the Victor Tedesco Stadium.

Social Partner/s Exposure

- Photography to accompany Press Release & Sponsor Logo
- Entrance Match Ticket with Sponsor Logo
- Social Media Posts, Photos & Video with Sponsors Logo

ACTIVITY 2

CHILD SAFEGUARDING

Proposed Month of Event

APRIL 2023

Event / Activity Narrative

While a lot has been said written during the Covid-19 pandemic about healthier lifestyles, one of Malta's biggest challenges remain that of obesity. Recent Eurostat data confirms that Malta has the highest obesity figures around the EU, for both women and men. In this context, this initiative aims at highlighting the importance of replacing candy and salty snacks with healthy fruit.

The idea is to provide fruits to Academy children on one of the days of the Toni Bajada tournament to highlight the importance of ensuring healthy eating particularly during childhood. We can either provide a selection of fruit, or else, if Covid situation precludes children from taking from tables etc, we can hand out a small pack to each.

The choice of Toni Bajada Tournament ensure that the initiative reaches non-Hamrun participants.

Social Partner Exposure

- Brochure to be handed to parents/children with Sponsors Logo
- Social Media Posts, Photos & Video with Sponsors Logo
- Photography during event with Sponsors Logo
(Take photos of a number of kids, add logos, and encouraging parents to share/upload)

ACTIVITY 3

HEALTH and WELL BEING

Proposed Month of Event
(Jum il-Hamrun)
JUNE 2023

Event / Activity Narrative

This activity will build on the previous event, while expanding the focus to the wider community and not solely children. We propose the organisation of a 'traditional' sports day on the roads of Hamrun, bringing back traditional games that characterised our childhood. Possibly, consider a race for adults.

Social Partner Exposure

- Banners along the street where the event will take place with Sponsors Logo
- Design of leaflet about health and well-being to be distributed to parents / kids which includes logos of sponsors
- All Participants to wear T-Shirts with Sponsors Logo
- Social Media Posts, Photos & Video with Sponsors Logo

Activity 4 SOLIDARITY

Proposed Month of Event
SEPTEMBER 2023

Event / Activity Narrative

Blood donation drive. Encouraging all Club Supporters to donate blood, while at the same time raising awareness among the community on the importance of giving blood. Club Merchandise will be distributed to all those who participate in this Blood Donation Campaign

Social Partner Exposure

- Hamrun Hanin / Club Merchandise will be donated to the Blood Bank Management to present as souvenirs to all Hamrun Blood Donors who will be triggered by this activity to become Regular Blood Donors
- Social Media Posts, Photos & Video with Sponsors Logo

Activity 5 HUMAN RIGHTS

Proposed Month of Eventt

OCTOBER 2023

Event / Activity Narrative

The right to a basic meal or be provided access to food is an International Human Right. Reality shows that unfortunately, over the past years, there has been an increase in the number of people under the poverty line who lack the basic need and access to healthy food in the locality of Hamrun and surrounding areas.

The CSR team is suggesting purchasing a number of bags of food to deliver to the persons who are most in need. While this one-off event will evidently not eliminate the problem, it will serve to shed light on a 'hidden' issue and hopefully raising more awareness about this reality.

Social Partner Exposure

- Press Release with Photos and Sponsors Logo
- Social Media Posts, Photos & Video with Sponsors Logo

Activity 6 ENVIRONMENT

Proposed Month of Event
NOVEMBER 2023

Event / Activity Narrative

Organise public transport (Coach / Minibus) for supporters to take them to the Stadium to watch Hamrun matches instead of using personal transport. This Public Transport will be offered free of charge both way to the Stadium before the Match and back to Hamrun after the Match. The benefits of this initiative are obvious. We will reduce car emissions, will reduce cars from our road and will also contribute indirectly to reduce traffic accidents.

Social Partner Exposure

- Press Release with Photos and Sponsors Logo
- Logo of the Social Partner on the windscreen of the Coach / Mini-Bus
- Socialise together before the start of each match with the Social Partner Logo serving as a backdrop
- Social Media Posts, Photos & Video with Sponsors Logo

OTHER COMMERCIAL BENEFITS & EXPOSURE FOR OUR SOCIAL PARTNERS

Sponsors can eventually benefit through other initiatives which are not related to the events, such as:

- Rental of billboard/digital space to advertise CSR campaign + sponsors
- Purchase of Sponsored articles on major news portals (Times of Malta / Lovin Malta to ensure coverage of events with mention / imagery of sponsors)
- Specific mention on all Hamrun Spartans Social Platforms (Tik-Tok, Instagram, FB, Website and Twitter)

OTHER AWARENESS THEMES

In addition, Hamrun Spartans Social Media Platforms may also be exploited to raise awareness about other Social Themes, giving further media exposure and media coverage to our Social Partners. We are proposing the following Social Themes which would be promoted on all Hamrun Spartans Social Platforms:

- Mental Awareness Day
- Diversity Month
- World Sign Language Day
- International Literacy Day
- Pink October
- Movember



CLUB TECHNICAL AREA

A STRATEGIC OVERVIEW

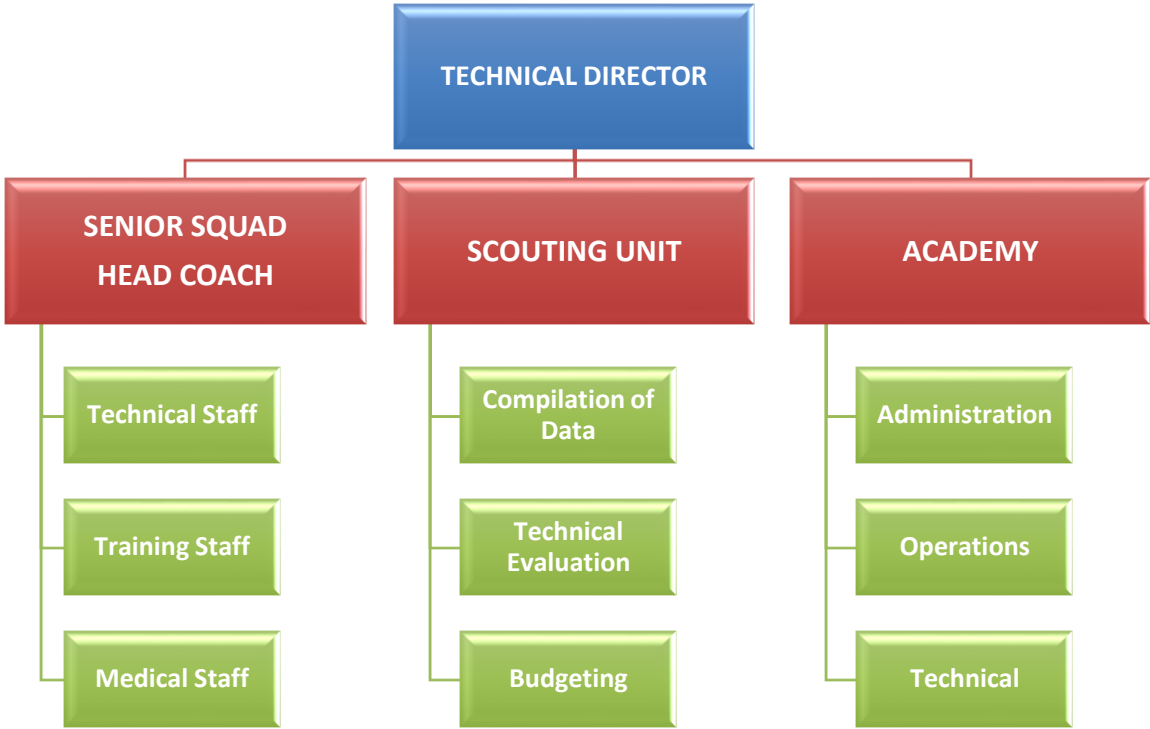
Document A - Club Technical Set Up

Document B - Senior Squad | Strategy & Technical Guidelines

Document C - Academy | Strategy & Technical Guidelines

Document D - Scouting | Methodology, Processes & Terms of Reference

CLUB TECHNICAL SET - UP



SENIOR SQUAD STAFF SET UP
TECHNICAL, TRAINING AND MEDICAL STAFF



GUIDELINES, CRITERIA AND PROCEDURE FOR RETAINED / NEW PLAYERS

PREAMBLE

In the Evaluation and Decision Process, EACH Retained / New Player must satisfy ONE FUNDAMENTAL CRITERIA. We must ensure that EACH PLAYER WILL:

BRING VALUE and CONTRIBUTE TO THE FUTURE SUCCESS OF THE CLUB

By value we mean Technical and Personality Value which will eventually help us to obtain results and success for the Club

The FINAL DECISION on each NEW / RETAINED player will be the responsibility of the TECHNICAL TEAM formed by Head Coach and Technical Director

GUIDELINES

The procedure that will be adopted will be as follows:

Technical Team must classify the current players in THREE CATEGORIES

1. Players who will be retained and will be part of the Project
2. Players who do not form part of the Project
3. Players put on the Pending List waiting for a decision

In the case of the new acquired players, the Technical Team (Head Coach & Tech. Director) will come up with:

1. Number of Players needed
2. Salary Capping in the context of the Season Budget
3. Technical Profile of each of the New Players

The Technical Team will share the information with the Scouting Team to start the search for these types of profiles. The search for these players must also include salary capping details as per Technical Team Instructions

Each member of the Scouting Team would be requested to send these players to the Secretary of the Scouting Unit (Francesco De Rosa) to compile a system to analyse each and every player who match the requested Profile Criteria of the Technical Team.

The Scouting Team will ONLY present players who satisfy the following criteria:

- Match the Technical Requirement of the Technical Unit
- Fall within the Financial Parameters indicated by the Technical Unit
- Present all possible details about the proposed Player: (Medical History, Previous Teams, Potentiality / Experience, Personality and any other information which will be useful and helpful to the Technical Unit)
- Upload Videos and all other visual information which assist the Technical Team in their analysis, evaluation and decision
- Report all Technical Information about the player and quote the source for verification

The Scouting Unit will present three players for each profile. Only these three profiles will be submitted to the Technical Team for their evaluation and final decision

SUMMARY – ROLES & RESPONSIBILITIES

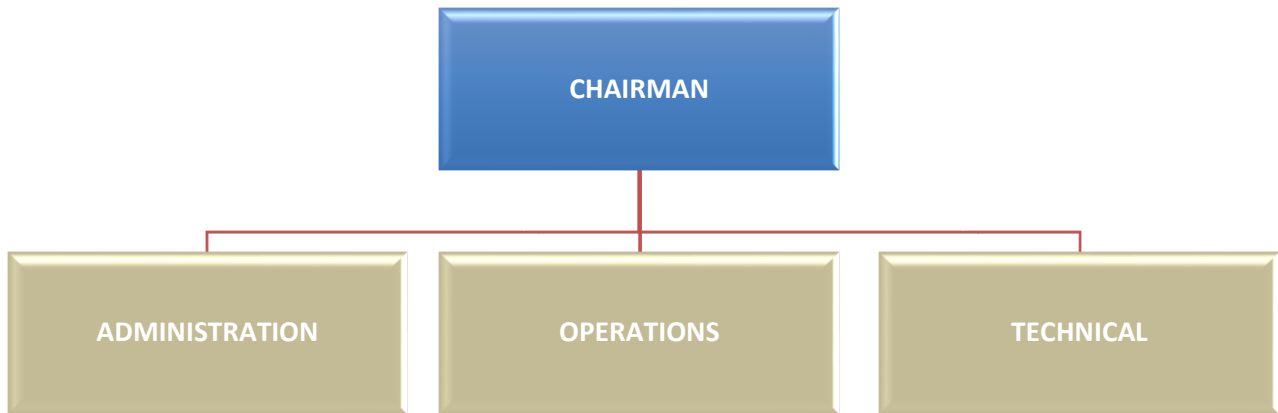
TECHNICAL TEAM

- Determine the Players who will be retained and those who will not form part of the Project
- Determine and outline a clear description of the Profiles of the New Players for next season
- Share this information about the requested Player Profiles with the Scouting Team
- Issue specific timelines

SCOUTING TEAM

- Search for Players who match the technical and financial criteria requested by the Technical Team
- Send all information to the Secretary of the Scouting Team to prepare a proper presentation based on the profile requested.
- Evaluate and analyse all Players submitted to the Secretary and list the top three choices for each player profile criteria
- Submit three players who match the required technical and financial criteria to the Technical Team for their final evaluation and decision

ACADEMY SET - UP



ACADEMY TECHNICAL SET - UP

