

# STRATEGIC PLAN 2024-2026



**WESTERN**  
FOOTBALL NETBALL LEAGUE



# MORE THAN A COMMUNITY FOOTBALL NETBALL LEAGUE WE PROVIDE:



Community and social connections



Safe and inclusive environments



Health and wellbeing outcomes



# OUR VALUES



## INTEGRITY

We will act with transparency, honesty, respect and fairness.



## PROGRESSIVE

Striving for growth and improvement opportunities.



## ENGAGEMENT

We will engage and communicate often and effectively with our Clubs and key stakeholders.



## COMMITMENT

We will hold ourselves to account and deliver on our commitments to our stakeholders.

# KEY FOCUS AREAS 2024-2026

## OUR CLUBS

Supporting our clubs to provide inclusive, safe and fun places for all

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## COMMUNITY

Engage and consult with our community and key stakeholders to strengthen partnerships

## PARTICIPATION

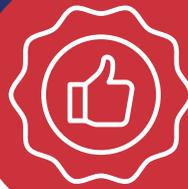
Provide opportunities for participation and positive engagement in football and netball in our community, with a focus on pathways from introductory programs to juniors and then senior competitions

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## OUR PEOPLE & CULTURE

Create an environment where our people are high performing, professional and engaged





## OUR CLUBS

Supporting our Clubs to provide inclusive, safe and fun places for all

### Key Priorities

- Provide accessible Club development resources and education to Club volunteers, coaches and participants.
- Work in partnership with our Clubs and ensuring regular opportunities for them to contribute to the direction of the league.
- Provide leadership and education to Clubs so that they can create a safe and inclusive environment for all.
- Strengthen relationships with LGAs and all levels of government so that our Clubs can provide the highest quality and inclusive facilities to our participants.
- Work closely with our Clubs to achieve full integration of female football and netball within the Club environment and our community.
- Assist our Clubs and volunteers in developing facility improvement projects and grant applications including a focus on female friendly facilities for all our players, volunteers and officials.
- Work closely with our Club volunteers to ensure that they have best practice governance, financial management and leadership processes in place.





# PARTICIPATION

Provide opportunities for participation and positive engagement in football and netball in our community, with a focus on pathways from introductory programs to juniors and then senior competitions

## Key Priorities

- Provide opportunities for participation and positive engagement in football and netball in our community, with a focus on pathways from introductory programs to juniors and then senior competitions.
- Investigate improved netball facilities with all levels of government to cater for more Clubs, teams and participants and ensure there are growth opportunities for our netball competition.
- Continue to invest, retain and grow umpiring and coaching at all levels to ensure that participants are supported and games are managed to a high standard.
- Continue to work with AFL Victoria, Netball Victoria, the Western Bulldogs Football Club, North Melbourne Football Club, Werribee Football Club, Williamstown Football Club and Western Jets to create more talent pathway opportunities for all players, coaches and umpires.
- Review and implement, where appropriate, equalisation measures across all junior and senior competitions to encourage competition and player retention.
- Invest in participation at the grass roots levels (Auskick/NetSetGO/Schools) with the AFL, Netball Victoria our Clubs and schools.





# COMMUNITY

Engage and consult with our community and key stakeholders to strengthen partnerships

## Key Priorities

- Increase engagement within the broader community through all our communication platforms.
- Ensure there are dedicated and professional staff on hand at the WFNL to focus on events, brand, commercial partnerships, marketing and communications.
- Ensure that all brand and imaging is professional, consistent and constant – include significant use of social media.
- Promote and support selected charities across the league to maximise community engagement and awareness.
- Develop a communications strategy to ensure our Western brand is well known.
- Promote the benefits of being involved in a community sport – exercise and healthy living to improve mental health and fitness.
- Focus on corporate partnerships and other commercial opportunities to the benefit of our members and stakeholders.
- Maximise our events and engage more members of the community to attend – improved communications and planning is essential for this.





# OUR PEOPLE & CULTURE

Create an environment where our people are high performing, professional and engaged

## Key Priorities

- Ensure our staff and volunteers have the necessary resources and support available to them so they are able to perform at a high level. Our people will consistently role model our values across all levels of our community.
- The WFNL will ensure there is a sustainable, transparent and effective governance system in place.
- Provide professional development opportunities to continue to grow knowledge and skills of our people.
- Manage the league with professionalism and leadership to deliver financial sustainability.
- Consistently investigate ways to reduce the workload burden on our volunteers — including the use of new technological tools to supersede paperwork where possible.
- Investigate with our partners the best office accommodation options for the WFNL — ensuring we have a high quality and visible “home base” in the West.

