



PERTH FOOTBALL
LEAGUE



STRATEGIC PLAN 2020-2025

The Perth Football League approaches its centenary year at a time of unprecedented uncertainty and change.

However, we look to the future with confidence that we can build on our current position of strength where we have more clubs, more players and a greater diversity of participants than ever before.

To be successful, we will need to overcome numerous challenges. Two of the most prominent are the economic stringencies of a looming recession and the downward pressure on volunteer numbers being experienced across all forms of community activity.

The Board and management of the Perth Football League have come together to develop a vision for our League and Clubs for the next five years, along with a set of key focus areas where we will concentrate our efforts and resources to build success.

Prominent in our thinking has been the importance of spreading the word about the enormous contribution to society that community-level football makes in terms of health and wellbeing.

We have developed this Strategic Plan 2021-2025 which sets out our priorities and outcomes we wish to achieve.



Many positives:

- Increased interest to play the game
- Sound financial position
- Good governance and management
- Game developing in a positive direction
- Passion for the game
- Consistency and continuity of the League
- Sheer volume of clubs, players and broader participants

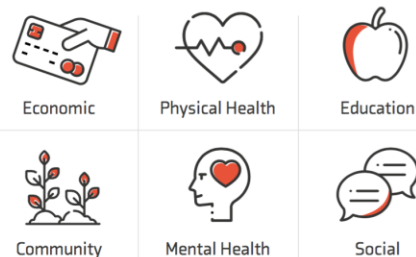
But there are significant risks:

- COVID uncertainties
- Economic recession impacts revenues
- Competition from other codes and activities
- Reducing government funding
- Reliance on LGA for facilities
- Lack of facilities that support diversification of participation

The Stats for WA



Sport delivers the following benefits to the community...



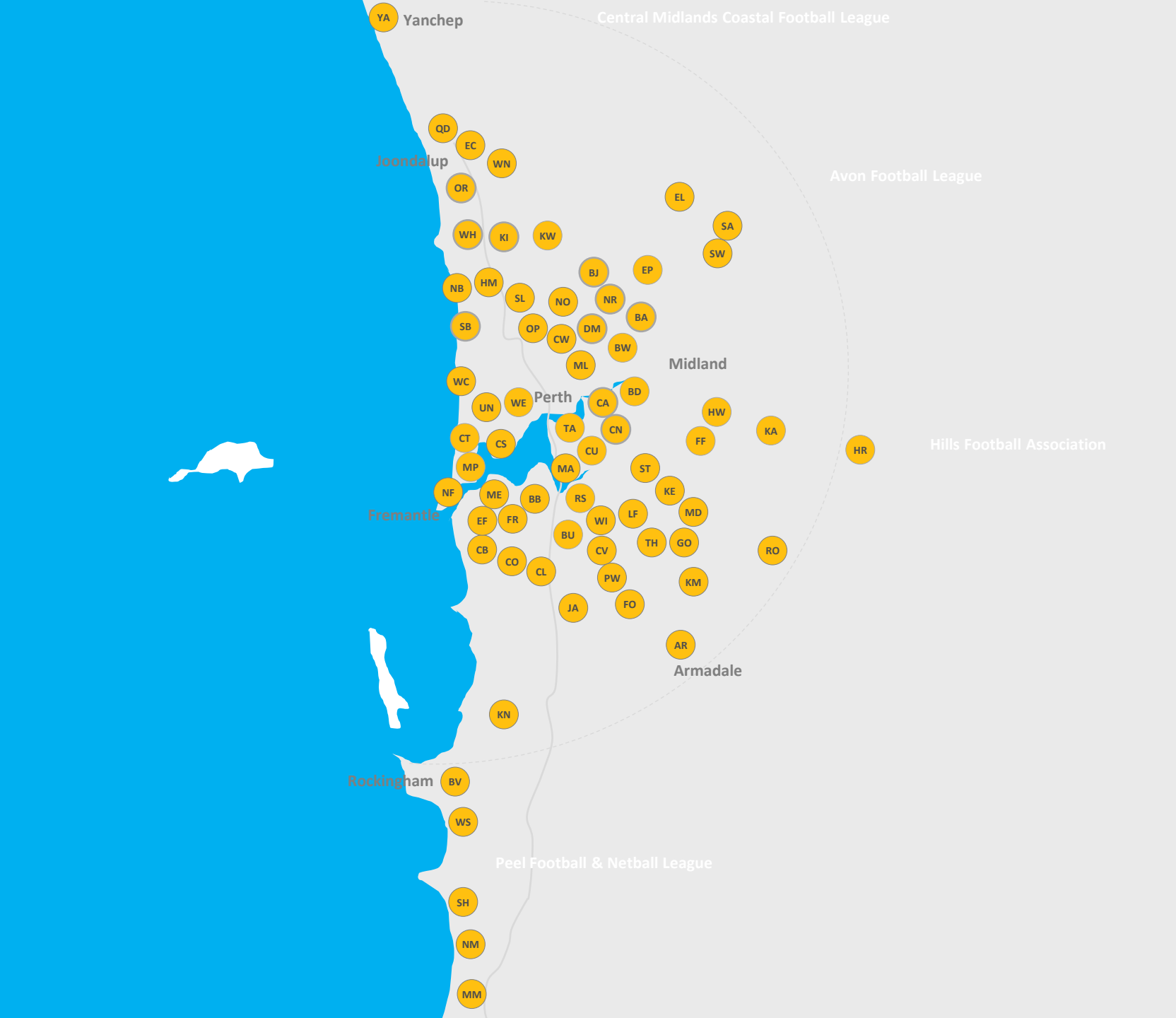
Strategic priorities for WA Sport, SportWest. 2020

Sport in WA delivers approximately...




Return on Investment of **\$7** for every **\$1** spent.





OUR REACH

Perth Football League Clubs

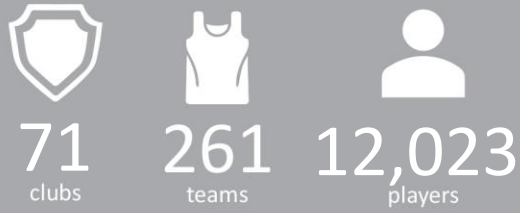
 <p>71 clubs</p>	 <p>261 teams</p>
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12,023
players

9673 males **2350** females

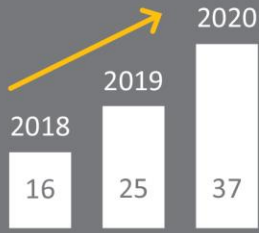
WHO ARE Perth Football League members?



27% of our players have been involved in footy between 10-19 years



22% of our players have been involved in footy between 20-29 years



Female teams have grown from 16 to 25 teams (2018-2019) and now 37 for 2020

What they spend their spare cash on



69% entertainment



38% activewear



29% fashion

Age of players



20-29

33% of our players are aged 20-29 years



30-39

26% of our players are aged 30-39 years

Employment status



62% employed full time

10% self employed

Social media



39% use Youtube



37% use Snapchat



34% use Spotify



81% use Facebook



52% use Instagram

TV Channels

NETFLIX

72% watch Netflix

foxtel

47% watch Foxtel



70% watch Channel 7



52% watch Channel 9



44% watch Channel 10

Radio stations

nova

35% listen to Nova



34% listen to Triple J



34% listen to 92.9



30% listen to GPR

News/Media

The West Australian

54% read the West Australian

What do they do for kicks



54% watch football at their local club

77% watch footy on TV

59% eat out

54% listen to music

52% watch other sport on TV

36% go to the movies

What are they planning to do in the next 2 years?



62% will holiday overseas

49% will holiday in WA

45% will holiday in Australia

31% will attend a grand final

28% will attend another sporting event in Australia

18% will attend a sporting event overseas

14% buy a new house

17% buy new tech product

14% buy a new car



We know sport can benefit communities but what makes footy different?

Anyone can play

Footy is played all over Australia by people from all background and abilities.
The number of women playing footy has tripled in the last four years. ⁽¹⁾

It's played on huge scale

Being part of a footy club and playing footy is a large part of Australian's lives.
It is the biggest club-based sport played by adults in WA. ⁽²⁾

It's popular and compelling

Once you try football, you want more.
Footy is Australia's most popular sport ⁽³⁾ and it is the most successful club sport in WA at converting adult participants into club members (64%). ⁽²⁾

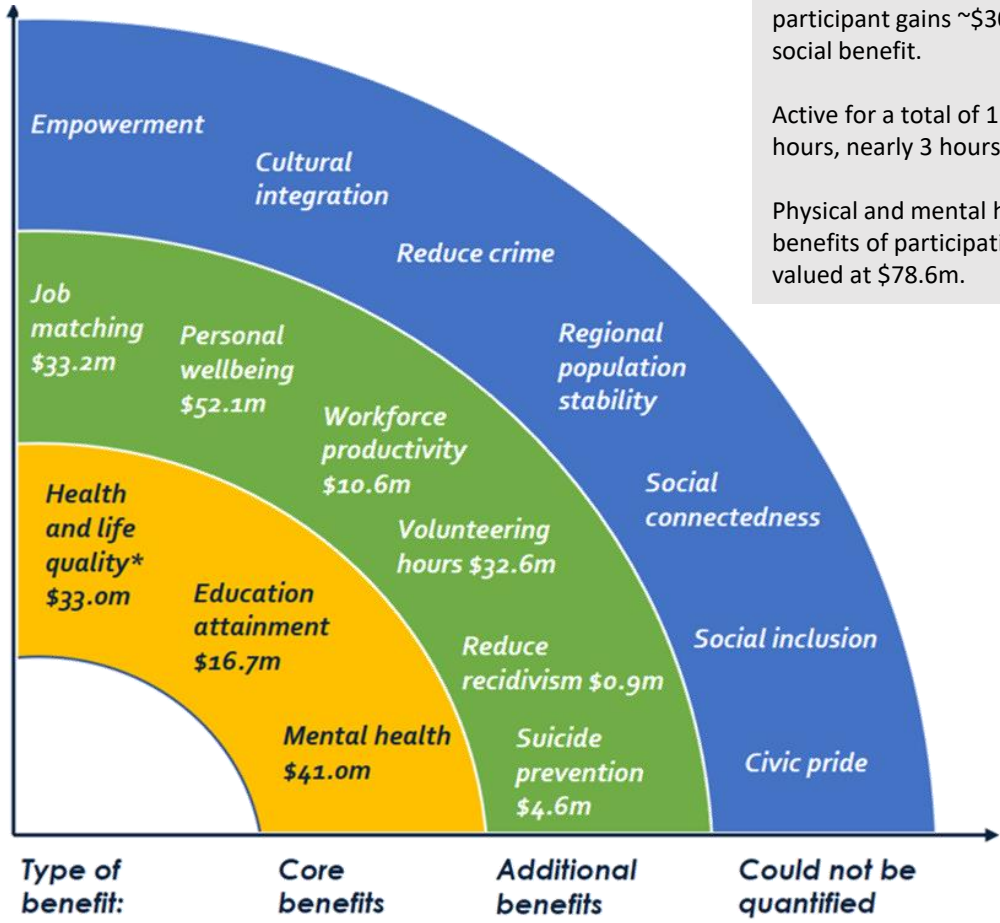
It has a unique role in Australian culture

Footy is something that is uniquely Australian, with a historic and deep connection with aboriginal people.
Footy plays an important role in connecting and enhancing communities in WA.



Club footy generates \$225m in social benefit to WA

Social benefit of club footy



Key stats

- The average footy club participant gains ~\$3000 of social benefit.
- Active for a total of 11.4 million hours, nearly 3 hours per week.
- Physical and mental health benefits of participation were valued at \$78.6m.



(1) ACIL Allen Report – The Economic and Social Impact of Club Based Football



Perth Football League provides a great social return on investment

Perth Football League is the single largest footy in league in WA.

It provides the greatest social return on investment compared to any other footy competition in WA.





Where we currently stand

In scanning the environment as we built this Strategic Plan 2021-2025, we were mindful of the following:

- ❖ Community-level football has a proud and long history in WA.
- ❖ All sports and community endeavours are experiencing a downturn in the availability of volunteers.
- ❖ Community-level football in WA sits within a total football system, including the WAFL and the AFL.
- ❖ All aspects of the football industry are experiencing re-structuring.
- ❖ A two-speed economy prevails in football where the grass roots is growing but the top level is struggling, particularly in this COVID era.
- ❖ Diversity of participation is a major driver of growth in community-level football in terms of player numbers, sustainability and culture.
- ❖ Grass-roots football makes an enormous contribution to society without adequate recognition.
- ❖ Local government authorities are tremendously significant partners in community-level football, providing much of the infrastructure required.
- ❖ Perth Football League straddles the roles of administrator and partner with its Clubs.
- ❖ Our game stirs the passions of our community and brings joy and belonging to everyday life.

STRATEGIC PLAN 2021-2025



MAINTAINING THE CORE

Core Purpose

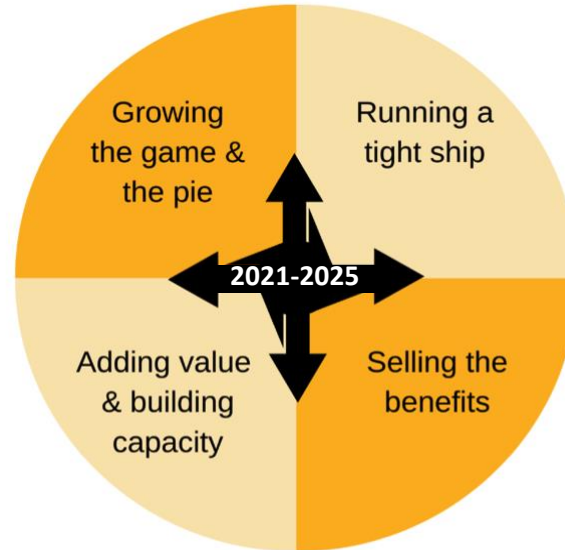
To grow community level participation in Australian rules football across the Perth metropolitan area by working with our Member Clubs to provide an enjoyable, competitive and sustainable League.

Values

We as a League, together with players, coaches and volunteers are all responsible for the values of -

FAIRNESS.
HONESTY.
DECENCY.
INCLUSIVENESS.

STRATEGIC FOCUS AREAS



Where we want to be in 2025;

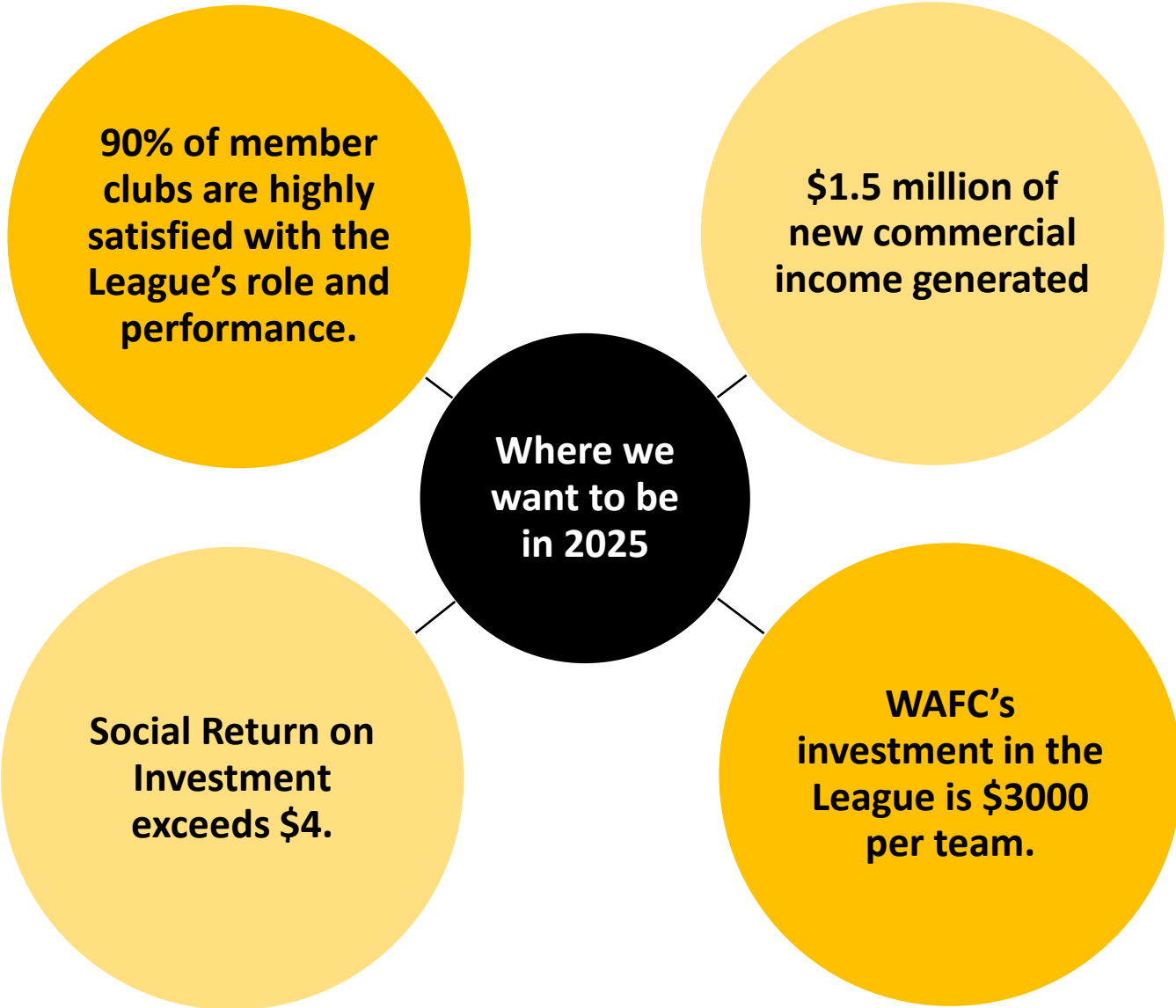
1. The Perth Football League is a vibrant league with clubs growing in participation, diversity and revenue.
2. The League is recognised as a committed and valued partner with its clubs.
3. Key stakeholders and the West Australian public are well informed of the positive contribution the League and clubs make to the community.
4. The Board and management of the Perth Football League are respected as effective stewards of the league.

STRATEGIC PLAN 2021-2025



STRATEGIC FOCUS AREA 1	STRATEGIC FOCUS AREA 2	STRATEGIC FOCUS AREA 3	STRATEGIC FOCUS AREA 4
Growing the game and pie	Adding value and building capacity	Selling the benefits	Running a tight ship
Goal	Goal	Goal	Goal
Vibrant League enjoying growth.	Committed and valued partner with our clubs.	Informed stakeholders and public.	Effective stewardship of our League.
Strategies	Strategies	Strategies	Strategies
<ol style="list-style-type: none"> Promote an inclusive and family environment at clubs. Source sponsorships, grants and commercial opportunities for clubs. Partner with the WAFC to generate more revenue for community football. Access community participation and COVID stimulus grants. 	<ol style="list-style-type: none"> Customise League support based on the specific capabilities and needs of clubs. Develop an online club administration portal. Enable technology to reduce the administration burden on club volunteers. Develop in partnership with clubs, easy to use and accessible training programs. Collaborate with the WAFC to access resources and standardised systems and templates for clubs. Hold quarterly touchpoint and educational sessions with clubs. Establish a mentor program to help clubs improve governance and finance-related processes. 	<ol style="list-style-type: none"> Implement a Stakeholder Engagement Plan. Capitalise on the opportunities from the 2021, 100 Year celebrations. Implement a media strategy, including social media, to tell our stories beyond the game. Engage with WALGA and local governments. Support and lobby to help clubs improve their facilities and playing field availability. 	<ol style="list-style-type: none"> Model good governance, including succession planning. Have an independent and diverse Board. Transparent reporting of organisational performance against appropriate KPIs and benchmarks. Actively pursue positive relationships with the diverse components of the football ecosystem to smooth player pathways. Enhance the visibility of Board members with clubs.

STRATEGIC PLAN 2021-2025



Growing the game and pie

#	KPI	Definition	2019 Result	2021 Target	2022 Target
1	New commercial revenues	Measure of new net cash and contra income from commercial sources over a 1 year period	NA	\$200,000	\$200,000
2	W AFC funding	Cash funding per team	\$1160	\$951	\$1250
3	Teams (Senior mens)	Number of senior mens teams	175	175	178
4	Teams (Senior womens)	Number of senior womens teams	25	48	50
5	Teams (Colts)	Number of colts teams	50	50	53

Adding value and building capacity

#	KPI	Definition	2019 Result	2021 Target	2022 Target
1	Club Admin Portal	Number of clubs using Club Admin Portal	NA	7%	100%
2	Xero for clubs	% of clubs using Xero	11	30	40
3	Female coaches	% of teams with a female coach/assistant coach	3%	5%	10%
3	Strategic Facilities Plan	Number of projects with guaranteed funding A. Lighting projects B. Female amenities	NA	Lighting =11 Female = 14	Lighting =11 Female = 14

Selling the benefits

#	KPI	Definition	2019 Result	2021 Target	2022 Target
1	Website	Users	101,774	105,000	110,000
2	Facebook	Followers	12,574	13,000	15,000
3	Instagram	Followers	1981	2500	5000
4	APP	App opens	467,969	500,000	550,000
5	EDM	Average open rate	19%	25%	30%
6	Virtual History	Users	NA	10,000	20,000
7	Perth Footy Live!	Total views	139,247	200,000	250,000
8	Perth Footy Podcast	Listens	NA	5000	10,000

Running a tight ship

#	KPI	Definition	2019 Result	2021 Target	2022 Target
1	Senior player satisfaction	Measured via WAFC participation survey			
2	Club committee diversity	% of female Club Presidents and Vice Presidents	9%	11%	15%
3	Board visibility	Board members at club events/matches			
4	Club meetings	Club attendance at meetings	85%	90%	95%



Contact

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