

STRATEGIC PLAN

2018-2022



WEST AUSTRALIAN
FOOTBALL COMMISSION INC.

AFL MASTERS



WESTERN AUSTRALIA (INC)



MASTERS



COMMUNITY FOOTBALL ENGAGEMENT MATRIX

PILLAR / GOAL/ STRATEGY		MEASUREMENTS	WAFC STRATEGIC PLAN ALIGNMENT
Pillar	Engagement: To gain a strong understanding of our Membership in WA and their needs.		
KPIs	<ul style="list-style-type: none"> Total Participation Community Involvement Participant Satisfaction 		<ul style="list-style-type: none"> Total Participation Club Participation Participant Satisfaction Social Return on Investment
Goal	E1	Accurately report the total number of participants each year.	Provide annual, accurate data to WAFC.
Strategies	E1.1	Utilise FootyWeb to register all active players and provide accurate reporting tools.	Review data of renewed players, new players and inactive players, aiming for annual increase.
Goals	E2	Assist clubs with engaging in local community projects.	(E4) Deliver measurable community benefits through football.
Strategies	E2.1	Create a register of Clubs supporting Community projects and provide support via peer engagement and information sharing.	22(min) Community engagement projects annually from 2019.
	E2.2	Active engagement with country clubs, emphasizing on remote clubs to assist with recruiting projects.	Increase participation numbers in non-metro clubs.
Goal	E3	Completion of Annual Stakeholder Satisfaction Survey (Masters participants only).	(E4) Deliver measurable community benefits through football.
Strategies	E3.1	Comprehensive survey to Members, requesting specific information relevant to Masters.	Satisfaction percentage equal to or greater than average across WAFC.
			(E4.1) Conduct an annual qualitative survey on stakeholders' perception of the health of our game and the delivery of key programs and initiatives.

PILLAR / GOAL/ STRATEGY		MEASUREMENTS	W AFC STRATEGIC PLAN ALIGNMENT	
Pillar		Sustainability: To strengthen our Association, Member Clubs and Members' Financial and Participation numbers		
KPIs		<ul style="list-style-type: none"> Umpire & Coaching Pathway Development Positive Cash Growth and Balances Being identified as a valued stage of Football life 		<ul style="list-style-type: none"> Umpire & Coach pathway progression Cash balance Annual governance review Social Return on Investment
Goal	S1	<i>Improve coaching resources in all clubs.</i>		(E3) Support all types of participants, including, volunteers and fans.
Strategies	S1.1	Requirement of all clubs to have a minimum Level 1 coach available at all times.	2019 Season - all clubs must have minimum of Level one attending all training and games.	
	S1.2	50% of clubs to have Level 2 (or above) Coaches.	2022 - 50%.	(T3.1) Develop a plan to provide relevant Professional Development and mentoring to support talented coaches, umpires and administrators.
Goal	S2	<i>Increase the number of available umpires.</i>		(E3) Support all types of participants, including, volunteers and fans & (T3) Ensure career pathways for talented coaches, umpires and administrators.
Strategies	S2.1	Engage with umpiring groups within WA football, creating a valuable pathway in Umpire development.	Increase Masters umpire pool by 15% by 2021.	(T3.1) Develop a plan to provide relevant Professional Development and mentoring to support talented coaches, umpires and administrators.
	S2.2	Develop incentives to encourage more ex-players to move across to umpiring.	Increase Masters umpire pool by 15% by 2021.	(T3.1) Develop a plan to provide relevant Professional Development and mentoring to support talented coaches, umpires and administrators.
Goal	S3	<i>Ensure entire Association is compliant to relevant Acts.</i>		(S3) Improve the quality of governance.
Strategies	S3.1	Work with the WAFC provided templates and assist clubs to develop timelines to ensure compliance is met in a timely manner.	All clubs compliant by end of 2019 Season.	(S3.3) Support affiliate organisations to revise their constitutions to deliver enhanced consistency and alignment to industry goals.
	S3.2	Annual Governance Review.	Meet all obligations as per the Act.	
Goal	S4	<i>Continue to build a financially strong association.</i>		(S2) Ensure all parts of football have a sustainable business model.
Strategies	S4.1	Develop a series of Sponsorship Packages of various levels to engage more sponsors and simplify the negotiation process.	Sponsorship Package available online for potential sponsors by end of 2019 season.	Aim to secure 4 new sponsors across 2018/2019, increasing to >8 Corporate Partners by 2022.
	S4.2	Develop 3, 5 and 10 year business plans.	Submit plans to WAFC.	
Goal	S5	<i>Establish AFL Masters WA as a valued stage in a Footballer's sporting life.</i>		(E2) Increase the number of players who choose to continue to play football.
Strategies	S5.1	Engage with WAAFL and WACFL clubs and associations, to assist players transition away from "serious" football.	Increase annual numbers of players transitioning.	(T3.1) Develop a plan to provide relevant Professional Development and mentoring to support talented coaches, umpires and admins & (E3.4) Implement clear KPIs to measure retention of participants in the key transition phases of their participation journey to create more life-long participants in our game.
	S5.2	Promote AFL Masters WA as a key partner to local support networks.	Assist each club in developing a charity fundraising support project for home fixtures.	



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