



WA Football
Volunteer Strategy
2026 – 2028

We acknowledge the Traditional Custodians of the lands on which we gather across Western Australia, and pay our respects to Elders past, present, and emerging.

We recognise and value the enduring connection First Nations people have to land, waters, culture, and community, and we honour their contributions to our shared future.

WARNING: Aboriginal and Torres Strait Islander readers are warned that the following report may contain images of deceased persons. Where known, family permission has been given for photos to be used.



Welcome from WA Football

Volunteers are the backbone of community sport and this is truer for Australian Rules Football than many others, given the scale and complexity of our sport.

With societal demands, cost of living pressure and competing demands on volunteer time, we are thankful for our volunteers and their role in ensuring our sport is delivered each week.

The new volunteer strategic plan for WA Football has been designed following a concentrated period of engagement and testing with stakeholders from across the state. It sets the foundation for clear decision making on our investment priorities, exciting avenues to grow our game at all levels, having a clear intent to enhance access and equity and setting out a deliberate approach to future proof the game in WA.

The investment priorities within the strategy and their delivery are underpinned by Volunteering Australia's National Standards for Volunteer Involvement. The National Standards are a best practice framework to guide volunteer involvement, improve the volunteer experience, and assist organisations to attract, manage and retain volunteers.

The power of this volunteer strategy is driven by partnership and collaboration. WA Football is committed to working side by side with our many leagues, clubs, and volunteers to reduce the volunteer workload and maximise enjoyment. This strategy can't be delivered without our volunteer workforce.

Together, we will ensure our game remains *the game for all Western Australians.*

WAFootball

The power of this volunteer strategy is driven by **partnership** and **collaboration**.





This strategy sets out to **improve communication, resources, training and recognition**, to support and reduce workload for WA's football volunteers.

WAFootball Volunteer Strategy 2026 – 2028

Vision: The game for all Western Australians

Guiding Principles



Communication



Training & Resources



Culture & Governance

Investment Priorities

- > **Messaging:** coordinated and timely engagement with volunteers
- > **Relationships:** building strong connections with volunteers
- > **Technology:** exploring new and emerging platforms and opportunities

- > **Access:** reaching and supporting all volunteer demographics
- > **Flexibility:** providing diverse delivery formats and learning opportunities
- > **Engagement:** consistent and coordinated consultation and evaluation

- > **Environment:** best practice governance, culture and volunteer management
- > **Capacity:** reducing volunteer workload and supporting clubs to thrive
- > **Celebrating:** volunteer impact and story telling

Foundations

- > Design and allocate investment relative to the level of strategic need
- > Adoption of the National Standards for Volunteer Involvement across football



Communication

Key Actions

Messaging

Consistent and transparent approaches to messaging will ensure communication is streamlined, targeted and timely.

Relationships

Building strong and supportive interactions between volunteers and WA Football, increasing understanding, connection and belonging, developing support mechanisms and ensuring safe, fun and rewarding environments.

Consultation

Continuous and ongoing consultation processes that engage volunteers in the decision making process.

Technology

Creating a strategy that leverages the effective use of technology, data and AI to foster innovation and support the development of volunteers and the industry more widely.

What does success look like?

- A streamlined system implemented to communicate with volunteers
- Adoption of technology to support the changing needs of volunteers
- Increased satisfaction of volunteers when engaging with WA Football
- Volunteer-centric decision making is adopted

A **focus on communication** to support the strengthening of relationships and reduce volunteer workload.



Training and Resources

Key Actions

Access

Ensuring resources and training are targeted, timely, collaborative and demonstrate best practice.

Reach

Supporting learning and development opportunities across all levels of volunteering within football.

Flexibility

Ensuring flexible and diverse delivery methods and opportunities that support the varied demographics, structures and engagement needs across football.

Engagement

Partnering with internal and external stakeholders to ensure consistent, coordinated and engaging initiatives to facilitate continuous improvement.

Evaluation

Continuous monitoring and evaluation to ensure resources and programs are relevant, contemporary and meet the needs of volunteers and football in Western Australia.

What does success look like?

- A volunteer information hub is developed
- Resources are kept up to date and model best practice
- Education is available in differing formats to meet the needs of diverse volunteer demographics
- Volunteers have greater access to learning, education and funding opportunities

A **commitment** to provide current, relevant, accessible and timely **training and resources.**



Culture and Governance

Key Actions

Environment

Supporting clubs to build environments that foster connection and belonging. Creating cultures of inclusion and support, allowing volunteers to thrive.

Best Practice

WA Football will lead the way in modelling, delivering and promoting best practice governance to build the capability of football volunteers. Providing clear guidance and actions to assist clubs to meet legislative requirements that impact sporting organisations.

Wellbeing

An ongoing commitment to safeguarding the physical, emotional, and psychological safety, wellbeing, and inclusion of all volunteers.

Capacity

Displaying an understanding of the demands on volunteers to deliver football. Collaboratively and proactively implementing processes and initiatives that aim to reduce volunteer workload and create thriving football environments.

Recognition

Volunteer contributions to, and impact on, the delivery of football will be continuously recognised and rewarded through storytelling, promotion, programs and initiatives that celebrate volunteers, across all of football.

What does success look like?

- Increased satisfaction and engagement of volunteers across all of football
- The Champion Club program continues to ensure best practice governance for clubs
- WA Football delivers a consolidated approach to reducing volunteer workload and increasing safety and wellbeing
- Volunteers are recognised and rewarded for their contributions to football

Supporting clubs to thrive by leading the way in governance, best practice and celebrating volunteers.



National Standards for Volunteer Involvement



Standard 1: Volunteering is embedded in leadership, governance and culture

WA Football promotes volunteering and implements effective systems to support volunteer participation.

Standard 2: Volunteer participation is championed and modelled

WA Football's commitment to volunteer participation is set out through vision, planning and resourcing, and is supported in the organisation's strategy.

Standard 3: Volunteer roles are meaningful and tailored

Volunteers are engaged in meaningful roles which meet volunteer interests and preferred style of participation, contributing to WA Football's vision - *'The Game for all Western Australians'*.

Standard 4: Recruitment is equitable and diversity is valued

WA Football supports volunteer recruitment and selection strategies that facilitate and value diversity and promote equity and accessibility, whilst meeting the needs of community football clubs and its volunteers.

Standard 5: Volunteers are supported and developed

WA Football provides tools and resources to assist community football organisations and their volunteers to understand their roles and gain the knowledge, skills and feedback needed to participate safely and effectively.

Standard 6: Volunteer safety and wellbeing is protected

The health, safety and wellbeing of volunteers is protected and volunteers understand their rights and responsibilities.

Standard 7: Volunteers are recognised

Volunteer contribution, value and impact are understood, appreciated and acknowledged.

Standard 8: Volunteer policies and practices are continuously improved

Effective volunteer involvement results from WA Football implementing a system of best practice, regular review and continuous improvement.



Credit: Volunteering Australia – National Standards for Volunteer Involvement

WA Football