



STRATEGIC PLAN 2023-2025





OUR PURPOSE

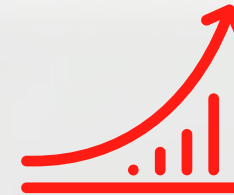
Providing inclusive football and netball participation to our community.

OUR VALUES



TRUST

Transparency, honesty, respect and fairness.



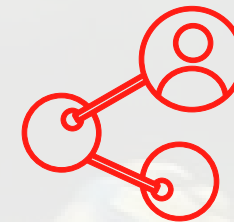
GROWTH

Striving for growth and improvement opportunities.



BELONGING

Creating an inclusive environment for all and a sense of belonging for our football netball community.



ACCOUNTABILITY

Delivering on our commitments, taking responsibility for our actions and holding each other to account.



KEY FOCUS AREAS

2023-2025



LEAGUE & CLUB SUSTAINABILITY

Maintain a vibrant league of sustainable clubs.



PARTICIPATION

Recruit, retain, develop and support participants.



FACILITIES

Provide football and netball facilities that are inclusive and support growth.



GOVERNANCE & OUR PEOPLE

Support a community of high performing, professional and engaged people.

LEAGUE & CLUB SUSTAINABILITY

Maintain a vibrant league of sustainable clubs by;

- Consistently reviewing our competition and divisional structures for football, netball and umpires to provide transparency, sustainability and growth.
- Providing dedicated club development resources to our volunteers, coaches, umpires, and players, with support, education and recognition.
 - Developing a consistent annual reporting process, including financial modelling, for all SFNL clubs, to identify opportunities for operational and governance improvements.
 - Providing regular opportunities for clubs to contribute to the direction of the league.
 - Working with Netball Victoria to ensure the most sustainable structure and model is in place.
 - Working with AFL Victoria and our clubs to review junior and youth football structures in Southern Metropolitan Melbourne and improve the pathways in place for our clubs.



PARTICIPATION

Recruit, retain, develop and support participants by;

- Continuing to increase opportunities for participation and positive engagement in Australian Football and Netball in our community, with clear pathways from junior to senior competitions.
- Providing environments that are welcoming, safe, family-friendly and supportive for all.
- Working closely with our clubs to achieve full integration of female football and netball in our community, ensuring the structures and offerings grow in line with the needs of clubs and players.
- Introducing some divisional football for juniors in 2023 and our own junior divisional football structure in 2024.
- Continuing to work with AFL Victoria, Netball Victoria, St Kilda Football Club to create more talent pathway opportunities for all players, coaches and umpires.
- Providing dedicated club development resources to our volunteers, coaches, umpires, and players, with support, education and recognition.



FACILITIES

Provide football and netball facilities that are inclusive and support growth by;

- Ensuring we have a visible and recognisable “home” in the Southern region of Melbourne.
- Strengthening relationships with LGAs, STKFC (AFL) and all levels of government, whilst reviewing the utilisation of our facilities to identify and prioritise opportunities for improvement.
 - Assisting our clubs in developing facility improvement projects, grant applications and LGA capital budget programming, including a focus on female friendly facilities for all our players, volunteers and officials.
 - Working closely with the City of Kingston on the development of the Dingley netball facility.
 - Working with clubs and LGAs to identify options for clubs to have their own netball facilities at the same site as their football facilities.
 - Working closely with all levels of government and AFL Victoria to update the regional facilities strategy (May 2018).





SOUTHERN FOOTBALL NETBALL LEAGUE

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GOVERNANCE & OUR PEOPLE

Support a community of high performing, professional and engaged people by;

- Managing the league with professionalism and leadership to deliver financial sustainability and stability to all stakeholders.
- Living in our values across all levels of our community.
- Providing a sustainable, transparent and effective governance system.
- Focusing on corporate partnerships and other commercial opportunities to the benefit of our members and stakeholders.
- Providing professional development opportunities to grow knowledge and skills within our community.
- Developing a communications strategy to ensure our Southern brand is well known and that we are making the best use of all the tools available.



SOUTHERN FOOTBALL NETBALL LEAGUE



HEAD OFFICE

RSEA Park, Linton Street, MOORABBIN VIC 3189

POSTAL ADDRESS

P.O. Box 1018, MOORABBIN VIC 3189

PHONE NUMBER

+61 3 9553 5644

GENERAL ENQUIRIES

info@sfnl.com.au