

FOOTBALL WEST FEMALE FOOTBALL STRATEGY 2018 - 2022

STRATEGIC DIRECTIONS 2018 - 2022

WHERE ARE WE GOING BY WHEN?

OUR MISSION

We support your football journey.

OUR VISION

We make the game accessible and a great experience for all.

OUR VALUES

MUTUAL RESPECT

FAIR PLAY

EXCELLENCE

Developing the game by

Empowering clubs
Improving facilities
Creating a blueprint for growth

Outstanding delivery through

A values-led culture
Capacity to deliver
Strong partnerships

FEMALE FOOTBALL PLAN 2018 - 2022 INTENT



Critical success factors for female football in WA

Leadership – FW must demonstrate leadership on gender equity

Culture change – attitudes towards female football need to change

Engagement, communication and building awareness of female football opportunities, development pathways and grassroots participation

Grow the base – increase grassroots MiniRoos and junior participation

Grow the base – strengthen connections with school programs and Specialist Secondary Schools

League structures – support elite player development

League structures – retain seniors and veterans in football

Club capacity building, empowerment and sustainability – raise standards in grassroots clubs for female football

Infrastructure requirements for female football participation – FW, Clubs and elite

Increase numbers and quality of female coaches

Increase numbers and quality of referees

Market and promote female football – convert participants into a strong and growing fan base

Partnerships and sponsorships – seek out crosspromotion opportunities to broaden partnership opportunities

Data analysis and benchmarks to support growth in female football – agreed objectives and targets FW are committing to achieving across female football

Objectives – FW Balanced scorecard (what we must do well?)

GROWTH

- Participation rate increase – align to FFA 40% in 20yrs
- Revenue growth from female football participation
- Investment priority area (\$1 per registration commitment)

VALUES LED CULTURE & CAPACITY

- Staff engagement
- Integration of female football focus areas into all aspects of HR Management

EMPOWERED CLUBS

- Number of clubs engaged in female football initiatives
- Club accreditation including female football targets
- Retention and satisfaction of female players, referees, coaches, parents

STRONG PARTNERSHIPS

- Increase in partnerships
- Funding increase through partnerships



Commercial in Confidence – May 2018

FOOTBALL WEST FEMALE FOOTBALL STRATEGY 2018 - 2022

STRATEGIC DIRECTIONS 2018 - 2022

HOW ARE WE GOING TO GET THERE?

EMPOWERING CLUBS

- **A 'Good Practice Guide' is developed for clubs.**
 - Identify and define different types of "model" clubs as a benchmark for clubs to work towards. Football West will ensure these models reflect the different types of Clubs that may exist.
 - Develop 'Good Practice Guides' which will act as a key resource for Clubs to benchmark themselves against agreed standards.
- **Clubs have access to excellent resources and are equipped to deliver sustainable growth of the game.**
 - Review the structure and resources of the Club Development team to ensure optimum implementation.
 - Identify a suite of templates and products designed to inform the successful management of Clubs – this will cover the full range of operations such as governance, membership, development, volunteers and so on.
 - Develop capacity for sharing of information and resources between clubs.

IMPROVING FACILITIES

- **A strategic approach to facilities planning.**
 - Complete a club audit on existing facilities.
 - Complete a Facilities Development Plan at a Club, LGA and State level.

Q2 2018/
ongoing

Q4 2018/
ongoing

CREATING A BLUE-PRINT FOR GROWTH

- **Programs and products are prioritised.**
 - Identify key annual priorities for the next five years.
 - Based on key priorities, create annual development plans to address key development needs (i.e. Referees, Coaches, Players etc).
- **A regional service model is in place.**
 - Develop a regional service model.
 - Implement and measure progress against the model.
- **Growth forecasts are completed to inform resource requirements and geographic spread.**
 - Forecast predicted growth in the game out to 2022.
 - Predict resource requirements based on forecast growth to continue to service the game to a high standard.
 - Review growth predictions by region.
 - Develop the State Team Program.
- **A long-term vision for football is developed.**
 - Develop a scoping paper that is designed to develop a long-term vision for football.
 - Identify potential partners to complete the project (FFA, other state bodies, universities etc).

Q1 2018
and
ongoing
(aligned to
Corporate
Strategy)

FOOTBALL WEST WILL ENSURE OUTSTANDING DELIVERY THROUGH

- **A values-led culture**
 - Everyone understands and supports a new way of working.
 - Our internal and external communication is professional, targeted and reflects the values of Football West.
- **Capacity to deliver**
 - Create a Workforce Development Plan.
 - Prepare IT strategy for the next five years.
 - Ensure Football West has the full suite of required policies and procedures.
- **Strong partnerships**
 - Review current stakeholder list and ensure all stakeholders are included.
 - Develop a clear picture of each partnership and develop Stakeholder Engagement Plans.

Q1 2018/
ongoing

