



## WAAFL Strategic Plan 2017-2020

Beginning in 1922, the Western Australian Amateur Football League Inc. (WAAFL) has grown from a six team competition to the largest single football competition in Western Australia. The WAAFL comprise 67 clubs, 231 teams and 9976 players who play football in the Perth metropolitan area. Currently, the WAAFL caters for men from the age of 16 years, and is well supported by an incredible number of volunteers and supporters.

The WAAFL provides a high quality standard competition for players not wishing to endure the commitment to semi-professional training due to study commitments, career commitments or simply a lifestyle that considers football as a recreational pursuit.

In 2014, the WAAFL Board commenced a strategic review of the WAAFL to plan for the next three years through to 2018. However, resulting from a review of the WA football landscape by the WAFC, the Board reviewed that plan and now endorse this WAAFL Strategic Plan 2017-2020.

The WAAFL has solid foundations built on strong clubs and dedicated volunteers, a solid financial base, good governance, and mature partnerships with government, business, media and the community.

Building on these foundations, the WAAFL 2017-2020 Strategic Plan strives to *grow the game* of Australian Rules football across the Perth metropolitan area by providing players with an enjoyable, competitive and sustainable community football competition. In doing this, we focus on three strategic priorities - **competition growth, competition integrity and diversifying our revenue streams.**

By leveraging clubs infrastructure and volunteer networks combined with our competition expertise and programs, the WAAFL and its members make a valuable contribution to the Perth community<sup>1</sup>.

The WAAFL's commitment to community development and maintaining the integrity of our competition is consistent with our core values of *fairness, honesty and decency*. These are incorporated in the WAAFL Spirit of the Game Statement.

### KEY ORGANISATIONAL RISKS

1. High turnover of club volunteers, loss of local knowledge, unstable club governance.
2. Low junior player numbers transitioning to senior clubs.
3. Pressure on clubs to pay players.
4. Ageing umpires, poor umpire recruitment and retention.
5. Significant reduction in WAFC grant and loss of offices.
6. Elements of illicit drug use, excessive alcohol use and emerging mental health issues across our player demographic in the community.

### REVIEW AND REPORTING

The Board and General Manager are to annually gain stakeholder feedback.

The Board is to report to the AGM the performance of the strategic plan.

<sup>1</sup> Based on research by La Trobe University and AFL Victoria, for every \$1.00 invested in a community football club, there is at least a \$4.40 return in social value<sup>1</sup>.

## CORE PURPOSE

To grow the game of Australian Rules Football across the Perth metropolitan area by providing players with an enjoyable, competitive and sustainable community football competition.

## VALUES – SPIRIT OF THE GAME

We as a League, together with players, coaches and volunteers are all responsible for the values of -  
**FAIRNESS. HONESTY. DECENCY.**



**WAAFL**  
**Strategic Plan**  
**2017-2020**

		WHAT IT MEANS	2020 TARGET OUTCOME
STRATEGIC FOCUS - "GROW THE GAME"	<b>COMPETITION GROWTH</b>	Exploring opportunities to increase the number of players in the League	11,000 registered players
	<b>COMPETITION INTEGRITY</b>	Promoting the Spirit of the Game	Spirit of the Game Indicator +1
	<b>DIVERSE REVENUE STREAMS</b>	Diversifying revenue streams to reduce costs on clubs	15 revenue streams implemented
SOLID FOUNDATIONS	<b>STRONG &amp; VIBRANT CLUBS</b>	Having well organised clubs that attract and retain players, volunteers and fans	50% of clubs completed Top Club program by 2020
	<b>SOUND FINANCIAL BASE</b>	Investing funds to support the League's ongoing success	
	<b>GOOD GOVERNANCE</b>	Displaying best practice governance and prudent risk management	
	<b>RESPECTED PARTNERSHIPS</b>	Working with local governments, affiliates, sponsors and media	