



2025 New President and Vice President Footy Forum

Edith Cowan University, Wednesday – 26th February



Official Game Day Technology
Partner of Junior Football

WAFootball.



AGENDA

- Introduction
- WA Football Strategic Plan, Structure and Support
- Regional Development Council's
- Integrity Presentation
- Champion Club & Club Governance
- Perth Football League Presentation
- Role of the Club President & Volunteering
- Inglewood Hotel

WAFC STRATEGY 2023-2025

VISION: THE GAME FOR ALL WESTERN AUSTRALIANS

KEY OUTCOMES

Sustainable Growth | Increased Talent & Capability | Increased Revenue | Improved Stakeholder Engagement

WA FOOTBALL INDUSTRY FOCUS



Club, Volunteer & Administrator Support

Strategic Priorities:

- Building the capacity, diversity and capability of volunteers and administrators
- Simplifying the role of volunteers and administrators, providing tools to support them
- Support clubs and affiliates in establishing best practice governance and management processes that drive positive club environments and culture



Facilities & Infrastructure

Strategic Priority:

- To have sufficient and suitable facilities that support the growth of the game now and into the future



Participation, Development & Talent Pathways, & Competitions

Strategic Priorities:

- The participation pathway continues to grow at a sustainable rate
- Provide a clear talent pathway that enables individuals to reach their full potential
- Our competitions are well governed, safe, fun, fair and inclusive (Game Day Environment)



Brand, Audience & Engagement

Strategic Priorities:

- Grow audience and fans through a new WA football brand
- Improve data and segmentation, grow commercial opportunities
- Grow the relevance of WAFL/W competitions

INTERNAL FOCUS

PEOPLE & ORGANISATION CAPABILITY

Strategic Priority: We have talented and capable people with contemporary and diverse skills, that align to our values, along with the financial means and tools to lead the delivery of the strategy

UNDERPINNED BY KEY FUNDAMENTALS

Sustainable Investment Principles | Diversity | Collaborative & Inclusive | Integrity | Governance & Risk

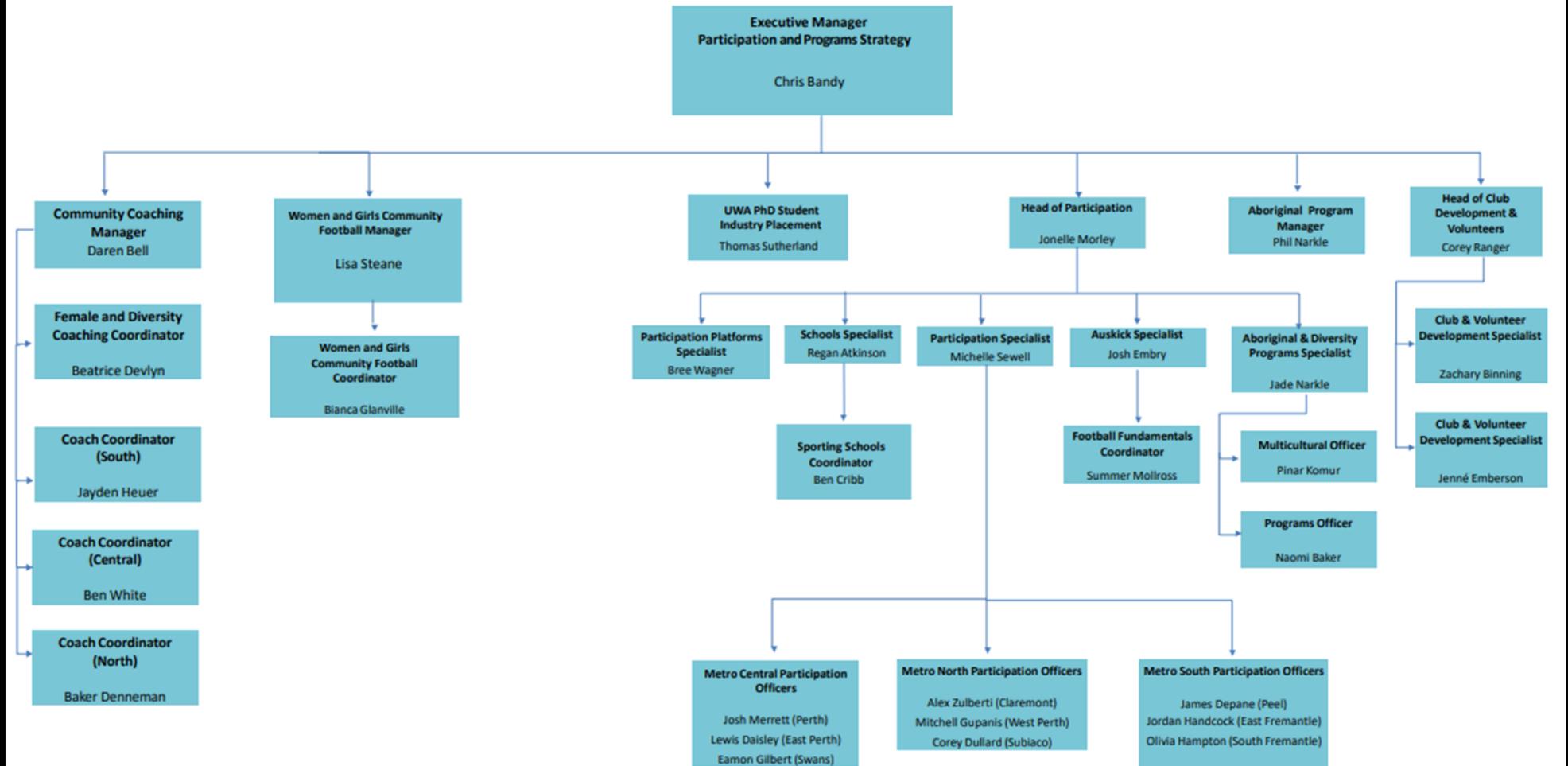


WA FOOTBALL

- At WA Football there are over 100 full time, part time and casual staff responsible for the delivery of football across the following areas;
 - Participation Programs
 - Participation, Women and Girls, Club Development & Volunteers, Diversity, Coaching
 - WAFL/W & Junior Competitions
 - Talent Programs
 - Umpiring Programs (Talent-Community)
 - Administration
 - Brand and Growth, Finance, Facilities, Integrity, IT
 - Country Football WA
 - Leagues and Affiliates (PFL)

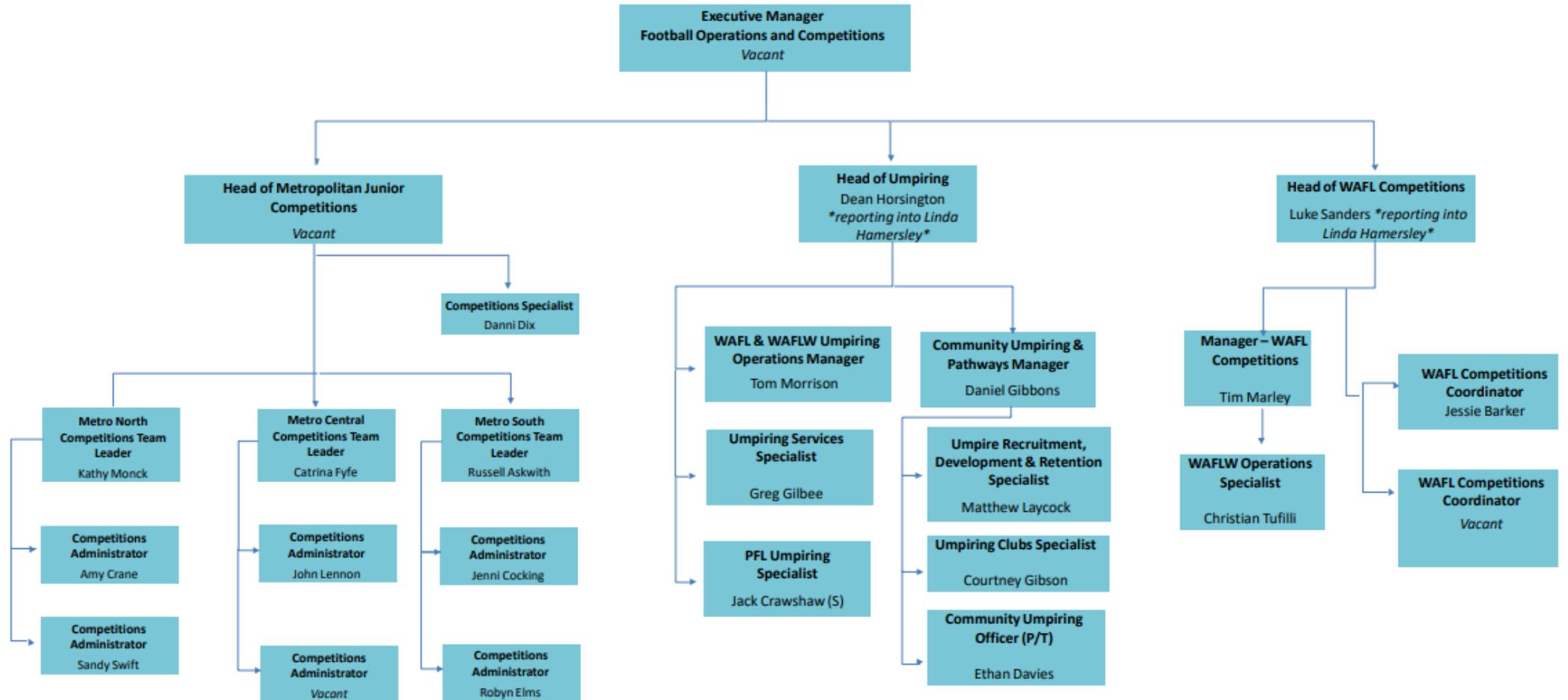
PARTICIPATION & PROGRAMS STRATEGY

Participation and Programs Strategy



FOOTBALL OPERATIONS AND COMPETITIONS

Football Operations and Competitions



REGIONAL DEVELOPMENT

COUNCIL'S

METRO SOUTH RDC



METRO CENTRAL RDC



METRO NORTH RDC



REGIONAL DEVELOPMENT COUNCIL'S

The core business of the RDC's is the governance of Australian Rules Football within our local districts; promoting and developing the game; supporting competitions, overseeing clubs, expanding, and developing our relationships with schools and community groups and the enhancement of facilities.

Our mission is to provide participants with a safe, supportive, and inclusive environment while promoting health & wellbeing and maximizing participation in Australian Football.

RDC SUPPORT PROVIDED FOR CLUBS



Provide mentorship and advocacy for Junior Club Presidents and committees



Be part of key club milestones and celebrate your club's achievements



Champion innovation and club initiatives that drive junior football participation



Support and fund initiatives that align directly with the RDC strategic pillars



Be a strong advocate for your club at both the WA Football and WAFL levels—make your voice heard



Metro South Regional Development Council – East Fremantle, Peel, South Fremantle

First Name	Surname	Position	Email Address
Anthony	Doig	Chairperson	efdistrict.clubrep@gmail.com
Corey	Ranger	Executive Officer	cranger@wafc.com.au
Ryan	Ramage	Secretary	rpramage@gmail.com
		East Fremantle Junior Club Representative	-
Patrick	de Haan	South Fremantle Junior Club Representative	patrick@topdrill.com.au
		Peel Junior Club Representative	-
Sam	Skinner	WAFL Club Representative	footballmanager@peelthunder.com.au
Geoff	Hiller	Senior Club Representative	gmo@peelfootballleague.com.au
Sarah	Christensen	Female Football Representative	sarahchristo85@gmail.com
Tracey	Rafferty	RDC Treasurer	tracey.rafferty@bigpond.com
Rob	Pini	Community Football Delegate (GC)	robpini@ozemail.com.au
Tameeka	McCorkell	Community Football Delegate (GC)	t.mac@inet.net.au



Metro Central Regional Development Council - East Perth, Perth and Swan Districts

First Name	Surname	Position	Email Address
Travis	Burrows	Chairperson	travisburrows@bigpond.com
Corey	Ranger	Executive Officer	cranger@wafc.com.au
Ryan	Ramage	Secretary	rpramage@gmail.com
Michelle	Maynard	Treasurer	michelle.m@carbongroup.com.au
Shaun	Hughes	East Perth Junior Club Delegate	metrocentral.royals@wafc.com.au
Tony	Pickburn	Perth Junior Club Delegate	metrocentral.demons@wafc.com.au
Narelle	Thredgold	Swan Districts Junior Club Delegate	metrocentral.swans@wafc.com.au
Jan	Cooper	Female Football Delegate	jancooper1915@gmail.com
Danielle	Santoro	Senior Football Delegate	danielle.santoro@education.wa.edu.au
Hayden	Cobley	WAFL Club Delegate	hcobley@swandistrictsfc.com
Rob	Geersen	Community Football Delegate (GC)	robg@krgservices.com.au
Kristy	Rewell	Community Football Delegate (GC)	kristyrewell@hotmail.com



Metro North Regional Development Council - Claremont, Subiaco and West Perth

First Name	Surname	Position	Email Address
Nicole	Rodgers	Chairperson	nbrodgers@gmail.com
Corey	Ranger	Executive Officer	cranger@wafc.com.au
Ryan	Ramage	Secretary	rpramage@gmail.com
John	Pellegrini	Treasurer	jwp168@gmail.com
Dianna	Guttridge	Claremont Junior Club Delegate	guttridge@aapt.net.au
Rosemary	Goodin	Subiaco Junior Club Delegate	rosemary.goodin@gmail.com
Sharon	Wood-Kenney	West Perth Junior Club Delegate	sharonkenneyconsultant@gmail.com
Garry	Addison	WAFL Club Delegate	garry@visionfinancial.com.au
		Senior Football Delegate	-
Jodi	Mills	Female Football Delegate	jodimills71@gmail.com
Mika	Berman	Community Football Delegate (GC)	mika.berman@hotmail.com

CLUB DEVELOPMENT & VOLUNTEERS SUPPORT

Celebration of Key Volunteers – Recognising the dedication of your volunteers is essential.

We organise events and initiatives to honour their contributions.

Support for Champion Club – Providing expertise to guide you through your Champion Club journey.

Committee Meetings – We're here to listen. Schedule us to attend your committee meetings and present to your team.

Support with Internal Conflict – Offering guidance and assistance in resolving internal club conflicts.

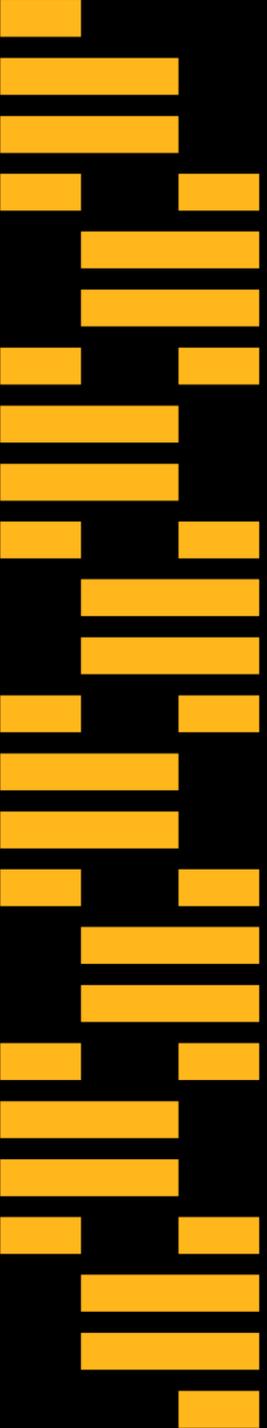
Tailored Online Support – Delivering a series of webinars this season to educate and support volunteers across WA.





OTHER AVENUES OF SUPPORT

- **Toyota AFL Club Help**
 - Football Specific Resources and Templates
 - <https://play.afl/clubhelp>
- **Volunteering WA**
 - Volunteer Resources and Templates
 - <https://www.volunteeringwa.org.au/>
- **Play by the Rules**
 - Game Environment and Parent Education Resources and Templates
 - <https://www.playbytherules.net.au/>

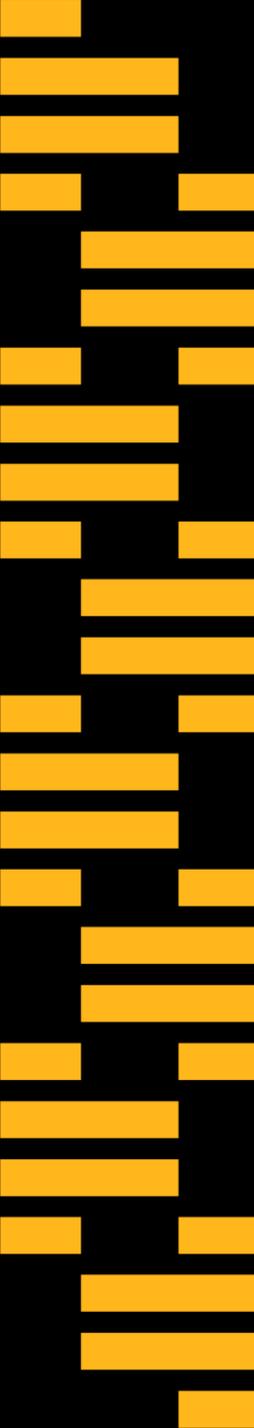


INTEGRITY PRESENTATION

<https://wafootball.com.au/integrity>

Internal_2025 AFL Education: Vilification & Discrimination |
Review 360

WAFootball



MANAGING CLUB OPERATIONS AND COMPLIANCE

WAFootball

WA Football Champion Club Program

WA Football has launched the Champion Club Program, a state-wide initiative aimed at strengthening club governance, improving volunteer management, and enhancing operational effectiveness across community football.

The program consists of two levels:

Foundation Level – Establishes the essential governance requirements for club administration

Premiership Level – Recognises clubs that demonstrate outstanding governance and operational excellence

Participating clubs will benefit from:

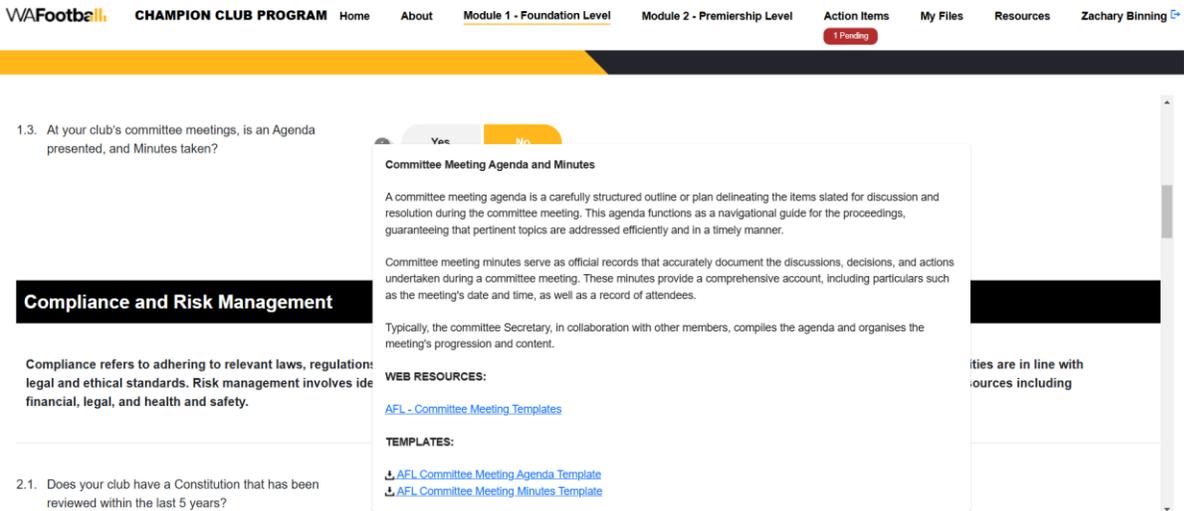
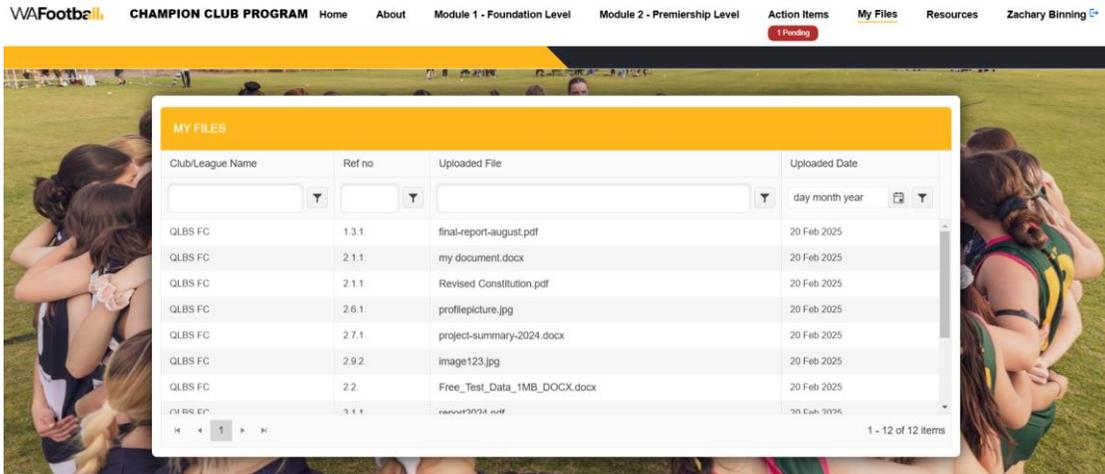
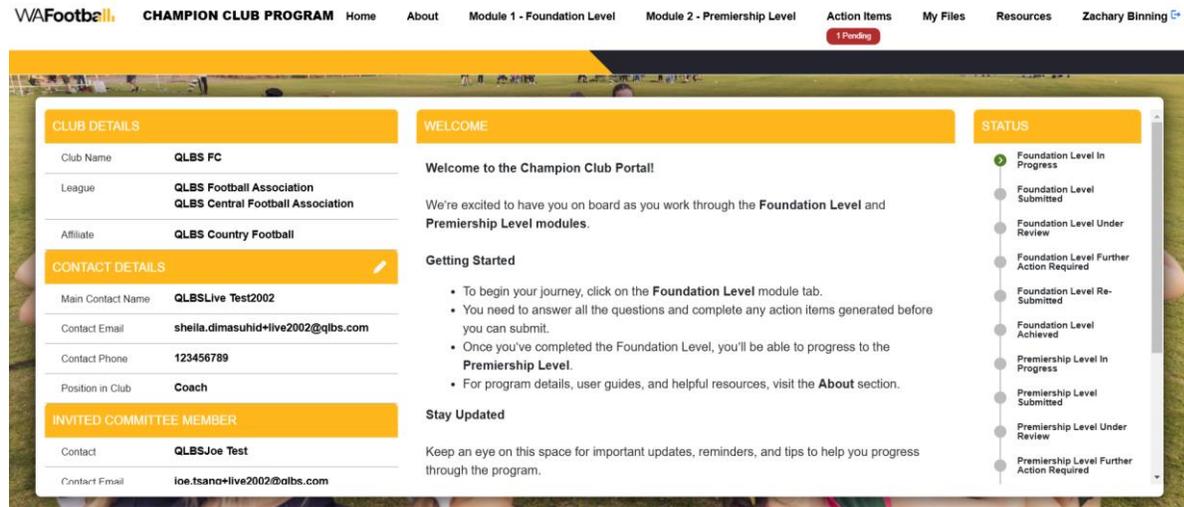
- Official status and recognition through WA Football platforms
- Access to digital assets and promotional materials
- Support in meeting compliance requirements
- Opportunities to strengthen relationships with sponsors and funding bodies

For further details and club registration information, visit

<https://wafotball.com.au/wa-football-champion-club>.

For any inquiries, contact the Champion Club team at championclub@wafc.com.au.





Legal and Financial Responsibilities of a Community Football Club

Incorporation

It is considered good practice for clubs to become a formal incorporated association. When a group incorporates, it becomes a separate legal entity which can do things in its own name.

Incorporated associations under the Associations Incorporations Act (WA) 2015 are required to:

- Keep accurate records such as; rules and a register of members
- Keep accurate accounting records and report to members
- Hold an Annual General Meeting
- Ensure committee members act responsibly
- Ensure the rules (or constitution) is kept up to date
- Reports to the Consumer Protection branch of the Department of Energy, Mines, Industry Regulation and Safety
- Follows all requirements set out under the Act





Legal and Financial Responsibilities of a Community Football Club

Associations Information Statement

Incorporated associations have an obligation under section 156 of the Associations Incorporation Act 2015 (the Act) to provide information to the Commissioner.

Completing the Associations Information Statement (AIS) is the way that associations meet this obligation.

The information provided in the AIS helps confirm that it is still active, eligible to be incorporated and has held its Annual General Meeting (AGM).

Legal and Financial Responsibilities of a Community Football Club

Not For Profit Self-Review-Return

Not-for-profits (NFPs), including sporting clubs, societies and associations, with an active Australian business number (ABN) need to lodge an annual NFP self-review return to continue accessing income tax exemption.

If your organisation has its own ABN, you'll need to complete your own NFP self-review return even if it's affiliated with a broader sporting group.





Legal and Financial Responsibilities of a Community Football Club

Food Safety Standards

A sporting club operating a canteen must comply with the Food Safety Standard 3.2.2A, Category One which includes businesses that prepare unpackaged foods ready to eat and serve direct to the public.

To be compliant, your club must have a Food Safety Supervisor who:

- Holds a food safety supervisor certificate issued in the last 5 years
- Manage and give direction on safe food handling
- Advise and supervise food handling practices
- Identify, prevent and manage food safety problems
- Be available to supervise food handlers.

Whilst food handler training is suggested, it is not a legislative requirement if the food handler is able to demonstrate knowledge and are supervised by a Food Safety Supervisor.



Child Safeguarding

Working with Children Requirements

- In July 2023 significant changes to Working with Children legislation were introduced that clubs need to ensure they understand
- Whilst volunteers who don't have a child at the club must still provide a valid Working with Children Card, parents and guardians must now also confirm that they are covered by the parent volunteer exemption and record this information.

Child Safeguarding

Working With Children Requirements Continued...

For football clubs, it is recommended that as a minimum, the following volunteers be required to provide a WWC or confirmation of exemption:

Junior Competition Football

- All club committee members
- All match day officials (if club provided)
- All team coaches and assistant coaches
- All team managers
- All team first aiders
- All team runners
- All parent umpires in a junior competition
- Any other person who comes in regular contact with children at the club e.g., life members who regularly hand out awards.



Bronze

✓ **Non Medicare Medicals** ⓘ

60% Reimbursement

✓ **Reimbursement Limit** ⓘ

\$2,000 max per claim

✓ **Excess** ⓘ

\$100 excess per claim

✓ **Capital Benefits** ⓘ

\$100,000

✓ **Quadriplegia/Paraplegia Benefit** ⓘ

\$1,000,000 Maximum

Member Protection

AFL National Risk Protection Program

AFL Marsh Insurance

- Base Level Cover is automatically provided for affiliated community football clubs in Victoria, ACT, NSW, Tasmania, WA and Queensland for their declared club location/s.
- Default cover level for affiliated members (excluding Masters) is bronze level and upgrades to silver, gold or platinum are available.
- If your club wishes to upgrade its cover, please contact Marsh Insurance.
- If unsure of your club/s AFL ID which is required to access your clubs Marsh Certificate of Currency contact clubdevelopment@wafc.com.au



Member Protection

Codes of Conduct

A club's code of conduct/s is a set of guidelines and expectations regarding the behavior and attitudes of members (inclusive of committee members, players, coaches, match day volunteers, parents and spectators) associated with the club. This document's purpose is to outline expected behavior's, helping to maintain a positive, respectful and safe environment for all members involved in the club.

Having a Code of Conduct/s will assist your club to:

- Promote Positive Behaviour
- Enhances Safety
- Reputation Management
- Club Protection
- Consistency and Fairness

Conflict Resolution and Dispute Management

Creating a Supportive Environment

At a community football club it is crucial to prioritise creating a supportive environment where conflicts are resolved fairly and respectfully, ensuring the focus remains on the enjoyment of the game for all players and their families.

Encourage Open Communication

- Ensure concerns are expressed openly by players, parents, and coaches

Fair & Non-Biased Grievance Policy

- Implement a clear and impartial process to address complaints and ensure fair outcomes

Active Listening & Neutrality

- Listen to all parties involved and maintain an objective approach

Timely & Respectful Resolution

- Address issues promptly while treating everyone involved with respect





Conflict Resolution and Dispute Management

Grievance Policy

A grievance policy is a formal procedure for handling complaints or concerns. It ensures issues are addressed fairly, promptly, and impartially, while treating all parties with respect throughout the process.

It is crucial that a club has a grievance policy that sits outside their constitution so that it can be regularly updated if required without requiring an AGM or Special General Meeting

What are the key elements that make an effective grievance policy:

- Opening statement outlining the purpose of the policy
- Process of submitting a formal complaint
- Notification of the complaint to the person who the complaint was made against
- Outline the process of investigation
- Outline the process of how a determination is made
- Outline the appeals process

Club Constitutions, By-Laws and Policies

Constitutions

A constitution is a basic set of rules for the running of your club. It details for your members and others the name, objects, methods of management and other conditions under which your club operates, and generally the reasons for its existence. It also regulates the relationship between members by setting out the basis for working with other co-members.

A constitution is a legal necessity of an incorporated association – and allows your club to apply for a liquor licence.

A constitution can be extremely simple, containing only the basic outline to explain who you are, what you are set up for and important management matters. The extent to which you add detail in the rules depends on the needs or formality of your environment.

Many details relating to minor management matters are best included within by-laws, rules and regulations or policies thus keeping your constitution flexible and easy to operate within.





Club Constitution, By-Laws and Policies

By-Laws / Rules & Regulations

- By-laws sit OUTSIDE the Constitution, however the connection is that it should be included in the Rules of Incorporation that the club Committee can change the by-laws
- It is important to keep by-laws, out of the constitution or rules of incorporation because they change more often, and you don't want to have to pay the fee every time an amendment is made.
- By-laws are generally more operational and internal to the sport in nature
- The sorts of things defined in a club's by-laws are e.g. how teams are formed/determined

Club Constitutions, By-Laws and Policies

Policies

Just as every sport has its competition rules in writing, every club should have their own Policies in place. They set out what behaviour is expected from members and guests.

Your club's policies will also guide the club's decision-making processes in line with its purpose, values and/or mission statement. This makes the day to day running of your club much smoother so that you can spend more time focusing on players and volunteers.

Having Policies in place that are reviewed regularly ensures safety and sets standards for your club and by having these Policies in writing, they can be referred to and show people that you are committed to creating the best environment possible.

Some examples of Policies include but are not limited to:

- Social Media Policy
- Grievance Policy
- Communications Policy





PERTH FOOTBALL
LEAGUE

73

CLUBS

32

GRADES

321

TEAMS

12260

PLAYERS

2915

MATCHES
FIXTURED

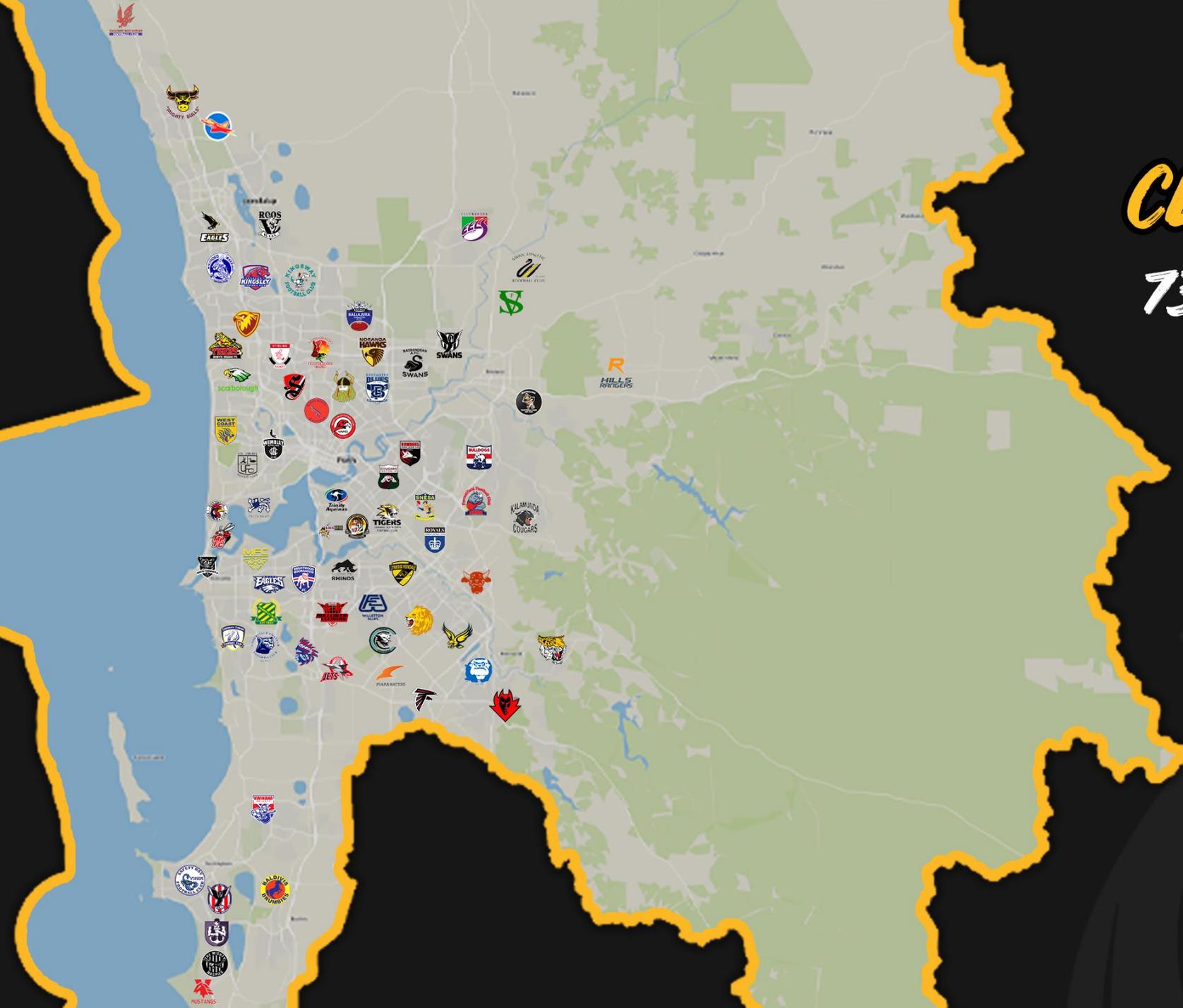




PERTH FOOTBALL
LEAGUE

CLUB LOCATIONS

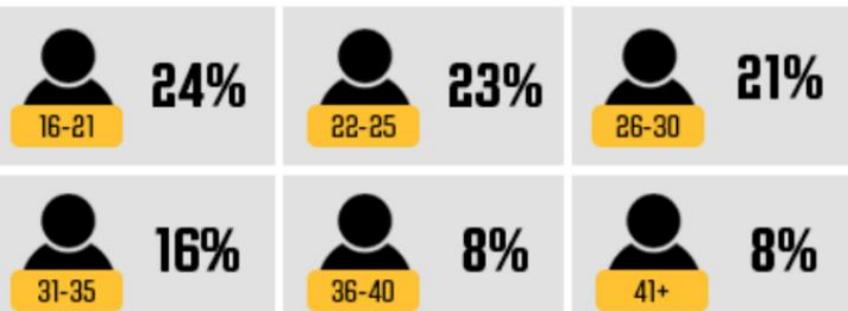
73 CLUBS | 321 TEAMS



Who are Perth Football League Members?

Senior Men	Teams 185	Players 6,410
Women	Teams 69	Players 2,423
Colts	Teams 54	Players 2,237
Integrated	Teams 13	Players 420

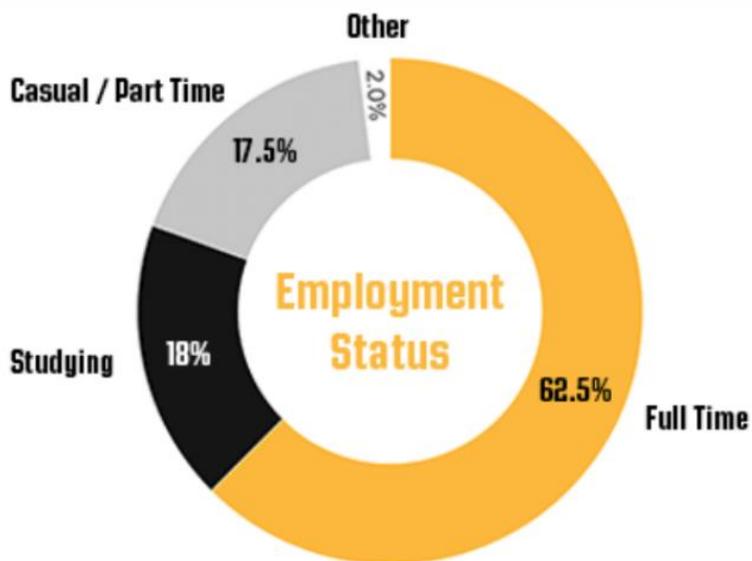
Player Ages



Average Player Income

\$65,287 p.a.
(\$848,731,000 p.a. total)

The average PFL player brings 9.5 people to their club each year
(123,500 total)



The PFL is the single largest footy league in WA



71 Clubs



13,000+ Players

Average participant gains \$3,000 of social benefit through participating in their club each year

PFL provides the greatest return on investment compared to any other footy competition in WA



The total PFL economy / ecosystem is valued at over \$15 million p.a.

One in four respondents answered that they would 'love' to learn more about issues such as addiction, mental health and well-being, community development ect.

94% indicated their football club was important for their mental health

**Data taken from Internal data + research done by ACIL Allen Report*

OUR CLUBS

Last season collectively raised more than \$250k for charities



OUR CLUBS

34 clubs committed to NAIDOC promotional activities

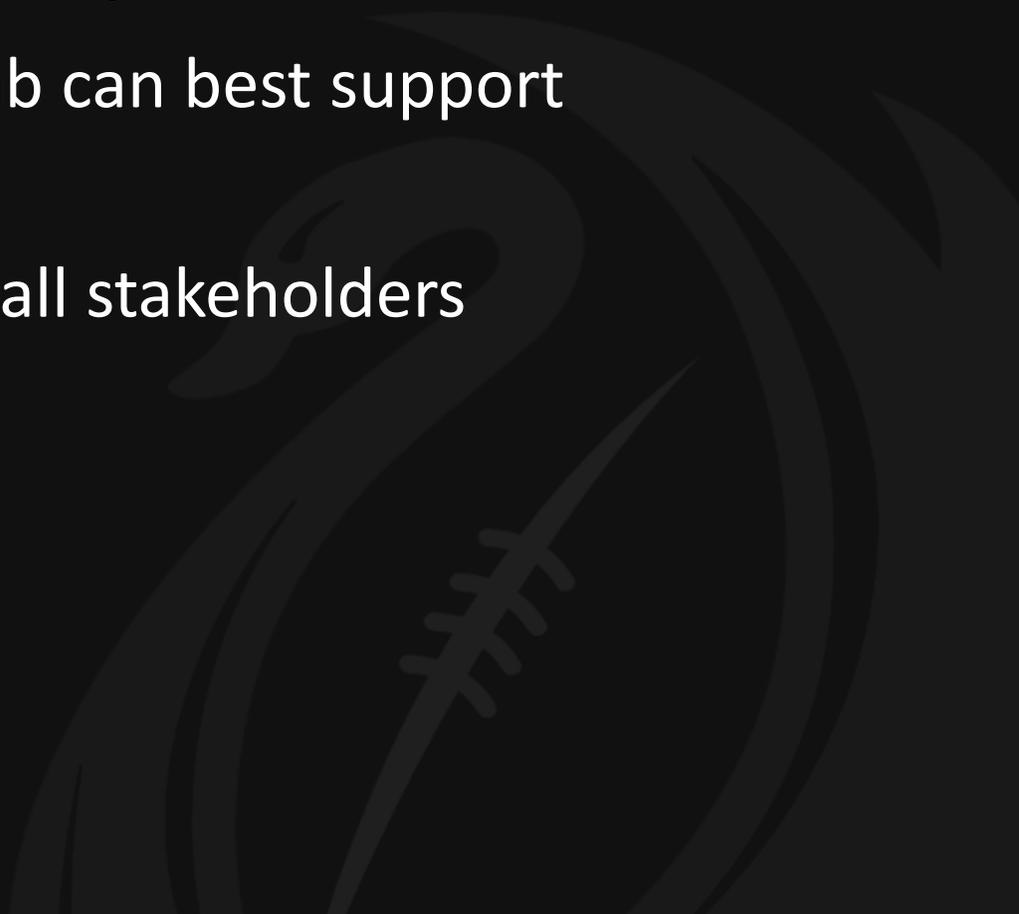


MATCH DAY ENVIRONMENT

- Match Day environment is driven by club leadership
- Every match will be filmed this season through PFL funded cameras and uploaded for match day incident review
- Other key initiatives being implemented from season 2025 on the back of intervention last season



JUNIOR & SENIOR CLUB RELATIONSHIPS

- Quality of relationships is dependent on people
 - As a junior club, identify how a senior club can best support you
 - WA Football ecosystem requires all football stakeholders promoting each other
- 

KEY DATES

Saturday April 5

Round 1

Saturday July 12

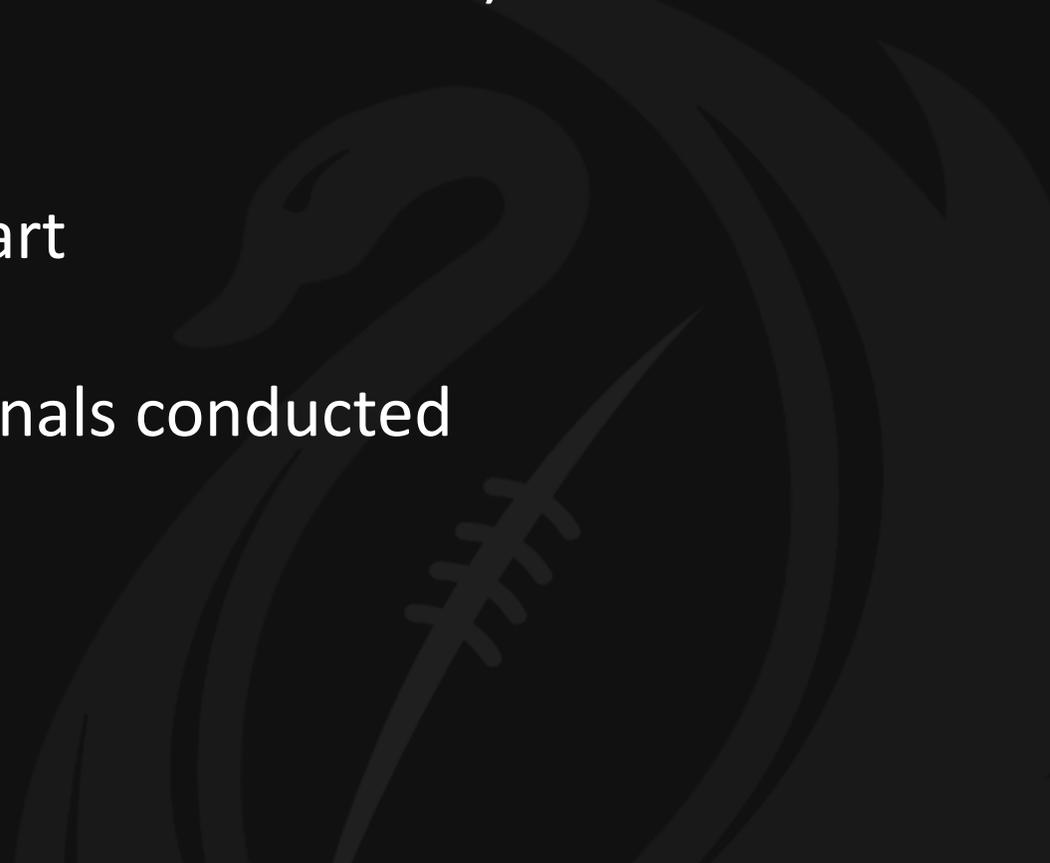
PFL State Teams (Men and Women) vs VAFA in Melbourne

Saturday August 16

Women's Finals Start

Saturday September 20

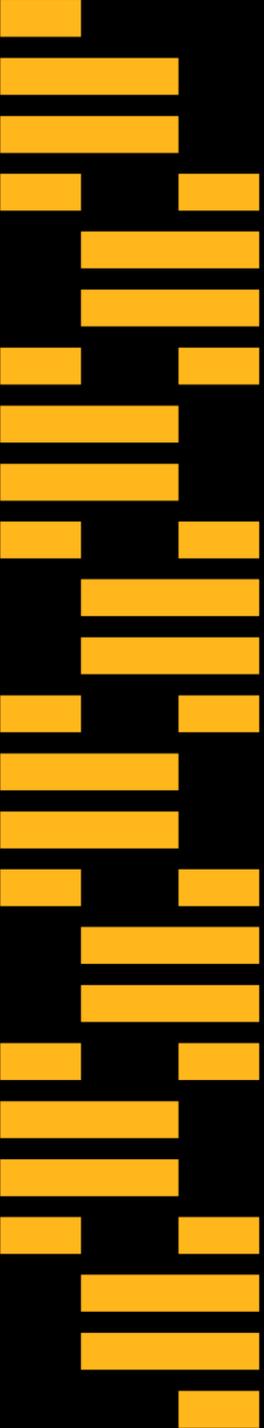
Last of 32 Grand Finals conducted





ROLE OF CLUB PRESIDENT AND VOLUNTEERING

WAFootball



The Role of Club President



Understanding the Role of a Club President

Role of the President

- Define and uphold club culture
- Complaints and dispute management
- Support volunteers to undertake their roles
- Maintain the health and safety of all club members
- Communicate effectively with stakeholders
- Chairing meetings and representing the club





Role of the President & WA Football

- Attendance at meetings
- Liaising with Competitions team
- Upholding WA Football Rules and Regulations
- Ensuring positive match day environment
- Provide feedback

Club Culture and Environment

Culture is a measure of the observable behaviours your club promotes and accepts

Clubs that foster a strong, positive, shared club culture, are more likely to engage and retain players, coaches and volunteers. It creates a sense of belonging and alignment with the club



Good Culture Bad Culture

What does good culture look like?

What does bad culture look like?

What does your club do?

"CELEBRATE WHAT'S
WORKING. ADDRESS
WHAT'S NOT."



Strategic Planning

Strategy connects the objectives, purpose and vision of a club with its operations and activities. It guides the club and provides a framework for decision making.

Guiding your club into the future

Key Elements of a Strategic Plan



A vision or mission statement which outlines what a club is wanting to achieve



A long -term timeframe which is visionary and future-focused (3 to 5 years)



Key focus areas or pillars to categorise work and projects



Key outcomes/objectives with Key Performance Indicators (KPI's) to measure success



Operational plans and projects linked to the strategic plan that ensure success

5. ACTION PLAN

GOAL	OBJECTIVES	KEY PERFORMANCE INDICATORS	RESPONSIBILITY	TIME FRAME	RESOURCES
<p>1. <Insert the goals the club wishes to achieve for this season and beyond></p> <p>E.g. Increase club membership from 100 to 200 members this season.</p>	<p><Insert objectives to achieve the goal listed></p> <p>E.g. Produce a promotional brochure to be distributed.</p>	<p><Insert indicators that will allow your club to mark its achievements and see where it is in relation to its set goals></p> <p>E.g. The total increase in club membership.</p>	<p><Insert who is responsible for achieving the goal></p> <p>E.g. Social Committee.</p>	<p><Insert when the goal should be achieved by></p> <p>September this year</p>	<p><Insert what is required to achieve the goal></p> <p>\$1000 for printing</p>



President to President Relationship

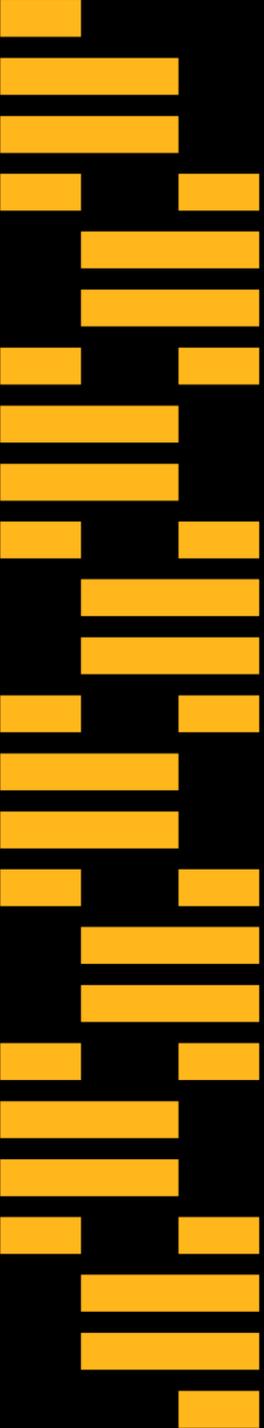
Positive working relationships support:

- Dealing with game day incidents
- Working through conflict
- Facility management and sharing
- Partnering on projects and initiatives
- Partnering to form mergers
- As a support in your role as President

President Mentor Program

Supporting new Presidents to Thrive





Volunteer Recruitment and Retention

Volunteer Roles

Executive Committee	President	Vice President	Secretary
	Treasurer	Registrar	Coach Coordinator
General Committee	Auskick Coordinator	Sponsorship	Social Media
	Ground Coordinator	Merchandise	Canteen Manager
	Manager Coordinator	Safeguarding Officer	General Committee
Match Day Volunteers	Coach	Assistant Coach	Team Manager
	First Aid	Runner	Interchanger
	Field Umpire	Goal Umpire	



Volunteer Recruitment and Retention Barriers & Initiatives

**What are some barriers to recruiting
volunteers?**

**What are some initiatives for recruiting
volunteers**

Spreading the Workload

- Job descriptions
- Delegation
- Reinforcement of club mission and vision
- Volunteer Coordinator



The Importance of Delegating

Delegation is the process of distributing and entrusting work to others.

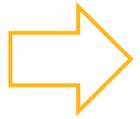
**“Teamwork
Divide the work
and increase the
result”**

The Importance of Delegating

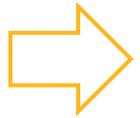
Why people don't delegate



Don't want to burden others



Want things done their way



If they don't do it, nobody will



There is no one else

What if people don't delegate



Burnout



Limits new ideas



Volunteer role perceived as too big so less likely to recruit new volunteers



Never doubt that a small group of thoughtful, committed people can change the world. Indeed. It is the only thing that ever has.

– Margaret Mead

Thank You