

# AFL Central Victoria Strategic Plan

2018 - 2022



# Vision and Values

To be the most accessible sport in Central Victoria



**Proud to service the football and netball communities in central Victoria**

# Strategic Pillars



## Participation Programs

Programs tailored to introduce, recruit, transition and retain participants to our game.



## Community Football And Netball

The community is a better place because of the local football and netball club.



## Talent

A clear pathway for players, coaches, umpires and support staff that enables them to reach their potential.



## Facilities

Through strong partnerships, plan facilities that build the capacity of the Region, fostering a sustainable, innovative and viable football and netball community.



## Organisation & People

Our people will be equipped to lead and manage the growth of development of our games. Positions will be fulfilling, enjoyable and sought after.



## Participation Programs

Programs tailored to introduce, recruit, transition and retain participants to our game.

## Key Priorities

- Identify opportunities to assist members of the community to access and stay involved in a club
- Provide support for entry level programs into football and proactively manage transition into clubs
- Provide support for school football programs
- Identify and implement programs that lead to increased participation amongst people from indigenous, multicultural and diverse backgrounds





## Community Football And Netball

The community is a better place because of the local football and netball club.



## Key Priorities

- Support Club through education, collaboration and accessibility with a high performing hub
- Support the capacity building of clubs, their people, their culture and their governance
- Provide a clear competition pathway with competitions accessible for all levels
- Recognise and support the differences and specific needs of each league
- Manage competitions strategically to cater for changes in demographics
- Assist clubs to be sustainable
- Enhance the support of clubs with wellbeing programs to assist with social issues within the community
- Advocate for football events to occur within our community
- Provide coach education programs



## Talent

A clear pathway for players, coaches, umpires and support staff that enables them to reach their potential.

# Key Priorities

- Create equal opportunities for males and females through our pathway
- Create better connections between programs to manage talent pathways
- Ensure AFL Central Victoria Academy Program provides a best practice program
- Utilise Richmond alignment to develop opportunities for regional footballers





## Facilities

Through strong partnerships, plan facilities that build the capacity of the Region, fostering a sustainable, innovative and viable football and netball community.



## Key Priorities

- Increase the quality and functionality and maximise the use and carrying capacity of existing facilities
- Plan and develop new facilities in key growth areas across the region, considering regional needs and talent pathways, programs and competitions at key locations
- Continue to enhance the relationship between football, netball and government in the planning, provision and funding of facilities and programs



## Organisation & People

Our people will be equipped to lead and manage the growth of development of our games. Positions will be fulfilling, enjoyable and sought after.

# Key Priorities

- Encourage the development of professional networking through football and netball
- Invest in a professional development program
- Develop and implement a tool kit on club operations and enhance our support of volunteers through education, mentoring and recognition
- Recruit skilled facilitators to assist clubs develop governance
- Ensure the Hub provides an opportunity for people to have experience in sport management
- Personal and professional development programs for staff







# Strategic Plan Summary 2018-2022

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**Talent**

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**Facilities**

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**Organisation & People**

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**Values: How we work**

Proud to service the football and netball communities in central Victoria  
 Approachable Accountable Respected Compassionate Trusted



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