



**NORTHERN FOOTBALL  
NETBALL LEAGUE**

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**STRATEGIC PLAN 2024–2028**









We are more than a  
*league;*  
 We are a  
*community.*





# OUR PURPOSE:

We provide a safe and inclusive environment for all people of our community to participate in professionally administered and high-level sporting activities.

## BELONGING

We create an inclusive, safe and diverse cultural experience.



## VALUES



## RESPECTFUL

We care for and respect all our people, competitors, supporters, officials and partners.

## ACCOUNTABILITY

We communicate effectively, seek improvement opportunities and deliver on our promises.



## INTEGRITY

We are transparent, professional and honest.





# KEY FOCUS AREAS



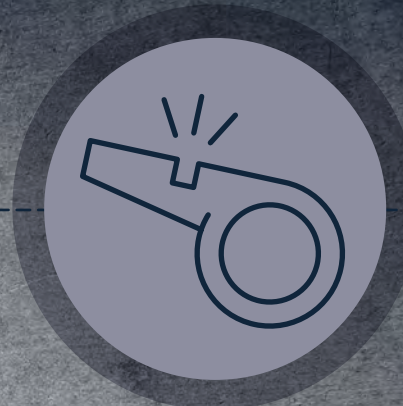
## PARTICIPANTS AND VOLUNTEERS

Recruit, retain and support participants and volunteers.



## COMMUNITY CONNECTION

A vibrant, inclusive and sustainable community connected league and clubs.



## UMPIRING

Support, resources and education for football and netball umpires.



## PEOPLE AND LEADERSHIP

Professional, committed and engaged people who lead by example.





# KEY FOCUS AREA 1

## PARTICIPANTS AND VOLUNTEERS

Recruit, retain and support participants and volunteers.



### OBJECTIVES

- Participation and positive engagement in football and netball in our community.
- Club development education opportunities and support for volunteers.
- Effective partnerships for improved participant and volunteer pathways.
- Using innovative ways to decrease the workload of volunteers and club people.
- Valued junior pathway programs for both football and netball.
- Effective equalisation measures across all junior and senior competitions to encourage fair competition and player retention.
- Values aligned leadership and coaching capabilities.





# KEY FOCUS AREA 2

## COMMUNITY CONNECTION

A vibrant, inclusive and sustainable community connected league and clubs.



### OBJECTIVES

- Maintain the well-established NFNL brand with professional and consistent engagement on all media and communication platforms.
- Corporate partnerships and other commercial opportunities that benefit our members and stakeholders.
- Clubs and participants connecting to services and support regarding community social and health challenges.
- Inclusive club environments where all community members and volunteers feel safe and valued.
- An NFNL presence in northern Melbourne growth areas.
- Facilities that meet the needs across our diverse population.





# KEY FOCUS AREA 3

## UMPIRING

Support, resources and education for football and netball umpires.



### OBJECTIVES

- Effectively targeted umpire development program investment for netball and football.
- Coaching and volunteer structures that ensure our umpires receive effective coaching, mentorship and education opportunities.
- Effective communication between the umpires and club volunteers.
- Young people attracted to umpiring in the NFNL.
- NFNL umpires respected and valued by the clubs and participants.





# KEY FOCUS AREA 4

## PEOPLE AND LEADERSHIP

Professional, committed and engaged people who lead by example.



### OBJECTIVES

- Supported staff and board to ensure success in their roles.
- Professionally developed people who continue to grow their knowledge and skills.
- Professional and transparent governance and financial best practice systems.
- Staffing structure and financial model that ensures the business can sustain football and netball growth.
- Staff and board role modelling the NFNL values and leading the implementation of this Strategic Plan.
- Leading and educating clubs to provide a safe and inclusive environment for all.





# STRATEGIC PLAN 2024–2028 SUMMARY

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## KEY FOCUS AREAS

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### UMPIRING

Support, resources and education for football and netball umpires.



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Northern Football Netball League  
La Trobe Sports Stadium, Sports Drive Bundoora 3083  
PO Box 128 | La Trobe University VIC 3083  
Ph: (03) 9435 8228  
[www.nfnl.org.au](http://www.nfnl.org.au)