

# Essendon District Football League



Strategic Plan

2016-20



# *Providing the community with opportunities to participate and enjoy Australian Rules Football*



## **About Essendon District Football League**

The Essendon District Football League (EDFL) is made up of 27 clubs, 319 teams and provides opportunities for more than 8,000 people to enjoy the benefits that Australian Rules Football provides.

The EDFL offers competition and developmental pathways for Clubs and their members through the North West region of Metropolitan Melbourne.

## **The EDFL strives to be recognised as:**

### **...The Leading League in Victoria...by**

- Increasing the opportunities for clubs to participate in Australian Rules Football;
- Developing and promoting participation and talent pathways; and
- Strengthening and developing community links and connections with Australian Rules Football.

The EDFL is strategically placed in one of the largest growth regions within Australia and carries the responsibility to continue to provide the highest level sporting activity today and into the future. The EDFL prides itself on building sustainable, healthy sporting clubs that provide communities with a location to gather and enjoy our national past time.

This is reflected in the development of:

- Exceptional organisational support
- Sustained Growth
- Quality Football
- Enjoyable sporting experiences

The EDFL has an Executive Board elected in accordance with their Rules and Regulations. The Executive is responsible for:

- Strategic Direction
- Overall Performance
- Corporate Governance
- Compliance and Financial Management

## **Our Region:**

The 27 clubs cover the North West region of greater Melbourne as seen in the map below:





# A Generational Strategy



## A Generational Strategy

The EDFL recognise that there are many opportunities and challenges that can be embraced and converted over the next five to 10 years. It is committed to exploring them in 2016 ready for the following five years and the development of a 2020 strategy.

Whether the opportunities are around new growth corridors and population increases; to the challenges of increasing participation trends, risk management challenges and sustainability of clubs. The Board is committed to exploring these opportunities and challenges strategically to identify the priorities for the League.

As this strategy is developed clubs and stakeholders will be consulted to ensure it's embraced for the long term and with a Club Presidents representative Strategy Group established to establish a long term strategy

## 2016 Commitment

This Strategic Plan identifies the focus for this calendar year so that all Clubs and Stakeholders can appreciate the focus of the Board and its staff.

The Strategic Plan will focus on five key pillars:

- **Growing Participation**

To grow participation at local community level throughout the North / West region for seniors, juniors, females, emerging communities and target groups that may traditionally have been marginalised.

- **Community and Stakeholder Engagement**

To engage with key community and sporting stakeholders, who support, fund, provide facilities for and complement the opportunities and services that the EDFL provide its members.

- **Supporting our Clubs**

To work with the EDFL Clubs to develop, strengthen and ensure the sustainability while encouraging new clubs to join.

- **Recognising and Supporting our Umpires**

To educate the EDFL Community on the role and value of the EDFL umpire. Recruit and develop people to be umpires, to ensure a quality football competition can be played in a safe and respectful environment and within the rules of Australian Rules Football.

- **Governance and Administration**

The EDFL Board of Management and Administration team are committed to good governance and management of the competition; its financial resources, its people and assets in a manner that is transparent, is good practice and reduces risk to the EDFL.



# Growing Participation

## *Opportunities to participate for the whole community*



### **Our Aim:**

To grow participation at local community level throughout the North / West region for seniors, juniors, females, emerging communities and target groups that may traditionally have been marginalised.

***We aim to service 27 Clubs, over 2100 adult participants, over 5500 underage male participants and over 430 female participants by encouraging clubs to increase their player registration and membership***

### **2016 Priorities:**

- Develop a marketing strategy to improve the communication tools that the EDFL use which can be used by clubs and stakeholders to promote the benefits of playing in the EDFL
- Identify and offer **2** new programs in new growth areas during the year
- Develop relationship with schools through the AFL Vic Development staff and EDFL clubs
- Identify 40 schools to work with to grow junior pathways to clubs, especially schools with a strong CALD community

### **2020 Goals:**

- Develop a Participation Workgroup that will develop a 2020 Participation Game Plan to grow participation with women, juniors, new growth areas, multicultural groups and emerging communities
- Explore with AFL Vic the boundaries that the EDFL

should be expanding and enhance the EDFL competition to be able to meet future demand.

- Identify local community multi-cultural groups to assist with the growth into the non-traditional participation sectors
- Introduce a stand-a-lone women's league for seniors
- Grow the girls competition by 50% by 2017
- Introduce a stand-a-lone girls league by 2017
- Explore how to increase the programs and competitions needed to grow the EDFL to satisfy the potential demand over the next 15 years
- Attract and develop new clubs to grow the league
- Explore the partnering with other sports to grow the participation base, including offering additional programs (e.g. AFL 9s); new sports (e.g. Netball; Touch Rugby; Football; cricket etc.)
- We will focus on growing junior entry level participants ensuring all clubs are aligned to an Auskick.
- To introduce a stand-a-lone woman's league for juniors and seniors





# Community and Stakeholder Engagement

## *Collaborating for the good of community sport*



### ***Our Aim:***

To engage with key community and sporting stakeholders, who support, fund, provide facilities for and complement the opportunities and services that the EDFL provide its members.

***We recognise the importance of working with key sporting stakeholders, including AFL Vic, AFL, Coburg Lions FC, Essendon FC, Calder Cannons FC and Western Jets FC; local governments at Brimbank, Hume, Melton, Moonee Valley and Moreland as well as other relevant groups such as Rotary, Youth Groups and Victoria Police. These collaborations should generate \$150,000 in sponsorship and \$45,000 in grant aid for the 2016 year and allow our clubs the use of 47 AFL fields and 37 club rooms for the 27 clubs***

### ***2016 Priorities:***

- Liaise with all local governments to secure longer term commitment to EDFL, the clubs and achievement of asset quality
- Educate LGA's, clubs and other stakeholders of the EDFL's role in developing male and female football and umpiring participation, highlighting the role of the Football Development Managers and the EDFL's own development resources
- Audit all grounds against AFL facility Guidelines and ensure LGA's understanding of them
- Develop an "info pack" for all Councils within the EDFL region to appreciate benefits the EDFL provides their communities
- Identify community groups that work with multi-cultural and emerging target audiences to

promote opportunities to be involved

- To liaise with all levels of government and the not for profit sector to source additional grants and sponsorship opportunities

### ***2020 Goals:***

- Ensure all local governments are committed to being involved in the development of the 2020 Vision
- Develop an asset development strategy that identifies all playing/changing/social needs for each club and for new growth areas in conjunction with AFL (Vic)
- Provide support for new Councillor's to appreciate the value that sport, Australian Rules and the EDFL has on the social connection of the community.



# Supporting Our Clubs

*The clubs are the backbone of the EDFL*



## **Our Aim:**

To work with the EDFL Clubs to develop, strengthen and ensure the sustainability while encouraging new clubs to join.

***The EDFL will provide 5 training programs through their training calendar to ensure that all clubs have the opportunity to develop capability and capacity within the club. The EDFL will support and embrace clubs to have the same or similar values to the League, which is paramount to the sustainability of both the League and the Clubs. Using training and communication the EDFL Policies and Procedures will be adhered to.***

## **2016 Priorities:**

- Ensure all clubs have a 'Code of Conduct' for parents/players and it is embraced
- All clubs to run 'best practice' training programs for their members
- Explore the best approach to monitor the actual coaching performance of coaches
- Work with the AFL /ASC and State Government to provide clear advice and training on critical policy guidelines and governance issues for the League and Clubs

## **2020 Goals**

- Develop a Coaching Strategy Pathway to ensure adequate quality coaches are available
- Explore the best way of ensuring that clubs comply with EDFL, governance and sporting policies
- Explore the need for appropriate 'qualifications' for all coaches, in partnership with AFL Coaches Association

# Supporting Our Umpires

*Provide a safe, positive and enjoyable game day experience*



## **Our Aim:**

To educate the EDFL Community on the role and value of the EDFL umpire. Recruit and develop people to be umpires, to ensure a quality football competition can be played in a safe and respectful environment and within the rules of Australian Rules Football.

***With over 500 umpires, we aim to keep 90% of the 2015 senior umpires and 60% of the 2015 junior umpires for 2016 and recruit 100 new umpires for this season. As part of our professional development we will provide the umpires with high quality training facilities and coaches to deliver programs professionally .***

## **2016 Priorities:**

- Continue to educate the EDFL community on the role of the umpire to gain greater respect.
- Provide a structure that develops umpires in a safe professional environment.
- Provide programs which will enhance the development of umpires and reinforce the standards expected in relation to integrity and honesty.
- Continue to grow EDFL umpiring as part of the game.

## **2020 Goals**

- Develop a long term Umpire Strategy that will address the recruitment, retention and respect of umpires by the clubs and community





# Governance and Administration

## *Collaboration, Commitment, Transparency, Honesty and Respect*



### **Our Aim:**

The EDFL Board of Management and Administration team are committed to good governance and management of the competition; its financial resources, its people and assets in a manner that is transparent, is good practice and reduces risk to the EDFL.

***The Board meets at least 12 times a season to plan, monitor and review the strategic decision making of the EDFL.***

### ***The management of the EDFL will ensure that:***

- Staff supported, developed and deliver on their key areas with KPI's as directed by the board
- A professionalism and culture within that encourages team work and builds success
- Staff are empowered and supported to ensure that the EDFL is the leading League in Victoria
- Realistic Resourcing will be considered for each project and expectation

### **2016 Priorities:**

#### **Board**

- Review of Board Governance against the ASC Board Principles
- Monitor and review performance of league against KPI's
- Explore change of the constitution to allow for growth in EDFL
- Develop a succession plan for the Board to be able to encourage new members whom are reflective of the EDFL community / family and meet specific skill sets

### **Staffing / HR**

- Build HR Policies and Procedures through a new team structure that own and constantly improve the way they work
- In a transparent manner develop a new staffing structure to achieve 2016—2020 Business Strategy & implement the HR and Organisational Review by identifying appropriate resources
- Resource the Finals campaign as a gainful experience for players, clubs, spectators and sponsors

### **Financially**

- Secure \$150,000 in sponsorship for 2016
- Ensure financial sustainability for League and Clubs by Best Practice
- Identify options for current premises and how best to generate additional income streams
- Ensure all legal and financial compliance obligations are met

### **Marketing , Media and Communication**

- Develop a marketing and communications strategy for the EDFL
- Ensure all results are reported in press, EDFL website as soon as possible after the completion
- Investigate improved communication/ promotional channels between clubs, stakeholders, community and EDFL
- Update EDFL website is the core of all communication
- Support our Clubs with updated technology

### **2020 Goals**

- Explore new revenue streams to sustain EDFL for next decade
- Review staffing structure for achieving 2020 Vision
- Review Board focus to achieve 2020 Vision annually
- Be the Best by 2020



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