



# ESSENDON DISTRICT FOOTBALL LEAGUE STRATEGIC PLAN 2020 - 2024



# Foreword

The year 2020 celebrates the 90th anniversary of the Essendon District Football League. From eight clubs playing in the first year, the League has grown to having well over 10,000 girls, boys, women and men playing junior and senior football. In 2019 the League also commenced its first netball competition.

As the landscape for community sport changes, so do the demands on the EDFL and therefore our plans and activities.

We undertook a thorough process to determine the EDFL Strategic Plan covering 2020 through 2024. Workshops, surveys and input was sought from all of our important stakeholders: staff, board members, clubs, partners, local and state government, AFL Victoria, our umpires and local AFL, VFL and NAB League clubs.

This document summarises our vision, values, strategic pillars and key initiatives to support the EDFL over the next five years. We will review progress on the plan, and provide updates and opportunities for these stakeholders to continue to play an important role in our ongoing success.

**Craig Armstead**  
EDFL CEO

# OUR VISION

To enhance our community through our leadership in sport

## WE VALUE



### INCLUSIVENESS

We will create an inclusive, safe and diverse environment for all.



### TRANSPARENCY

We will be transparent, honest, act with integrity and consult consistently.



### LEADERSHIP

We will inspire others with our leadership.



### INNOVATION

We will be progressive and innovative in our approach.



### PROFESSIONALISM

We will build expertise and undertake training to deliver professional services.

# STRATEGIC PLAN PILLARS



## Participation

Recruit, retain and support participants and volunteers



## Facilities

Develop partnerships to provide football and netball facilities that are inclusive and welcoming and support growth



## Community

A vibrant and sustainable league and clubs with active involvement in our community



## Leadership & Governance

A professional and engaged board and staff



# PARTICIPATION

**Recruit, retain and support participants and volunteers**

## KEY OBJECTIVES

- Increase opportunities for all to participate in community football and netball in the EDFL region.
- Work closely with clubs, schools, AFL and Auskick programs to ensure as many participants progress through the young age groups as possible.
- Achieve high retention rates with players and coaches through great competitions and club environments, and the support of LGA's.
- Provide pathway opportunities for male and female EDFL players, coaches, volunteers and umpires.
- Continue to support diversity by offering all abilities and multicultural programs and opportunities.
- Recruit and retain umpires through support and development of their programs.
- Continually improve all junior football competitions, grading systems and retention strategies (age groups up to under 18) .



# FACILITIES

**Develop partnerships to provide football and netball facilities that are inclusive and welcoming all support growth**

## KEY OBJECTIVES

- Assist clubs in developing facility, ground and court improvement projects and grant applications.
- Continue to advocate for facility development to all levels of government, and AFL/AFL Victoria.
- Support delivery of the recommendations and actions in the 'Melbourne North Regional Football Facilities Strategy' to achieve new and improved facilities for our clubs.
- Seek partnership opportunities with the education, sports and corporate sector to provide better access to and/or improve facilities for EDFL clubs.
- Work closely with key partners to maintain a relevant home presence at Windy Hill for the EDFL.

A group of seven women and a young girl are posing on a grassy field. They are all wearing cheerleader-style outfits, including black jackets with orange and green accents, and holding green and orange pom-poms. In the foreground, a red mascot with a large head and small horns is also holding pom-poms. The background shows a grassy field with some trees and a building in the distance.

# COMMUNITY

**A vibrant and sustainable league and clubs with active involvement in our community**

## KEY OBJECTIVES

- Strengthen our relationships with clubs and other key stakeholders through consistent engagement and consultation.
- Ensure competitions are as fair and balanced as possible and never compromised.
- Enforce match day behaviours of reflect community expectations and values, especially towards umpires.
- Provide assistance to all existing clubs, enabling them to be successful, with specific support provided to 'at risk' clubs.
- Develop a growth strategy including the identification of opportunities for new clubs/teams.
- Provide volunteers, coaches and umpires with support and educational opportunities.
- Focus on the promotion of our game and league through innovative communication tools.



# LEADERSHIP AND GOVERNANCE

**A professional and engaged board and staff**

## KEY OBJECTIVES

- Ensure the EDFL has transparent and professional governance systems representing all stakeholders.
- Ensure the EDFL is a financially sustainable organisation.
- Maximise revenue and partnership opportunities for the EDFL and our key stakeholders.
- Develop and implement a strategic plan that will guide the EDFL through to 2024.
- Attract, retain and develop high level people from diverse backgrounds.
- Continue to develop and communicate the EDFL brand and image to our key stakeholders.
- Benchmark the EDFL with comparative leagues and sports as part of a continual improvement program.



# Strategic Plan Summary 2020 - 2024

**VISION:** To enhance our community through our leadership in sport



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[essendondfl.com.au](http://essendondfl.com.au)