

# STRATEGIC PLAN 2019 – 2023



## MISSION

*Helping Tasmanians to have a healthy, enjoyable and connected life through participation in football.*

## VISION

*Football is the chosen sport for Tasmanians.*

## 5 YEAR OBJECTIVES

1. Ensure infrastructure and facilities meet the needs of players, spectators and competitions until at least 2028
2. Grow participation to 5% of the Tasmanian population, projected to be a total of 26,000 players, volunteers, coaches and referees
3. Increase player and referee retention from 2018 levels by 10%
4. Strong and sustainable clubs and associations (at least 50% of clubs completed National Club Development Program)
5. Elevate the profile of football through the Tasmanian football and broader community
6. A Tasmanian team competing in a national competition
7. Broader and needs based competition structure
8. Improve NPS from stakeholders from 2019 levels

## ENABLERS

- Contemporary workplace policies, processes and procedures
- Appropriately resourced, trained and supported staff and volunteers
- Needs-based Technology/IT solutions and support
- Active engagement with Local/State/Federal elected representatives (and their officers) to influence in favour of football
- Sound operational plan to underpin the strategy
- Governance arrangements
  - e.g. Standing Committees for FT
  - FFA expectations/obligations
  - Accountability to CSR/government
- Obligations to ethics of sport/game
  - Integrity
  - 'Clean' sport.

## STRATEGIC PILLARS UNDERPINNING SUCCESS

### 1 PARTICIPATION

- Grow annual participation by 2%
- Increase female participation to at least 30% of total participants
- Substantially improve equity of access to football (low socio economic communities, targeted geographical regions, people with practical barriers to access etc)
- Increase the number of active coaches and referees with accreditation by 15%
- Improve player and referee retention by 25%

### 2 PITCHES – FACILITIES FOR THE FUTURE

- Undertake, maintain and leverage a comprehensive audit of all football facilities
- Develop a facilities strategy which identifies and delivers on the future needs of football
- All NPL and WSL club facilities to meet minimum facilities standards
- Increase the quality and quantity of pitches, change rooms, lighting and club rooms
- Secure an additional synthetic pitch in each of the main regions of the state

### 3 PATHWAYS FOR ALL

- Grow alternative playing formats throughout the state
- Conduct a comprehensive review of all competitions and identify the current and future needs of football in Tasmania
- Ensure competitions are offered and administered based on the needs of players and communities
- Raise the awareness of and strengthen the pathways for players, coaches and referees
- Conduct programs to support identified players across all areas of the state, including a focus on the establishment of more club-based Skill Acquisition Phase Programs

### 4 PARTNERSHIPS

- Build and maintain strong and effective relationships with clubs and associations which deliver tangible value for all stakeholders
- Establish and nurture mutually beneficial partnerships with commercial partners
- Strengthen relationships with all levels of Government including Community Sport and Recreation
- Be accountable to stakeholders for achievement of the objectives and activities in this strategy

### 5 PROFILE

- Strongest profile of any sport, recognised as the community sport for all Tasmanians
- Develop initiatives that recognise and reward achievements and successes in the game at all levels
- Substantially increase our media coverage across all parts of the sport, traditional, social, digital and direct
- Facilitate regular high-level football in Tasmania, including national league fixtures and national team training camps