



STRATEGIC PLAN 2024-2028



FOREWARD

Recently we undertook a process to develop a new Strategic Plan for 2024-28.

The preceding 5 years of the EFNL has been marked by remarkable success and growth across both our football and netball competitions, reaffirming our position as one of the largest and most successful community sporting leagues in the country.

This Strategic Plan that will guide our strategic direction, linking our vision and values with core strategic pillars that aim to support football and netball at all levels.

As we gear up for the next 5 years, it was important for our board and staff to reflect on the great work we have completed, but also look towards the future and opportunities for improvement and further growth. We hope this Plan captures our willingness to work closely with our community to ensure that the EFNL and our clubs continue to thrive.

EFNL Chair

Paul Barlow



OUR VISION

The Eastern Football Netball League will by any measure be acknowledged as the best community sports organisation in Australia.



OUR VALUES



EXCELLENCE

We set and drive the expectations and standards of the League and are progressive in our approach to how we manage and lead.



INTEGRITY

We are open, honest and transparent in our decision making.



INCLUSIVE

We provide inclusive participation opportunities for all and make decisions based on what is the fairest and most equitable outcome for our stakeholders.



RESPECT

We treat all people with dignity and respect and promote positive engagement between players, officials, umpires and spectators.



KEY FOCUS AREAS



1

CLUBS

Collaborate with and support our clubs to ensure they are inclusive, safe and sustainable.



2

PARTICIPATION

Drive inclusive participation across the community and manage all competitions to high quality standards.



3

COMMUNITY

Partner with the wider community to deliver beneficial outcomes.



4

OPERATIONAL EXCELLENCE

Create a culture of high performing, professional and engaged people.

KEY FOCUS AREA 1 – CLUBS

Collaborate with and support our clubs to ensure they are inclusive, safe and sustainable.



GOALS

- Ensure that all club administrators have access to club development education and resources to assist with the administration and leadership of their club.
- Where possible use technology and other enhancements to reduce the administrative workload on club volunteers.
- Ensure that we are responsive and communicate key information to our clubs in a timely manner.
- Regular consultation with our clubs to assist in the progression of the EFNL.
- Engage with the broader community to increase awareness of participation options in our league for players, umpires, volunteers, coaches and partners.



KEY FOCUS AREA 2 – PARTICIPATION

Drive inclusive participation across the community and manage all competitions to high quality standards.



GOALS

- Facilitate the growth and development of male and female participation (playing, coaching, umpiring and administration) to ensure sustainability, inclusivity and embrace diversity.
- Provide leadership and education to clubs so that they can create a safe, inclusive and welcoming environment for all.
- Review and implement equalization measures across all junior and senior competitions to encourage club and player retention.
- Continue to invest, retain and grow EFNL male and female umpiring at all levels to ensure games are managed to a high standard.



KEY FOCUS AREA 3 – COMMUNITY

Partner with the wider community to deliver beneficial outcomes.



GOALS

- Liaise with clubs and government to assist in the provision of inclusive facilities at all EFNL venues.
- Endeavour to deliver a Regional Sporting Hub within the league footprint.
- Work collaboratively with the AFL, AFL Victoria, Netball Victoria and other leagues to grow and develop football and netball.
- Work with partners and government in the implementation of community health and wellbeing initiatives.
- Develop and implement a media and brand strategy that maximises awareness and promotion of the EFNL brand, our clubs and our partners.
- Source funding from partners that enables the participation offerings as one of the lowest cost participation sports.



KEY FOCUS AREA 4 – OPERATIONAL EXCELLENCE

Create a culture of high performing, professional and engaged people.



GOALS

- Attract, recruit, develop and retain high performing people.
- Provide professional development opportunities to continue to grow knowledge and skills of our people.
- Provide our people with the necessary resources and support so they are able to perform at a high level.
- Manage the league with professionalism and leadership to deliver financial sustainability.
- Continue to investigate ways to improve the financial status of the EFNL and its clubs.
- Guide and lead clubs to ensure that the values of the EFNL are upheld and safe and inclusive environments are provided for the community.



STRATEGIC PLAN 2024-2028 SUMMARY

OUR VISION

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OUR VALUES



EXCELLENCE



INCLUSIVE



INTEGRITY



RESPECT

KEY FOCUS AREAS

CLUBS GOALS



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PARTICIPATION GOALS



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COMMUNITY GOALS



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