

WRFL STRATEGIC PLAN 2019-22

PURPOSE STATEMENT

OUR PURPOSE IS TO ENSURE A WELL-RUN, SUSTAINABLE FOOTBALL & NETBALL COMPETITION THAT PROMOTES THE GROWTH OF THE GAME IN THE WESTERN REGION. WE DO THIS BY PROVIDING:

- A SAFE & INCLUSIVE ENVIRONMENT FOR INDIVIDUALS, CLUBS & COMMUNITY TO THRIVE;
- A VALUED COMMUNITY FOR THE WEST & ALL OF OUR STAKEHOLDERS.

THE OBJECTIVES

OUR PRODUCT & PLACE

1. COMMISSION AN UPDATED WESTERN METROPOLITAN REGION FOOTBALL FACILITIES STRATEGY, & REASSEMBLE A COUNCIL WORKING PARTY TO ASSIST IN DELIVERING ON ITS RECOMMENDATIONS.
2. DEVELOP FACILITIES WITH A PARTICULAR FOCUS ON THOSE IDENTIFIED AS A PRIORITY FOR FINALS-HOSTING, INCLUDING POTENTIAL FENCING PROVISIONS.
3. STRENGTHEN TIES WITH ALL LEVELS OF GOVERNMENT, INCLUDING THE ESTABLISHMENT OF AN ANNUAL WRFL/COUNCIL FORUM.
4. IN COOPERATION WITH LOCAL COUNCILS & AFL VICTORIA, FACILITATE ESTABLISHMENT OF NEW FOOTBALL CLUBS AS CLEARLY VIABLE OPPORTUNITIES PRESENT.
5. GROW THE WRFL'S NETBALL COMPETITION TO NO LESS THAN FIVE (5) DIVISIONS BY 2022.
6. DRIVE GREATER COLLABORATION WITH AFL VICTORIA ON AUSKICK CENTRES & SCHOOLS & ASSOCIATED PATHWAY-FOCUSED INITIATIVES TO INCREASE JUNIOR RECRUITMENT & RETENTION.
7. ESTABLISH A REGIONAL UMPIRING TRAINING VENUE.
8. DRIVE UMPIRING PARTICIPATION & FILL-RATES VIA A NUMBER OF TARGETED & UNIQUE INITIATIVES.
9. CONTINUALLY MODERATE THE LEVEL OF PAYMENTS TO PLAYERS.
10. CONDUCT RESEARCH & ANALYSIS ON THE WESTERN REGION FOOTBALL ENVIRONMENT WITH A VIEW TO BETTER UNDERSTANDING TRENDS WITH REGARDS TO WHERE THE GAME & CLUBS ARE HEADING IN THE NEXT 10 YEARS, AS WELL AS CONSIDERATION OF ANY APPLICABLE RECOMMENDATION(S) ASSOCIATED WITH THE ANALYSIS.

OUR PEOPLE & CULTURE

11. ACHIEVE 100% COMPLIANCE WITH REGARD TO BASE-LEVEL COACHING ACCREDITATIONS.
12. PROVIDE FURTHER COACH DEVELOPMENT INITIATIVES IN CONJUNCTION WITH OUR AFL AFFILIATES.
13. DELIVER PROJECTS & CHARITABLE INITIATIVES THAT PROVIDE A MEANINGFUL CONTRIBUTION TO OUR COMMUNITY VIA SELECT COMMUNITY PARTNERSHIPS.
14. INTRODUCE FURTHER MEANS OF SUPPORT FOR FIRST-THIRD YEAR CLUB PRESIDENTS/LEADERS.
15. IMPLEMENT ANNUAL LEAGUE-WIDE CLUB HEALTH CHECKS, WITH INTERVENTION INITIATIVES FOR THOSE CONSIDERED 'AT RISK'.
16. ENGAGE GREATER COLLABORATION WITH OTHER LEAGUES, INCLUDING TAILORED STAFF WORKSHOPS &/OR 'CLUB MASTERCLASS' INITIATIVES.
17. ENHANCE TRAINING & EDUCATION OPPORTUNITIES FOR OUR STAFF & ALL LEVELS OF CLUB VOLUNTEERS.
18. ENHANCE TRAINING & EDUCATION OPPORTUNITIES IN DIVERSITY & INCLUSION INITIATIVES TO BETTER ENGAGE MULTICULTURAL COMMUNITIES TO PARTICIPATE.
19. INCREASE FEMALE FOOTBALL PARTICIPATION IN ON-FIELD (PLAYING &/OR SUPPORT) ROLES & OFF-FIELD (ADMINISTRATIVE) ROLES AT ALL LEVELS.

COMMUNICATION & ENGAGEMENT

20. CONTINUALLY DEVELOP THE WRFL WEBSITE & OTHER DIGITAL PLATFORMS, INCLUDING THE ESTABLISHMENT OF E-COMMERCE.
21. IMPROVE CLUB DIGITAL MEDIA KNOW-HOW & PRESENCE.
22. INTRODUCE ADVANCED ANALYTICS TOOLS & AUDIENCE-CAPTURING INITIATIVES.
23. ENSURE GREATER UTILISATION OF DIGITAL PLATFORMS TO INTEGRATE & ASSIST IN CLUB SKILLS TRAINING.
24. ENGAGE INITIATIVES THAT POSITION THE WRFL AS THE PREMIER COMMUNITY FOOTBALL LEAGUE FOR VIDEO CONTENT.
25. BOLSTER THE SUITE OF TOOLS USED TO DISSEMINATE KEY INFORMATION FROM LEAGUE OFFICE TO THE WRFL COMMUNITY.

OUR FINANCIAL VIABILITY

26. ACHIEVE A RESPONSIBLE & SUSTAINABLE NET ASSETS POSITION WITHOUT INCREASING ADMINISTRATION CHARGES TO CLUBS.
27. CONTINUALLY INCREASE COMMERCIAL PARTNERSHIP INCOME, LESSENING RELIANCE ON CLUB AFFILIATION.
28. CONTINUALLY SEEK TO ESTABLISH ALTERNATIVE REVENUE STREAMS.
29. PROVIDE & ENCOURAGE THE USE OF STANDARDISED CLUB BUDGETING TEMPLATES & END-OF-YEAR CLUB FINANCIAL REPORTING MECHANISMS/TEMPLATES.
30. EXPLORE THE NOTION OF ESTABLISHING A FOUNDATION.
31. ESTABLISH A BUSINESS ADVISORY GROUP, AIMED AT ASSISTING THE LEAGUE IN TAPPING INTO GREATER BUSINESS OPPORTUNITIES.

THE MEASURES THAT MATTER

PARTICIPATION

- OVERALL PARTICIPATION
- NUMBER OF TEAMS - SENIORS/JUNIORS/FEMALE/NETBALL
- PLAYER RETENTION RATES - SENIORS/JUNIORS/FEMALE/NETBALL

UMPIRING

- UMPIRE APPOINTMENT FILL RATES - SENIORS/JUNIORS/FEMALE/NETBALL
- UMPIRE RETENTION RATES
- UMPIRE DOUBLE-UP MATCH PERCENTAGE
- UMPIRE AGE PROFILE

FACILITIES

- FACILITY INVESTMENT PER COUNCIL (YEAR-ON-YEAR)
- INDIVIDUAL FACILITY REVIEW SCORES (YEAR-ON-YEAR)
- INDIVIDUAL FACILITY REVIEW SCORES (AVERAGE PER COUNCIL)

COMPETITION

- AVERAGE WINNING MARGINS - SENIORS/JUNIORS/FEMALE/NETBALL
- NUMBER OF CLUBS PLAYING FINALS
- NUMBER OF CLUBS WINNING PREMIERSHIPS

CLUB HEALTH & GAME DEVELOPMENT

- CLUB HEALTH CHECK RESULTS
- AFL COMMUNITY CLUB IMPROVEMENT PROGRAM STATUS
- PERCENTAGE OF ACCREDITED COACHES
- AUSKICK/SCHOOL CLINICS DATA

LEAGUE DISCIPLINARY MEASURES

- NUMBER OF PLAYER REPORTS
- NUMBER OF TRIBUNAL CASES RESULTING IN GUILTY VERDICT
- NUMBER OF SET PENALTIES ACCEPTED
- AVERAGE SUSPENSION LENGTH

COMMUNICATION & ENGAGEMENT - INTERNAL

- DIGITAL MEDIA ENGAGEMENT
- EXTENT & QUALITY OF COMMUNITY PARTNERSHIPS

COMMUNICATION & ENGAGEMENT - EXTERNAL

- EXTENT OF ACTIVE CLUB WEBSITES & SOCIAL MEDIA CHANNELS
- NUMBER OF ATTENDEES AT LEAGUE FUNCTIONS
- LEAGUE FUNCTION FEEDBACK DATA

FINANCIAL VIABILITY

- LEAGUE NET ASSETS POSITION
- GROSS REVENUE
- GROSS EXPENDITURE
- GROSS VALUE OF LIABILITIES
- GROSS VALUE OF ASSETS
- CLUB DEBTORS
- SPONSORSHIP REVENUE
- FINALS SERIES PROFIT
- EOY PERFORMANCE TO BUDGET
- EOY TRADING RESULT
- PERCENTAGE OF REVENUE FROM CLUBS