



Strategic Plan 2014 - 2016

Vision: To make the World Game, the Local Game

Mission: To grow the sport and support anyone who wants to kick a football

Growth and Promotion
'growing the game'

Recruit new players, coaches, volunteers and referees with a particular emphasis on girls/women, people with disabilities, the indigenous and those in remote and regional areas

Retain existing players, coaches, volunteers and referees

Increase football participation by embracing more football bodies and their members as part of the Football West family

Develop structures and activities that optimise opportunities for people to participate at every level and form of the game

Service Delivery
'enhancing the experience'

Enhance the overall football participation experience by providing support and guidance to clubs and participants at all levels

Improve the format and quality of the National Premier Leagues, State League and other competitive Leagues

Implement best practice procedures at all levels of the game

Utilise new technology and social media channels to better communicate and increase audience and overall reach

Increase the value of football participation for current and future members

Elite Development
'developing the player'

Improve the overall technical standard of the sport with **increased accessibility** to high level education, support and resources

Provide an accessible and defined pathway for talented players, coaches, volunteers and referees through high quality programs

Implement the FFA's recommendations from the **National Competitions Review** including the conduct of the **National Premier Leagues**

Support the **implementation** of the **Integrated Talented Player Pathway** to produce world class players

Advocacy and Positioning
'lobbying and leadership'

Build a **credible and positive image** of the sport

Provide leadership and foster relationships with the community

Develop partnerships with stakeholders and **explore new business opportunities**

Generate additional **revenue streams and promote investment** in the game

Ensure facilities keep pace with the demands of the sport

Devise **creative and special initiatives** and implement best practice



Football West will:

- Develop strong customer focus and a service delivery ethos
- Ensure structural and philosophical alignment with all stakeholders
- Deliver financial and organisation sustainability through effective corporate governance
- Be passionate about improving football

