



Victorian Amateur Football Association

## Strategic Plan:

*..... Directions towards 2010*

"A plan to build future prosperity and enjoyment  
for all participants in the Victorian Amateur Football Association"

[www.vafa.com.au](http://www.vafa.com.au)

## Vision:

The Victorian Amateur Football Association aspires to be the best community-based football competition in Australia.

## Mission:

To provide all stakeholders of the Victorian Amateur Football Association with an affordable, enjoyable and competitive game of Australian rules football in a safe environment, whilst making a meaningful contribution to the community and the development of the game.



## Values

In striving to achieve its objectives, the VAFA will rigorously uphold the following principles:

- 1. Amateur**  
All players play for the love of the game.
- 2. Excellence**  
Strive to optimize performance in all endeavours.
- 3. Collaboration**  
Work in consultation with all relevant stakeholders.
- 4. Innovation**  
Seek improvement through the adoption of new ideas and policies.
- 5. Enjoyment**  
Provide an environment that delivers a safe and rewarding experience for all participants.
- 6. Citizenship**  
Promote player development to improve their contribution to the wider community.

## Objectives

- 1. Maintain Amateur status of the competition**  
Ensure the integrity of the competition is maintained by vigorously upholding the "Amateur" ethos whereby players play without financial gain;
- 2. Be recognized as the Leader in community football**  
Through innovative leadership, become the best community based football competition in Australia.
- 3. Ongoing viability of the Association & clubs**  
Ensure all operations are financially responsible.
- 4. Maximise participation**  
Encourage broader and sustainable participation.
- 5. Improve brand recognition**  
Optimize all marketing, sponsorship and personal development opportunities.
- 6. Contribute to the community**  
Make ongoing valuable contributions to society.



## VAFA....Directions towards 2010

<b>OBJECTIVE ONE</b>	<b>Maintain the Amateur status of the competition</b> <i>Ensure the integrity of the competition is maintained by vigorously upholding the "Amateur" ethos whereby players play without financial gain.</i>
<b>Key Strategies</b>	
<ul style="list-style-type: none"> <li>Focus on Amateurism to ensure all players are Amateurs and playing for the love of the game and to promote this as our ethos</li> <li>Encourage volunteers at the club and association level</li> </ul>	



<b>OBJECTIVE TWO</b>	<b>Be recognised as the leader in community football</b> <i>Through innovative leadership, provide the physical and human resources to enable the VAFA to become the best community-based football competition in Australia.</i>
<b>Key Strategies</b>	
<ul style="list-style-type: none"> <li>Provide the physical facilities to allow players and coaches to perform to their full potential.</li> <li>Provide administrators, coaches, and volunteers with the skills necessary to improve the quality of play.</li> <li>Increase the number, quality of and respect for umpires.</li> <li>Ensure that socially responsible policies are developed and adopted by the association and clubs.</li> <li>Develop codes of conduct for all players, coaches, umpires, spectators and volunteers.</li> </ul>	



## VAFA....Directions towards 2010

<b>OBJECTIVE THREE</b>	<b>Ongoing viability of the Association &amp; clubs</b> <i>Ensure all operations are financially and administratively responsible.</i>
<b>Key Strategies</b>	
<ul style="list-style-type: none"> <li>Ensure the VAFA minimises costs to clubs by keeping affiliation fee increases at CPI level (unless agreed to by Clubs).</li> <li>Facilitate revenue opportunities for clubs through identifying appropriate fundraising and sponsorship opportunities.</li> <li>Assist clubs where necessary with applications for grants.</li> <li>Conduct annual appraisal of club financials to identify potential for improvement through benchmarking against other relevant clubs.</li> <li>Provide professional assistance to appropriate Executive members of the clubs through participation in the relevant Treasury, Secretary &amp; Presidents Nights.</li> <li>Minimise workloads and administration burdens for clubs through the effective implementation of all VAFA policies as well as an annually updated technology platform.</li> <li>Ensure the Association attains the highest level of compliance with AFL Victoria (OR achieves at least a 90% compliance rating).</li> <li>Ensure all VAFA clubs have achieved a Silver or greater level of compliance in the AFL Victoria Quality Club program.</li> </ul>	



<b>OBJECTIVE FOUR</b>	<b>Maximise participation</b> <i>Encourage broader and sustainable participation.</i>
<b>Key Strategies</b>	
<ul style="list-style-type: none"> <li>Encourage all clubs to have an Under 19 team where possible.</li> <li>Promote the development and recruitment of new clubs.</li> <li>Consolidate and build new pathways to increase the flow of junior footballers to the VAFA.</li> <li>Explore alternative fixturing arrangements and modes of competition to better suit the changing lifestyles of participants in the VAFA.</li> <li>Investigate the feasibility of additional under-age group sections in the VAFA.</li> </ul>	

## VAFA....Directions towards 2010

<b>OBJECTIVE FIVE</b>	<b>Improve brand recognition</b> <i>Optimise all marketing, sponsorship and personal development opportunities.</i>
<b>Key Strategies</b>	
<ul style="list-style-type: none"> <li>Develop and maintain a database of all VAFA members in order to offer premium service and sponsorship value.</li> <li>Provide all players with a membership of the VAFA.</li> <li>Develop an event plan to increase attendance and generate income at finals.</li> <li>Make the VAFA brand more recognizable in the community.</li> <li>Ensure sponsor packages are customized to individual sponsors.</li> <li>Provide more varied and innovative sponsorship opportunities.</li> <li>Utilise all internal and external media to promote the VAFA brand.</li> <li>Personal development.</li> </ul>	



<b>OBJECTIVE SIX</b>	<b>Contribute to the community</b> <i>Make ongoing valuable contributions to society.</i>
<b>Key Strategies</b>	
<ul style="list-style-type: none"> <li>Provide a healthy environment through the implementation of VAFA policies.</li> <li>Providing an alcohol free environment to foster family football.</li> <li>Provide support for football for the disadvantaged.</li> <li>Providing support for chosen community projects and charities.</li> <li>Promote the integration of ethnic communities into football.</li> <li>Promote the involvement of women in football.</li> </ul>	

