



VIC METRO



AFL MASTERS VIC METRO STRATEGIC PLAN 2022 - 2025



VIC METRO



VISION

To be a thriving sport that is recognised as the AFL League of choice for over 35's.

MISSION

Provide an inclusive, transparent and engaging sport that is sustainable and growing.

PURPOSE

To inspire and support Victorian communities through a fun and safe football family for over 35's.



OUR STRATEGIC PRIORITIES



VISION, MISSION & PURPOSE

GOVERNANCE

- Board
- Finances
- Operational management
- Best Practice
- Risk management
- Insurance

FOOTBALL

- Club development
- By-Laws
- Pathways, players, coaches and umpiring
- Competition
- Competition Structure & Fixtures

STAKEHOLDERS

- Marketing
- Communications
- Stakeholder relationships
- Commercialisation

VALUES



VALUES

Our **ENGAGEMENT** and empowerment of key stakeholders delivers successful outcomes

We are open and transparent and always operate with **INTEGRITY**

Our **GROWTH** mindset drives a positive brand profile

We strive for best practice and **SUSTAINABILITY**



MEASURING SUCCESS

Strategic Objective 1 - GOVERNANCE

Lead with integrity by being open and transparent, striving for best practice systems.

Board

- Review League Constitution to ensure it is fit for purpose and in line with Strategic Plan
- Develop a Board Charter and review Board performance annually

Finances

- Protect League integrity through best practice management of finances to ensure financial security and sustainability
- Develop a Commercialisation Strategy to drive long-term mutually beneficial strategic partnerships to support League and club sustainability

Operational management

- Evolve League processes and systems to streamline operational requirements and manage sustainable growth

Best practice

- Continually review and develop League policies and procedures in line with best practice and changing environments
- Assist clubs by sharing best practice governance guidelines, measuring their performance and working with them to address areas for improvement

Risk management

- Develop a Risk Register identifying risks, the likelihood and consequences of a risk occurring, the actions to reduce those risks and who is responsible for managing them.

Insurance

- Review and maintain adherence to National insurance guidelines

MEASURING SUCCESS

Strategic Objective 2 - FOOTBALL

Develop strong and sustainable competitions with high participation across all Victorian communities that are inclusive, diverse, safe, fun and accessible.

Club development

- Support clubs annually and work with them to continue improving
- Develop club toolkits to aid in sustainable clubs, including developing strategic plans
- Provide clubs with educational resources and accreditation guidelines
- Work with clubs to conduct a Facility Management analysis to review football club facilities, ensuring accessibility and ongoing development

By-Laws

- Review existing By-Laws and clearly communicate any changes in a concise and timely manner
- Review new club and/or team entry criteria in line with Strategic Plan Pathways, players, coaches and umpiring
- Review existing age group competitions and drive increased player registrations
- Develop programs to engage new participants *eg. QuickKick*
- Develop a recruitment strategy to increase available coaches and umpires to align with growing competition
- Create excitement ('badge of honour') and support representatives of Vic Metro in the AFL Masters National Carnival

Competition

- Cultivate and foster an inclusive and diverse competition for over 35s to participate in Australian rules football
- Promote fairness, integrity and transparency for players, coaches and umpires
- Create clear pathways to engage and retain players, coaches and umpires
- Promote health and safety of competitors and education on recovery practices to minimise injury
- Achieve growth in female participation and over 35s men, including players, coaches, umpires and club administrators
- Create alternative football events and activities to grow participation

Competition Structure and Fixtures

- Review competition structure and develop a plan for future sustainability and growth
- Review current fixtures and develop a plan to promote future sustainability, growth and fairness

MEASURING SUCCESS

Strategic Objective 3 - STAKEHOLDERS

Effectively engage key stakeholders to develop trusting relationships and collaboration that ensures the future growth of the League.

Marketing

- Develop clear branding identity to avoid confusion of who we are
- Develop a Marketing strategy, including engaging high-profile players to promote the game

Communications

- Promote and deliver, fun and safe football across everything we do
- Communicate broadly to embrace and engage participation within our diverse and multicultural community
- Drive regular, transparent communication with key stakeholders across multiple platforms
- Engage key stakeholders around League reviews, decision making and strategic planning
- Recognition and honour past and present clubs, players, coaches and umpires

Stakeholder relationships

- Develop relationships with stakeholders to build positive brand recognition to the broader community
- Develop aligned relationships with local and state government, AFL bodies, clubs, venues and commercial partners
- Create a sense of comradery with community volunteers and key stakeholders, including pathways for retiring players
- Seek ongoing feedback from key stakeholders to achieve set goals

Commercialisation

- Implement the Commercialisation Strategy to develop strategic partnerships that increase funding and capabilities of the League and affiliated clubs



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