

STRATEGIC PLAN 2026-2027

SUNDAY FOOTBALL LEAGUE

MORE THAN A COMMUNITY FOOTBALL LEAGUE
WE PROVIDE:

Ø Community and social connections

Ø Safe and inclusive environments

Ø Health and wellbeing outcomes

OUR VALUES

INTEGRITY

We will act with transparency, honesty, respect and fairness.

PROGRESSIVE

Striving for growth and improvement opportunities.

ENGAGEMENT

We will engage and communicate often and effectively with our Clubs and key stakeholders.

COMMITMENT

We will hold ourselves to account and deliver on our commitments to our stakeholders.

KEY FOCUS AREAS 2026–2027

OUR CLUBS

Supporting our clubs to provide inclusive, safe and fun places for all

PARTICIPATION

Provide opportunities for participation and positive engagement in our local communities

COMMUNITY

Engage and consult with our community and key stakeholders to strengthen partnerships

OUR PEOPLE & CULTURE

Create an environment where our people are high performing and engaged

OUR Clubs

Supporting our Clubs to provide inclusive, safe and fun places for all

Key Priorities

Provide accessible Club development resources and education to Club volunteers, coaches and participants.

Strengthen relationships with LGAs and all levels of government so that our Clubs can provide the highest quality and inclusive facilities to our participants.

Work in partnership with our Clubs and ensuring regular opportunities for them to contribute to the direction of the

league.

Assist our Clubs and volunteers in developing facility improvement projects and grant applications including a focus on female friendly facilities for all our players, volunteers and officials

Provide leadership and education to Clubs so that they can create a safe and inclusive environment for all.

Work closely with our Club volunteers to ensure that they have best practice governance, financial management and leadership processes in place.

Participation

Provide opportunities for participation.

Provide opportunities for participation and positive engagement in football in our community

Continue to work with WA Football to develop alternate player registration processes so that all players can be registered

Continue to invest, retain and grow umpiring and coaching to ensure that participants are supported and games are managed to a high standard.

Review and implement, where appropriate, equalisation measures across our competition to encourage competition and player retention.

COMMUNITY

Engage and consult with our community and key stakeholders
to strengthen partnerships

Increase engagement within the broader community through all our communication platforms.

Promote the benefits of being involved in a community sport – exercise and healthy living to improve mental health and fitness

Ensure that all brand and imaging is professional, consistent and constant – include significant use of social media.

Investigate corporate partnerships and other commercial opportunities to the benefit of our members and stakeholders

Develop a communications strategy to provide a positive outlook for our League

Maximise our pre-season event and engage more members of the community to attend – improved communications and planning is essential for this.

OUR PEOPLE & CULTURE

Create an environment where our people are high performing, professional and engaged

Key Priorities

Ensure our Board and club volunteers have the necessary resources and support available to them so they are able to perform at an appropriate level

Manage the league with professionalism and leadership to deliver financial sustainability

We will develop a sustainable, transparent and effective governance system in accordance with WA Football requirements

Consistently investigate ways to reduce the workload burden on our volunteers – including the use of new technological tools to supersede paperwork where possible

Provide professional development opportunities to continue to grow knowledge and skills of our people

Partner with WA Football to deliver structured education and training to Board members, all Club Management , players and umpires