



STRATEGIC PLAN 2020 – 2025

FOREWORD

WE ARE PROUD TO UNVEIL THE STRATEGIC PLAN FOR FOOTBALL IN MACARTHUR 2020 – 2025.

Football in Macarthur is in great shape. In 2019, a record 10,300 registered players took the field during the regular season, with a further 3,200 participating in the summer competitions. Overall satisfaction with the experience in football reached 79%, which is a testament to the hard-working volunteers that power the game at the grassroots. Our aim is to work closely with our member clubs to continually improve the overall experience and enjoyment of everyone that participates in our sport.

Successful constitutional reform, the completion of a competitions review, and the announcement that Macarthur will have its very own professional Football team, Macarthur FC Bulls, in the national competition has laid the foundation for an exciting era ahead.

This plan is designed to ensure that we build on the positive momentum and remain focussed on delivering what is important to the Football Family and the key priorities that will sustain the game's growth in Macarthur into the future. Importantly, the process of formulating the 2020 – 2025 Strategic Plan was a consultative one. This is not just a plan for the Macarthur Football Association, but rather a plan for Football in Macarthur.

It truly is an exciting time to be part of Football in Macarthur.



Yours in Football,

DARCY LOUND

Chairman

Macarthur Football Association



OUR VALUES



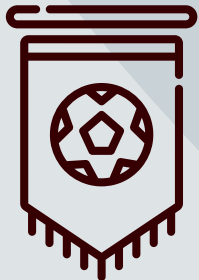
PASSION

We will lead with passion and intent whilst serving the best interests of the game.



RESPECT

We will listen to and work collaboratively with our members, partners, the community and other stakeholders.



INTEGRITY

We will govern and administer the game with honesty, fairness and consistency.



TRANSPARENCY

We will communicate openly, effectively and professionally.



INCLUSIVE

We will value and celebrate our diversity as our competitive advantage.



PERFORMANCE

We will remain community and member focussed and strive for service excellence.

OUR PURPOSE & VISION



Purpose

| Administer, promote, develop and provide an accessible game for all within a framework of sound and ethical practise.

Vision

| The sport enjoyed more than any other across the Macarthur region.

KEYS TO SUCCESS



PARTNERSHIPS FOR THE GOOD OF THE GAME

We will work in unity with those that can help the game prosper

SKILLED WORKFORCE

Whether on the Board, in the Office or on a Committee, having the right people in the right roles is paramount to long term success

KNOWLEDGE LED

Decisions will be informed and backed by data & evidence

FINANCIAL ACUMEN

Manage finances whilst investing sensibly and strategically in what will serve the best interests of the game

COMMUNITY & MEMBER FOCUSSED

We serve the Football Community

DRIVEN BY WHAT'S BEST FOR THE GAME

Everything comes back to what is in the best interests of the game

OUR PILLARS



LEADERSHIP

Lead towards a unity of purpose

OUR FOCUS

Reliable Governance
& Management protocols
Consistency & Fairness
Enable our clubs to thrive
Promote and Celebrate our Game



PARTICIPATION

A growing sport enjoyed by all

OUR FOCUS

Enhance the MiniRoos experience
Grow the Girls Game
New ways for all to play
Flexible coach education & development
Expand & improve Facilities
Raise standards of youth
& senior football
Develop quality referees



PATHWAYS

*Build generations of successful
players, coaches and referees*

OUR FOCUS

Provide a quality youth
development environment
Review & refresh of
representative pathways
Expanded quality coaching taskforce

LEADERSHIP PILLAR PRIORITIES



CONSTITUTIONAL REFORM HAS PAVED THE WAY FOR A NEW ERA OF MODERN, BEST PRACTISE GOVERNANCE AND MANAGEMENT.

MEMBERS CAN EXPECT

- Professional, timely service
- Consistent communication & engagement
- Adherence to rules and regulations
- Continual education opportunities
- Best practise systems and processes
- Accessible resources and support
- Enjoyable events
- Advocacy and promotion of the game
- Excellence in Competition Management
- Overall outstanding customer service

Primary Goal: Average 85% total satisfaction score among members, participants and stakeholders over the next 5 years

MEASURING SUCCESS

- Positive sentiment score among members, participants and stakeholders
- Programs, events and other opportunities delivered
- Club visits conducted
- Award nominations and winners
- Staff KPIs
- Star-rated clubs and improvements in ratings
- Engagement in development opportunities
- Complaints received and resolution times
- Adherence to policies
- Overall club health
- E-database engagement
- Social media interactions

PARTICIPATION PILLAR PRIORITIES



PARTICIPATION PILLAR PRIORITIES



1 ENHANCING THE MINIROOS EXPERIENCE

- Establish grading guidelines and processes
- Introduce regrading within MiniRoos Leagues
- Celebrate MiniRoos participation via Gala Days and Tournaments
- Investigate suitability of local SAP League
- Work with WSW and Bulls to connect MiniRoos to the HAL & WWL
- Continue investment in promotion via social and digital channels



KEY TARGET

29,550 registered MiniRoos between 2020 and 2025 (average 3% increase year on year)



PARTICIPATION PILLAR PRIORITIES



2 GROW THE GIRLS GAME

- Girls Football will be the priority of participant recruitment campaigns
- Accessible participation options
- Incentivise clubs to pursue and promote Girls-only MiniRoos
- Collaborate with neighbouring Associations to strengthen youth and senior Leagues
- Work with WSW and the Bulls to promote the game in schools
- Facilitate collaboration between clubs to fill team vacancies
- Celebrate and profile Women and Girls in Football



KEY TARGET

15,290 Female Association Football players between 2020 and 2025
(average 7% increase year on year)



PARTICIPATION PILLAR PRIORITIES



3 NEW WAYS FOR ALL TO PLAY

- Expand Summer Football
- Establish Walking Football within Macarthur region
- Investigate options for other social competitions, tournaments and/or programs
- Work with WSW and the Bulls on School Holiday Programs



KEY TARGET

39,000 'social' football participants between 2020 and 2025



PARTICIPATION PILLAR PRIORITIES



4 EXPAND & IMPROVE LOCAL FACILITIES

- Work with local Councils to improve various aspects of existing football facilities
- Work with local Councils to secure new football fields in growth regions
- Increase the number of synthetic fields within Macarthur



MEASURING SUCCESS

New facilities established | Number of facilities upgraded | Amount of funding received
Number of facility success stories & case studies | Number of synthetic fields

PARTICIPATION PILLAR PRIORITIES



5

RAISE STANDARDS OF YOUTH AND SENIOR FOOTBALL

- Monitor and assess Leagues for grading and regrading purposes
- Relaunch the M-League as Macarthur's Premier Community Competition
- Raise awareness of the M-League through promotion and advertising
- Introduce U18 Girls and U21 Men to City v Country Charity Cup
- Reignite and retain an O45's League
- Collaborate with neighbouring Associations as required to strengthen Leagues
- Exemplary behaviour from the Football Community



MEASURING SUCCESS

Total participants | Retention, acquisition and churn | Media coverage
E-database subscribers and engagement | Social media followers & interactions



PARTICIPATION PILLAR PRIORITIES



FLEXIBLE COACH EDUCATION & DEVELOPMENT

- Continue to train, educate and develop local coaches
- Develop and empower Club Coach Coordinators and casual coaches



MEASURING SUCCESS

Registered coaches | Courses delivered | Qualified active coaches
Active club coach coordinators | Success stories



PARTICIPATION PILLAR PRIORITIES



7 DEVELOP QUALITY REFEREES

- Build rapport between the MDFRA and the Football Community
- Support the MDFRA to recruit, retain and develop local referees
- Celebrate the participation, efforts and performance of our local referees



MEASURING SUCCESS

Total referees | Retention and churn | Coverage | Success stories

PATHWAYS PILLAR PRIORITIES



PATHWAYS PILLAR PRIORITIES



- Invest in advanced learning opportunities for local coaches
- Work with relevant stakeholders to review representative pathways, ensuring clearly defined and appropriate opportunities for players and coaches throughout Macarthur.
- Expose local players to quality coaching within the Association Development Program
- Provide representative players with the best available development environment
- Monitor and support individual player development



MEASURING SUCCESS

Success stories

KEY OUTCOMES



Primary Goal

Average 85% total satisfaction score among members, participants and stakeholders over the next 5 years

KEY OUTCOMES

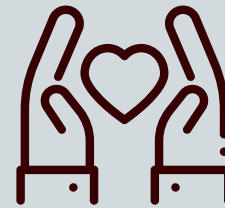


FOCUS AREAS

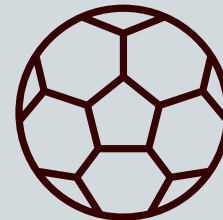


Total 71,315
**ASSOCIATION FOOTBALL
PLAYERS** between 2020 and 2025.

2019 (ACTUAL)	
10,354 PLAYERS	
2020	2021
10,768	11,198
2022	2023
11,645	12,110
2024	2025
12,594	13,000



Healthy & sustainable
COMMUNITY CLUBS
throughout Macarthur.



Expanding and improving local
FACILITIES.



Local Players, Coaches
and Officials are forging
PROFESSIONAL CAREERS
in Football.

STRATEGIC PLAN SUMMARY 2020 – 2025



PURPOSE

“Administer, promote, develop and provide an accessible game for all within a framework of sound and ethical practise”

VISION

“The sport enjoyed more than any other across the Macarthur region”

OUR PILLARS

KEYS TO SUCCESS

Partnerships for the good of the game

Skilled workforce

Knowledge led

Financial acumen

Community & member focussed

Driven by what's best for the game

LEADERSHIP

Lead towards a unity of purpose

OUR FOCUS

Reliable Governance & Management protocols

Consistency & Fairness

Enable our clubs to thrive

Promote and celebrate our game

PARTICIPATION

A growing sport enjoyed by all

OUR FOCUS

Enhance the MiniRoos experience

Grow the Girls Game

New ways for all to play

Flexible coach education & development

Expand & improve facilities

Raise standards of youth & senior football

Develop quality referees

PATHWAYS

Build generations of successful players, coaches and referees

OUR FOCUS

Provide a quality youth development environment

Review & refresh of representative pathways

Expanded quality coaching taskforce

OUR PRIMARY GOAL

Average 85% total satisfaction score among members, participants and stakeholders over the next 5 years

OUR VALUES

Passion | Respect | Integrity | Transparency | Inclusive | Performance



Lynwood Park
Rangers Road, St Helens Park

4625 1333

admin@macarthurfootball.com.au

macarthurfootball.com.au

facebook.com/MacarthurFootball