



Mid Gippsland Football Netball League Strategic Plan 2023 -2025

Our Vision

To be recognised as the Community League of choice.

Our Mission

We provide and promote football and netball by building stronger clubs and communities throughout Gippsland.

Our Values

Respect	We give due regard to the feelings, wishes and rights of others
Innovation	We strive for new ways to do things effectively
Aspiration	We have a powerful and ambitious plan

Strategic Focus 2022 – 20225

We have determined four strategic areas as our focus over the next three years.

Finance

To maintain financial stability

Community

To engage with our community and stakeholders to enhance our reputation as a league of choice

Operations

To provide clear and ready access to current governance operations

Our People

To build a sustainable League through the investment in people at a Club and League level



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Strategic Objectives	Goals 2022 - 2025
<p>To maintain financial stability</p>	<ul style="list-style-type: none"> 1.1 Retain all current sponsors in season 2023 1.2 Lock in premiership sponsor for the next three years. 1.3 Develop a social media sponsor option to attract 3 new sponsors each year over three years 1.4 Create a position dedicated to grants and sponsorship by season 2023 commencement
<p>To engage with our community and stakeholders to enhance our reputation as a league of choice</p>	<ul style="list-style-type: none"> 2.1 Develop a consolidated social & cultural recognition events plan for 2023 – 2025 2.2 Develop a community and stakeholder engagement plan by 2023 2.3 Develop a communication strategy by November 2023 2.4 Develop a calendar of community events supporting health and wellbeing of our community by 2024
<p>To provide clear and ready access to current governance operations</p>	<ul style="list-style-type: none"> 3.1 Adopt and review child safe standards by the Jan 2023 and provide implementation guidance for Clubs. 3.2 Merge football and netball Facebook and Instagram pages – e.g., a common landing page 3.3 Appoint a netball publicity officer by March 2023. 3.4 Update website and social media pages on an ongoing basis by supporting a communications manager and social media manager 3.5 Provide opportunity for Clubs to review and give feedback to the League on all governance issues by the start of 2024. 3.6 Develop a structure to provide fair opportunity for all Clubs to host and cater finals by 2024 season. 3.7. To provide a full complement of junior football and netball competitors
<p>To build a sustainable League through the investment in people at a Club and League level</p>	<ul style="list-style-type: none"> 4.1 Develop a training plan for volunteers 4.2 Identify training required to build capacity of Club and League volunteers 4.3 Create a budget which focuses on investment in training for League and Club volunteers 4.4 Ensure each Club has a strategic plan by the end of 2024 4.5 Provide a source of funding for Club’s strategic planning 4.6 Develop a plan which acknowledges and rewards volunteers by the end of 2023 4.7 Develop a succession plan for the League Executive which encompasses mentoring - may involve the increasing of the size of the Executive by the end of 2024



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Appendix A: Action Plan 2022-2025

Finance	Goal	Who	2022	2023	2024	2025
1. To maintain financial stability	1.1 Retain all current sponsors in season 2023		TBC			
	1.2 Lock in premiership sponsor for the next three years.		TBC			
	1.3 Develop a social media sponsor option to attract 3 new sponsors each year over three years.		TBC			
	1.4 Create a position dedicated to grants and sponsorship by season 2023's commencement.			March		

Notes:

- Attract additional sponsors – a hit list
- Could there be a league sponsor coordinator for the Exec?
- More income diversity avenues

Community	Goal	Who	2022	2023	2024	2025
2. To engage with our community and stakeholders to enhance our reputation as a league of choice	2.1 Develop a consolidated social & cultural recognition events plan for 2023-25.		TBC			
	2.2 Develop a community and stakeholder engagement plan by June 2023.			June		
	2.3 Develop a communication strategy by November 2023.			Nov		
	2.4 Develop a calendar of community events supporting health and wellbeing of our community by 2024.					



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Operations	GOAL	Who	2022	2023	2024	2025
3. To provide clear and ready access to current governance operations	3.1 Adopt and review child safe standards by the Jan 2023 and provide guidance to Clubs			Jan		
	3.2 Merge football and netball Facebook and Instagram pages – e.g. a common landing page		TBC			
	3.3 Appoint a netball publicity officer by March 2023.			March		
	3.4 Update website and social media pages on an ongoing basis by supporting a communications manager and social media manager		TBC			
	3.5 Provide opportunity to Clubs to review and give feedback to the League on all governance issues by the start of 2024.				Jan	
	3.6 Develop a structure to provide fair opportunity for all Clubs to host and cater finals by 2024 season.				March	
	3.7 To provide a full complement of junior football and netball competitors					

People – Our members & executive	GOALS	Who	2022	2023	2024	2025
4. To build a sustainable League through the investment in people at a Club and League level	4.1 Develop a training plan for volunteers					
	4.2 Identify training required to build capacity of Club and League volunteers					
	4.3 Create a budget which focuses on investment in training for League and Club volunteers					
	4.4 Ensure each Club has a strategic plan by the end of 2024		TBC			
	4.5 Provide a source of funding for Club’s strategic planning		TBC			
	4.6 Develop a plan which acknowledges and rewards volunteers by the end of 2023					
	4.7 Develop a succession plan for the League Executive which encompasses mentoring - may involve the increasing of the size of the Executive by the end of 2024					



Appendix B: SWOT Analysis

STRENGTHS (BUILD)	OPPORTUNITIES (INVEST)
<ol style="list-style-type: none"> 1. 13 Club lead competition and delegate system 2. Financial sustainability 3. League of football and netball competitions 4. Increased catchment for sponsors, supporters, players and volunteers 5. Innovative with consent <ul style="list-style-type: none"> ● Trying different media processes ● Balanced League Competition ● Good volunteers and League officials ● Solid refreshed constitution and bylaws 	<ol style="list-style-type: none"> 1. Juniors <ul style="list-style-type: none"> ○ Attract, retention, development and growth ○ Child safe policy 2. Review League structure <ul style="list-style-type: none"> ○ League growth – delegates? ○ Structure of committee ○ Do we have the best system 3. Communication <ul style="list-style-type: none"> ○ Learn from Clubs who have left us e.g. survey or exit interview ○ Emails, correspondence and social media give direction about what we want ○ Establish partnerships with local & state government as well as other peak bodies 4. Club administration and support <ul style="list-style-type: none"> ○ Financial support ○ Player points from AFL Gipps. to AFL Vic <p>Additional Points</p> <ul style="list-style-type: none"> ● Work on changing perception of our League in the broader context ● Relationships between Clubs and umpires ● Position ourselves more effectively
WEAKNESSES (MITIGATE)	THREATS (MONITOR)
<ol style="list-style-type: none"> 1. Junior football and netball unstable 2. Branding exposure is weak 3. League instability 4. Unclear process for communicating questions or concerns 5. Communication - internal (within Club) and external (League to Club) <ul style="list-style-type: none"> ● Lack of unity between League and Clubs ● Umpires - quality and numbers 	<ol style="list-style-type: none"> 1. Volunteers - time commitment 2. Junior participation – safety 3. AFL Vic netball Vic 4. Finance 5. Clubs leaving - self interest <ul style="list-style-type: none"> ● Other sports and interests ● Club and sport loyalty