

An aerial photograph of a green soccer field with a white diagonal line running from the bottom left towards the top right. The text 'EPFC STRATEGIC PLAN' is overlaid on the left side of the field, next to a vertical white line.

**EPFC**

**STRATEGIC**

**PLAN**

## **EPFC VISION**

**What will we have in 20+ year's time.**

EP football and netball will be sustainable and successful through bold and strong leadership at all levels.

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## **EPFC MISSION**

**What we must do now.**

The EPFC will without fear or favour develop a blue print for regionally sustainable football and netball.

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## **EPFC VALUES**

**How we operate.**

We will act with mutual respect. We will pursue excellence. We will be fair and honest.

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# GOAL 1

To act in an advisory capacity to the CFC on the strategic direction for Community Football in the EP Region, that optimally supports SANFL’s strategic vision and priorities.

## STRATEGIES

## ACTIONS

1.1. Develop a strategic plan for the region

1.1.1. Implement strategic plan

1.1.2. Report against the strategic plan to region and SANFL on annual basis as part of the annual report

1.2. Meet with members or staff of CFC on at least two occasions per annum

1.2.1. Invite CFC members or staff to EPFC meetings

1.2.2. Seek meetings with CFC as and when required

## GOAL 2

To be a resource for the Member Leagues and individual Clubs of Member Leagues including investigating matters for further consultation or recommendation.

### STRATEGIES

2.1. Develop a communications/promotions plan for Member Leagues, individual Member Leagues and individual Clubs of Member Leagues

2.2. Establish procedures for management of referred matters for investigation or recommendation

### ACTIONS

2.1.1. Develop Member Leagues and Individual Clubs contacts database and keep current

2.1.2. Establish and Maintain a records management system

2.1.3. Develop meeting schedule for all Leagues and Clubs visits by Co-ordinator

2.1.4. EPFC to meet at least annually with Member Leagues Executive

2.1.5. Report to Member Leagues after each EPFC meeting - minutes, or meeting brief

2.1.6. Use media to report/promote to region - social and mainstream media

2.1.7. Survey Leagues and/or Clubs on future of EP football and netball

2.2.1. Maintain files of all referred matters

2.2.2. Diligently manage and record any investigations

2.2.3. Maintain strict confidentiality when required and/or requested to do so

2.2.4. Any non-compliance with SANFL and/or CFC rules to be reported to appropriate body for action

2.2.5. Keep SANFL/CFC advised on any referred matters and outcomes/recommendations by EPFC

- 2.3. Raise funds for EPFC operations
  - 2.3.1. Consider options for raising funds - e.g. Spectator levy, registration fee, share of any fines imposed, sponsorships etc.
  - 2.3.2. Set annual budget for EPFC
  - 2.3.3. Report on budget performance at each EPFC meeting
- 2.4. Support regional teams, academies etc. with funding raised
  - 2.4.1. Support funding to EP Senior Regional Team
  - 2.4.2. Support Norwood FC Academies and for Under 16s and U18s regional teams/individuals
- 2.5. Seek League and Club intelligence and evidence to assist EPFC decision making
  - 2.5.1. establish confidential files on evidence, facts etc. needed to make future decisions (Clubs and Leagues need to approve of individual data/evidence being kept)
  - 2.5.2. Refer to previous studies and reports to assist decision making
  - 2.5.3. Undertake studies and research as and when needed to assist decision making

## GOAL 3

To accept by way of delegation from CFC powers to approve APPS requests for the EP Region and such other operational powers for the management of Australian football that the CFC may deem appropriate and in the best interests of the management and operation of football in the EP Region.

### STRATEGIES

3.1. Establish and maintain exemplary governance of the EPFC

### ACTIONS

3.1.1. Establish Board Meeting procedures

3.1.2. Maintain accurate minutes of all EPFC meetings

3.1.3. Establish Principal Spokespersons for EPFC

3.1.4. Follow strategic plan & review where necessary as often as possible

3.1.5. Follow the elements of good governance - follow the rules, be transparent, be responsive, be accountable, be consensus oriented, be inclusive and equitable, be effective and efficient, be ethical and participate.

3.1.6. Make the hard right decisions & support the Council decision making unanimously

3.2. Manage the APPS request for the region

3.2.1. Develop a regional management system and procedures (e.g. may be SANFL model)

## GOAL 4

**Build the capacity of the EP Region to contribute to the growth and sustainability of the code of Australian football (also considering the affect on Netball);**

### STRATEGIES

4.1. Create optimal localised governance structures

4.2. Enhance competition structures, League and Clubs sustainability

### ACTIONS

4.1.1. Create efficiencies through consolidating the administration and management activities of Member Leagues where possible and needed

4.1.2. Seek to have regional consistency in Member Leagues, constitutions, by-laws and other administrative policies and procedures

4.2.1. Maximise the experience of participants within the EP Region

4.2.2. Promote competition equalisation

4.2.3. Increase talent pathway effectiveness

4.2.4. Innovate where necessary to enhance competition

4.2.5. Monitor Leagues and individual Clubs demographics for decision making

4.2.6. Encourage female football competitions to be established in the region

4.2.7. Increase participation in football - umpires, supporters, players, volunteers etc.

4.2.8. Focus on Umpire recruitment, development & sharing for the region

4.2.9. Focus and support improved crowd behaviour at all games

4.2.10. Assist Leagues & Clubs in forward planning, financial management, administration and governance when requested

4.3. Participate in growth strategies within the EP Region

4.3.1. Encourage the RDAWEP and Local Government to develop & implement a regional population growth strategy

4.3.2. Monitor regional demographics

4.4. Lead facility development and infrastructure planning with local governments

4.4.1. Encourage Local Government to develop and implement a regional sports infrastructure plan for the future

4.4.2. Encourage the development of fit for purpose facilities to meet future needs

4.4.3. Improve access to existing & new sport facilities by multi use, sharing, disabled access, gender etc. being considered

4.5. Encourage health agencies to support/partner with regional football

4.5.1. Increased adult and youth participation in football

4.5.2. Promote the health benefits from participation

4.5.3. Promote the social well-being of participation in football

4.5.4. Improve collaboration in football outside of normal sport & recreation agencies for mutual benefits

4.6. Encourage and promote volunteerism in football

4.6.1. Encourage recognition of volunteers

4.6.2. Develop promotional aids for use within region, leagues and individual clubs

4.6.3. Increase volunteers in football and netball

4.7. Promote and support regional football events

4.7.1. Encourage the delivery of football and netball events in the region that are valued by the region e.g. Mortlock, Kinlough Cups , Pt Adel Cup, Inter-Association etc.

4.7.2. Encourage SANFL and AFL regional football events

4.7.3. Consider new regional football and netball events and their feasibility e.g. Regional Champions Event



# SWOT ANALYSIS

## STRENGTHS

Defined region  
 Parochialism  
 Regional leadership  
 EPFC establishment  
 Good facilities - for local competitions  
 Good regional events - Mortlock etc.  
 Close association with netball  
 Visionary Regional Leaders  
 SANFL/CFC Support  
 Norwood FC regional support  
 Loyal Volunteers with great experience

## WEAKNESSES

Parochialism  
 Reluctance to change  
 Distances  
 Uneven competitions  
 Reducing volunteerism  
 Individual Club/Leagues financial positions  
 Umpire numbers and quality  
 Lack of participants/players - juniors and seniors  
 Lack of economic growth and population growth  
 Facilities - not fit for purpose or under utilised  
 Lack of regional planning  
 Lack of supreme regional facility

## OPPORTUNITIES

Stabilised competitions  
 More even competition  
 Increasing numbers of players  
 Sharing resources - consistent approach  
 Consolidation of administration - leagues/clubs etc.  
 Sustainable regional football and netball  
 Innovation to be sustainable  
 Greater pathways for our talented players  
 Regional management - e.g. regional tribunal, regional rules etc.  
 Planning for future proofing of football - leagues, clubs and region  
 More regional football events  
 Growing participation - Female competition, other competitions  
 Healthy community by participation - better community well-being  
 New partnerships and collaboration with health etc.  
 Increased volunteerism

## THREATS

Economic climate - region  
 Reduction in participants  
 Player payments exceeding compliance amounts  
 Non-compliance with APPS  
 Club and League arrogance - we are alright jack attitude  
 Reducing/Lack of volunteers  
 Umpiring standards - reducing numbers  
 Uneven competitions - loss of interest and support  
 Further reducing regional population  
 Clubs financial situations declining further to be unsustainable  
 Unsustainable Leagues - 3 teams  
 Unsustainable regional football competitions  
 Reluctance to change  
 Business as usual attitudes

**Document Control:**

March 2019 – Approved by EPFC for April Forum Discussion

April 2019 – Forum Approval/ Amendments to be documented

April 2019 – EPFC – Adoption/ Other Action to be documented