

CAPITAL FOOTBALL STRATEGIC PLAN PATH TO 2030



OUR PURPOSE

To drive lifelong engagement in football where participation, sportsmanship, and excellence thrive across every level of our community

OUR VISION

A united football community working together to progress the game

OUR VALUES

By living these values we create an environment where football thrives as a game for everyone



ACCOUNTABLE

Being transparent and taking ownership for behaviour, decisions and actions



INTEGRITY

Doing what's right, acting in the best interest of football and displaying good sportsmanship



RESPECT

Building trust by listening, accepting others for who they are and when they have a different view, and behave courteously



INCLUSIVE

Providing the environment and opportunity across all forms of football for everybody of any ability



RESPONSIVE

Acknowledging, acting and responding in a timely and respectful manner



UNIFIED

Alignment of purpose, philosophy and pathways

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1 PARTICIPATION

BY 2030, OUR GOAL IS TO...

Support clubs, schools and volunteers to deliver a positive football experience that grows participation and enables a lifelong connection to football.

SUCCESS WILL LOOK LIKE...

- Total participation exceeds 41,000
- Increase in female participation to 9,500
- Total futsal participation exceeds 4,500
- Increased engagement with local schools by 10%
- 25% reduction in Category 2 complaints
- 100% of the behaviour standards action plan implemented

OUR STRATEGIC PRIORITIES ARE...

- ✓ Improved behaviours and respect
- ✓ Growth in participation for women and girls
- ✓ Foster the various versions to grow game
- ✓ Coach, club and volunteer support
- ✓ Growth and promotion of the game

2 FACILITIES

BY 2030, OUR GOAL IS TO...

Increase government investment into more football facilities, better quality playing surfaces and supporting infrastructure.

SUCCESS WILL LOOK LIKE...

- Audit completed by 30 December 2026
- Business case for investment into football facilities developed
- \$50 million investment commitment to football facilities (subject to business case)

OUR STRATEGIC PRIORITIES ARE...

- ✓ Evidence for an effective business case

3 PATHWAYS

BY 2030, OUR GOAL IS TO...

Establish a clear pathway backed by modern, evidence-based development practices. The pathway will be communicated effectively and resourced to support athletes, coaches and referees involved in football (including futsal).

SUCCESS WILL LOOK LIKE...

- Pathways for athletes, coaches and referees developed
- 2,000 accredited and active coaches
- 1,000 qualified and active referees
- 75% of referees and coaches satisfied with their professional development
- Each year, 5 girls and 5 boys from U15s and U16s are named to Football Australia's Extended List

OUR STRATEGIC PRIORITIES ARE...

- ✓ Clear athlete development pathways
- ✓ Referee development and retention
- ✓ Coach, club and volunteer support

4 COMPETITIONS

BY 2030, OUR GOAL IS TO...

Deliver quality competitions through improvements in administration, communication and service satisfaction by supporting referees, coaches and administrators.

SUCCESS WILL LOOK LIKE...

- 75% competition satisfaction rate
- Implement community competition referee pilot program in 2026
- 95% of all promotion and relegation games covered by at least 2 CF referees
- Evaluate the effectiveness of the NPL Review
- Early communication regarding referee attendance 5 days before game day in non promotion/relegation games

OUR STRATEGIC PRIORITIES ARE...

- ✓ Effective competition delivery
- ✓ Referee development and retention
- ✓ Coach, club and volunteer support

5 GOVERNANCE & OPERATIONS

BY 2030, OUR GOAL IS TO...

Lead the sport with effective governance structures and practices that are underpinned by transparency and effective decision-making. Ensure our governance structure and operational processes are improving and fit-for-purpose.

SUCCESS WILL LOOK LIKE...

- Governance review implemented by 2027 AGM
- 15% growth in Capital Football commercial investment
- Staff engagement rate of 66%
- Establish stakeholder sentiment survey to benchmark performance
- Ensure the delivery and sustainability of Kanga Cup

OUR STRATEGIC PRIORITIES ARE...

- ✓ Sustainable commercial and government funding
- ✓ Effective governance and leadership
- ✓ Relationships and partnerships