

PARTICIPATION

➔ Growing lifelong participation and connection to football

STRATEGIC GOAL

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

STRATEGIC PRIORITIES

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

KEY INITIATIVES TO 2030

- ➔ Deliver behaviour and respect initiatives across competitions
- ➔ Implement education campaigns for clubs, coaches, players and parents
- ➔ Increase participation opportunities for women and girls
- ➔ Strengthen school engagement and participation pathways
- ➔ Expand futsal and social football offerings
- ➔ Support clubs with volunteer resources and governance tools
- ➔ Improve coach development and accessibility
- ➔ Deliver participation campaigns targeting under-represented groups
- ➔ Enhance inclusion and accessibility programs
- ➔ Strengthen community partnerships to grow grassroots football



SUCCESS MEASURES

Total participation target exceeds



41,000

Female participation
target of

9,500

Futsal participation
target exceeding

4,500

25%

reduction in Category
2 complaints.

100%

implementation of
behaviour standards
action plan.