CAPITAL FOOTBALL

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.

CAPITAL FOOTBALL

FACILITIES

Building the infrastructure needed for football to thrive

STRATEGIC GOAL

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

STRATEGIC PRIORITIES

- ✓ Evidence for an effective business case
- ✓ Sustainable commercial and government funding
- ✓ Relationships and partnerships

KEY INITIATIVES TO 2030

- → Complete a territory-wide facilities audit
- → Develop a strategic infrastructure investment plan
- → Advocate for increased government investment
- → Partner with local government and schools
- → Improve access to quality playing surfaces
- → Support club facility development projects
- → Identify future growth corridors and infrastructure needs
- → Improve lighting, amenities and accessibility
- → Develop business case for major football infrastructure
- → Seek sustainable commercial and grant funding opportunities

SUCCESS MEASURES

Business case **delivered**

Facilities audit **completed**

Number of **upgraded** or improved facilities

Increased field capacity and access

$50M INVESTMENT TARGET

CAPITAL FOOTBALL

PATHWAYS

Creating clear pathways for development and excellence

STRATEGIC GOAL

Establish a clear pathway backed by modern, evidence-based development practices that support athletes, coaches and referees.

STRATEGIC PRIORITIES

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

KEY INITIATIVES TO 2030

- → Develop and communicate player development pathways
- → Strengthen talent identification programs
- → Increase access to coach education opportunities
- → Expand referee recruitment and retention programs
- → Align pathway programs with Football Australia frameworks
- → Deliver evidence-based athlete development practices
- → Support regional and community development opportunities
- → Improve transition opportunities between pathway levels
- → Enhance education and mentoring programs
- → Increase collaboration with clubs

SUCCESS MEASURES

2,000
accredited and **active** coaches

1,000
qualified and active referees

75%
satisfaction with professional development

Football Australia
extended list representation targets

CAPITAL FOOTBALL

COMPETITIONS

Delivering high-quality competitions and experiences

STRATEGIC GOAL

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

STRATEGIC PRIORITIES

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

KEY INITIATIVES TO 2030

- → Improve competition administration systems
- → Enhance communication with clubs and participants
- → Improve referee appointment processes
- → Review and refine competition structures
- → Implement competition improvement pilots
- → Increase consistency in match day operations
- → Support volunteer administrators and club officials
- → Improve digital systems and competition information
- → Monitor participant satisfaction and feedback
- → Deliver initiatives to improve match environment and behaviours

SUCCESS MEASURES

75%

competition **satisfaction rate**

NPL review evaluation outcomes

95%

of promotion and relegation matches covered by **appointed referees**

Referee pilot **implementation**

Earlier referee appointment communication timelines

CAPITAL FOOTBALL

GOVERNANCE & OPERATIONS

Leading the game through strong governance and sustainable operations

STRATEGIC GOAL

Lead the sport with effective governance structures and operational processes that are transparent, sustainable and fit-for-purpose.

STRATEGIC PRIORITIES

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

KEY INITIATIVES TO 2030

- → Implement governance review recommendations
- → Improve organisational policies and processes
- → Strengthen stakeholder engagement and transparency
- → Increase commercial investment and sponsorship
- → Improve staff engagement and culture
- → Build long-term strategic partnerships
- → Enhance reporting and organisational performance measurement
- → Improve operational efficiency and digital capability
- → Ensure sustainability of major events including Kanga Cup
- → Deliver ongoing board and leadership development

SUCCESS MEASURES

15%

growth in commercial investment.

Sustainability and growth of Kanga Cup

Staff engagement target of **66%**

Stakeholder sentiment benchmark established