



# SAAFL 5 Year Strategic Plan 2013 – 2017.

Vision: Strengthening Communities through Football

Mission: To Provide all stakeholders with affordable, accessible, enjoyable and competitive games of Australian Rules football in a safe environment, whilst making a meaningful contribution to the community and the sustainable development of the game.

SAAFL 5 Year Strategic Draft 2013 – 2017.  
Vision: Strengthening Communities through Football

**Key Strategic Goals**

**Objectives**

**Explanation**

1 **Football Development**

- 1 **Integrity**
- 2 **Competition**
- 3 **Retention/Talent**
- 4 **Facilities/ Infrastructure**

Develop & support an appropriate, affordable, accessible and safe competition for all SAAFL players, fans, umpires and club officials. Identify policies that maximise participation.

Support local metropolitan community clubs to provide quality management & environments to motivate volunteers, umpires, coaches, spectators and sports trainers for all levels of Australian Rules Football competition within our clubs.

Develop initiatives that support player retention in our league and talent identification. Foster an environments that encourages development of new clubs and teams.

Manage and maintain the infrastructure assets of The League and advocate for development of our clubs facilities.

2 **Sustainable Business Model**

- 5 **Governance**

Maintain business best practice and corporate governance at The League and support the SAAFL Clubs to do the same.

3 **Business Development**

- 6 **Financial and Organisation Assets**
- 7 **Marketing & Partnerships**

Manage and maintain the financial assets of The League to maximise the best return for member clubs. Encourage retention of quality people and their development

Use our brand strength and size to influence the positive growth of community football in the Adelaide metropolitan area and to attract new partners.

Our philosophy is one of striving to collaboratively achieve our overall objectives

## Strategies

## Objectives by Strategy

### Football Development

### Business

1

Competition Integrity

**1. Maximise participation** by developing an administration sporting framework that promotes & develops our clubs and their members. Ensure our player management system is accessible and user friendly

**1.1 Develop a safe playing environment** through educations programs, umpiring training & recruitment; continue reviews of our rules & regulations; providing an effective tribunal system



2

Talent Retention

**2. Develop talent retention & identification policies** to attract, retain & develop players, umpires and club officials for the SAAFL. Create a competition that encourages player retention, new clubs and competitions joining our administrative

**2.1 Contribute to the SACFL/SANFL review of the APPS and other state systems** to ensure a playing environment that encourages max. player participation, a strong SAAFL & encourages player retention/attraction



3

Infrastructure

**3. Advocate for the development of community facilities** for the SAAFL clubs & Adelaide Airport Stadium



4

Governance/ Sustainability

**4. Maintain rules, relationships, policies, systems and processes of The League** including law, regulations, financial & constitution compliance

**4.1 Develop business solutions to accelerate the business** including best utilisation of financial resources of The League &, attracting new members

**4.2 Attract, develop and retain quality staff/volunteers** and promote a high performance culture in line with our values

5

Business Growth/ Marketing

**5. Maintain & Build partnerships** with business partners, sponsors, all levels of government, affiliated leagues, SANFL, SACFL, AFL, AAFC and other key stakeholders

**5.1 Deliver quality events and marketing campaigns** that effectively promote the brand, game, related competitions & development programs

**5.2 Financial Strength** of the SAAFL to be improved to allow the implementation of new funding initiatives for member clubs