



STRATEGIC PLAN SUMMARY 2026 - 2028

Our Aspiration

The destination League for the Southern community.

Our Purpose

Providing inclusive football and netball participation to our community.

Our Values



Trust



Growth



Belonging



Accountability

Key Focus Areas & Goals

1. Sustainable Pathways

- Develop clear pathways in both football and netball from introductory programs right through to senior club participation.
- Expand women's and girls' football/netball and support women in leadership roles.
- Strengthen relationships with junior clubs, leagues and schools to encourage participation and transition to SFNL clubs.
- Build partnerships with multicultural community groups and government to increase awareness and accessibility of SFNL programs.

2. Growth & Innovation

- Drive competition growth in emerging areas with a focus on youth football and netball.
- Embrace technology and AI to enhance engagement, administration, and fan experience.
- Introduce youth leadership programs to encourage engagement and leadership.
- Advocate for safe, modern, and accessible facilities for all clubs.
- Leverage partnerships to support growth, funding, and innovation.
- Strengthen communications and explore promotional opportunities to increase visibility of the SFNL.

3. Financial Sustainability & Revenue

- Diversify revenue streams through commercial programs, sponsorships, partnerships, events and grants.
- Review pricing models and competition costs to ensure fairness and sustainability.
- Invest in shared services and internships to reduce costs and strengthen resources.
- Support clubs to manage resources, facilities, and be financially sustainable.

4. People, Wellbeing & Culture

- Collaboration & Respect, Living to our values for all Members
- Prioritise staff and board wellbeing and provide professional development opportunities.
- Provide education and training for umpires, coaches, and administrators.
- Volunteer value & recognition.
- Champion child safety, inclusion, concussion management and player wellbeing.
- Strengthen governance and leadership across clubs through training and mentoring.
- Support and advance umpiring development.