



FOOTBALL
**SOUTH
AUSTRALIA**

2023-2026

STRATEGIC PLAN

EVERYONE CAN PLAY. ANYTIME. ANYWHERE.



We acknowledge the land that we are on today is the traditional lands for the Kaurna people and that we respect their spiritual relationship with their country.

We also acknowledge the Kaurna people as the custodians of the Adelaide region and that their cultural and heritage beliefs are still as important to the living Kaurna people today.

We also pay respects to the cultural authority of Aboriginal people visiting and attending from other areas of South Australia and Australia.



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MESSAGE FROM THE CEO

MICHAEL CARTER

The Board of Directors and Management are pleased to share details of the strategic areas of focus for Football in the state over the next four-year cycle. During this time, we will see the world's best on our shores and it is critically important that as a code we capitalise on the opportunity this presents. The strategic plan has been created off the back of significant stakeholder consultation and has been considered in line with the One Football Plan outlined by Football Australia.



Football South Australia is committed to delivering outcomes for Football with the support of the Football Family. As a code we are focused on ensuring we have the best places to play, the right resources deployed in the right strategic areas, the most up to date purpose-built competition management systems that make the life of volunteers easier and the best environments for players to develop their skills. We all share in a sharp focus on football participation opportunities for all.

Football provides an avenue for the community to come together to enjoy the game and social impact that the sport provides.

Football is the game that Everyone Can Play – Anytime – Anywhere.

2023-2026
STRATEGIC PLAN

CONTENTS

5 *Our Vision*

5 *Our Purpose*

6 *Strategic Pillars*

7 *Growing The Game*

8 *Our Community*

9 *Women and Girls*

10 *Places To Play*

11 *Participation and Pathways*

12 *What Sets Us Apart?*





OUR VISION
FOOTBALL IS THE SPORT FOR LIFE
FOR ALL SOUTH AUSTRALIANS.

OUR PURPOSE
IS TO BRING SOUTH AUSTRALIAN
COMMUNITIES TOGETHER
THROUGH SHARING THE
EXCITEMENT AND EXPERIENCES
THAT FOOTBALL PROVIDES.

STRATEGIC PILLARS

1

GROWING THE GAME

-  PROFILE
-  RETENTION
-  PRODUCTS AND PROGRAMS

2

OUR COMMUNITY

-  SAFE
-  INCLUSIVITY
-  SUSTAINABILITY
-  RELATIONSHIPS

3

WOMEN AND GIRLS

50/50

4

PLACES TO PLAY

ANYTIME.
ANYWHERE.

5

PARTICIPATION AND PATHWAYS

-  SCHOOLS
-  REGIONS
-  CLUBS
-  PROGRAMS

2023-2026

STRATEGIC PLAN



GROWING THE GAME⁷

-  Establish partnerships with key industries to grow and enhance the profile and branding of football in the State
-  Increase the retention rate of participations by reviewing competition structures and products to ensure we are catering for the needs of the community
-  Invest in contemporary systems to create efficiencies and make the life of volunteers easier
-  Work in partnership with associations to improve the management of competitions statewide

OUR COMMUNITY



We have the right people in the right roles to support and deliver outcomes focused on the strategic plan



We provide a safe and inclusive environment for people to play and be involved in football



We have a thriving club and association network



We deliver value to our family of corporate partners



WOMEN AND GIRLS



10,000

REGISTERED OUTDOOR PLAYERS
BY 2026



5,000

PLAYERS IN THE FOOTBALL IN
SCHOOLS PROGRAM BY 2026



10,000

PARTICIPANTS IN PRIMARY SCHOOLS
BASED COMPETITIONS BY 2026



150





FEMALE COACHES BY 2026



100

NEW FEMALE REFEREES BY 2026

PLACES TO PLAY

-  *Unlock investment to create new places to play*
-  *Establish a headquarters for football in Mount Gambier and the Riverland*
-  *Establish an indoor facility in partnership with the Education Department at ServiceFM Stadium*
-  *Partner with local government and education to create new places to play*

2023-2026
STRATEGIC PLAN



PARTICIPATION AND PATHWAYS



Attract 10,000 Football Five5 SA players by 2026



3,000 male participants in regional South Australia by 2026



1,000 new officially accredited coaches in regional South Australia by 2026



Establish regional development pathway programs in the Riverland, Mount Gambier and Whyalla



Establish the most successful pathway program for youth in the country

WHAT SETS US APART?



- ① *The best places and spaces to play*
- ② *Targeted demand and supply tactics in the right regions at the right time*
- ③ *A laser sharp focus on participation at (at all levels) and growth in females to keep the football funnel and pathways thriving*
- ④ *A desire and willingness to ensure our sport has the financial and operational capacity to capture the opportunities available*
- ⑤ *Our collective belief that football is the activity that provides the greatest social impacts for all South Australians*



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