



OUR FOOTBALL



FOOTBALL
VICTORIA

ACKNOWLEDGEMENT OF COUNTRY

Football Victoria acknowledges the Aboriginal and Torres Strait Islander peoples as the First Nation occupants of Australia and the Torres Strait and extend our acknowledgement to all First Nations peoples within the state of Victoria upon whose lands we play on.

We respectfully embrace their continued cultural and spiritual connection to Country and pay respect to all their ancestors and descendants as we continue to learn the cultural practices, support self-determination, and expand our knowledge and commitment to all First Nations peoples of Victoria.

INTRODUCTION



I am thrilled to present “Our Football”, Football Victoria’s Strategic Framework for 2024-2028. This framework is the result of significant listening and learning, to ensure that every football participant - player, referee, coach, administrator, volunteer or fan - is provided with the best possible football experience, to live and love football for life.

Our plan is ambitious, with key pillars that represent a shift in our focus. You will see Unity as a key theme throughout this framework. We must have a united approach, to lay the foundations for our game to thrive, ensuring nobody is left behind.

Together, we will build a vibrant football community that celebrates inclusivity and fosters a lifelong passion for the game.

ANTONELLA CARE

President, Football Victoria



INTRODUCTION



Football Victoria's "Our Football" 2024-2028 Strategic Framework has been established at a crucial time. Demand for football has never been higher - and we must be positioned to support this interest, providing a variety of opportunities and top-quality experiences for every football participant.

The most important first step in establishing a path forward is to evaluate, listen and learn from the past. This framework was developed through extensive consultation, including the identification of several key themes from ongoing stakeholder feedback. These themes shaped the pillars that Football Victoria is committed to across the four year period:

- 1. Our Clubs & Competitions:** We aim to strengthen our clubs and enhance competitions, to ensure they are sustainable, vibrant, and enjoyable for everyone involved.
- 2. Our Participants:** We are committed to growing participation in all ways in our game - playing, coaching, refereeing, administration - ensuring that football is a sport for all Victorians. Our commitment towards 50/50 equity in our game is unwavering and we will continue to be a key focus across our game.
- 3. Our Pathways:** We will develop clear pathways and supportive environments for players, coaches, referees and administrators to achieve their full potential.
- 4. Our Facilities:** We will advocate for and support the development of world-class facilities that meet the needs of our growing football community.
- 5. Our Future:** We will embrace innovation and sustainability to ensure the long-term success and vitality of football in Victoria.

Unity across our football ecosystem is paramount to achieving our vision. We strongly believe that by working together, we can create a cohesive and supportive environment that fosters growth and success. Collaboration will be at the heart of our approach, as we strive to break down barriers, share best practices, and build strong partnerships within the football community and beyond.

This strategic framework is more than just a document; it is a roadmap for our collective journey toward a more inclusive and thriving football community. We are excited about the future and confident that, together, we can achieve remarkable outcomes for our sport.

Thank you for your continued support and dedication to football. Let's make the next four years a period of growth, opportunity and success for all.

CHRIS PEHLIVANIS
CEO, Football Victoria



OUR FOOTBALL

OUR PURPOSE

» Inspire, unite and enable ALL Victorians to live and love football for life.

OUR VISION

» Equitable football for ALL, anywhere, anytime, any way.

OUR PILLARS

OUR CLUBS & COMPETITIONS

...unite and lead the way in governance, capability and financial sustainability.

OUR PARTICIPANTS

...can engage with the game in a safe, inclusive and equitable environment.

OUR PATHWAYS

...attract, identify, support & nurture talent.

OUR FACILITIES

...are safe, inclusive and meet the needs of all participants.

OUR FUTURE

...is underpinned by innovation & a strong commercial model.

OUR ENABLERS

» People, culture & capability

» Technology, systems & data

» United & aligned Football ecosystem

OUR VALUES

» Respect

» Integrity

» Unity

» Leadership

» Inclusivity

OUR VALUES

RESPECT

VALUING ALL

- » We collaborate positively
- » We listen to each other and welcome new ideas
- » We are punctual, prepared and present
- » We are polite and courteous
- » We respect the game and ALL the people involved in it

INTEGRITY

DOING THE RIGHT THING

- » We are honest and transparent with each other
- » We trust each other
- » We do what we say
- » We are fair and consistent
- » We will stand by and explain our actions

UNITY

UNITED FOR THE GOOD OF THE GAME

- » We work as ONE Football team and game
- » We work towards a common goal
- » We will engage, collaborate, co-operate and share

LEADERSHIP

INSPIRING VISION FOR THE FUTURE

- » We lead by example, setting the standard across the state
- » We celebrate success
- » We are willing to have difficult conversations
- » We are disciplined and focused on the big picture
- » We are courageous enough to stay the course

INCLUSIVITY

STRONGER TOGETHER

- » We value diversity in ALL that we do
- » We encourage and embrace a sense of belonging
- » We leverage individual differences as a competitive advantage
- » We recognise and celebrate the cultural, ethnic and social diversity within the Football community
- » We acknowledge and celebrate our past, present and future



OUR PILLARS

OUR CLUBS & COMPETITIONS

OBJECTIVE

Our Clubs & Competitions unite and lead the way in governance, capability and financial sustainability.

PRIORITIES



Enhance club governance & capability



Enhance & unify competitions for all levels across Victoria



Strengthen Football Victoria's service and proposition to Clubs



Progressively increase service delivery to regional Football



OUR PILLARS

OUR PARTICIPANTS

OBJECTIVE

Our Participants can engage with the game in a safe, inclusive and equitable environment.

PRIORITIES



Continue towards 50/50 by being the sport of choice for women & girls



Ensure a safe and proud culture



Innovate in Football formats & products



Address barriers to participation & retention



OUR PILLARS

OUR PATHWAYS

OBJECTIVE

Our Pathways attract, identify, support & nurture talent.

PRIORITIES



Connect the talent pathways across the Football pyramid



Enhance the identification and development of elite player talent



Clarify & communicate the pathway for all participants



Strengthen the pipeline of non-player participants



OUR PILLARS

OUR FACILITIES

OBJECTIVE

Our Facilities are safe, inclusive and meet the needs of all participants.

PRIORITIES



Understand the current supply and utilization of Football facilities in Victoria



Partner with clubs to grow the provision of Football facilities



Enhance the existing network of Football facilities in Victoria



OUR PILLARS

OUR FUTURE

OBJECTIVE

Our Future is underpinned by innovation & a strong commercial model.

PRIORITIES



Position FV and the industry as an employer of choice through best practice



Lift the storytelling & showcasing of the game



Strengthen Football Victoria's financial position to reinvest back into Football & support



Champion Football as the 'go to' sport for government & external partners

OUR ENABLERS



PEOPLE, CULTURE & CAPABILITY

Attracting, developing and retaining a skilled and diverse workforce committed to fostering a positive football culture.



TECHNOLOGY, SYSTEMS & DATA

Leveraging innovative technologies and data-driven insights to enhance football operations and experiences.



UNITED & ALIGNED FOOTBALL ECOSYSTEM

Building strong, collaborative partnerships across all levels of the football community to achieve common goals.

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