

# STAKEHOLDER ENGAGEMENT FRAMEWORK

20 March 2025



## 1. Introduction

Football Victoria Limited (**FV**) is a football membership-based organisation encompassing a multitude of diverse and complex activities relating to the football community, as well as an evolving entity responding to operational, economic and public factors that impact the game. It is governed by the FV Board, with important input from the various FV committees. Through direction and oversight from the FV Board, FV is managed by FV's CEO. Different focuses and scopes of responsibilities are required from each of the groups within FV to ensure a dynamic, contemporary and success driven organisation.

FV is committed to fostering a collaborative and inclusive environment where stakeholders are actively engaged in the development and growth of football in the state. This framework outlines the manner in which FV will engage with key stakeholders, ensuring that their views and insights are considered in football-related decision-making processes.

## 2. Objectives

The framework outlines the key principles informing our approach to stakeholder engagement. It supports consistent, purposeful, meaningful, productive, and transparent stakeholder engagement that delivers benefits for all involved.

The key objectives of the framework are primarily to:

- a. allow FV to seek feedback and input as required from key stakeholders to assist in decision-making;
- b. build and maintain strong relationships and reinforce a culture of engagement and collaboration with FV key stakeholders; and
- c. enable transparent, collaborative and effective communication with FV key stakeholders and reinforce a culture of engagement and collaboration in the best interests of our sport.

### **3. Governance and Membership**

FV has established the Football Development Committee (**FDC**), a Board committee, which has an active role to provide review, guidance and oversight of football-related decision-making, with decision making responsibility delegated to the Board.

The FDC aims to provide rigour and accountability around football-related decisions and ensure there is appropriate structure in place by which football decisions are reviewed.

To assist the FDC with fulfilling its role, a Football Advisory Panel has been established made up of a mixture of people across our eco system including relevant community members, FV staff, stakeholders, subject matter experts and professionals who will assist with shaping changes relating to the game to ensure proposed changes align with expectations of key stakeholders and foster collaboration. This panel provides advice and guidance for a specific matter or project(s) to help the FDC make informed decisions and recommendations to the Board, following appropriate engagement with key stakeholders within the football community. Members of the Football Advisory Panel are therefore a conduit between key football stakeholders and the FDC and will be involved in analysing and development of solutions, with their recommendations being considered in the FV decision-making process.

***Refer to t FV Advisory Panel Framework for further details of the Football Advisory Panel's role and composition.***

### **4. Engagement with Key Football Stakeholders**

FV would ordinarily engage with the following key stakeholders (external to FV) as it relates to the development and growth of football in Victoria:

- a. Member clubs/delegates
- b. Ancillary representation (coach/referees, technical staff and officials)
- c. School and educational institutions
- d. Other football competition providers (i.e. Futsal)
- e. Football Australia
- f. Regional Advisory Panels
- g. Member Organisations/Associations / Peak Bodies (e.g., State Bodies.)
- h. State and Federal Government

The above list has been identified as the priority stakeholders from a Board perspective, however, it is not an exhaustive list of all stakeholders. Others may be considered and included from time to time depending on the strategic objectives of the sport.

FV may engage with key stakeholders around the following key areas:

- a. Advice and guidance to the FDC as it relates to important modifications to competition (i.e. size, formats or age groups) relating to NPL, Community and Regional football matters, Elite Pathways, Futsal and other football formats. This extends to ancillary representation (coach/referees)
- b. Input into the structure of and amendments to the Grievance and Tribunal By-Law and associated Grievance and Discipline Regulations
- c. Input into review of registration and competition platforms (where not enforced by Football Australia)
- d. Input and review of Child Safety requirements where there are proposed deviation(s) from legal requirement
- e. Potential change to competition/licensing that will have a significant impact on clubs (where not enforced by Football Australia)
- f. Any other matter referred by the FDC from time-to-time, which may include:
  - i. Medical (concussion and drug protocols)
  - ii. Gambling
  - iii. Sports integrity

The mechanism and engagement method by which FV may consult and engage with key stakeholders may vary and will be tailored based on stakeholder needs. It may include one or more of the following, dependent on the nature of the matter/s for review:

- **Inform:** is the purpose to provide stakeholders with balanced and objective information, not involved in decision-making. Example techniques include newsletters and website updates.
- **Consult:** is the purpose to obtain feedback from stakeholders, will listen to views and provide feedback when decisions are made. Example techniques include focus groups, surveys and questionnaires (i.e. jot forms), meetings.
- **Involve:** is the purpose to work with stakeholders directly to ensure their concerns and views are considered and provide feedback on how their inputs influenced decisions. Example techniques include workshops and public submissions.

Following key stakeholder consultation, FV will communicate summary of key findings to the Football Advisory Panels as an input into relevant discussions, enabling improved and balanced representation of views and feedback across the football landscape. This information will also be disseminated to the FDC, as it relates to matters subject to their review and discussion.

## **5. Communication of Decisions to Key Stakeholders**

Following robust review and discussion at the Football Advisory Panels, FDC and Board of matters subject to input from the stakeholder engagement framework, FV will communicate Board and management decisions and the rationale behind them to impacted key stakeholders. This communication will be timely, clear, and accessible, ensuring that key stakeholders understand how their input was considered.

## **6. Review of the Framework**

This Stakeholder Engagement framework will be reviewed as required by the FDC and no less than every two (2) years to ensure it remains relevant and effective. Any changes will be subject to Board endorsement.