



**SOUTH
METRO
JUNIOR**
FOOTBALL LEAGUE



STRATEGIC PLAN

2022-2024

VISION

Continue to be the industry leader in the administration and delivery of junior sport whilst positively contributing to the community.



MISSION

To provide kids with a safe, supportive and inclusive environment while promoting health & wellbeing and maximising participation in Australian Football.

VALUES

Fun: passionate, energetic and innovative

Accountability: open and transparent communication

Integrity: independent, honest, fair and impartial

Respect: tolerance, inclusiveness, and fairness for all



GUIDING PILLARS

1. FOOTBALL

Deliver quality football competitions and development opportunities that are inclusive, safe and fun.

- Ensure an equitable competition
- Support clubs to be more sustainable
- Work with relevant stakeholders to enhance pathway opportunities for the League
- Further develop the Umpire Academy to maintain industry best practice
- Develop the Coaching Academy to be industry best practice

3. FACILITIES

Advocate for facilities fit for purpose for clubs, umpires and programs.

- Secure long-term access to key facilities
- Continue to advocate for football facilities that better address current and future needs
- Continue to develop relationships with key stakeholders for prospective venues

2. COMMUNITY

Collaborate, develop and support all stakeholders.

- Build strong connections with relevant stakeholders
- Promote diversity throughout the community to increase participation
- Foster health and well-being through various resources, training and education

4. GOVERNANCE

Ensure the organisation is managed in a way that provides the long-term viability.

- Ensure best practice management of league financial resources
- Ensure SMJFL governance rules, processes and policies are fit-for purpose
- Be an employer of choice



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SMJFL STRATEGIC PLAN 2022-2024

MAJOR PARTNER



MONASH University

COMMUNITY FUND MAJOR PARTNER



OpenCorp.

PROPERTY INVESTMENT SPECIALISTS

PREMIER PARTNERS



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MARKET PLACE fresh

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Options Consulting Group
Facilitating Growth in
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PREFERRED PARTNERS AND AFFILIATES

