



# ESFA STRATEGIC KEY PILLARS 2021-24

## **FINANCIAL MANAGEMENT, LEADERSHIP & GOVERNANCE**

- Review ESFA's Corporate Governance and compliance with Constitution
- Ensure all Risk Management is constantly reviewed and updated
- Ensure separation of the ESFA Board from the ESFA Judiciary
- Strategic/Business Plan implemented and activities constantly updated
- Provide quality Administration led by the CEO – stakeholder and community focused
- Complete and implement strategic review of Office structure
- Promote growth and development of Clubs – finance, membership, organisation, structure

## **EXCELLENCE IN FOOTBALL DEVELOPMENT**

- Attract footballers to ESFA
- Provide player development via pathways, centres of excellence, schools, and Clubs
- Provide elite player pathway development for Association players
- Provide further opportunities for coach education and development
- Be a leader for females in sport
- Provide Referees with further access to education & development as well as a pathway
- Further encourage, recognise and reward Volunteers
- Promote the sport in schools and community
- Develop a strategy with the Clubs with a view of ESFA being known as the leading innovator in football development

## **COMPETITIONS**

- Provide Football Competitions that deliver a great experience to the participant
- Best practice administration which result in highly successful competitions and events
- Ensure that the referee online system is fully utilised and appointments updated
- Fully automated administration of all competitions
- Align Women's Premier League competition with Men's Premier League
- Offer year round participation opportunities
- Referee standards and coverage benchmarks
- Always look to deliver new and innovative competitions that deliver above expectations

## **GOVT. SUPPORT & SOURCE OF FUNDING**

- Profile & continued awareness of ESFA at all three levels of Government
- Highlight to Govt. the positive contribution of the ESFA to the community
- Facility Infrastructure – work with Clubs and Council to prioritise and seek funding
- Focus on product consistency and the safe environment that football provides

## **MARKETING & COMMUNICATION OF FOOTBALL**

- Develop an action plan to determine the most effective & consistent way for communication to take place at the following levels: Board, Office, Clubs, Players, Coaches, Volunteers, Referees
- Implement professional and innovative marketing and communication activities that position Eastern Suburbs Football as one of the leaders in football programs and administration
- Communicate the vision of the Board, the strategic pillars and activity plans to clubs and ask for feedback
- Encourage all with Knowledge Sharing between Clubs, Referees and the Board
- Social Media engagement to attract the next generation
- Put forward a Communications Strategy to enable the ESFA to meet its goals and objectives
- Consistent Standing Committee meetings with set agendas and outcomes in place

## **NEW SOURCES OF FUNDING**

- Grow revenues through sponsorship opportunities and grow their value
- Identify growth industries, brands, products, exporters/importers – use football as a message vehicle
- Naming Rights e.g. Competitions, Development Programs
- Identify and grow alternative revenue streams
- Raise awareness of ESFA's friendly environment and a place to do business
- Target local and new businesses looking to use football as a vehicle to grow
- Evaluate terms of commercial agreements with suppliers and providers
- Merchandise & Licencing
- Events e.g. Gala Day, Game Day, Presentations, Business Breakfast, Corporate, Yearly Conference