



# La Trobe University Football Club

Strategic Plan to 2025



# Part 1 - Our story and vision for the future



**Established in 1967 and playing for over 50 years in the Victorian Amateur Football Association (VAFA), our club provides the opportunity for university students and locals, male and female, to experience and play Australian Rules Football.**

We have achieved on field success enjoying seven Senior Men's premierships, five Reserve Men's premierships, a Senior Women's premiership, a Club XVIII Men's premiership and four Inter-varsity Men's championships. We regard our greatest success as off field in the community that we provide and the support that we've given to so many young people from diverse backgrounds as they have learnt and matured.

Our club has faced many threats. We are surrounded by clubs that pay players - as amateurs we do not.

Our playing list is transient as student players finish and move away from the University. Finding volunteers is challenging as we do not have the resources of parents and family given so many of our players come from afar.

In 2018, we struggled to survive while based off campus during the redevelopment of the Sports Park. Now, as the pandemic continues to disrupt community sport, we need to remain vigilant and to work even harder together to remain a viable and successful club so we can continue our story.



## Our Purpose

To develop the health, life skills and connectedness of all people from La Trobe University and surrounding areas.



## Our Vision

- To be a modern, successful, sustainable amateur football club.
- To represent and celebrate the diversity of the University and local community.
- In time, to be a premier grade VAFA club.

## Moving Forward

We are building a new era of success for our club. Based at our new home in a prominent position in the Sports Park and with some of the best community football facilities in Melbourne, we are ready to write the story of our next decade. Viva la varsity!

# Part 2 - Our Strategies



To achieve our vision of becoming a premier grade VAFA club, and to achieve our short-medium term goals, we will follow a series of high level strategies.

Our core strategies:

- **Retention of our people.** We need to retain players beyond their university days. We also need to retain our best off-field leaders to create stability and a consistent culture.
- **Influence and partner with the University.** We need to utilise the resources available through the University's various departments, experts and alumni. Moreover, we see an opportunity to play a leading role in community development in and around La Trobe University.
- **Provide an inclusive place for women, members of the LGBTIQ+ community and Indigenous people.** We will value diversity as a strength and embrace an inclusive mindset in everything we do.
- **Build a community of like minded individuals and businesses.** We aim to foster a feeling of belonging and loyalty for every member and partner organisation, developing long-term relationships and building upon our extensive network of past players through our partnership with the Red & Black Warriors.

Our club values are:

- **Respect.** We respect everyone in our community. We earn respect by showing it first. This is our core value at the centre of everything we do.
- **Integrity.** We do what is right, over what is easy.
- **Excellence.** We commit to being our best selves as individuals and as a club.

# Part 3 - Our Goals and Action Areas



## Goal 1

Achieve on field success through premierships and divisional promotions

- Attract the best coaches and game day staff
- Develop and expand our women's program
- Player retention strategy
- Recruit mature age players

## Goal 2

Provide opportunities for players to grow and develop off the field.

- Re-engagement of past player alumni
- Professional development opportunities for players
- Educational events for members

## Goal 3

Create a remarkable culture of care and connectedness

- Enjoyable, responsible social events
- Mental health support program
- Inclusive behaviors and events as our core business

## Goal 4

Enhance our off-field business capabilities and sustainability

- Review our governance structure for maximum impact
- Increase and diversify revenue
- Advocate for improved club facilities
- Recruit university students as volunteers

Our Key Partners:

