



FOOTBALL
TASMANIA



Strategic Plan 2024 – 2028



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Acknowledgement of Country

We acknowledge and pay respect to the Tasmanian Aboriginal people as the traditional and continuing custodians of lutruwita, the land on which the Tasmanian football community live, work and play.

We extend this respect and honour to all elders, past and present, and for future generations as we continue to grow with their guidance and wisdom.

Welcome from our President



Bob Gordon
President

It is with great delight that I introduce the Football Tasmania Strategic Plan 2024-2028. This document signifies not just a roadmap for the future of football in Tasmania, but a testament to our collective ambition, resilience, and dedication to growing the game in Tasmania.

In developing this iteration of the strategic plan, we have endeavoured to capture the aspirations of our diverse football community, from players and coaches to our referees and club volunteers. Our goal is clear: to unite football stakeholders across the state, forging a collaborative spirit that propels Tasmanian football to new heights.

Central to our strategy is the enhancement of competition and pathway opportunities, ensuring that every player, regardless of age or skill level, has access to a structured and supportive environment in which to thrive.

Crucially, we recognise that the growth of our sport relies not only on players but also on the dedication of coaches and referees. Through targeted initiatives and investments, we are committed to expanding our coaching and officiating ranks.

Moreover, we remain steadfast in our commitment to securing government support for football infrastructure. By maintaining and enhancing football facilities across the state, we ensure that every community has access to the pitches and amenities necessary to participate and spectate.

In pursuit of our vision for football in Tasmania, we are also embarking on two ambitious projects, including the establishment of a "Home of Football" and the pursuit of a Tasmanian A-League club. These endeavours underscore our unwavering belief in the potential of Tasmanian football and our determination to seize every opportunity for the growth and development of our great game.

As we embark on this journey together, I extend my heartfelt gratitude to every individual and organisation that has contributed to the creation of this strategic plan. Your passion, insights, and commitment have been instrumental in shaping our collective vision for the future of football in Tasmania.

In closing, let us embrace the challenges and opportunities that lie ahead with optimism and determination. Together, we will write the next chapter in the history of Tasmanian football, inspiring generations to come and leaving a lasting legacy for our sport and our community.

Yours in football,

A handwritten signature in black ink, appearing to read "Bob Gordon".

Bob Gordon

Our Values

Our values are the compass which guides the actions and decisions of Football Tasmania. We expect to be held to account for living these values and that all our interactions will be measured against them.

In return, we ask the Tasmanian football community to embrace, adopt and display these values.

Respect

We have a collective responsibility to create a fair, safe and enjoyable experience for all.

Collaboration

We build relationships and include our stakeholders in the journey to improve our game.

Transparency

We are accountable for our decisions and communicate openly with our stakeholders.

Inclusive

We promote a welcoming football environment for all communities and cultures.

Passion

We channel our energy for the good of football.

Our Strategic Plan



Our Vision:

Football is the chosen sport for Tasmanians.

Our Mission:

We provide opportunities for Tasmanians to have a healthy, enjoyable and connected life through participation in football.

Our Pillars



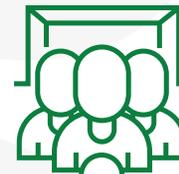
Unifying Football

Unify the Tasmanian football community.



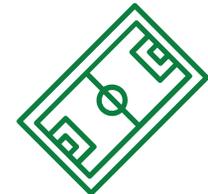
Competitions and Pathways

Enhance our local competitions and pathway opportunities.



Participants

Grow participation and engagement in our game.



Facilities

Improve the quality and provision of football facilities across the State.

Pillar 1: Unifying Football



Unify the Tasmanian football community to work collaboratively for the collective good of the game.

- Clearly articulate Football Tasmania's role and value proposition to the football community.
 - Communicate the roll-out of the strategic plan.
 - Undertake a review of our technology and communication processes to ensure key messages reach the right people.
- Conduct a review of the roles and responsibilities of Associations in running the game at local level and implement any recommendations.
- Effectively deliver Football Australia's Club Changer program.
 - Develop resources to support and improve the capability of our clubs and people.
- Elevate the importance and delivery of our government relations strategy to deliver on our vision.
- Continue to work proactively with Football Australia (and other Member Federations) to grow the game.
- Identify opportunities for greater integration and alignment with high school competitions.

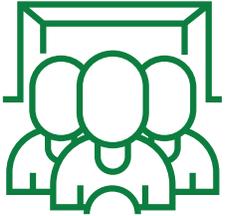
Pillar 2: Competitions and Pathways

Enhance our local competitions and pathway opportunities.

- Establish a Tier 1 Academy talent development scheme with a regional structure.
- Undertake a review of the junior and youth competition structures.
- Deliver a Tasmanian A-League club.
- Undertake a review of coach licence requirements across all clubs and competitions.
- Continue to implement development opportunities for referees.



Pillar 3: Participants



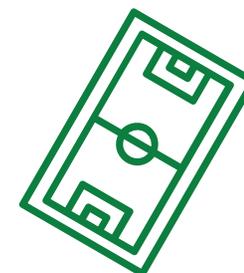
Grow participation and engagement in our game.

- Establish new participation programs to improve player retention across all age groups.
 - Investigate strategic options to improve player retention, including:
 - Social/casual participation options.
 - Small-sided football formats.
 - Develop resources to support clubs to retain/transition junior players to youth programs.
- Develop a strategy to grow women and girls' participation to capitalise on the success and legacy of the Matildas.
- Ensure football is accessible to all communities.
 - Investigate a modified football programs in Tasmania (e.g. powerchair football, blind football, etc.).
 - Investigate partnerships with community organisations (e.g. Reclink, Migrant Resource Centre, etc.).

Pillar 4: Facilities

Improve the quality and provision of football facilities across the State.

- Deliver a “Home of Football” in Tasmania.
 - Develop a government advocacy plan to secure State, Federal and Local Government funding.
- Deliver regional hub facilities in the North and North-West.
- Continue to work with clubs to advocate for all levels of government to invest in local facility needs – in line with Football Tasmania’s Facilities Strategy.
 - Develop a priority list of club facility and infrastructure projects projects.
 - Collaborate with clubs who have successfully delivered projects to share key learnings and solutions.
- Explore the use of non-traditional facilities to deliver football programs and activities.





Key Success Measures

Through delivering this strategic plan, by 2029 Football Tasmania will have...

- Worked closely with clubs to improve their governance and operation to support the growth of football.
- Increased investment into football facilities in collaboration with Government and clubs.
- Delivered a Tasmanian A-League Club.
- Delivered a Home of Football in Tasmania.
- Regional football hubs in the North and North-West.
- Increased total football participation by 4% per annum to 47,000.
- Increased the number of registered referees to 200 while maintaining a retention rate of 80%.
- An accredited coach for every team.

Home of Football



The Home of Football will support football to grow in Tasmania, from the grassroots right through to the elite. The proposed \$80 million facility includes six full-sized pitches – three synthetic and three turf – plus four five-a-side pitches for all levels of community and elite football, as well as state of the art women's and men's change rooms and training facilities.



Artists' impressions of the proposed Home of Football in Tasmania.



**FOOTBALL
TASMANIA**

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