



2026 - 2028

Lilydale Junior Football Club Strategic Plan





Vision Statement

To be a leading junior football club that inspires participation, develops young people, and strengthens our community through sport, belonging, and shared success.

Purpose Statement

To provide a safe, inclusive, and supportive football environment where children and families feel connected, valued, and proud to belong.



Our Values

Respect



We act with fairness, integrity, and sportsmanship on and off the field.

Community



We build strong connections that unite players, families, and volunteers.

Inclusion



We welcome everyone and celebrate diversity across all programs.

Leadership



We inspire positive role models through example, teamwork, and accountability.



Key Focus Area 1

People & Culture

GOALS

01

Strengthen an inclusive and welcoming club environment built on respect and belonging.

02

Support and recognise volunteers, coaches, and families.

03

Develop player wellbeing, leadership, and positive behaviour programs.

04

Promote club values consistently across all teams and activities.



Key Focus Area 2

Growth & Participation

GOALS

01

Increase player recruitment and retention across all age groups, including girls' programs.

02

Enhance player development and coaching support pathways from Auskick to youth football.

03

Build strong partnerships with schools and community groups to promote participation.

04

Deliver engaging programs, clinics, and initiatives to increase involvement.



Key Focus Area 3

Facilities & Environment

GOALS

01

Advocate for improved club facilities, change rooms, and grounds.

02

Ensure a safe, welcoming, and family-friendly environment.

03

Improve club resources and equipment to support growth and participation.

04

Collaborate with council and stakeholders to deliver long-term facility outcomes.



Key Focus Area 4

Governance & Sustainability

GOALS

01

Strengthen governance through clear policies, planning, and communication.

02

Ensure financial sustainability through sponsorship, grants, and responsible budgeting.

03

Build committee capacity with succession planning and leadership opportunities.

04

Maintain compliance with AFL, EFNL, and child safety standards.



Key Focus Area 5

Community & Partnerships

GOALS

01

Promote the club proudly within the Lilydale community.

02

Strengthen alignment between junior and senior football pathways.

03

Enhance club communication through digital platforms and regular updates.

04

Grow partnerships with schools, sponsors, and community organisations.



STRATEGIC PLAN SUMMARY 2026 - 2028

Our Vision

To be a leading junior football club that inspires participation, develops young people, and strengthens our community through sport, belonging, and shared success.

Our Purpose

To provide a safe, inclusive, and supportive football environment where children and families feel connected, valued, and proud to belong.

Our Values



Respect



Community



Inclusion



Leadership

Key Focus Areas & Goals

1. People & Culture

- Strengthen an inclusive and welcoming club environment built on respect and belonging.
- Support and recognise volunteers, coaches, and families.
- Develop player wellbeing, leadership, and positive behaviour programs.
- Promote club values consistently across all teams and activities.

2. Growth & Participation

- Increase player recruitment and retention across all age groups, including girls' programs.
- Enhance player development and coaching support pathways from Auskick to youth football.
- Build strong partnerships with schools and community groups to promote participation.
- Deliver engaging programs, clinics, and initiatives to increase involvement.

3. Facilities & Environment

- Advocate for improved club facilities, change rooms, and grounds.
- Ensure a safe, welcoming, and family-friendly environment.
- Improve club resources and equipment to support growth and participation.
- Collaborate with council and stakeholders to deliver long-term facility outcomes.

4. Governance & Sustainability

- Ensure financial sustainability through sponsorship, grants, and responsible budgeting.
- Build committee capacity with succession planning and leadership opportunities.
- Maintain compliance with AFL, EFNL, and child safety standards.
- Strengthen governance through clear policies, planning, and communication.

5. Community & Partnerships

- Promote the club proudly within the Lilydale community.
- Strengthen alignment between junior and senior football pathways.
- Enhance club communication through digital platforms and regular updates.
- Grow partnerships with schools, sponsors, and community organisations.