

# CORPORATE STRATEGY

## FOR 2026-2029

12 DECEMBER 2025



# OUR GAME PLAN

## OUR DECISION-MAKING PROMISE

We Make All Decisions in the Interests of Football first, Institutions second, and Individuals third

## OUR PURPOSE

To Lead, Promote, Unite, Develop and Regulate Football

## OUR VALUES

Welcome  
Ready  
Connect  
Excel  
Protect

## OUR MISSION

Working with our stakeholders everyday - to build the capability, capacity and capital we need now and in the future - to transform every football dream into reality

# OUR GAME PLAN



## OUR MISSION

# HOW FOOTBALL AUSTRALIA OPERATES

**"WORKING WITH OUR STAKEHOLDERS EVERYDAY - TO SUPPORT THEM TO BUILD THE CAPABILITY, CAPACITY AND CAPITAL NEEDED FOR FOOTBALL NOW AND IN THE FUTURE – IN LINE WITH OUR CONSTITUTIONAL OBJECTIVES"**



## OUR FOOTBALL FAMILY

DAILY ENGAGEMENT WITH OUR FOOTBALL ECOSYSTEM



## LOVE FOOTBALL



## BUILDING THE FOUNDATION



## DAILY COLLECTIVE APPROACH

FIFA

AFC

MEMBER FEDERATIONS

PLAYERS, COACHES, REFEREES

GOVERNMENT & PARTNERS

WOMEN'S FOOTBALL COUNCIL

CLUBS & COMMUNITIES

FANS & FAMILIES

APL & PROFESSIONAL FOOTBALL

PFA

## EVERY FOOTBALL DREAM



## INTO REALITY

*From a child's first kick to World Cup glory*  
• No dream too small  
• No aspiration too ambitious

### CAPABILITY

Skills, knowledge & competencies to make dreams achievable -

*Technical, Organisational, Innovation*

### CAPACITY

Infrastructure, resources & scale to support dreams -

*Human, Physical, Financial*

### CAPITAL

Accumulated assets & relationships for lasting legacies -

*Human, Social, Intellectual, Financial*

### CONTINUOUS PARTNERSHIP

New opportunities to work together daily

### RESPONSIVE SUPPORT

Real-time stakeholder collaboration

### SHARED ACCOUNTABILITY

Collective commitment to success

### ITERATIVE IMPROVEMENT

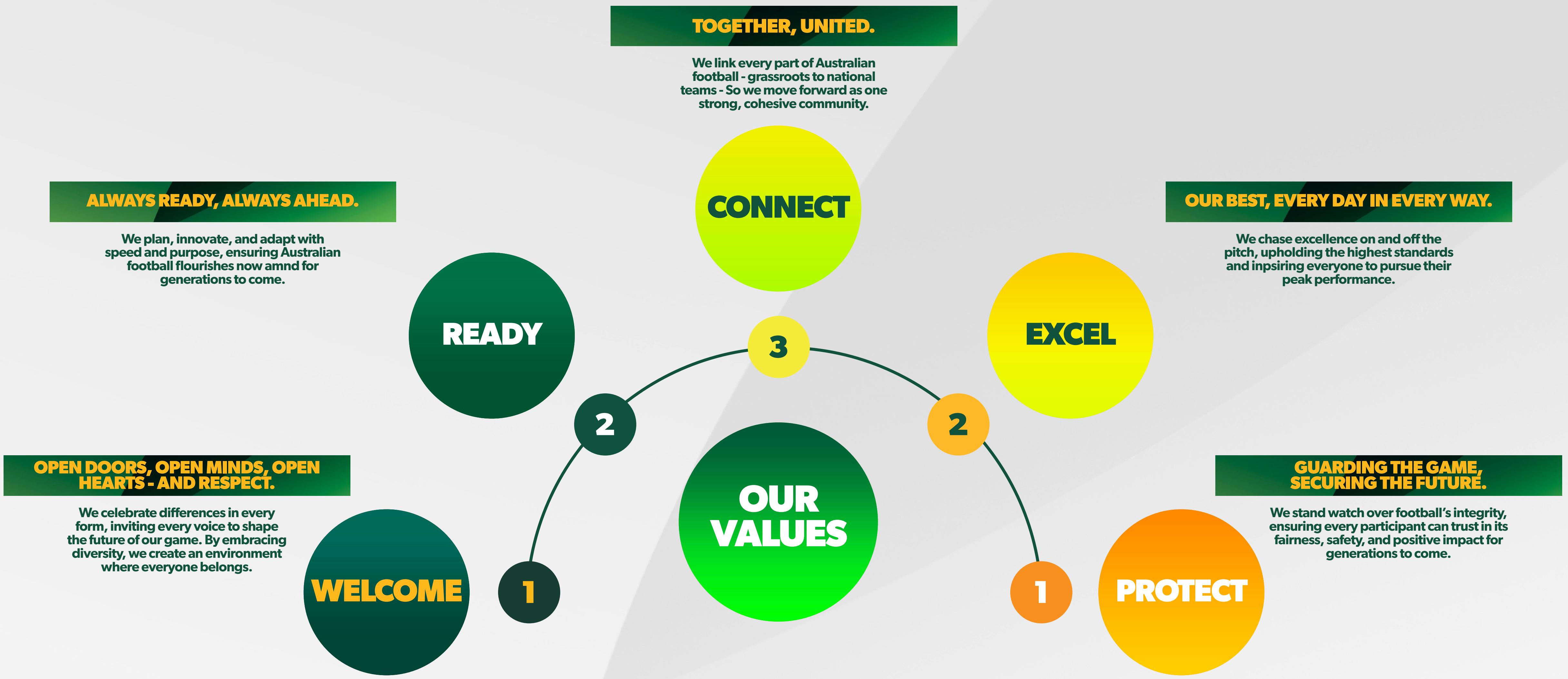
Learning and adapting together

### SUSTAINED & COMPOUNDING MOMENTUM

Consistent action toward transformation

## OUR VALUES

THESE VALUES GUIDE OUR DECISION-MAKING, SHAPE OUR BEHAVIOURS, AND SET THE STANDARDS FOR OUR ENGAGEMENT AND PERFORMANCE



OUR ENDURING GROWTH PRINCIPLES

# TO CREATE THE FOCUS TO HELP US DELIVER EXCELLENCE ON AND OFF THE FIELD, TOGETHER

WE WANT TO

TO DEVELOP A COMMON LANGUAGE THAT CREATES THE FOCUS TO HELP US DELIVER EXCELLENCE ON AND OFF THE FIELD, TOGETHER

TO DO THIS, EACH OF US MUST WORK HAND IN HAND



Football Australia



State and Territory  
Member Federations



APL + A-League Clubs



Women's Football Council



Professional Football  
Australia (PFA)



NPL Clubs



District Associations



Grassroots and  
Community Clubs



Players



Coaches



Referees



Volunteers & Officials



Fans



Partners

WHEN WE ALIGN, UNITE, AND COLLABORATE, WE WILL ACHIEVE OUR ENDURING GROWTH PRINCIPLES, BEING

BETTER ACCESS TO  
FOOTBALL FOR ALL

MORE FOOTBALL

BETTER FOOTBALL

MORE PEOPLE  
ENJOYING FOOTBALL

WINNING FOOTBALL



**FOOTBALL  
AUSTRALIA**