

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

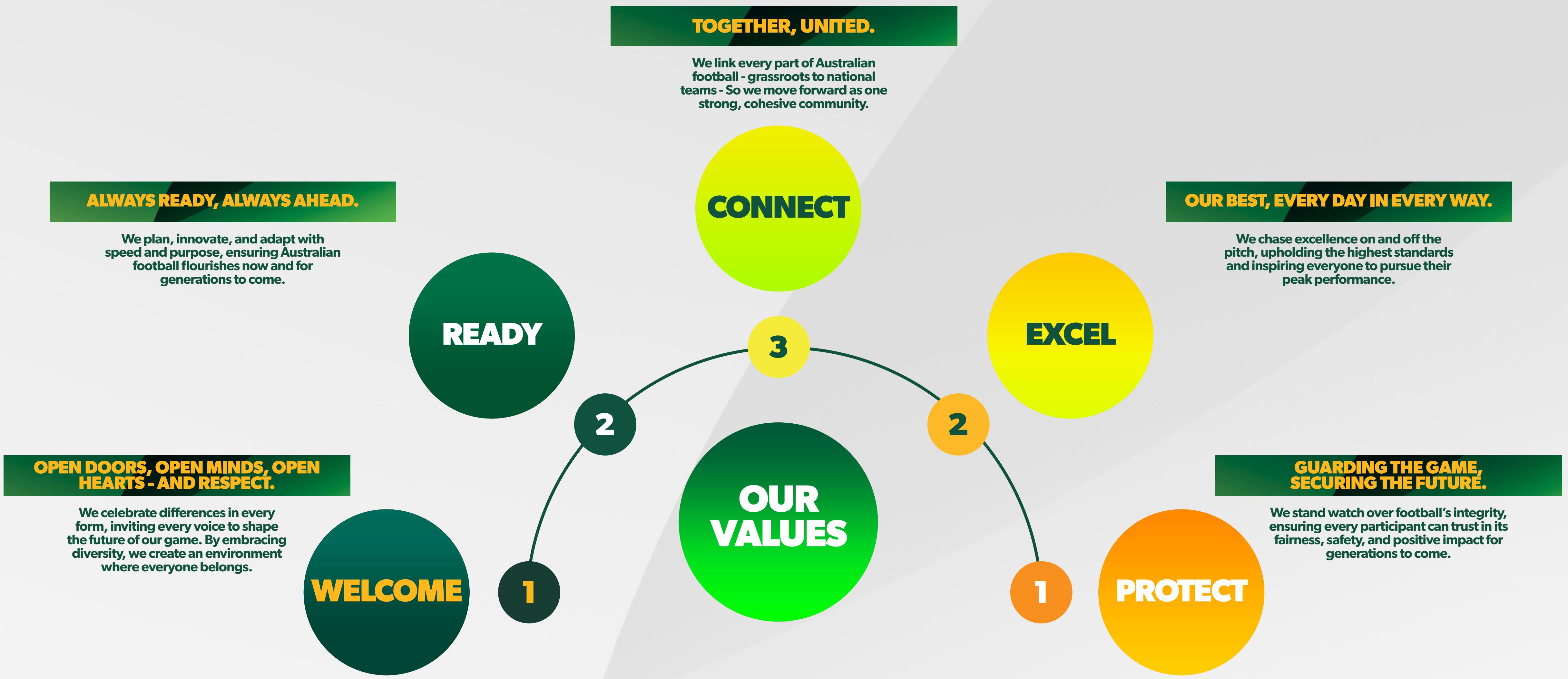
Learning and adapting together

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**