



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
AMBITIONS,
SUCCESS
MEASURES**

**OUR ENDURING
GROWTH PRINCIPLES**

Better access to Football for all

More Football

Better Football

More People enjoying Football

Winning Football

**OUR STRATEGIC
PILLARS**

Finance

Technology

People

Football

Partners

Governance

OUR VISION

To Unite and Elevate
Australian Football to
become a World Class,
Globally Respected System
to Inspire Our Nation,
Developing Excellence at
Every Level



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

FIFA

AFC

MEMBER FEDERATIONS

PLAYERS, COACHES, REFEREES

GOVERNMENT & PARTNERS

WOMEN’S FOOTBALL COUNCIL

CLUBS & COMMUNITIES

FANS & FAMILIES

APL & PROFESSIONAL FOOTBALL

PFA



LOVE FOOTBALL

EVERY FOOTBALL DREAM



INTO REALITY

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



BUILDING THE FOUNDATION

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



DAILY COLLECTIVE APPROACH

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

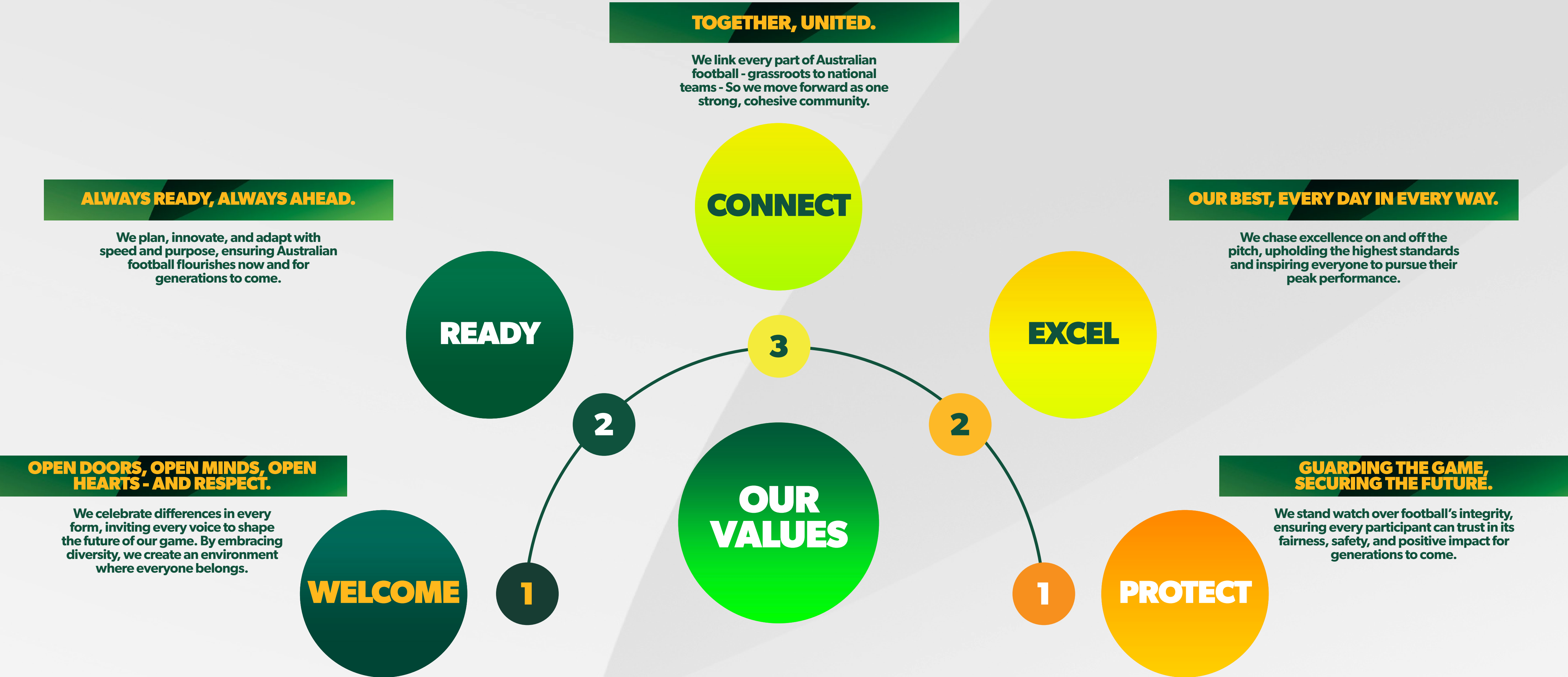
SUSTAINED & COMPOUNDING MOMENTUM

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



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**