

2026 *PERTH FOOTBALL LEAGUE* 2028 STRATEGIC PLAN



OUR PURPOSE

To build stronger communities through connection to football.

OUR VISION

PFL will be recognised for developing better people, stronger communities and fostering belonging - all through local footy.

GOALS

THRIVING PEOPLE

Foster a supportive, inclusive, and empowering environment that prioritises the well-being, growth, and diversity of our people.

EMPOWERED CLUBS

Empower clubs by streamlining services, supporting volunteers, and strengthening overall club capability.

PREMIER COMMUNITY LEAGUE

Deliver a high-quality, fair, and enjoyable competition with safer and better game-day experiences for all participants.

STRATEGIC FOCUS AREAS

1. Club and Volunteer Sustainability

2. Competition Excellence and Integrity

3. Sustainable Growth, Inclusion, and Community

4. Financial Resilience, Infrastructure, and Commercial Impact

OUR VALUES



INTEGRITY



INCLUSIVITY



COURAGE & CURIOSITY



FUN

CLUB AND VOLUNTEER SUSTAINABILITY

- 1.1 Strategies and Solutions to Improve Volunteer Experience (Attract/Retain)
- 1.2 Stronger Football Pathways
- 1.3 Information Hub for Clubs
- 1.4 Pre-season Education Window



COMPETITION EXCELLENCE AND INTEGRITY

- 2.1 Governance Review
- 2.2 Umpire Recruitment, Pooling, and Retention
- 2.3 Integrity Strategy: Player Points, Payments, and Vilification
- 2.4 Promote and Build on the Success of Cameras
- 2.5 Attracting and Supporting Better Coaches
- 2.6 Integrated Technology
- 2.7 Evolving Game



SUSTAINABLE GROWTH, INCLUSION, AND COMMUNITY

- 3.1 Cultural Awareness and Advisory Groups
- 3.2 Sustainable Growth Strategy (Incl. Modified Comp Formats)
- 3.3 Leadership Program for Future Growth
- 3.4 Industry Networking and Partnerships
- 3.5 Player Feedback Groups



FINANCIAL RESILIENCE, INFRASTRUCTURE, AND COMMERCIAL IMPACT

- 4.1 Commercial Strategy
- 4.2 Making the Future Home of the PFL Clear
- 4.3 Facilities Upgrade Advocacy
- 4.4 Strategic Enhancement Fund
- 4.5 Clearer Value Communication to Clubs
- 4.6 Government Advocacy Program
- 4.7 Understanding our Environmental Impact and Sustainability Planning



	INITIATIVE NAME	INITIATIVE DESCRIPTION
1.1	STRATEGIES AND SOLUTIONS TO IMPROVE VOLUNTEER EXPERIENCE (ATTRACT/RETAIN)	This initiative focuses on developing practical strategies and support systems to enhance the volunteer experience across the League — making it easier, more rewarding, and more sustainable for people to get involved. It aims to attract new volunteers, retain existing ones, and strengthen club capacity by improving onboarding, recognition, and overall volunteer wellbeing.
1.2	STRONGER FOOTBALL PATHWAYS	Strengthen alignment between Juniors, PFL, and Masters to create clear participation pathways for players, coaches, and volunteers across the whole football journey.
1.3	INFORMATION HUB FOR CLUBS AND VOLUNTEERS	Build a centralised online hub providing resources for clubs, volunteers, players, and supporters, covering welfare, financial management, and operational guidance. It should be an AI-driven platform to automate and streamline key administrative tasks for clubs and league staff—such as digital team sheets, automated scoring, registrations, compliance, and communications. The solution will also explore digital tools to support shared services models for game-day and operational support, volunteer training, and education.
1.4	PRE-SEASON EDUCATION WINDOW	Establish a pre-season period with structured workshops and resources to prepare clubs for the season, focusing on governance, onboarding, and key requirements.

	INITIATIVE NAME	INITIATIVE DESCRIPTION
2.1	GOVERNANCE REVIEW	Comprehensive internal review of bylaws, club requirements, and league policies. Ensure policies and governance frameworks are streamlined, clearly communicated, and easy to adhere to by clubs.
2.2	UMPIRE RECRUITMENT, POOLING, AND RETENTION	Enhance umpire availability, consistency, and quality through a modernised hybrid model that combines club and panel umpires, with oversight and pooling across regions and grades. Introduce minimum umpire standards and trial a “secret shopper” evaluation program to support quality and consistency. Invest in targeted education and respect campaigns, with incentives for training participation and a strong emphasis on improving culture, recognition, and retention.
2.3	INTEGRITY STRATEGY: PLAYER POINTS, PAYMENTS, AND VILIFICATION.	Develop and implement a league-wide integrity strategy to ensure fair and transparent competition. This will include reviewing and refining the player points system for team allocations, strengthening oversight of player payments, and establishing clear policies and monitoring processes to prevent unfair advantages. The strategy will build trust across clubs by promoting consistency, accountability, and an even playing field for all participants.
2.4	PROMOTE AND BUILD ON SUCCESS OF CAMERAS	Leverage existing camera technology to enhance transparency and fairness in games. Actively market the camera initiative internally and externally to emphasise the league’s commitment to integrity and excellence. Increase education and engagement sessions with clubs to promote the effectiveness and value of the camera system.
2.5	ATTRACTING AND SUPPORTING BETTER COACHES	Actively implement strategies to attract high-quality coaching talent. Provide ongoing professional development, resources and support systems for coaches to ensure continuous improvement in competition standards.
2.6	INTEGRATED TECHNOLOGY	Investigate and introduce integrated technology solutions, such as AI-driven chatbots, comprehensive apps (e.g., AFL model), and analytics platforms like Hudl. Provide training and support to enable clubs to leverage these technologies effectively.
2.7	EVOLVING GAME	Explore and develop in full consultation with member Clubs and stakeholders new models of competition in response to the evolving football landscape.

	INITIATIVE NAME	INITIATIVE DESCRIPTION
3.1	CULTURAL AWARENESS AND ADVISORY GROUPS	Establish an Indigenous Advisory Committee and a Multicultural Advisory Group to ensure diverse voices are heard and represented in decision-making, supporting inclusion across all communities in the League.
3.2	SUSTAINABLE GROWTH STRATEGY	“Create a strategy to grow participation sustainably, with a focus on female players, CALD communities and new community engagement initiatives. This includes mid-week competitions and pathways such as a Female Colts Carnival, alongside exploring options to establish premier competition offerings that better meet the needs of the market. The strategy will also explore alternative competition formats and scheduling (including non-traditional match days) to improve player availability, enhance competition quality and lift game attendance.”
3.3	LEADERSHIP PROGRAM FOR FUTURE GROWTH	Develop and deliver a leadership program in partnership with accredited training providers (e.g., TAFE), aimed at building skills for players, coaches, and volunteers. A core focus will be establishing a female volunteer and leadership pipeline across all clubs. The program will also include components on personal development, mental health, and well-being to support long-term community leadership and retention.
3.4	INDUSTRY NETWORKING AND PARTNERSHIPS	Expand opportunities for internships, work experience, and ambassador programs, connecting football with career pathways and broader industry networks.
3.5	PLAYER FEEDBACK GROUPS	Establish structured feedback groups for players across different competitions to capture honest insights and shape league decisions.

	INITIATIVE NAME	INITIATIVE DESCRIPTION
4.1	COMMERCIAL STRATEGY	Grow and diversify revenue streams to strengthen financial independence and resilience by growing alternative income streams, such as sponsorships, partnerships, and new commercial opportunities, with a long-term goal of lowering this percentage significantly.
4.2	MAKING THE FUTURE HOME OF THE PFL CLEAR	Secure a physical home for the PFL to strengthen identity, provide a central hub for operations, and create a sense of belonging for staff, clubs, and stakeholders.
4.3	STRATEGIC ENHANCEMENT FUND	Establish a fund that reinvests into clubs, rewarding those who deliver against strategic plan initiatives. This provides tangible financial support linked to league-wide priorities and member assistance.
4.4	CLEARER VALUE COMMUNICATION TO CLUBS	Improve transparency with clubs about how revenue is generated and spent, demonstrating the value they receive for affiliation fees and other contributions compared to similar leagues.
4.5	GOVERNMENT ADVOCACY PROGRAM	Develop a targeted advocacy program to strengthen recognition of the PFL's community value and unlock funding opportunities. This will include creating a facility standards framework for clubs and local governments, hosting annual PFL–Council roundtables to align on planning and investment priorities, and supporting clubs to develop engagement plans with their LGAs.
4.6	FACILITIES UPGRADE ADVOCACY	Establish a shared pipeline of facility upgrade priorities across clubs and advocate collectively for funding support. This will include lighting upgrades to enable flexible scheduling (e.g., Friday night and midweek games), as well as broader improvements to ensure equitable access and quality facilities that meet competition and community needs.
4.7	UNDERSTANDING OUR ENVIRONMENTAL IMPACT AND SUSTAINABILITY PLANNING	Develop and embed a simple ESG framework for the PFL and its clubs, setting clear expectations and practical tools around environmental sustainability, social inclusion, cultural safety, and good governance, and using this to guide decision-making, attract partners, and demonstrate the League's positive community impact.