

<b>Vision</b>	<b>Women in football everywhere</b>			
<b>Mission</b>	<b>To ensure women have equitable opportunities and representation in football leadership through advocacy, engaged networks and professional development</b>			
<b>Purpose</b>	<b>To inform, inspire and influence leadership pathways for women in football in Australia</b>			
<b>Pillars</b>	<b>Advocacy and Policy</b> Pillar Lead: Kerry Harris	<b>Networks</b> Pillar Lead: Matt Bradley	<b>Professional Development</b> Pillar Lead: Heather Reid AM	<b>Organisational Sustainability</b> Pillar Lead: Cheryl Downes
<b>Pillar Goals</b>	<p>Impactful advocacy for increased positive engagement, access, opportunity and empowerment for women involved in football.</p> <p>Undertake and communicate research into women’s leadership in football.</p> <p>Position ourselves as industry leaders.</p>	<p>Connect with our ecosystem of members and strategic partners to promote women’s leadership in football.</p> <p>Provide opportunities for networking, story-telling and mutual support within the women’s football community.</p>	<p>Deliver a high quality, high impact and well attended professional development program.</p>	<p>An organisation built on good governance, a positive culture and strong financial management.</p>
<b>By 2027 we aim to achieve</b>	<p>A policy playing field document that provides guidance to promote social, cultural and systemic change across the football community.</p>	<p>An engaged membership of 1,500+ members</p> <p>70% membership retention rate</p> <p>4 Active Networks* delivering 8 networking opportunities per annum</p> <p><small>* Administrators, Coaching, Media &amp; Referees</small></p>	<p>Biennial delivery of the Women in Football Leadership Conference.</p> <p>A yearly program of 3 Getting on Board masterclasses with a minimum of 20 graduates per series.</p> <p>A yearly Onside Mentoring program with up to 8 graduates.</p>	<p>100% compliance with our governance obligations.</p> <p>Build and nurture a talented and engaged workforce.</p> <p>Sustainably generating revenue that can be reinvested back into our programs.</p>
<b>Enablers</b>	<b>People and Operations</b>		<b>Integrated Marketing Communications</b>	
	2 x employees Strong volunteer network Pillar Action Plans		IMC Plan	
			<b>Technology and Data</b>	
			Membership CRM Data analytics capability Artificial Intelligence capability	