

# 2011-2013 Strategic Plan Overview

**Purpose:** To provide an AFL competition in the Greater Newcastle & Central Coast region that players, umpires, officials, volunteers, spectators & supporters will all enjoy

**Vision:** To be the sport of choice in the Greater Newcastle & Central Coast region

## Strategy 1 Competition

Player development  
Coach development  
Umpire recruitment  
Umpire development  
Even competition

## Strategy 2 Facilities

Facility for NEAFL team  
Club facility development

## Strategy 3 Org Structure

High quality board  
Focused sub-committees  
F/T Administrator  
Streamline senior & junior admin  
Club development

## Strategy 4 Marketing

Corporate sponsorship  
Community camps  
NEAFL & NAB Cup games in Newcastle  
Name of league

## Strategy 5 Finances

S/T & L/T financial planning  
All clubs financially sustainable (3 year plans)