

Strategy on a Page



PURPOSE

Football is accessible and empowering to all.



VISION

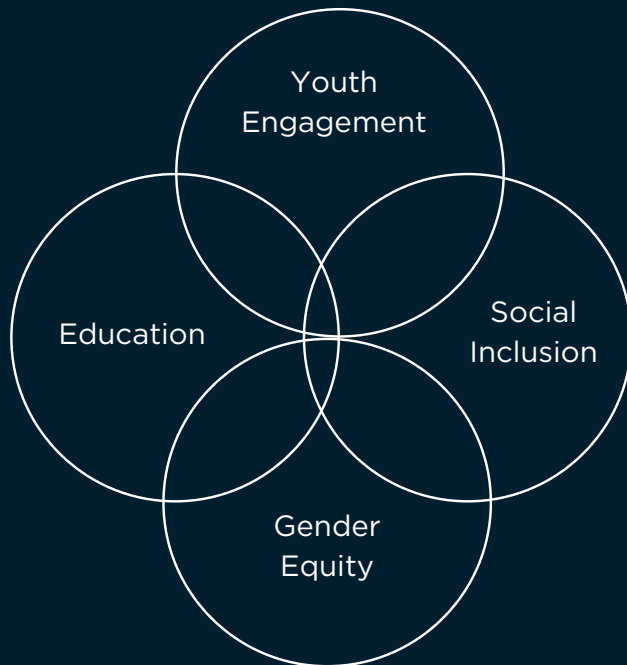
Through football every young Victorian has an opportunity to reach their potential whilst enjoying a happy and healthy life.



MISSION

Actively reduce the barriers to accessing quality football experiences, improving the overall health, wellbeing and social connectedness of young Victorians.

Strategic Priorities



Intersectional Approach

Historically sport has the power to bring people together - a space where everyone belongs. The goal of this Strategy is to contribute to a community that removes prejudice and improves access. This is essential in improving outcomes in education, engagement, leadership and crime prevention.

MVFC values the fundamental human rights of dignity, fairness, equality and respect for all. This means embedding principles of Universal Design in all our work.

This Strategy will improve efforts and maximise the impact of MVFC community engagement work through a lens that influences decision making and leadership.

Strategic Drivers

| Products | Partnerships | Advocacy | Funding |
|---|---|--|--|
| GOAL Develop and deliver high quality products that position MVFC as a leader in community development work in the sport sector | GOAL Establish and maintain high quality relationships that realise shared outcomes and build community connections | GOAL Amplify the voice of MVFC to highlight key social trends and causes that align to Club strategy | GOAL Ensure a diverse and sustainable funding model that builds a foundation to create a standalone charity |
| HOW Establish a framework to manage the program cycle (design > delivery > evaluation) Pricing model based on qualified facilitation Use evidence-based research Develop a promotional strategy celebrating impact and vision Invest in development of staff and partners Develop white label programs | HOW Establish a framework to manage partnerships Ensure all relationships have a signed agreement that detail mutual obligations Engage partners in the design and delivery of MVFC activities One point of MVFC contact to support outcomes | HOW Build the capacity/capability of MVFC staff to promote the value of sport for development Ensure narrative is based on expertise and lived experience Develop high quality content that challenges our stakeholders to think differently Implement continuous review to evaluate impact | HOW Create and maintain repository for all grant applications Collaborate with MVFC Commercial to secure corporate backing Implement MVFC Fundraising Strategy Identify and work with philanthropic organisations to fund programs Improve fee for service/white products to fund ongoing programs |
| WHAT Football pitches Classrooms Communities Workplaces Activations | WHAT Government Schools Community Services Charities Not-for-profits | WHAT Internal Development Player Engagement Themed Rounds Match Day Messaging Community Leadership | WHAT Grants Fundraising Corporate Sponsors Philanthropy Fee-for-service |

Enabler