



SSA  
**OVENS &  
MURRAY**  
FOOTBALL NETBALL LEAGUE  
PASSION. LIVES. HERE.

**STRATEGIC PLAN  
2026-2028**



# PASSION. LIVES. HERE.

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# FROM THE CHAIRMAN

The SS&A Ovens & Murray Football Netball League is proud to launch our 2026-28 Strategic Plan, setting a clear direction for the next three years. Our mission is to strengthen our clubs and competitions by creating opportunities for people of all ages to play, volunteer and connect through football and netball. We see a future where we are the leading regional sporting organisation; united, competitive, and admired for the way we grow the game and our communities.

This plan is built on four values that define who we are. Growth drives us to invest in pathways, facilities and participation so our league thrives now and for future generations. Inspire calls us to lead by example, celebrate achievement, and encourage everyone to reach their potential. Respect sits at the heart of our league by honouring the traditions of our game, our people, and each other, on and off the field. Community reminds us that we are more than sport. We are the heart of our towns, bringing people together and creating a sense of belonging that lasts well beyond the final siren.

There's no more important time in the game than now. We're at a critical crossroad with traditional sport facing challenges on several different fronts. As an organisation, we're ready to face the challenges ahead to ensure the SS&A Ovens & Murray Football Netball League remains the pre-eminent organisation now and into the future.

**David Sinclair**  
OMFNL Chairman



# VISION

To strive for continued improvement and remain a premier community sporting organisation in regional Australia.

# MISSION

Deliver a competitive, inclusive and innovative league that engages with, and enhances, the communities in which we live.





# OUR VALUES

## GROWTH

Positivity  
Innovation  
Progress  
Leadership

## RESPECT

Trust  
Transparency  
Professionalism  
Integrity

## INSPIRE

Perseverance  
Collaboration  
Resilience  
Unity

## COMMUNITY

Engagement  
Connectivity  
Diversity  
Inclusivity





# OUR PILLARS

COMMUNITY / DEVELOPMENT / COMMERCIAL / LEADERSHIP





## ***VISIBILITY***

Improve the accessibility and functionality of league platforms

## ***CHARITY***

Work closely with select community groups to increase awareness of their cause

# **COMMUNITY**

**Aim:**  
Increase Fan Engagement

## ***EXPERIENCE***

Explore technology that assists in elevating match day and increasing attendance

## ***COLLABORATE***

Maintain strong relationships with local media outlets



## ***PARTICIPATE***

Explore opportunities to grow player bases in the competition

# **DEVELOPMENT**

**Aim:**  
Grow Our Game

## ***ELEVATE***

Maximise match day attendances

## ***INCLUSION***

Continue to support female participation in football

## ***AFFILIATES***

Maintain a strong affiliation with key stakeholders in the North East region

## ***REPUTATION***

Consolidate the Leagues standing as a destination competition for aspiring and talented players







## LEADERSHIP

**Aim:**  
Support our  
people

### EDUCATE

Deliver workshops to  
volunteers and  
participants to improve  
their individual  
experiences

### ACKNOWLEDGE

Publicly recognise  
volunteers across the  
league. Celebrate our  
history.

### STRUCTURE

Provide staffing that  
enables the league to  
successfully administer  
football, netball, and  
major events

### GOVERNANCE

Provide a structure for  
our board members to  
understand specific roles  
and responsibilities

### LEGACY

Provide succession  
planning for directors  
and executive  
positions

### SUPPORT

Accessible Board and  
management  
support for each  
member Club

### SAFETY

Highlight and support  
approved peak body  
policies to guide clubs  
on minimum standard  
operations

### WELLBEING

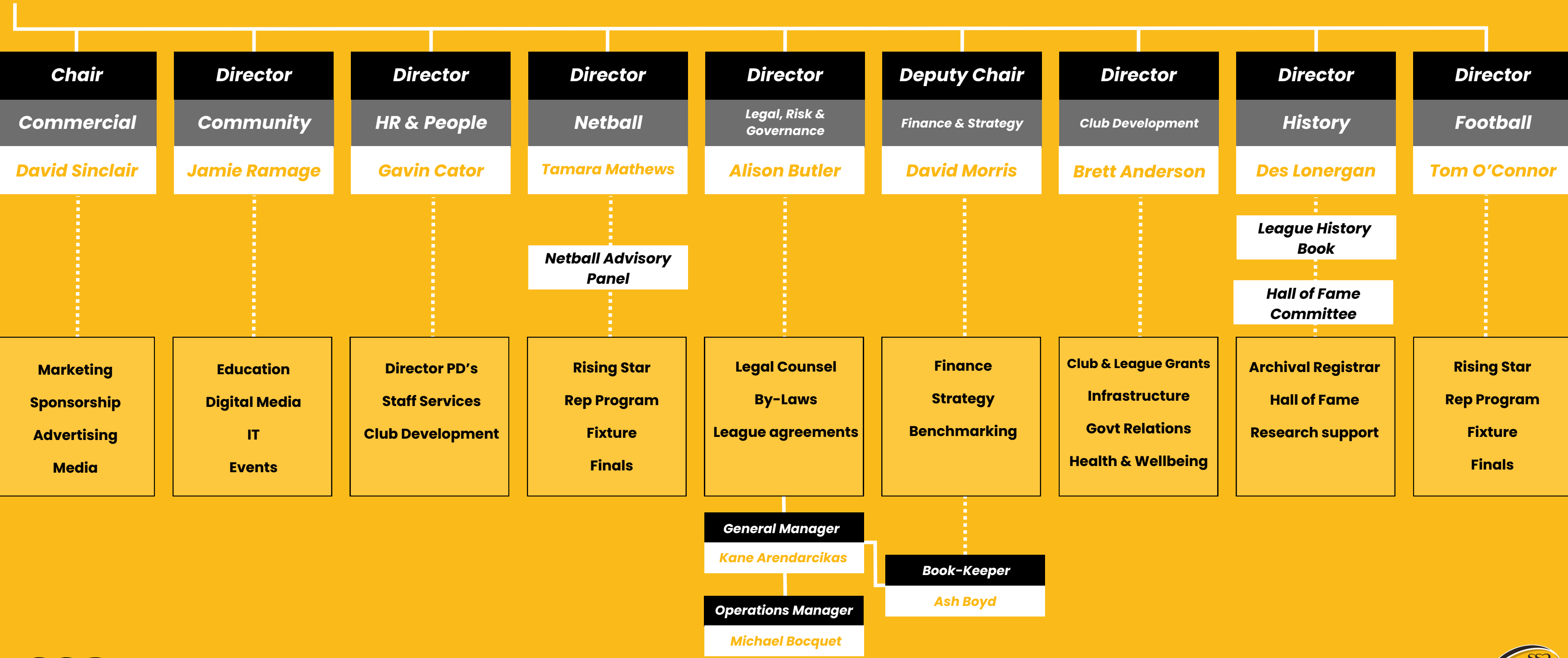
Provide education  
and networks to  
chaplaincy services  
and/or other  
wellbeing services

### EFFICIENCY

Use of  
technology to  
support  
league/club  
administration  
process



# OMFNL BOARD - 2026





# STRATEGIC PLAN 2026-2028

