

Victorian Football Umpires Association



2022 - 2025 Strategic Plan



What is a Strategic Plan??



The purpose of strategic planning is to;

- set overall goals for our organisation
- develop a plan to achieve these goals

It involves;

- stepping back from your day-to-day operations
- asking where your business is headed
- what our priorities should be



VFUA Purpose



As per the existing Constitution, there are three main purposes of the VFUA;

- a) To represent and advocate for umpires employed by the AFL,
- b) To foster fellowship among umpires and support their welfare,
- c) To work with the AFL to promote the development of umpires for the highest levels of Australian football.

As these are the foundations for the Association's operations, it is a good starting point for the development of the new Strategic Plan.



VFUA Purpose (cont.)



Each purpose will be combined with the following pillars;

- Rationale
- Stakeholders
- Focus Areas
- Behaviours
- Priorities
- Key Performances Indicators

By having these pillars and reflecting on these each time a decision is made by the Executive, we can ensure that we are on the right path to meets the Strategic Plan.



Mission and Vision



Vision

To provide members with the best officiating experience possible.



Mission

To continually improve the member experience through workplace representation, social engagement and professional development.



a) To represent and advocate for umpires employed by the AFL, and strengthen the relationship between the bodies



Rationale

Ensure members are remunerated appropriately for the skills and services they provide.



Stakeholders

VFUA Members
VFUA Executive
AFL State League Umpire Manager



Focus Areas

Fees and Conditions
Quality Assurance Program
VFUA Executive
VFUA Member Representative



Behaviours

Professionalism
Confidentiality
Accountability
Stability



a) To represent and advocate for umpires employed by the AFL, and strengthen the relationship between the bodies



Priorities

KPI's

Negotiate fees and conditions with AFL.



Maintain fees and conditions at a level in line with CPI increases and reflect any additional duties or commitments required by the AFL

Maintain strong relationship and timely communication with AFL.



Encourage the AFL to consult with VFUA members prior to implementing decisions impacting fees and conditions, including providing appropriate time for VFUA to consider the matter.

Workplace issues are addressed with AFL.



100% of workplace issues raised with AFL within 7 days of notification by member and satisfactorily resolved.

Quality Assurance Program (QAP) successfully operated.



100% of QAP issues raised with AFL within 7 days of notification by member and satisfactorily resolved.



b) To foster fellowship among umpires and support their welfare



Rationale

An increasingly important role for the VFUA is to oversee the welfare of individual members, along with providing social opportunities for current and life members.



Stakeholders

VFUA Members
VFUA Executive
VFUA Life Members
AFL People Manager
AFL State League Umpire Manager



Focus Areas

VFUA Membership
Social Functions
VFUA Life Members
Welfare Programs
VFUA Exit Survey



Behaviours

Leadership
Inclusiveness
Communication
Accessibility
Innovation



b) To foster fellowship among umpires and support their welfare



Priorities

KPI's

Develop a formal VFUA Welfare program in conjunction with AFL People Department.



Plan and develop VFUA Welfare program during 2022, for launch for 2023 seasons.

Develop a formal VFUA Exit survey for members not returning the following season.



Plan and develop VFUA Exit survey during 2022, for launch for 2023 seasons.

Strive for 100% VFUA membership of all listed umpires.



Achieve at least 96% of membership by running umpires.

Provide a minimum of three (3) member events, including VFL Grand Final After Party, End of Season Ball, one (1) Squad function per discipline



Conduct a satisfaction survey at end of season to assess the satisfaction levels of members for each event, with an aim to achieve 80% of members satisfied or strongly satisfied.



b) To foster fellowship among umpires and support their welfare (cont.)



Priorities

KPI's

Provide benefits to members for their annual subscriptions which are seen as beneficial to members.



Conduct a satisfaction survey at end of season to assess the satisfaction levels of members, with an aim to achieve 95% awareness and 80% satisfaction

Effective and timely communication with members.



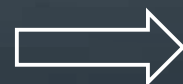
Development of a formal member communication piece, provided to members & life members at least once every two (2) months.

Develop and maintain link with life members.



Conduct Annual Life Member function.
Involvement by Life Members at training.
Regular communication with life members.

Manage VFUA finances in a responsible manner, maximising benefit to members.



Budget is approved by members at AGM each year and any variances from breakeven are sufficiently explained by one-off/unique circumstances



c) To work with the AFL to promote the development of umpires for the highest levels of Australian football



Rationale

To ensure members are provided with an environment to achieve their maximum performance, be it promoted to the elite AFL level or their highest State League level.



Stakeholders

VFUA Members
VFUA Executive
AFL State League Umpire Manager
AFL State League Umpire Coaches



Focus Areas

Training and Coaching
Appointments
Medical Support



Behaviours

Professionalism
Current knowledge
Communication



c) To work with the AFL to promote the development of umpires for the highest levels of Australian football



Priorities

KPI's

Ensure a professional environment is provided to members in terms of physical and mental preparation



Provide feedback to the AFL State League Umpire Manager relating to the environment provided to members.

Members receive appropriate performance assessment as individuals.



Ensure all members receive two (2) performance reviews throughout the season from coaches and that this is completed in an appropriate format.

Be viewed by the AFL as a valued stakeholder and participant in the development of umpiring in Victoria.



AFL consults with VFUA prior to implementing decisions impacting State League umpiring structure, development programs, and umpiring policies.



2022 - 2025 Strategic Plan - Summary



Vision

To provide members with the best officiating experience possible.

Mission

To continually improve the member experience through workplace representation, social engagement and professional development.

<i>Purpose</i>	<i>a) To represent and advocate for umpires employed by the AFL, and strengthen the relationship between the bodies</i>	<i>b) To foster fellowship among umpires and support their welfare</i>	<i>c) To work with the AFL to promote the development of umpires for the highest levels of Australian football</i>
<i>Priorities</i>	<ul style="list-style-type: none"> - Negotiate fees and conditions with AFL. - Maintain strong relationship and regular communication with the AFL. - Workplace issues are addressed with the AFL . - Quality Assurance Program (QAP) successfully operated. 	<ul style="list-style-type: none"> - Develop a formal Welfare program in conjunction with AFL People Department. - Strive for 100% VFUA membership of all listed umpires. - Provide opportunities for members to mix with other members in a social environment. - Provide benefits to members for their annual subscriptions which are seen as value for money. - Effective and timely communication with members. - Manage VFUA finances in a responsible manner, maximising benefit to members. - Develop and maintain link with life members. 	<ul style="list-style-type: none"> - Ensure a professional environment is provided to members in terms of physical and mental preparation - Members receive appropriate performance assessment as individuals. - Be viewed by the AFL as a valued stakeholder and participant in the development of umpiring in Victoria