



STRATEGIC PLAN 2015 - 2020

VISION

For all Queensland Australian Football Umpires to be respected, trusted and capable of officiating to the best of their ability

MISSION

To foster the development, well-being and experience of umpires officiating in AFL Queensland competitions

KEY RESULT AREA	KEY OBJECTIVE	KEY DRIVERS	KEY STRATEGIES	KEY PERFORMANCE INDICATORS
LEADERSHIP	To have in place an Executive Committee capable of providing strong leadership of the association with strong working relationships with members, AFL Queensland and the wider football community	<ul style="list-style-type: none"> An Executive Committee who; <ul style="list-style-type: none"> Are experienced and knowledgeable Represented from a variety of umpiring groups Dedicated to ensuring the Association is successful 	<ul style="list-style-type: none"> Position Descriptions for all executive members President and Vice President from different umpiring groups Seek out the most experienced and knowledgeable executive members 	<ol style="list-style-type: none"> A stable executive committee with 2 or less member turnover per year Field, Boundary and Goal disciplines represented Even representation from NEAFL/QAFL and Community groups
MEMBERSHIP	To consistently strive for 100% membership of all listed umpires by being credible, relevant and respected.	<ul style="list-style-type: none"> Promotion and awareness of the Association and its benefits to umpires A sense of belonging, relevance and purpose Engaging social events 	<ul style="list-style-type: none"> Develop best practice communication to umpires Engage members through promotion at training Engage with new umpires Maximise use of website and online communication Accessible and inclusive social events 	<ol style="list-style-type: none"> 3% increase of membership numbers each year 90% retention rate of membership
WELFARE	Advocate for all umpires to experience a welcoming and safe environment both at training and match days	<ul style="list-style-type: none"> Terms and Conditions agreement with AFLQ Promote a supportive and professional environment at training and match days 	<ul style="list-style-type: none"> Best represent members in negotiations with AFLQ for improving terms and conditions Work with AFLQ to identify best practice approach for training and match day environments 	<ol style="list-style-type: none"> Member satisfaction survey Consistent improvements in training and match day environments
FINANCIAL	To manage finances of the Association in a responsible manner that maximises benefits to the members.	<ul style="list-style-type: none"> Strong financial stability Experienced and active treasurer on executive Income from membership Income from sponsorship 	<ul style="list-style-type: none"> Balance the needs of keeping membership prices low with income for the Association Source sponsorship options and income 	<ol style="list-style-type: none"> Operating budget surplus Sponsorship agreements in place with income for the Association
RECOGNITION	To recognise the achievements of the association and its members through awards and recognition	<ul style="list-style-type: none"> Senior games milestones Years of Association membership Association awards to individual members as voted by peers 	<ul style="list-style-type: none"> Accurate record keeping of senior games and years of Association membership Member voting for awards Inclusion for both NEAFL/QAFL and Community Groups 	<ol style="list-style-type: none"> All milestone achievements recognised 90% participation rate for award voting from members