

**2025-  
2029**

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**BENDIGO FOOTBALL  
NETBALL LEAGUE**

**Strategic  
Plan**

# Background

## A PROUD AND STORIED HISTORY

With a legacy that started in 1880, the Bendigo Football Netball League (BFNL) has been a cornerstone of community connection, sporting excellence, and grassroots development in the Bendigo region.

The BFNL has consistently served as a platform for fostering talent, promoting community engagement, and delivering high-quality sporting experiences for players, officials, supporters, and volunteers alike.

However, as the landscape of regional sports evolves, the BFNL must adapt to meet the challenges and opportunities of the future.

Key changes in demographic trends, shifts in participation patterns, and the increasing demand for inclusivity, sustainability, and innovation highlight the need for a comprehensive strategy that guides the BFNL into the future.



# Introduction

## **A ROADMAP FOR THE FUTURE**

The 2025-29 BFNL Strategic Plan has been developed to define the league's priorities and objectives for the coming years.

This Strategic Plan acknowledges the league's legacy while serving as a roadmap for growth and sustainability, that is underpinned by the league's commitment to its Vision and Mission as well as its core values of **INCLUSIVE, INTEGRITY, PROGRESSIVE, WELLBEING** and **EXCELLENCE**.

At its heart, the 2025-29 BFNL Strategic Plan focuses on key pillars that will guide decision-making and resource allocation in the future: **COMPETITION, BRAND, FACILITIES** and **GOVERNANCE**

It reflects the needs of a diverse range of stakeholders, including clubs, players, officials, sponsors, and supporters, ensuring a united approach to achieving long-term goals.

This Strategic Plan represents a shared vision for the future, empowering the BFNL to remain a strong and vibrant league for years to come.





## Vision

Continue to be the Major League in Central Victoria while fostering a strong and vibrant environment that sets the benchmark for excellence, inclusivity, and growth.

## Mission

The Bendigo Football Netball League is committed to delivering high-quality competitions, promoting the development of players, officials, and clubs, and strengthening community connections by creating a safe, welcoming and equitable environment for football and netball.

# Guiding Principles



## Inclusive

Create a safe and equitable environment for all while respecting and celebrating all difference, visible and invisible.



## Progressive

Embrace creativity and innovation to enhance the league's future, delivering new opportunities and improving the experience for all stakeholders.



## Integrity

Commit to honesty, and transparency in all actions and decisions, ensuring the league operates with the highest standards of ethics.



## Wellbeing

Prioritise the safety and welfare of everyone involved in the BFNL, ensuring a supportive environment for individuals and communities.



## Excellence

Strive for continuous improvement, both on and off the field, to uphold the highest standards of competition and professionalism.

# Four Pillars to Success



## Competition

Maintain our position as the premier League in Central Victoria through the addition of new clubs and refined talent pathways while maintaining a high standard of competitions.



## Brand

Elevate the reputation and visibility of the BFNL to ensure it remains a respected and influential brand within regional football and netball.



## Facilities

Advocate for the development and improvement of our member clubs' facilities through master planning to ensure they are safe and accessible.



## Governance

Establish and maintain best practice governance & leadership structures and procedures that are based on transparent relationships with the BFNL community.

# Competition

Maintain our position as the premier League in Central Victoria through the addition of new clubs and refined talent pathways while maintaining a high standard of competitions.

## Focus Areas

### League Composition

- Re-establish a 10-club competition.
- Strive for expansion beyond a 10-club competition.

### Competition Expansion

- Regularly engage with existing BFNL Clubs on best practice for their junior pathways.
- Consider the introduction of additional competitions that compliment and benefit existing talent pathways.

### Competition Standards

- Evolve the BFNL's competitive balance to have 100% club representation in Football and Netball Grand Finals.
- Maximise opportunities within AFL Victoria's Community Club Sustainability Program to further enhance football competitions.
- Use relationships with the Bendigo Pioneers and Bendigo Strikers to attract the best young talent in the region.
- Leverage our commitment to Interleague to recruit and retain the best talent possible.



# Brand

Elevate the reputation and visibility of the BFNL to ensure it remains a respected and influential brand within regional football and netball.

## Focus Areas

### Digital Innovation

- Leverage relationships with our media partners to continually evolve our media offering to Clubs, players and fans.
- Be a constant digital presence to expand reach through social media and streaming platforms.

### Commercial Relationships

- Regularly identify new partnership opportunities to help diversify our brand.
- Build strong, mutually beneficial relationships with sponsors and community partners to maximise commercial opportunities while delivering strong ROI for our partners.
- Introduce industry leading commercial partners that deliver benefits to the BFNL Community.

### Unified Identity

- Celebrate the achievements of players, officials, and clubs to reinforce the league's community identity.
- Continually strengthen relationships with clubs and key stakeholders through consistent engagement and consultation.



# Facilities

Advocate for the evolution of our member clubs' facilities to ensure they are safe, accessible and equal across the League.

## Focus Areas

### Club Advocacy

- Engage with funding partners (State Government, LGA's & AFL Victoria) and advocate for our Clubs and their major projects.
- Explore all opportunities to support the development of infrastructure at BFNL Clubs including having two netball courts at all venues.

### Future Planning

- Anticipate future growth and assist Clubs with their facility Master Planning.
- Liaise with local stakeholders to ensure our Finals home, the QEO, is continually evolved and maxmised to it's greatest capacity.



# Governance

Establish and maintain best practice governance & leadership structures and procedures that are based on transparent relationships with the BFNL community.

## Focus Areas

### Operational Excellence

- Annually review and evaluate progress against this strategic plan with any updates to be communicated to all Clubs and key stakeholders.
- Recruit and retain people on a skills basis to a high level of professionalism and leadership.
- Implement a succession plan for the BFNL Board to ensure sustainability.
- Ensure our Board and Staff are role models for the values of the BFNL.

### Financial Stability

- Maintain sound and transparent financial practices including thorough budgeting and accurate financial reporting.
- Increase BFNL financial sustainability through the maximisation of revenue and partnership opportunities.
- Explore ways to enhance the financial status of the BFNL and importantly, its clubs.

### External Collaboration

- Work collaboratively with AFL Victoria, AFL Central Victoria and Netball Victoria to grow and develop football and netball in the BFNL.
- Expand positive relationships with like Leagues in country Victoria.
- Build and grow external stakeholder relationships with key organisations.



# Key Strategic Relationships

## Existing BFNL Clubs



## Central Victorian



## Governing Bodies



# 2025-29 Bendigo FNL Strategic Plan Summary

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## Guiding Principles



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Progressive



Wellbeing



Integrity



Excellence

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