



MWFA Strategic Plan 2026 - 2028

MANLY WARRINGAH
FOOTBALL ASSOCIATION



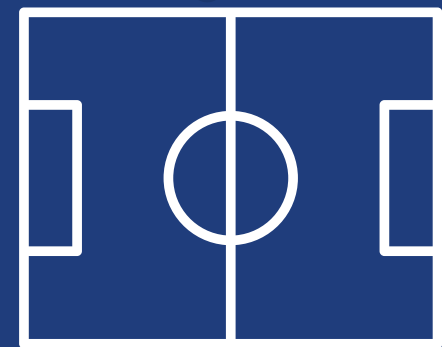
WHO WE ARE

Manly Warringah Football Association Ltd (MWFA) was formed in 1947 and is the governing body for football in the Manly Warringah area, incorporating over 20,000 football participants – the largest Football Association in Australia.





MWFA 2026 FOOTBALL COMMUNITY



Nearly 20,000
Participants



Over 3000
Coaches, Managers
& Volunteers



580
Referees



37%
Female Playing
Members



16
Clubs



63%
Male Playing
Members





OUR VISION

To unite the Manly Warringah community through the power of football and inspire a lifelong passion for the game.





OUR MISSION

To provide opportunities for players, coaches and families to connect, develop and thrive through football - driving growth, excellence, inclusion and pride across the Manly Warringah football community.





WHAT WE STAND FOR

Our Values

Our values guide who we are and how we represent the Manly Warringah football community on and off the field.



RESPECTFUL

We honour the game, our teammates, our opponents and our community.

INTEGRITY

We act with honesty, accountability and consistency — doing what's right, even when no one is watching.

COLLABORATION

We achieve more together — working as one team, one community, united in our goals and shared passion for football.

ENJOYMENT

We believe football should inspire fun, friendship and a lifelong love of the game.



STRENGTHENING COMMUNITY FOOTBALL

Goal: Strengthen local participation and engagement by supporting grassroots football and community initiatives that foster skill development, fun, and lifelong participation.

STRATEGIC PRIORITIES	KEY INITIATIVES	YEAR
1. Increase female participation to 8,500 over the next 3 seasons (approx 10% annual increase)	• Deliver community “Come & Try” events for girls and women, supported by a major marketing campaign following the 2027 Women’s World Cup to boost visibility and registrations.	2027
	• Establish inclusive community initiatives such as Dads & Daughters sessions and develop female-friendly club guidelines to strengthen the welcoming environment for women and girls.	2027
	• Annual Primary Schools Tournament for all Northern Beaches schools at Cromer Park or elsewhere.	2028
	• Connect with local schools (Year 10–12) and deliver outreach programs to increase female interest in playing, coaching, and volunteering.	2027
	• Provide structured development through Female Coaching Forums, shadow coaching opportunities with MUFC Women’s Program, and a tiered mentoring system where experienced female leaders guide the next generation of coaches.	2028
	• Increase female referee participation by promoting pathways, providing supportive environments, providing game leader courses and ensuring visible female role models across competitions.	2028
	• Active program for Female Football Week (in accordance with FNSW).	2026 - 2028





STRENGTHENING COMMUNITY FOOTBALL

STRATEGIC PRIORITIES	KEY INITIATIVES	YEAR
2. Expand programs for players, schools and community groups	- Establish one new program per season such as lunchtime football or walking football to drive revenue and enjoyment in the game - Review summer football competitions against our football strategy to ensure a seamless transition from winter to summer programs. - Introduce a little kickers program to introduce young players to our game (3-5 years of age) - Implement a school educational program to build future coaches and referees - Introduce internal weekly games between MWFA and Manly United (MJDL & GJDL and GYL) - Pilot midweek daytime school programs and inter-school gala days at Cromer Park. - Work with Football4All to expand our all abilities program	2027-2028 2026 2028 2027 2027 2028 2027
3. Continuously review and improve grassroots football	- Monitor participation and impact, using feedback, surveys and data to continuously improve programs and initiatives. - Use surveys and feedback tools to measure engagement and understand changing needs. - Share best practices, case studies, and insights with our clubs. - Establish a revised policy and framework outlining how academies (internal and external) may operate alongside grassroots clubs. - Monitor and review with clubs to assess the impact of academies on participation, retention, and community alignment. - Identify and implement opportunities to restructure current competitions to assist with growth and field availability - Analyse and identify mixed age groups that need focus to grow eg: Mixed 6-9 and AL1's - Introduce refresher Course programs to continue coach development - Foster stronger relationships with MWFA through regular engagement and collaborative planning.	2026 2026 2027 2026 2026-2027 2026-2027 2027 2027 2027-2028
4. Develop and improve infrastructure	- Complete field audits across each club annually - Maintain a register of current state of facilities and prioritised needs - Work with NBC to expand field access to support participation, growth, and high-quality playing environments.	2026-2028 2026-2027 2027-2028
5. Best of Breed Initiatives	- Through networking and tracking of other associations, identify new opportunities to adopt innovative programs to enhance player growth - Continue to have regular interactions with FNSW to learn from state level	2026-2028 2026-2028

‘Strengthen local participation and engagement by supporting grassroots football and community initiatives that foster skill development, fun, and lifelong participation.’



INVESTING IN COACH DEVELOPMENT

Goal: Build coaching depth within our clubs by improving education pathways, mentoring structures and ongoing support for coaches at every level.

STRATEGIC PRIORITIES			KEY INITIATIVES	
1. Supporting coach education at all levels.	• Launch annual coach education calendar delivering FFA-accredited courses (MiniRoos, Foundation of Football, and C-Diploma). • Conduct an audit of existing coach educators (qualifications, availability, activity levels). • Recruit and engage potential new educators from clubs, with an emphasis on identifying and supporting female educators. • Pilot a mentoring program for new/existing coaches with support from experienced educators • Deliver cluster workshop hubs (North, South, Central) to make courses more accessible for parent coaches and volunteers • Connect with schools and target Year 10-12 students to increase male and female participation in courses. • Expand and refine annual coach education calendar • Pair new educators with experienced mentors for co-delivery • Introduce structured observation and feedback tools to support coaches in applying learning from courses. • Educator Pathway & Retention: Formalise MWFA Educator Development Pathway and recognise educators through CPD, advanced accreditation, and leadership roles. Introduce recognition awards. • Partner with other associations to run a coaching conference			2026
				2027-2028
2. Strengthen partnerships with our clubs to improve capability, connection, and the overall quality of football across the region.	• Conduct visits to all MWFA clubs to understand coaching structures, with specific review of female participation rates in coaching. • Also ensure that through MWFA support of MUFC, ensure that there is a regular and consistent visits to all MWFA clubs • Promote a culture of learning and improvement. • Provide Coach Education Support Packages prioritising clubs with proactive female participation initiatives.			2026-2028
				2026-2028
3. Strengthen female participation and leadership in football	• Partner with clubs to host “Female-Only” coaching courses and networking events. • Engage female role models (MUFC women’s players, female coaches) in school visits and promotional activities. • Recruit and develop new female educators from MWFA clubs and expand the annual coach education calendar with greater female-led course delivery, including Female-Only coaching courses and networking events.			2026-2028
				2026-2028



PROVIDING PATHWAYS & PROGRESSION

Goal: *Creating opportunities for advancement from grassroots to representative levels*

STRATEGIC PRIORITIES	KEY INITIATIVES	YEAR
1. Strengthen the Player Pathway Structure	• Map and publish a clear “Pathway Journey” from MiniRoos → Community → Development → Representative Football. • Introduce transparent selection policies and communication processes. • Aim for 90%+ of local players within MUFC	2026 2026 2026-2028
2. Enhance Talent Identification & Development	• Introduce the Emerging Talent Program and launch a female-only pathway to support girls’ development in year two. • Grow the Beaches Cup for ages 8-12, to offer another platform to identify and develop young talent. • Introduce a MUFC/MWFA point of contact to enhance communications, transparency and collaboration. • Increase collaboration between MUFC staff and coaches and MWFA clubs. • Deliver talent ID clinics throughout the season for emerging players in consultation with the MWFA Community Football Manager. • Promote pathways for coaches and referees into higher level qualifications in consultation with MWFA Community Football Manager	2026 2026-2028 2026-2028 2026-2028 2027-2028
3. Developing high-quality coaching, referee and player pathway programs	• Assist the growth of the MWFA through game leader identification and providing a clear referee pathway • Maintain Emerging Talent Pathway Program (ETP) (U12-U15) using club nominations and talent ID. Thus, ensuring an elit pathway for Association players. Furthermore, ensuring all Development Programs are aligned with the FFA National Curriculum. • Continue internal games between MWFA and Manly United (MJDL, GJDL, BYL and GYL).	2026-2028 2026-2028 2026-2028





ENHANCING OUR PROFILE & LEADERSHIP

Goal: *Building our brand, promoting our values, and supporting our volunteers to strengthen their local impact.*

STRATEGIC PRIORITIES			KEY INITIATIVES	
1. Strengthen Brand Visibility and Recognition	• Develop a consistent brand style guide for all communications and club materials. • Launch content campaigns that highlight our values, history, and achievements. • Increase presence across social media, local media, and community channels. • Provide marketing templates for each new initiative to our clubs to deliver a consistent communications message • Celebrate player, coach, and volunteer achievements through regular stories and features including videos. • Position key staff as spokespeople on player development, pathways, and female participation.			2026 2026-2027 2027 2027
				2026-2028 2027
2. Promote Core Values and Community Impact	• Showcase stories of community impact from players, coaches, and volunteers. • Run awareness campaigns focused on respect, collaboration, integrity and enjoyment in football. • Implement a “Respect” campaign • Develop workshops or resources to help clubs and their members champion these values locally.			2026-2028 2027 2026 2027-2028
3. Develop and Empower Volunteers	• Ensure our football vision and strategy is clearly communicated to our clubs • Ensure all MWFA clubs have as a minimum completed the 1 star Club Changer program. • Deliver volunteer development programs, including mentoring and leadership workshops. • Enhance our presence at clubs through regular in-person engagement, attendance at coach and manager meetings and ensuring we are visible, accessible and connected beyond Cromer Park. • Provide recognition programs for outstanding volunteer contributions. • Offer resources and toolkits to make volunteer roles easier and more effective. • Promote pathways for volunteers to grow into coaching, refereeing, or governance roles. • Collect feedback from volunteers to understand barriers and opportunities for improvement.			2026 2027 2028 2026-2028 2027 2027 2027-2028 2026



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