



# THE NEXT PLAY

2026-2032 STRATEGIC PLAN



PURPOSE

VISION

VALUES

STRATEGIC PILLARS

Uniting communities through safe, social and meaningful Touch Football experiences

A game that moves the nation – dynamic, inclusive and growing with every play

UNITED

INTEGRITY

EXCELLENCE

INCLUSIVE

## GROW TOUCH

***Empower everyone to participate in Touch Football, regardless of age, ability, or background***

*We will do this by...*

1. Investing in growth of participation, incl. retention of existing participants
2. Partnering with schools, universities and other external providers to increase participation opportunities
3. Aligning the membership model and participation offering with modern requirements

## SHOWCASE TOUCH

***Build a recognisable and commercially attractive brand for Touch Football***

*We will do this by...*

1. Growing the brand of Touch Football to engage prospective participants & fans
2. Building a connected digital ecosystem to engage with participants and fans
3. Unlocking commercial revenue through innovation

## REPRESENT TOUCH

***Inspire excellence through a world-leading elite system***

*We will do this by...*

1. Establishing Olympic-caliber high performance structures
2. Articulating the talent pathway (referees, coaches, participants) from grassroots to elite
3. Supporting the growth & development of Touch Football internationally

## NURTURE TOUCH

***Secure a sustainable future of Touch Football***

*We will do this by...*

1. Strengthening & uplifting governance of Touch Football to be best practice amongst all sports
2. Uplift community capability
3. Strengthen affiliate/association resilience

*\*Participation / participant refers to players, referees, coaches, selectors, volunteers and administrators*