



WALKING FOOTBALL

STRATEGIC PLAN 2025-2027

Vision

To make Western Australia the national leader in Walking Football — where every individual and community has access to fun, inclusive, and sustainable opportunities to play, connect, and thrive through the game.

Purpose

To champion Walking Football as a lifelong, low-impact version of the game that promotes health, social connection, and community wellbeing across all ages and abilities.

Strategic Objectives

1. Participation & Access Grow the game across WA with flexible and inclusive opportunities for all.	2. Visibility & Advocacy Build the profile of Walking Football as a recognised, respected, and valued part of the football family.	3. System Leadership & Governance Provide coordination, guidance, and structure to enable sustainable growth.	4. Development Build strong foundations, pathways, and opportunities for players and hubs to thrive.	5. Events & Competitions Create unifying and aspirational experiences for players across WA.	6. Infrastructure & Scheduling Maximise access to suitable venues, especially during low-demand times.
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Priorities

Establish flexible Walking Football hubs in metro and major regional area Ensure a mix of social and competitive formats	Marketing and communications campaigns with digital content and storytelling Feature WF at select Football West events Advocacy for health and social outcomes funding	Establish Advisory Group Integrate into Football West planning Central online platform for resources and events Consistent rules framework with local flexibility	Starter kits and templates for new hubs Clear participation and competition pathway Facilitator and referee training Flexible registration and participation models	Annual WA Festival and national/international bids Local competitions for different demographics Events for social and competitive interests	Partner with LGAs for underused spaces Include in facility planning Showcase events at Sam Kerr Football Centre
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Measures of Success

Walking Football is played in hubs across metro and regional WA, with strong and diverse weekly participation.	Walking Football is widely recognised and valued as a contributor to health, connection, and active ageing.	Walking Football is guided by a clear framework and strong coordination that gives hubs confidence to grow sustainably.	Facilitators, referees, and hubs are well-supported, ensuring participants enjoy consistent, high-quality experiences.	Walking Football competitions and festivals unite players across WA and deliver memorable, community-building experiences.	Walking Football has reliable access to affordable, well-suited venues that make daytime and off-peak play easy to deliver.
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