



KARRATHA SOCCER ASSOCIATION INC. STRATEGIC PLAN 2026-2028

OCTOBER 2026

Vision	<i>To create a thriving, inclusive, and sustainable football community in Karratha and the North West region—developing players, coaches, and opportunities for all ages, genders, and backgrounds.</i>			
Mission	<i>To promote participation, foster talent, and strengthen community connections through football while providing pathways for players, coaches, and referees to reach their full potential</i>			
	COMPETITION GROWTH & EVENTS	DEVELOPMENT & PERFORMANCE	MARKETING & PROMOTION	GOVERNANCE & SUSTAINABILITY
OBJECTIVES	Grow the Association by providing and promoting more opportunities to play Football in the Pilbara at all levels & locations.	Build strong development pathways and improve the quality of local football through structured programs and regular competition.	Promote soccer to become the sport of choice in Karratha	Manage and govern the Association to ensure it can operate now and into the future.
STRATEGIES	● Goal: Increase participation and raise Karratha's football profile through quality competitions and events ● Host the annual Karratha/KSA Tournament (from 2026) featuring U9 to Adult and Girls divisions. ● Enhance the local league structure and introduce an All-Inclusive League for social and mixed-ability teams. ● Collaborate with the City of Karratha to improve field access, lighting, and facilities. ● KPIs: Annual tournament with 40+ teams by 2028, 20% increase in female participation by 2027, inclusive league by 2027.	● Provide coaching, umpiring and training opportunities to our members through utilising grants and Football West by bringing experienced players, coaches and umpires from Perth to Karratha. ● Financially support association members that are selected for state and national teams through sponsorship and fundraising events ● Establish KSA Development Squads (U9–U17 & Senior) competing in weekly competitions with structured training programs. ● Implement the KSA Player Pathway Framework (2026) to guide progression from MiniRoos to Senior level. ● Introduce data-driven performance tracking tools and regular player assessments. ● KPIs: Development Squads established by 2026, 30% of players advancing by 2028, 10 new accredited coaches per year.	● Utilise a variety of local & state media sources to promote the Association within the local and wider community ● Attend the State Country Week Championships every year ● Promote Association and sponsors through signage and promotion ● Launch KSA website and social media strategy to promote fixtures, updates, and achievements. ● Publish monthly newsletters and feature player and volunteer recognition. ● Establish annual KSA Awards Night to celebrate success. ● KPIs: 50% increase in social media engagement by 2027, monthly communications, and annual awards event.	● Ensure the health, safety and wellbeing of all association members ● Operate in accordance with the requirements of governing bodies ● Build relationships with industry and other sporting organisations ● Update KSA constitution, governance, and policies. ● Develop sponsorship packages and transparent financial systems. ● Strengthen partnerships with Football West, local schools, and councils. ● KPIs: Balanced annual budget, 10% annual revenue growth, 5 major sponsors by 2028
FINANCIAL	All objectives to be funded by Karratha Soccer Association Inc.			
EVALUATION & REVIEW	Annual review of strategic goals by the KSA Committee and Football West, with adjustments based on participation data and feedback. A comprehensive three-year review will guide the next cycle in 2028.			



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SUMMARY

Through structured development programs, inclusive leagues, and a commitment to community engagement, KSA will continue to build a strong, united, and thriving football community representing the heart of the Pilbara region.