



Preston Bullants Junior Football Club Strategic Plan 2026-2028





The Preston Bullants Junior Football club operates, trains and plays on the lands of the Wurundjeri Woi Wurrung people of the Kulin Nation, whose sovereignty was never ceded.

We acknowledge their enduring connection to Country, culture and community, and pay our respects to Elders past and present.

We recognise the vital contribution of First Nations peoples and cultures to our game, our community and our club, and are committed to ensuring the football club remains a safe, welcoming and inclusive place for all First Nations people.

PBJFC U13 White proudly wear the Bullants Indigenous Jersey during the Welcome to Country and Smoking Ceremony during Sir Doug Nicholls Round in 2023. The jersey was designed by designed by Marley Stewart, a proud Gunditjmara and Taungurung youth and 2025 U16 Vice Captain

Cover Photo: Season 2025 U11 Bullants White gather with their coaches at half-time during their first final. Source: [Krish Productions](#)

About our club

The Preston Bullants Junior Football Club (PBJFC) was born in August 2000 and joined the Yarra Junior Football League the following year with just two teams — Under 11s and Under 13s. While wins were rare in that first season, the experience laid the foundations for a strong, community-focused club built on learning, resilience and respect. The very next year, both teams fielded won premierships — the beginning of a proud Bullants tradition.

From those early days of 25 players and weekend Auskick sessions, the club has grown to more than 300 players across 14 teams — including our Under 14 Girls side in 2025 and growing number of female players coming through Auskick.

Our players come from more than 40 local schools across Darebin and beyond. We are proud to represent such a diverse and vibrant community, with families from a wide range of cultural backgrounds.



Over the years, the Bullants have celebrated numerous premierships and individual achievements, with players going on to represent the Yarra Junior Football League Interleague squads, Northern Knights (U18 Talent League), the Preston Bullants Amateur Football Club and VFL all the way through to the highest levels of football in the AFL.

Yet our greatest success remains our culture — a safe, inclusive and welcoming club that develops great players and great people, united by pride in being part of the Preston Bullants family.

Club Song

(to the tune of the Hawthorn Football Club Song)

We're the MIGHTY PRESTON BULLANTS

We're the team in RED and WHITE

We play this game and we love to win

That's what our spirit's all about "AT PRESTON"

We're the team that can't be beaten

As we rise to win the flag

All for one and one for all

We're the MIGHTY BULLANTS

BULLANTS for now and ever more "GO BULLANTS"

Our values

ENCOURAGEMENT

- Always remain positive
- Look for and encourage the best in others
- Build each other up as people
- Promote leadership and personal development
- Learn from mistakes
- Celebrate team success
- Encourage effort and hard-work as much as results



ENJOYMENT

- Always play and train for fun
- Look out for each other
- Don't take yourself too seriously
- Accept and appreciate different people at the club
- Use humour frequently but sensitively
- Keep footy in perspective
- Always remain positive

INTEGRITY

- Honesty with self and others
- Let your actions speak louder than your words
- Protect the wellbeing of others
- Treat all people with dignity
- Do what you say you are going to do

EXCELLENCE

- Be the best you can be
- Excellence in all things on and off the field
- Take pride in yourself and the club
- Always give your best effort

RESPECT

- Treat all people as you would like to be treated
- Make sure your language is positive and respectful
- Treat umpires and opposition players with respect
- Respect our facilities and take pride in the Club
- Adhere to the core values of the Club
- Speak respectfully about the club in the wider community
- Represent the club proudly when you are out in the community





Our Vision

We are a safe and welcoming Club for all children and their families to develop their football skills, love for the game and connection with the local community.

About this plan

How this plan was developed

This three-year plan was developed collaboratively to reflect the shared priorities of the Preston Bullants community. It builds on the 2023–2025 plan and was informed by feedback from parents and carers through the 2025 Member Survey, which highlighted what’s working well and where we can improve. The Committee of Management then came together for a facilitated planning session to review the results, celebrate progress and set clear, achievable priorities for the years ahead.



U16 Team celebrating a win in 2025. Image source: Sheri Burmeister

Implementing and Governing Our Plan

Over the next three years, we will focus on four key goals that strengthen our foundations, celebrate our diversity, invest in our future, and grow great players and great people. This plan will guide how we make decisions, communicate and measure our progress. The Committee of Management will meet monthly to manage the day-to-day operations of the club, from finance and facilities to game-day logistics and member experience, ensuring our work stays aligned with our values and goals.

Every quarter, the Committee will step back from operations to review progress on the strategy. These check-ins will track what’s been achieved, identify what needs attention, and share progress and highlights with members through our quarterly newsletter.

Each year we’ll invite members to take part in our annual survey to share their views and ideas. The results will help shape future priorities and ensure our plan continues to reflect what matters most to our players, families and volunteers.

Progress against our actions and the measures of success will be reported each year through our Annual Report and discussed at the AGM, providing transparency and accountability to all members. Throughout the season we’ll keep communication open, sharing updates, stories and opportunities to get involved, so our community stays connected and proud to be part of the Preston Bullants.

Our Strategic Goals 2025–2028

1. Strengthen our foundations

We will strengthen the way our club is run - ensuring our governance, communication and decision-making reflect our values and constitution. We'll be transparent, accountable and organised, creating a club that members are proud to belong to and represent.

Measuring success

Review of constitution and policies completed.

Clear committee roles and succession plans in place.

Website updated and quarterly newsletter delivered.

Our annual survey shows increased satisfaction and trust

Improved volunteer retention and engagement.

Year 1 - 2026	Year 2 - 2027	Year 3 - 2028
<ul style="list-style-type: none"> Continue the day-to-day operations that keep the club running smoothly — registrations, coach and team selection, uniforms and merchandise, canteen, facilities and all game day activities. Recruit volunteer coordinators to improve operation of: canteen, events, grants, awards, social media and communication. Maintain and promote Child Safe Accreditation. Refresh the website. Refresh the social calendar. Introduce a short quarterly update for members highlighting progress, key decisions and successes Hold an annual planning and review process. 	<ul style="list-style-type: none"> Review and update the club's constitution, policies and position descriptions to reflect our values and current practice. Review and refine key operational processes to improve efficiency, member and volunteer experience (e.g. streamline registration and communication systems, improve uniform ordering and merchandising). Develop a clear onboarding pack for new committee members and volunteers. 	<ul style="list-style-type: none"> Embed annual review cycle and handover process. Develop succession plans for key committee and coaching roles. Document and embed consistent annual operating systems and checklists to support smooth handovers and future sustainability,

2. Champion inclusion and diversity

We will continue to build a club where everyone feels welcome, safe and valued. We'll actively grow gender and cultural diversity across our players, coaches, volunteers and committee, and create genuine opportunities for participation and leadership for all.

Measuring success

Increase in female participation across all roles (min 25%).

Grow the number of girls teams each year.

All volunteers trained in inclusion and diversity.

Increase diversity in club membership across players, coaches, volunteers.

Social event attendance and engagement grow annually.

Year 1 - 2026

- Implement our Women and Girls Football Strategy
- Maintain our commitment to the YJFL Women & Girls Charter
- Celebrate the annual inclusion themed rounds (e.g. Sir Douglas Nicholls Round, Pride Round).
- Review language, imagery and signage to ensure the club's spaces feel welcoming to everyone.

Year 2 - 2027

- Implement our Women and Girls Football Strategy
- Develop an overarching Inclusion & Diversity Framework that sets shared principles and actions across our work around gender, First Nations cultural diversity, LGBTIQ+ and disability.
- Actively recruit more women and people from diverse backgrounds into committee and coaching roles
- Undertake a diversity audit of the club (to set a benchmark)

Year 3 - 2028

- Implement our Women and Girls Football Strategy
- Provide short inclusion training for all volunteers and coaches.
- Establish pathways and mentoring for women and culturally diverse leaders.
- Co-design social calendar that reflects whole-club interests.

3. Invest in our future

We will set the club up for long-term success by improving our facilities, strengthening partnerships, and deepening our connections with the local community. We'll plan and invest wisely so that the Bullants continue to thrive for generations to come.

Measuring success

HP Zwar Masterplan endorsed and funding pipeline active.

Sponsorship and partnership value increases.

Darebin City Council actively involved in supporting our club.

Strong engagement in campaign metrics.

Preston Bullants is recognised as a destination club.

Year 1 - 2026	Year 2 - 2027	Year 3 - 2028
<ul style="list-style-type: none"> Strengthen sponsorship relationships through clear packages and recognition. Build stronger links with Darebin City Council and Preston Sharks Cricket Club. Improve canteen offerings and club presentation to strengthen pride and belonging. Strengthen our ties with Auskick to grow the pipeline of footballers. 	<ul style="list-style-type: none"> Develop and launch a "Football for Life" or "Proud to be Preston" campaign to strengthen our identity, celebrate pathways beyond junior football, and build stronger links with the YJFL Interleague and Preston Amateurs. Develop a Masterplan for our club rooms and facilities at HP Zwar Reserve (with short- and long-term priorities) in partnership with Darebin City Council and Preston Sharks Cricket Club. 	<ul style="list-style-type: none"> Develop and launch a campaign to secure funding for the Masterplan Develop an operational sustainability plan Build reputation as a destination club and community partner

4. Develop great players and great people

We will provide a positive environment where every player can learn, grow and lead — on and off the field. We'll focus on skill development, teamwork, respect and community spirit, helping our young people become confident players and active community members.

Measuring
success

Positive player &
parent feedback on
development

Visible leadership
growth among players

Improved retention
and progression across
teams

Coaching consistency
and satisfaction
improve

Year 1 - 2026	Year 2 - 2027	Year 3 - 2028
<ul style="list-style-type: none"> • Deliver preseason coach & team manager induction. • Review process for grading players (from U13) and communicate pathways for player development to parents and players. • Celebrate sportsmanship & effort at presentation day (as well as performance). • Review and reinforce our Code of Conduct across all roles. • Continue to offer wellbeing / resilience sessions for players. 	<ul style="list-style-type: none"> • Review and improve the support and development for coaches (training, mentorship, consistent expectations). • Introduce Preston Bullants Leadership or mentoring program. 	<ul style="list-style-type: none"> • Integrate community service or volunteering into player program. • Expand pathways and development links with Amateurs.



#Proud
to be
Preston



Preston Bullants Junior
Football Club

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