



STAKEHOLDER ENGAGEMENT AND COMMUNICATIONS MATRIX



ANU Women's Football Club Stakeholder Engagement and Communications Matrix

Endorsed September 2026

Purpose

This matrix supports the ANUWFC Marketing, Communications and Stakeholder Engagement Strategy. It identifies ANUWFC's key audiences and stakeholders, why they matter, what we need to communicate with them about, the most appropriate communication channels, how often engagement should occur and who is responsible.

The matrix is intended to be a practical, light-touch tool that helps ANUWFC communicate consistently without creating unnecessary administrative burden for volunteers.

It should be reviewed annually and updated when key relationships, contacts or communication needs change.

Stakeholder / audience	Why they matter	Key communication objectives	Key messages / information	Channels	Frequency	Lead	Success indicator
Current players	Core members and primary beneficiaries of the club	Keep players informed, connected, safe and engaged	Registration, training, fixtures, events, wellbeing, safeguarding, development opportunities, financial support, club decisions	Email, website, team channels, social media	Ongoing; more frequent during season	Communications portfolio + relevant Committee leads	Players report they receive the information they need
Coaches	Deliver the football experience and strongly influence player development and wellbeing	Ensure coaches understand football, safeguarding, welfare and club expectations	Season information, coach education, player wellbeing, safeguarding, club values, policies, development opportunities	Email, coach group/channel, meetings, website	Preseason + regular in-season updates	Coaching portfolio / Technical Director	Coaches receive annual induction and timely operational information

Stakeholder / audience	Why they matter	Key communication objectives	Key messages / information	Channels	Frequency	Lead	Success indicator
Team managers / officials	Support day-to-day team operations and communication	Provide clear administrative and welfare guidance	Match administration, team communications, reporting pathways, club expectations, key deadlines	Email, team-manager channel, website	Preseason + as required	Registrar / relevant Committee lead	Fewer recurring administrative issues; managers know where to find information
Committee members	Responsible for governance and strategic delivery	Maintain shared understanding of priorities, responsibilities and decisions	Strategic priorities, risks, events, policies, stakeholder matters, Club Changer, financial and operational issues	Committee meetings, email, shared digital workspace	Monthly / as required	President / Secretary	Actions and responsibilities are clear and recorded
Volunteers	Essential to club sustainability	Recruit, support, recognise and retain volunteers	Opportunities, role expectations, support, recognition, events, development	Email, social media, website, direct contact	As required; key recruitment periods preseason/off-season	Relevant portfolio leads	Required volunteer roles filled; positive volunteer feedback

Stakeholder / audience	Why they matter	Key communication objectives	Key messages / information	Channels	Frequency	Lead	Success indicator
Prospective players	Needed when specific team vacancies exist	Promote ANUWFC selectively rather than pursue unrestricted growth	Club identity, inclusion, playing opportunities, vacancies, trials, registration	Website, social media, direct enquiries	Preseason / when vacancies arise	Communications + Registrar / football leads	Appropriate vacancies filled without exceeding sustainable club capacity
Prospective coaches	Critical to football quality and competitiveness	Attract suitable coaches and communicate development opportunities	Coaching vacancies, club culture, expectations, support, qualifications, development	Website, social media, Capital Football channels, direct networks	Off-season / preseason	Coaching portfolio	Coaching vacancies filled before season commencement
Former players / alumni	Important to club history, community, mentoring and future support	Maintain connection and create opportunities for involvement	Events, mentoring, volunteering, club milestones, history, sponsorship/support opportunities	Email where available, social media, website	Occasional	Communications / relevant portfolio	Alumni participate in events, mentoring or other club initiatives

Stakeholder / audience	Why they matter	Key communication objectives	Key messages / information	Channels	Frequency	Lead	Success indicator
ANU Sport	Key stakeholder for affiliation, facilities and club operations	Maintain a constructive relationship and advocate for member needs	Facilities, field access, affiliation, safety, inclusion, sustainability, operational issues	Meetings, email, direct contact	Ongoing operational contact + at least one strategic discussion annually	President / nominated Committee representative	Issues raised constructively; productive annual engagement
Capital Football	Competition administrator, Member Federation and key club-development stakeholder	Maintain effective operational relationship and contribute to ACT football development	Competitions, rules, registrations, safeguarding, Club Changer, development, women's football, advocacy issues	Email, meetings, consultations, workshops, formal correspondence	Ongoing	President / Registrar / relevant portfolio	Effective competition administration; participation in relevant consultations and Club Changer

Stakeholder / audience	Why they matter	Key communication objectives	Key messages / information	Channels	Frequency	Lead	Success indicator
Football Australia	Sets national football frameworks and provides Club Changer and development resources	Remain aligned with relevant national priorities and requirements	Club Changer, safeguarding, Member Protection, coaching, participation and national initiatives	Club Changer platform, website resources, email, programs	As required	Relevant Committee lead	Club maintains appropriate alignment and progresses Club Changer
Sponsors and commercial partners	Support financial sustainability and member benefits	Deliver agreed benefits, demonstrate value and strengthen relationships	Partnership benefits, club activities, member reach, events, impact, renewal opportunities	Direct email/contact, meetings, social media, website, events	Regular throughout agreement; renewal discussion before expiry	Sponsorship portfolio	Sponsor commitments delivered; positive feedback and renewal where appropriate
Potential sponsors	May support club sustainability and future initiatives	Build relationships with values-aligned organisations	Club purpose, audience, impact, partnership opportunities, benefits	Direct approaches, sponsorship proposal,	As opportunities arise	Sponsorship portfolio	Appropriate new partnerships secured where required

Stakeholder / audience	Why they matter	Key communication objectives	Key messages / information	Channels	Frequency	Lead	Success indicator
				meetings, networking			
Community partners	Can support wellbeing, inclusion, development and club initiatives	Develop mutually beneficial relationships around shared priorities	Community programs, inclusion, wellbeing, mentoring, events, professional pathways	Direct contact, meetings, events, social media	As required	Relevant Committee portfolio	Partnerships deliver clear member or community benefit
Other football clubs	Important for competition, collaboration and broader football culture	Maintain respectful relationships and collaborate where appropriate	Fixtures, events, inclusion initiatives, Women in Football activities, shared advocacy	Email, direct contact, meetings, social media	As required	Relevant Committee representative	Positive relationships and successful collaboration

Stakeholder / audience	Why they matter	Key communication objectives	Key messages / information	Channels	Frequency	Lead	Success indicator
ACT Government / public agencies	Potential funders and decision-makers affecting sport, facilities and participation	Advocate for women and gender-diverse people in sport and access relevant programs	Grants, participation, inclusion, facilities, women in sport, community outcomes	Grant submissions, email, meetings, consultations	As opportunities arise	President / Grants or relevant portfolio	Relevant grants and consultation opportunities pursued
ANU / university stakeholders	ANUWFC has a longstanding university relationship and may access relevant support or communities	Strengthen connection where mutually beneficial	Student participation, university sport, events, pathways, community engagement	Email, meetings, university channels	As required	President / relevant Committee portfolio	Constructive relationships maintained

Stakeholder / audience	Why they matter	Key communication objectives	Key messages / information	Channels	Frequency	Lead	Success indicator
Media / community media	Can amplify club achievements and advocacy	Build positive awareness of ANUWFC and women's football	Major events, milestones, player/club achievements, community initiatives, advocacy where appropriate	Media releases, email pitches, interviews, website/social media	Selectively, when genuinely newsworthy	Communications lead / President	Appropriate positive coverage achieved
Supporters / families / friends	Contribute to club community and event participation	Help them understand club culture and opportunities to support players and activities	Events, matches, club values, fundraising, supporter behaviour	Social media, website, events	Ongoing	Communications portfolio	Positive supporter engagement
Health and wellbeing partners	Support injury prevention, recovery and player wellbeing	Maintain useful member support pathways	Injury services, wellbeing resources, clinics, referrals, member benefits	Direct contact, website, email,	Regular during partnership	Player Welfare / Sponsorship / relevant lead	Members know how to access available services

Stakeholder / audience	Why they matter	Key communication objectives	Key messages / information	Channels	Frequency	Lead	Success indicator
				social media			
Members experiencing welfare or safeguarding concerns	Require clear, safe and confidential communication	Ensure people know how to seek help and understand next steps	Safeguarding contacts, reporting options, welfare pathways, confidentiality, external support	Direct confidential contact, website, Safeguarding and Reporting Guide	Whenever required + periodic awareness reminders	Player Welfare Officer / MPIO / Safeguarding contact	Members know where to report concerns and feel safe doing so

Communication Principles

Across all stakeholder groups, ANUWFC will aim for communication that is:

- **Clear:** people can understand what they need to know and what action is required.
- **Inclusive:** language and imagery reflect the diversity of the ANUWFC community.
- **Timely:** important information is provided with reasonable notice wherever possible.
- **Purposeful:** we communicate because there is something useful to say, not simply to generate content.
- **Respectful:** even where ANUWFC is advocating strongly or disagreeing with a stakeholder.
- **Accessible:** key information can be found without relying solely on social media or informal networks.
- **Proportionate:** the level of communication and engagement reflects the importance of the stakeholder and the issue.

Stakeholder Priority Guide

To keep engagement manageable, ANUWFC will broadly prioritise stakeholders as follows:

High priority – engage regularly

- Current players
- Coaches and team officials
- Committee members
- ANU Sport
- Capital Football
- Sponsors and key partners

These stakeholders have a direct and ongoing impact on ANUWFC's ability to operate and provide a positive football experience.

Medium priority – maintain relationships and engage when relevant

- Volunteers
- Football Australia
- Community partners
- ANU stakeholders
- Other football clubs
- Health and wellbeing partners
- Alumni

Opportunity-based engagement

- ACT Government and public agencies
- Potential sponsors
- Media
- broader community stakeholders

Engagement with these groups should occur where there is a clear purpose or opportunity.

Communications Channel Guide

To avoid unnecessary duplication, ANUWFC will use channels according to their primary purpose. Different channels will be used to reinforce messaging as needed.

Channel	Primary use
Website	Permanent or enduring information, policies, registration, wellbeing, sponsors, events and public information
Email	Important whole-of-club information, deadlines, notices and opportunities
Team channels	Training, matches and operational team communication

Social media	Engagement, storytelling, achievements, events, sponsors and selected recruitment
Direct contact	Sensitive matters, relationship management and individual issues
Meetings	Strategic stakeholder engagement, governance and issues requiring discussion
Formal correspondence	Advocacy, significant requests and matters requiring an organisational record

Important operational, welfare or safeguarding information should not be communicated only through social media.

Annual engagement cycle

Preseason

Priority engagement:

- players
- coaches
- prospective coaches
- prospective players where vacancies exist
- Capital Football
- ANU Sport
- sponsors.

Key communications:

- registration
- trials
- coaching
- club expectations
- safeguarding

- wellbeing
- financial support
- sponsorship
- season information.

During the season

Priority engagement:

- players
- coaches and managers
- Capital Football
- sponsors
- wellbeing partners
- supporters.

Key communications:

- matches and club activities
- player development
- events
- safety and wellbeing
- achievements
- sponsors
- opportunities.

End of season

Priority engagement:

- players
- volunteers
- coaches
- sponsors
- alumni.

Key communications:

- recognition
- presentation events
- player feedback
- volunteer appreciation
- sponsor acknowledgement
- retention
- opportunities for future involvement.

Off-season**Priority engagement:**

- Committee
- ANU Sport
- Capital Football
- coaches
- sponsors
- government and grant bodies where relevant.

Key communications:

- strategic planning
- AGM and governance
- coaching recruitment
- stakeholder advocacy
- sponsorship
- Club Changer
- grants
- planning for the following season.

Monitoring and review

The matrix will be reviewed at least annually by the ANUWFC Committee or relevant communications portfolio. The review should be simple and consider:

- Are our key stakeholders still correct?
- Have key contacts changed?
- Are we communicating through the right channels?
- Are members receiving the information they need?
- Are sponsor commitments being delivered?
- Are there stakeholder relationships that require more attention?
- Are we communicating inclusively and consistently?
- Are any channels creating work without delivering enough value?

To inform improvements, ANUWFC may use:

- Player Experience Survey results
- sponsor feedback
- website and social media analytics where useful
- stakeholder feedback
- volunteer feedback
- outcomes from stakeholder engagement

The purpose of monitoring is to improve communication and relationships, not to create extensive reporting requirements for volunteers.

Version control

Version 1.0 drafted August 2026.