

KENSINGTON EAGLES

FUTSAL CLUB



VISION 2030

2026-2030 Strategic Vision

Building Victoria's next generation of elite futsal players, teams and community.

www.kensingtonfutsalclub.com

1. Our Vision

By 2030, Kensington Eagles Futsal Club aims to become one of Victoria's leading futsal clubs - recognised for elite performance, player development, inclusive pathways and a strong club culture that develops players from junior level through to senior elite competition.

Our ambition is not simply to field successful teams. It is to build a complete futsal club with clear pathways for boys, girls, men and women, creating an environment where talented players can develop, compete and represent Kensington Eagles at the highest level available in Victoria and across Australia.

2. Where We Are Today

Kensington Eagles enters this strategic period from a position of ambition and momentum. Today, the club competes in the Men's Series Futsal Victoria Championship, representing the elite senior men's level of our current club structure.

Our immediate focus is to continue building a highly competitive men's program capable of challenging the strongest futsal clubs in Victoria, while establishing professional standards and a strong identity both on and off the court.

We recognise that long-term success requires more than one senior team. The next chapter of Kensington Eagles is about expanding from an elite senior men's side into a complete futsal club with sustainable development pathways for future generations.

3. Our Purpose

Kensington Eagles exists to create an elite futsal environment where players are challenged to become the best version of themselves through quality coaching, competitive opportunities, strong values and a genuine sense of belonging.

Every player wearing the Kensington badge should understand that they are representing something bigger than a team - a club built on excellence, respect, discipline, opportunity and continuous improvement.

4. Vision 2030 Club Structure

Our long-term objective is to establish four connected pillars that form one complete Kensington Eagles pathway:

Program	2030 Role
Elite Men's	Flagship senior high-performance program competing at the highest level possible.
Elite Women's	A genuine elite pathway for female players with quality coaching and competitive opportunity.
Youth Academy	Structured development for talented teenagers transitioning toward senior elite futsal.
Junior Development	A grassroots entry point for boys and girls, focused on technical development and enjoyment.

5. Strategic Pillars

Elite Performance

Build senior men's and women's teams capable of competing consistently against Victoria's and Australia's strongest futsal clubs. Success will be measured not only by league position, but by the quality of our futsal, professionalism and sustainable competitiveness.

Player Development Pathway

Create a genuine pathway from junior futsal through youth development and into elite senior competition. Young players should be able to join Kensington Eagles knowing there is a clear long-term opportunity to progress within one club.

Women's Futsal Growth

Establish an elite women's program as a core part of Kensington Eagles. We want to contribute to the growth of women's futsal in Victoria by providing quality coaching, competitive opportunities and access to elite development.

Community and Club Culture

Develop a club that players, families, coaches and supporters are proud to belong to. A strong culture built around respect, accountability, ambition and belonging will connect every age group and team.

Sustainable Club Growth

Grow responsibly through partnerships, sponsorship, qualified coaches, strong governance and modern digital infrastructure. The club must remain financially and operationally sustainable as participation grows.

6. The Roadmap to 2030

2026 - Build the Foundation

Strengthen the current elite men's Championship program, formalise club operations, build the Kensington Eagles identity and establish the standards that every future team will represent.

2027 - Introduce Youth Development

Begin structured youth squads and academy programs designed to develop technically and tactically strong young players into future senior players.

2028 - Establish Women's Futsal

Launch the Kensington Eagles women's program with the objective of building an elite squad capable of progressing through Victoria's leading women's futsal pathways.

2029 - Expand Junior Participation

Operate multiple junior teams across boys' and girls' age groups, creating a complete development pipeline and a sustainable base for future youth and senior teams.

2030 - One Complete Club

Kensington Eagles becomes a recognised Victorian futsal organisation offering pathways from junior participation through youth development into elite men's and women's senior competition.

7. What Success Looks Like in 2030

Elite Men's: A sustainable senior men's program consistently competing at Victoria's and Australia's highest achievable level.

Elite Women's: A fully established women's high-performance program with genuine opportunity and a strong competitive identity.

Youth Academy: A recognised development program producing talented young players capable of progressing into senior futsal.

Junior Pathway: Multiple boys' and girls' teams providing an accessible entry point into the Kensington Eagles pathway.

Coaching: A network of quality coaches delivering a consistent club philosophy and development methodology.

Community: Strong relationships with local schools, families, community organisations, sponsors and partners.

Brand and Digital: A professional, recognisable futsal brand with a strong digital presence and engaged supporter community.

Sustainable Organisation: Strong governance, commercial partnerships and operational structures capable of supporting continued growth beyond 2030.

8. Our Commitment

Every decision made between now and 2030 should support one objective: building a club that creates opportunities for players at every stage of their futsal journey.

We will remain ambitious in our pursuit of elite success while never losing sight of development, community and culture. Kensington Eagles will strive to become a destination club where talented players want to play, coaches want to coach and families want to belong.

Vision 2030 is not simply about winning championships. It is about building a lasting legacy for futsal in Kensington and creating pathways that inspire the next generation of Victorian futsal players.

9. Strategic Vision Statement

By 2030, Kensington Eagles Futsal Club will be a leading Victorian futsal club with elite men's and women's teams, a thriving youth academy and junior development programs, providing a complete pathway for players to develop from grassroots participation to the highest levels of futsal through excellence, opportunity and community.

10. 2030 Strategic Objectives

Strategic Area	2030 Objective
Elite Men's	Compete consistently at Victoria's and Australia's highest achievable senior level.
Elite Women's	Establish and sustain an elite women's program.
Youth	Create structured academy and youth development squads.
Juniors	Operate multiple boys' and girls' junior teams across age groups.
Coaching	Develop quality coaches with a consistent Kensington Eagles playing philosophy.
Community	Build strong local partnerships with schools, community organisations and sponsors.
Digital and Brand	Develop one of Victoria's most recognisable and professional futsal club brands.
Sustainability	Maintain strong governance and commercial foundations that support growth beyond 2030.

ONE CLUB. ONE PATHWAY. VISION 2030.

