

THE BLACKS



A.U.F.C.

STRATEGIC PLAN

2023 - 2027

Our Vision is to always be the World's Greatest Australian Rules Football Club

We exist to win flags, develop great people and enjoy the journey

We play for the love of the game and we value excellence, inclusiveness and tradition

To achieve this, we will...

<i>Win flags</i>	<i>Develop great people and enjoy the journey</i>	<i>Grow our resources through enhanced stakeholder relationships</i>	<i>Set ourselves up for success</i>
<p>Generate a high performing football culture</p> <p>Provide great support services to our players</p> <p>Recruit and retain high quality players</p> <p>Enable sustainable Participation Pathways</p>	<p>Develop our people to reach their potential</p> <p>Engage our people with the world's greatest social events</p> <p>Enhance and nurture our culture and our people</p>	<p>Develop a Stakeholder Engagement Plan</p> <p>Engage and Grow our Membership</p> <p>Increase the value of our sponsorship portfolio</p> <p>Generate meaningful fundraising campaigns for specific purposes</p>	<p>Build the club from a foundation of strong governance</p> <p>Support the professional administration of our club</p> <p>Engage and support our volunteers</p> <p>Develop and implement first class Financial Management practices</p> <p>Celebrate and enhance our Infrastructure and Facilities</p>

We will measure our success in Flags club wide and on the standing of our Men's and Women's A-Grade