

**STRONGER
TOGETHER**

BRIAN FAEHSE STAND



WEST ADELAIDE FOOTBALL CLUB

STRATEGIC PLAN

2022-2026



OUR PURPOSE

UNITED IN OUR PURSUIT OF PREMIERSHIP SUCCESS

OUR VISION

TO BE RECOGNISED AS SOUTH AUSTRALIA'S PREMIER LOCAL FOOTBALL CLUB

OUR PROMISE

TO PROVIDE OUR MEMBERS AND OUR COMMUNITY WITH MEMORABLE EXPERIENCES
WHILE OFFERING FIRST CLASS FACILITIES AND SERVICES

VALUES



KEY OUTCOME

FANATICAL ADHERENCE AT ALL TIMES TO OUR AGREED CLUB VALUES

KEY POINTS

WE CONSTANTLY CHECK THAT OUR BEHAVIOURS SUPPORT THESE CLUB VALUES:

- CLUB FIRST
- UNITY
- COMMITMENT
- RELENTLESSNESS
- CARE FOR COMMUNITY
- COURAGE

PRECINCT



KEY OUTCOME

BEST SUBURBAN FOOTBALL FACILITY IN ADELAIDE WITH EXCEPTIONAL PLAYING SERVICE & FACILITIES FOR PLAYERS, SPECTATORS, SUPPORTERS & COMMUNITY

KEY POINTS

- PROVISION OF SUFFICIENT RESOURCES TO ENSURE THE GROUND & PRECINCT IS PRESENTED TO THE HIGHEST STANDARD ALL YEAR ROUND.
- ENHANCE THE PRECINCT IN LINE WITH APPROVED CONCEPT PLANS & WORK WITH OTHER MAJOR STAKEHOLDERS.
- WORK WITH FEDERAL, STATE & LOCAL GOVERNMENT TO FINALISE DESIGN, COSTING & APPROVALS FOR UPGRADE OF THE PRECINCT INCLUDING ENHANCED STAFF & PLAYER AMENITIES.

PRECINCT (CONT.)



KEY OUTCOME

“GREEN CLUB” INITIATIVE – WAFC IS COMMITTED TO BECOMING A “GREEN” ORGANISATION BY 2026

KEY POINTS

UNDERTAKE LOCAL INITIATIVES SUCH AS:

- SEPARATION OF WASTE FROM RECYCLABLES AND ORGANICS.
- CANTEEN/BAR AREA IS PLASTIC FREE & USES COMPOSTABLE CUTLERY.
- MATCH DAY PARTNERS & VENDORS ARE CERTIFIED SUSTAINABLE OR COMMITTED TO REDUCING WASTE.
- ASSET OPTIMISATION APPROACH IN CREATING REDUCTIONS IN ENERGY, WATER & COST EFFICIENCIES.

FOOTBALL



KEY OUTCOME

BE THE PREFERRED CLUB OF DESTINATION FOR PLAYERS, SUPPORTERS, AND THE COMMUNITY

KEY POINTS

- ENCOURAGE MEMBERS TO SUPPORT ALL WEST ADELAIDE TEAMS THROUGHOUT THE SEASON.
- DEVELOP A TASKFORCE TO ORGANISE AND PROMOTE FOOTBALL, EDUCATIONAL & SOCIAL EVENTS FOR PLAYERS AND MEMBERS.
- DEVELOP PROGRAMMES INTRODUCING JUNIORS (MALE & FEMALE) AND WOMEN TO FOOTBALL THROUGH LOCAL CLUBS, SCHOOLS & REGIONAL ZONES.
- ENHANCE OUR BRAND THROUGH THE SUCCESS OF TEAMS, INDIVIDUALS, AND HOSTING OF COMMUNITY-FOCUSSED EVENTS.

CULTURE



KEY OUTCOME

BE THE LEADING CLUB IN THE SANFL FOR EDUCATION, DEVELOPMENT AND CULTURAL PROGRESSIVENESS

KEY POINTS

- SUPPORT AND DEVELOP INITIATIVES TO GROW OUR CULTURAL LINKS AT WAFC WITH LAND, HERITAGE AND PEOPLE.
- DEVELOP A BROADER UNDERSTANDING OF WAFC USE OF KAURNA LAND AND HOW WE CAN CONTINUE TO RESPECT AND CONTINUE THE STORIES OF THE PEOPLE.
- CREATE A WELCOMING STRATEGY THAT ENGAGES WITH THE MULTICULTURAL GROUPS REPRESENTED WITHIN THE WAFC.
- SUPPORT AND ENHANCE OUR TOTAL ONE CLUB CULTURE BY ALWAYS BEHAVING IN ACCORDANCE WITH CLUB VALUES.



THE CLUB VENUE

KEY OUTCOME

THE LICENSED CLUB IS ALIVE, PROGRESSIVE AND VIBRANT, WITH BROAD PARTICIPATION OF MEMBERS AND COMMUNITY ACCESSING A WIDE RANGE OF FACILITIES UNDERPINNED BY OUTSTANDING SERVICE.

KEY POINTS

- REVIEW THE LICENSED CLUB AND HOSPITALITY FACILITIES, IDENTIFYING DEFICIENCIES AND OPPORTUNITIES FOR IMPROVEMENT.
- DEVELOP A BROADER DINING EXPERIENCE THAT BETTER CATERS FOR ALL PARTS OF THE MEMBERSHIP AND COMMUNITY WITH WIDER DINING HOURS AND A FOCUS ON FAMILY INVOLVEMENT.
- DEVELOP A MARKETING PLAN FOR EXTERNAL FUNCTIONS TO MAXIMISE PROFITABILITY WITH LEAST INCONVENIENCE TO THE MEMBERSHIP.

MEMBERSHIP & MEMBER SERVICES



KEY OUTCOME

TO ESTABLISH AN INCLUSIVE MEMBERSHIP STRUCTURE THAT IS FINANCIALLY VIABLE AND PROVIDES IMPROVED MEMBER ENJOYMENT

KEY POINTS

- INVESTIGATE NEW SERVICES, FACILITIES AND PARTNERSHIPS THAT WILL OFFER ADDED BENEFITS TO MEMBERS.
- FURTHER DEVELOP STRATEGIES TO ATTRACT AND FOSTER GROWTH IN THE WOMEN AND JUNIOR MEMBERSHIP BASES.
- CONSIDER STRATEGIES TO IMPROVE MEMBER COMFORT DURING MATCH DAYS.

FINANCE & RISK MANAGEMENT



KEY OUTCOME

DIVERSIFY AND GENERATE ADDITIONAL REVENUE OF 25% FROM OUTSIDE OF TRADITIONAL AREAS SUCH AS SANFL FOOTBALL DISTRIBUTIONS AND LICENSED CLUB OPERATIONS

KEY POINTS

- INVESTIGATE, DEVELOP AND IMPLEMENT A MODEL TO GENERATE NON-TRADITIONAL INCOME FOR THE CLUB.
- EXPLORE AND GENERATE EXTERNAL INCOME THROUGH AREAS OF BEQUESTS, DONATIONS AND COMMERCIAL INVESTMENTS, INCLUDING THE RELOCATION OF GAMING FACILITIES TO A HIGHER PROFILE LOCATION.
- ENSURE THE CLUB HAS ADEQUATE CASH RESERVES TO ENSURE ITS LONG-TERM STABILITY.
- CONSISTENTLY MONITOR THE EXTERNAL MARKETPLACE AND BENCHMARK FINANCIAL AND OPERATIONAL PERFORMANCE OF THE CLUB AGAINST OTHER LOCAL CLUBS ON AN ONGOING BASIS.

STRONGER *TOGETHER*

