

FOUNDATION

Our Purpose

We are dedicated to the unity, pride and exhilaration our community will enjoy from experiencing inspiring, entertaining football and social connection

Vision

To be the most admired SANFL Football Club, respected for its quality football environment and community impact, underpinned by devotion to our core values

Mission

- Premiership success across all levels
- Delivery of richmond Oval redevelopment
- Expanded Community Engagement
- Sustainable - commercially minded and risk aware

Core Values

- COURAGE** to be bold and act
- RESPECT** through integrity and Professionalism
- SELFLESSNESS** in serving the club and people
- UNITY** brings strength
- CARE** for community

KEY PERFORMANCE AREAS

Work Packages / Objectives

Key Performance Indicators

FOOTBALL

Setting High Standards	Ranked top 3 of Stanley H. Lewis Trophy each year
Clear and concise Communication	League-finals within 3 years and 5-7 times and 1 Premiership in 10 years
Consistent Levels of Professionalism	Womens-Consistent Finals 5-7 times in next 10 years
Constantly creating new innovations	Senior Squad is made up of 70-75% junior players over the year

FINANCIAL SUSTAINABILITY

Quality of Reporting and Systems	2024 delivery break even profit/operating cash flow positive (monthly)
Licensed Club Performance	Licensed club margins above Industry Standards +
Cost Control / supplier Relationships	
Football Club Revenue Returns	
Revised Operating Model	Opportunities identified and ready to realise \$50,000 in 2025 year

GROWTH INITIATIVES

Grow Community through new events	Community and Fundraising - Additional Revenue \$50K / Events Min \$5K + F&B
New Fundraising Initiatives	
Identify New Revenue Streams	\$150,000 new Activations and Innovations presented annually
Build Membership Scope	
Sponsorship Growth	
Enhancing our Football Community	Increase Sponsorship 10% each year with 3 yr agreements by 2025

GREAT PEOPLE AND CULTURE

Community Connection	
Leadership	Finalise leadership policy for coaches, players, staff and succession plan
Unified Club	
Communication	Register Community Forums attendance with Board and club.
Vision / Mission Statement	
Membership	Monitor 10% annual growth of membership

PRECINCT REDEVELOPMENT

Contract Asset Sale with Council	Settlement of Property Sale and Lease Agreement on new area
Lease Agreement on New Building	
Facility Standard	Board sign off new oval facility Dec 2026 occupation
Brief - Football/Admin/Community Standards	
Relocate Gaming Machines	Board sign off Gaming Venue lease and transfer complete