

# TO BE THE CLUB OF CHOICE

*to provide development pathways for all players and ensure sustainable on field and off field success*



## Facilities and Infrastructure

- Secure short term training and match day facilities for 2017
- Secure long term training and match day facilities that meet Premier Division standards
- Establish access to a fitness centre for strength and conditioning
- In partnership with the Cricket Club and UNSW, develop the pavilion into a club room for game day use and club functions

## Operational Excellence

- Implement best practice governance through an executive charter and a three year strategic plan
- Ensure compliance with key stakeholders: ie Sydney AFL, ARC Sport, UNSW
- Create standardised processes and selection criteria for player movement
- Increase UNSW student and alumni participation both on and off field annually

## Financial Management

- Establish financial independence
- Create sustainable commercial partnerships
- Develop a foundation to allow charitable donations to be made to the club
- Secure scholarship funds to attract UNSW students

## People and Development

- Create a culture of unity and respect to safeguard playing numbers and ensure player satisfaction
- Develop players, coaches and umpires through training and recognition
- Recruit talented, like minded individuals who adhere to the club's values
- Maintain a meaningful relationship with our junior feeder clubs to ensure continued growth from junior ranks

## Marketing and Communications

- Build a new website and marketing and communications strategy to re-engage players and the wider community
- Work with key stakeholders to transition into a 'one brand' club in 2018
- Establish brand ambassadors to promote the club to the wider community