

**ROYALS**

KENWICK FOOTBALL CLUB



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**2019 – 2023 Strategic Plan**





## **Our Vision**

The Kenwick Football Club to be recognised by the local football industry and wider community as the best amateur Australian Rules Football Club in the South East Metropolitan corridor.

## **Our Mission**

To achieve success on and off the field within the Perth Football League. We seek to raise the profile with the local community by providing a welcoming and supportive environment for players, members, supporters, sponsors and associated families. We want to earn the respect and pride of the local and football communities through fair play and sustained success. Through strong leadership and good governance, we will remain a strong and financially sustainable football club.

## **Our Values**

**RESPECT:** To show respect to every person and organisation (both internally and externally) that we interact with, and in turn, to earn the respect of others for all that we do as individuals and as a club.

**INCLUSIVE:** To be a club that is welcoming to supporters and stakeholders from every diverse background and has a commitment to positively contribute to the community.

**PROFESSIONAL:** To undertake every task professionally and in line with best practice. To be innovative and to act with integrity.

**PROUD:** We recognise and celebrate our history and the richness of our heritage. We behave in a manner that reflects pride in our club and ourselves.



## Strategic Priorities

### *Strategy, Risk and Governance*

- Identify, prioritise and assess the Club's strategic threats and opportunities.
- Identify, prioritise and assess the Club's significant risks and establish a framework capable of addressing those risks.
- Review, develop and monitor the Club's governance, compliance and regulatory policies and frameworks.

### *Football*

- Develop a football structure which supports our desired future state of success.
- Develop a league team which plays finals consistently.
- Identity and uphold a playing culture and standards of the highest order.
- Develop and provide a positive environment with the colts' program.

### *Financial*

- Create a sustainable financial model that supports a long-term future.
- Maximise cashflow with the Football club.
- Continue to grow sponsorship, event and membership revenues.

### *Marketing*

- Increase the club's membership base by 10% each year on year with a focus of growth from the local community.
- Strengthen our relevant contact database by 10% year on year.
- Increase club revenue by more than 10% each year.
- Ensure communications are maintained with membership base on a regular basis.

### *Community*

- Deepen our connection with junior clubs by engaging with committees and having participation with the senior club.
- Foster and grow relationships with key stakeholders to ensure the club continues to make a positive contribution to the local community.
- Develop a collaborative working relationship with the WAAFL.