

# DUNSBOROUGH FOOTBALL CLUB

STRATEGIC OVERVIEW (2021-2024)

## VISION

The Home of AFL in Dunsborough

## VALUES

**Show Respect** - we demonstrate mutual respect for everyone and our Club

**We Include** - we welcome and encourage participation and diversity within our Club

**Be Safe** - we strive for our members, players and supporters to be safe, on and off the field

**Play Fair** - we bring our best, we play by the rules and demonstrate sportsmanship

**Open and Accountable** - we are transparent, honest and genuine in how we manage our Club

**We Care** - about our members health and wellbeing and our community connections.

## PURPOSE

To promote and develop the game of football in Dunsborough by creating a family friendly, safe place for everyone to participate.

## SUCCESS

-  Participation and inclusion across all levels of the club
-  Strong membership base
-  Happy members
-  Fully utilised clubroom facilities all year round
-  Valued and ongoing sponsorship relationships
-  Healthy Bank Balance
-  Supported Volunteers

## KEY PRIORITY AREAS

### OUR CLUB FACILITIES

- ☛ To provide AFL community and regional level facilities
- ☛ To create a community social and football hub

### OUR SUSTAINABLE CLUB

- ☛ To provide leadership, and strong transparent governance
- ☛ To ensure robust financial management for the long-term sustainability of the club.

### CONNECTION WITH MEMBERS

- ☛ To tell our story, celebrate our success and improve our communication within the club
- ☛ To engage with the wider Dunsborough community

### GROW PARTICIPATION & FOSTER PLAYER PATHWAYS

- ☛ To grow our membership
- ☛ To enable connected and continuing pathways for all football players

### OUR VALUED VOLUNTEERS

- ☛ To provide an environment that attracts, trains and recognises volunteers
- ☛ To support volunteers with tools, processes and systems to make it easy and fun

### OUR COACHES & OFFICIALS

- ☛ To increase the quality and quantity of competent coaches and umpires

FINAL - NOV 2021

DUNSBOROUGH FOOTBALL CLUB



Department of  
Local Government, Sport  
and Cultural industries

