

# 2017-2019

## FOOTBALL STRATEGY

The First Choice for Local  
Australian Football in the Canberra Region



# **We Exist to be the First Choice for Local Australian Football in the Canberra Region**

## **WE WILL ACHIEVE THIS THROUGH**

Being Competitive

Boosting Pride

Increasing Participation

Ensuring Sustainability

## **FOR OUR**

Community

Teams

Alumni

Members

## **TO BE MEASURED BY**

Regular Finals Appearances

AFL Draftees

Team Numbers

Social Events

Budget Performance

# HOW WE'LL DO IT

## BEING COMPETITIVE

Improve the current playing list

Appoint high quality coaches

Appoint outstanding leaders

Attract, retain and develop juniors from U/13 onwards

## BOOSTING PRIDE

Improve community engagement

Improve post match and off-field attendance at functions

Increase the communication of club history

Ensuring Increase the visibility of the Board and Committee

Recognise Past Achievements

## INCREASING PARTICIPATION

Increase players

Increase Alumni Engagement

Increase members' engagement with football

Increase Community engagement with football

## ENSURING SUSTAINABILITY

Attract Sponsors

Run Profitable Events

Manage operations within budget

Improve Facilities

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