

#TheBenchmarkClub  
#Towards2021

# 2017- 2021 Lismore Australian Football Club Strategic Plan



## INTRODUCTION

**“EVERY MORNING IN AFRICA A GAZELLE WAKES UP. IT KNOWS IT MUST RUN FASTER THAN THE FASTEST LION OR IT WILL BE KILLED. EVERY MORNING A LION WAKES UP. IT KNOWS IT MUST OUTFRAN THE SLOWEST GAZELLE OR IT WILL STARVE TO DEATH. IT DOESN'T MATTER WHETHER YOU'RE A LION OR A GAZELLE: WHEN THE SUN COMES UP YOU'D BETTER BE RUNNING”.**  
- Tommy Haffey, AFL Legend



### Wings of Change

The Lismore Swans Australian Football Club has existed in Lismore officially since 1984, when it was then known as the Goonellabah/Alstonville Swans until the year 2000, when headquarters for the club moved to Lismore's Mortimer Oval, and the name changed to Lismore.

Throughout these years, the Swans have welcomed many passionate Aussie Rules players, fans and members to the club and embraced a fantastic culture and spirit which continues to grow today. At present we are now spreading our wings with the formation of a women's senior team, plus our Lismore Juniors have a fantastic growth rate.

However the most important factor right now is our future. Decades of hard work and commitment has led us to this point and our biggest opportunity to date;  
**the Oakes Oval Redevelopment Project.**

This Strategic Plan is our commitment to this bright and positive future, encompassing so many decades of hard work and passion and harvesting this energy towards becoming 'The Benchmark Club' of the Northern Rivers. This document will set out the core structures and foundations on how we will do this, and to ensure we add even more value and strength to our club, we want to make sure you come on board with us. Once this Plan has been commonly accepted and understood, the next step is the Management Plan to turn our goals to reality.

We are not only looking to empower ourselves, but we want to empower you along with us.

Join us in our #Towards2021 Campaign as we aim to become #TheBenchmark Club of the Northern Rivers, look to become a One Club organisation with Juniors and together our potential will be without limits.

Yours Sincerely

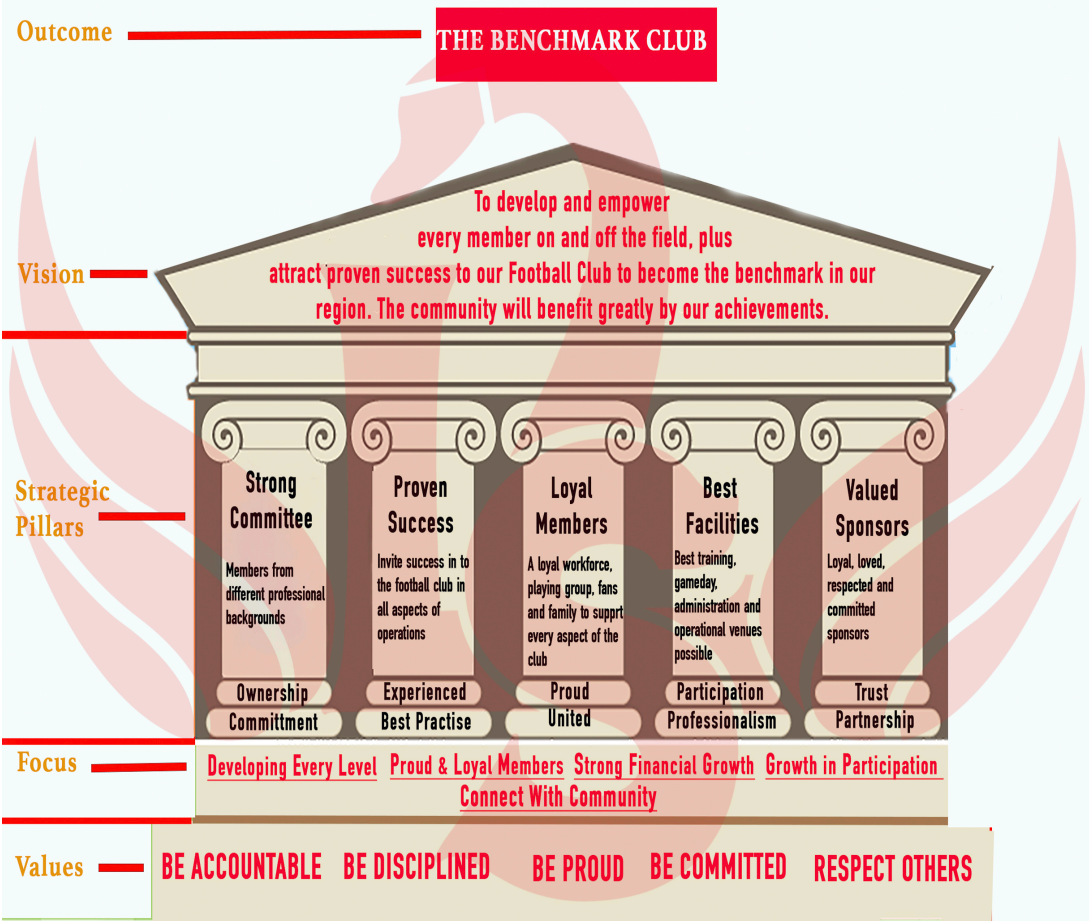
Philip Tsourlinis on behalf of the Committee  
**Lismore AFC President**



CHEER, CHEER THE RED

# Our Building Blocks to Benchmark

HONOUR THE NAME BY DAY AND BY NIGHT,



WILL THE Loyal Sons ARE MARCHING ONWARDS TO VICTORY!

# Our Building Blocks

Each Level Explained

## The Outcome

### The Benchmark Club

When our foundation which are the Values is linked to our Vision Statement which we strive for, *The Outcome* is we will become the Benchmark Club both on and off the field in the Northern Rivers.

The five year Strategic Management Plan will involve lots of hard work from every single member involved in the club, and becoming benchmark will not only empower the Lismore Australian Football Club, but the community as well.

## Vision Statement

**To develop and empower every member on and off the field, plus attract proven success to our football club to become the benchmark in our region. The community will benefit greatly by our achievements.**

Australian Football Club

EST 1984



# Strategic Pillars

## Strong Committee

Ownership  
Commitment



Members from different professional backgrounds.

## Proven Success

Experienced  
Best Practice



Invite success to football club in all operational areas.

## Loyal Members

Proud  
United



Loyal workforce, playing group, fans and family.

## Best Facilities

Participation  
Professionalism



Best Facilities for all, on and off the field.

## Valued Sponsors

Trust  
Partnership



Loyal, loved, respected and committed sponsors.

# Focus Areas



## Developing Every Level



## Proud & Loyal Members



## Strong Financial Growth



## Growth in Participation



## Connect with Community







At the end of the day, it all boils down to integrity. We think like owners and we are accountable for our actions. We say what we mean and we do what we say. Above all, we are professional, honest and transparent.



Discipline is the bridge between our goals and accomplishments. From the committee to our players and coaching staff, support staff and members, our discipline will ensure we reach our goals.

# VALUES



You are part of a club established in 1984, and your impact is huge. Be proud of your contribution and presence here, and most of all be proud of the Club.

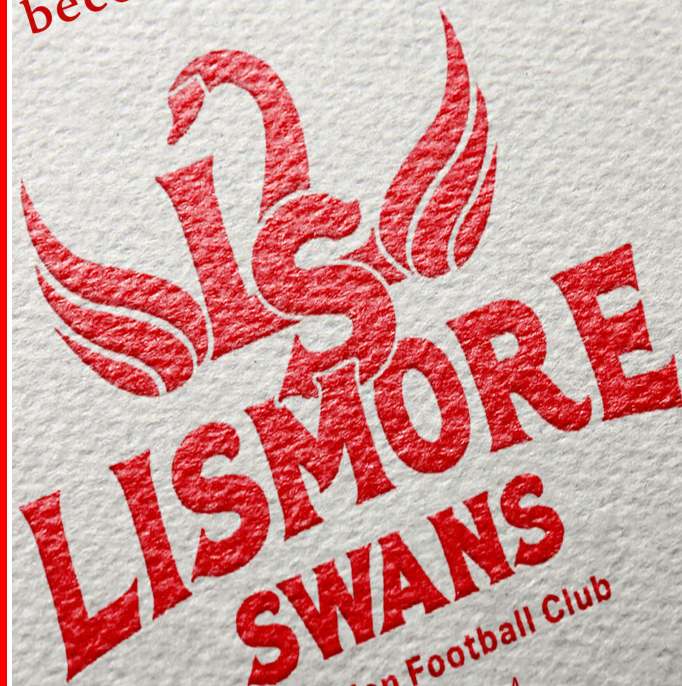


If you want to reach levels of success you have never reached before, you must be committed at a level you've never been committed at before. Every member on and off the field will be committed to achieve our goals.



Respect Yourself  
Respect the Club  
But most of all, Respect Others.

Join us in our vision of becoming The Benchmark Club



Australian Football Club  
EST 1984

#TOWARDS2021