

ACTIVATING
COMMUNITY

SWANS VALUES
HANDBOOK



OUR PURPOSE

To build community
and develop people.



OUR VISION

To be a well-connected and
community-engaged football club
that improves social outcomes and
sense of wellbeing in our community.

OUR PILLARS

The Swans pillars are the building blocks to achieve our vision. Behind each pillar are clearly articulated strategies, measures and targets. While Swans people want our rich history respected, we also remain focussed on the future.



- Developing People – Building our people to help them be the best they can.
- Building Community – Ensuring the club will be an engaged community enabler.
- Business Sustainability – Improving governance, accountability and being strategically focussed.
- Football – Our foundation allowing us to develop people and bring the community together.

OUR VALUES

These enduring Swans values represent what we stand for and how we behave. These values are the cornerstone of the club's brand and are to be used to guide our decisions and behaviour.



1. WE ACT WITH INTEGRITY

- We always strive to do the right thing.
- We are honest with ourselves and with each other.
- We accept responsibility when we get things wrong and then work to make them right.

ASK YOURSELF

How will my actions reflect on my club, my family and myself?



2. EVERYONE MATTERS

- We bring people together.
- We embrace equality.
- We celebrate diversity as an integral part of a united and cohesive community.
- We provide support when support is needed.

ASK YOURSELF

Do my actions
show that I care?



3. RAISE THE BAR

- We build people.
- We empower people to be the best they can.
- We are relentless in our pursuit to be our best.

ASK YOURSELF

How can I best contribute to the team to reach our goals?



4. WE FLY TOGETHER

- We rally when it's tough.
- We are there for each other.
- We are Swans Forever.

ASK YOURSELF

Do I go out of my way to help others?

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