

**Our Purpose**

**To build a stronger community through football**

**Our Vision**

**To nurture the Premier WAFL Club that inspires individuals to become the best versions of themselves, guided by a commitment to integrity and excellence.**

**Strategic Pillars**

**Our Responsibility - Community Engagement**

*We grow our brand within the region through stakeholder interactions and community contributions.*

**Our People - One Club**

*We provide an environment to grow and develop our people as well as inviting new through the living of our values.*

**Our Performance – Football Excellence**

*We have a winning culture and elite football program for young men and women within our zone.*

**Our Future – Sustainable Growth**

*We are financially independent with strong venue utilisation and sound commercial partnerships established.*

**Strategic Priorities**

- ❑ Develop meaningful long-term partnerships with charity partners to enhance the Club's contribution to the community.
- ❑ Develop and maintain a comprehensive Communications Plan to ensure maximum exposure of the Peel Thunder brand in the community.
- ❑ Implement a Membership Strategy to promote and enhance the overall Club experience to the Region.
- ❑ Strengthen relationships with community clubs through proactive engagement of players and officials.

- ❑ Develop a comprehensive Stakeholder Engagement Framework to ensure adequate support to all Club partners, members and supporters.
- ❑ Maintain a high-level of diversity across the Club based on the skills required to enhance the Club's position in the community.
- ❑ Ensure ongoing development focus for all Club personnel to maximise their skills and experience, including the recognition of their contribution to our Club.
- ❑ Develop Peel Thunder Heritage Committee to protect and display our Club's History.

- ❑ Provide an elite player development program to recruit and retain talented male and female footballers in the Region.
- ❑ Provide an elite coach development program to provide all community coaches with the necessary skills to enhance opportunities for players to play at the highest possible level.
- ❑ Actively promote the Fremantle Football Club Partnership, its successes, and highlight the resourcing available to the Club in developing an elite football program.
- ❑ Win the Rodriguez Shield for the first time in the Club's history.

- ❑ Actively seek Sustainable Commercial Opportunities for the Club to maximise revenue generation.
- ❑ Ensure adequate analysis of historical data and market trends to develop Annual Budgets.
- ❑ Leverage opportunities for Government funding to support annual operations and adequately prepare for capital improvement projects at the venue.
- ❑ Develop meaningful partnerships with key stakeholders to ensure the long-term security of our home venue.

**KPIS & Targets**

- Annual Foodbank Round to support meal insecurity in the Region.
- Deliver Annual Thunder Connect Membership for 100 local businesses.
- Active participation in Annual Crabfest Event.
- Annual Membership Growth Target of 10%.

- 100% compliance with Staff IDP's.
- Annual Director's Action Plan to be developed and implemented.
- Deliver Annual events acknowledging Past Players and Life members of the Club.
- Development of Heritage Committee.

- 80% retention of Local Players YOY.
- Play Finals Football across all competitions each year.
- Deliver Annual Zone Football Conference for all community Clubs.
- Deliver Annual connection event for PTFC & FFC.

- Deliver Annual Surplus of \$50,000.
- Build cash reserves of \$200,000 cash.
- 5% growth in Sponsorship Revenue YOY.
- Identify and apply for two (2) Government Grants per year.

**Values**

**Trust** – the foundation for creating lasting connections with our community.

**Honesty** – being sincere, genuine and transparent with our words and actions.

**One Club** – an environment that fosters equity and connects our players, staff and volunteers.

**Respect** – recognising the rights and opinions of our people, and acknowledging their value and contribution.