



*"Bulldog"*



# STRATEGIC OVERVIEW

2022-2025

# A MESSAGE FROM THE PRESIDENT & CEO

## THE BULLDOGS ARE BARKING



We are pleased to provide our members and supporters with a summary of our “Bullish” strategic overview.

In recent seasons the South Fremantle Football Club has been focussed on building a sustainable business to underpin football. We have taken significant steps in building our financial performance, growing our membership and achieving brand and consumer gains, whilst sustaining stable and high-achieving football results.

It gives us the foundation to deliver on our vision – The Premier Family Club. Our “Bullish” strategic overview is underpinned by four key strategic ambitions, being Football, Fundamentals, Future and Finance. Each ambition shall guide our planning and performance over the four years of this overview.

Our strategic overview is a continuation of the work that has been underway, to keep the Bulldogs barking loudly as we aspire to deliver premiership success supported by business excellence.

Within this strategic overview, we will highlight:

1. Our Purpose and Vision
2. Our Key Values
3. Our Strategic Ambitions

We look to the future with great anticipation and with unconditional belief in the South Fremantle Football Club, our people, and our performance aspirations.

**Peter Christie – President**

**Cameron Britt - CEO**





# OUR PURPOSE

TO INSPIRE, ENRICH AND STRENGTHEN OUR COMMUNITY THROUGH THE GROWTH AND DEVELOPMENT OF AUSTRALIAN RULES FOOTBALL.

---

# OUR VISION

TO BE THE PREMIER FAMILY CLUB.

WE ARE INCLUSIVE, WE LIVE THE BULLDOGS SPIRIT, WE ARE MORE THAN FOOTBALL.





# OUR VALUES

## THE PREMIER FAMILY CLUB

### Inclusive

---

Male and female, young and old: players, members, support staff, employees, commercial partners, supporters.

### Spirited

---

Culture, ethos, moral values: develop good people.

### Connected

---

Not just a football family, a real family: care, respect, togetherness.

### Committed

---

Striving to improve, pursuit of high-performance, growth mindset, results are our reward.





# OUR AMBITIONS

## FOOTBALL *Talent Development, Finals & Flags*

Run the best football programs in WA

- Compete in Finals, and win WAFL and WAFLW Premierships
- Develop AFL and AFLW footballers
- Develop great footballers and outstanding people
- Have a strong presence and a positive influence in SFFC zoned communities

## FUNDAMENTALS *Engage & Grow, Innovate*

Be operationally excellent

- High performance is the cornerstone of our decisions and actions
- Be proud in leading, humble in sharing
- Adhere to governance best practice
- Provide connection to our family: we're a destination for all

## FUTURE *Connect & Welcome*

Setup our future

- Redevelop our facilities to deliver best-in-class user amenities
- Pursue projects that add commercial and brand value
- Position the SFFC brand as recognisable, valuable, desirable
- Embrace our heritage and honour our past

## FINANCE *Growth & Revenues*

Safeguard our Club

- Be profitable
- Be debt free
- Be financially stable, independent and sustainable
- Preserve and grow our asset base





# OUR KEY DRIVERS





SOUTH FREMANTLE

*Yes We Are*

THE ROUGH TOUGH BULLDOGS

*Yes We Are*

THE SOUTHERNERS

*For Ever More*

