

WILLIAMSTOWN FOOTBALL CLUB

**STRATEGIC PLAN
2025 – 2028**



STRATEGIC PLAN

This Plan has been developed to guide the management of the Williamstown Football Club over the three-year period from 2025 – 2028.



The background of the slide features a light grey, textured surface with several line-art illustrations of seagulls in flight. The birds are scattered across the frame, with some in the foreground and others in the background, creating a sense of movement and depth. The word "PURPOSE" is written in a bold, dark blue, sans-serif font, centered at the top of the slide.

PURPOSE

To be leaders in
Australian Rules
Football and
Community.

VALUES

COMMUNITY

Actively engaging with and contributing to the community.

PROUD

Taking pride in the Club's history, achievements and identity, while celebrating the richness of our heritage

UNITED

Fostering a sense of togetherness and camaraderie among employees, players and our community and the achievement of collective goals

SUCCESSFUL

Pursuing greatness, embracing innovation, and striving for victory

GOALS

1 FOOTBALL

For our VFL & VFLW teams to finish in the top 6 each year maximizing the opportunity for finals success.

2 COMMUNITY

Collaborate with the local community to generate a positive impact.

3 FINANCIAL

Generate sustainable cash-flows to fund Club operations.

4 COMMERCIAL & PARTNERSHIPS

Advance and generate exciting, rewarding and profitable opportunities for partners, volunteers, members and supporters.

5 STRATEGY, RISK & GOVERNANCE

Safeguard the Club's future with best practice governance, compliance, regulation, and risk management.

6 FACILITIES

Provide fit for purpose facilities for our Club.

PRIORITIES

1 FOOTBALL

Provide a professional environment that develops a positive culture and maximises the talent of players.

Maintain a 60% player retention rate from season to season.

Establish strong partnerships with Community Football Clubs.
Have players drafted to AFL & AFLW.

4 COMMERCIAL & PARTNERSHIPS

Increase awareness of brand and generational membership base year on year.

Nurture and promote all existing and emerging partners.

Make “game day” a must attend event for all partners, volunteers, members and the community.

2 COMMUNITY

Build and grow relationships with our stakeholders to create an open and welcoming environment for the Community.

5 STRATEGY, RISK & GOVERNANCE

To inform and deliver on governance and compliance responsibilities.

Prioritise and implement a future risk strategy and risk register.

3 FINANCIAL

Annual contributions to the Club’s Future Fund.

Maximise Club’s Income streams.

Efficient allocation of resources.

6 FACILITIES

Secure Long-Term tenure to support Club operations.

Develop facilities to support Club operations and community use.

WILLIAMSTOWN FOOTBALL CLUB

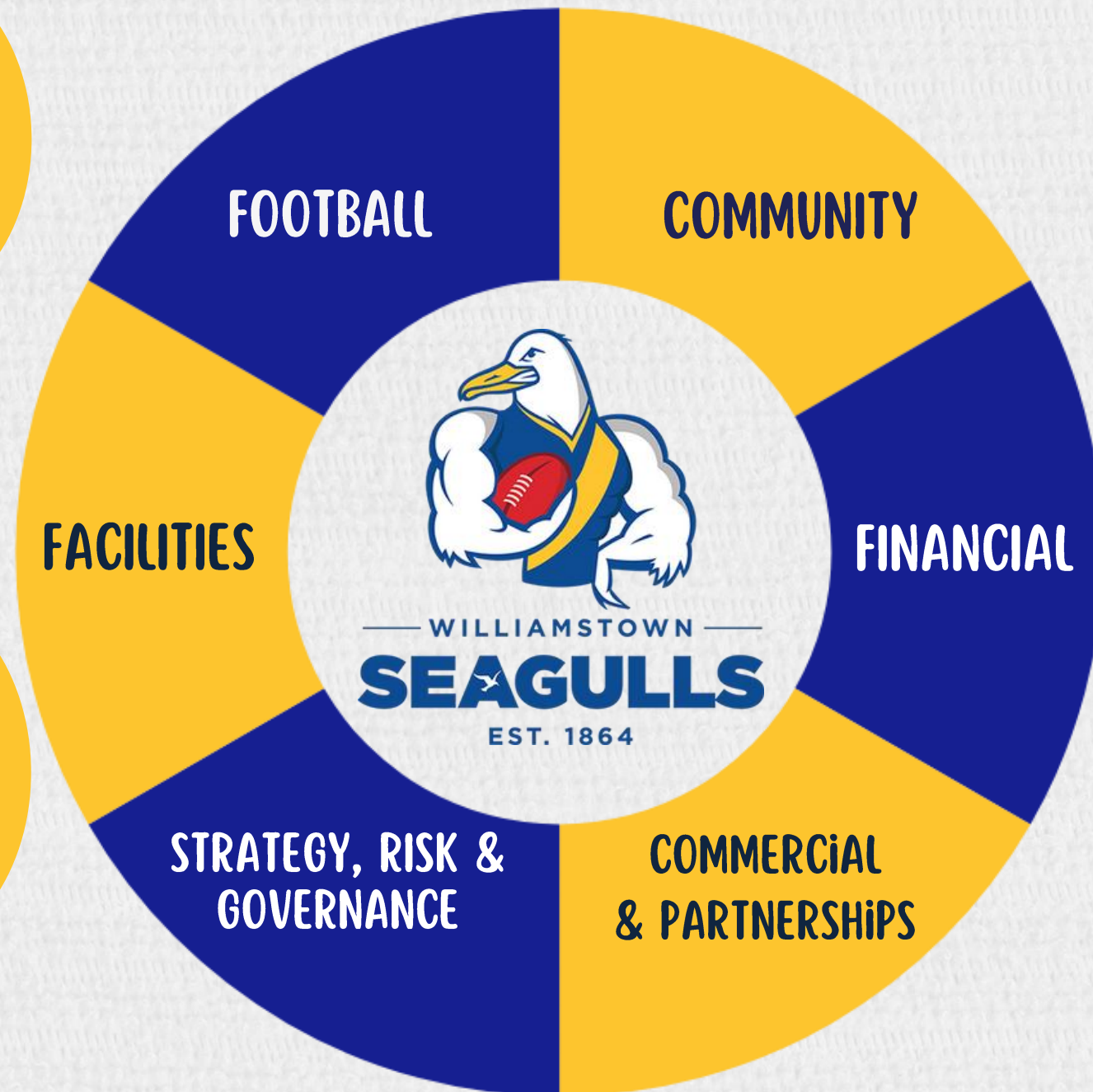
STRATEGIC PLAN 2025 – 2028

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- COMMUNITY
- PROUD
- UNITED
- SUCCESSFUL



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MEASURED BY