

2025 2028

Kangaroos
Brothers AFC

Strategic Plan

Premierships

Youth: 1989 (U17), 2022 (U13), 2024 (U15)

A Grade: 1984, 1986, 1987, 1995, 2005, 2010

Reserve Grade: 1982, 1995, 2010



Introduction

Established in 1981, our club serves the areas of Rockhampton, Gracemere and Mount Morgan. Our home ground Kele Park adjoins the main corridor link between the Rockhampton CBD and Airport.

With a membership exceeding 300 (2024), the Roos cater for all ages, with juniors teams in the Under 7, 9, 11 (mixed), Youth Under 13 (mixed), 15 (boys), 16 (girls) and 17 (boys), and men's (Seniors & Reserve Grade) and women's team.

We give back to the community by supporting other not for profit organisations, with our recent fundraising and awareness efforts extending to the McGrath Foundation, Red Cross and Legal Aid (Domestic Violence).

We are proud of our club's family environment and pride ourselves on partnering with local businesses whenever possible to keep community links strong.

The purpose of this strategic plan is to set out our values, key performance indicators and objectives for 2025-2028. We continue to build on the success of our founders and the relentless efforts of Roos players and volunteers over the past 45 years.

The strategic plan sets out a clear pathway forward for the club to achieve our mission to provide environment which creates quality experiences for players, volunteers, members and the wider community, promoting the great sport of AFL.

We are "one club" made up of great teams and great people. Our club will be a place to call home.

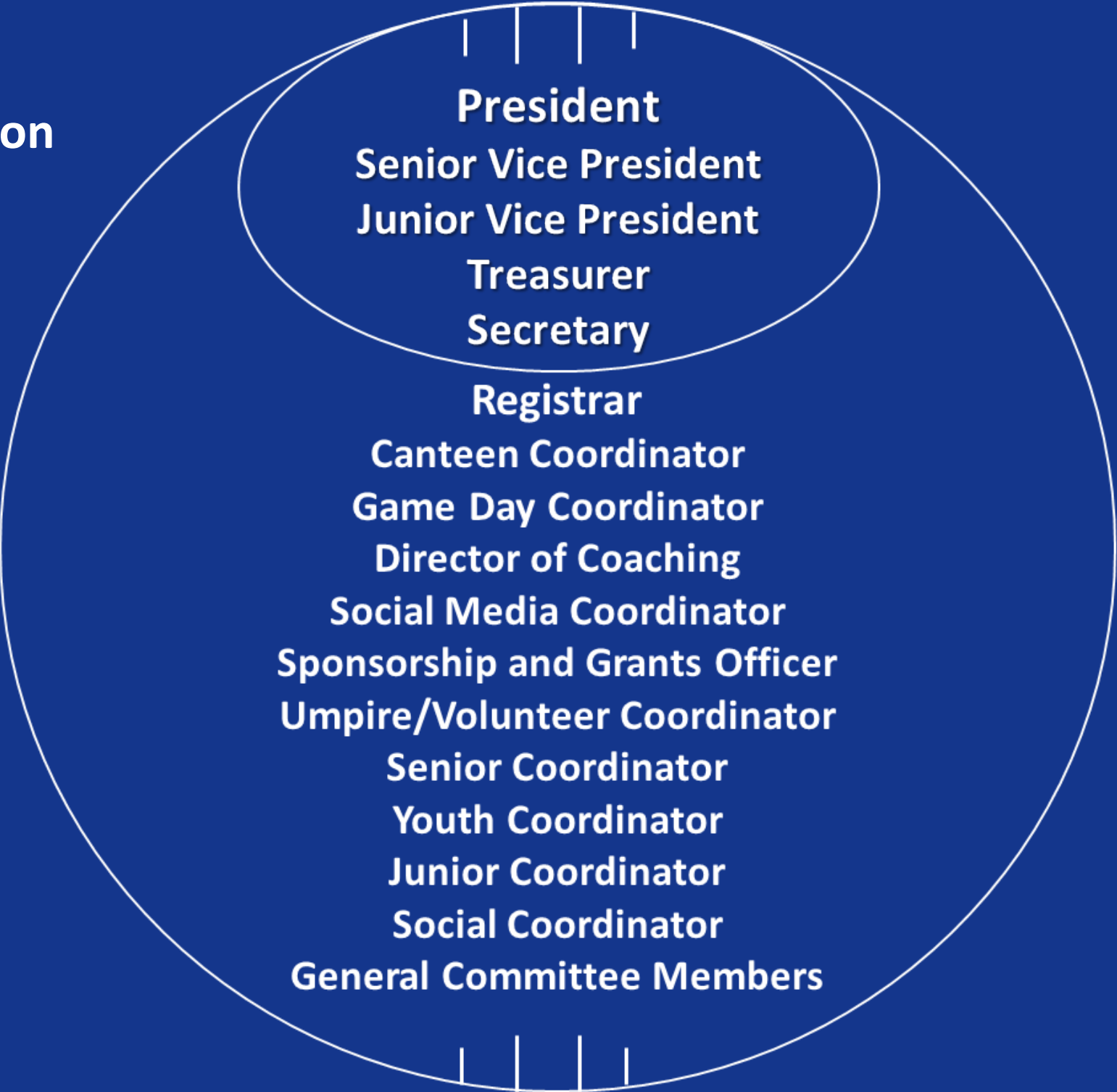


Cameron Wyatt
President
Kangaroos Brothers AFC Inc.



Committee Structure

Club Patron



Executive
Committee

Management
Committee



Our Mission

“

Kangaroos Brothers AFC Inc. is focused on building a sustainable football club that provides an environment which creates quality experiences for players, volunteers, members and the wider community, with a platform for growth and ongoing success.

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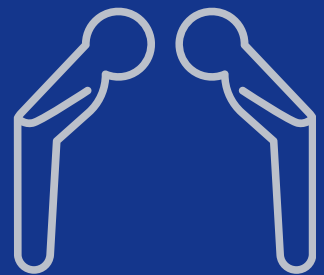


Our Values, Our Behaviours



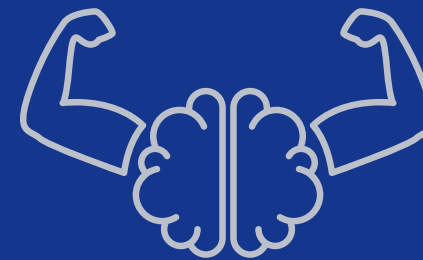
Professionalism

We value our reputation as an authentic, fair and transparent club. The club is committed to the pursuit of excellence and providing a genuine and balanced approach to decision making.



Respect all

We appreciate our community and foster a collaborative, supportive and united environment. We respect the game, the officials, our club, our jumper, our opposition and ourselves.



Discipline & Relentlessness

We are determined and courageous in our actions and persistent in our drive for success. We provide a culture that empowers people to achieve.



Brotherhood & Sisterhood

We are a family, humble and considerate. We demonstrate compassion towards others. We support each other through success and challenges.

Key Performance Areas

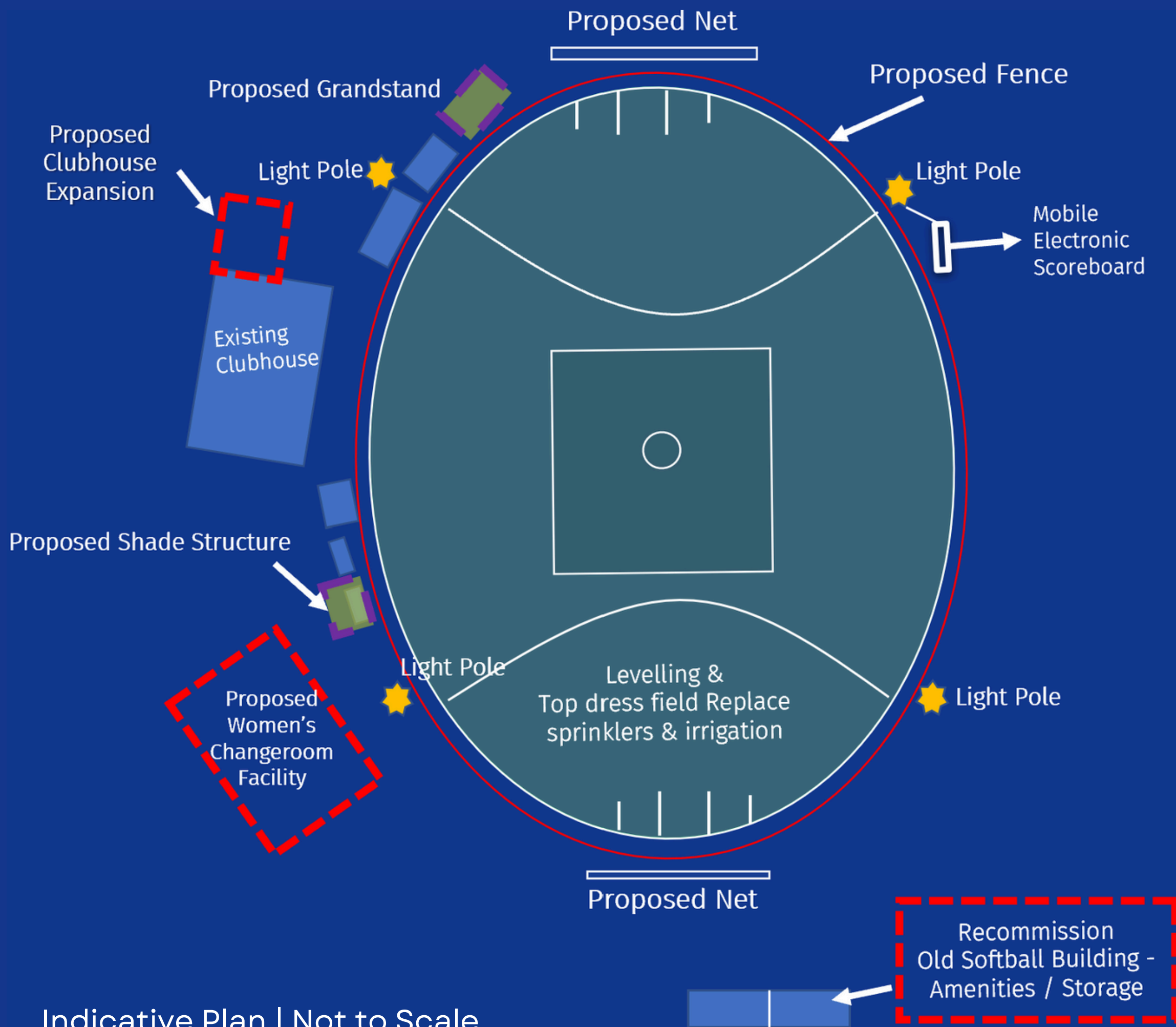
1. Finance & Administration
2. Junior AFL Participation & Performance
3. Senior AFL Participation & Performance
4. Coaching Staff
5. Marketing & Sponsorship
6. Volunteers & Supporters
7. Facilities & Infrastructure
8. Community Links



1. Finance & Administration	2. Junior AFL Participation & Performance	3. Senior AFL Participation & Performance	4. Coaching Staff	5. Marketing & Sponsorship	6. Volunteers & Supporters	7. Facilities & Infrastructure	8. Community Links
Key Focus Financially sustainable operations	Key Focus Increase activity and quality of experience for boys and girls	Key Focus Increase activity and quality for men and women	Key Focus Implement plans that facilitate ongoing coaching improvement	Key Focus Increase awareness of the club's brand	Key Focus Improve volunteer participation and increase supporters at games	Key Focus Provide competition standard facilities and infrastructure	Key Focus Foster and maintain good community relationships with local/regional groups
Objectives Maintain and create new revenue streams Plan a detailed budget for each new season Continue to grow the cash reserves to support members Undertake fundraising activities throughout the year	Objectives Ensure competitiveness of registration fees Provide clear rules and regulations Identify clear pathways for player development Work with schools and organisations to promote AFL and the club Achieve 30 registered players per youth team Achieve over 100 registered junior players (Joeys)	Objectives Ensure competitiveness of registration fees Provide clear rules and regulations Identify clear pathways for player development Promote a culture of excellence and leadership of club values Continue to grow player numbers with a focus on achieving >40 registered women and >80 registered men.	Objectives Recruitment and retention of best available coaches Reward staff for achieving goals Provide coaches with relevant feedback, training and support Develop and implement a club game plan for youth and senior teams.	Objectives Increase sponsors and support existing sponsors Regular communication with club members Regularly update and improve the club's website and social media Advertise and promote the club to the local community and beyond	Objectives Devise and implement plans to increase and maintain volunteer participation at the club Provide merchandise for members Clearly communicate Spectator's Code of Conduct Appoint a volunteer and umpire coordinator and provide clear role descriptions	Objectives Implement the club's strategic infrastructure plan All facilities meet/exceed AFLQ standards Ensure adequate resourcing to achieve successful grants Improve ground surfaces, provide spectator shade areas, increase seating, and accommodate for the women's changeroom facilities	Objectives Establish strong and long-standing relationships with: <ul style="list-style-type: none"> • Local community • Local businesses • Local schools • Government (RRC, State and Federal) • Other AFL clubs • AFL Queensland • Identified NFPs Maximise awareness of the club within the community through social events, media communication and continued support for charities

7. Facilities and Infrastructure

Key Focus Increase areas of shade for players, supporters and volunteers	Key Focus Accommodate for Youth Girls field and expand training area for Junior and Youth teams	Key Focus Refurbishment of the old softball building	Key Focus Ground improvement – main field	Key Focus Clubhouse redevelopment and new changerooms to accommodate women's football	Key Focus Increase seating and crowd comfort	Key Focus Provide for disability accessibility and safety	Key Focus Irrigation Improvements
<p>Objective:</p> <p>Provide a shade structure for the visitor's area for spectators</p> <p>Provide shade for players at game breaks</p> <p>Outcome:</p> <p>Build new shade structure for visitor area</p> <p>Provide shade area for players during game breaks</p>	<p>Objective:</p> <p>Ground development of the Hunter Street area including irrigation, surface improvements Insert goal posts (i.e. old posts from main field)</p> <p>Outcome:</p> <p>Develop a strategy for both AFL fields (main field and Hunter Street area) for levelling, top dressing and the installation of new irrigation and sprinklers</p> <p>Seek multi use of the second field with Rockhampton Cricket and other sports</p>	<p>Objective:</p> <p>Recommission the old softball building with plumbing, water and sewer system (power already available) to ensure that the building becomes functional.</p> <p>Outcome:</p> <p>Continue to refurbish the old softball building and improve the facilities for players and spectators</p>	<p>Objective:</p> <p>Field leveling – top dressing and continual maintenance – removal of weeds etc.</p> <p>Outcome:</p> <p>Develop a strategy for both AFL fields (main field and Hunter Street area) for levelling, top dressing and the installation of new irrigation and sprinklers</p>	<p>Objective:</p> <p>Expand the clubhouse to accommodate a club room and to create new changerooms in accordance with concept plans.</p> <p>Outcome:</p> <p>Undertake Development Application and approvals for the redevelopment of Kele Park</p> <p>Undertake fundraising and grant applications to fund the new changerooms and expansion of existing clubhouse</p>	<p>Objective:</p> <p>Increase number of covered seating areas for spectators</p> <p>Outcome:</p> <p>Undertake investigations into new or used covered stands</p>	<p>Objective:</p> <p>Provide disable parking and footpath area for accessibility</p> <p>Fencing provided around the ground Security lighting (i.e. solar lighting) located in the car parking area</p> <p>Outcome:</p> <p>Undertake planning for universal access to the clubhouse and facilities</p> <p>Undertake a fencing audit and identify fence replacement</p> <p>Undertake lighting in car parking area</p>	<p>Objective:</p> <p>Increase the water storage capacity, efficiency and flow of the irrigation system.</p> <p>Outcome:</p> <p>Irrigate Youth Field and replace existing sprinklers on main field</p>

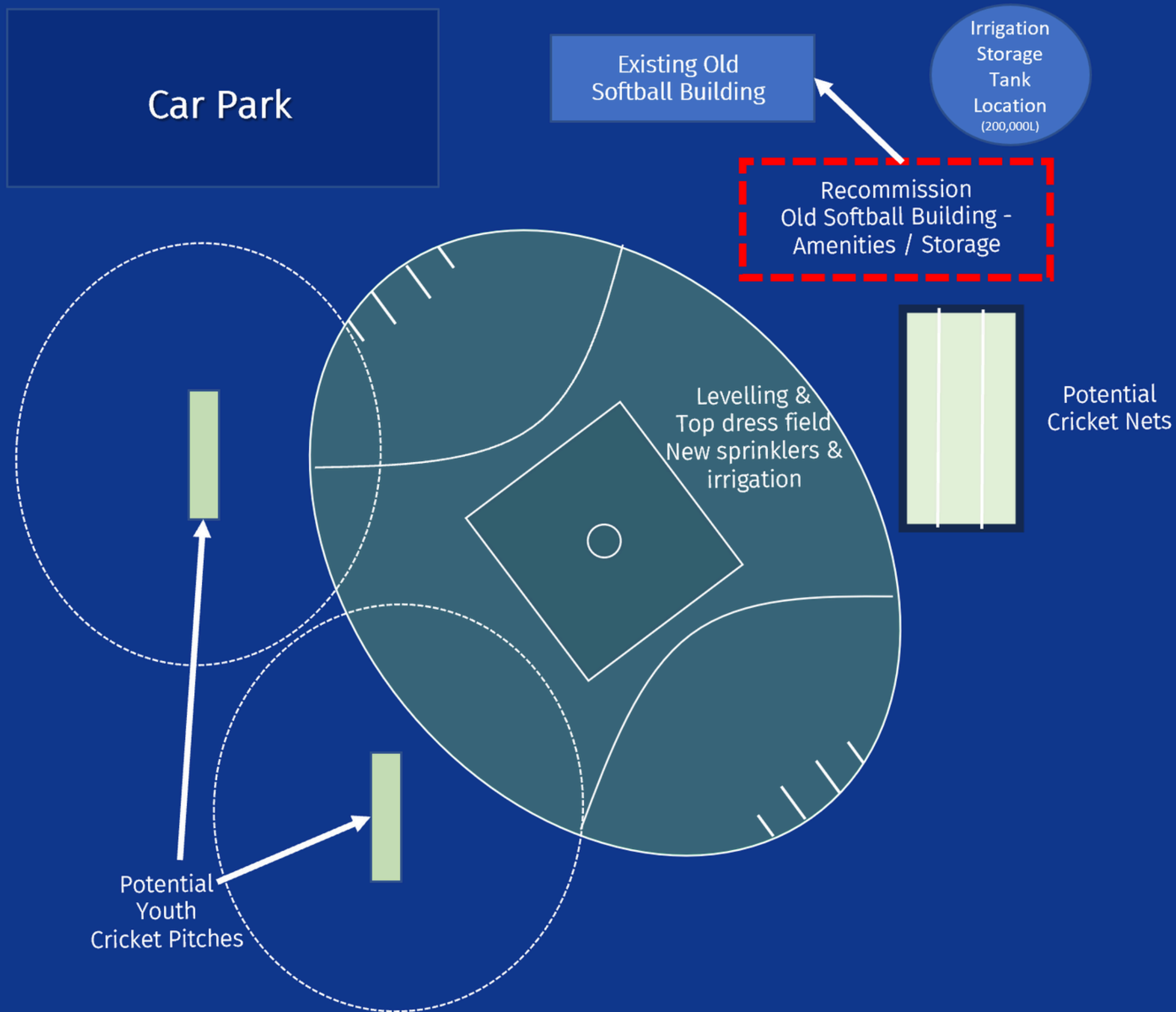


Indicative Plan | Not to Scale



Updated Strategic Infrastructure Plan

Main AFL Field

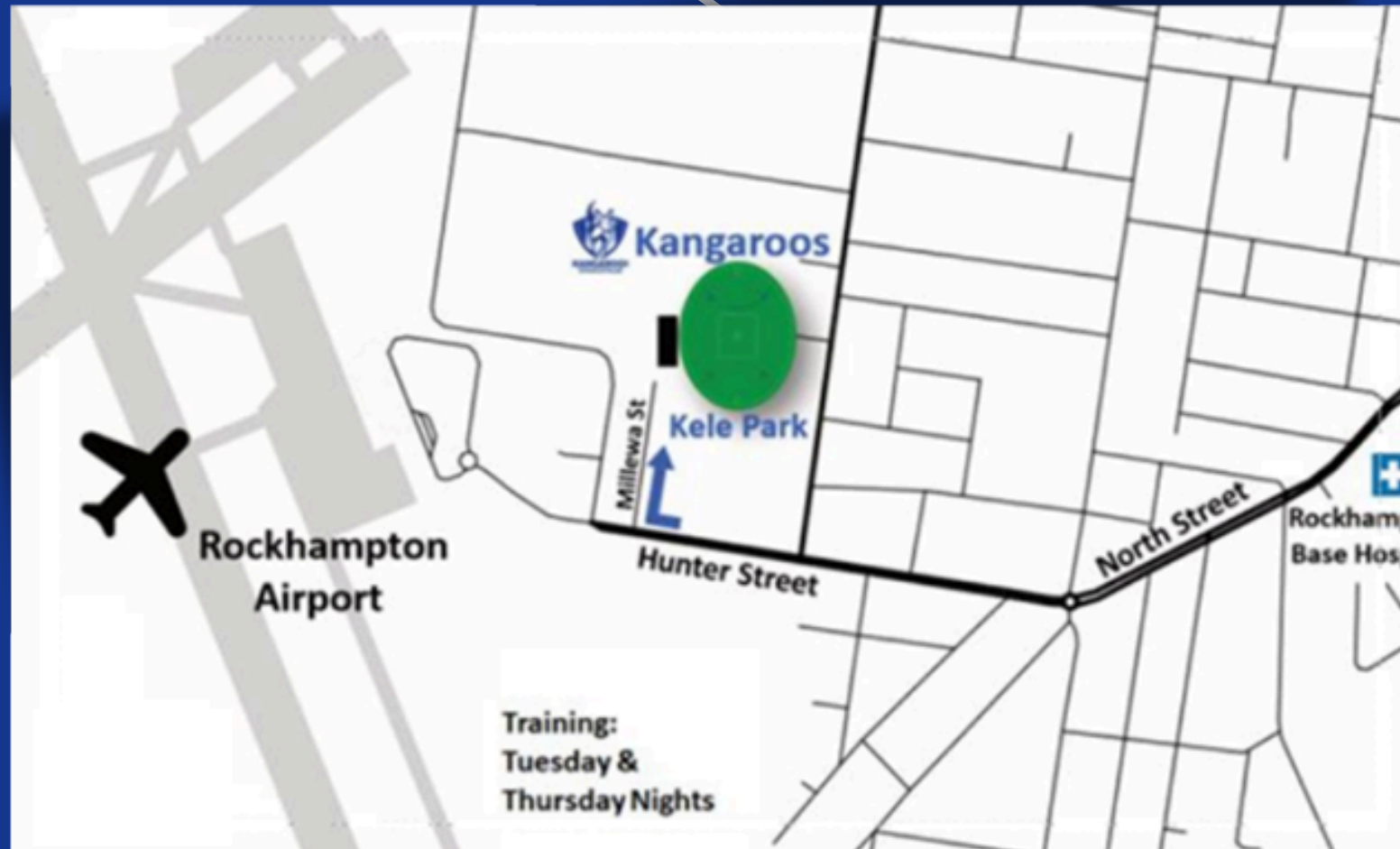


Updated Strategic Infrastructure Plan

Second AFL Field

Indicative Plan | Not to Scale

Find us here



Home ground

Kele Park, Millewa Street (off Hunter St)
West Rockhampton



<https://brothersafc.com>



Kangaroos Australian Football Club
South Rockhampton & Gracemere



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