

2026 - 2029

Kangaroos
Brothers AFC

Strategic Plan

Premierships

Youth: 1989 (U17), 2022 (U13 Mixed), 2024 (U15), 2025 (U16 Girls)

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

Reserve Grade: 1982, 1995, 2010

Women: 2025



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 320 (2025), 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, including the McGrath Foundation.

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 2026-2029. 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 is a place to call home.



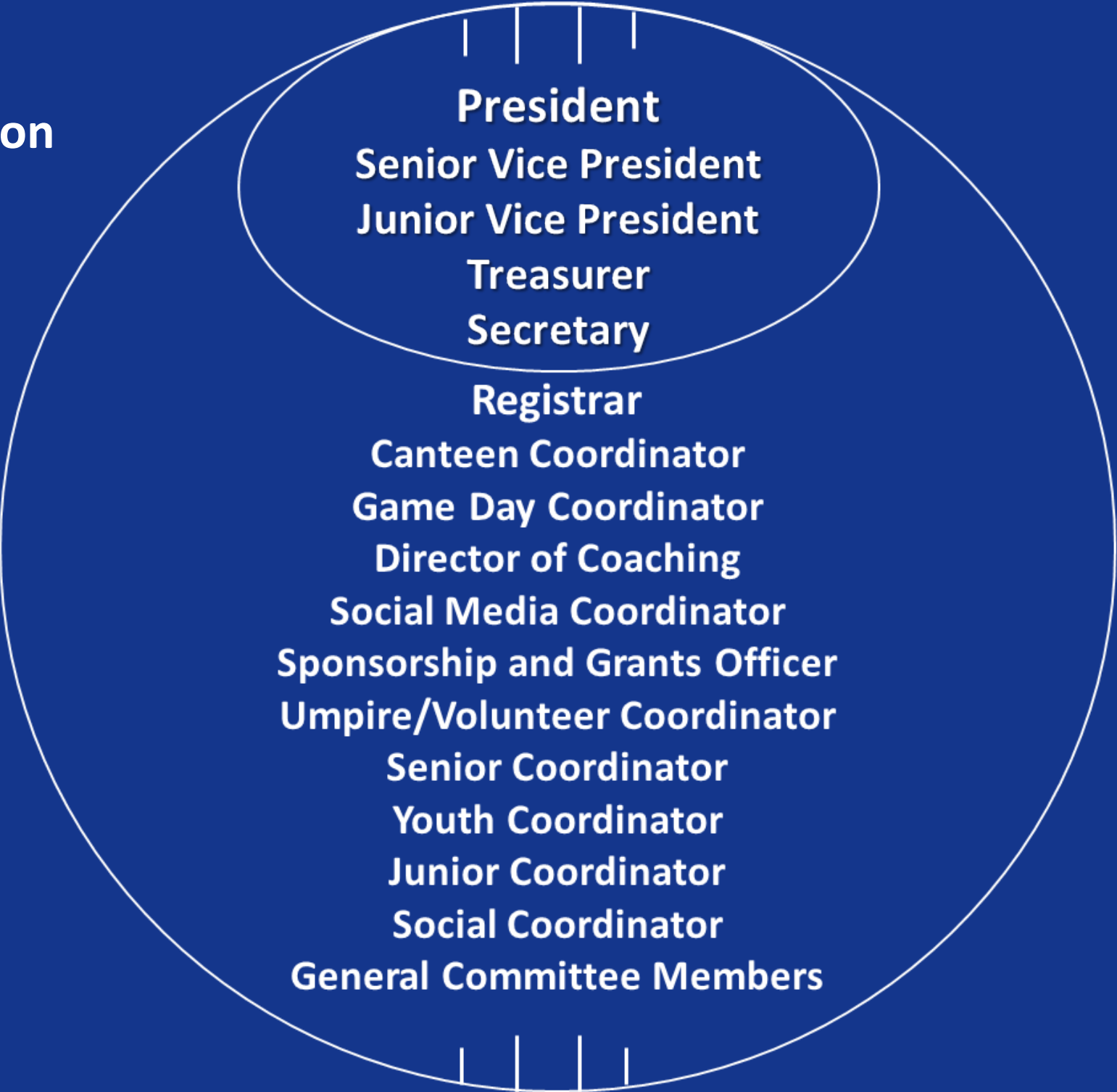
Cameron Wyatt
President
Kangaroos Brothers AFC Inc.



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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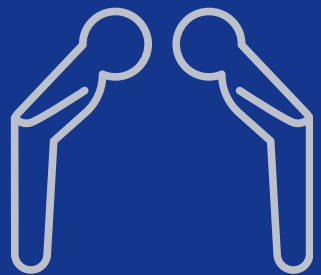


Our Values, Our Behaviours



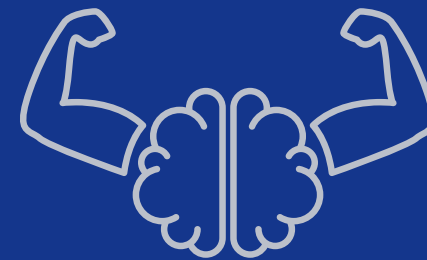
Professionalism

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

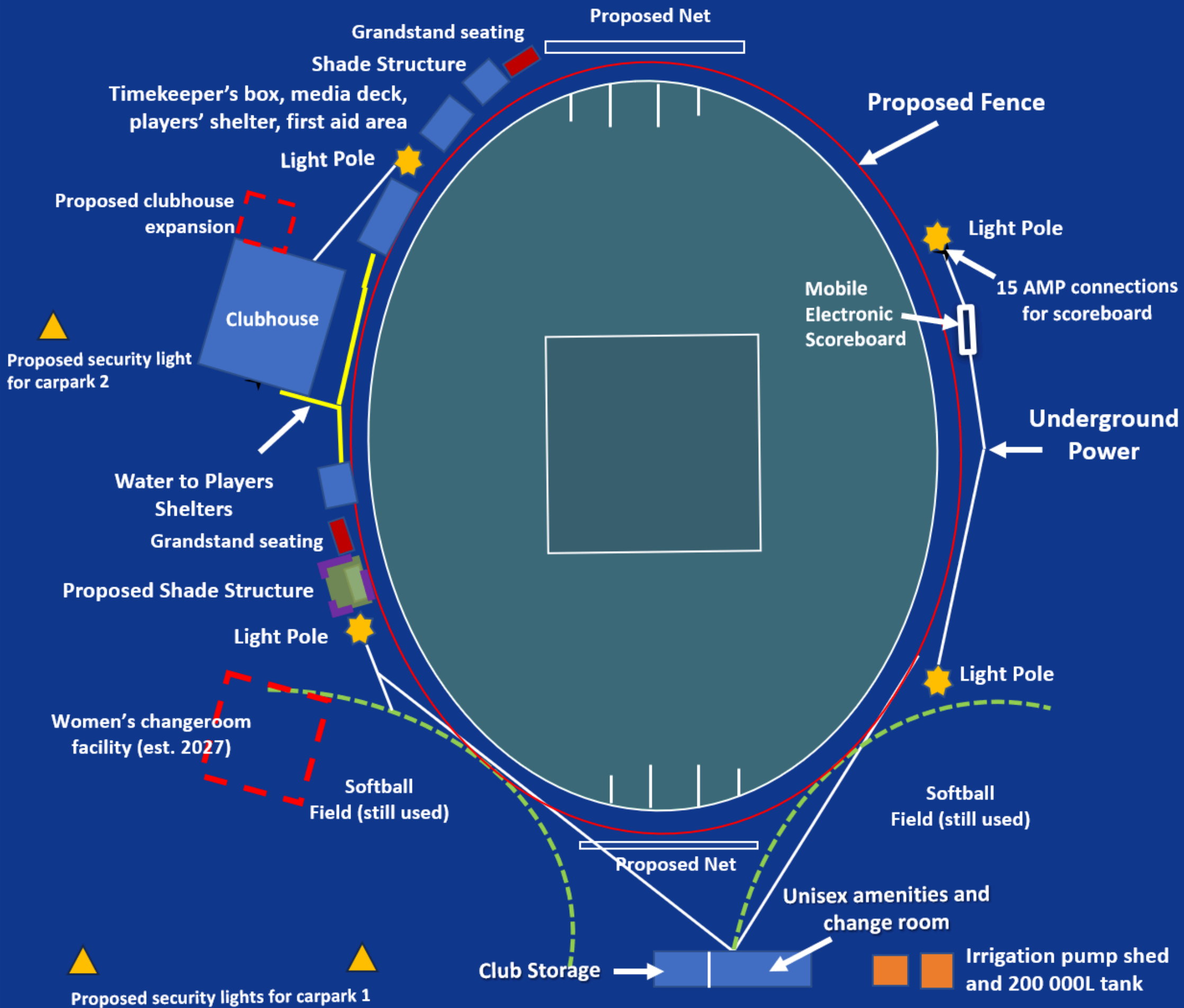


1. Finance & Administration	2. Junior AFL Participation & Performance	3. Senior AFL Participation & Performance	4. Coaching Staff	5. Marketing & Sponsorship	6. Volunteers & Supporters	7. Facilities & Infrastructure	8. Community Links
Key Focus: Financially sustainable operations	Key Focus: Increase activity and quality 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: Create new and maintain revenue streams Identify potential sponsorship Plan a detailed budget for each new season Continue to grow the cash reserves to support members	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 players per junior team	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 the club's values Provide opportunities to play social and competitive AFL Continue to grow player numbers in men's and women's teams	Objectives: Recruitment and retention of best available coaches Reward staff for achieving goals Provide coaches with relevant feedback, training and support	Objectives: Increase number of sponsors and continue to support existing sponsors Ongoing coordination and improvement of the club's website, Instagram and Facebook page Regular communication with club members 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 clubs strategic infrastructure plan - all facilities meet/exceed AFLQ standards Ensure adequate resourcing to achieve successful grants Increase, security and spectator shade and seating Improve irrigation on second field Partner with stakeholders to construct women's changeroom facility	Objectives: Establish strong and long-standing relationships with: •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 & Infrastructure

Key Focus:	Key Focus:	Key Focus:	Key Focus:	Key Focus:	Key Focus:
Shade for all users	Field quality	Clubhouse redevelopment and inclusive changerooms	Spectator seating	Disability access	Safety
Objectives: Provide a shade structure for the visitor's spectators Provide shade for players at game breaks	Objectives: Ground development of Hunter Street field (automated irrigation, surface improvements) Ground development of main field (top dressing and continual maintenance), enhanced by new irrigation Collaborate with partners (e.g. cricket) to increase usage and stakeholders for improvement plans and action	Objectives: Expand existing clubhouse to include a dedicated clubroom Construct new changerooms that support inclusive use, with a particular focus on female football	Objectives: Increase the number of seats available for 'home' and 'away', including covered options	Objectives: Provide disabled parking and footpaths for accessibility	Objectives: Fence around the ground Install security lighting (LED) in car parks and on renovated amenities block Install nets behind each set of goal posts to minimise risk to nearby vehicles and properties

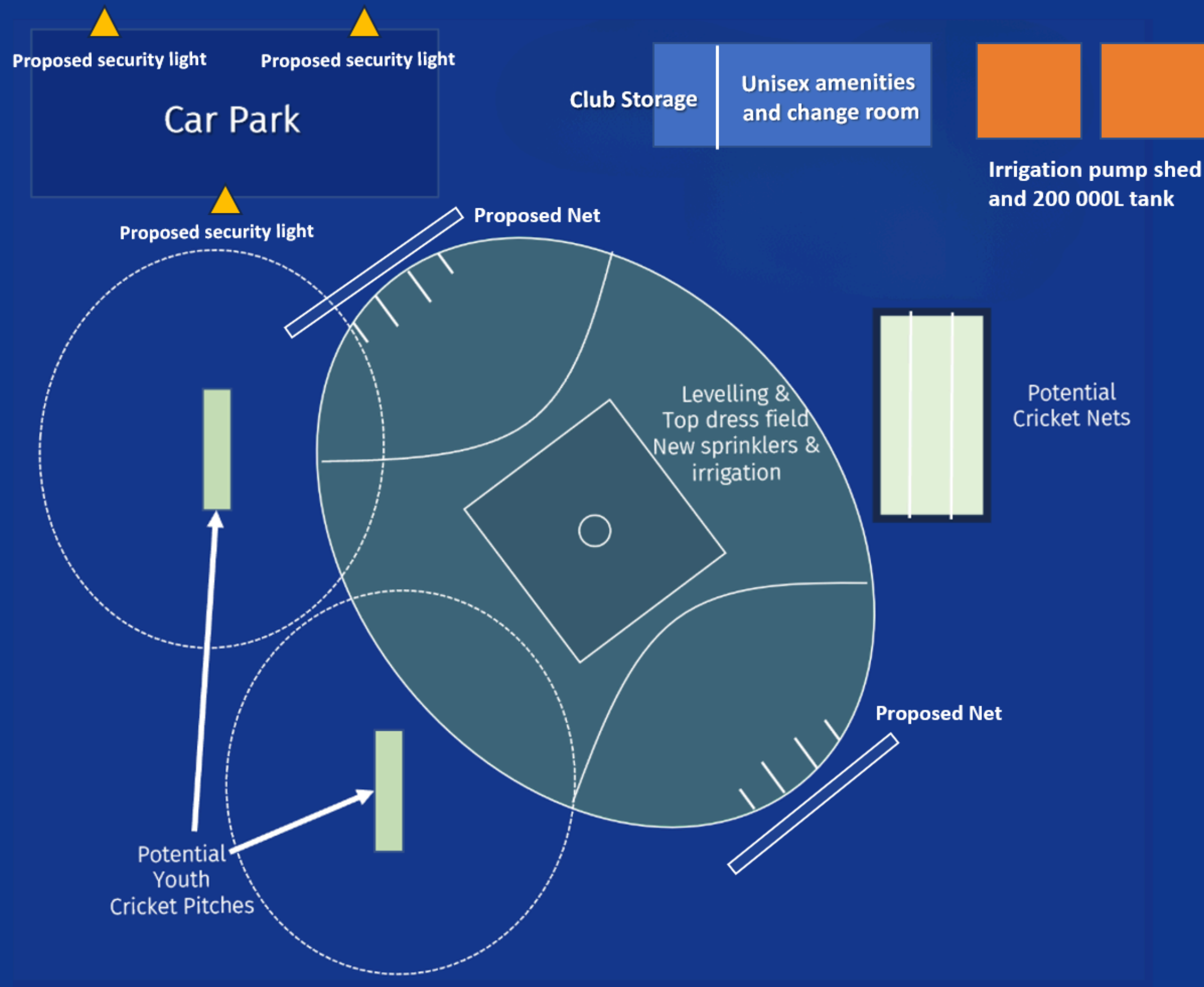




Updated Strategic Infrastructure Plan

Main AFL Field

Indicative Plan | Not to Scale

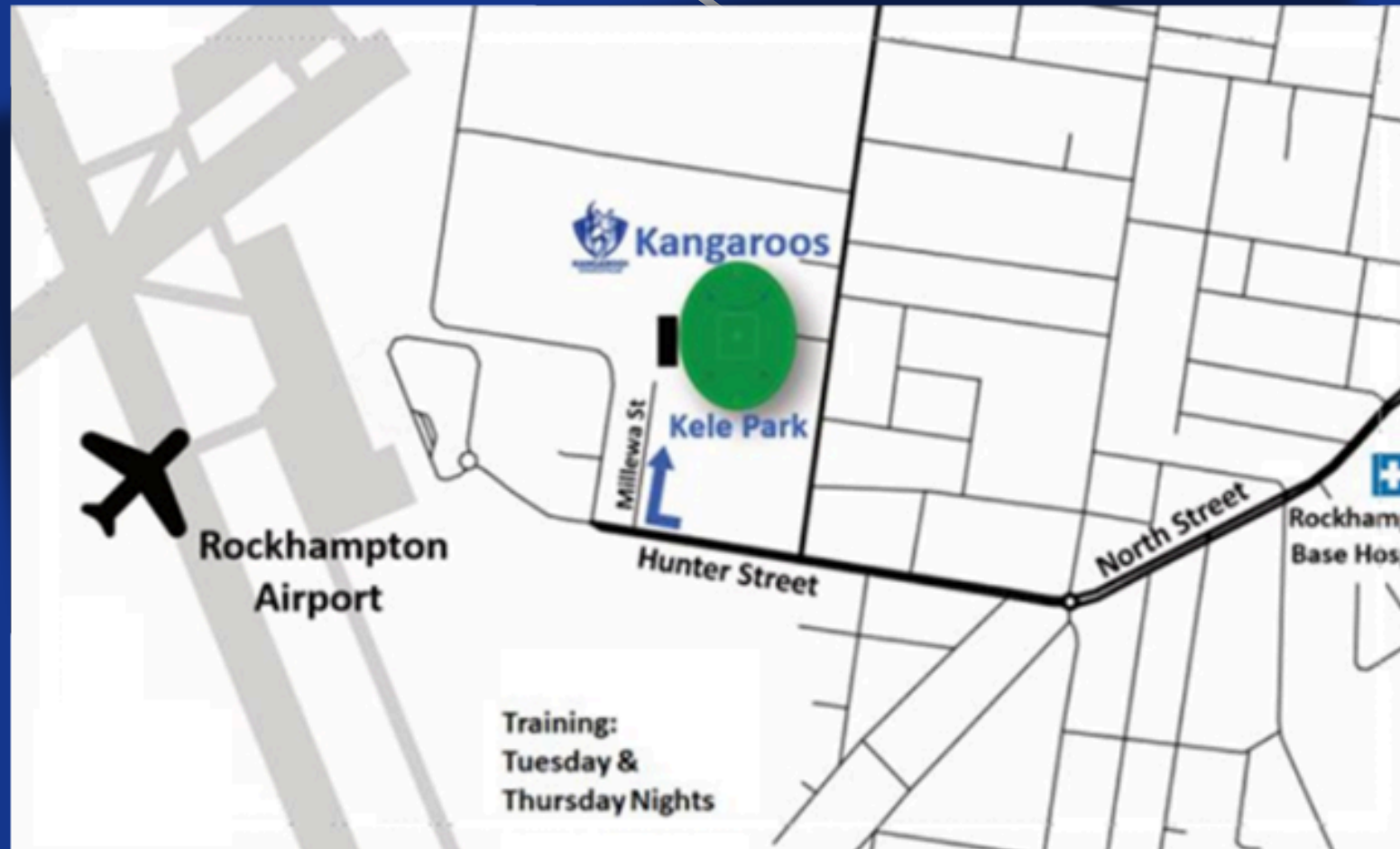


Updated Strategic Infrastructure Plan

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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