

2026 -  
2029

Kangaroos  
Brothers AFC

# Prospectus

## 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 370 (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, with our proud annual fundraising and awareness efforts for 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 will be a place to call home.



Cameron Wyatt  
President  
Kangaroos Brothers AFC Inc.



# 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.

”



# Our Values, Our Behaviours



## Professionalism



## Respect all

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.



## Discipline & Relentlessness



## Brotherhood & Sisterhood

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

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

# Sponsorship Opportunities

Brothers AFC offers a range of sponsorship opportunities tailored to benefit small businesses and larger corporations. Through supporting the Roos, you can receive great exposure for your brand and services. Our members are fiercely loyal to those who support our great club.

 **Platinum: \$10 000**

 **Gold: \$7 500**

 **Silver: \$10 000**

 **Bronze: \$7 500**

 **Senior Team: \$2 500**

 **Junior Team: \$1 500**

 **Ground Signage: \$300/small  
\$600/large**

Packages are per year for  
minimum 3 years

The Committee can discuss with you other packages to meet the needs of your business.

## Other packages:

- Individual player sponsorship: \$250
- First aid: \$1000
- Game Day balls: \$3000
- Marquee: \$3000
- Ground resurfacing: \$25 000
- Grandstand: \$25 000
- Playing lights: \$50 000
- Other: as discussed with Committee

# Platinum Sponsorship

**\$10 000 per year**

**Minimum 3 year sponsorship**

Sponsor receives:

- Name/logo on Senior Men's playing jumpers
- Large logo on roadside sign (6000+ vehicles pass daily)
- Large ground signage
- Advertising in Game Day Booklet and electronic scoreboard
- Special entry to Deck on Sponsor's Day
- Logo on club website
- Advertising of services and job vacancies on social media (2600+ followers)
- Sponsor certificate



# Gold Sponsorship

**\$7500 per year**

**Minimum 3 year sponsorship**

Sponsor receives:

- Name/logo on Senior Men's playing jumpers
- Large ground signage
- Logo on roadside sign (6000+ vehicles pass daily)
- Advertising in Game Day Booklet and electronic scoreboard
- Special entry to Deck on Sponsor's Day
- Logo on club website
- Advertising of services and job vacancies on social media (2600+ followers)
- Sponsor certificate



# Silver Sponsorship

**\$3000 per year**

**Minimum 3 year sponsorship**

Sponsor receives:

- Name/logo on Junior playing jumpers
- Logo on roadside sign (6000+ vehicles pass daily)
- Ground signage
- Advertising in Game Day Booklet and electronic scoreboard
- Special entry to Deck on Sponsor's Day
- Logo on club website
- Advertising of services and job vacancies on social media (2600+ followers)
- Sponsor certificate



# Bronze Sponsorship

**\$1000 per year**

**Minimum 3 year sponsorship**

Sponsor receives:

- Ground signage
- Advertising in Game Day Booklet and electronic scoreboard
- Special entry to Deck on Sponsor's Day
- Logo on roadside sign (6000+ vehicles pass daily)
- Logo on club website
- Advertising of services and job vacancies on club social media (2600+ followers)
- Sponsor certificate



# Individual Team Sponsorship

**\$1500 per year (Junior/Youth)**

**\$2500 per year (Senior)**

**Minimum 3 year sponsorship**

Sponsor receives:

- Name/logo on players' jumpers (sponsored team only)
- Large ground signage
- Advertising in Game Day Booklet and electronic scoreboard
- Photo with sponsored team
- Special entry to Deck on Sponsor's Day
- Logo on club website
- Advertising of services and job vacancies on social media (2600+ followers)
- Sponsor certificate



# Ground Signage Sponsorship

**\$300 per year**

**\$600 per year (large sign)**

**Minimum 3 year sponsorship**

Sponsor receives:

- Ground signage (size according to level of sponsorship)
- Advertising in Game Day Booklet and electronic scoreboard
- Logo on club website
- Advertising of services and job vacancies on club social media (2600+ followers)



**Ground signage**  
900mm x 600mm  
2400mm x 600mm



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# Strategic Plan

## Premierships



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# Committee Structure



# Key Performance Areas

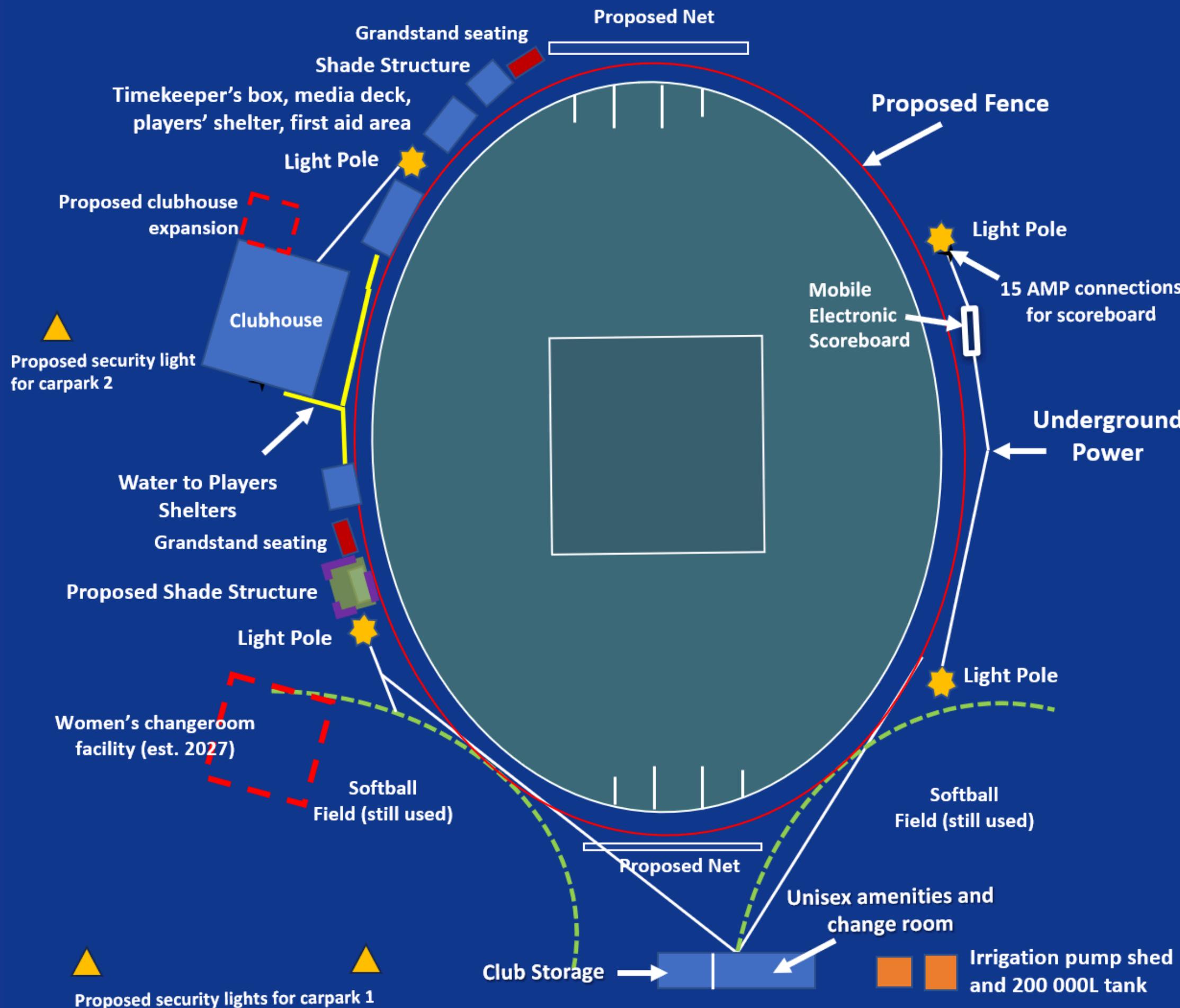
1. Finance & Administration
2. Junior AFL Participation & Performance
3. Senior AFL Participation & Performance
4. Coaching Staff
5. Marketing & Sponsorship
6. Volunteers & Supporters
7. Facilities & Infrastructure
8. Community Links



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
<b>Key Focus:</b>  Financially sustainable operations	<b>Key Focus:</b>  Increase activity and quality for boys and girls	<b>Key Focus:</b>  Increase activity and quality for men and women	<b>Key Focus:</b>  Implement plans that facilitate ongoing coaching improvement	<b>Key Focus:</b>  Increase awareness of the club's brand	<b>Key Focus:</b>  Improve volunteer participation and increase supporters at games	<b>Key Focus:</b>  Provide competition standard facilities and infrastructure	<b>Key Focus:</b>  Foster and maintain good community relationships with local/regional groups
<b>Objectives:</b>  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	<b>Objectives:</b>  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	<b>Objectives:</b>  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	<b>Objectives:</b>  Recruitment and retention of best available coaches  Reward staff for achieving goals  Provide coaches with relevant feedback, training and support	<b>Objectives:</b>  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	<b>Objectives:</b>  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	<b>Objectives:</b>  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	<b>Objectives:</b>  Establish strong and long-standing relationships with: <ul style="list-style-type: none"><li>•Local community</li><li>•Local businesses</li><li>•Local schools</li><li>•Government (RRC, State and Federal)</li><li>•Other AFL clubs</li><li>•AFL Queensland</li><li>•Identified NFPs</li></ul> Maximise awareness of the club within the community through social events, media communication and continued support for charities

## 7. Facilities & Infrastructure

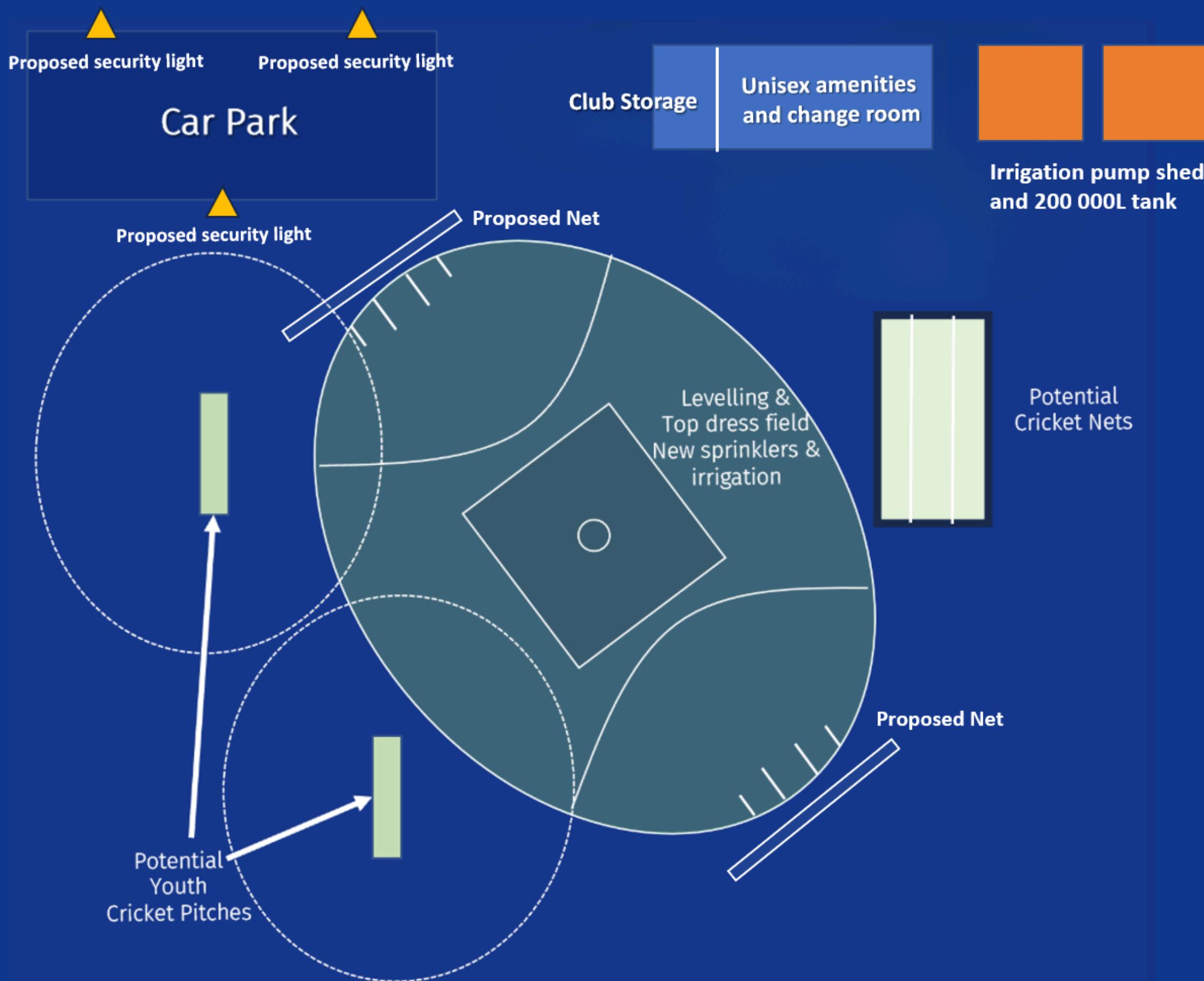
Key Focus:	Key Focus:	Key Focus:	Key Focus:	Key Focus:	Key Focus:
Shade for all users	Field quality	Clubhouse redevelopment and inclusive changerooms	Spectator seating	Disability access	Safety
<b>Objectives:</b>  Provide a shade structure for the visitor's spectators  Provide shade for players at game breaks	<b>Objectives:</b>  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	<b>Objectives:</b>  Expand existing clubhouse to include a dedicated clubroom  Construct new changerooms that support inclusive use, with a particular focus on female football	<b>Objectives:</b>  Increase the number of seats available for 'home' and 'away', including covered options	<b>Objectives:</b>  Provide disabled parking and footpaths for accessibility	<b>Objectives:</b>  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

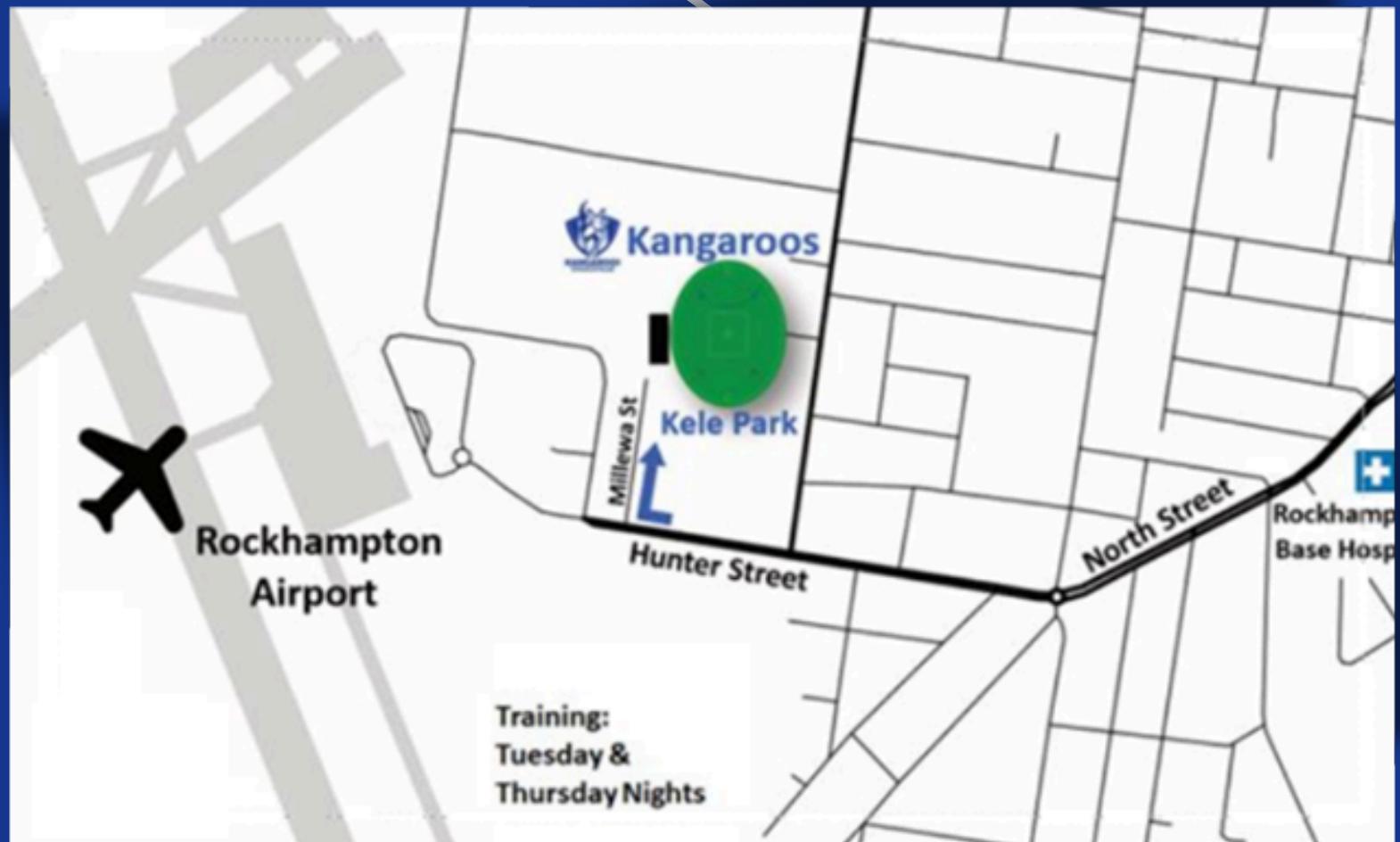


# Updated Strategic Infrastructure Plan

## 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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