



Kangaroos Brothers AFC

Strategic Plan

2022-2024



Kangaroos Brothers AFC

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 (2021), the Roos cater for all ages, with junior teams in the Under 7.5, 9.5, 11.5, 13.5, 15.5 and 17.5 grades, and men's (Seniors & Reserve Grade) and a 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 2022-2024.

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.

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.



Kangaroos Brothers AFC

Our Values

Professionalism	Respect
We value our reputation as an authentic, fair and transparent club. We pursue excellence and provide a genuine and balanced approach to decision making.	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	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 and support each other through success and challenges

Premierships

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

Reserve Grade: 1982, 1995, 2010



Kangaroos Brothers AFC Committee Structure



Club Patron



President
Senior Vice President
Junior Vice President
Treasurer
Secretary

Registrar
Canteen Coordinator
Game Day Coordinator
Director of Coaching
Social Media Coordinator
Sponsorship and Grants Officer
Umpire/Volunteer Coordinator
Senior Coordinator
Youth Coordinator
Junior Coordinator
Social Coordinator
General Committee Members

**Executive
Committee**

**Management
Committee**



Key Performance Areas

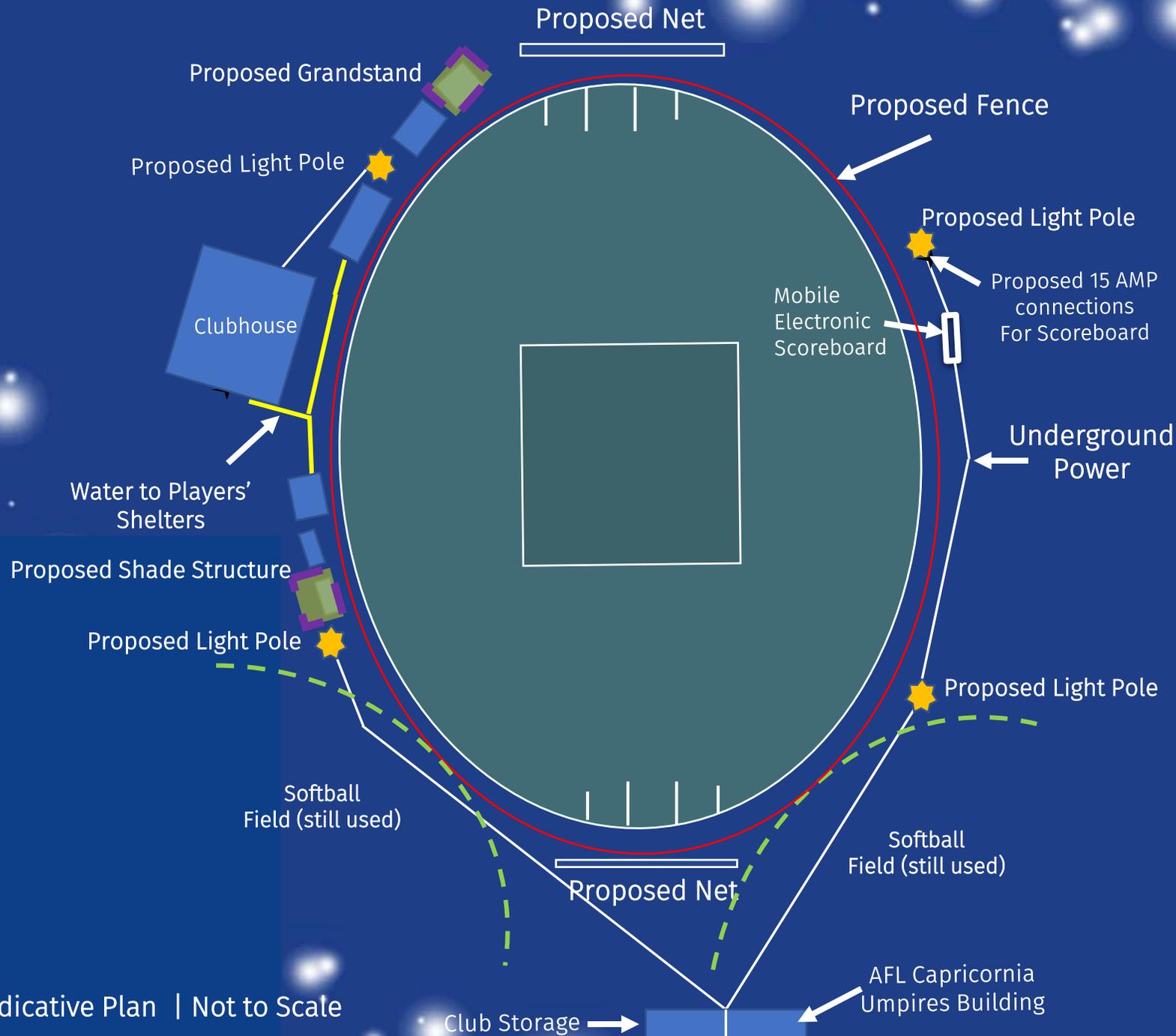
1. Finance & Administration
2. Junior AFL Participation & Performance
3. Senior AFL Participation & Performance
4. Coaching Staff
5. Marketing & Sponsorship
6. Volunteers and Supporters
7. Facilities & Infrastructure
8. Community Links



Our Mission Statement

“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”

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 both 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 (refer to page 6) All facilities meet/exceed AFLQ standards Ensure adequate resourcing to achieve successful grants Improve ground lighting, provide spectator shade areas, increase seating, and accommodate for the youth girl's competition	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



Kangaroos Brothers AFC

Strategic Infrastructure Plan



Connect with us

<https://brothersafc.com>



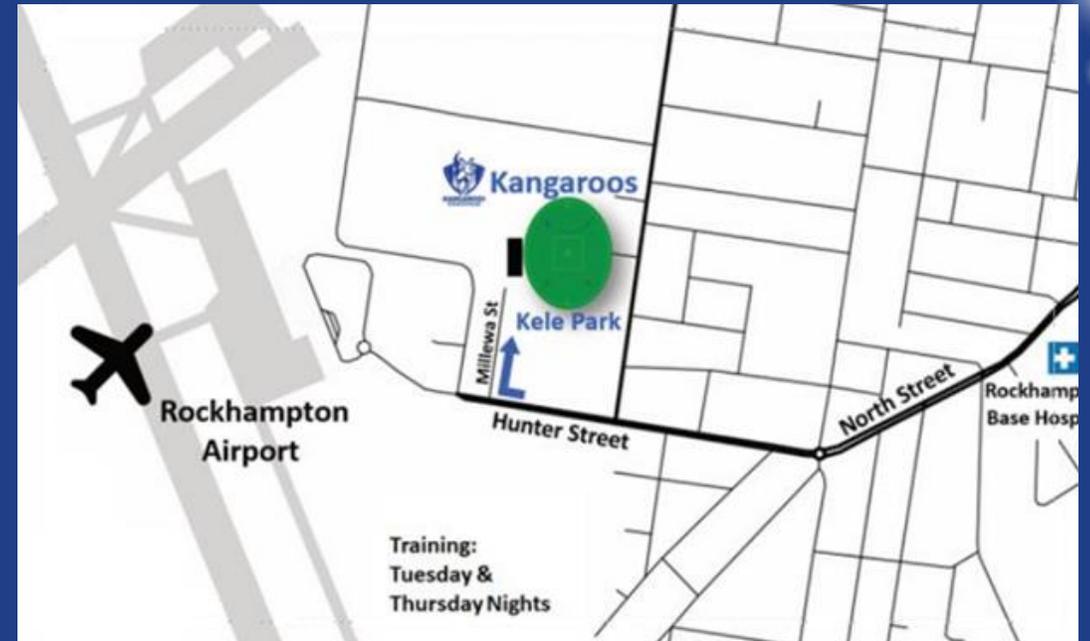
Kangaroos Australian Football
Club South Rockhampton &
Gracemere



@bafc_kangaroos

Home ground

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



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