

2026 - 2029

Kangaroos
Brothers AFC

Strategic Plan



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. Kele Park is a multiple purpose precinct that includes Rockhampton Softball and Brothers Cricket Club.

With a membership exceeding 350 (2025), the Roos cater for all ages, with Junior teams - U7, 9, 11 (mixed), U12 (girls), Youth teams - U13 (mixed), 15 (boys), 16 (girls) and 17 (boys), and Senior Men's (A Grade & Reserve Grade) and Senior Women's teams.

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. We have a strong following throughout our social media platforms (Facebook 2k+ followers).

Our sponsorship prospectus outlines what we can provide sponsors along with identifying our 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.

Our club is committed to working with all sponsors, to ensure that you receive value in partnering with the Kangaroos Brothers Australian Rules Football Club. Your sponsorship not only provides the club with the financial support it needs, but also the ongoing success of a local club that gives back to the community.

We are "one club" made up of great teams and great people. I look forward to working with you to ensure great success on and off the field.

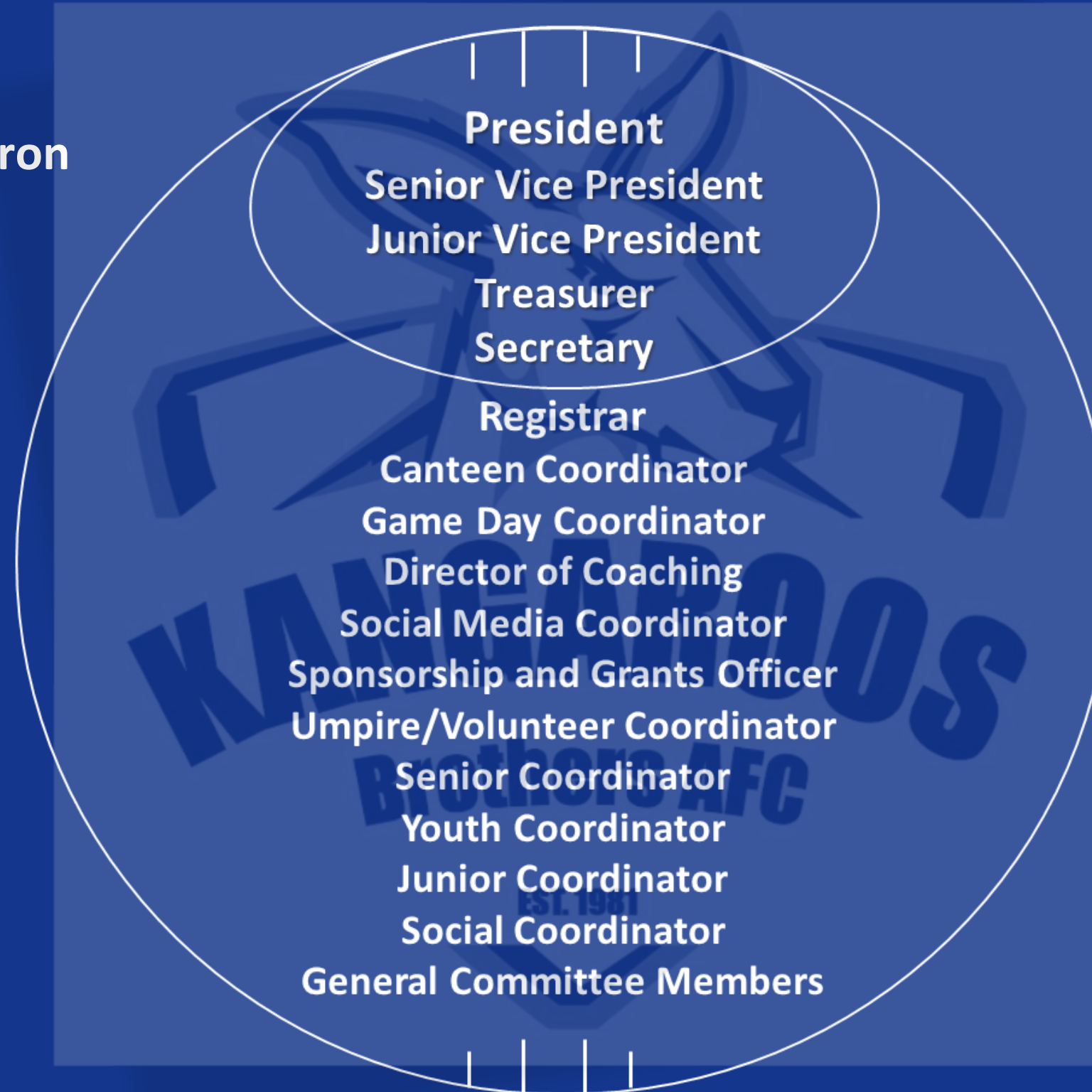
EST. 1981
Wyatt

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.

”



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.



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.



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.



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

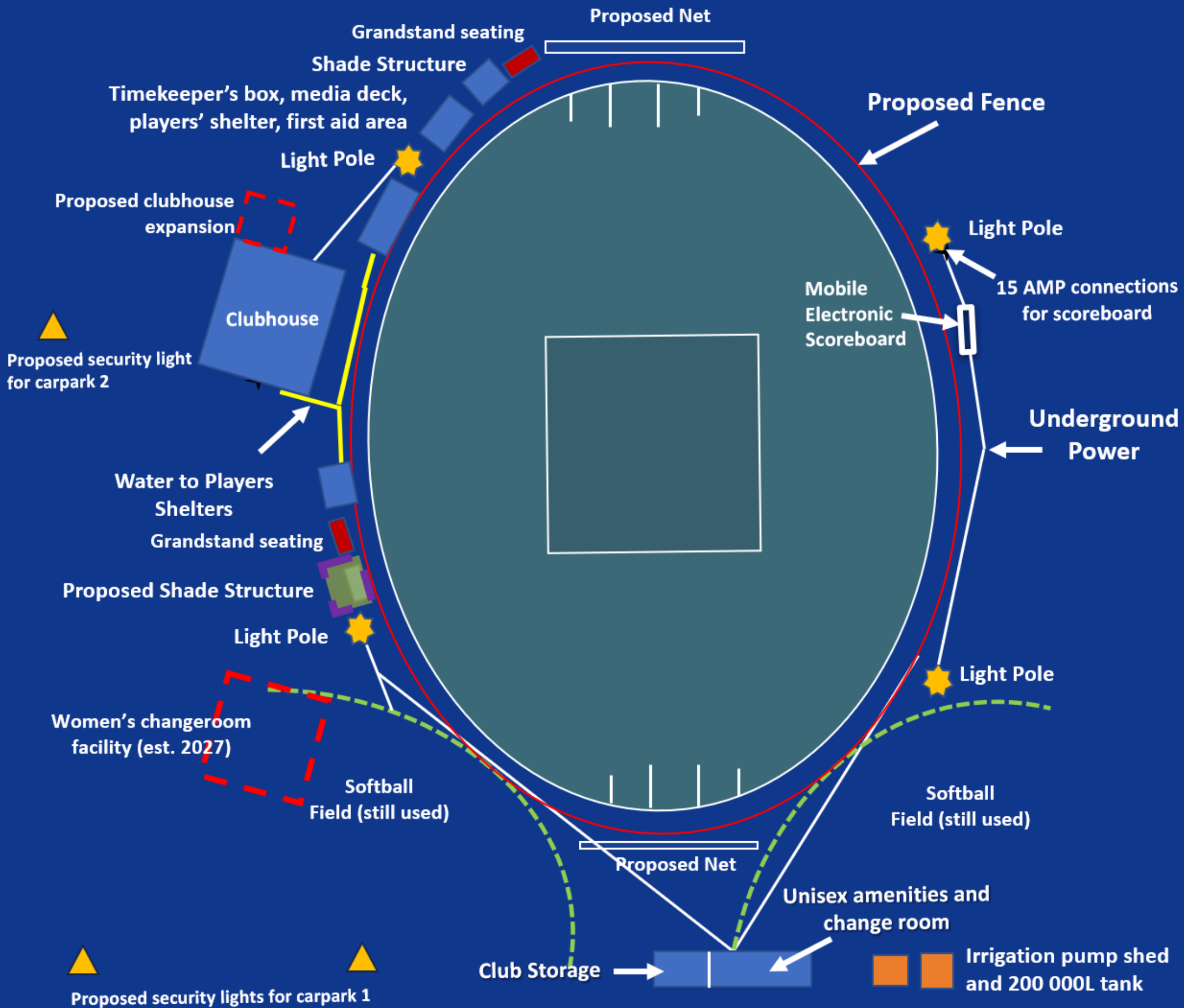


1 Finance & Administration	2 Junior AFL Participation & Perfor	3 Senior AFL Participation & Performance	4 Coaching Staff	5 Marketing & Sponsorship	6 Volunteers & Supporters	7 Facilities & Infrastructure	8 Community Links
<p>Key Focus</p> <p>Financially sustainable operations</p>	<p>Key Focus</p> <p>Increase activity and quality for boys and girls</p>	<p>Key Focus</p> <p>Increase activity and quality for men and women</p>	<p>Key Focus</p> <p>Implement plans that facilitate ongoing coaching improvement</p>	<p>Key Focus</p> <p>Increase awareness of the club's brand</p>	<p>Key Focus</p> <p>Improve volunteer participation and increase supporters at games</p>	<p>Key Focus</p> <p>Provide competition standard facilities and infrastructure</p>	<p>Key Focus</p> <p>Foster and maintain good community relationships</p>
<p>Objectives</p> <p>Create new and maintain revenue streams</p> <p>Identify potential sponsorship</p> <p>Plan a detailed budget for each new season</p> <p>Continue to grow the cash reserves to support members</p>	<p>Objectives</p> <p>Ensure competitiveness of registration fees</p> <p>Provide clear rules and regulations</p> <p>Identify clear pathways for player development</p> <p>Work with schools and organisations to promote AFL and the club</p> <p>Achieve 30 players per junior team</p>	<p>Objectives</p> <p>Ensure competitiveness of registration fees</p> <p>Provide clear rules and regulations</p> <p>Identify clear pathways for player development</p> <p>Promote a culture of excellence and leadership of the clubs values</p> <p>Provide opportunities to play social and competitive AFL</p> <p>Continue to grow player numbers in both men's and women's teams</p>	<p>Objectives</p> <p>Recruitment and retention of best available coaches</p> <p>Reward staff for achieving goals</p> <p>Provide coaches with relevant feedback, training and support</p>	<p>Objectives</p> <p>Increase number of sponsors and continue to support existing sponsors</p> <p>Ongoing coordination and improvement of the club's website, Instagram and facebook page</p> <p>Regular communication with club members</p> <p>Advertise and promote the club to the local community and beyond</p>	<p>Objectives</p> <p>Devise and implement plans to increase and maintain volunteer participation at the club</p> <p>Provide merchandise for members</p> <p>Clearly communicate Spectator's Code of Conduct</p> <p>Appoint a volunteer and umpire coordinator and provide clear role descriptions</p>	<p>Objectives</p> <p>Implement the clubs strategic infrastructure plan</p> <p>All facilities meet/exceed AFLQ standards</p> <p>Ensure adequate resourcing to achieve successful grants</p> <p>Install security lighting, provide spectator shade areas, increase seating</p> <p>Improve irrigation on Field 2</p> <p>Collaborate with stakeholders to construct new change room facility</p>	<p>Objectives</p> <p>Establish strong and long standing relationships with:</p> <ul style="list-style-type: none"> • Local community • Local businesses • Local schools • Government (RRC, State and Federal) • Other AFL clubs • AFL Queensland • identified NFPs <p>Maximise awareness of the club within the community through social events, media communication and continued support for charities</p>

7.

Facilities & Infrastructure

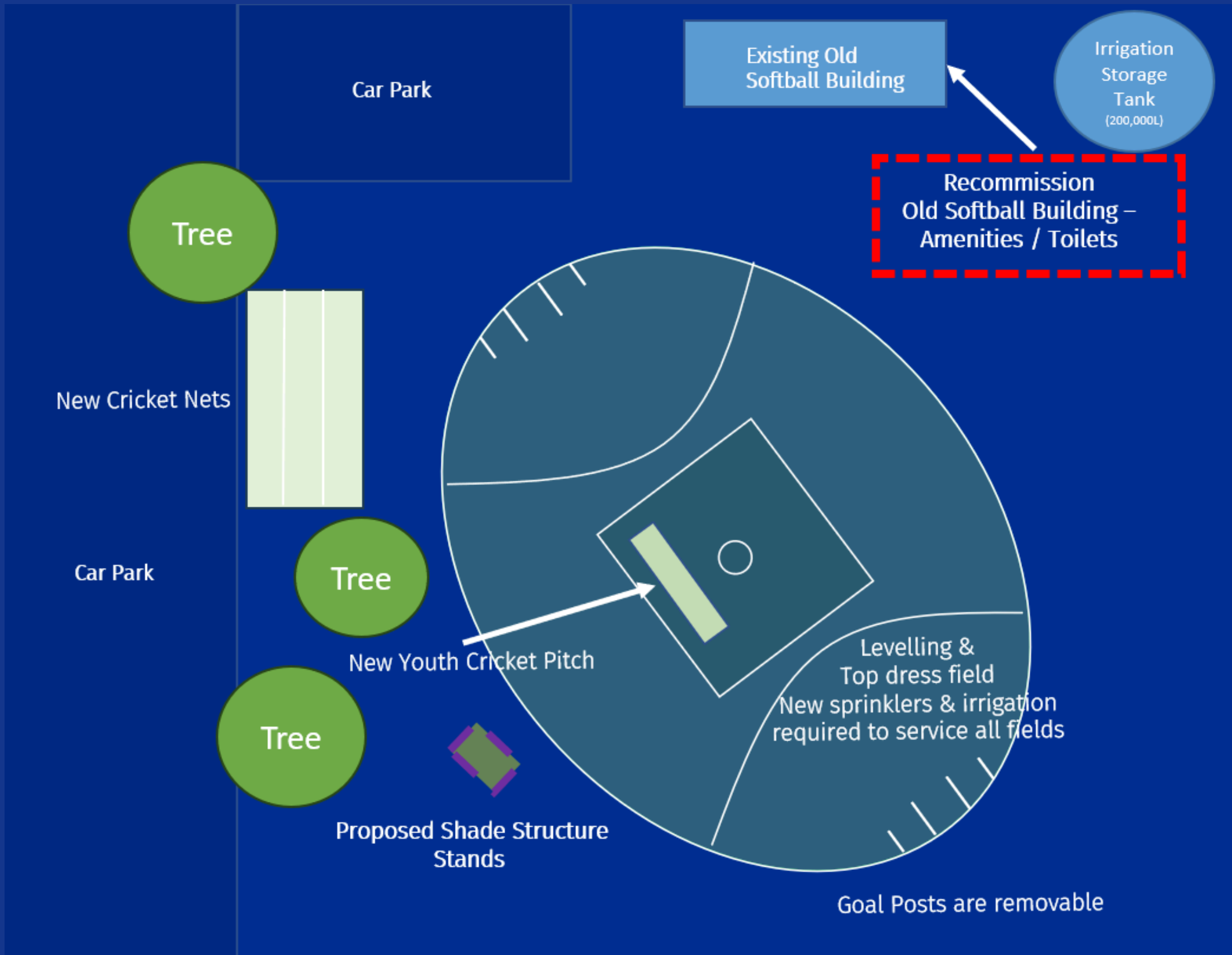
Key Focus: Shade for all users	Key Focus: Field quality	Key Focus: Clubhouse redevelopment and inclusive changerooms	Key Focus: Spectator seating	Key Focus: Disability access	Key Focus: Safety
Objectives: Provide a shade structure for visiting team spectators Provide shade for players at game breaks	Objectives: Ground development of main field (top dressing and continual maintenance) & Field 2 (automated irrigation, surface improvements) Collaborate with partners to increase usage and stakeholders for improvement plans and action	Objectives: Expand existing clubhouse to include dedicated clubroom Construct new changerooms that support inclusive use, with particular focus on female football	Objectives: Increase the number of seats for 'home' and 'away' spectators, including some undercover	Objectives: Provide disabled parking and footpaths for accessibility	Objectives: Fence around the ground Install security lighting in car parks and on renovated amenities block Install nets behind goal posts on both fields to minimise risk to nearby pvehicles and proprties



Updated Strategic Infrastructure Plan

Main AFL Field

Indicative Plan | Not to Scale



Updated Strategic Infrastructure Plan

Second AFL Field

Indicative Plan | Not to Scale

Let's talk more



<https://brothersafc.com>



Kangaroos Australian Football Club



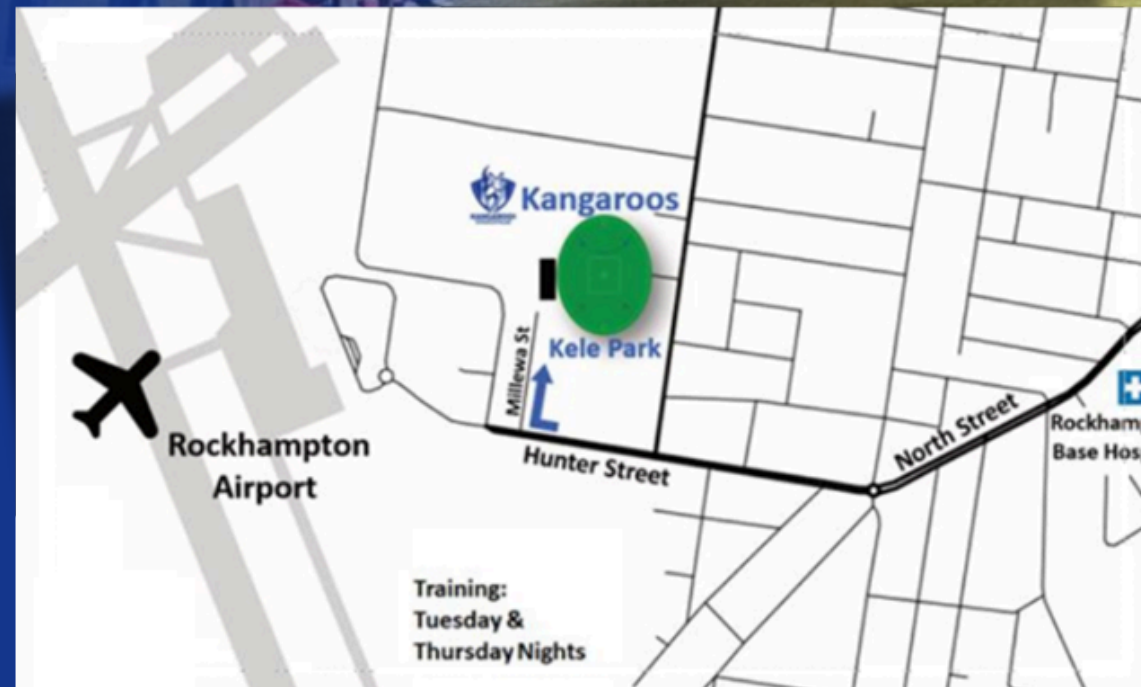
@bafc_kangaroos



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Home ground

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