



STRATEGIC PLAN

2020-2023





A MESSAGE FROM THE CHAIRMAN AND CEO REIGNITING THE DEMON SPIRIT

At such a critical point in the Melbourne Football Club's journey, we are delighted to share with our members and supporters our long-term vision for the Club and strategic plan for the next four years.

Our vision of the future has been shaped by the foundations of our past. A foundation which created the Demon Spirit. This spirit previously delivered success, embodied the strength of a big club and the significance of being the pioneers of the game.

The Melbourne Football Club journey started 162 years ago when we wrote the rules of the game and then became the inaugural VFA/VFL/AFL Club and still carries the distinction of being the oldest professional sporting club in the world.

The spirit that embraced the club, became Melbourne's competitive edge. It was a united, aggressive and intimidating spirit that delivered 12 premierships up until 1964 and established MFC as a powerhouse of the competition.

Suffice to say the club has not delivered the ultimate prize in the last 55 years. Our foundations of success, strength and significance would no longer be words synonymous with this era of the Melbourne Football Club.

Our strategic plan is a continuation of the work that has been underway, to reignite the Demon Spirit and deliver premiership success.

Within this strategic plan, we will highlight:

1. Our cultural drivers
2. Our vision of the future
3. Our strategic priorities and expectations for 2020-2023

Kate Roffey - President

Gary Pert - CEO



OUR PURPOSE

TO BE A CLUB WHERE
OUR PEOPLE FEEL
PROUD TO BELONG





OUR VALUES

TRUST

Trust is the element that turns our great people into a great team. Trust in our game plan turns our ambitions into our success.

RESPECT

Respect each other.
Respect the jumper.
Respect our history.
Respect our supporters.
Respect the game.

UNITY

Our success and strength as a club comes from our ability to stay united. In times of celebration and hardship, united we stand.

EXCELLENCE

Excellence is our mindset and habit that pushes us every day to find a better way. Excellence is the only standard that allows us to compete and win within the AFL.





OUR VISION

Our vision for the Melbourne Football Club is to re-ignite the Demon Spirit and deliver premiership success.

The journey starts with delivering consistent on field success and playing a game style that excites our supporters and stands up to Finals pressure.

We will deliver the sustained success by having the best people in every position, both on and off the field. Our people will thrive within a club that is committed to a standard of excellence and supported by a culture of wellbeing and balance.

Our people will be inspired to reach their full potential by surrounding them with the best facilities, technology and expertise available in Australian sport.

Sustained on-field success will provide a platform for growth. Growth will come through a greater engagement of our supporters which in turn will deliver a larger membership base and big home game crowds where we get to witness the Demon Spirit in full flight.

Supporters and members will continue to shape the club into the future, with all major decisions made by the club to go through a filter of “will this make our supporters feel proud?”

As our supporters remain loyal and our commercial partners continue to invest in our journey, profits will be re-invested to deliver on our strategic priorities; Eliminating debt, improving membership services, investing in innovation and expertise in our football department and building club facilities.

Over the long term we will establish a portfolio of investments and non-core revenue streams to ensure our financial resilience regardless of ladder position.

Our significance as a club will be entrenched, as we develop high-performance facilities and club infrastructure to provide profile, presence and stability for the next 50 years. A home, to make our people feel proud:

- The new Melbourne Football Club home will be created. We will unite administration and the football department into the one facility for the first time in recent history. This facility will be constructed near the MCG, our spiritual home, our home ground. A social club will be established to enhance the match day experience and provide a formal place for our club functions and events.
- We will continue to develop Casey Fields as our secondary high-performance facility. We will play our AFLW, VFLW and VFL home games as well as an AFL pre-season game at Casey Fields.

As an important contributor to the culture of Melbourne, we will continue to use our profile, people and resources to support community programs, causes and charities that make a difference in people's lives and in many cases, allow them to live their dreams. Our people will feel proud to be part of a club that delivers a culture of respect, diversity and inclusion.

Reigniting the Demon Spirit will ensure we create a club where all our people feel proud to belong.





OUR AMBITIONS FOR 2020-2023

1. ON-FIELD PERFORMANCE

- Play in AFL and AFLW Finals each year
- Win at least 1 AFL and 1 AFLW Premiership

2. FINANCIAL

- Deliver a combined \$4m profit over 4 years
- Eliminate debt
- \$30m + of income producing assets

3. OUR PEOPLE

- To have a culture that inspires excellence and attracts new talent

4. OUR FANS

- Grow to 75k members
- MCG home game average crowds of 50k +

5. OUR FACILITIES

- Finish construction of high-performance facility at Casey Fields
- Start construction of new Melbourne home base facility



