



AINSIE FOOTBALL CLUB

STRATEGIC PLAN
2022 - 2027

2027

TO BE THE CLUB WHERE PEOPLE WANT TO BE.



“In five years, we’ll
have had the privilege
of supporting our
community for a
century. Changing
the lives of countless
people for the better”

Lee Phillips, President





From the President

In March 2021, we invited a cross section of our community, players, sponsors and stakeholders to our Club strategic planning day. We wanted to give the diverse parts of our Club a voice in what we focus on over the next five years.

The Board distilled these ideas and suggestions into five strategic pillars, which were then critically reviewed by members of our community and further refined.

I are pleased to present the ideas of our community in the Ainslie Football Club Strategic Plan 2022 – 2027. To drive these ideas forward, we have nominated specific Board members to take direct responsibility for each pillar and engage our Club in building to our 100 year anniversary in 2027.

Ainslie Football Club was established in 1927 and has a proud and rich history of success at all levels of

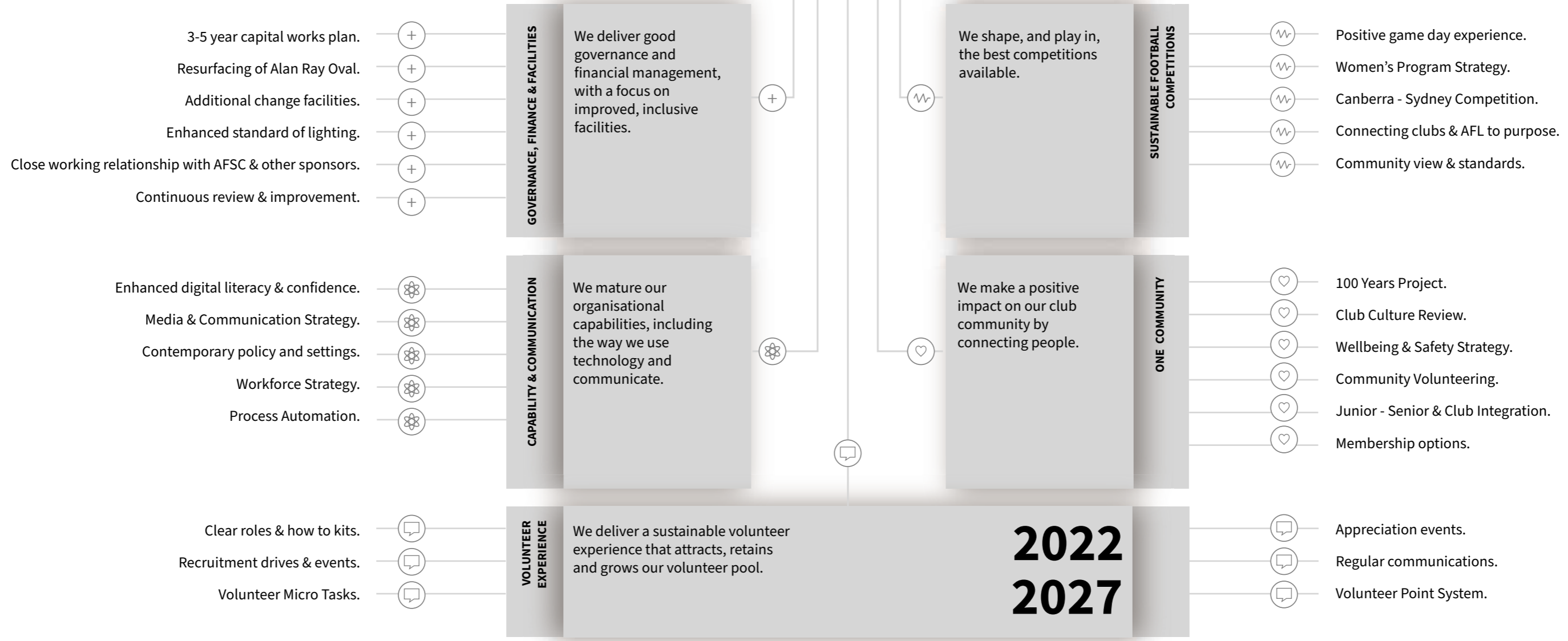
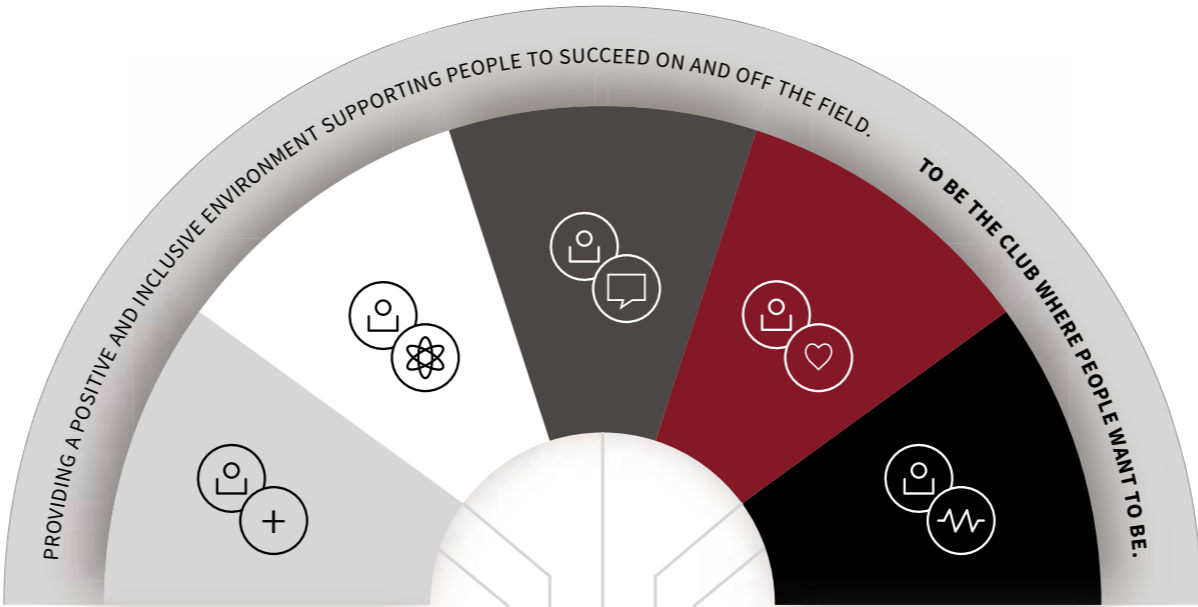
football competition. We will continue to create a positive environment that improves the lives of people involved in our Club community, breeding high performance in accordance with our core values of Tradition, Respect, Inclusion, Commitment and Integrity.

In 95 years of football development, Ainslie Football Club stands tall as the most successful Club in the AFL Canberra community, measured by Club Championships and Senior Premierships.

In 2027 the Ainslie Football Club turns 100 and we wish to build on the 95 years of success to continue to be Club where people want to be.

Lee Phillips, AFC President





AINSLIE FOOTBALL STRATEGIC PLAN.





**“Over the next
five years, we will
continue to be leaders
in inclusiveness &
equality”**

**Sue-Anne McKeough,
Senior Vice President**



OUR VALUES OUR BEHAVIOURS

TRADITION

- We celebrate our rich history and embrace a bright future.
- We recognise our past and acknowledge our alumni.
- We represent “our jumper”.

RESPECT

- We respect our club, partners, community and each other.
- We respect those who have been before us.
- We support the big picture and understand we are just one part of a wider football and broader community.

INCLUSION

- Everyone is part of our club.
- We accept and celebrate our differences.
- We foster an inclusive environment.

COMMITMENT

- We’re committed to continuous development and improvement.
- We demonstrate a club first approach.
- We build trusted partnerships with our internal / external stakeholders.

INTEGRITY

- We’re transparent, share credit and responsibility.
- We adhere to the highest standards of moral and ethical values and principles through our personal and professional behaviour and actions on and off the field.
- We create a safe environment where honest feedback is encouraged.