



WEST PERTH FOOTBALL CLUB

Proud to belong

2022 - 2026

OUR VALUES



Trust

WE VALUE CHARACTER

Selfless

WE PUT THE TEAM FIRST

Spirit

WE PLAY TO WIN

Resilient

WE NEVER GIVE IN

Our PURPOSE

“BE THE BEST
YOU CAN BE”

WE ARE AN INCLUSIVE FOOTBALL CLUB
connected BY RED AND BLUE



Our VISION

Our vision for the West Perth Football Club is to deliver Premiership success at every level. Our future will be shaped by the foundations of our past. We thrive on harnessing the West Perth Spirit laid down by our predecessors as we look to create more history and deliver success into the future.

We aim to harness that Spirit through everyone connected to our Club where all our red and blue family feel Proud to Belong.

Our teams will play a game style that excites supporters and stands up to finals football, year in – year out. Our brand of football will provide a platform for growth. Coupled with greater engagement with our supporters and our metropolitan and regional zones this will deliver a larger membership base and bigger home game crowds where our people will witness the West Perth Spirit in full flight.

Our commercial partners will continue to invest in our journey and we continue to attract new partners. Profits will be directed to our strategic priorities of: improving game day experiences, eliminating our debt, developing our metropolitan and regional communities through football, investing in innovation and expertise in our football department and building and improving Club facilities.

Our people will be inspired to be the best they can be by surrounding them with the best facilities and expertise.

Over the coming years we aim to develop and grow our high performance facilities and Club infrastructure with Venues West and our local councils to provide profile, presence and stability that our red and blue family can be proud of:

- We will upgrade the lights at our home ground that will be provide improved training conditions and allow more flexibility in fixturing and other major events at the ground.
- Additional improvements will be made to the current Whinnen/Dempsey grandstand, including coaches boxes, corporate boxes and members seating.
- Our facility will attract and host AFL pre-season games, WAFL finals and other major community football events.
- We will continue to work with our local councils to identify and develop a second high performance facility that can better accommodate our WAFLW program and the development of women's football.

Our commitment to this vision, underpinned by our values and culture of the West Perth Football Club will ensure we create a Club where all our people feel Proud to Belong.

Our AMBITIONS

2022 – 2026



1. FOOTBALL PERFORMANCE

- Play in WAFL & WAFLW Finals each year
- Win at least 2 WAFL & 2 WAFLW Premierships

2. FINANCIAL

- A bank balance of over \$1 million and to eliminate debt
- Invest back into football in our zone

3. OUR PEOPLE

- To have a culture that enables people to “be the best they can be”
- Our red & blue family including our metropolitan and regional zones are proud to belong
- To continue to celebrate the great volunteerism that occurs at our club

4. OUR RED & BLUE FAMILY

- Grow to 3000 members
- Maintain our current corporate partners and attract new partners to invest in our journey
- WAFL Home Ground Crowds of 3000+
- WAFLW Home Game Crowds of 500+

5. OUR FACILITIES

- Upgrade the lights at our home ground suitable to host night football
- Upgrades to the current Whinnen/Dempsey grandstand and additions to the outer including a bar and toilet facilities
- Attract and host AFL pre-season games, WAFL & WAFLW finals and other major community and football events
- Identify and develop a second high performance facility that can better accommodate our WAFLW program and the development of women’s football

Deliver
PREMIERSHIP SUCCESS
AT EVERY LEVEL



westperthfc.com.au

*Proud
to belong*