

A MESSAGE FROM THE PRESIDENT & CEO

THE BULLDOGS ARE BARKING





We are pleased to provide our members and supporters with a summary of our "Bullish" strategic overview.

In recent seasons the South Fremantle
Football Club has been focussed on building
a sustainable business to underpin football.
We have taken significant steps in building
our financial performance, growing our
membership and achieving brand and
consumer gains, whilst sustaining stable
and high-achieving football results.

It gives us the foundation to deliver on our vision – The Premier Family Club. Our "Bullish" strategic overview is underpinned by four key strategic ambitions, being Football, Fundamentals, Future and Finance. Each ambition shall guide our planning and performance over the four years of this overview.

Our strategic overview is a continuation of the work that has been underway, to keep the Bulldogs barking loudly as we aspire to deliver premiership success supported by business excellence.

Within this strategic overview, we will highlight:

- 1. Our Purpose and Vision
- 2. Our Key Values
- 3. Our Strategic Ambitions

We look to the future with great anticipation and with unconditional belief in the South Fremantle Football Club, our people, and our performance aspirations.

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Peter Christie - President

Cameron Britt - CEO







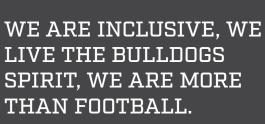
OUR PURPOSE

TO INSPIRE, ENRICH AND STRENGTHEN OUR COMMUNITY THROUGH THE GROWTH AND DEVELOPMENT OF **AUSTRALIAN RULES** FOOTBALL.

OUR VISION

TO BE THE PREMIER FAMILY CLUB.

LIVE THE BULLDOGS SPIRIT, WE ARE MORE









OUR VALUES

THE PREMIER FAMILY CLUB

Inclusive

Male and female, young and old: players, members, support staff, employees, commercial partners, supporters.

Spirited

Culture, ethos, moral values: develop good people.

Connected

Not just a football family, a real family: care, respect, togetherness.

Committed

Striving to improve, pursuit of high-performance, growth mindset, results are our reward.



OUR AMBITIONS

FOOTBALL Talent Development, Finals & Flags

Run the best football programs in WA

- Compete in Finals, and win WAFL and WAFLW Premierships
- Develop AFL and AFLW footballers
- · Develop great footballers and outstanding people
- Have a strong presence and a positive influence in SFFC zoned communities

FUNDAMENTALS Engage & Grow, Innovate

Be operationally excellent

- High performance is the cornerstone of our decisions and actions
- Be proud in leading, humble in sharing
- Adhere to governance best practice
- · Provide connection to our family: we're a destination for all

FUTURE Connect & Welcome

Setup our future

- Redevelop our facilities to deliver best-in-class user amenities
- Pursue projects that add commercial and brand value
- Position the SFFC brand as recognisable, valuable, desirable
- Embrace our heritage and honour our past

FINANCE Growth & Revenues

Safeguard our Club

- Be profitable
- Be debt free
- · Be financially stable, independent and sustainable
- Preserve and grow our asset base





