



## OUR MISSION

To be a **competitive, financially self-sustaining, community** sporting organisation that provides a **pathway to the AFL and AFLW**

## OUR VISION

To be a financially self sustaining VFL football club with consistent top-quartile on-field performance by 2020



# STRATEGIC PLAN 2018-2022

# FOREWORD

The VFL has changed significantly over the eighteen years since the demise of the AFL Reserves competition and the development of the “new” VFL incorporating Melbourne-based AFL clubs, then-existing VFL clubs and other new clubs. The make up has been in constant change, testing all clubs’ ability to adapt and evolve. Clearly some haven’t survived the challenge.

Our alignment with St Kilda Football Club remains for the foreseeable future as the reality is that we are not financially strong enough to explore options available to us. The alignment continues to develop and the current Boards and management of both clubs are keen to continue to work together, whilst acknowledging that our results since the commencement of the alignment haven’t been as successful as we’d hoped. However, personnel can change quickly at both clubs and change the relationship accordingly. With the dynamic nature of the AFL we need to develop contingency plans that provide the Club with multiple future roadmaps. It’s not about having to make those choices now but to better understand the choices and their execution complexity. That is clearly a role for the Board as custodians of the Club’s future. No President wants to be writing the epitaph.

On that basis, the Board has undertaken a strategic review and will embark on exploring many roadmaps, and will engage with members along the way. Remember, this is not forcing the Board to make any rash decisions but to provide options for the future. I commend to you to digest this document and see where you can to assist the Club.

We look forward to sharing the challenge with you going forward.

Go Zebras!

**Nick Johnstone**  
President  
Sandringham Football Club



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## ABOUT US

The Sandringham Football Club, nicknamed The Zebras, is an Australian rules football club based in Sandringham, Melbourne. The club was formed in 1929, is currently aligned with the St Kilda Football Club and plays in the Victorian Football League (VFL).

## HISTORY

The club was formed in that time as a three-way merge of the existing amateur clubs in the area, Sandringham Amateurs, Black Rock FC and Hampton Amateurs. The club colours of gold, black and blue were taken from those three local teams respectively.

## COMMUNITY ENGAGEMENT

We value the community in which we operate and the community organisations that reside in Bayside.

The club wants to improve our engagement with all stakeholders in the region and a strong part of this is to enhance our holistic pathway program. This is not limited to just players, but coaches, trainers, administrators and fans.



## STRATEGIC PILLARS & KEY GOALS

### COMMUNITY

To improve engagement with all stakeholders

To be identified as a community asset

To be the club of choice for TAC U18 and Bayside footballers looking to play state football

### FINANCIAL

To have \$500,000 in cash and be debt free by 2020

To have a major sponsor by 2020

To grow SBTB revenues to \$1m by 2022

### FOOTBALL

To establish a VFLW team by 2019

To play finals football from 2018-2020 inclusive

To be VFL Premiers by 2020

### PEOPLE

To have unity at all levels of the club

To extend our activities and push for excellence in our core business

To recruit, retain and reward great people and acknowledge their contributions



## Sandringham Football Club

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**#DaretoDazzle**