



OUR PURPOSE

A UNITED, INCLUSIVE AND VALUES-LED CLUB THAT
ACHIEVES ON AND OFF-FIELD SUCCESS AND IGNITES
A SENSE OF PASSION, PRIDE AND BELONGING FOR
OUR MEMBERS, SUPPORTERS AND STAKEHOLDERS.

OUR VALUES

RESPECT

UNITED

HUMILITY

EXCELLENCE

INTEGRITY

RELENTLESS



UNITED BY NAVY BLUE.

KEY PERFORMANCE AREAS

-  WIN PREMIERSHIPS.
-  GREAT PEOPLE AND CULTURE
INCORPORATING DIVERSITY, INCLUSIVITY
AND EQUALITY. STRONG LEADERSHIP.
-  MEMBERSHIP, ATTENDANCE GROWTH AND
CUSTOMER CENTRICITY.
-  SUSTAINABLE COMMERCIAL GROWTH
AND PHILANTHROPIC AMBITION.
-  FINANCIAL SUSTAINABILITY, QUALITY
INFRASTRUCTURE, EFFECTIVE GOVERNANCE
AND ENVIRONMENTAL SUSTAINABILITY.
-  EFFECTIVE CLUB COMMUNICATIONS WITH ITS
PEOPLE, COMMUNITIES AND STAKEHOLDERS.
-  DEVELOP AND DELIVER AUTHENTIC AND
ALIGNED COMMUNITY PROGRAMS.

CARLTON FOOTBALL CLUB STRATEGIC PLAN 2022-2027

KEY PERFORMANCE INDICATORS BY 2027



Win AFL and AFLW premierships

125K

Club membership

TOP 2

Club engagement
measurements

55K

Average AFL home
game attendance
totalling 600k

IKON PARK MASTERPLAN
AND FUNDING COMPLETED
INCLUDING AN ADDITIONAL
TRAINING OVAL

DIVERSITY, INCLUSION AND
EQUALITY PLAN COMPLETED
AND IMPLEMENTED

HIGHLY ENGAGED PLAYERS,
STAFF AND MEMBERS AS
INDICATED IN OUR ENGAGEMENT
SURVEYS EACH YEAR (>80%)