


2022-2025 Strategic Framework




FITZROY
FOOTBALL CLUB
INCORPORATING THE FITZROY REDS

OUR VISION:



To be the strongest community club in Melbourne:
providing great football, great community and great
culture

Our Purpose:



To be a competitive, inclusive, and sustainable community club playing in the highest grades of VAFA football

Strategic Goals

To be competitive in the highest grades of VAFA football

To further enhance the Club's inclusive culture

To ensure the Club's sustainability

To maintain and grow the Club's reputation as a progressive and community engaged Club of Choice

To build on the legacy of Fitzroy and the Fitzroy Reds, while forging new ways forward

Goal 1: To be competitive in the highest grades of VAFA football

STRATEGIES

Attract and retain high-quality players and coaches

Enshrine and promote pathway from FJFC to FFC

Achieve gender equality in resource allocation and all Club operations

Ensure new facilities are optimal for player development and performance

Goal 2: To further enhance the Club's inclusive culture

STRATEGIES

Continue to welcome and include all players

Ensure members are well serviced and supporters encouraged to want to become members

Continue to integrate inclusivity and equality into all activities

Maintain and grow player support activities such as the Wellbeing and Respectful Relationships programs and introduce Leadership and Professional Development

Goal 3: To ensure the Club's sustainability

STRATEGIES

Build income through existing and new sources

Ensure new facilities are optimal for Club fundraising and stakeholder relations

Ensure appropriate structures in place to recruit sufficient volunteers and enable succession planning for Board, Coaches and Leaders

Ensure that the Club remains effectively governed and financially managed

Expand relationships with sponsors and key stakeholders

Goal 4: To maintain and grow the Club's reputation as a progressive and community engaged Club of Choice

STRATEGIES

Continue to be a leader in promoting inclusivity, equality and other progressive values shared with the Fitzroy community

Ensure that the club maintains and grows its relationships with the Fitzroy community, City of Yarra and local stakeholders

Continue to maintain strong relationships with the VAFA, FJFC and the Edinburgh Gardens Sporting Network

Promote the Club to all sectors of the local community to ensure they can take advantage of opportunities to play for and support the Club

Goal 5: To build on the legacy of Fitzroy and the Fitzroy Reds, while forging new ways forward

STRATEGIES

Continue to play and operate in the spirit embodied by the Fitzroy and Fitzroy Reds

Ensure that the history of both the FFC and the Fitzroy Reds continues to be shared with current and future players and stakeholders. This history includes the strong presence of women directors and the incorporation of women's teams.

Continue to be a leader within the VAFA and Victorian sporting community in providing programs such as the Wellbeing and Respectful Relationships programs and initiatives such as the Pride Game.