



BUILDING AND BELONGING

SOUTH FREMANTLE FOOTBALL CLUB

STRATEGIC PLAN 2027-2029



THE BULLDOGS ARE BUILDING

BUILDING & BELONGING IS ABOUT CREATING SOMETHING IMPORTANT AND LASTING. CULTIVATING A GENUINE SENSE OF CONNECTION, INCLUSION, AND PRIDE IN PERFORMANCE.

***INSIDE THE BOUNDARY LINE IS WHERE WE COMPETE.
BEYOND IT IS WHERE WE BUILD.***

- OUR FOOTBALL **DEFINES** US.
- OUR PEOPLE, PARTNERS, FANS & FACILITIES
ENABLE OUR **SUCCESS**.
- ***AND TOGETHER***, THEY ARE OUR FOCUS.



SOUTH FREMANTLE FOOTBALL CLUB | STRATEGIC PLAN 2027-2029





HITTING OUR TARGETS



What we prioritise.

- ✓ ***SUPPORTING OUR PEOPLE***
- ✓ ***FINALS & FLAGS***
- ✓ ***REDEVELOPING OUR HOME***
- ✓ ***GROWING OUR FANBASE***
- ✓ ***SUSTAINING OUR CLUB***



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.
WE ARE INCLUSIVE, WE LIVE THE
BULLDOGS SPIRIT, WE ARE MORE
THAN FOOTBALL.**

OUR TRADEMARK

RED COLLAR

**RED COLLAR REPRESENTS EFFORT,
RESILIENCE, ROLLING UP THE SLEEVES &
GETTING TO WORK.**

**IT IS ALWAYS PUTTING THE TEAM FIRST &
PLAYING YOUR ROLE.**

**IT EMBRACES OUR HISTORY, OWNERSHIP,
CONNECTION, AND A FAMILY VISION.**





OUR AMBITIONS



FOOTBALL

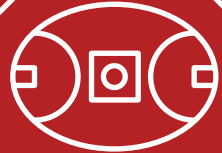
Be the leading State League football club in Western Australia

Consistently compete in finals and win WAFL and WAFLW premierships.

Develop and transition players to AFL and AFLW opportunities.

Develop coaches, staff and volunteers who are recognised as leaders in the game.

Develop outstanding people and committed footballers.



FACILITIES & FREEHOLD

Unlock the full potential of our facilities, freehold assets and precinct

Redevelop our facilities for high-performance football and best-in-class community and event amenities.

Deliver strategic projects and agreements that strengthen commercial returns and elevate the Bulldog brand.

Create modern and welcoming facilities that enhance the member, supporter and community experience.

Deliver tangible lighting and infrastructure upgrades that maximise usage of Fremantle Oval.



FAMILY & FANS

Foster connection, belonging and community

Maintain a one-club culture founded on integrity, belonging and the wellbeing of our people.

Create meaningful experiences that attract and connect members, fans, partners and our community.

Strengthen our leadership in diversity, inclusion, First Nations football and metro and country communities.

Honour our heritage, celebrate our people and achievements and strengthen our positive brand influence.



FOUNDATIONS

Shape a high-performing, sustainable club and competition

Maintain a financially independent, sustainable and resilient organisation.

Champion excellence in governance and organisational performance, providing industry stewardship.

Deliver consistent profitability while remaining debt free.

Preserve and grow the club's assets for future generations.

