



2025-2028

STRATEGIC PLAN

"One Club. Many Journeys. Lifelong Impact"





VISION

United by our shared ambitions and genuine support for one another, we are driven to succeed and give back—on the field, in our careers, and in life.

"One Club. Many Journeys. Lifelong Impact."



PURPOSE

A thriving connected football community where Carey alumni grow as players, professionals, and people.

Supported, empowered, and ready to make a difference on and off the field.



CARE

We create a safe, inclusive, and welcoming environment where people feel valued, supported, and empowered.



RESPECT

We foster a culture where every individual is valued and can be their authentic self. On and off the field, respect drives the way we engage and grow together.



GROWTH

We prioritize the development of our players and volunteers, encouraging continuous improvement as footballers and individuals.



CONNECT

We build lifelong relationships through shared experiences, teamwork, and a commitment to each other's and our club's success.



INTEGRITY

On and off the field, we lead with fairness, inclusivity, and transparency, ensuring trust in every decision and action we take.





DEVELOPMENT

Development of our players and volunteers, in football and as individuals, underpins everything we do.

01



COMMUNITY

Foster broad, mutually beneficial partnerships and relationships across the entire Carey Community.

04



WELL-BEING

Create a safe, inclusive, and welcoming environment where people can be themselves and thrive.

02



FINANCIAL SUSTAINABILITY

Invest in our people, programs, and infrastructure, sustainably providing outstanding experiences for our community.

05



POSITIVE EXPERIENCES

Provide quality football, social, and club experiences that cater to all levels of ability and engagement.

03



GOVERNANCE & ADMINISTRATION

Embed best-practice governance, engaging a diverse and capable volunteer network to deliver the clubs operational needs

06



KEY PILLARS

PLAYER GROWTH

Provide structured development programs focusing on skill progression, game awareness, and leadership both on and off the field.

VOLUNTEER DEVELOPMENT

Offer ongoing training and mentorship for coaches, officials, and club volunteers to enhance their knowledge and leadership abilities.

PATHWAYS

Strengthen transition programs for Carey school leavers, ensuring a clear pathway into senior football with structured support.



HIGH PERFORMANCE

Invest in top-tier coaching, fitness programs, and medical support to maximize player potential and overall team success.

DIVERSITY

Ensure equal opportunities for men's and women's programs, providing fair access to resources and development initiatives.



INCLUSIVE CULTURE

Maintain a safe and welcoming space where all individuals feel valued and supported, regardless of their background or experience level.

MENTAL & PHYSICAL HEALTH

Implement programs that prioritize both player resilience and physical well-being, including access to fitness, recovery, and mental health resources.



SUPPORT SYSTEMS

Provide mentorship, leadership training, and access to specialized support for players, coaches, and volunteers to enhance their well-being.

FITNESS & RECOVERY

Enhance access to strength and conditioning programs, injury prevention strategies, and rehabilitation resources to ensure optimal player health & performance.



POSITIVE EXPERIENCES

Ensure every player—
regardless of skill level
—has access to a
structured football
environment that
enhances enjoyment
and growth.

SOCIAL ENGAGEMENT

Develop diverse social
events and initiatives
that connect players,
alumni, and supporters,
strengthening club
culture beyond match
days.



CAREER PATHWAYS & MENTORS

Provide networking
opportunities and
mentoring programs that
support career growth,
connecting players with
professionals within the
Carey community.

ENHANCED OFFERINGS

Continually improve
infrastructure to
support a comfortable
and engaging
environment for
training, social events,
and club operations.



STRENGTHEN ALUMNI CONNECTION

Connect the Carey network to the club, through partnerships, events and opportunities that grow our people, on and off field.

PARTNERSHIP DEVELOPMENT

Foster strategic partnerships with businesses, local organisations, and community groups for mutual benefit.



VOLUNTEER ENGAGEMENT

Expand leadership roles and opportunities to ensure active participation from all members in sustaining the club's legacy.

BROAD PARTICIPATION

Encourage involvement across different generations, ensuring accessibility for players of all skill levels and supporters at every stage of life.



SPONSORS & FUNDRAISING

Expand sponsorship, fundraising, and membership (including Coterie) initiatives to strengthen financial stability.

LONG-TERM PARTNERS

Develop long-term corporate partnerships aligned with the club's values and goals.

FINACIAL PLANNING

Implement responsible budgeting and investment strategies to support football ops and community engagement.



FACILITY INVESTMENT

Secure funding for facility enhancements, including a second venue for future growth.

TRANSPARENCY & GOVERNANCE

Maintain financial transparency and accountability through regular audits and governance reviews.



KEY PILLAR 5 - FINANCIAL STABILITY

LEADERSHIP DEVELOPMENT

Engage a strong volunteer base with defined roles and responsibilities to enhance decision-making.

GOVERNANCE FRAMEWORK

Establish clear policies for compliance, ethical leadership, and strategic oversight.

DIVERSITY & INCLUSION

Ensure club leadership represents a diverse mix of skills, backgrounds, and perspectives.



POLICY REVIEWS

Conduct regular evaluations of governance policies to align with best practices and evolving club needs.

OPERATIONAL EXCELLENCE

Streamline club administration, including investment in a paid role to achieve efficiency and smooth day-to-day operations.



PATHWAYS

Provide clear pathways for school leavers into our football programs.

COLLOBRATIVE PARTNERSHIPS

Build strong, collaborative relationships across our network to ensure the delivery of our strategy.

INVESTMENT

Consistently provide a high-performance football environment, with equal investment in coaching, fitness, and medical support across programs.

FACILITIES

Ensure the club has the facilities and infrastructure to deliver its football programs.

PEOPLE

Recruit, develop, and retain quality people with the skills, capabilities, and knowledge to achieve the club's vision, purpose, and strategy.

KEY ENABLERS





✓ Senior men to play A Grade finals and reserves to make a GF by 2028

✓ Panther academy implemented for school leavers, leading to 2 Under 19 and womens teams

✓ Two women's teams by 2027, including one in a Premier Grade by 2028

DEVELOPMENT

✓ Sponsor funded wellbeing and welfare programs delivered each year of the strategy

✓ Club to have paid/appointed high performance roles, specifically doctor, physio and sport science by 2028

✓ Club to have welfare and wellbeing roles assigned and delivered in its committee

WELLBEING

✓ Identify and confirm a club social space for functions and events by 2028

✓ Cater to all levels of ability, by providing 7 teams across all levels (men's, women's, 19's)

✓ Two womens teams, including one in a Premier Grade

POSITIVE EXPERIENCES



KEY PERFORMANCE INDICATORS



✓ Investigate the introduction of netball to increase connection and opportunity for school leavers.

✓ Panther coterie to reach 200 members by 2028, including a clear and identified careers pathway.

✓ Two womens teams, including one in a Premier Grade

✓ Have a minimum of \$100,000 in cash reserve by 2028

✓ Deliver key infrastructure projects- Lighting and scoreboard at Gramlick, refurbish social room

✓ Reach \$200,000 across all partners and sponsors, including player and coterie.

✓ Employ a paid role, to manage club operations and administration

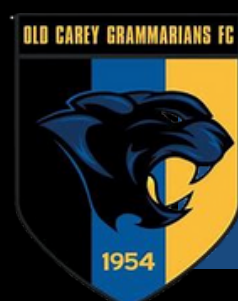
✓ Implement and deliver a committee structure that can deliver on the needs of the club, with all roles filled each season from 2026

✓ Achieve a 40% gender mix, including in executive roles of male and female committee

COMMUNITY

FINANCIAL STABILITY

GOVERNANCE &
ADMINISTRATION



KEY PERFORMANCE INDICATORS

Carey Sports Complex
169 Bulleen Road,
Bulleen 3105

www.oldcareyfc.com.au

info@oldcareyfc.com.au



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OLD CAREY GRAMMARIANS FOOTBALL CLUB