



THE MIGHTY CATS

**MIGHTY CATS.
2020 VISION.**



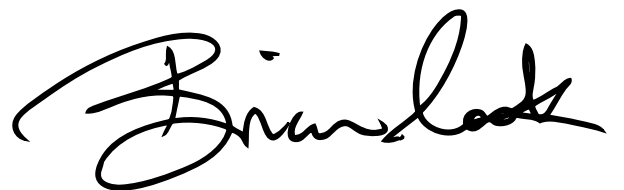
GO THE MIGHTY CATS!

BUSINESS PLAN 2015 TO 2020

At the Cats, we believe that great organisational planning not only helps to keep our focus but provides us with an edge as we search for continual improvement and ways to beat our competitors. So each year the Club undertakes a significant review of our rolling five year business plan. Our current planning process started back in 1999 and has become a compass for the Club.

The annual reviews of our plan include workshops, debates and meetings with a wide range of people associated with the Club including internal and external stakeholders, staff, players and other subject matter experts who are connected with other industries and are exposed to a wider view than perhaps we are. These perspectives are very important to us, particularly in the current changing AFL environment which continues to challenge us.

Our current and future priorities and goals are outlined in our business plan which demands our utmost commitment and will take a mighty team effort to achieve. We are excited by the challenge and what lies ahead for us as we fight to remain the team to beat.



Brian Cook

Chief Executive Officer



THE MIGHTY CATS

2020 VISION.

OUR VALUES.

1. RESPECTFUL.

2. PRECISION.

3. ADVENTUROUS.

4. CONVICTION.

5. UNITED.

6. COMMERCIAL & CONSIDERED.

7. INTEGRITY.



OUR VALUES HELP TO DRIVE OUR HIGH PERFORMANCE CULTURE.

RESPECTFUL.

All people are treated with respect regardless of their background or position.

ADVENTUROUS.

We enjoy facing our industry's challenges and embrace progress with open arms.

COMMERCIAL & CONSIDERED.

We drive for good commercial outcomes but always take the needs of our stakeholders into account

PRECISION.

We expect excellence in everything that we do and are accountable for maintaining a high performance environment.

CONVICTION.

Everyone involved with the Club is fully committed and gives 100 percent effort.

INTEGRITY.

We uphold high standards of behaviour, have deep respect for honesty and always work within the rules.

UNITED.

We are selfless, we support and care for each other and we collaborate across our Club.



THE MIGHTY CATS

2020 VISION.

OUR MISSION.

**TO BE THE
GREATEST TEAM OF ALL:
A CLUB PEOPLE CAN BE
PROUD OF BECAUSE OF HOW
WE PLAY THE GAME,
LIVE OUR VALUES, CONDUCT
BUSINESS AND ENGAGE
WITH THE COMMUNITY.**

KPAs.

1. WIN PREMIERSHIPS.

**2. COMMERCIAL GROWTH
& FAN ENGAGEMENT.**

**3. SIGNIFICANT
COMMUNITY IMPACT.**

**4. INFRASTRUCTURE
DEVELOPMENT AND
TENANCY**

**5. GREAT PEOPLE AND
A UNIFIED CULTURE.**

**6. FINANCIAL AND
ADMINISTRATIVE
EXCELLENCE.**

7. GET THE MESSAGE OUT.

**8. HOSPITALITY
EXCELLENCE.**

KEY AIMS.

Over the next few years we will focus on a limited number of key initiatives to ensure that we meet our four key aims as outlined

TO WIN PREMIERSHIPS

- ▶ We are committed to creating an alternative training venue.
- ▶ We aim to be the “Club of choice” for players.
- ▶ Our strategic partnership with Deakin University delivers cutting-edge outcomes.
- ▶ Pay 100% of TPP.

TO BE POSITIVE CONTRIBUTORS TO OUR COMMUNITY

- ▶ That the final stages of Simonds Stadium are completed; delivering a world-class sports arena to the region.
- ▶ We reach into our community through program delivery.
- ▶ To be “more than a football Club”, injecting over \$4m per game into the local economy.
- ▶ Continue to be a responsible “gaming citizen”.

TO ENSURE OUR CLUB’S ECONOMIC OUTLOOK IS STRONG

- ▶ Continue to advocate to have more home games at Simonds Stadium allocated to us in the fixture.
- ▶ To rejuvenate our corporate hospitality offerings to target a wider demographic.
- ▶ Have a dedicated resource for the Foundation to drive a new revenue stream.
- ▶ Ensure increased profit from our Corporate area.
- ▶ Develop a clear marketing plan that will deliver 50,000+ members “at home or far away”.

TO ALIGN OUR ON-FIELD AND OFF-FIELD IDENTITY

- ▶ That each person at the Cats is provided the support and guidance to do their very best.
- ▶ Each person understands what is required from them and is accountable for their actions.
- ▶ That our values help to drive the right behaviours to ensure a high performance culture both on and off the field.



THE MIGHTY CATS

2020 VISION.



THE GEELONG WAY.

VALUES & CULTURE

Our values are held in the highest regard and support a high performance culture on and off the field.

PURPOSE & DIRECTION

Our mission statement is our compass; it keeps us on track and accountable.

PLANNING & EXECUTION

We are diligent in our planning; our process is collaborative, transparent, scrutinised and measured.

DEVELOPING LEADERS (ON & OFF THE FIELD)

We support and develop people to achieve their potential and are invested in their success.

WINNING

Our players believe if they play their best footy they will beat the opposition through fair play, discipline and talent.

SUSTAINED SUCCESS

Our role is to leave a lasting legacy to be proud of.



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