



Our Purpose | The reason we exist

To ensure all Carlton people feel like they belong

Our Blueprint | Who we are

The DNA of Carlton illustrates who we are

- **Belonging** | United and welcoming
- **Experiences** | Committed to providing amazing experiences
- **Networked** | A strong and vibrant network of Carlton people
- **Leaders** | Developing people into resilient leaders at every level
- **Diverse** | Proudly diverse, past, present and future

Our Mission | Where we are heading

To be the most inclusive and united sporting organisation

- An employee, supporter and playing base that is reflective of the Australian community
- An approach that respects Carlton's history but is focused on its future
- An on (and off) field commitment to building sustainable success

Our Culture | How we do things

Our values drive our behaviours with each other and our members and supporters

- A 'Blue Bloods' culture. Bound By Blue

Our Drivers | What we are focused on

We aim to achieve our purpose via the following drivers of success

- **Driver** | Committing to a strong and united culture
- **Driver** | Setting the benchmark in attracting, developing, rewarding and retaining a remarkable team of performers
- **Driver** | Putting our members and supporters at the centre of everything we do
- **Driver** | Elite List Management and Football Programs
- **Driver** | Build on being a recognised leader in community engagement and social impact
- **Driver** | Further developing quality facilities for playing personnel, administration and our supporters
- **Driver** | Engaging in open and honest communication with our members and stakeholders
- **Driver** | Deliver sustainable revenue growth aligning with our 'Sense of Belonging' and 'whole of club' strategy
- **Driver** | Create and grow non-traditional revenue streams, aligned with Club values and strategic direction
- **Driver** | Protecting and projecting Carlton - respecting the past, but being focused on the future