



**THE
CARLTON
WAY**

2019-2023





**HONOUR THE PAST.
OWN THE FUTURE.**



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CARLTON FOOTBALL CLUB

WELCOME



FROM THE PRESIDENT AND CEO



President
Mark LoGiudice



Chief Executive Officer
Cain Liddle



Carlton is a proud football club steeped in history and tradition. We are a foundation club of the VFL and one of the few that remains based within our geographical birthplace.

As temporary custodians of our great club, we honour the past and those members, players, coaches and staff who have made Carlton over its 155-year history, with our 16 Premierships, the equal most successful in the history of the game.

Now it is time to own our future.

That future continues to be shaped by our vision – a vision that delivers our members Premierships, makes our people proud to represent the Navy Blue and uses the power of the Carlton Football Club to impact the communities within which we work.

How we do things at Carlton is now clear to our members through the articulation of our core values.

We believe that a united football club, relentless in the pursuit of excellence who hold ourselves and each other accountable, can achieve anything.

This is The Carlton Way.

Members are now also clear on what is important to Carlton, with our strategic priorities guiding the operations of the Club and determining where we allocate our time and resources.

Our 10 key targets provide a scorecard by which we will measure our success in achieving our strategic priorities through until 2023.

Whether you are a member, player, coach, sponsor, staff member, community figure or supporter, we want you to feel a deep connection to Carlton. It is this strong sense of belonging, combined with a clear vision for the future, that will drive us forward.

As the imprint on each of our player jumpers states, ‘when you put on this guernsey, the monogram on the front is more important than the number on the back’.

Every time one of our players runs out to represent our club, they are reminded of this powerful message. It’s a message we all must remember. It reminds us that we are part of something much bigger than any individual, and that we are part of one of the AFL’s biggest and most successful clubs.

You are part of our proud history, but more importantly, you are part of our exciting future.

We are the Navy Blues.



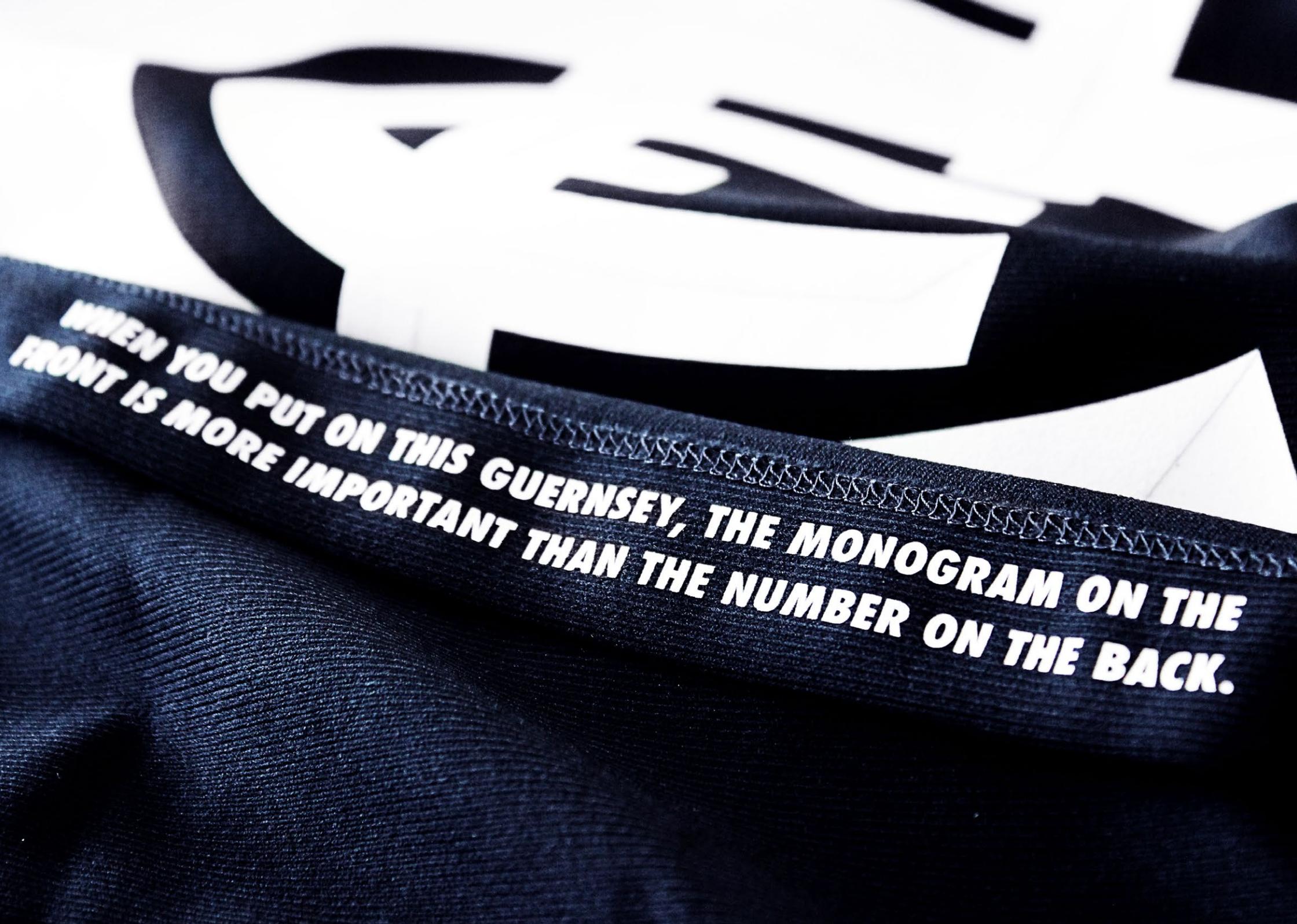
HONOUR THE PAST. OWN THE FUTURE.

SOME THINGS NEVER CHANGE...

A white monogram on a navy guernsey.
The most iconic guernsey in the history
of Australian sport.

Representing over 150 years of history,
the ultimate success, 16 Premierships cups,
our future, our diversity, a suburb... and over
half a million Carlton people Bound By Blue.





WHEN YOU PUT ON THIS GUERNSEY, THE MONOGRAM ON THE FRONT IS MORE IMPORTANT THAN THE NUMBER ON THE BACK.



WISDOM

Australia

300 HYUNDAI



LATROBE UNIVERSITY

LATROBE UNIVERSITY

TO BE THE LEADER
IN AUSTRALIAN SPORT,
REFLECTED BY;

**SUSTAINED HIGH
PERFORMANCE ON AND
OFF THE FIELD THAT WINS
US PREMIERSHIPS.**

**OUR PEOPLE FEELING THE
STRONGEST POSSIBLE SENSE
OF BELONGING TO OUR
CLUB, PROUD TO BE PART
OF THE NAVY BLUE.**

**USING THE POWER
OF THE CARLTON BRAND
TO POSITIVELY IMPACT
THE COMMUNITY WE
WORK WITHIN.**

WARRIORS



HOW WE DO THINGS THE CARLTON WAY

BOUND BY BLUE

**UNITED
WE ARE UNITED AS
THE NAVY BLUES.**

BRUTAL BLUES

**PURSUIT OF EXCELLENCE
WE ARE RELENTLESS IN OUR
PURSUIT OF EXCELLENCE.**

TRUE BLUE

**CARLTON FIRST
WE ARE PROACTIVE WITH
OUR COMMUNICATION
AND ACCOUNTABLE FOR
OUR ACTIONS.**

BLUE SKIES

**GROWTH MINDSET
WE HAVE A POSITIVE
AND INNOVATIVE MINDSET.
WE CAN ACHIEVE ANYTHING.**

STRATEGIC PRIORITIES



COTTON-ON

WHAT IS IMPORTANT TO US



FOOTBALL PERFORMANCE
SUSTAINED ON-FIELD SUCCESS
THAT WINS US PREMIERSHIPS.



MEMBERS AND SUPPORTERS
HARNESSING THE POWER OF
THE CARLTON SUPPORTER BASE.



PEOPLE AND CULTURE
INVEST IN OUR PEOPLE THROUGH
EDUCATION, SUPPORT AND LIVING
OUR VALUES.



COMMERCIAL PARTNERSHIPS
NURTURE TRUSTING, LONG-TERM AND
MUTUALLY BENEFICIAL PARTNERSHIPS.



COMMUNITY
DEVELOP AND DELIVER AUTHENTIC
COMMUNITY PROGRAMS ALIGNED
TO OUR STRATEGIC PLAN.



INFRASTRUCTURE
BRING THE IKON PARK MASTERPLAN
TO LIFE.



OUR KEY TARGETS

**WIN
PREMIERSHIPS**

**100K
MEMBERS**

**250K
ACTIVE SUPPORTERS
ON OUR DATABASE**

**200
CARLTON IN BUSINESS
MEMBERS**

**AUSTRALIA'S
SPORTING EMPLOYER
OF CHOICE**

**50K
AVERAGE HOME GAME
ATTENDANCE**

**ZERO
HISTORICAL DEBT**

**MASTERPLAN
COMPLETE**

**CARLTON RESPECTS
TO BECOME THE MOST
INFLUENTIAL GENDER
EQUALITY PROGRAM
IN SPORT**

**REVENUE
\$75 MILLION**

#Bound
BY Blue

