HONOUR THE PAST.
OWN THE FUTURE.
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 Premiership 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.
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.
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.
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