



**2017 - 2021
STRATEGIC PLAN
SNAPSHOT**

OUR VISION

TO MAKE **OUR
PEOPLE PROUD**
BY BEING THE
**MOST INCLUSIVE,
SUCCESSFUL &
RESPECTED CLUB**
ON & OFF THE FIELD



OBJECTIVE BY 2021

TO BE A THRIVING
**PROFESSIONAL
SPORTING CLUB**

DELIVERING

TOP 4 PERFORMANCE

IN ALL KEY ON & OFF
FIELD MEASURES



2021 IS THE 150TH ANNIVERSARY

OF THE ESSENDON FOOTBALL CLUB



Suaviter in modo, fortiter in re.



FOOTBALL CLUB

"SUAVITER IN MODO, FORTITER IN RE"



2017 - 2021 **STRATEGIC THEMES**

- 1. DELIVER BEST PRACTICE MEMBER & SUPPORTER EXPERIENCE**
- 2. IDENTIFY & STRENGTHEN KEY COMMERCIAL RELATIONSHIPS**
- 3. DELIVER GENUINE COMMUNITY OUTCOMES, PARTICIPATION AND ENGAGEMENT**
- 4. DEVELOP AND EMBED UNIQUE EFC FOOTBALL PHILOSOPHY**
- 5. RESPONSIBLE FINANCIAL MANAGEMENT & MAXIMISE INVESTMENTS**
- 6. DRIVE PURPOSEFUL INNOVATION**
- 7. ESTABLISH CLEAR AND ENDURING BRAND POSITION**
- 8. STRENGTHEN INDUSTRY RELATIONSHIPS**
- 9. CREATE HIGH PERFORMANCE PEOPLE CULTURE**

