

PEOPLE PROUD
BY BEING THE
MOST INCLUSIVE,
SUCCESSFUL &
RESPECTED CLUB
ON & OFF THE FIELD



OBJECTIVE BY2021

PROFESSIONAL
SPORTING CLUB
DELIVERING
TOP 4 PERFORMANCE

IN ALL KEY ON & OFF FIELD MEASURES



2021 IS THE 150TH ANNIVERSARY

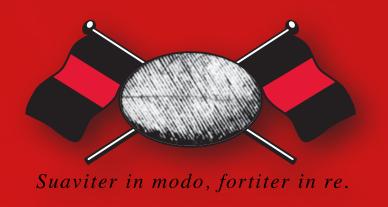
OF THE

ESSENDON
FOOTBALL
CLUB



















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

