



VISION



The 2050 Vision will guide the club to deliver long-term objectives to continually grow, innovate and achieve on-field success. The plan provides a road map for Hawthorn to achieve its goal of securing a further seven premierships by 2050, bringing the club's total tally to

20 PREMIERSHIPS



HFC1 // 2018 - 2022

HFC2 // 2023 - 2027

HFC3 // 2028 - 2032

HFC4 // 2033 - 2037

HFC5 // 2038 - 2042

HFC6 // 2043 - 2046

HFC7 // 2047 - 2050



2018 - 2022

VISION

DARE TO BE DIFFERENT

We are Hawthorn.

We are innovators and game changers and we dare to be different.

We are leaders on the field and in the office; a step ahead of the game and courageous enough to go where others dare not.

People are our priority and their welfare is always at the forefront of our thinking.

Our culture is a dynamic one; built on the foundations of inclusiveness, good governance and a desire to always improve.

We are determined to unite, nurture and enhance our community footprint, embracing partnerships that together empower and deliver social change.

We are committed to finding and forging new frontiers, with a unwavering commitment to commercial innovation and growth; an evolution that will see us soar to new heights.

We are "one club" made up of many teams and many people.

Our club is a place to call home.

We are the Mighty Fighting Hawks and we dare to be different.



2018 - 2022

STRATEGIC PRIORITIES

- > Two AFL premierships
 - > 100,000 members
 - > Good governance
 - > Welfare of our people
 - > Secure an AFLW licence
- > Extend Tasmanian Government partnership
- > Generate funding for our world class training and administration facility
- > Community leaders in mental health, indigenous and women's affairs
 - > Maintain financial independence
- > Deliver one new non-football major business initiative



DARE TO BE **DIFFERENT**

VALUES

RESPECT ALL | OPEN AND HONEST | SELFLESS | DYNAMIC | RELENTLESS

PILLARS

PEOPLE

FAMILY

FACILITIES

COMMERCIAL
GROWTH

FOOTBALL

Drive a dynamic club environment as an employer of choice, while supporting the mental and physical wellbeing of all our people

Achieve membership of 100,000 whilst growing our fan base and delivering industry leading programs that inspire and engage the community

Create a world-class training and administration facility that is ours to own and incorporates fan and community expansion, integration and engagement

Drive commercial growth and innovation through a diverse portfolio of events, partnerships, products and new business initiatives, underpinned by good governance

Plan, prepare and execute an elite high performance program to deliver premiership success, within a "one club" approach

PURPOSE

INSPIRE AND EMBRACE THE HAWTHORN FAMILY WHILST RELENTLESSLY PURSUING PREMIERSHIP SUCCESS



VALUES

RESPECT ALL

- > Appreciate and engage our community
 - > Honour and preserve our history
 - > Embrace and celebrate difference
- > Foster a collaborative, supportive and united environment

OPEN AND HONEST

- > Value authentic and direct communication
- > Genuine and balanced in our approach
 - > Trustworthy in our behaviour

SELFLESS

- > Humble, understated and considerate
- > Demonstrate compassion towards others
 - > Generous with our time

DYNAMIC

- > Energetic in our pursuit of innovation
 - > Leaders in our fields
 - > Passionate in forging new frontiers
 - > Bold in our thought processes

RELENTLESS

- > Committed to the pursuit of excellence
- > Determined and courageous in our actions
 - > Persistent in our drive for success



HAWKS



Tasmania



1961

2018



2050