



**DALYELLUP
DOCKERS**
A PARTNER CLUB OF THE FREMANTLE DOCKERS FOOTBALL CLUB

Dalyellup Dockers Strategic Plan (2024-2027)

VISION





THE DALYELLUP DOCKERS ASPIRES TO DEVELOP OUTSTANDING YOUNG PEOPLE, CREATE LIFELONG BONDS OF FRIENDSHIP AND A LIFETIME PASSION FOR AFL

PURPOSE

TO MAXIMISE THE PARTICIPATION OF CHILDREN IN FOOTBALL AND FOSTER A POSITIVE ENVIRONMENT OF FUN AND ENJOYMENT

OUR TARGETS

Success for the Dalyellup Dockers will be measured by:

-  More junior players, of all ages and abilities
-  More volunteers, everyone doing something
-  A social and vibrant game day environment
-  More confident and competent coaches and officials
-  Football specific facilities

VALUES + PRINCIPLES



Show Respect – we demonstrate mutual respect for everyone and treat others how we want to be treated



Welcome – we are welcoming, friendly and will give everyone a fair go



Team Work – we work together, encourage each other and put our team and Club first



Be Safe – we will provide a safe and healthy environment, on and off the field



Fun & Enjoyable – we will retain a focus on fun, while striving to develop our skills and be the best we can be

STRATEGIC PILLARS

The following Strategic Pillars have been identified to focus on over the next three years:



1. OUR SUSTAINABLE CLUB

To provide strong leadership, transparent governance & financial sustainability



2. FOOTBALL FACILITIES

To provide quality and accessible facilities for our football community as we continue to grow



3. GROW OUR MEMBERS

To develop an active sport and social community hub and club



4. PARTICIPATION PATHWAYS

To promote and offer pathways for all juniors to be able to develop their skills and stay involved



5. OUR PEOPLE

To provide an environment that attracts, trains and recognises coaches, officials and volunteers



6. CONNECTING

To raise awareness and improve the communication within and around the Club