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| A close up of a sign  Description automatically generatedAlbany United Strategic PlanExecutive Summary20*20*-202*5* |
| VISION | To have an Albany United team at the highest competitive level in every grade, whilst continuing to facilitate a safe, sustainable, family friendly community environment for all to belong. |
| PURPOSE | To promote, administer and encourage opportunities to foster an environment for the participation of social and competitive football players, members and facilities and to actively be involved in recreation, whilst maintaining a community family environment. |
| MISSION | To develop our youth through sustainable qualified coaching with a focus that ensures growth and maturity in our youth’s footballing ability.  |
| OBJECTIVES | **Brand**A club ideology and brand adopted by all levels to promote Albany United as a home for football and its members and its community.  |
| **Financial**To enhance working capital through partnerships, technology, sponsorships, initiatives, events and smart spending to provide financial stability and, ultimately, financial growth for reinvestment into the club and our members. |
| **Competitive**To ensure our members have an environment that allows them to achieve their full football potential through learning and development opportunities at the highest level available to the club. To have a consistent focus on building towards and implementing all necessary requirements to enter into the Youth League. |
| **Social**To provide our social sector with a clean and safe environment to participate in recreational football whilst continuing to offer great communication, flexibility and a sense of value and belonging. |
| **Community**To advance our wider communities’ growth, skills and experience to achieve opportunities in physical education through group activity, community strategic partnerships and social interaction and ultimately providing a community hub to promote the participation of sport. |
| GOALS | To hire a Director of Football in a full-time capacity that shares the club’s mission, who holds suitable coaching and management qualifications, and who has experience and the desire to develop our coaches and players. |
| To hire a Junior Director of football in a full-time capacity that shares the club’s mission, who holds suitable coaching and management qualifications and has a strong desire to develop our junior players, coaches and youth sector through skill centres, courses etc. |
| To Increase the amount of ‘development’ teams within Albany United to have at least one development team at each grade, every year.  |
| To provide safe, all weather, even playing surfaces for our teams to train and play on throughout the year. |
| To host interclub events to grow our community base, partnerships, togetherness and culture throughout the year. |
| To grow our Sunday footballing sector through increasing the participation in Women’s football, building stronger ties with ASFA and the Chinese League Association and helping to promote the participation in sport and community hubs. |
| A close up of a sign  Description automatically generatedAlbany United Strategic PlanPriorities of Objectives and Achieving Measurable Goals20*20*-202*5* |
| Financial | **#1** |  |
| Competitive | **#2** |  |
| Social | **#3** |  |
| Community | **#4** |  |
| Brand | **#5** |  |

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|  | Albany United Football Club - Values |
| RESPECT | To be given and received through conduct that is representative of a respect for all members equally. It is individually and collectively earned, and not just expected, through behaviours that ensure equality and mutual appreciation. Our professional and respectful behaviour will be a hallmark of our club. |
| PASSION | We have a shared desire for the sport of football and our club. We have enthusiasm, dedication and commitment to our associations’ vision and objectives. We are wholly responsible for actions that build trust and allegiance to our association. |
| TEAM WORK | We demonstrate co-operation between all members with the willingness to work together using our combined individual strengths and skills to achieve our common goal. We foster partnerships with our stakeholders both internal and external ensuring we build strong friendships to bind our association. Our attitude comes from our values and is expressed in how we collectively behave. |
| INTEGRITY | Within our association we demonstrate sound moral and ethical principles that ensure we live our values. Our association is honest and trusted as we act with honour and are dependable and fair in our dealings with each other and stakeholders. We act with high standards of professionalism. |