



OUR MISSION

To become the most financially, environmentally and socially sustainable VFL Club in the league, setting a new benchmark for community facilities and engagement

OUR VISION

To be an inclusive, aspirational, community sporting organisation who provides a pathway to the AFL and AFLW that strives for on field success.



RESPECT

Be respected and respectful in our actions. Show courtesy, humility and gratefulness in our behaviours.

UNITED

Work collaboratively with all stakeholders. Sharing the load and working for each other for our future.

INCLUSIVE

Welcoming, diverse, connected and together.

OUR VALUES

PROFESSIONAL

Continuous improvement through a growth mindset on and off the field. Build a respected reputation through our exemplary actions.

HONESTY

Build trust and loyalty through acts of integrity. Being transparent and responsible to maintain a high level of honour.