



CARLTON FOOTBALL CLUB  
**THE BLUE PRINT**  
2011-2015





- 2 The Carlton Football Club - Latin slogan
- 3 OUR MISSION
- 4 OUR PROMIISE
- 5 OUR TRADEMARK – CARLTON VALUES
- 6 Integrity
- 7 Teamwork
- 8 Innovation
- 9 Leadership
- 10 Excellence
- 11 OUR OBJECTIVES
- 12 Premierships
- 13 Supporters & Stakeholders
- 14 Brand
- 15 People
- 16 Financial
- 17 Live the Trademark everyday





The Carlton Football Club

## ***MENS SANA IN CORPORE SANO***

“A Sound Mind in a Sound Body”



This motto is incorporated into the official Carlton Football Club logo that is used for official Board correspondence.





## OUR MISSION

*Win Premierships and provide amazing experiences*

The Carlton Football Club exists to win premierships. Success defines the Club. The Club will provide great entertainment and proactively and purposefully engage with its members, its supporters, its customers, the media and its sponsors. These are our lifeblood and are as much part of the Club as our Players, Coaches, Staff, Executive and Board.





## OUR PROMISE

*Uncompromising in pursuit of sustained success*

This is how Carlton has always been. Focussed – Determined - Committed. “Uncompromising in pursuit of sustained success” is our promise to each other – Board, Executive, Staff, Players, Coaches, Members, Sponsors and Supporters. There is a single minded belief that this promise, along with consistently living the Trademark – the Carlton values, will deliver our mission, “To win premierships and provide amazing experiences”.



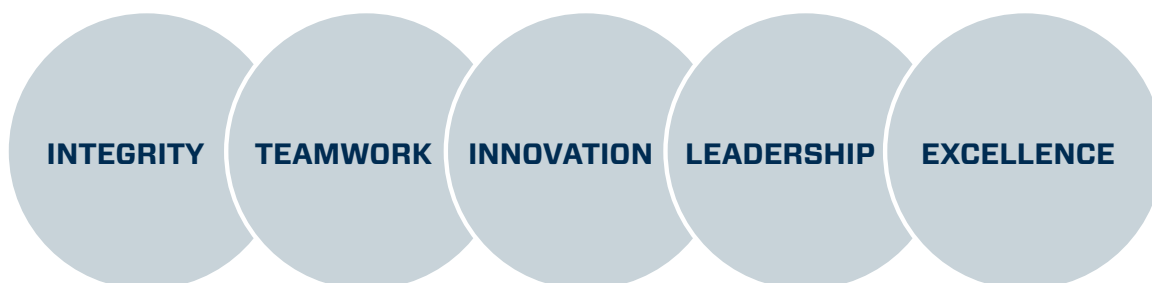


## OUR TRADEMARK

*The Carlton Values*

Our values represent the Club's brand. These values will remain consistent through good times and bad and will sustain the Club in perpetuity. They are the foundation for how Carlton people behave and how Carlton is seen.

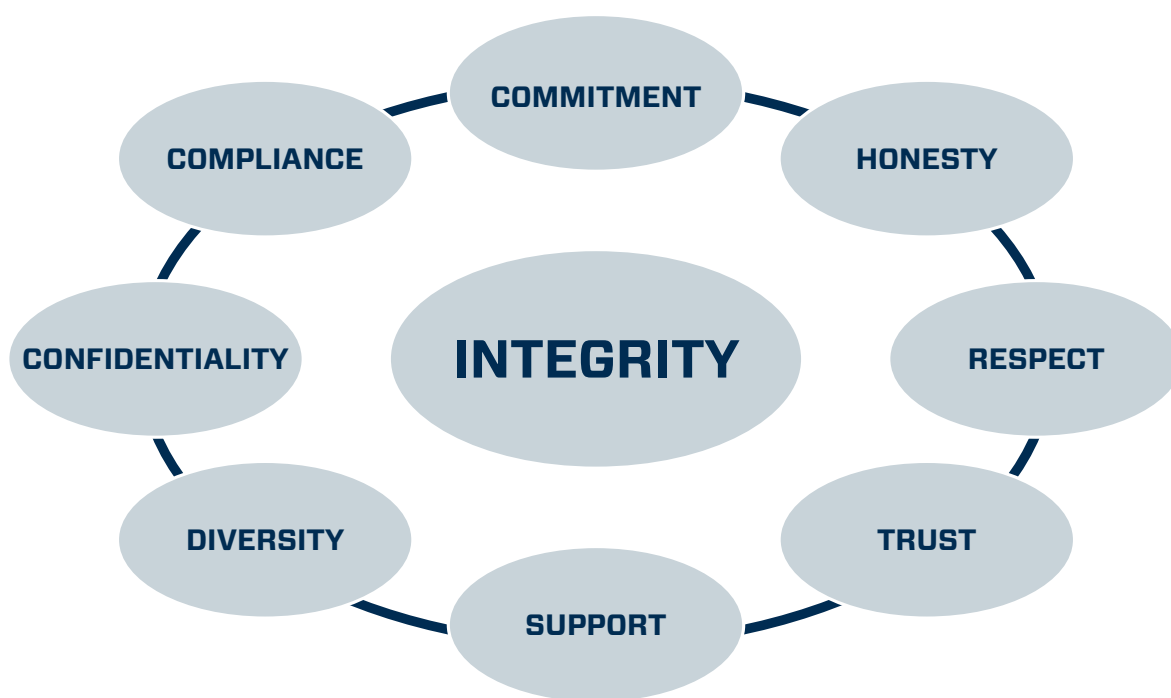
They are our Trademark.





# INTEGRITY

We are committed to an open and honest communication, where trust and respect define our engagement internally and externally.



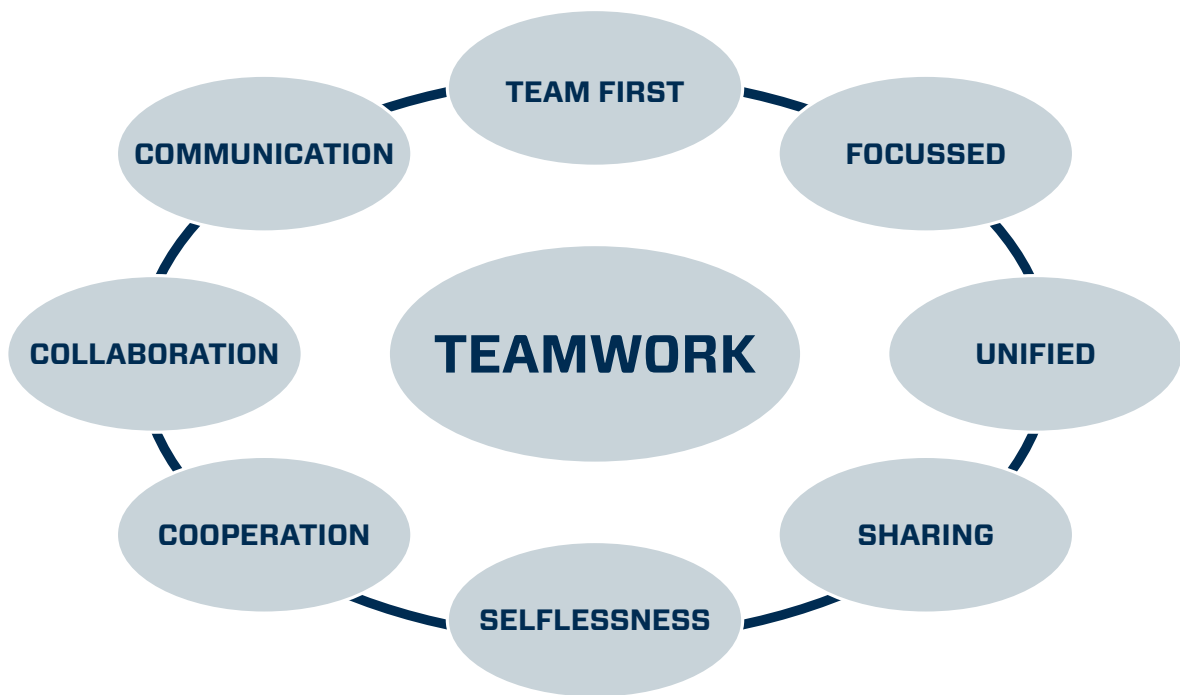
Our integrity enables us to commit to the Mission, the Promise and the Carlton Trademark.





# TEAMWORK

Together we are focused and unified on achieving our objectives.



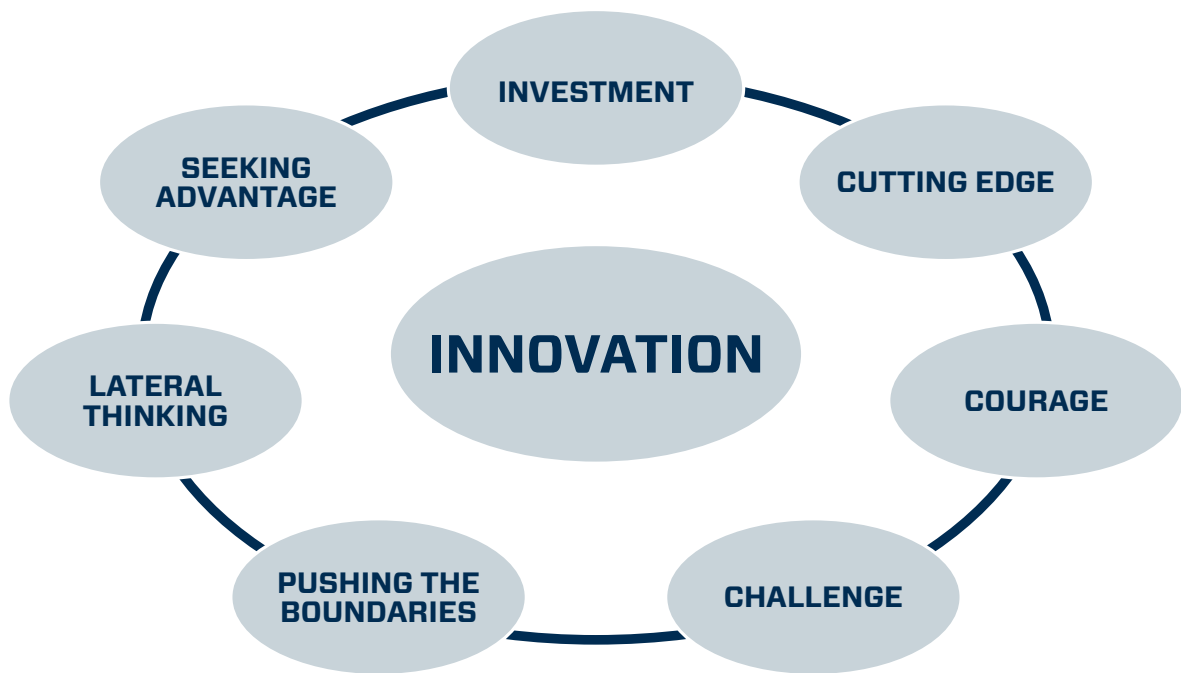
Teamwork enables us to share the load and be selfless, to put the team first.





# INNOVATION

Pushing the boundaries and setting the agenda.  
We will invest in our future.



Being innovative enables us to have the courage to take risks in order to generate rewards





# LEADERSHIP

Always decisive and providing the example for others to follow.



Being leaders enables us to provide example for others to follow.





# EXCELLENCE

Persistence. Quality in planning, quality in system and process, quality in management and quality in delivery. We expect only the best.



Our excellence is demonstrated by our high performance culture.





## OUR STRATEGIC OBJECTIVES

By the end of the 2015 AFL season, we will have:

- *Premierships*
- *Supporters & Stakeholders*
- *Brand*
- *People*
- *Financial*





*Strategic Objective 1:*

## **PREMIERSHIPS**

- *Sustained success*
- *Including winning our 17th premiership*
- *Leading to winning two premierships by 2015.*

The Carlton Football Club has won 16 AFL premierships, the most in the competition – a title shared with only one other. Our core business is to win football matches, and ultimately, Grand Finals. All our efforts are aimed towards that goal. And the success we seek is to be sustained.





*Strategic Objective 2:*

## **SUPPORTERS & STAKEHOLDERS**

- *Largest engaged supporter base.*
- *Highest yielding members (of Victorian AFL clubs).*
- *Engaged and valued in the community.*

While the Carlton Football Club's core business is winning football matches, and in particular, premierships, its ability to engage with the people that underpin its existence – members, sponsors, supporters, media and the wider community – is a critical element to our operations.

Without these key stakeholders, Carlton cannot exist to win premierships. And engaging them is the key for them to belong to the Club, stay with the Club and help the Club thrive.





*Strategic Objective 3:*

## **BRAND**

- *Highest rating of 'value for money' services for members, supporters and sponsors among our peers.*
- *The highest net return from aggregated corporate income (of the Victorian AFL clubs).*

Our brand is inherent in the Club's Trademark, in our behaviours, and in how we are perceived. Building and leveraging the Carlton brand will enable Carlton to drive engagement with our supporters and stakeholders and generate revenues to better place us in a position to compete in the AFL competition, and deliver sustained success on the field.





*Strategic Objective 4:*

## **PEOPLE**

- *Attract, develop and retain a remarkable team of high performers.*

Football is a business that requires elite development, preparation and performance. Carlton aims to offer a high-performance environment for staff both within and outside the Football Department.





*Strategic Objective 5:*

## **FINANCIAL**

- *Best resourced football department.*
- *Sustainable surpluses for investment.*
- *A healthy balance sheet.*
- *Strong internal processes.*

While the primary focus on these strategies on laying a platform for Carlton to win premierships and provide amazing experiences for Carlton people, the Carlton Board remains bound by its obligations to the Club's members and regulatory authorities to ensure the Club is in a sound financial position.

A healthy balance sheet, along with sustainable surpluses enables freedom to invest in the Club's Football Department, facilities, programs, people and engagement.





## LIVE THE TRADEMARK EVERYDAY

It is the Club's Trademark – the Carlton Values, which will be the benchmark for how the Club operates today, tomorrow and for the future.

