

# NFC Strategic Objectives

In 2007 the Norwood Football Club identified the four pillars that are integral to its operations. The club has now set a very clear direction for members and supporters to follow in the future. There has already been some genuine progress with this plan and the club looks forward to delivering further results.

## Football – Norwood's Number 1 Priority

- To consistently play finals football and win Grand Finals
- Develop players with on field and off field skills that will enable them to play to their maximum potential
- To identify and recruit the most suitable football talent within Australia for the Norwood Football Club
- Provide players, coaches and staff with the best training environment in the SANFL
- Develop a stable coaching group that is capable of delivering winning finals football
- Develop the most effective support staff in the SANFL
- Play strong and aggressive football that rewards our supporter base
- Promote football as a “whole of club” approach

## Revenue

- Ensure that membership is an integral part of the club for supporters and their families
- Maximise return from the use of Coopers Stadium and all other assets
- Substantially increase traditional football income
- Introduce “new” business, partnering and investment opportunities to the club

## Members and Brand

- Provide a framework of Corporate Governance that provides accountability in all areas
- Be inclusive and communicate with members in a timely and professional manner using the best technology available
- Make each and every event at Coopers Stadium an enjoyable experience
- Present the Norwood Football Club as a strong and vibrant entity at all times
- Demand that all representatives be professional and accountable in everything that they do
- Show courage to be innovative and a competition leader
- Make membership a valuable option and ensure that coterie membership is the best in the SANFL

## Facility

- Provide a Members Facility and Administration Centre that is suitable for the Norwood Football Club
- Ensure that the player facility is innovative and regarded as the best in the competition
- Provide lighting at the ground comparable to other facilities in Adelaide
- Maintain and upgrade the facilities at Coopers Stadium

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