



STRATEGIC PLAN

2015 - 2019



OUR STRATEGIC PLAN

In March 2014 the inaugural board of the Gold Coast Titans was formed with independent appointees to provide the Club with a new strategic focus and direction. Although the Club has been through a difficult period, the appointment of the Board combined with structural and governance changes implemented at its direction now places the Club at the dawn of a new era of professionalism and success.

After an extensive independent review of our operations both on and off the field, the Board adopted this strategic plan as the blue print for the future of the Club. The plan will be the cornerstone of everything we do as a Club in the future. Renewed strategic confidence, understanding, and determination will enable the Titans to not only be successful in the world's toughest rugby league competition, but also to become a bench mark sporting organisation others will seek to replicate.



Chairman
Rebecca Frizelle



Chief Executive Officer
Graham Annesley



Head Coach
Neil Henry

OUR VALUES

PROFESSIONALISM

We will pursue excellence in everything we do, be accountable for every decision and every action we take, and we will seek continuous improvement on and off the field at all times

INTEGRITY

We will strive for and recognise high moral character, respect and honesty in everything and everybody. We will be transparent and consistent and always show respect through our behaviour

LEADERSHIP

We will develop and demonstrate leadership qualities through our actions, and have the courage to lead from the front to shape our future

TEAMWORK

We will work together selflessly to achieve our shared vision and goals whilst respecting the contribution of every individual

PEOPLE

We recognise the importance of community, family, staff and players to the ongoing success of the Club and its people

COMPETITIVE SPIRIT

We use the competitive spirit and sportsmanship we develop as a team and work together to become the very best we can. Our goal is to win and to excel at the highest level while acting and competing in a way that reflects our core values

OUR VISION

To be a world-class entertaining football Club that is respected by the community and engaged with our members, fans, and partners in an environment where continuous improvement and sustainable growth are central to the future success of the Club.

OUR MISSION

We are dedicated to the pursuit of excellence and sustainable success as a professional rugby league Club. A community focused, commercially motivated organisation, we will at all times endeavour to connect and engage with any individual or group we come into contact with, and be driven to make a difference to their lives.



FAN, MEMBERS & COMMUNITY



COMMERCIAL PERFORMANCE



FOOTBALL OPERATIONS



FINANCIAL MANAGEMENT



PEOPLE, PROCESS & SYSTEMS

OUR GOALS

<p>Strong annual membership growth secured through existing and new markets. Improved fan engagement and deeper community involvement</p>	<p>Sustainable growth through committed partnerships, diversification and events</p>	<p>Consistently play finals football with a committed, respected and successful team</p>	<p>Financial independence through the delivery of balanced, sustainable operational performance</p>	<p>A loyal high performing workforce built on mutual respect, supported by appropriate organisational resources</p>
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HOW WE WILL MEASURE OUR PERFORMANCE

<ul style="list-style-type: none"> • Year on year membership growth • Digital and social media growth • Increased annual attendances • Number of hours in the community and operating programs • Increased positive media exposure 	<ul style="list-style-type: none"> • Increased sponsorship revenue • Increased sponsor retention • Increased corporate hospitality sales • Increased game day revenue 	<ul style="list-style-type: none"> • Improved ladder position • Finals appearances • Games time lost due to injury • Local juniors in top 25 • Recognised as best practice football operation 	<ul style="list-style-type: none"> • Budget performance • Audit compliance and controls • Improved IT capability 	<ul style="list-style-type: none"> • Improved employee satisfaction • Increased staff retention • Quality training and education
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