



STRATEGIC PLAN

2025 - 2027

MESSAGE FROM PRESIDENT & EXECUTIVE GENERAL MANAGER

We are pleased to present Sydney University Football Club 3-year plan that will steer the Club's direction from 2025 – 2027.

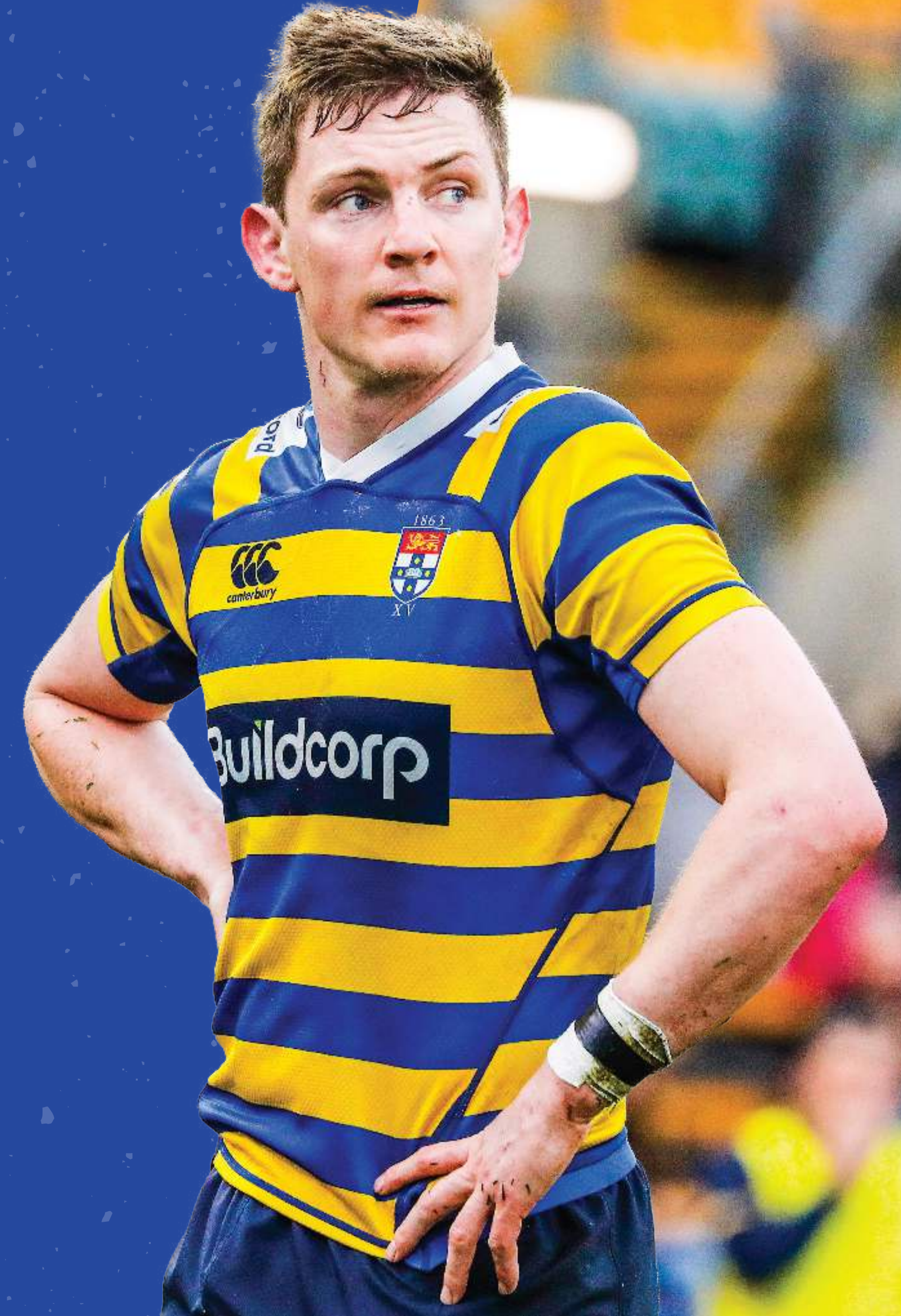
At SUFC, we aspire to be the
***most professionally administered
amateur sporting organisation in the world***

a place where the best individuals, form a collective to pursue excellence, unity, and success. As students of the game, we recognize that our destiny lies in our hands.

KEY OBJECTIVES

Play to Win

Our objective is to Win, whilst upholding our core values and club culture. We aim for consistent consistent top-four performance, creating perennial opportunities for premiership success.





FIVE STRATEGIC PILLARS

1

Win Club
Championships

2

Unrivalled
Development

3

Sustainable
Success

4

Thriving
Relationships

5

Growing
the Game

OUR EXCITING JOURNEY AHEAD

We are energized by the possibilities that lie ahead. We pledge unwavering commitment to executing every element of our “One Club and Best in Class” business plan. Together, we’ll create a future where SUFC continues to thrive

Thank you for being part of this remarkable journey!

Warm regards,

DAVID LYONS
President

NATHAN CHARLES
Executive General Manager

THE VISION



Sydney University Football Club is to be acknowledged as the most professionally administered amateur sporting organisation in the world by 2027, with an unrivalled development pathway that consistently produces club championships.

SUFC aim to be renowned for its commitment to nurturing talent, prioritizing the development of our players, coaches, and administrators to become pillars of society. As Rugby Australia hosts the Rugby World Cup in 2027, we envision a strong SUFC presence, reflecting our significant contribution to the sport. Our success will not only be measured by trophies but also by the impact our people make in the broader community.



SYDNEY UNIVERSITY FOOTBALL CLUB

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AMBITION

STRATEGIC THEMES

STRATEGIC INITIATIVES

UNRIVALLED DEVELOPMENT

Committed to developing exceptional people with strong character through strength of SUFC Systems. Creating a world-class learning environment for our people to reach their potential on and off the field

- Professional development
Developing our People
- Coach Education
Developing the best coaches
- Player development
Providing unrivalled opportunities

SUSTAINABLE SUCCESS

Continually elevate SUFC's position of Sustainability and success, through best-practice and innovation.

- Capital structure
Renewing the Foundations
- Governance
Setup for success
- Financial Sustainability
- Revenue diversification and Growth
- Organisational structure
Maximise efficiencies

WIN CLUB CHAMPIONSHIPS

One Club – Every team and Every person matters

- Recruitment and retention
- SUFC game model – succession
- Athletic performance
- Club leadership and culture
One Club
- Facilities and Infrastructure
High-performance

THRIVING RELATIONSHIPS

Key stakeholders are embedded into every step of the journey

- Marketing and Communications
Promote the Brand
- College and USYD alignment
Aligned values
- Membership Unrivalled
- Stakeholder engagement
Valued

GROWING THE GAME

Promote, deliver and lead on rugby being a 'game for all'

- Central West
Growing the Country
- All-abilities
Game for All
- SUFC Juniors
Stars of the Future

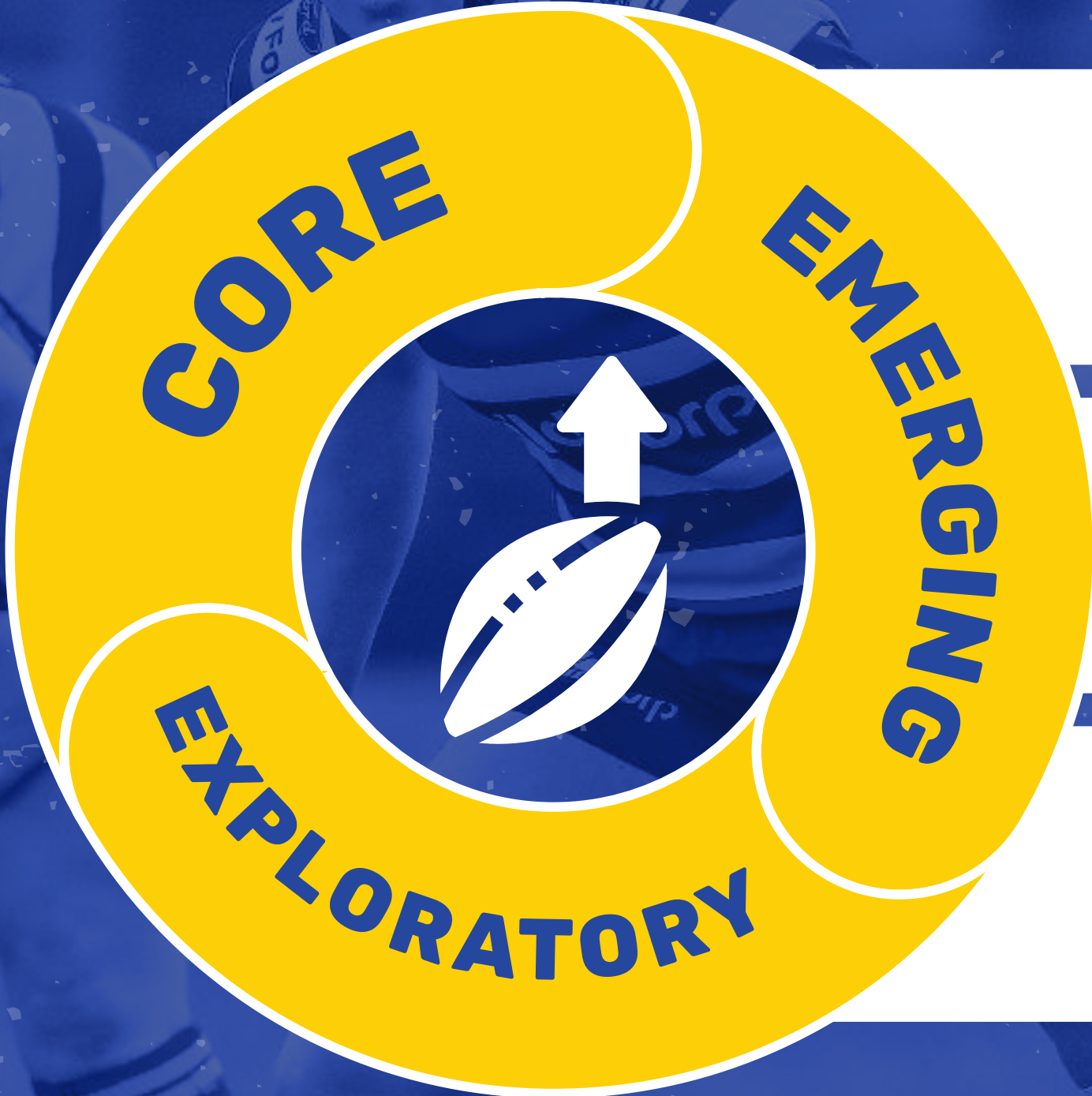
FY2027 NON-FINANCIAL GOALS

Talent development	Growing the game	Stakeholder NPS	Members paid	Club Championships / Team Premierships
<ul style="list-style-type: none">• 5x Aus 20's annually• 8x Full-time SR squads annually• 5x Wallaroos PONI squad annually• 5x new professional contract annually	Most diverse and inclusive Rugby club in Australia	9/10	1,500	3/18

FY2027 FINANCIAL GOALS

Increased revenue	Annual Turnover	EOFY result	Diversified investment portfolio
\$400,000	\$1,800,000	(+/-) 3% of agreed forecasted budget	Increased annual investment and accommodation asset

OUR GROWTH FRAMEWORK



Strive for continued excellence in Core Business

- Membership
- Sponsorship & Donations
- Match day
- Merchandise
- Events
- High-performance

Establish and evolve emerging business, the drivers for medium-term growth

- Infrastructure purchase
- Foundation growth

Committed to explore new opportunities for long-term growth

- Training facilities
- USYD engagement
Faculties and students

OUR VALUES

OUR VALUES

HONOUR THE PAST

Aware of those who laid the foundations

MAXIMISE THE PRESENT

Outwork

LEAVE AS THE BEST EVER

Pillars of Society

STUDENTS OF THE GAME

Unrelenting pursuit of Excellence

CLUB FIRST

In everything we do

OUR BEHAVIOURS

- Recognising our Club history

- Committed to the pursuit of excellence
- Refusing to settle for second best
- Challenge the status quo with supported date

- Positive representation of SUFC
- Give back and help others

- Ongoing development and learning

- Understanding the 'why' in everything we do
- Appreciation of volunteers
- Club first mindset