

Australian Football League Switzerland

Mission, Vision & Core Values

It's important to define the difference between a Vision and a Mission

A *Mission Statement* defines the business, objectives, and the approach an organization takes to achieve these objectives

It focuses on the today, and what the organization does

A *Vision Statement* defines the desired future position of an organization

It focuses on the tomorrow and where the organization wants to be

What are the core values that we stand behind and want to promote within AFL CH ?

Proposed *Core Values*:

Respect

Integrity

Fairness

Inclusion

Mateship

What is the purpose of AFL CH ?

Proposed *Mission Statement*:

- **To promote the development and growth of Australian Rules Football in Switzerland: both league competition within Switzerland as well as national teams**
- **Share and enjoy Aussie culture and “footy” with the Swiss community and provide an organisation where Australians can experience a little “home away from home”**
- **Offer a safe, inclusive, sportive as well as social community for players, supporters and all interested people, built on core values of respect, integrity, fairness, inclusion, mateship with a focus on personal well-being**

What is the target for AFL CH and where do we want to be?

Proposed *Vision Statement*:

- **Develop a self-sustaining league with strong membership base, and sufficient publicity that attract new members**
- **Improve the format of the game, by identifying and securing better quality grounds, having an increased pool of umpires, with the potentiality of an 18-a-side demonstration game**
- **Expand the game across Switzerland to new cities and regions**
- **Build a strong reserves format, providing a safe and welcoming entry point for newcomers to experience the game and foster their personal development**
- **Grow female representation within all clubs and establish a women's league within AFL CH**
- **Develop the Auskick program as a means to promote Aussie Rules to children and youth with a target to integrate them into future clubs**