

# Sydney Rangers FC

## Our Vision

*"To achieve equality, inclusion and respect for LGBTI players and fans in football"*

## Our Mission

*"By playing fun, competitive and inclusive football, we aim to achieve success on and off the field by making a positive contribution to our LGBTI and wider community"*

## Our Values

Sydney Rangers FC provides a platform for football players of all skills and abilities to play at various competitive or social levels, to represent our Club with pride at both international and domestic tournaments, and always maintain a strong recreational and social focus aimed at supporting the gay and inclusive community.

We create a supportive team environment where players are encouraged to join our "football family" regardless of age, race or sexuality and we encourage all members to build strong relationships within our community to promote a healthy, vibrant and tolerant society.

Sydney Rangers FC espouses the following key principles:

1. **Respect for All Persons** – all members are equally important and will be treated with respect and fairness. We will conduct ourselves in a manner which promotes respect for ourselves, team officials, the opposition and our supporters.
2. **Player Development** – within a fun, welcoming and inclusive team environment so players can develop their skills, build life-long friendships and a keen interest in our Club and the global phenomenon that is football.
3. **Safety** – we will provide a physically and emotionally safe environment for all of our players, team officials and supporters. We will provide a harassment free sporting environment.
4. **Community Engagement** – to build stronger ties within our community and foster a shared sense of belonging and contribute to a positive social responsibility from all of our members.
5. **Sponsors** – work closely with our sponsors to realise mutually beneficial long term goals.
6. **Identification and Affiliation** – support the identification and development of gay and inclusive football in Australia and help to promote gay and inclusive identified football clubs.
7. **Promotion of Football** – fostering the promotion and development of the "the world game" amongst Sydney and Australia's LGBTI community.
8. **Financial Stability** – to operate a financially stable organisation and support the achievement of our long term goals.

## **Our Goals**

### ***Short Term (within 12 months)***

- Maintain our existing 4 winter comp teams with Balmain DFC – 3 All Age & 1 Over 35s and develop our latest Over 35's team, building the club's capacity to support and train the teams to achieve success.
- Prepare a platform for any new teams (AA/ O35/ O45) in future years.
- Identify and develop new leaders within the club to help run the club both at the committee level and within the teams reducing reliance on a few key people.
- Renew our key platinum & gold sponsors and build & strengthen our relationships with our sponsors.
- Develop our website content offering and simplify all payment and registrations interactions to proceed through the website. Automate administration processes wherever possible.
- Reinforce and demonstrate the importance of the SRFC Codes of Conduct for all members of the Club.
- Support and provide expertise and resources to establish the PFA Committee to a point where they can take over responsibility for the annual PFA event and the other PFA objectives.
- Expand our club's offering to suit diverse needs – Winter Comp, Summer Soccer, and Social Soccer. Consider what else we can provide on alternative days and geographic locations.
- Establish a new tournament in Western Sydney to correspond with Parramatta Pride. Use this to expand our geographic footprint and spread the message against homophobia in sport in areas where our membership is under-represented.
- Establish high quality innovative fundraising events to support a 2018 MG parade entry. Look to make repeatable for future fundraising needs.
- Celebrate SRFC's 20<sup>th</sup> Anniversary in 2017. Maximise publicity and participation in the celebration events. Create a buzz in social media and the community for our anniversary.
- Build momentum in the club for SRFC participation in future international tournaments and send teams to Miami OutGames in 2017 and Paris Gay Games in 2018.
- Maintain a secure cash balance to safeguard the financial future of our Club and to achieve our goals.
- Develop a gender and sex diversity policy to ensure we achieve our inclusivity aims.
- Use consistent branding in all communications and events and build awareness of our club on all relevant social media channels.

### ***Medium Term (2-3 years)***

- Expand the number of Winter Competition teams, considering other leagues and Sunday Competitions.
- Continue to increase our membership.
- To build, foster and pursue relationships recently established with Football Federation Australia (FFA), and A-League clubs such as Sydney FC and Western Sydney Wanderers to achieve mutually beneficial goals.

- Consider what our funding aims are with our large cash balance. Consult with the membership.

### ***Long Term (5 years)***

- To position the Sydney Rangers FC brand as a competitive and comparable brand to rival other like sporting teams in Sydney, Australia and internationally. We will achieve this by:
  - Improved communications and media output to build awareness of who we are and what we do.
  - Increased participation in community events.
  - Regularly attending International Tournaments.
- To play under our own badge in our own kit in a local Winter Competition. We will achieve this by:
  - Building relationships with key figures within local football organisations.
  - Building and maintaining strong cash balances to fund the next step in our journey.
  - Continuing to grow our membership and developing coaches and leaders within the club to ensure sustainable growth.