Strategic Plan 2026-30

May we remain royal today, yesterday and tomorrow

East Perth FC

The Mighty Royals

Honoring Our Past, Securing Our Future:
A Transformational Plan for the Royals

Introduction By

Bronte Howson OAM

President East Perth FC



East Perth Football Club stands at a pivotal moment in its storied history. Throughout this history, the Royals have demonstrated that their competitive edge remains sharp. However, sustained success in modern football requires more than on-field performance—it demands strategic vision, financial sustainability, and deep community connection.

A Bold Vision for the Future
This strategic plan charts a transformative path for East Perth to become the leading football club in Western Australia for inclusivity, sustainability and our people. It's an ambitious vision that recognizes football excellence alone is insufficient. The club must build strong personal connections, achieve sound business performance, and develop modern facilities that generate pride both on and off the field.

Why This Plan Matters Now
The timing is critical. Leederville Oval upgrades present a once-in-a-generation opportunity to transform the club's home into a year-round community and commercial hub. Women's football is rapidly growing but requires proper facilities and resources. The inner-city landscape is evolving, offering opportunities to reclaim East Perth's traditional heartland. Meanwhile, financial pressures across community football demand clubs adopt commercial mindsets and diversify revenue streams beyond match-day income.

The Challenge: Balancing Heritage with Innovation
East Perth's motto—"May we remain royal today, yesterday and tomorrow"—captures the fundamental tension this plan addresses. How does a club with over 120 years of rich history modernize without losing its soul? The answer lies in the Royals Way: leveraging data and systems, building accountable leadership, honoring legacy while embracing innovation, and ensuring every decision engages the next generation while maintaining financial sustainability.
Four Strategic Pillars

A Practical Roadmap for Action
This isn't a document for the shelf. The plan identifies specific initiatives, prioritised across three implementation phases. Each objective has clear accountability, classification, and measurable success indicators.

Success Defined
By 2030, East Perth envisions consistent finals appearances, growing membership particularly among youth and families, women's programs with proper facilities, diversified revenue streams providing year-round cashflow, and a reputation as the destination club in WA—where players want to play, members feel valued, and the community takes pride.

This strategic plan is East Perth's commitment to remaining royal not just in name, but in performance, culture, and community impact—today, tomorrow, and for generations to come.

Vision

To be the leading football club in WA for inclusivity, sustainability and our people – building strong personal connections through football excellence, sound business performance, and modern facilities that build pride on and off the field.





Our Foundations - The Royals Way

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- **Royals of the Future**

  Everything we do must engage and grow the next generation of Royals.

- **Our Community Hub**

  Our facilities are year-round community and commercial hubs, not just match-day venues.

- **Your Royals Legacy**

  We balance our rich history with a professional, innovative and modern approach to football and club operations.

- **Accountable Leadership**

  Everything we do must engage and grow the next generation of Royals.

- **Leverage Data & Systems**

  We use digital tools, data and connected systems across football, admin and fan engagement to lift performance and experiences.

- **Sustainable In Every Decison**

  Financial sustainability and diversified revenue are built into every initiative and major decision.



Our Game Changers

Future Ready Facilities Are Central To Our Sustainability

- Leverage Leederville Oval upgrades and activate it as a year-round community hub.
  Establish facilities of suitable quality and access to facilitate women's football and talent programs.

Diversified and Sustainable Revenue

- Develop new non-football revenue streams.
  Activate facilities, philanthropy, sponsorship and partnerships to generate year-round income.









Our Strategic Goals

East Perth's 2026-2030 strategy is built on four interconnected goals that address every dimension of club performance—from what happens on the field to how the club operates as a sustainable business and community asset.

These four goals work together—football excellence attracts members and sponsors, strong facilities enable performance and generate revenue, community connection builds loyalty and engagement, and financial sustainability resources everything else. Success requires progress across all four pillars simultaneously.

Football Excellence

Deliver consistent on-field success built on resilience, professionalism, and a strong one-club culture that inspires pride across all grades.

Family & Community

Be the most inclusive and welcoming club of choice, where players, members, and supporters feel connected and valued as part of the Royals family.

Facilities & Infrastructure

Create modern, activated facilities that elevate football performance, enhance member experiences, and drive year-round community and commercial use.

Financial Sustainability

Build long-term stability through a commercial mindset, diversified revenue, and strong partnerships that underpin football and community growth.

Football Excellence

Deliver consistent on-field success built on resilience, professionalism, and a strong one-club

Indicators of Success

- Consistent finals appearances for men’s and women’s WAFL teams.
- Rodriguez Shield performance.
- Strong player development pathways (e.g. juniors progressing into senior squads).
- Positive club culture and engagement (staff, volunteers, players survey results).

Family & Community

Be the most inclusive and welcoming club , where players, members, and supporters feel connected and valued as part of the Royals family

Indicators of Success

- Membership revenue growth.
- Youth and family engagement (e.g. delivery of “next-gen” programs annually).
- Past player and volunteer re-engagement (attendance/participation at club events).
- Growth in social media reach and engagement.

Facilities & Infrastructure

Create modern, activated facilities that elevate football performance, enhance member experiences, and drive year-round community and commercial use.

Indicators of Success

- Women’s football with access to a suitable facilities.
- Suitable facilities for talent programs.
- Facility utilisation rate across football, community and corporate use.
- Enhanced amenities and member satisfaction with club facilities.

Financial Sustainability

Build long-term stability through a commercial mindset, diversified revenue, and strong partnerships that underpin football and community growth

Indicators of Success

- Increase non-football revenue share by 2028.
- Year-round cashflow from events, philanthropy, sponsorships, and partnerships.
- Evidence of diversified revenue sources (e.g. digital, philanthropy, partnerships, facility hire).



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08 9443 2259

royals@eastperthfc.com.au

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