

# **PURPOSE AND VALUES OF** **ABBOTSFORD JUNIORS FOOTBALL CLUB**

## **Our Purpose**

To play a leading role in developing our members to realise their full potential through football and to contribute valuably to their community.

## **Our Values**

### **Exchange in the Community**

We exchange in abundance by providing the best football experience and our members exchange by loyally contributing to the running of our club.

### **Respect**

We treat all others in the manner in which we wish to be treated ourselves, regardless of one's age, gender, background and ability.

### **Fair Play**

We actively promote safety, trust and open communication for all our members and stakeholders to maintain and protect our club's reputation.

### **Leadership**

We explore and encourage bold innovation and imagination on how to continuously improve to deliver a football legacy for all to enjoy.

### **Development**

We have fun whilst providing professional coach development, player development and facilities, so our members are inspired to achieve their true potential.