

Strategic Plan

Western Bulldogs Past Players & Officials Association



Vision: Once a Bulldog Always a Bulldog

Mission: Our Purpose is to connect and support Western Bulldogs Past Players and Officials, help sustain friendships and foster strong, ongoing connections with the Western Bulldogs Football Club.

STRATEGIC GOALS for WB PP&OA, 2026-2030:

- 1) Continue to run high quality events for our members
- 2) Strengthen the engagement of our members through attendances at our Events.
- 3) Grow the number of members, especially by recruiting recently retired WB past players from AFL(VFL) Men's and Women's teams.
- 4) Generate sufficient funding for self-sustainability to support our priority activities
- 5) Continually strengthen our relationship with the WB football club, to be recognised as a valued contributor