

Our Club Values



BEAUMARIS FOOTBALL CLUB 2026

ONE CLUB

"A coalescence of all members and supporters, unified in the objective of achieving its purpose"

Why Values Matter



Great clubs don't happen by chance, they happen by choice, one behaviour at a time.

Values are the behaviours we choose every day.

They help us make good decisions, especially when the right answer isn't obvious. They shape how we treat each other, how we respond to challenges, and the kind of club we're proud to be part of.

When everyone lives the same values, we build a stronger club for today, and for future generations.

PURPOSE – Why We Exist

- To foster, encourage and promote participation in the game of Australian Rules Football
- To provide a development pathway for all juniors and seniors within an exceptional football program
- To be an integral part of the community by providing well-rounded opportunities to succeed
- To enrich lives through the enjoyment of football and the club's social activities
- To create a safe and inclusive environment where everyone belongs

VISION – Our North Star

- Become a club that leads and lives the values that underpin its exceptional community environment
- Be a club where people thrive, belong & perform - on and off the field
- Cultivate further connection across generations via shared ambition and pride in what we do
- Continually exhibit the highest levels of sportsmanship and respect for our fellow competitors

VALUES – How we show up every day

Our 5 Values, chosen by the Club through community consultation.

#1 BELONGING

Walk through the door and stay

Not tolerance or surface-level inclusion, it's genuine belonging for every player, supporter, family and volunteer.

#2 RESPECT

At all times, no exceptions

For teammates, opponents, umpires, coaches and everyone who gives their time.

#3 COMMITMENT

We show up for each other

Every player past and present, every family, every volunteer. Our club thrives because of what happens between our people.

#4 LEADERSHIP

Set the standard, then live it

How coaches talk to players, how parents act on gameday, how we respond when things get uncomfortable or challenge us.

#5 DEVELOPMENT

Better players, better people

Development isn't only for the technically talented. Every every Shark deserves coaching, game time and the chance to be the best version of themselves

WHY these Values?

Some of the current club and community challenges that each value builds behaviours to address.

#1 BELONGING

Adversity & loss — showing love to all of our people

#2 RESPECT

On and off-field behaviour — the need for greater empathy

#3 COMMITMENT

Training and game day attendance — team and selection integrity

#4 LEADERSHIP

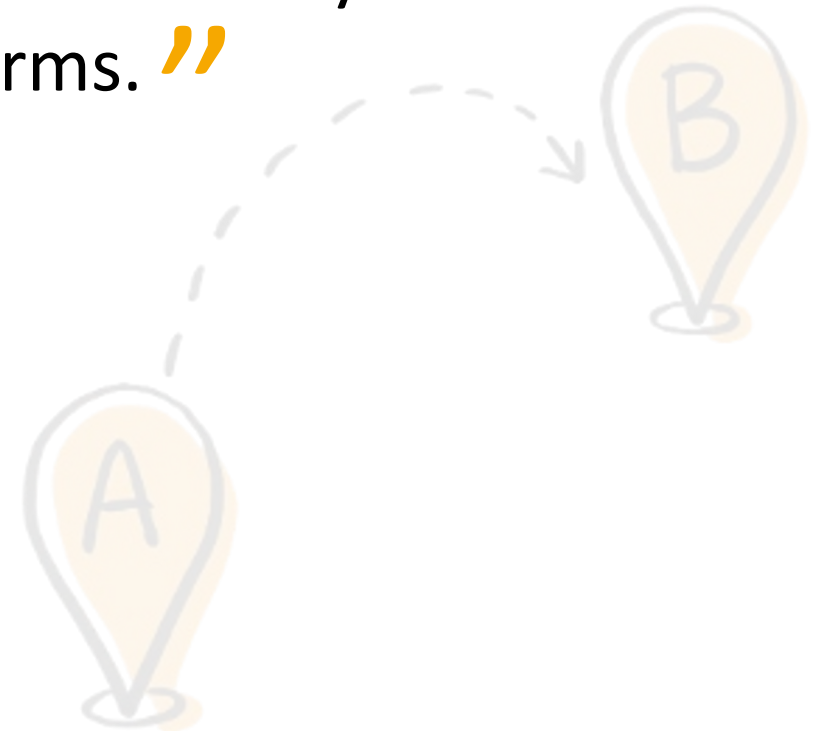
How contemporary we are — governance over culture

#5 DEVELOPMENT

Coaching mindset — retention then recruitment

MISSION – How we achieve it

“We'll achieve our vision through the diligent pursuit of excellence in all that we do, learning from adversity and chasing success in all of its forms.”



LIVING OUR VALUES

- Simple ways to lead & live our values, at every age & stage.
- For a community football club, the key is that the value stays the same, but the behaviours evolve with age and maturity.
- An 8-year-old demonstrates leadership differently from an 18-year-old.

7–12 YEARS → 13–17 YEARS → 18+ YEARS

The Values as... 7–12 YEAR OLD

What each value looks like in action.

VALUE	WHAT IT LOOKS LIKE	ACTION	MENTOR MOMENT
#1 BELONGING	Welcomes new teammates, includes others in activities, feels proud to be part of the club.	“Everyone gets a game.”	Senior player shares what they love about the club.
#2 RESPECT	Listens to coaches, follows rules, treats teammates and opponents kindly.	“Be kind and play fair.”	Senior player explains umpire respect.
#3 COMMITMENT	Attends training regularly, tries their best, arrives prepared to play.	“Show up and give your best.”	Senior player leads the warm up.
#4 LEADERSHIP	Encourages teammates, sets a positive example, helps others learn.	“Help and encourage others.”	Senior player identifies one 7–12 y/o showing leadership each round.
#5 DEVELOPMENT	Learns new skills, embraces challenges, celebrates improvement.	“Learn fundamentals and improve.”	Senior player shares a skill they had to work hard to learn.

The Values as... 13–17 YEAR OLD

What each value looks like in action.

VALUE	WHAT IT LOOKS LIKE	ACTION	MENTOR MOMENT
#1 BELONGING	Creates an inclusive team environment, supports younger players, helps everyone feel accepted.	“Everyone feels part of the team.”	Senior player shares a time they felt they didn't belong.
#2 RESPECT	Demonstrates good sportsmanship, accepts feedback positively, respects officials and club volunteers.	“Respect everyone, even when things don't go your way.”	Senior player runs a session on handling pressure without losing control.
#3 COMMITMENT	Takes responsibility for development, maintains effort during challenges, turns up consistently for the team.	“Stay dedicated when things get tough.”	Paired senior players check in once a month with their 13–17 y/o.
#4 LEADERSHIP	Influences team culture positively, supports younger players, communicates effectively on and off the field.	“Influence positively and support teammates.”	13–17 y/o shadows a senior player during training, twice a year.
#5 DEVELOPMENT	Seeks feedback, develops resilience, works on strengths and weaknesses.	“Challenge yourself and embrace feedback.”	Senior player shares a skill they had to work hard to learn.

The Values as... 18+ YEAR OLD

What each value looks like in action.

VALUE	WHAT IT LOOKS LIKE	ACTION	MENTOR MOMENT
#1 BELONGING	Builds club culture, mentors others, strengthens connections across teams and age groups.	"Everyone feels part of the club."	Leads the belonging conversation with emerging players at season's start.
#2 RESPECT	Models professionalism, resolves conflict constructively, respects all members of the football community.	"Lead by example in all interactions."	Leads the respect discussion with real-life examples.
#3 COMMITMENT	Leads through reliability, supports club initiatives, balances personal goals with team success.	"Be dependable and accountable."	Paired senior players check in once a month with their mentee.
#4 LEADERSHIP	Mentors players, drives standards, takes ownership of team and club success.	"Mentor, guide and inspire others."	Becomes the senior mentor — the cycle continues down the line again.
#5 DEVELOPMENT	Pursues continuous improvement, helps others develop, contributes to the long-term growth of the club.	"Continually develop yourself and help others grow."	Mentors a senior player through their season self-assessment & goal setting.



Once a Shark, Always a Shark!

The PLEDGE

A call to action: Concise activation of our value set.

I show up for myself, my teammates, my club and my community.

I make space for everyone who walks through this door.

I play hard. I play fair. I succeed with humility and learn gracefully through adversity.

I develop every day, on and off the field.

I set the standard by how I behave & how I treat others.

I carry the values of our founders who built this club with integrity, sacrifice, and a love of community.

And when my playing days are done, I give back to the next generation of Sharks.

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