



*Policy Document:*            *Mission, Purpose, Vision, Values Statement*  
*Approved by:*                *[Executive Board]*  
*Effective Date:*             *03/18/2013*  
*Version:*                      *V1 03/01/2013*

### **Mission**

The USAFL is a non-profit amateur sports organization dedicated to the development of and participation in Australian football in the United States.

### **Purpose**

We serve the Australian football community in the United States. In addition, we further the international agenda of the USAFL's governing body, the AFL. In everything we do, we aim to further either development or participation in the sport.

### **Vision**

We see a future where the USAFL has 10,000 registered participants playing the game of Australian football and 1% of the US population is aware of the game.

### **Values**

Our values are:

- **Hard Work** - We work hard everyday. We execute with world-class professionalism and business excellence.
- **Integrity** - We do what we say, and our words match our values.
- **Continual Growth** - We improve every season. We work with determination to meet our goals and then stretch ourselves by raising the bar even higher.
- **Improvement** - we work to make this a better organization. We work to make the USAFL a better sporting league.