



Morphettville

STRATEGIC PLAN

2026/28

Created September 2025

Our Growth Agenda (26-28)

Ensuring strong foundations for future growth, supporting a financially robust business, club and precinct.

Our Guiding Principles



Our Purpose

To ensure Morphettville is a vibrant, memorable and sustainable precinct - genuinely iconic.



Our Vision

Morphettville is South Australia's premier destination for racing, events and entertainment all year round.



Our Values

Be real. We are one. We own it. We create.



Morphettville

Where racing excellence meets iconic experiences.

Our Values:



Be real >> authenticity

We prioritise respect, honesty, fairness and integrity in all our actions.



We Create >> ingenuity

We encourage innovation and creative problem-solving.



We are one >> unity

We treat everyone equally and foster collaboration and inclusivity.



We own it >> empowerment

We take responsibility for our actions, encouraging open communication and supporting personal growth and improvement.

Strategic Priorities (26-28)

A strategy underpinned and enabled by:

- Fiscal discipline
- Growth partnerships
- Bold leadership & effective governance
- Environmental sustainability
- Data

