

# Community Benefits Strategy

## Annual Report Summary\*

January – December 2023

\* Community Benefits Strategy reporting is on calendar year as per the Lease Agreement

## Annual progress report

### Executive Update (January – December 2023)

- Connect Vic Park – Walking Footy program. This program is enjoyed by males over 55 with over 30 sessions held this year. The participants enjoy weekly physical activity followed by coffee in the Aquilla Café at MRP. In 2023, WCE have facilitated over 30 walking footy sessions which were run by past players and the assistance of AFL and AFLW players attending sessions throughout the year. WCE hosted the first ever Walking Footy Curtain Raiser at Optus Stadium prior to the Round 18 WCE v Richmond match on 16th July. The Town of Victoria Park team played against a team comprised of participants from our Southwest regional walking footy program. It was a great reward for effort for the participants to enjoy the program on Optus Stadium. The game was coached by WCE Community staff along with AFL player Josh Rotham, who has attended multiple Walking Footy training sessions at MRP. AFLW players, Abbygail Bushby, Emma Humphries, Lauren Wakfer and Zoe Wakfer also participated in the match, which was a great way for participants to interact with the players.
- Kensington PCYC – As part of AFL's Community Camp, 8 players engaged with 30 children in a clinic involving games and activities. This was the first community camp since 2019 and was a great opportunity for kids in the town to meet and interact with players. A video was produced by WCE for the visit. <https://www.westcoasteagles.com.au/video/1269328/eagles-back-in-the-community?videoid=1269328&modal=true&type=video&publishFrom=1675988166001>
- Hannah's House event: A football clinic was held on the 14<sup>th</sup> April 2023 at John McMillan Park for the families of Hannah's House. The participants were treated to a morning of fun football activities run by WCE AFLW and AFL past players, along with mascot Rick the Rock. Following the session, a barbecue was provided and families were able to all come together and make memories. This event had an emphasis on inclusion and enjoyment for the patients' siblings who often feel disassociated given the 24/7 attention required by their brother or sister.
- Healthy Strides Move-a-thon: On the 16<sup>th</sup> April 2023, WCE supported Healthy Strides in hosting a Move-a-thon around Optus Stadium. The event was designed to be accessible to people with all abilities, encouraging people to be as active as they could be. Giveaways and morning tea were provided during the event and WCE mascot, Rick the Rock was also in attendance.
- Walk Safely to School Day: On the 19<sup>th</sup> May 2023, WCE past players and community officers joined Rick and Rosie at Kensington Primary School and Lathlain Primary School for their annual Walk Safely to School Day. This is an important initiative to help support and encourage the youth of the Town of Victoria Park to be active and increase their own physical, mental and social health through regular walking habits at an early age.
- WADSA - All Abilities recreation program is run in 10-week blocks throughout the year, providing opportunities for participants to join in a range of activities from 10-pin bowling to orienteering. WCE AFL, AFLW and past players were involved in over 20 of these sessions throughout the year and continue to build relationships with both WADSA and their participants.

- WADSA AFL Xperience: WADSA's annual AFL Xperience camp was held over the weekend of the 27<sup>th</sup> and 28<sup>th</sup> of May 2023. As part of the camp, 27 tickets along with three ACROD carpark passes were given to WADSA to attend the Round 11 match between WCE and Essendon at Optus Stadium on the 27<sup>th</sup> May. Free entry was also provided to all the participants to attend the West Coast v East Perth WAFL match at MRP on the 28<sup>th</sup> May. The camp culminated with a WCE fun football skills session at MRP on the 29<sup>th</sup> May and the participants were given access to stay and watch the AFL team train.
- White Ribbon event: On 27<sup>th</sup> April 2023, White Ribbon held their Say "Yes" to Respect Youth Event at MRP. The event was a collaboration between White Ribbon, West Coast Eagles and the Healthy Relationships Strategy Group in the Town of Victoria Park. This event engaged with roughly 300 high school students across the day and consisted of activities and performances designed to challenge gender stereotypes and gender drivers in the community. The students were provided with lunch and had the opportunity to speak to various stall holders who work in the domestic violence sector and operate in the Town of Victoria Park. West Coast Eagles AFL and AFLW players including Nic Naitanui attended the event and WCE provided 4 signed merchandise items to raffle off.
- Girls Under Lights: WCE provided Vic Park Raiders Junior Football Club access to use the Community Oval (with lights) at MRP on Friday nights throughout the month of May. The girls' team were unable to play at their home ground at Higgins Park as their oval lights did not meet the minimum standards prescribed by the WA Football Commission Guidelines. Over this period, 400+ girls were able to train and play football games at the home of the West Coast Eagles.
- The Victoria Park Raiders Football Club were given two full access tours to Mineral Resources Park in August, which were hosted by AFL players Josh Rotham and Liam Duggan. The group were also given the opportunity to participate in a Q&A session throughout the tour and ask the players about their training schedules, recovery, diet, and game day routines. This was an exclusive opportunity for the Vic Park Raiders to learn and be educated on the importance of what it takes to be an elite athlete while promoting the importance of living a healthy and active lifestyle.
- As Ursula Frayne Catholic College do not have access to an oval on their campus, WCE facilitated the use of the MRP Community Oval for their school football training sessions. WCE past players attended two of the sessions to engage and take photos with the teams and coaches.
- In July, a WCE staff member hosted the Perth Demons Rogers Cup team in the Waalitj Classrooms to present the WCE SOAR Female Education Program. SOAR is a youth wellbeing series specifically for girls, which is a program that is delivered to organisations, schools and clubs in both metro and regional WA. This event engaged all three stakeholders included in the CBS and was an important collaboration to help support and empower young women to be the best version of themselves. West Coast Eagles AFLW player Amy Franklin joined the session and spoke to the group about the pathway to become an elite athlete.
- United Nations Association of Australia – WA Division & WCE hosted an event at the MRP Function Room on August 3<sup>rd</sup>. The theme for the event was "Future Leaders Development: Sports for Children & Achieving SDG's". Over 50 people attended the event, with a past AFL player included as guest on the panel to discuss why sport for children is important for their future. The event was open to local schools and a video on the event was produced and posted on the WCE website [Eagles host United Nations SDG Forum at Mineral Resources Park \(westcoasteagles.com.au\)](https://westcoasteagles.com.au)

- On August 10th 2023, the Town of Victoria Park Library launched bookmarks that featured West Coast Eagles AFLW players Krstel Petrevski and Aisling McCarthy. The players made an appearance at the Library to surprise a group of young kids and local residents from the town. The players both read children's books to the group that included diversity and inclusion content. The session ended with the kids participating in fun football drills at John Macmillan Park that were run by the players which was an engaging way to encourage them to be active.
- Ken Wyatt Cup – Thursday 31 August 2023 – A round robin carnival held on MRP Oval 1 and 2 involving over 100 First Nations high school girls from the Waalitj Deadly Sista Girlz schools' program. A WCE Community Officer and a past player helped with the setup for the carnival and engaged with the girls over the course of the day.
- WCE facilitated the use of the MRP Indoor Training Hall for Vic Park Pride to practice their dance routine for the Pride Parade with over thirty people attending, including a ToVP staff member and a member of the Labour MP.
- On the 1<sup>st</sup> November an AFLW player attended the Pride month flag raising at the Town of Victoria Park administration building. This was especially important for the club to have representation to demonstrate the support for both the Town of Victoria Park and the pride movement for the second year in a row.
- During the AFLW Pride Round in Round 10, WCE hosted an event at the Perth Demons Presidents for Vic Park Pride and the Perth Hornets. President of Vic Park Pride was invited to toss the coin pre-game and both organisations formed the Guard of Honor to lead the AFLW team on the ground. During the event, an AFLW guernsey signed by the team was raffled off to one lucky winner.
- AFLW players attended the Town of Victoria Park Summer Street Party on the 25<sup>th</sup> November. Past player, mascot, giveaways and football drills and AFLW player engaged with the local community.
- Lathlain Playgroup – On the 26<sup>th</sup> November a WCE AFLW and past player, along with the clubs' mascot attended the playgroups Christmas Party. Interacting with the kids, taking photos and signing signatures, the players made a positive impact on the playgroups' final session of the year.
- WCE facilitated AFL Blind Football in the Mineral Resources Park (MRP) Indoor Training Hall for 2 sessions throughout October and November.
- The 16 Days in WA campaign runs from 25 November (International Day for the Elimination of Violence Against Women) through to December 10 (Human Rights Day) each year. The 16 Days in WA Campaign Launch by Department of Communities – Saturday 25 November at South Perth Foreshore was attended by an AFL past player. Tom Barrass and AFLW player Jessica Sedunary attended the 16 Days in WA Breakfast held at Crown on 28 November, where the WA Premier Roger Cook addressed guests on the importance of the campaign. The full AFL squad and coaches also wore orange socks during their training sessions during the first week of the campaign to raise awareness to members and supporters. A video and article was produced and posted to the WCE website [West Coast Eagles call to end to violence against women](#)
- Celebration at MRP Community Oval – International Day of People with Disabilities – Friday 1 December with ToVP, Healthy Strides, WADSA, Guide Dogs WA and WA All Abilities Football Association. Both AFL and AFLW players along with WCE Community staff helped to facilitate and deliver the event. Over 100 people attended the event which included local organisations and residents from the Town of Victoria Park. This event was established by WCE to engage the

ToVP communities and this was the third year it has taken place. An article was written and posted to the WCE website: [Eagles HQ packed out for International Day of People with Disability \(westcoasteagles.com.au\)](https://www.westcoasteagles.com.au/news/eagles-hq-packed-out-for-international-day-of-people-with-disability)

### Players Appearances Report

Type of Player	Player Appearance Hours Required 100 Hours	Number of hours completed
AFL	40	73
AFLW	40	68
Past Players	20	140
<b>Total Hours Completed</b>	<b>100</b>	<b>281</b>

### Program 2. Healthy Relationships

Initiative and Activities	Indicators	Annual progress
<p><b>Awareness Campaign</b> P2.1: WCE to demonstrate having engaged with the Department of Communities, subject matter experts and a minimum of 3 service providers in the design and delivery of meaningful programs that raise awareness of healthy relationships, gender equality and cultural norms.</p> <p>Provision of media releases</p> <p>A minimum of 5 short film clips with players &amp; coaches to be shared across West Coast Eagles and the Towns media.</p>	<p>P2.1.1: A minimum of 5 short film clips with players &amp; coaches. (12-month report – December 2022)</p>	<p>A video and an article was posted on the WCE website showing the AFL players and coaches wearing orange socks to show their support for the campaign. 16 Days Ambassador Tom Barrass spoke about the importance of raising awareness for domestic violence and how WCE are playing their part in supporting the 2023 campaign. <a href="https://www.westcoasteagles.com.au/news/16-days-in-wa">16 Days in WA (westcoasteagles.com.au)</a></p>
	<p>P2.1.2: A minimum of 2 short audio clips with players &amp; coaches. (12-month report – December 2022)</p>	<p>WCE do not produce audio clips. Instead, three players appeared at our White Ribbon event in April.</p>

Initiative and Activities	Indicators	Annual progress
<p>A minimum of 2 short audio clips with players &amp; coaches to be shared across West Coast Eagles and the Towns media.</p>		
<p><b>Healthy Relationships Workshops</b> P2.2: Facilitate 2 x annual Healthy Relationships Workshops to be delivered by qualified third party.</p>	<p>P2.2.1: Delivered annually within the Positive Youth Engagement Program. <a href="#">(12-month report summary – December 2022)</a></p>	<p>Workshops were delivered throughout the Say Yes to Respect Day. A skit around domestic violence was performed as well as the delivery of workshops to help educate disengaged youth on the importance of addressing gendered violence and assault through the implementation of prevention strategies for youth in Australia. Organisations from within the HRSG attended the event and offered information relating to the importance of respectful relationships.</p> <p><a href="http://westcoasteagles.com.au">Youth say 'Yes' to respect at Eagles headquarters (westcoasteagles.com.au)</a></p>
<p><b>Provision of an AFL/AFLW Ambassadors</b> P2.3: WCE to provide an AFLW player as an active ambassador of the program.  WCE to provide an AFL player as an active ambassador for Wirrpanda Foundation.  AFLW ambassador to make appearances at program activities  WCE to demonstrate provision of specific induction and ongoing training to all ambassadors and mentors of the program. This training will align to successful delivery of Healthy</p>	<p>P2.3.1: Ambassadors provided. <a href="#">(Action complete)</a></p> <p>P2.3.2: Ambassador made appearances at program activities. <a href="#">(12-month report – December 2022)</a></p>	<p>WCE Ambassadors for 2023 – Tom Barrass and Dana Hooker.</p> <p>Ambassadors (Agents of Change) attended multiple events across the campaign. On November 28, Tom Barrass and 2022 AFLW Ambassador Jessica Sedunary attended the 16 Days in WA Breakfast held at Crown as Dana Hooker was unavailable due to undertaking elbow surgery the week prior.</p> <p>A WCE Community Officer and past player attended the media launch which was held at the South Perth Foreshore on the 25<sup>th</sup> November.</p> <p>AFLW players Sarah Lakay and Beth Schilling attended the 33<sup>rd</sup> March Against Family and Domestic Violence in Perth City which was run by the Centre for Women's Safety and Wellbeing. The march is an important initiative for the campaign and helps to raise public awareness about the topic of family and domestic violence.</p>

Initiative and Activities	Indicators	Annual progress
Relationship (awareness program outcomes)	P2.3.3: Training and support was provided (12-month report – December 2022)	Last year, the Ambassadors were inducted by the Department of Communities and will continue to participate in this years "16 Days in WA" campaign as agents of change.
<p><b>Healthy Relationship Strategy Group</b> P2.4:</p> <p>Join Healthy Relationships Strategy group</p> <p>Contribute to Healthy Relationships Strategy group and offer to host three meetings of the group annually.</p> <p>Develop (in conjunction with agencies) and promote club and community groups 'Healthy Relationships' support program tools.</p> <p>Provide 'Healthy Relationships' education and follow up to local clubs and community groups. Making digital material available if face to face opportunities have been explored and are not possible.</p>	P2.4.1: Joined Healthy Relationships Strategy group. (12-month report summary – December 2022)	WCE Community Officer attended the Healthy Relationships Strategy Group (HRSG) meeting which typically takes place every 6 weeks. However, due to the White Ribbon event in April, HRSG were replaced with strategy meetings in the lead up to this event. The return to the schedule of the HRSG meetings took place on the 31 <sup>st</sup> May, with this meeting being hosted at MRP.
	P2.4.2: Offer to host three meetings. (12-month report summary – December 2022)	In the lead up to the Say "Yes" to Respect Youth Event by White Ribbon, all the HRSG meetings were solely about this event. WCE offered to host meetings for the group at MRP and hosted three meetings in an onsite meeting room and the final meeting before the event was a catered morning tea in the function room on the 21 <sup>st</sup> of April. The return to the schedule of the HRSG meetings took place on the 31 <sup>st</sup> May, with this meeting being hosted at MRP.
	P2.4.3: Contributed to Healthy Relationships Strategy group. (12-month report summary – December 2022)	<p>WCE Community Officers contributed to the HRSG meetings with insights and experience from a sporting sphere. WCE Brand and Ambassadors were used for raising awareness about the importance of respectful relationships and the prevention of violence against women, men and children.</p> <p>In conjunction with key stakeholders from the HRSG, WCE helped facilitate the Say "Yes" to Respect White Ribbon event which reached over 250 disengaged youth, many of which live in the Town of Victoria Park. An article of this event was posted to the WCE website: <a href="https://www.westcoasteagles.com.au/news/1339612">https://www.westcoasteagles.com.au/news/1339612</a></p> <p>WCE staff, past and current players showed their support across multiple events for the '16 Days in WA' campaign with the following appearances: On November 28, AFL player Tom Barrass and 2022 AFLW Ambassador Jessica Sedunary attended the '16 Days in WA' Breakfast held at Crown</p>

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		<p>as Dana Hooker was unavailable due to undertaking elbow surgery the week prior.</p> <p>A WCE Community Officer and past player attended the media launch which was held at the South Perth Foreshore on the 25<sup>th</sup> November.</p> <p>AFLW players Sarah Lakay and Beth Schilling attended the 33<sup>rd</sup> March Against Family and Domestic Violence in Perth City which was run by the Centre for Women’s Safety and Wellbeing. The march is an important initiative for the campaign and helps to raise public awareness about the topic of family and domestic violence.</p>
	<p>P2.4.4: Developed ‘Healthy Relationships’ support program tools.  <a href="#">(12-month report summary – December 2022)</a></p>	<p>Operations Manager from Stopping Family Violence ran workshops in the MRP Community Classrooms with the CBS Youth Engagement Program for the Youth Waalitj Foundation Club’s after school program. Conversations have commenced for the delivery of similar programs this year.</p> <p>The Say “Yes” to Respect Youth Event involved stakeholders from the HRSG holding stalls where the students could come and interact and learn about the services provided in the ToVP. WCE, in conjunction with these groups organised information flyers and a take home bag for every student on the day, with tools and information to aid in the primary prevention of family domestic violence.</p>
	<p>P2.4.5: Provided ‘Healthy Relationships’ education and follow up to local clubs and community groups.  <a href="#">(12-month report summary – December 2022)</a></p>	<p>Healthy Relationships education programs are currently being developed and will be made available to local clubs and community groups once completed as per 2.2.1. This is still in the development phase with WCE and Stopping Family Violence.</p>
<p><b>Fundraising item offerings or experiences offered to community Groups</b>  P2.5:</p>	<p>P2.5.1: Were 10 offerings or experiences delivered to 10 community groups?  <a href="#">(12-month report summary – December 2022)</a></p>	<p>White Ribbon’s Say “Yes” to Respect Youth Event was held at MRP on the 27/4/2023. The event was a collaboration between White Ribbon, West Coast Eagles and the Healthy Relationships Strategy group in the Town of Victoria Park. This event engaged with roughly 300 high school</p>

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<p>WCE to deliver 10 fundraising item offerings or experiences to 10 community groups per annum (community groups to be local organisations that align to the outcomes of the Healthy Relationships program). Healthy relationships group to provide list of potential community groups.</p>		<p>students across the day and began with a welcome to country and a performance by Playback Theatre Group. The performance was designed to challenge stereotypes and gender drivers in the community. The students then spent an hours outdoors where they were given lunch and had the opportunity to speak to various stall holders who work in the domestic violence sector and operate in the Town of Victoria Park. West Coast Eagles AFL and AFLW players including Nic Naitanui attended the event and there were two signed footballs and two signed guernseys raffled off.</p> <p>WCE donated a SuperStore voucher and signed guernsey for Mosaic Community Care to help support and raise funds for their End of Year Celebration for 250+ clients and staff. In addition, WCE offered the use of their club mascot, Rick the Rock, to attend their Christmas Party for the kids to enjoy and interact with.</p> <p>WCE donated 24 game tickets to the dad's of patients at Hannah's House for the West Coast Eagles v Adelaide Crows match at Optus Stadium on August 26. This was a great way for the dad's to celebrate Father's Day and enjoy a night at the footy. Many of the dad's do not get a chance to get out, so they were incredibly grateful for the opportunity to watch this game.</p> <p>A football clinic was held in April at John McMillan Park for the families of Hannah's House. The participants were treated to a morning of fun football activities run by WCE AFLW and AFL past players, along with mascot Rick the Rock. Following the session, a barbecue was provided and families were able to all come together and make memories. This event had an emphasis on inclusion and enjoyment for the patients' siblings who often feel disassociated given the 24/7 attention required by their brother or sister.</p> <p>During the AFLW Pride Round in Round 10, WCE hosted an event at the Perth Demons Presidents for Vic Park Pride and the Perth Hornets. President of Vic Park Pride was invited to toss the coin pre-game and</p>

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		<p>both organisations formed the Guard of Honor to lead the AFLW team on the ground. During the event, an AFLW guernsey signed by the team was raffled off to one lucky winner.</p> <p>WCE Community Officers and Past Players went around to different charities and not-for-organisations in the Town of Victoria Park area to donate boxes of WCE merchandise and apparel the club no longer has use for.</p>
<p><b>Use of classroom and function rooms</b> P2.6: WCE to make classrooms and function rooms available for use by community groups (subject to availability and cost recovery).</p>	<p>P2.6.1: How many bookings were made by community groups in 2022/23? (12-month report – December 2022)</p>	<p>WCE hosted the Town of Victoria Park for an International Women’s Day Breakfast on the 8<sup>th</sup> March. This consisted of keynote female speakers from a range of industries including WCE AFLW player Bella Lewis and the Mayor of the Town of Victoria Park, Karen Vernon.</p> <p>In the lead up to the Say “Yes” to Respect Youth Event by White Ribbon, all the HRSG meetings were solely about this event. WCE offered to host meetings for the group at MRP and White Ribbon hosted three meetings in an onsite meeting room and the final meeting before the event was a catered morning tea in the function room on the 21<sup>st</sup> of April.</p> <p>Girls Under Lights: WCE provided Vic Park Raiders Junior Football Club access to use the Community Oval (with lights) at MRP on Friday nights throughout the month of May. The girls' team were unable to play at their home ground at Higgins Park as their oval lights did not meet the minimum standards prescribed by the WA Football Commission Guidelines. Over this period, 400+ girls were able to train and play football games at the home of the Eagles.</p> <p>As Ursula Frayne Catholic College do not have access to an oval on their campus, WCE facilitated the use of the MRP Community Oval for their school football training sessions. WCE past players attended two of the sessions to engage and take photos with the teams and coaches.</p>

Initiative and Activities	Indicators	Annual progress
		<p>On July 12th 2023, a WCE staff member hosted the Perth Demons Rogers Cup team in the Waalitj Classrooms to present the WCE SOAR program. SOAR is a youth wellbeing series specifically for girls, which is a program that is delivered to organisations and clubs all around the state. This event engaged all three stakeholders included in the CBS and was an important collaboration to help support and empower young women to be the best version of themselves. West Coast Eagles AFLW player Amy Franklin joined the session and spoke to the group about the pathway to become an elite athlete.</p> <p>WCE facilitated the use of the MRP Indoor Training Hall for Vic Park Pride to practice their dance routine for the Pride Parade with over thirty people attending, including a ToVP staff member and a member of the Labour MP.</p> <p>WCE facilitated AFL Blind Football in the Mineral Resources Park (MRP) Indoor Training Hall for 2 sessions in October and November.</p> <p>WCE hosted an event for Solaris Cancer Care and their staff and clients to utilise the function space at MRP for a BBQ and football clinic. The group watched the AFLW team train on Oval 1 and had the opportunity to meet and take photos with the team post-training. WCE are hoping to make this an annual event going forward.</p> <p>WCE do not promote the use of the MRP function space and classrooms however still conduct tours and education sessions for sporting clubs, schools and organisations in the facility. These tours and sessions are led by the WCE Community team who run various education programs to young people to educate, inspire and motivate people of all ages, genders and abilities.</p>
<p><b>16 Days in WA - Stop the Violence against Women campaign.</b> P2.7:</p>	<p>P2.7.1: Initiatives were completed. (12-month report – December 2022)</p>	<p>16 Days in WA runs from 25 November (International Day for the Elimination of Violence Against Women) through to December 10 (Human Rights Day) each year.</p>

Initiative and Activities	Indicators	Annual progress
<p>WCE website is to be maintained with appropriate resources to provide relevant information on domestic violence to the community.</p> <p>WCE to participate and deliver 5 initiatives from the 16 Days in WA campaign.</p>		<p>On November 28, AFL player Tom Barrass and 2022 AFLW Ambassador Jessica Sedunary attended the '16 Days in WA – Stopping Violence Against Women' Breakfast held at Crown as Dana Hooker was unavailable due to undertaking elbow surgery the week prior.</p> <p>A WCE Community Officer and past player attended the media launch which was held at the South Perth Foreshore on the 25<sup>th</sup> November.</p> <p>AFLW players Sarah Lakay and Beth Schilling attended the 33<sup>rd</sup> March Against Family and Domestic Violence in Perth City which was run by the Centre for Women's Safety and Wellbeing. This march is an important initiative for the campaign and helps to raise public awareness about the topic of family and domestic violence.</p> <p>A video and an article was produced and posted on the WCE website to help raise awareness to WCE members and supporters.  Video link: <a href="https://www.westcoasteagles.com.au/16-days-in-wa">16 Days in WA (westcoasteagles.com.au)</a>  Article link: <a href="#">West Coast Eagles call to end to violence against women</a></p>
<p><b>Public appearances</b>  P2.8:  10 public appearances (to include radio and appearances at events in the Town of Victoria Park, South-East Metro or Metro-wide areas). Understanding this comes off the 100 player hours?</p>	<p>P2.8.1: Were 10 public appearances completed?  (12-month report – December 2022)</p>	<p>AFLW player Bella Lewis made an appearance as a keynote speaker at the International Women's Day Breakfast hosted at MRP.</p> <p>At the Say "Yes" to Respect White Ribbon event, appearances were made by AFL and AFLW players Nic Naitanui, Lauren Wakfer and Courtney Rowley. The players engaged with roughly 300 people and participated games and activities throughout the morning.</p> <p>Tom Barrass, Jessica Sedunary and a past player attended the '16 Days in WA – Stopping Violence Against Women' Breakfast at Crown during the campaign.</p> <p>A WCE Community Officer and past player attended the media launch which was held at the South Perth Foreshore on the 25<sup>th</sup> November.</p>

Initiative and Activities	Indicators	Annual progress
		AFLW players Sarah Lakay and Beth Schilling attended the 33 <sup>rd</sup> March Against Family and Domestic Violence in Perth City which was run by the Centre for Women's Safety and Wellbeing. This march is an important initiative for the campaign and helps to raise public awareness about the topic of family and domestic violence.
<b>Staffing</b> P2.9: Provide a minimum of 1 staff member one day a week and draw on club resources to support the initiatives.	P2:9.1: Was one staff member provided for one day a week and draw on club resources to support the initiatives? (12-month report – December 2022)	A WCE Community Officer has been assigned for this role with additional WCE resources available to support initiatives.

### Program 3. Supporting Local Community Organisations

Initiative and Activities	Indicators	Current quarter progress
<b>Audit of existing local community organisations in the Town of Victoria Park</b> P3.1: WCE to conduct an audit of all the local community not for profit groups and social enterprises in the Town. This audit is to ensure that all organisations are invited to participate and so that these organisations can be collaborated with through this program.	P3.1.1: Was the audit completed? (Action complete)	An audit was completed by WCE in 2020 and the following four organisations will be providing support over the remaining 4 years: <ol style="list-style-type: none"> <li>1. Org1 - WADSA</li> <li>2. Org2 – Healthy Strides</li> <li>3. Org3 – Lathlain Playgroup</li> <li>4. Org4 – PCYC – Kensington</li> </ol> In 2021, WCE added Org5 – Connect Victoria Park.
<b>Application process</b> P3.2:	P3.2.1: WCE provided a clear, transparent, and fair process for selection of 4 not for profit community group organisations. (Action complete)	WCE utilised the Sport Australia online club development Health Check Survey. This was a free online survey tool that covered all areas of club development for local organisations and sporting clubs. The platform allowed users to self-assess how they are going and identify the areas

Initiative and Activities	Indicators	Current quarter progress
<p>WCE to demonstrate a clear, transparent, and fair process for selection of 4 not for profit community group organisations.</p> <p>WCE to promote WCE and ToVP communication and social media channels to ensure optimal reach.</p> <p>WCE to select 4 community organisations and inform ToVP who these organisations are</p>		<p>of need and gaps in which we could try to assist with. (Survey results sent through to TOVP Community team via email)</p> <p>The survey was sent out initially on the 16 December 2019 and a follow up went out on 10 January 2020. The follow up returned more responses from community clubs and organisations.</p> <p>Lathlain Playgroup, WA Disabled Sports, Healthy Strides, PCYC were the organisations selected by the WCE community benefits team to be involved with the program from the list of respondents. The successful organisations were determined by the WCE Community Benefits team on the back of the results found within the survey data. 3 other organisations – The Haven Centre, Advocare and Essentials for Women also applied to join the program but were unfortunately unsuccessful.</p> <p>In 2021, Connect Vic Park were added as an extra community organisation due to the lack of engagement from Kensington PCYC. WCE Community Officers made efforts via email and in person visits to connect with Kensington PCYC and it was only after WCE – GM of Community and Game Development was contacted directly by Connect Vic Park (Luke Garswood – CEO) that this additional organisation was added. During the year, WCE Community Officers attempted to maintain relationships with both organisations however through discussions with Town of Vic Park officers, Connect Vic Park was formally adopted as a non-for-profit organisation in the CBS.</p> <p>The three unsuccessful organisations from 2020 were not considered for this replacement due to the fact a replacement wasn't on the agenda for this year and only came about through proactive direct enquiry from Connect Vic Park. After consultation, it was agreed there was alignment between organisations desired outcomes e.g., promote active lifestyle in the local Victoria Park community.</p>
	<p>P3.2.2: Promoted WCE and ToVP communication and social media channels.</p>	<p>The WCE Community Benefits team promoted the opportunity to join our Community Benefits Program through an EDM. The contact list was</p>

Initiative and Activities	Indicators	Current quarter progress
	(Action complete)	attained through the Town of Vic Park Community team and sent out twice to all eligible organisations. The program and outcomes were promoted through the WCE Instagram, LinkedIn, Facebook and Twitter Accounts. While WCE don't have individual post reach – find attached the total follow count of our social channels – X 100.8k, Facebook 330k, Instagram 238k & LinkedIn 15k followers.
	P3.2.3: Selected 4 community organisations and informed ToVP who these organisations are. (Action complete)	Healthy Strides, Lathlain Playgroup, Kensington PCYC & West Australian Disability Services Association (WADSA). Connect Vic Park was added as a fifth group in 2021.
<p><b>Design process</b></p> <p>P3.3</p> <p>WCE will engage with four local not-for-profit or community groups to design capacity building programs specifically tailored to each group's needs.</p> <p>Design process to establish outputs-, short- and medium-term outcomes and an evaluation framework.</p>	<p>P3.3.1: WCE engaged with four local not-for-profit or community groups to design capacity building programs specifically tailored to each group's needs. (12-month report summary – December 2022)</p>	<p><b><u>Kensington PCYC:</u></b></p> <p>Through conversations with staff at Kensington PCYC, it was decided that the most effective method of interaction between WCE and PCYC was with their after-school program. Given the attendees of this program are at risk youth, enjoyment and attendance were the specifically tailored outcomes for these groups. Whilst not designing any new programs, it was decided that value adding to an existing program was best for this group.</p> <p>WCE engaged with Kensington PCYC on 5 occasions in 2023 – delivering fun football skills and drills to at risk youth in the community. These sessions were facilitated and delivered by WCE Community Officer's with the support of AFL and AFLW players throughout the year. As part of AFL's Community Camp in February, 8 AFL players engaged with 30 children in a clinic involving games and activities. This was the first community camp since 2019 and was a great opportunity for kids in the town to meet and interact with players. A video was produced by WCE for the visit <a href="https://www.westcoasteagles.com.au/video/1269328/eagles-back-in-the-community?videoid=1269328&amp;modal=true&amp;type=video&amp;publishFrom=1675988166001">https://www.westcoasteagles.com.au/video/1269328/eagles-back-in-the-community?videoid=1269328&amp;modal=true&amp;type=video&amp;publishFrom=1675988166001</a></p>

Initiative and Activities	Indicators	Current quarter progress
		<p>WCE are in conversation with Kensington PCYC to look to make this an ongoing program in 2024.</p> <p><b><u>Lathlain Playgroup:</u></b>            In February 2023, an email was sent to the Playgroup asking for any potential opportunities to collaborate and engage throughout the year. In March, a return email highlighted potential sessions in April and September. The April session went unattended by WCE due to a lack of communication and planning. WCE understands that Lathlain Playgroup work with volunteer staff and consolidating events is an issue.</p> <p>WCE engaged with Lathlain Playgroup on 2 occasions through the year:</p> <p>To celebrate Father’s Day, a WCE Community Officer and AFLW player Beth Schilling attended the Dad’s Morning Tea at Lathlain Playgroup to have a kick and play games with local children in the community. WCE mascot, Rosie, was also in attendance.</p> <p>On November 26<sup>th</sup>, WCE Community Officer and AFLW player Sophie McDonald attended the Lathlain Playgroup’s Christmas Party to sign autographs and take photos with the kids. Club mascot, Rosie, also attended the event and participated in light football drills with the kids.</p> <p><b><u>WADSA</u></b>            WADSA run an Inclusive Recreation Program through the year, which occurs once a week for 10 weeks during each school term. WCE has supported WADSA and aided with this program by having current and past players attend multiple sessions for this program throughout the year building relationships with the participants as strong role models to have a healthy active lifestyle.</p>

Initiative and Activities	Indicators	Current quarter progress
		<p>WADSA ran an annual AFL Xperience camp for their participants. This took place over the weekend of the 27<sup>th</sup> and 28<sup>th</sup> of May. As part of the camp, WCE ran a football skills session at MRP on the 29<sup>th</sup> May and allowed the participants to stay and watch the AFL team train. Following the training session, the participants were able to interact, take photos and get their merchandise signed by the AFL squad. Photos from the camp was posted to the AFL Camp: <a href="http://WADSA Camp at Mineral Resources Park (westcoasteagles.com.au)">WADSA Camp at Mineral Resources Park (westcoasteagles.com.au)</a></p> <p><b><u>Healthy Strides Foundation</u></b></p> <p>It was decided through discussions with the staff from the Healthy Strides Foundation that a more individual approach with their patients would yield the most benefit from the relationship in 2023. A schedule is being devised whereby patients will have a once off therapy session at MRP as a reward for hard work and dedication in their rehabilitation programs.</p> <p>WCE are currently working with West Coast Physio in Lathlain to allow patients of Healthy Strides to use their DEXA scan machine which is a procedure for body composition analysis.</p> <p><b><u>Connect Vic Park</u></b></p> <p>The Walking Football program which is for males over 55 is a weekly session conducted on MRP Community Oval, throughout the four school terms. A morning tea was held in late January with all previous participants invited to discuss any potential changes to the program. With the input of Connect Vic Park members, a yearly schedule was devised.</p> <p>The program has been successful in creating new relationships with the participants, making their lives more positive, healthy, and active.</p>

Initiative and Activities	Indicators	Current quarter progress
		<p>WCE facilitated over 30 sessions which were held at MRP throughout 2023. This year saw the first ever Walking Football Curtain Raiser at Optus Stadium prior to the Round 18 WCE v Richmond match. The Town of Victoria Park team played against a team comprised of participants from the South West Walking Football program and it was a great reward for all participants to enjoy being part of the program week after week.</p>
	<p>P3.3.2: Design process to established outputs, short and medium-term outcomes and an evaluation framework? (12-month report summary – December 2022)</p>	<p>With the exception of Connect Vic Park, the engagement with each not-for-profit in 2023 was value adding to already existing programs run by each organisation. This was found to be the ideal way to engage with these organisations who had very specific client demographic.</p> <p>Given that WCE were not developing programs in spaces where they have no expertise (not providing a program to Healthy Strides who are experts in disability therapy), there was no reason to develop evaluation frameworks because they already exist within each organisation.</p>
<p><b>Program Support</b> P3.4: WCE to offer and demonstrate program support to 4 organisations in line with each organisation’s needs.</p> <p>A minimum of 4 workshop sessions are to be held per community group.</p>	<p>P3.4.1: WCE to offer and demonstrate program support to 4 organisations in line with each organisation’s needs? (Action complete – update in 12-month report: December 2022)</p>	<p><b>Healthy Strides</b> On the 16th April 2023, WCE supported Healthy Strides in hosting a Move-a-thon around Optus Stadium. The event was designed to be accessible to people with all abilities, encouraging people to be as active as they can be. Giveaways and morning tea were provided during the event and WCE mascot, Rick the Rock, was also in attendance.</p> <p>WCE are currently working with West Coast Physio in Lathlain to allow patients of Healthy Strides to use their DEXA scan machine which is a procedure for body composition analysis.</p> <p><b>Kensington PCYC</b></p>

Initiative and Activities	Indicators	Current quarter progress
		<p>WCE engaged with Kensington PCYC on 5 occasions in 2023 – delivering fun football skills and drills to at risk youth in the community. These sessions were facilitated and delivered by WCE Community Officer's with the support of AFL and AFLW players throughout the year. As part of AFL's Community Camp in February, 8 AFL players engaged with 30 children in a clinic involving games and activities. This was the first community camp since 2019 and was a great opportunity for kids in the town to meet and interact with players. A video was produced by WCE for the visit  <a href="https://www.westcoasteagles.com.au/video/1269328/eagles-back-in-the-community?videoid=1269328&amp;modal=true&amp;type=video&amp;publishFrom=1675988166001">https://www.westcoasteagles.com.au/video/1269328/eagles-back-in-the-community?videoid=1269328&amp;modal=true&amp;type=video&amp;publishFrom=1675988166001</a></p> <p>WCE are in conversation with Kensington PCYC to look to make this an ongoing program in 2024.</p> <p><b>Lathlain Playgroup</b>  In February 2023, an email was sent to the Playgroup asking for any potential opportunities to collaborate and engage throughout the year. In March, a return email highlighted potential sessions in April and September. The April session went unattended by WCE due to a lack of communication and planning. WCE understands that Lathlain Playgroup work with volunteer staff and consolidating events is an issue.</p> <p>WCE engaged with Lathlain Playgroup on 2 occasions through the year:</p> <p><i>Dad's Morning Tea:</i>  To celebrate Father's Day, a WCE Community Officer and AFLW player Beth Schilling attended the Dad's Morning Tea at Lathlain Playgroup to have a kick and play games with local children in the community. WCE mascot, Rosie, was also in attendance.</p>

Initiative and Activities	Indicators	Current quarter progress
		<p><i>Christmas Party:</i> On November 26<sup>th</sup>, WCE Community Officer and AFLW player Sophie McDonald attended the Lathlain Playgroup's Christmas Party to sign autographs and take photos with the kids. Club mascot, Rosie, also attended the event and participated in light football drills with the kids.</p> <p><b>WADSA</b> The <i>All-Abilities Recreation Program</i> is a program that WADSA runs weekly in ten week blocks four times a year. WADSA expressed an interest in WCE current and past players attending these sessions to develop a relationship with the participants and to model a healthy and inclusive lifestyle. Throughout 2023, WCE participated in over 30 sessions with WADSA participants which consisted of fun activities such as bowling, paddleboarding, cooking sessions and team games.</p> <p>WADSA ran an annual AFL Xperience camp for their participants. This took place over the weekend of the 27<sup>th</sup> and 28<sup>th</sup> of May. As part of the camp, WCE ran a football skills session at MRP on the 29<sup>th</sup> May and allowed the participants to stay and watch the AFL team train. Following the training session, the participants were able to interact, take photos and get their merchandise signed by the AFL squad. Photos from the camp was posted to the AFL Camp: <a href="https://www.wadsa.com.au/wadsa-camp-at-mineral-resources-park">WADSA Camp at Mineral Resources Park (westcoasteagles.com.au)</a></p> <p><b>Connect Vic Park</b> <u>Walking Footy</u> This program is enjoyed by males over 55 with over 30 sessions held this year. The participants enjoy weekly physical activity followed by coffee in the Aquilla Café at MRP. In 2023, WCE have facilitated over 30 walking footy sessions which were run by past players and the assistance of AFL and AFLW players attending sessions throughout the year. WCE hosted the first ever Walking Footy Curtain Raiser at Optus Stadium prior to the Round 18 WCE v Richmond match on 16th July.</p>

Initiative and Activities	Indicators	Current quarter progress
		<p>The Town of Victoria Park team played against a team comprised of participants from our Southwest regional walking footy program. It was a great reward for effort for the participants to enjoy the program on Optus Stadium. The game was coached by WCE Community staff along with AFL player Josh Rotham, who has attended multiple Walking Footy training sessions at MRP. AFLW players, Abbygail Bushby, Emma Humphries, Lauren Wakfer and Zoe Wakfer also participated in the match, which was a great way for participants to interact with the players.</p> <p>A video was produced and posted to the WCE website: <a href="https://www.westcoasteagles.com.au">South West defeats Metro in Walking Footy showcase (westcoasteagles.com.au)</a></p> <p>When there is inclement weather, Walking Footy participants are encouraged to still meet for coffee at MRP to connect and enjoy each other's company.</p> <p>Walking Footy has been so successful in capacity building for the males in Vic Park that WCE has rolled out the program in some of WAs regional areas e.g. Great Southern, South-West and the Pilbara for our members.</p>
	<p>P3.4.2: A minimum of 4 workshop sessions were held per community group. (12-month report summary – December 2022)</p>	<p><b>Kensington PCYC:</b>  <u>Workshop 1:</u> On the 8<sup>th</sup> February, the WCE AFL team had their Community Camp. This saw eight current players, along with two past players run a clinic for the PCYC after school program. A video was produced and uploaded to the WCE website <a href="https://www.westcoasteagles.com.au/video/1269328/eagles-back-in-the-community?videoid=1269328&amp;modal=true&amp;type=video&amp;publishFrom=1675988166001">https://www.westcoasteagles.com.au/video/1269328/eagles-back-in-the-community?videoid=1269328&amp;modal=true&amp;type=video&amp;publishFrom=1675988166001</a></p> <p><u>Workshop 2:</u>  WCE facilitated 2 Vacation Care sessions at Kensington PCYC throughout the year. AFLW players and past players attended the</p>

Initiative and Activities	Indicators	Current quarter progress
		<p>sessions to interact with the children and run mini football clinics. The children were able to learn some new skills and increase their football knowledge by asking the players any questions they have about being an elite athlete.</p> <p><u>Workshop 3:</u> With the support of AFL and AFLW players, WCE Community Officers delivered 2 After School programs and Kensington PCYC to help the children increase their overall health and fitness levels. These sessions comprised of football drills, kick-to-kicks with players and mini games. This was a great way to engage and interact with local children in the community where the players got to share their passion for football with the next generation and highlight the importance of inspiring our youth through sport.</p> <p><b><u>Lathlain Playgroup:</u></b> There have been no workshops or sessions completed with Lathlain Playgroup so far this year. In February 2023, an email was sent to the Playgroup asking for any potential opportunities to collaborate and engage throughout the year. In March a return email highlighted potential sessions in April and September. The April session went unattended by WCE due to a lack of communication and planning. WCE understands that Lathlain Playgroup work with volunteer staff and consolidating events is an issue. In the second half of the year, WCE plan to be more active to ensure that more workshops are attended, and the relationship continues to grow.</p> <p>WCE engaged with Lathlain Playgroup on 2 occasions throughout the year:</p> <p><i>Dad's Morning Tea:</i> To celebrate Father's Day, a WCE Community Officer and AFLW player Beth Schilling attended the Dad's Morning Tea at Lathlain Playgroup to</p>

Initiative and Activities	Indicators	Current quarter progress
		<p>have a kick and play games with local children in the community. WCE mascot, Rosie, was also in attendance.</p> <p><i>Christmas Party:</i> On November 26<sup>th</sup>, WCE Community Officer and AFLW player Sophie McDonald attended the Lathlain Playgroup's Christmas Party to sign autographs and take photos with the kids. Club mascot, Rosie, also attended the event and participated in light football drills with the kids.</p> <p><b><u>WADSA</u></b> <u>Workshop 1:</u> WADSA run an inclusive program through the year called the All-Abilities Recreation Program, which occurs weekly for a 10-week block four times a year. WCE has supported WADSA in this program by having current and past players attend 14 sessions throughout the year so far, building relationships with the participants as strong role models to have a healthy and inclusive lifestyle.</p> <p><u>Workshop 2:</u> WADSA run an annual AFL Xperience camp for their participants. This took place over the weekend of the 27<sup>th</sup> and 28<sup>th</sup> of May. As part of the camp, 27 tickets along with three ACROD carpark passes were given to WADSA to attend the Round 11 match between WCE and Essendon at Optus on the 27<sup>th</sup> May. Free entry was also provided to all the participants to attend the West Coast v East Perth WAFL match at MRP on the 28<sup>th</sup> May. The camp culminated with a WCE run football skills session at MRP on the 29<sup>th</sup> May and the participants were given access to stay and watch the AFL team train.</p> <p><u>Workshop 3:</u> WADSA ran and facilitated a stall at the International Day of People with Disabilities event at MRP. They were involved in running small games for people with all abilities and assisted in the sensory space on the outskirts of the oval. WCE Community Staff and players helped to</p>

Initiative and Activities	Indicators	Current quarter progress
		<p>assist with the delivery of the stall to create a fun and memorable experience for those who attended.</p> <p><b><u>Healthy Strides Foundation</u></b></p> <p><u>Workshop 1:</u> On the 16<sup>th</sup> April, WCE supported Healthy Strides in hosting a Move-a-thon around Optus Stadium. The event was designed to be accessible to people with all abilities, encouraging people to be as active as they could be. Giveaways and morning tea were provided and WCE mascot, Rick the Rock was in attendance.</p> <p><u>Workshop 2:</u> Healthy Strides ran a Move-a-thon at the International Day of People with Disabilities event at MRP in December. This was a great initiative to encourage people of all abilities to move their bodies and be as active as they can be.</p> <p><u>Workshop 3:</u> WCE are currently working with West Coast Physio in Lathlain to allow patients of Healthy Strides to use their DEXA scan machine which is a procedure for body composition analysis. A DEXA scan is a 5 minute scan of the entire body which measures body fat percentage, lean muscle mass and muscle size asymmetry.</p> <p><b><u>Connect Vic Park</u></b></p> <p><u>Workshop 1:</u> The Walking Football program, which is for males over 55, is a weekly session conducted on MRP Community Oval throughout the four school terms. The sessions were attended by current and past AFL players. So far this year 14 sessions have been completed. The program has been successful in creating new relationships with the participants, making their lives more positive, healthy, and active.</p> <p><u>Workshop 2:</u></p>

Initiative and Activities	Indicators	Current quarter progress
		<p>WCE hosted the first ever Walking Footy Curtain Raiser at Optus Stadium prior to the Round 18 WCE v Richmond match on 16th July. The Town of Victoria Park team played against a team comprised of participants from our Southwest regional walking footy program. It was a great reward for effort for the participants to enjoy the program on Optus Stadium. The game was coached by WCE Community staff along with AFL player Josh Rotham, who has attended multiple Walking Footy training sessions at MRP. AFLW players, Abbygail Bushby, Emma Humphries, Lauren Wakfer and Zoe Wakfer also participated in the match, which was a great way for participants to interact with the players.</p> <p>A video was produced and posted to the WCE website: <a href="https://www.westcoasteagles.com.au">South West defeats Metro in Walking Footy showcase (westcoasteagles.com.au)</a></p> <p><u>Workshop 3:</u> On March 10, a WCE Community Officer and past player attended the Connect Vic Park Village Hub Info Stall to engage with the local residents in the Town of Victoria Park.</p>
<p><b>Outcomes, indicators and targets</b></p> <p>P3.5: The program shall measure and report against the following outputs, outcomes, and indicators</p> <p>Outputs:</p> <p>Targeted relevant ongoing program support to four (4) not-for profits over the first 5 years.</p>	<p>P3.5.1: Were four sessions held per community group?</p> <ul style="list-style-type: none"> <li>Participants gain benefit from participating in the program.</li> </ul> <p><a href="#">(12-month report summary – December 2022)</a></p>	<p><b>Kensington PCYC:</b></p> <p><u>Workshop 1:</u> On the 8<sup>th</sup> February, the WCE AFL team had their Community Camp. This saw eight current players, along with two past players run a clinic for the PCYC after school program. A video was produced and uploaded to the WCE website <a href="https://www.westcoasteagles.com.au/video/1269328/eagles-back-in-the-community?videoid=1269328&amp;modal=true&amp;type=video&amp;publishFrom=1675988166001">https://www.westcoasteagles.com.au/video/1269328/eagles-back-in-the-community?videoid=1269328&amp;modal=true&amp;type=video&amp;publishFrom=1675988166001</a></p> <p><u>Workshop 2:</u> WCE facilitated 2 Vacation Care sessions at Kensington PCYC throughout the year. AFLW players and past players attended the sessions to interact with the children and run mini football clinics. The children were able to learn some new skills and increase their football</p>

Initiative and Activities	Indicators	Current quarter progress
<p>A minimum of four sessions held per community group.</p> <p><b>Short term outcomes</b></p> <p>Participants are aware of opportunities to participate in positive skill development program.</p> <p>Participants gain skills and knowledge to drive change within their community.</p> <p><b>Medium term outcomes</b></p> <p>Behaviour change takes place at an individual and community level. Captured through surveys that take place post event/program.</p>		<p>knowledge by asking the players any questions they have about being an elite athlete.</p> <p><u>Workshop 3:</u>  With the support of AFL and AFLW players, WCE Community Officers delivered 2 After School programs and Kensington PCYC to help the children increase their overall health and fitness levels. These sessions comprised of football drills, kick-to-kicks with players and mini games. This was a great way to engage and interact with local children in the community where the players got to share their passion for football with the next generation and highlight the importance of inspiring our youth through sport.</p> <p><b><u>Lathlain Playgroup:</u></b>  There have been no workshops or sessions completed with Lathlain Playgroup so far this year. In February 2023, an email was sent to the Playgroup asking for any potential opportunities to collaborate and engage throughout the year. In March a return email highlighted potential sessions in April and September. The April session went unattended by WCE due to a lack of communication and planning. WCE understands that Lathlain Playgroup work with volunteer staff and consolidating events is an issue. In the second half of the year, WCE plan to be more active to ensure that more workshops are attended, and the relationship continues to grow.</p> <p>WCE engaged with Lathlain Playgroup on 2 occasions throughout the year:</p> <p><i>Dad's Morning Tea:</i>  To celebrate Father's Day, a WCE Community Officer and AFLW player Beth Schilling attended the Dad's Morning Tea at Lathlain Playgroup to have a kick and play games with local children in the community. WCE mascot, Rosie, was also in attendance.</p>

Initiative and Activities	Indicators	Current quarter progress
		<p><i>Christmas Party:</i> On November 26<sup>th</sup>, WCE Community Officer and AFLW player Sophie McDonald attended the Lathlain Playgroup's Christmas Party to sign autographs and take photos with the kids. Club mascot, Rosie, also attended the event and participated in light football drills with the kids.</p> <p><b><u>WADSA</u></b> <u>Workshop 1:</u> WADSA run an inclusive program through the year called the All-Abilities Recreation Program, which occurs weekly for a 10-week block four times a year. WCE has supported WADSA in this program by having current and past players attend 14 sessions throughout the year so far, building relationships with the participants as strong role models to have a healthy and inclusive lifestyle.</p> <p><u>Workshop 2:</u> WADSA run an annual AFL Xperience camp for their participants. This took place over the weekend of the 27<sup>th</sup> and 28<sup>th</sup> of May. As part of the camp, 27 tickets along with three ACROD carpark passes were given to WADSA to attend the Round 11 match between WCE and Essendon at Optus on the 27<sup>th</sup> May. Free entry was also provided to all the participants to attend the West Coast v East Perth WAFL match at MRP on the 28<sup>th</sup> May. The camp culminated with a WCE run football skills session at MRP on the 29<sup>th</sup> May and the participants were given access to stay and watch the AFL team train.</p> <p><u>Workshop 3:</u> WADSA ran and facilitated a stall at the International Day of People with Disabilities event at MRP. They were involved in running small games for people with all abilities and assisted in the sensory space on the outskirts of the oval. WCE Community Staff and players helped to assist with the delivery of the stall to create a fun and memorable experience for those who attended.</p>

Initiative and Activities	Indicators	Current quarter progress
		<p><b><u>Healthy Strides Foundation</u></b></p> <p><u>Workshop 1:</u> On the 16<sup>th</sup> April, WCE supported Healthy Strides in hosting a Move-a-thon around Optus Stadium. The event was designed to be accessible to people with all abilities, encouraging people to be as active as they could be. Giveaways and morning tea were provided and WCE mascot, Rick the Rock was in attendance.</p> <p><u>Workshop 2:</u> Healthy Strides ran a Move-a-thon at the International Day of People with Disabilities event at MRP in December. This was a great initiative to encourage people of all abilities to move their bodies and be as active as they can be.</p> <p><u>Workshop 3:</u> WCE are currently working with West Coast Physio in Lathlain to allow patients of Healthy Strides to use their DEXA scan machine which is a procedure for body composition analysis. A DEXA scan is a 5 minute scan of the entire body which measures body fat percentage, lean muscle mass and muscle size asymmetry.</p> <p><b><u>Connect Vic Park</u></b></p> <p><u>Workshop 1:</u> The Walking Football program, which is for males over 55, is a weekly session conducted on MRP Community Oval throughout the four school terms. The sessions were attended by current and past AFL players. So far this year 14 sessions have been completed. The program has been successful in creating new relationships with the participants, making their lives more positive, healthy, and active.</p> <p><u>Workshop 2:</u> WCE hosted the first ever Walking Footy Curtain Raiser at Optus Stadium prior to the Round 18 WCE v Richmond match on 16th July. The Town of Victoria Park team played against a team comprised of participants from our Southwest regional walking footy program. It was a great reward for effort for the participants to enjoy the program on</p>

Initiative and Activities	Indicators	Current quarter progress
	<p>P3.5.2: Measure baseline results annually for:</p> <ul style="list-style-type: none"> <li>• % of participants report an increase in knowledge gained</li> <li>• % of participants report an increase in skills gained.</li> <li>• % of participants report an increased level of performance improvement</li> <li>• % of participants report an increased sense of belonging to the community</li> </ul> <p>(12-month report – December 2022)</p>	<p>Optus Stadium. The game was coached by WCE Community staff along with AFL player Josh Rotham, who has attended multiple Walking Footy training sessions at MRP. AFLW players, Abbygail Bushby, Emma Humphries, Lauren Wakfer and Zoe Wakfer also participated in the match, which was a great way for participants to interact with the players.</p> <p>A video was produced and posted to the WCE website: <a href="https://westcoasteagles.com.au">South West defeats Metro in Walking Footy showcase (westcoasteagles.com.au)</a></p> <p><u>Workshop 3:</u> On March 10, a WCE Community Officer and past player attended the Connect Vic Park Village Hub Info Stall</p> <p>WCE reports on these outcomes annually unless the program is completed prior.</p> <p>This feedback is captured by each community organisation.</p> <p>A survey was sent out to the respective organisations and captured the following results:</p> <p>WADSA:</p> <ul style="list-style-type: none"> <li>• 100% of participants report an increase in knowledge gained</li> <li>• 75% of participants report an increase in skills gained</li> <li>• 100% of participants report an increased level of performance improvement</li> <li>• 100% of participants report an increased sense of belonging to the community</li> </ul> <p>Connect Vic Park:</p> <ul style="list-style-type: none"> <li>• 100% of participants report an increase in knowledge gained</li> <li>• 100% of participants report an increase in skills gained</li> <li>• 100% of participants report an increased level of performance improvement</li> </ul>

Initiative and Activities	Indicators	Current quarter progress
		<p>100% of participants report an increased sense of belonging to the community</p> <p>Kensington PCYC: WCE reported zero responses from the survey sent to Kensington PCYC.</p> <p>Lathlain Playgroup: WCE reported zero responses from the survey sent to Lathlain Playgroup.</p>
	<p>P3.5.3: Short term outcomes</p> <p>Participants are aware of opportunities to participate in positive skill development program.</p> <p>Participants gain skills and knowledge to drive change within their community. (12-month report – December 2022)</p>	<p>WCE reports on these outcomes annually unless the program is completed prior.</p> <p>This feedback is captured by each community organisation.</p> <p>As the programs have just finished at time of writing this report the results will not be available until early 2023.</p>
	<p>P3.5.4: Medium term outcomes</p> <p>Behaviour change takes place at an individual and community level. (12-month report – December 2022)</p>	<p>WCE reports on these outcomes annually unless the program is completed prior.</p> <p>This feedback is captured by each community organisation.</p> <p>As the programs have just finished at time of writing this report the results will not be available until early 2023.</p>
<p><b>Public reports</b> P3.6: WCE to produce an Annual Outcome Report (quantitative and qualitative).</p>	<p>P3.6.1: Was the report completed and submitted to the Town of Victoria Park? (12-month report – December 2022)</p>	<p>WCE submitted the Annual Outcome Report December 2023.</p> <p>Quarterly Report (January – March 2023) submitted. Quarterly Report (April – June 2023) submitted. Executive Summary (July – September 2023) provided.</p>

Initiative and Activities	Indicators	Current quarter progress
<p><b>Resource plan</b>  P3.7:  WCE to demonstrate provision of 1 staff member to work on this project one day a week and draw upon Club resources to support clinics and workshops and initiatives.</p>	<p>P3.7.1:  Provision of 1 staff member demonstrated by WCE.  (12-month report – December 2022)</p>	<p>One Community Officer works 0.2 FTE on program three of the CBS and the other Community Officer works 0.1 FTE which totals 0.3 FTE across the WCE community department.  The Commercial and Compliance Manager oversees the two Community Officers / WCE staff members supporting the CBS.</p> <p>Community Officers also attend the training clinics once per month and meet with external stakeholders as required.</p> <p>Content Producer, Brand Manager, Videographer working throughout the year on taking photos, videos, and develop artwork to promote the Community Benefits Strategy to the 106,000+ members.</p> <p>On the 9 December 2022 a Community Manager at WCE finished her employment at the organisation and since that time the department has undergone a restructure for 2023. The restructure has seen more resources and time given to the relationship with the Town of Victoria Park with two Community Officers working 0.5 FTE each on the entire CBS and two managers working 0.3 FTE each. The reporting in 2023 has been coordinated by a new Logistics Compliance Officer who has worked 0.2 FTE on the entire CBS. The department has also employed AFL and AFLW current players to support the Community Managers and staff in delivering programs throughout the town. These players will work a cumulative 0.8 FTE on the entire CBS.</p>

**Program 4. Recreational Groups and Sports Club Development**

Initiative and Activities	Indicators	Current quarter progress
<p><b>Audit of existing recreational groups and sports clubs in the Town of Victoria Park</b> P4.1:</p>	<p>P4.1.1: Was the Audit completed  (Action complete and currently under review)</p>	<p>This audit was originally to be done once over the 5-year contracted period. However, due to poor engagement by the Recreational Groups and Sporting Clubs WCE offered additional to the contract deliverables</p>

Initiative and Activities	Indicators	Current quarter progress
<p>WCE to conduct an audit of all the existing recreational groups and sports clubs in the Town of Victoria Park. This audit is to ensure that all organisations are invited to participate and so that these organisations can be collaborated with through this program.</p>		<p>to engage twice a year from 2023 and once in 2021 in an effort to achieve better engagement. The Town provides updated contact lists twice a year (prior to the Summer and Winter Season).</p> <p>In 2020, WCE utilised the Sport Australia online Club development Health Check Survey. This was a free online survey tool that covered all areas of club development. The platform allowed clubs to self-assess how they are going and identify the areas of need and gaps in which we could try to assist with. (Survey results sent through to TOVP Community team via email)</p> <ul style="list-style-type: none"> <li>The survey was sent out initially on the 16/12/2019 and a follow up went out on 10/1/2020. The follow up returned more responses from community clubs and organisations. Finally, a 3rd push came on the 9/09/2020 which was a targeted approach to summer sports – especially cricket. This secured the Curtin-Victoria Park CC as our 6th sporting club to join. Still waiting on their survey results.</li> </ul>
	<p>P4.1.2: Were all organisations invited to participate? (Action complete and currently under review)</p>	<p>This was completed in 2021. To date only six clubs took up the offer. The WCE Community Benefits team continued to engage with Town of Vic Park staff across 2023 to find ways to seek further engagement from local clubs within the town.</p> <ul style="list-style-type: none"> <li>Carlisle AFC, Victoria Park Raiders JFC, Victoria Park SC, Perth Royals SC, Victoria Park Little Athletics, Curtin-Victoria Park CC</li> <li>Two follow up surveys across 2020, including targeted individual emails to clubs (specifically cricket clubs entering their summer season). We also discussed with members of other participating clubs, if they had any insight or ways, we could engage clubs not currently participating. Unfortunately, no clubs responded with feedback as to why they weren't interested in participating.</li> <li>Between the 22 February – 1 March 2023 all recreational groups and sporting clubs were contacted via phone. 11 of these clubs/groups answered or returned the call.</li> </ul>

Initiative and Activities	Indicators	Current quarter progress
		<p>Due to lack of engagement with the sporting clubs in 2021 it was decided that the ToVP would provide WCE with the contact details of 25 sporting clubs and WCE would contact them asking four questions as to why they were unable to attend workshops.</p> <p><b>Common challenges from all Clubs:</b></p> <ul style="list-style-type: none"> <li>• Clubs are very time poor.</li> <li>• Too few people at their clubs are being spread thin and having to do multiple roles in the club.</li> </ul> <p><u>Key findings from engagement:</u></p> <ul style="list-style-type: none"> <li>• Clubs are very time poor.</li> <li>• Too few people at their clubs are being spread thin and having to do multiple roles in the club.</li> <li>• Due to volunteers also working full-time, online events and/or events at their clubs during the time of training would be the most beneficial and would result in higher participation.</li> </ul> <p><b>Overall and next steps:</b></p> <ul style="list-style-type: none"> <li>• WCE will investigate how best to help these clubs attract and retain volunteers and will work with ToVP Officers to capture as many clubs as possible in different ways to assist them to succeed.</li> </ul>
<p><b>Application process</b> P4.2: WCE to demonstrate a clear, transparent and fair process for selection of up to 25 groups to participate in the program.</p>	<p>P4.1.3: Participants are aware of opportunities to participate in positive skill development program (Action complete and currently under review)</p> <p>P4.2.1: Up to 25 sport and recreation groups can participate in the program (Action complete and currently under review)</p> <p>P4.2.2: Participants gained skills and knowledge to drive change within their community.</p>	<p>Participants have been aware of opportunities through direct email however these programs have not had a good uptake.</p> <p>Program is currently under review due to lack of uptake from the clubs. See 4.1.2</p> <p>Program is currently under review due to lack of uptake from the clubs.</p>

Initiative and Activities	Indicators	Current quarter progress
<p>WCE to promote WCE and ToVP communication and social media channels to ensure optimal reach.</p> <p>WCE to select 25 recreational groups and sports clubs and inform ToVP who these organisations are.</p> <p>If less than 25 groups have engaged, open workshops to clubs in neighbouring local governments (City of Canning, City of Belmont and City of South Perth). The Town to provide contacts of neighbouring Local Government officers.</p>	<p>(Action complete and currently under review)</p>	
	<p>P4.2.3: WCE promoted to WCE and ToVP communication and social media channels to ensure optimal reach.</p> <p>(Action complete and currently under review)</p>	<p>Program is currently under review due to lack of uptake from the clubs. Please refer to 4.1.2.</p>
<p><b>Design process</b></p> <p>4.3: WCE will engage with recreational groups and sports clubs to design capacity building programs specifically tailored to meet strategic planning, governance, long term planning and related club management issues in order to assist capacity building and promote sustainable well managed clubs.</p> <p>Design process to establish outputs, short and medium-term outcomes and an evaluation framework</p>	<p>P4.3.1: The program will adopt the following design principles in response to the community panel recommendations:</p> <ol style="list-style-type: none"> <li>1. Inclusion of recreational groups.</li> <li>2. Facilitation of networking opportunities</li> </ol> <p>(Action complete and currently under review)</p>	<p>A draft report has been developed outlining the key findings from the engagement with the clubs with recommendations for future networking opportunities and inclusion of recreational groups.</p>
	<p>P4.3.2: Marketing and communication support via West Coast Eagles channels.</p> <p>(Action complete and currently under review)</p>	<p>Marketing and communication support will be provided by WCE once the programs commence.</p>
	<p>P4.3.3: Workshops to be available to the neighbouring local governments (City of Canning, City of Belmont and City of South Perth). The Town to provide contacts of neighbouring Local Government officers. (Schools and other community organisations in the Town) when appropriate.</p> <p>(Action complete and currently under review)</p>	<p>Program is currently under review due to lack of uptake from the clubs. Please refer to 4.1.2.</p>

Initiative and Activities	Indicators	Current quarter progress
	<p>P4.3.4: An Invitation to the Department of Local Government, Sport and Cultural Industries (formerly Department of Sport and Recreation) to be a project partner. (Action complete and currently under review)</p>	<p>No invitation has been extended until the program commences.</p>
<p><b>Program Support</b> P4.4: WCE to offer and demonstrate program support to 25 organisations.</p>	<p>P4.4.1: Was program support offered? (Action complete and currently under review)</p>	<p>WCE contacted 25 organisations to better understand why their club was not up taking any programs/support.</p> <p>Due to the lack of uptake with workshops and feedback provided by clubs, WCE Community Officers and ToVP Officers are working together to develop a different model to better support clubs in the Town.</p> <p>The one sporting club who has maintained a constant relationship with WCE has been the Vic Park Raiders. This season, the Raiders have a new club president who reached out to WCE Community Officers before the football season to organise their girls' teams matches to be held at MRP under lights on Friday nights. They have played some of their fixtures at Curtin University, however, they were given access to Oval 2 at MRP for the following Friday nights in 2023:</p> <ul style="list-style-type: none"> <li>• 5<sup>th</sup> May</li> <li>• 12<sup>th</sup> May (played at Curtin University)</li> <li>• 19<sup>th</sup> May</li> <li>• 26<sup>th</sup> May</li> <li>• 9<sup>th</sup> June</li> <li>• 16<sup>th</sup> June</li> <li>• 23<sup>rd</sup> June</li> <li>• 21<sup>st</sup> July</li> <li>• 28<sup>th</sup> July</li> <li>• 4<sup>th</sup> August</li> <li>• 11<sup>th</sup> August</li> <li>• 18<sup>th</sup> August</li> <li>• 25<sup>th</sup> August</li> </ul>

Initiative and Activities	Indicators	Current quarter progress
		<p>The Victoria Park Raiders Football Club were given two full access tours to Mineral Resources Park in August, which were hosted by AFL players Josh Rotham and Liam Duggan. The group were also given the opportunity to participate in a Q&amp;A session throughout the tour and ask the players about their training schedules, recovery, diet, and game day routines. This was an exclusive opportunity for the Vic Park Raiders to learn and be educated on the importance of what it takes to be an elite athlete while promoting the importance of living a healthy and active lifestyle.</p>
	<p>P4.4.2: Participants are aware of opportunities to participate in positive skill development program (Action complete and currently under review)</p>	<p>Program is currently under review due to lack of uptake from the clubs. Refer to item 4.4.1.</p>
	<p>P4.4.3: Participants gain skills and knowledge to drive change within their community captured through surveys. (Action complete and currently under review)</p>	<p>Program is currently under review due to lack of uptake from the clubs. Refer to item 4.4.1</p>
<p><b>Workshop sessions</b> P4.5: A minimum of 4 annual workshop face to face or online or sessions are to be held in line with the current needs of clubs.</p> <p>A minimum of 8 follow up sessions of targeted support are to be held for each club (over the 5- year period).</p>	<p>P4.5.1: 4 annual workshops were delivered in line with the current needs of local clubs. (Action complete and currently under review)</p>	<p>Program is currently under review due to lack of uptake from the clubs. Refer to item 4.4.1</p>
	<p>P4.5.2: 8 follow up sessions were held per group to offer targeted support (within the first 5 years of this agreement) (Action complete and currently under review)</p>	<p>Program is currently under review due to lack of uptake from the clubs. Refer to item 4.4.1</p>
	<p>P4.5.3: Short term outcomes</p>	<p>Participants were made aware of opportunities to participate in positive skill development to gain skills and knowledge to drive change however due to lack of uptake skills and knowledge did not occur.</p>

Initiative and Activities	Indicators	Current quarter progress
	<ul style="list-style-type: none"> <li>Participants are aware of opportunities to participate in positive skill development program.</li> <li>Participants gain skills and knowledge to drive change within their community.</li> </ul> <p>(Action complete and currently under review)</p>	
	<p>P4.5.4: Medium term outcomes</p> <ul style="list-style-type: none"> <li>Behaviour change takes place at an individual and community level.</li> <li>Participants gain benefit from participating in the program.</li> </ul> <p>Measure baseline results annually for:</p> <ul style="list-style-type: none"> <li>% of participants report an increase in knowledge gained</li> <li>% of participants report an increase in skills gained</li> <li>% of participants report an increased level of performance improvement</li> <li>% of participants report an increased sense of belonging to the community.</li> </ul>	<p>Participants were made aware of opportunities to participate in positive skill development to gain skills and knowledge to drive change however due to lack of uptake of the workshops skills and knowledge did not occur.</p> <p>WCE will continue to investigate how best to help these clubs attract and retain volunteers and will work with ToVP Officers to capture as many clubs as possible in different ways to assist them to succeed.</p>
<p><b>Public reports Resource Plan</b> P4.6:</p> <p>WCE to produce an Annual Outcome Report (quantitative and qualitative).</p> <p>WCE to demonstrate provision of 1 staff member to work on this project one day a week and draw upon Club resources to</p>	<p>P4.6.1: Was the report completed and submitted to the Town of Victoria Park? (12-month report – December 2022)</p> <p>P4.6.2: Provision of 1 staff member demonstrated by WCE. (12-month report – December 2022)</p>	<p>WCE submitted the Annual Outcome Report December 2023.</p> <p>Quarterly Report (January – March 2023) submitted. Quarterly Report (April – June 2023) submitted. Executive Summary (July – September 2023) submitted.</p> <p>Two Community Officers providing actions from the above initiatives (1 x 0.15 FTE &amp; 1.0 x 0.1 FTE) including support, coordination, and reporting on all of the above initiatives along attendance at Town of Victoria Park meetings, with support from the Commercial and Compliance Manager</p>

Initiative and Activities	Indicators	Current quarter progress															
support clinics and workshops and initiatives.		<p>overseeing the Community Officers and attendance at Town of Victoria Park meetings and management of the Community Benefits Strategies.</p> <p>On the 9 December 2022, a Community Manager at WCE finished her employment at the organisation and since that time the department has undergone a restructure for 2023. The restructure has see more resources and time given to the relationship with the Town of Victoria Park with two Community Officers working 0.5 FTE each on the entire CBS and two Managers working 0.3 FTE each. The reporting in 2023 has been coordinated by a new Logistics Compliance Officer who has worked 0.2 FTE on the entire CBS. The department has also employed AFL and AFLW current players to support the Community Managers and staff in delivering programs throughout the town. These players will work a cumulative 0.8 FTE on the entire CBS.</p>															
<p><b>Player Hours</b> 100 hours per year of player involvement, but if the programs do not warrant this number of hours, the WCE shall not be required to make up the time in a subsequent year (As per Lease Obligations)</p>	Were 100 player hours provided in 2023?	<p>Player hours for 2023 are as follows:</p> <table border="1" data-bbox="1249 842 2168 1082"> <thead> <tr> <th>PLAYER HOUR SPLITS</th> <th>Number of hours</th> <th>Additional Hours provided</th> </tr> </thead> <tbody> <tr> <td>AFL (40 hrs)</td> <td>73</td> <td>33 hours over</td> </tr> <tr> <td>AFLW (40 hrs)</td> <td>68</td> <td>28 hours over</td> </tr> <tr> <td>Past Players (20hrs)</td> <td>140</td> <td>120 hours over</td> </tr> <tr> <td>YTD Total (100)</td> <td>281</td> <td>181 hours over</td> </tr> </tbody> </table>	PLAYER HOUR SPLITS	Number of hours	Additional Hours provided	AFL (40 hrs)	73	33 hours over	AFLW (40 hrs)	68	28 hours over	Past Players (20hrs)	140	120 hours over	YTD Total (100)	281	181 hours over
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Provide Community benefits Strategy – Lease Obligations Report and Player Hours Report – Annually.	Separate Report completed annually (12-month report summary – December 2022)	Refer to separate attachment.															