COMMUNITY BENEFITS STRATEGY

2025 – 2029

The next five years of a 99-year journey together

LOGOS TO BE ADDED

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Acknowledgement of Country

Ngany kaaditj Noongar moort keny kaadak nidja Wadjak Noongar boodja. Ngany kaaditj nidja Noongar birdiya – koora, ye-ye, boorda, baalapiny moorditj Noongar kaadijtin, moort, wer boodja ye-ye.

We acknowledge the Traditional Custodians of this land and respect Elders past, present and emerging, their continuing cultural heritage, beliefs and relationship with the land, which continues to be important today.

Language Used

While Noongar is identified as a single language there are variations in both pronunciation and spelling with some words. The Town uses 'Noongar' which is reflected in this document. Some other words are spelt in different ways throughout this document, as advised by the participating partners and Advisory Groups.

Cultural Sensitivity Warning

Aboriginal and Torres Strait Islander peoples are advised that this document may contain images and names of deceased persons.

Acknowledgement of Diversity

The Town of Victoria Park (The Town) acknowledges that the diversity of our residents is what makes our community unique. Diversity can be reflected in a number of ways including:

ethnicity and race / disability / language / gender / sexual orientation / age and generation / socioeconomic status / religion, faith and other beliefs.

This diversity means our business practices need an understanding of how social and cultural background can influence interpretation and participation in the community. We acknowledge these impacts, and we strive to present all communications as inclusive and available to everyone. If you or someone you know needs this document explained or in another format, please call the Community Development Officer (Clubs and Capacity) on 9311 8111 or by emailing admin@vicpark.wa.gov.au.

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Community Benefits Strategy 2025 - 2029

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Background

When the West Coast Eagles moved headquarters to the Town of Victoria Park in 2019, they formed a 99-year partnership with the Town, Waalitj Foundation[1] and Perth Football Club[2] to deliver significant social, economic and civic leadership benefits to the community.

The Community Benefits Strategy is the roadmap for achieving the shared vision of the partners.

The first Community Benefits Strategy (CBS 2019-2024) was developed after extensive community consultation and focused on four programs delivered between 2020 and 2024. These were:

Youth Engagement Program

Delivered by Waalitj Foundation, this program aims to engage local children who are at risk of disengagement through weekly Waalitj Club sessions. Initiaitves include sport, cultural activities and healthy relationships. Waalitj Foundation also provide role models for children promoting the benefits of participation in educational, physical and community activities.

Between March 2020 and June 2024, Waalitj Foundation delivered 196 Waalitj Club sessions to 400 children aged 8-12 years, including more than 52 Aboriginal and/or Torres Strait Islander children, from seven local schools. Waalitj Foundation partnered with more than 30 organisations to deliver STEM[3], sport, digital literacy and cultural activities and provided six role models for children.

[1] Waalitj Foundation, formerly Wirrpanda Foundation, has been a subsidiary of West Coast Eagles since its inception in 2005. *Waalitj* means eagle in Noongar language.
[2] Perth Football Club is co-located at Mineral Resources Park (MRP) with West Coast Eagles and Waalitj Foundation. Lathlain Park, now MRP, was home ground of Perth Football Club when the WCE headquarters were built.
[3] Science, technology, engineering and maths

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Healthy Relationship Awareness

This program involves leveraging the strength of the West Coast Eagles to campaign against Family and Domestic Violence (FDV) and promote positive relationships. Two West Coast Eagles players have been trained as ambassadors for the 16 Days in WA campaign, and West Coast Eagles staff liaise with the Healthy Relationships Strategy Group to determine practical ways they can support local organisations that work with people at risk of or experiencing FDV.

Between March 2020 and June 2024, two West Coast Eagles players were official ambassadors for the annual 16 Days in WA campaigns. More than ten current or past players appeared at public events supporting healthy relationships, and more than 13 videos were produced for the West Coast Eagles website and social media channels promoting positive messaging about healthy relationships. West Coast Eagles partnered with more than 14 local organisations in the Healthy Relationships Strategy Group and co-created 300 resource packs for attendees at a *Say Yes to Respect* youth event.

Supporting Local Community Organisations

Five local groups were selected to receive support from West Coast Eagles, mostly in the form of access to Mineral Resources Park. WA Disability Sports Association (WADSA), Healthy Strides, Kensington PCYC, Lathlain Playgroup and Connect Victoria Park each worked with West Coast Eagles to determine what would most benefit their clients.

Between March 2020 and June 2024, West Coast Eagles facilitated weekly Walking Football sessions and introduced an annual Walking Football curtain raiser for Connect Victoria Park; provided leadership workshops for Kensington PCYC and 'skills and drills' sessions for more than 30 children at an annual AFL community camp; attended two Lathlain Playgroup family events and introduced a football clinic for families with children at Hannah's House. West Coast Eagles introduced an annual AFL Xperience camp for WA Disabled Sports Association clients and an annual Move-a –thon for Healthy Strides clients. They hosted a 12-week Run4Health program for Healthy Strides clients.

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Recreational Groups and Sports Club Development

This program was intended to establish a working relationship between Department for Local Government and Cultural Industries (DLGSC), West Coast Eagles and local groups / clubs to build the capacity of their volunteers and sustainability of local grassroots clubs.

Between March 2020 and June 2024, West Coast Eagles reached out to all local sporting clubs and recreational groups with an invitation to co-design capacity building programs. They delivered their SOAR Female Education Program to the Perth Demons Rogers Cup team, gave full access tours of Mineral Resources Park and provided access to the Community Oval at Mineral Resources Park to the Vic Park Raiders Junior Football Club. They supported Perth Hornets and the Ken Wyatt Cup.

West Coast Eagles also committed to providing 100 player hours at community events each year, and a range of additional benefits including improved activation of the Lathlain Park precinct and economic benefits for local businesses through increased visitation in the area.

Between March 2020 and June 2024, West Coast Eagles shared 814 player hours in attending community events or supporting community activities. The economic spend in the Lathlain area has increased, especially in the areas of dining and entertainment.

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Where to from here?

Review of Community Benefits Strategy 2019-2024 has informed development of a new strategy and the extension of programming and an associated Community Benefits Action Plan 2025/26.

The review investigated whether the focus areas in the Strategy remain relevant to local community priorities by using data from the 2023 MARKYT Community and Wellbeing Scorecard, consideration of Town social plans and Strategic Community Plan, delivery partner priorities and program evaluation feedback.

It was determined that the first four programs remain relevant, with the delivery partners able to build upon lessons learnt over the 2019 – 2024 to increase impact of these activities.

The Strategy is designed to be sufficiently flexible to respond to changing trends and community priorities while maintaining the intention of the partnership.

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The Partnership

Partner: Town of Victoria Park

Vision: *The Town of Victoria Park is a dynamic place for everyone.*

Mission	Strengths in delivery	Role
To champion the four pillars of sustainability: SOCIAL – To promote sustainable, connected, safe and diverse places for everyone. ECONOMIC – To promote sustainable, diverse, resilient and prosperous places for everyone. ENVIRONMENT – To promote sustainable, livable, healthy and green places for everyone. CIVIC LEADERSHIP – To show leadership by communicating with, empowering and supporting people in the community	The Town is in a strong position to support and collaborate with the partners to deliver and promote programs and activities. Internal teams can work with delivery partners to maximise the benefits delivered to the community through local networks and effective community engagement.	Provide backbone support[4] Monitor deliverables Report to Elected Members on behalf on the partnership Organise regular meetings Build networks Provide program evaluation support Promote partner programs and activities

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Partner: West Coast Eagles

Vision: *Dynamic community engagement that strengthens our members' connection to the Club and delivers positive social outcomes across WA.*

Mission	Strengths in delivery	Role
To engage and proactively support the community and to promote this to our members, supporters and sponsors by: **Delivering** significant impact through our Regional WA Strategy. **Collaborating** with Waalitj Foundation to promote reconciliation and celebrate First Australian culture. **Designing** and delivering academy programs that result in community outcomes and lasting benefits. **Working** with like-minded charities and corporate partners to deliver social outcomes across the State. **Delivering** on our commitments and obligations within the Community Benefits Strategy.	West Coast Eagles are in a prime position to influence positive change through their membership base and fan following. The organisation has delivered leadership and educational programs at schools across the State and has access to top professionals, resources and amenities	Deliver programs Provide "player hours" Promote partner programs and activities Report on deliverables and additional activities that deliver benefits to the local community Attend and contribute to regular meetings Evaluate programs using a Social Impact approach Manage facility bookings for public access

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Partner: Waalitj Foundation

Vision: *Waalitj Foundation is recognised as a leader enabling First Australians to thrive*

Mission	**Strengths in delivery**	**Role**
To lead the provision of education and employment opportunities. We influence and inspire the empowerment of our people through our diverse workforce, which is led by our First Australian role models.	Waalitj Foundation has a long and successful history of delivering health and education programs for young people. The Foundation's approach is to empower local Aboriginal role models to build capacity in their communities. The Foundation's employment program and business hub are valuable resources within the Town to deliver economic benefits while promoting reconciliation.	Deliver programs Promote partner programs and activities Report on deliverables and additional activities that deliver benefits to the local community Attend and contribute to regular meetings Evaluate programs using a Social Impact approach

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Partner: Perth Football Club

Vision: *A more connected community.*

Mission	**Strengths in delivery**	**Role**
To unite people and motivate young people to adopt the core values of honourable citizens through the work ethic, self-belief, commitment and teamwork developed through involvement in sport.	Perth Football Club has a deep understanding of the local area that comes from being a local club with strong local connections and an extensive network of partners and sponsors from the community.	Deliver programs Promote partner programs and activities Report on deliverables and additional activities that deliver benefits to the local community Attend and contribute to regular meetings Evaluate programs using a Social Impact approach

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Guiding Principles

CBS Guiding Principles

We work in **Collaboration** to design and deliver community benefits

We maintain **Strategic Alignment** for individual organisations

We encourage further **Partnerships** with local community stakeholders

We use an **Evidence-based** approach

We are **Responsive** to trend data

We respond to **Local** needs and aspirations

to deliver Health & Wellbeing benefits to the Town of Victoria Park community in the following areas:

Lifelong Learning

Increased participation

Leadership

Empowerment

Collaboration

Access and inclusion

Shared Vision

The Town of Victoria Park is a community of people who enjoy rich and full lives through connecting, participating, and contributing to and with each other.

Objectives

1. Young people have the skills, desire and pathways to live rich lives connected to their communities.
2. Each person's environments are safe and secure to allow everyone to live rich and full lives.
3. The community is filled with opportunities for people to connect, participate, and contribute to and with each other.

Outcomes

Long-term outcomes

- Empowered community members
- Improved local amenities
- Community engages with lifelong learning opportunities
- Increased leadership demonstrated by community members
- Increased collaboration within the community

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Mid-term outcomes

- Increased participation in community activities
- Increased capability within community groups
- Increased feelings of safety of community members
- Increased awareness of local opportunities

Focus Areas

- Youth engagement
- Healthy Relationships awareness
- Supporting local community organisations
- Local recreational group and sporting club development.

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Theory of Change

A Theory of Change is a tool that shows the connection between planned activities and social outcomes over the immediate, medium and long-term. Building from the bottom up, this framework shows how the programs will have immediate outcomes which develop into medium-term changes and, over time, address the three Community Benefits Strategy objectives. This approach demonstrates how we will achieve our shared vision as a partnership. We will evaluate the programs, and the Strategy as a whole, by determining how well, and to what extent, we achieved the short- and medium-term outcomes.

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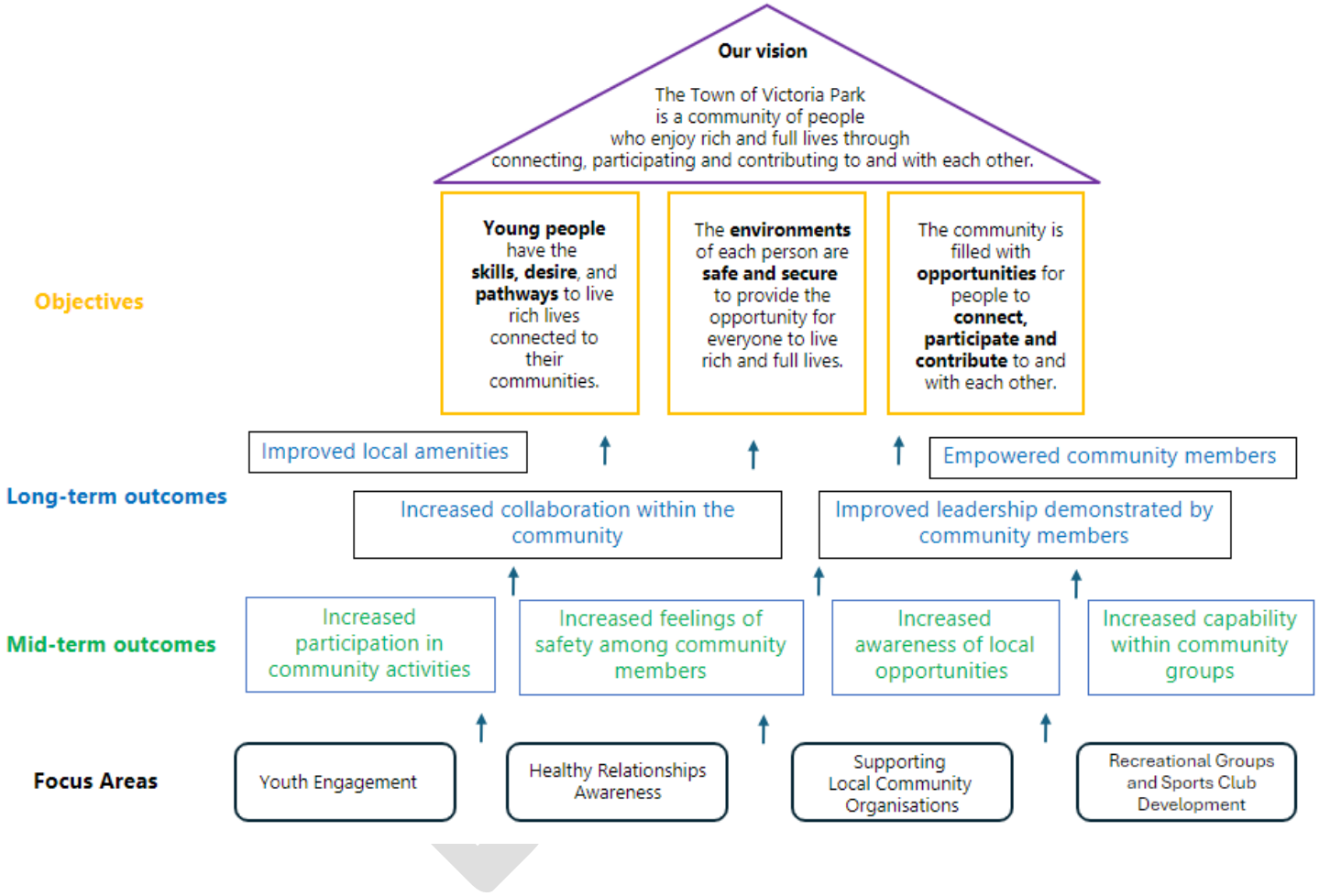
Community Benefits Strategy
Theory of Change



Implementation

The Strategy will be implemented through biennial implementation plans which define specific actions including deliverables and lead / partner organisations.

The implementation plan will be updated every two years to allow for a flexible response to changes in community priorities and to new opportunities that may arise. The century-long span of the partnership gives the partners scope to address long-term outcomes while responding to current opportunities.

From July 2025 – June 2027, the partners will build on the foundations created through the delivery of the first four programs[4], and use lessons learned, relationships built, and evidence formed from the previous five years to extend the reach and impact of these programs. Engagement with the Mindeera Advisory Group and the Access and Inclusion Advisory Group has contributed to specific deliverables.

In addition to delivery of programs, partners will deliver benefits to the Town of Victoria Park community through "business as usual" or through responding to opportunities that arise. West Coast Eagles past and present players will continue to make regular public appearances at Town events and use their influence with fans across the State to support the 16 Days in WA campaign against Family and Domestic Violence.

The implementation plan will be delivered by West Coast Eagles, Waalitj Foundation, Perth Football Club and the Town of Victoria Park officers.

To support implementation, a governance structure will be created that supports the building of proactive, dynamic and engaging relationships. A strategic body will guide and support delivery of an operational delivery team of representative partners, with information regularly shared between these bodies to enhance delivery outcomes.

[4] Youth Engagement, Healthy Relationship Awareness, Supporting Local Community Organisations and Local Recreational Group and Sport Club Development.

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Monitoring and Evaluation

The programs delivered through the Community Benefits Strategy will be evaluated and reviewed annually to ensure relevance to local community priorities.

Each program will have a Theory of Change, Program Logic Model and Evaluation Plan developed as part of the planning phase and strategic outcomes will be evaluated through quarterly reporting against these.

In addition to reporting on specific deliverables, partners will report on other benefits delivered to the community through "business as usual" or through responding to opportunities that arise.

Progress on the Strategy will be reported to Council and the community on a regular basis. Reports will be shared via the Town's website, social media platforms, and as part of the Town's annual report.

The Strategy will be evaluated in 2029.

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Would you like to know more?

For more information on the Community Benefits Strategy and the Lathlain Precinct Redevelopment Project, please visit:

www.victoriapark.wa.gov.au/community/our-community/community-benefits-strategy.aspx

https://www.victoriapark.wa.gov.au/works-and-projects/lathlain-precinct-redevelopment-project

or contact the Town of Victoria Park by:

telephone on (08) 9311 8111

email at admin@vicpark.wa.gov.au

post at Locked Bag 437, Victoria Park WA 6979

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