



Community Benefits Strategy 2025–2029

The next five years of a 99-year journey together.
An overview of programs to be delivered by our unique partnership.



TOWN OF
VICTORIA PARK



WEST COAST
EAGLES



Waalitj
FOUNDATION







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CEO foreword

In 2019 we seized the opportunity presented by the West Coast Eagles' (WCE) and Waalitj Foundation's relocation to Lathlain to form an historic partnership, along with the resident Perth Football Club, focused on delivering social and economic benefits in line with the best interests of the Town of Victoria Park community.

The Strategy for accomplishing this was underpinned by a 99-year contractual agreement between the Town and WCE to deliver lifelong learning opportunities, empower local community members, improve local amenities and foster leadership and collaboration.

Extensive community engagement informed how this was to be done in the first five years, and between 2019 and 2024 the 'Youth Engagement', 'Healthy Relationships Awareness', 'Supporting Local Community Organisations' and 'Recreational and Sports Club Development' programs were designed and implemented.

In 2024, we completed the first 5-year review to determine that programming remained aligned with community priorities. This next 5-year Strategy is an opportunity to cement our partnership and build on our achievements to date.

Our partnership will continue for the 99 years of the lease agreement, and we look forward to continuous collaboration over this time, working together for our local community.

Carl Askew
CEO Town of
Victoria Park

Don Pyke
CEO West
Coast Eagles

Lisa Cunningham
CEO Waalitj
Foundation

Jared Bell
CEO Perth
Football Club



Mayor's Message



This Community Benefits Strategy 2025 – 2030 marks the continuation of a unique and inspiring collaboration between the Town of Victoria Park, West Coast Eagles Football Club, Waalitj Foundation and Perth Football Club, built on a shared vision to harness the unifying power of sport and education to create stronger, healthier, more connected communities.

Through this partnership, we aim to bring people together across generations, backgrounds and beliefs, to channel the energy and passion Australians have for football into tangible, lasting benefits for the people who live, work and play in our Town.

By aligning the strengths, resources, and influence of our Strategy partners with the strategic objectives of our Council, this Strategy represents a modern approach to community development. It recognises the unique position of professional sporting clubs and social enterprises to engage with our residents, businesses and local community organisations in ways few others can.

Our shared ambition is simple but powerful - to give back to the community in meaningful ways. Whether through grassroots sports programmes, youth engagement, health and wellbeing initiatives, education, skills development, or social inclusion work, this Strategy puts local people at the heart of everything we do together.

Mayor Karen Vernon



Acknowledgement of Country

Ngany kaaditj Noongar moort kenj 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 all past, present and emerging leaders, 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 Mindeera Advisory Group.

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 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 (Reconciliation) on 9311 8111 or by emailing admin@vicpark.wa.gov.au.





Background

When the West Coast Eagles moved their headquarters to the Town of Victoria Park in 2019, they formed a 99-year partnership with the Town, Waalitj Foundation¹ and Perth Football Club² 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 2019-2014) was developed after extensive community consultation and focused on four programs delivered between 2019 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. Initiatives 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 Science, Technology, Engineering and Maths (STEM), sport, digital literacy and cultural activities and provided six role models for children.

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.





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.

¹Waalitj Foundation, formerly Wirrpanda Foundation, has been a subsidiary of West Coast Eagles since its inception in 2005. *Waalitj* means eagle in Noongar language.

²Lathlain Park, now MRP, was home ground of Perth Football Club when the WCE headquarters were built.



Recreational Groups and Sports Club Development

This program was intended to establish a working relationship between the formerly named 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.



The Partnership

Town of Victoria Park

Vision

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

Mission

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

Role

- Provide backbone support³
- 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

West Coast Eagles

Vision

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

Mission

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.

Role

- 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

Waalitj Foundation

Vision

Waalitj Foundation is recognised as a leader enabling First Australians to thrive.

Mission

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.

Role

- 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

³Backbone support is one of the five pillars of Collective Impact ([reference here](#)). The partnership references these pillars through the Town's Collective Impact Framework.

Perth Football Club

Vision

A more connected community.

Mission

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.

Role

- 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



"My child has learnt about Noongar language and culture [through Waalitj Club] in a way in which it is alongside and naturally embedded. This knowledge is very powerful in strengthening relationships and forging a better path for the future. It is very valuable." – Parent of Waalitj Club participantst

CBS Guiding Principles



We work in

Collaboration

to design and deliver
community benefits



We are

Responsive

to trend data



We use an

Evidence-based

approach



We encourage further

Partnerships

with local community stakeholders



We maintain

Strategic alignment

for individual organisations



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**



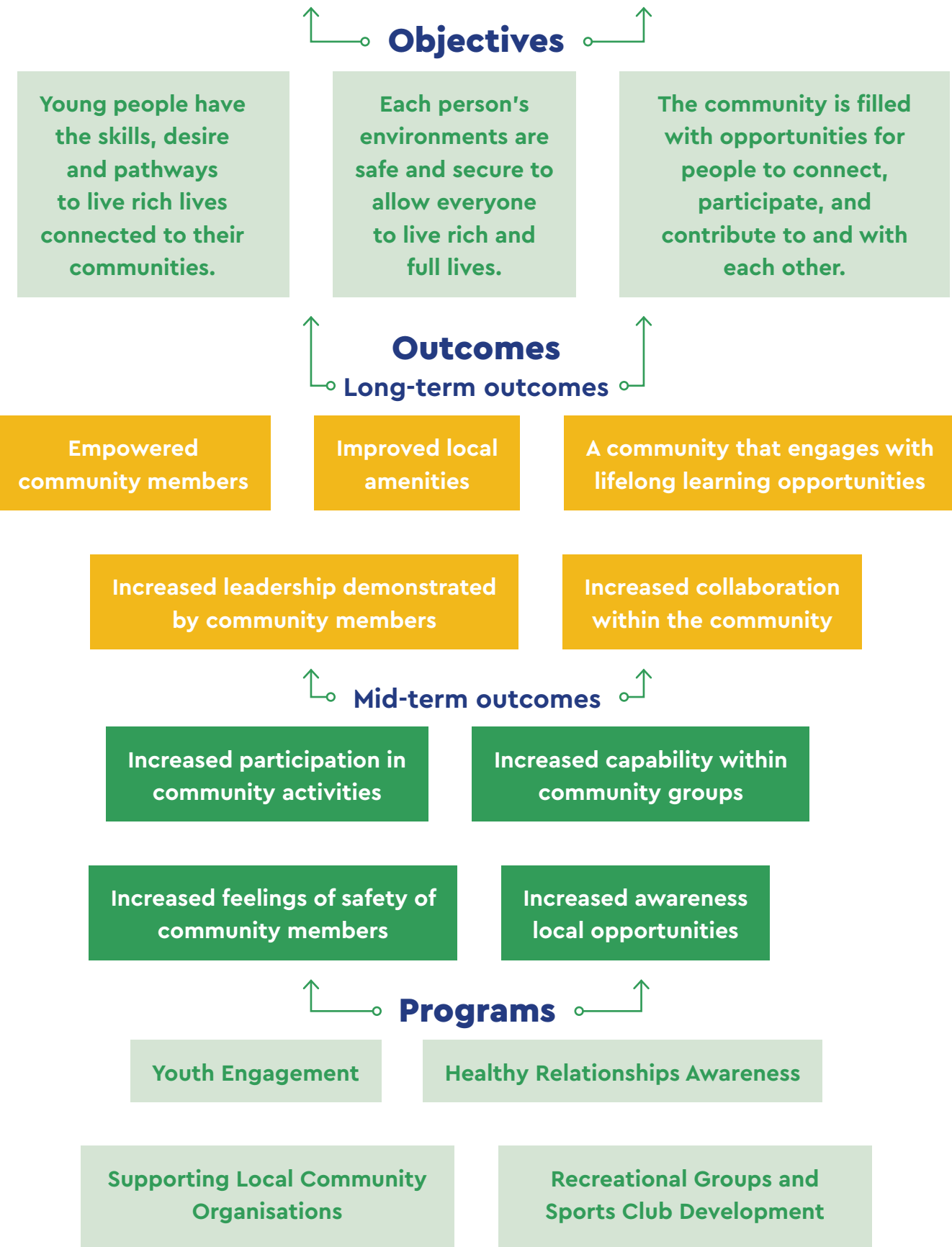
Theory of Change

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 Community Benefits Strategy three 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.



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.





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.

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.

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.

The Strategy will be evaluated in 2029.

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, 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.



Would you like to know more?

**For more information on the Community
Benefits Strategy, please visit:**

[www.victoriapark.wa.gov.au/community/
our-community/community-benefits-strategy.aspx](http://www.victoriapark.wa.gov.au/community/our-community/community-benefits-strategy.aspx)

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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