

Community Benefits Strategy

Annual Report Summary*

January – June 2023

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

Mid-year progress report

Executive Update (January – June 2023)

- Connect Vic Park: Walking Footy program. This program is enjoyed by males over 55 with over 30 sessions being undertaken this year. The Walking Football program ran throughout the year successfully running concurrently with the school term dates. The participants enjoyed weekly physical activity followed by coffee in the Aquilla café at MRP. The men enjoyed the social aspect of the program to the point where even those with injuries would come and watch training just to come upstairs and have a coffee with the group.
- White Ribbon event: On 27th 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.
- Hannah’s House event: A football clinic was held on the 14th 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 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 could be. Giveaways and morning tea were provided during the event and WCE mascot, Rick the Rock was also in attendance.
- AFL Community Camp: 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%20community?videoid=1269328&modal=true&type=video&publishFrom=1675988166001>
- Walk Safely to School Day: On the 19th 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 AFL Xperience: WADSA’s annual AFL Xperience camp was held over the weekend of the 27th and 28th 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 27th May. Free entry was also provided to all the participants to attend the West Coast v East Perth WAFL match at MRP on the 28th May. The camp culminated with a WCE fun football skills session at MRP on the 29th May and the participants were given access to stay and watch the AFL team train.

- International Women’s Day Breakfast: West Coast Eagles hosted the Town of Victoria Park for an International Women’s Day Breakfast on the 8th March 2023. 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.
- 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.

Players Appearances Report

Type of Player	Player Appearance Hours Required 100 Hours	Number of hours completed
AFL	40	20
AFLW	40	16.5
Past Players	20	75
Total Hours Completed	100	111.5

Program 2. Healthy Relationships

Initiative and Activities	Indicators	Mid-Year progress
Awareness Campaign P2.1: WCE to demonstrate having engaged with the Department of Communities, subject matter experts and a minimum of	P2.1.1: A minimum of 5 short film clips with players & coaches. (12-month report – December 2023)	Short clips will be filmed during the “16 Days in WA” Campaign.

Initiative and Activities	Indicators	Mid-Year progress
<p>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 & coaches to be shared across West Coast Eagles and the Towns media.</p> <p>A minimum of 2 short audio clips with players & coaches to be shared across West Coast Eagles and the Towns media.</p>	<p>P2.1.2: A minimum of 2 short audio clips with players & coaches. (12-month report – December 2023)</p>	<p>WCE do not produce audio clips. Instead, three players appeared at our White Ribbon event in April.</p>
<p>Healthy Relationships Workshops 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. (12-month report summary – December 2023)</p>	<p>Last year, Stopping Family Violence developed and delivered four one-hour sessions to the Waalitj Foundation’s after school program facilitated by Mark O’Hare from July through to September. WCE are in conversations with SFV for the delivery of similar programs this year.</p>
<p>Provision of an AFL/AFLW Ambassadors P2.3: WCE to provide an AFLW player as an active ambassador of the program.</p> <p>WCE to provide an AFL player as an active ambassador for Wirrpannda Foundation.</p> <p>AFLW ambassador to make appearances at program activities</p> <p>WCE to demonstrate provision of specific induction and ongoing training to all ambassadors and mentors of the program. This training will align to</p>	<p>P2.3.1: Ambassadors provided. (Action complete)</p> <p>P2.3.2: Ambassador made appearances at program activities. (12-month report – December 2023)</p> <p>P2.3.3: Training and support was provided (12-month report – December 2023)</p>	<p>WCE Ambassadors for 2023 are yet to be confirmed and will be appointed closer to the 16 Days in WA campaign.</p> <p>Ambassadors (Agents of Change) will attend multiple events throughout the “16 Days in WA” Campaign.</p> <p>Ambassadors will be inducted by the Department of Communities and will participate in the “16 Days in WA” campaign as agents of change.</p>

Initiative and Activities	Indicators	Mid-Year progress
successful delivery of Healthy Relationship (awareness program outcomes)		
<p>Healthy Relationship Strategy Group 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>	<p>P2.4.1: Joined Healthy Relationships Strategy group. (12-month report summary – December 2023)</p> <p>P2.4.2: Offer to host three meetings. (12-month report summary – December 2023)</p> <p>P2.4.3: Contributed to Healthy Relationships Strategy group. (12-month report summary – December 2023)</p> <p>P2.4.4: Developed 'Healthy Relationships' support program tools. (12-month report summary – December 2023)</p>	<p>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 31st May, with this meeting being hosted at MRP.</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 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 21st of April. The return to the schedule of the HRSG meetings took place on the 31st May, with this meeting being hosted at MRP.</p> <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: https://www.westcoasteagles.com.au/news/1339612</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>

Initiative and Activities	Indicators	Mid-Year progress
		<p>The Say “Yes” to Respect Youth Event involved stakeholders from the HRSBG 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>Fundraising item offerings or experiences offered to community Groups P2.5: 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>P2.5.1: Were 10 offerings or experiences delivered to 10 community groups? (12-month report summary – December 2023)</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 students across the day and began with a welcome to country and a performance by the Playback Theatre Group. The performance was designed to challenge gender stereotypes and gender drivers in the community. The students then spent an hour 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>Use of classroom and function rooms 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 2023/23? (12-month report – December 2023)</p>	<p>WCE hosted the Town of Victoria Park for an International Women’s Day Breakfast on the 8th 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 HRSBG meetings were solely about this event. WCE offered to host meetings for the group at MRP and White Ribbon hosted three meetings</p>

Initiative and Activities	Indicators	Mid-Year progress
		in an onsite meeting room and the final meeting before the event was a catered morning tea in the function room on the 21 st of April.
<p>16 Days in WA - Stop the Violence against Women campaign.</p> <p>P2.7: 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>P2.7.1: Initiatives were completed. (12-month report – December 2023)</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>
<p>Public appearances</p> <p>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 2023)</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.</p>
<p>Staffing</p> <p>P2.9: Provide a minimum of 1 staff member one day a week and draw on club resources to support the initiatives.</p>	<p>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 2023)</p>	<p>A WCE Community Officer has been assigned for this role with additional WCE resources available to support initiatives.</p>

Program 3. Supporting Local Community Organisations

Initiative and Activities	Indicators	Current quarter progress
<p>Audit of existing local community organisations in the Town of Victoria</p>	<p>P3.1.1: Was the audit completed? (Action complete)</p>	<p>An audit was completed by WCE in 2020 and the following four organisations will be providing support over the remaining 4 years:</p>

Initiative and Activities	Indicators	Current quarter progress
<p>Park 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.</p>		<ol style="list-style-type: none"> 1. Org1 - WADSA 2. Org2 – Healthy Strides 3. Org3 – Lathlain Playgroup 4. Org4 – PCYC – Kensington <p>In 2021, WCE added Org5 – Connect Victoria Park.</p>
<p>Application process P3.2: 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>P3.2.1: WCE provided a clear, transparent, and fair process for selection of 4 not for profit community group organisations. (Action complete)</p>	<p>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 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</p>

Initiative and Activities	Indicators	Current quarter progress
		<p>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. (Action complete)</p>	<p>The WCE Community Benefits team promoted the opportunity to join our Community Benefits Program through an EDM. The contact list was 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 –Twitter 100.4k, Facebook 326k, Instagram 232k & LinkedIn 15k followers.</p>
	<p>P3.2.3: Selected 4 community organisations and informed ToVP who these organisations are. (Action complete)</p>	<p>Healthy Strides, Lathlain Playgroup, Kensington PCYC & West Australian Disability Services Association (WADSA). Connect Vic Park was added as a fifth group in 2021.</p>
<p>Design process P3.3 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 2023)</p>	<p><u>Kensington PCYC:</u> 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><u>Lathlain Playgroup:</u></p>

Initiative and Activities	Indicators	Current quarter progress
		<p>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><u>WADSA</u> 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> <p>WADSA ran an annual AFL Xperience camp for their participants. This took place over the weekend of the 27th and 28th of May. As part of the camp, WCE ran a football skills session at MRP on the 29th May and allowed the participants to stay and watch the AFL team train.</p> <p><u>Healthy Strides Foundation</u> 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><u>Connect Vic Park</u></p>

Initiative and Activities	Indicators	Current quarter progress
		<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>
<p>Program Support 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 2023)</p>	<p>Healthy Strides A schedule is being devised in conjunction with staff members of Healthy Strides 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>Kensington PCYC Through consultation in early 2023 with staff at Kensington PCYC, it was identified that a major area of growth for the participants of the PCYC was enjoyment and engagement. Through conversations with staff at Kensington PCYC, it was decided that the most effective</p>

Initiative and Activities	Indicators	Current quarter progress
		<p>method of interaction between WCE and PCYC was with their after-school program.</p> <p>Lathlain Playgroup Through experience and discussions with Lathlain Playgroup, it has been expressed to WCE that the most effective form of involvement is attendance and involvement in major events during the year.</p> <p>WADSA 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. So far this year, 14 sessions have been attended by WCE past/current players.</p> <p>Connect Vic Park <u>Walking Footy</u> This program is enjoyed by males over 55 and the following sessions have taken place: The Walking Football program ran throughout the first half of the year successfully running alongside the school term dates with 14 sessions being completed in the calendar year to date ran by a mix of current and past AFL players and WCE community officers.</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>

Initiative and Activities	Indicators	Current quarter progress
	<p>P3.4.2: A minimum of 4 workshop sessions were held per community group. (12-month report summary – December 2023)</p>	<p><u>Kensington PCYC:</u> <u>Workshop 1:</u> On the 8th 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 https://www.westcoasteagles.com.au/video/1269328/eagles-back-in-the-community?videoid=1269328&modal=true&type=video&publishFrom=1675988166001</p> <p><u>Lathlain Playgroup:</u> 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><u>WADSA</u> <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 27th and 28th of May. As part of the camp, 27 tickets along with three ACROD carpark</p>

Initiative and Activities	Indicators	Current quarter progress
		<p>passes were given to WADSA to attend the Round 11 match between WCE and Essendon at Optus on the 27th May. Free entry was also provided to all the participants to attend the West Coast v East Perth WAFL match at MRP on the 28th May. The camp culminated with a WCE run football skills session at MRP on the 29th May and the participants were given access to stay and watch the AFL team train.</p> <p><u>Healthy Strides Foundation</u> <u>Workshop 1:</u> On the 16th 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>Connect Vic Park</u> <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>Outcomes, indicators and targets</p> <p>P3.5: The program shall measure and report against the following outputs, outcomes, and indicators</p> <p>Outputs:</p>	<p>P3.5.1: Were four sessions held per community group?</p> <ul style="list-style-type: none"> Participants gain benefit from participating in the program. <p>(12-month report summary – December 2023)</p>	<p>14 sessions have been undertaken so far with Connect Vic Park this year with the Walking Footy Program.</p> <p>WCE engaged in the Healthy Strides Move-a-thon and conversations are currently being held to develop a schedule for individual patient sessions to be held at MRP.</p> <p>Through the AFL Community Camp, an after-school clinic was run at Kensington PCYC on 8/02/2023. Conversations are being held with members of the PCYC as to a more regular appearance at these after school events from WCE current and past AFL/AFLW players.</p>

Initiative and Activities	Indicators	Current quarter progress
<p>Targeted relevant ongoing program support to four (4) not-for profits over the first 5 years.</p> <p>A minimum of four sessions held per community group.</p>		<p>14 sessions of WADSA's All-Abilities Recreation Program have been attended this year by current and past AFL players.</p> <p>So far, there have been no events shared with the playgroup due to planning difficulties as mentioned in P3.4.2.</p>
<p>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.</p> <p>Medium term outcomes</p> <p>Behaviour change takes place at an individual and community level. Captured through surveys that take place post event/program.</p>	<p>P3.5.2: Measure baseline results annually for:</p> <ul style="list-style-type: none"> • % of participants report an increase in knowledge gained • % of participants report an increase in skills gained. • % of participants report an increased level of performance improvement • % of participants report an increased sense of belonging to the community <p>(12-month report – December 2023)</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><i>Lathlain Playgroup:</i></p> <ul style="list-style-type: none"> • 80% of participants reported an increase in knowledge gained • 80% of participants reported an increase in skills gained • 80% of participants reported an increased level of performance improvement • 100% of participants reported an increased sense of belonging to the community <p><i>Kensington PCYC:</i></p> <ul style="list-style-type: none"> • 100% of participants reported an increase in knowledge gained • 100% of participants reported an increase in skills gained • 100% of participants reported an increased level of performance improvement • 100% of participants reported an increases sense of belonging to the community <p><i>Healthy Strides:</i></p> <ul style="list-style-type: none"> • 50% of participants reported an increase in knowledge gained • 50% of participants reported an increase in skills gained

Initiative and Activities	Indicators	Current quarter progress
		<ul style="list-style-type: none"> • 100% of participants reported an increases level of performance improvement • 100% of participants reported an increased sense of belonging to the community <p>WADSA:</p> <ul style="list-style-type: none"> • 100% of participants reported an increase in knowledge gained • 100% of participants reported an increase in skills gained • 100% of participants reported an increased level of performance improvement • 100% of participants reported an increased sense of belonging to the community
	<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 2023)</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 2023)</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>Public reports</p> <p>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 2023)</p>	<p>Quarterly Report (January – March 2023) submitted. Quarterly Report (April – June 2023) submitted.</p>

Initiative and Activities	Indicators	Current quarter progress
<p>Resource plan 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 2023)</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 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 will 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 will be coordinated by a new Logistics Compliance Officer who will work 0.2 FTE on the entire CBS. The department will also employ 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>Audit of existing recreational groups and sports clubs in the Town of Victoria Park P4.1: WCE to conduct an audit of all the</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 to engage twice a year from 2023 and once in 2021 in an effort to</p>

Initiative and Activities	Indicators	Current quarter progress
<p>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>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"> 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.
	<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 2020/21 to find ways to seek further engagement from local clubs within the town.</p> <ul style="list-style-type: none"> Carlisle AFC, Victoria Park Raiders JFC, Victoria Park SC, Perth Royals SC, Victoria Park Little Athletics, Curtin-Victoria Park CC 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. 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.

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>All 25 clubs were contacted and asked the following questions:</p> <ol style="list-style-type: none"> 1. <i>Did anyone from your club attend any of the WCE Community Benefit Events in 2020 or 2021.</i> <ul style="list-style-type: none"> • No club could confirm their attendance. Majority said no and a few said they were not sure. Most of the clubs said the reason would be due to the timing of events and their volunteers being time poor also. One club did say it was due to the topics of the events. 2. <i>What is the biggest issue at your club? We know Volunteers can be hard to come by, is this something your club struggles with?</i> <ul style="list-style-type: none"> • Majority of the club's said Volunteers is their biggest issue. Getting them in initially and retaining them. Covid has made this even more difficult. Some clubs have specific Volunteer Coordinators but even then, they're still struggling. A few clubs mentioned getting grants and sponsors was also an issue, especially with Covid. 3. <i>Would your Club prefer events/guest speakers or donations for your Club?</i> <ul style="list-style-type: none"> • Most clubs said donations are always great because money is often an issue. There were a few that said they are very community based so events are good too. 4. <i>Do you prefer to be contacted via email or phone?</i> <ul style="list-style-type: none"> • Majority said either is fine. Some did say that email is best because of the changeover in positions/roles at the club.

Initiative and Activities	Indicators	Current quarter progress
		<p>Common challenges from all Clubs:</p> <ul style="list-style-type: none"> • Clubs are very time poor. • Covid restrictions are really hurting them. People are not volunteering due to not wanting medical information known and number restrictions means less money coming in. • Too few people at their clubs are being spread thin and having to do multiple roles in the club. <p>Next steps WCE to provide ToVP with some recommendations on how best to move forward with this program.</p> <p>WCE provided ToVP with some initial recommendations on the best way to move forward with the changes.</p> <p><u>Key findings from engagement:</u></p> <ul style="list-style-type: none"> • Clubs are very time poor. • Covid restrictions are really hurting them. People not volunteering due to not wanting medical information known and number restrictions means less money coming in. • Too few people at their clubs are being spread thin and having to do multiple roles in the club. • 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. • Covid restrictions and playing a large part in reducing volunteer numbers and the amount of money coming in. Some clubs rely on large registration numbers for events to bring in money for their club, with restrictions on numbers at events, this is having an impact. <p>Overall:</p> <ul style="list-style-type: none"> • 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.

Initiative and Activities	Indicators	Current quarter progress
	P4.1.3: Participants are aware of opportunities to participate in positive skill development program (Action complete and currently under review)	Participants have been aware of opportunities through direct email however these programs have not had a good uptake.
Application process P4.2: WCE to demonstrate a clear, transparent and fair process for selection of up to 25 groups to participate in the program. WCE to promote WCE and ToVP communication and social media channels to ensure optimal reach. WCE to select 25 recreational groups and sports clubs and inform ToVP who these organisations are. 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.	P4.2.1: Up to 25 sport and recreation groups can participate in the program (Action complete and currently under review)	Program is currently under review due to lack of uptake from the clubs. See 4.1.2
	P4.2.2: Participants gained skills and knowledge to drive change within their community. (Action complete and currently under review)	Program is currently under review due to lack of uptake from the clubs.
	P4.2.3: WCE promoted to WCE and ToVP communication and social media channels to ensure optimal reach. (Action complete and currently under review)	Program is currently under review due to lack of uptake from the clubs. Please refer to 4.1.2.
Design process 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.	P4.3.1: The program will adopt the following design principles in response to the community panel recommendations: 1. Inclusion of recreational groups. 2. Facilitation of networking opportunities (Action complete and currently under review)	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.
	P4.3.2: Marketing and communication support via West Coast Eagles channels. (Action complete and currently under review)	Marketing and communication support will be provided by WCE once the programs commence.

Initiative and Activities	Indicators	Current quarter progress
<p>Design process to establish outputs, short and medium-term outcomes and an evaluation framework</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. <i>(Action complete and currently under review)</i></p>	<p>Program is currently under review due to lack of uptake from the clubs. Please refer to 4.1.2.</p>
	<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. <i>(Action complete and currently under review)</i></p>	<p>No invitation has been extended until the program commences.</p>
<p>Program Support P4.4: WCE to offer and demonstrate program support to 25 organisations.</p>	<p>P4.4.1: Was program support offered? <i>(Action complete and currently under review)</i></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, have been given access to Oval 2 at MRP for the following Friday nights:</p> <ul style="list-style-type: none"> • 5th May • 12th May (played at Curtin University) • 19th May • 26th May

Initiative and Activities	Indicators	Current quarter progress
	P4.4.2: Participants are aware of opportunities to participate in positive skill development program (Action complete and currently under review)	Program is currently under review due to lack of uptake from the clubs. Refer to item 4.4.1.
	P4.4.3: Participants gain skills and knowledge to drive change within their community captured through surveys. (Action complete and currently under review)	Program is currently under review due to lack of uptake from the clubs. Refer to item 4.4.1
Workshop sessions 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. A minimum of 8 follow up sessions of targeted support are to be held for each club (over the 5- year period).	P4.5.1: 4 annual workshops were delivered in line with the current needs of local clubs. (Action complete and currently under review)	Program is currently under review due to lack of uptake from the clubs. Refer to item 4.4.1
	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)	Program is currently under review due to lack of uptake from the clubs. Refer to item 4.4.1
	P4.5.3: Short term outcomes <ul style="list-style-type: none"> • Participants are aware of opportunities to participate in positive skill development program. • Participants gain skills and knowledge to drive change within their community. (Action complete and currently under review)	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.
	P4.5.4: Medium term outcomes <ul style="list-style-type: none"> • Behaviour change takes place at an individual and community level. 	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.

Initiative and Activities	Indicators	Current quarter progress
	<ul style="list-style-type: none"> Participants gain benefit from participating in the program. <p>Measure baseline results annually for:</p> <ul style="list-style-type: none"> % of participants report an increase in knowledge gained % of participants report an increase in skills gained % of participants report an increased level of performance improvement % of participants report an increased sense of belonging to the community. 	
<p>Public reports Resource Plan 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 support clinics and workshops and initiatives.</p>	<p>P4.6.1: Was the report completed and submitted to the Town of Victoria Park? (12-month report – December 2023)</p> <p>P4.6.2: Provision of 1 staff member demonstrated by WCE. (12-month report – December 2023)</p>	<p>Quarterly Report (January – March 2023) submitted. Quarterly Report (April – June 2023) submitted.</p> <p>Two Community Officers providing actions from the above initiatives (1 x 0.15 FTE & 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 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 will 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 will be coordinated by a new Logistics Compliance Officer who will work 0.2 FTE on the entire CBS. The department will also employ AFL and AFLW current players to support the Community Managers and staff in</p>

Initiative and Activities	Indicators	Current quarter progress															
		delivering programs throughout the town. These players will work a cumulative 0.8 FTE on the entire CBS.															
<p>Player Hours 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="1245 373 2163 603"> <thead> <tr> <th data-bbox="1245 373 1664 448">PLAYER HOUR SPLITS</th> <th data-bbox="1664 373 1942 448">Number of hours</th> <th data-bbox="1942 373 2163 448">Additional Hours provided</th> </tr> </thead> <tbody> <tr> <td data-bbox="1245 448 1664 488">AFL (40 hrs)</td> <td data-bbox="1664 448 1942 488">20</td> <td data-bbox="1942 448 2163 488"></td> </tr> <tr> <td data-bbox="1245 488 1664 528">AFLW (40 hrs)</td> <td data-bbox="1664 488 1942 528">16.5</td> <td data-bbox="1942 488 2163 528"></td> </tr> <tr> <td data-bbox="1245 528 1664 568">Past Players (20hrs)</td> <td data-bbox="1664 528 1942 568">75</td> <td data-bbox="1942 528 2163 568"></td> </tr> <tr> <td data-bbox="1245 568 1664 603">YTD Total (100)</td> <td data-bbox="1664 568 1942 603">111.5</td> <td data-bbox="1942 568 2163 603"></td> </tr> </tbody> </table>	PLAYER HOUR SPLITS	Number of hours	Additional Hours provided	AFL (40 hrs)	20		AFLW (40 hrs)	16.5		Past Players (20hrs)	75		YTD Total (100)	111.5	
PLAYER HOUR SPLITS	Number of hours	Additional Hours provided															
AFL (40 hrs)	20																
AFLW (40 hrs)	16.5																
Past Players (20hrs)	75																
YTD Total (100)	111.5																
Provide Community benefits Strategy – Lease Obligations Report and Player Hours Report – Annually.	Separate Report completed annually (12-month report summary – December 2023)	Refer to separate attachment.															