

Community Benefits Strategy

Mid-year Progress Report *

January – June 2024

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

Mid-year progress report

Executive Update (January – June 2024)

Program 1 - Youth Engagement Program

Delivery partner: Waalitj Foundation

The Waalitj Foundation has delivered its youth engagement activities through its dedicated Waalitj Club activity as outlined in the agreed Community Benefits Strategy. The program highlights for 2024 include:

- The activity was delivered across weekly sessions throughout term 1 and term 2. A total of 20 unique sessions were delivered.
- The Waalitj Club activities engaged 400 participants across sessions.
- The Waalitj Foundation has developed strong and meaningful relationships with local community, organisations and primary schools.
- During the reporting period the Waalitj Foundation facilities were utilised by the Lathlain Primary School and Clontarf Aboriginal College.
- During the reporting period the Waalitj Foundation has invited students from St Clare's College to attend Deadly Sista Girlz Leadership event at Mineral Resources Park.
- Waalitj Foundation has hosted a work experience student from Ursula Frayne Catholic College as part of Certificate 4 Community Services Course.

Program 3 - Supporting Local Community Organisations

Delivery partner: West Coast Eagles

Connect Vic Park

Walking Footy Curtain Raiser

The annual Walking Footy Curtain Raiser was held at Optus Stadium on April 14 prior as an opener to the WCE v Richmond game. The Town of Victoria Park team played against a team comprised of participants from our Southwest Regional Walking Footy Program. This game was attended and coached by WCE staff and past players with the ToVP walking away with the win. An article was posted on the WCE website for members and supporters to read:

<https://www.westcoasteagles.com.au/news/1537234/metro-squad-get-the-win-in-second-walking-footy-curtain-raiser>

Healthy Strides

Move-a-thon

On April 22, WCE supported Healthy Strides and Telethon in hosting a Move-a-thon around Optus Stadium. The event was designed to be accessible to people of all abilities and encouraging them to be as active as they can be. AFLW players and mascot Rick the Rock cheered on the participants and helped provide support and encouragement throughout the day. Photos from this event were posted to the WCE website:

<https://www.westcoasteagles.com.au/albums/1536409/healthy-strides-move-a-thon?modal=true&type=gallery&playlistId=1536409&playlistSize=26>

Run4Health Program

The Healthy Strides Run4Health program was designed to help improve the fitness levels of children who live with cerebral palsy. The program ran over 12 weeks and consisted of 24 sessions altogether, with every session held at Mineral Resources Park along the concourse of Oval 1&2 as well as in the classrooms. The last testing session was held on 11/06 and positive feedback was provided about the improvement of the kids movement over the 12 week block.

WADSA

AFL Xperience

So far in 2024, 14 WADSA sessions have been held with the support of WCE community staff. The participants have enjoyed fun weekly activities such as bowling, dancing and ice-skating and this has been a great way to build their relationships with staff in a safe and inclusive environment. On June 3, WADSA ran their annual AFL Xperience camp for their participants. AFL players Liam Duggan, Tom Cole, Josh Rotham and Oscar Allen attended the session and engaged with the participants through fun football drills and activities. As part of the camp, WCE donated 30 tickets to WADSA to attend the WCE v St Kilda game on June 1 at Optus Stadium.

Additional community support

Hannah's House Clinic

A football clinic was held on April 12 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 staff and AFL player Tom Cole, along with mascot Rick the Rock. 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 and was a great way for families to come together and create memories.

Kensington Primary School

On May 10, AFL players Dom Sheed, Tom Cole, Josh Rotham joined mascot Rick the Rock at Kensington 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.

Town of Victoria Park

ANZAC Day

A number of WCE staff and players attended the Town of Victoria Park ANZAC Dawn Service on April 25. Players Tom Cole and Liam Duggan joined local community members in the laying of a wreath in the Memorial Gardens to commemorate the men and women who have served for our country.

Families Week Event

WCE supported the Town of Victoria Park with a Families Week event at the Vic Park Community Centre. This was a great way for local residents to feel a sense of belonging and celebrate the diversity of families within the ToVP community. A WCE staff member and mascot Rick engaged with the residents through inclusive football activities for the children and parents to enjoy.

Players Appearances Report

Type of Player	Player Appearance Hours Required 100 Hours	Number of hours completed
AFL	40	17
AFLW	40	6
Past Players	20	66
Total Hours Completed	100	89

Initiative and Activities	Indicators	Mid-year progress
<p>Program Design P1.1: In partnership with WCE and local community organisations design and deliver a weekly education and aspirational program for youth aged 12-18.</p> <p>Development of a Project Plan including:</p> <ul style="list-style-type: none"> • Appropriate and effective promotion of the program • Suitable level of consultation with TVP community members, including local youth in planning and delivery of the program. <p>Create working relationships with local community and organisations to target diverse range of youth participants.</p>	P1.1.1: Program was delivered as per the Project Plan	The Waalitj Foundation (WF) has delivered the Waalitj Club activities in alignment with the initial project plan that was developed and negotiated as part of the Community Benefits Strategy. This is evidenced through the outcomes illustrated below.
	P1.1.2: Appropriate and effective program promotion.	The Waalitj Club program has been effectively promoted throughout the community via: <ul style="list-style-type: none"> • Social Media posts- Instagram, Facebook, LinkedIn • Discussions with local school principals • Local community police • Local sporting clubs. • School Newsletters • Community Word of Mouth
	P1.1.3: Suitable level of community consultation in planning and delivery.	The WF has utilised participant surveys and feedback from parents to continue to develop the Waalitj Club activity. Regularly participants provide feedback to WF staff outlining activities they would like to include in our program, particularly for team games. Feedback has also been sought from school teaching staff about youth engagement, behaviour, and achievements in the school setting.
	P1.1.4: Working in collaboration with WCE and local community organisations.	WF works to develop and build on meaningful working relationships with the local community and organisations. Collaborations includes: <ul style="list-style-type: none"> • West Coast Eagles • Perth Football Club

Initiative and Activities	Indicators	Mid-year progress
		<ul style="list-style-type: none"> • WA Police • Mungart Yongah Indigenous Arts • Lathlain Primary School • East Victoria Park Primary School • Millen Primary School • Ursula Frayne Catholic College • St Clare's College • Belmont Fire Station • King Kirra
	P1.1.5: Targets for minimum number of sessions & participant numbers met.	Throughout the reporting period, the Waalitj Club activities were held across Term 1 and Term 2 2024: Waalitj Club: 20 sessions with 400 participants.
	P1.1.6: Use of role models; involvement and impact.	<p>Waalitj Club role models: Troy Cook, Carly Davis, Josie Janz Dawson, Sharrod Wellingham and Meeza Humphries.</p> <p>Youth have been able to access oval and basketball facilities at Mineral Resources Park.</p> <p>The program has been supported by WF Volunteer Penny Morrison, who comes with a Physical Education teaching background.</p> <p>The program has also been supported by the WCE community team, who have participated in the two community family sessions that have been held in conjunction with the Waalitj Club.</p>
	P1.1.7: Self-reported improvement in participant health knowledge, physical literacy, and cultural inclusiveness measures.	<p>Waalitj Club participants have exhibited self-reported improvements across health knowledge, digital literacy, healthy relationships, and cultural inclusiveness through completing a pre and post program survey.</p> <p>Cultural inclusive measures are evidenced throughout the program, in particular regular Noongar language Kahoots sessions have been used</p>

Initiative and Activities	Indicators	Mid-year progress
		<p>to build participants' understanding of Aboriginal culture and the Noongar language.</p> <p>Cooking activities have included making damper.</p> <p>All children have reported improvements across the following:</p> <ul style="list-style-type: none"> • Feeling more confident to play sport and participate in outdoor activity • Knowledge and feelings of being healthy • Making new friends
	<p>P1.1.8: Number of youth community members:</p> <ul style="list-style-type: none"> - Engaging with Town of Victoria Park facilities - Providing positive feedback on their experience. 	<p>Throughout the reporting period all activities have taken place at Mineral Resources Park.</p>
<p>Program Delivery</p> <p>P1.2:</p> <p>Delivery of positive youth engagement sessions to Town of Victoria Park youth</p> <ul style="list-style-type: none"> • Minimum number of 1 session per week (during school terms) + 2 sessions per school holiday period • Target of 50 sessions total per calendar year <p>Number of young local community members positively engaging with Town of Victoria Park facilities</p> <ul style="list-style-type: none"> • Target of 20 young local participants per session. • Target of 800 young local participants per calendar year. 	<p>P1.2.1: Annual Project Outcome Report.</p>	<p>Waalitj Club</p> <p>Waalitj Club is delivered as an after-school program for Town of Vic Park residents aged 8-12. The after-school programme is run for 1.5 hours, once a week (Wednesday) during the school term.</p> <p>The Waalitj Club activity also includes an hour physical activity session. This saw participants playing a number of team sports such as football, basketball, tee-ball and soccer.</p> <p>Flyers created and distributed to local Primary Schools to offer registration and attendance for Town of Vic Park residents and school children.</p> <p>Schools Represented:</p> <ol style="list-style-type: none"> 1. Lathlain Primary School 2. East Victoria Park Primary School 3. St Augustine's Primary School 4. Kent Street SHS 5. Millen Primary School

Initiative and Activities	Indicators	Mid-year progress
		6. Ursula Frayne Primary School 7. Victoria Park Primary School
	P1.2.2: Program being delivered as per Project Plan.	<ul style="list-style-type: none"> The Waalitj Club program is a weekly education, healthy lifestyles and aspirational program for youth aged 8-12 living within the Town of Victoria Park. Sessions involve a variety of sporting activities to engage participants, and delivery of health and well-being information to empower and enable participants to make informed decisions to lead a positive and healthy lifestyle; not engaging in anti-social activities and committing to school attendance and performance. Session activities have also included games focusing on Noongar language and cooking damper. Program benefits include access to role models, promoting physical activity, health education and self-development.
	P1.2.3: Program partnerships.	<p>Waalitj Club is delivered as an after-school program for Town of Vic Park residents aged 8-12.</p> <p>The Waalitj Foundation has also leveraged partnerships with the West Coast Eagles Football Club to deliver activities to the Waalitj Club participants and families.</p>
	P1.2.4: Session and Attendance data; inc. any available demographic information.	<p><u>Sessions Delivered January-December:</u> Throughout the reporting period, Waalitj Club activities were held across Week 1-10 of Term 1 and 2:</p> <ul style="list-style-type: none"> Waalitj Club: 20 sessions with 400 participants.
	P1.2.5: Pre and post assessment comparisons of participant health knowledge, physical literacy, and cultural inclusiveness measures*.	<p>Waalitj Club participants have exhibited self-reported improvements across health knowledge, digital literacy, healthy relationships, and cultural inclusiveness through completing a pre and post program survey.</p>

Initiative and Activities	Indicators	Mid-year progress
		All children have reported improvements across the following: <ul style="list-style-type: none"> • Feeling more confident to play sport and participate in outdoor activity. • Knowledge and feelings of being healthy. • Making new friends.
	P1.2.6: Participant feedback surveys; inc. qualitative and quantitative.	Surveys to be complete in Term 3 and 4
	P1.2.7: Stakeholder/partner feedback surveys; inc. qualitative and quantitative.	Surveys to be complete in Term 3 and 4
Provision of Ambassadors P1.3: WCE to provide player ambassadors (male & female) and Waalitj Foundation role models; to increase engagement, and uptake of program messages	P1.3.1: Use of WCE ambassadors and WF role models.	WF has worked with WCE to deliver football activities with participants utilising their community team. WF role models have included Dale Kickett, Troy Cook, Carly Davis, Josie Janz Dawson, Sharrod Wellingham and Meeza Humphries.

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 3 service providers in the design and delivery of meaningful programs that raise awareness of healthy relationships, gender equality and cultural norms. Provision of media releases	P2.1.1: A minimum of 5 short film clips with players & coaches.	WCE are planning to be involved in the 16 Days Campaign again in 2024. As in previous years, content will be posted on the club's social media platforms to raise awareness for this campaign.
	P2.1.2: A minimum of 2 short audio clips with players & coaches.	WCE do not produce audio clips.

Initiative and Activities	Indicators	Mid-Year progress
<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>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 2024)</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 Wirrpanda 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 successful delivery of Healthy Relationship (awareness program outcomes)</p>	<p>P2.3.1: Ambassadors provided.</p> <p>P2.3.2: Ambassador made appearances at program activities.</p> <p>P2.3.3: Training and support was provided</p>	<p>In 2023, Dana Hooker and Tom Barrass were the AFL and AFLW ambassadors and agents of change for this campaign. WCE plan to keep the ambassadors to participate in this year's campaign initiatives.</p> <p>WCE staff, ambassadors and past/current players will show their support across multiple events for the 16 Days in WA Campaign.</p> <p>The ambassadors will be used for raising awareness about the importance of respectful relationships and the prevention of violence against women, men and children.</p> <p>WCE are planning for the 2024 ambassadors to be inducted by the Department of Communities.</p>
<p>Healthy Relationship Strategy Group P2.4: Join Healthy Relationships Strategy group</p>	<p>P2.4.1: Joined Healthy Relationships Strategy group. (Action completed)</p>	

Initiative and Activities	Indicators	Mid-Year progress
<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>	P2.4.2: Offer to host three meetings.	WCE are currently in talks to host the meetings for the 16 Days in WA working group at Mineral Resources Park.
	P2.4.3: Contributed to Healthy Relationships Strategy group.	<p>So far in 2024, a WCE Community Officer has contributed to two HRSG meetings with insights and experience from a sporting sphere on the following dates:</p> <p>24/01 22/05</p>
	P2.4.4: Developed 'Healthy Relationships' support program tools.	<p>A WCE staff member has been apart of the working group for the 16 Days in WA campaign.</p> <p>WCE staff attended and participated in the WA Respectful Relationships Sport & Recreation Workshop on April 17.</p> <p>The AFL and AFLW playing groups both participated in a 2-hour workshop which was ran by Our Watch. The workshop provided the groups with educational tools and support on preventing violence against women and covered topics such as gender stereotypes, resistance and backlash and the link between gender inequality and violence.</p> <p>On February 16, a WCE community staff member and past player helped to facilitate and support an Indigenous event for AFLS (Aboriginal Family Legal Service) with some fun football drills for the participants. This organisation provides free legal assistance to Aboriginal and Torres-Strait Islander people experiencing or at risk of family and domestic violence.</p>
	P2.4.5: Provided 'Healthy Relationships' education and follow up to local clubs and community groups.	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.

Initiative and Activities	Indicators	Mid-Year progress
<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?</p>	<p>10 signed 2024 AFL Team Signed Guernsey's have been allocated to community groups. A WCE Community Officer will facilitate which organisations will receive the guernseys throughout the year.</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 2024? (12-month report – December 2024)</p>	
<p>16 Days in WA - Stop the Violence against Women campaign. 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.</p>	<p>An action group is currently being formed through the HRSG in conjunction with a ToVP Community Development Officer. Meetings are to be held once a month in the lead up to the campaign to work through and discuss the initiatives for 16 Days and how to best support and raise awareness for this campaign.</p>
<p>Public appearances 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?</p>	<p>To be completed during the 16 Days campaign.</p>

Initiative and Activities	Indicators	Mid-Year progress
<p>Staffing 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?</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 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>	<p>P3.1.1: Was the audit completed? (Action complete)</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. WCE to promote WCE and ToVP communication and social media channels to ensure optimal reach.</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>P3.2.2: Promoted WCE and ToVP communication and social media channels. (Action complete)</p>	

Initiative and Activities	Indicators	Current quarter progress
WCE to select 4 community organisations and inform ToVP who these organisations are	P3.2.3: Selected 4 community organisations and informed ToVP who these organisations are. (Action complete)	
<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. (Action completed)</p> <p>P3.3.2: Design process to established outputs, short and medium-term outcomes and an evaluation framework?</p>	<p>Healthy Strides Foundation The Healthy Strides Run4Health program was designed to help improve the fitness levels of children who live with cerebral palsy. The program ran over 12 weeks and consisted of 24 sessions altogether, with every session held at Mineral Resources Park along the concourse of Oval 1&2 as well as in the classrooms.</p> <p>The last testing session was held on 11/06 and positive feedback was provided about the improvement of the children's movement over the 12 week block.</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>P3.4.2: A minimum of 4 workshop sessions were held per community group.</p>	<p>Kensington PCYC: <u>Workshop 1:</u> WCE facilitated a football clinic at Kensington PCYC which took place on January 2022. AFLW player Sarah Lakay ran the clinic which consisted of age-appropriate football drills with the children followed by the opportunity to have posters signed and photos taken at the conclusion of the session.</p>

Initiative and Activities	Indicators	Current quarter progress
		<p><u>Workshop 2:</u> WCE hosted a Leadership Day for the children of Kensington PCYC at MRP. This session was attended by AFL players Liam Duggan and Tom Cole and children were given the opportunity to ask the players questions about leadership and what it takes to be a strong leader. The session ended in a tour of MRP and the children were given access to see the club facilities. The feedback from this showed that it was very well received.</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 are attended by current and past AFL players. So far this year 20 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> The annual Walking Footy Curtain Raiser was held at Optus Stadium on April 14 prior as an opener to the WCE v Richmond game. The Town of Victoria Park team played against a team compromised of participants from our Southwest Regional Walking Footy Program. This game was attended and coached by WCE staff and past players with the ToVP walking away with the win. An article was posted on the WCE website for members and supporters to read: https://www.westcoasteagles.com.au/news/1537234/metro-squad-get-the-win-in-second-walking-footy-curtain-raiser</p> <p><u>WADSA:</u> <u>Workshop 1:</u> WADSA run an inclusive program throughout the year called the All-Abilities Recreation Program, which occurs weekly for a 10-week block four times a year. WCE help to support WADSA in this program by having current and past players attend the sessions and build relationships with the participants as strong role models to have a</p>

Initiative and Activities	Indicators	Current quarter progress
		<p>healthy and inclusive lifestyle. 14 sessions have been completed so far which have consisted of dancing, ice-skating and ten pin bowling. WCE staff members and past players have attended every session and have seen significant progress in building relationships with WADSA participants and staff.</p> <p><u>Workshop 2:</u> On June 3, WADSA ran their annual AFL Xperience camp for their participants. AFL players Liam Duggan, Tom Cole, Josh Rotham and Oscar Allen attended the session and engaged with the participants through fun football drills and activities. As part of the camp, WCE donated 30 tickets to all participants to attend the WCE v St Kilda game on June 1 at Optus Stadium.</p> <p><u>Healthy Strides Foundation:</u></p> <p><u>Workshop 1:</u> On April 22, 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 and encouraging them to be as active as they can be. AFLW players and mascot Rick the Rock cheered on the participants and helped provide support and encouragement throughout the day. Photos were posted to the WCE website: https://www.westcoasteagles.com.au/albums/1536409/healthy-strides-move-a-thon?modal=true&type=gallery&playlistId=1536409&playlistSize=26</p> <p><u>Workshop 2:</u> The Healthy Strides Run4Health program was designed to help improve the fitness levels of children who live with cerebral palsy. The program ran over 12 weeks and consisted of 24 sessions altogether, with every session held at Mineral Resources Park along the concourse of Oval 1&2 as well as in the classrooms.</p>

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		<p>The last testing session was held on 11/06 and positive feedback was provided about the improvement of the children’s movement over the 12 week block.</p> <p>Healthy Strides participant Taj Deluca, who attended the Run4Health sessions at MRP was given the experience of a lifetime when he got the opportunity to travel with the AFL team for the WCE v Adelaide Crows game. Taj and his family spent the weekend in Adelaide with WCE staff and players and were part of the Guard of Honour for the match.</p> <p><u>Lathlain Playgroup:</u> WCE are still in discussions with Lathlain Playgroup and plan to attend a session with a player/mascot appearance later in the year.</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>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>Short term outcomes</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><u>Kensington PCYC:</u></p> <p><u>Workshop 1:</u> WCE facilitated a football clinic at Kensington PCYC which took place on January 2022. AFLW player Sarah Lakay ran the which consisted of age-appropriate football drills with the kids followed by the opportunity to have posters signed at the end of the session. <i>Benefits: promotion of an active and healthy lifestyle.</i></p> <p><u>Workshop 2:</u> WCE hosted a Leadership Day for the children of Kensington PCYC at MRP. This session was attended by AFL players Liam Duggan and Tom Cole and children were given the opportunity to ask the players questions about leadership and what it takes to be a strong leader. The session ended in a tour of MRP and the children were given access to see the club facilities. The feedback from this showed that it was very well received. <i>Benefits: Children gained knowledge and learnt about leadership skills.</i></p> <p><u>Connect Vic Park:</u></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</p>

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<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>the four school terms. The sessions were attended by current and past AFL players. So far this year 20 sessions have been completed. <i>Benefits: The program has been successful in creating new relationships with the participants, making their lives more positive, healthy, and active.</i></p> <p><u>Workshop 2:</u> The annual Walking Footy Curtain Raiser was held at Optus Stadium on April 14 prior as an opener to the WCE v Richmond game. The Town of Victoria Park team played against a team comprised of participants from our Southwest Regional Walking Footy Program. This game was attended and coached by WCE staff and past players with the ToVP walking away with the win. An article was posted on the WCE website for members and supporters to read: https://www.westcoasteagles.com.au/news/1537234/metro-squad-get-the-win-in-second-walking-footy-curtain-raiser <i>Benefits: Promotion of an active and healthy lifestyle for men over the age of 55.</i></p> <p><u>WADSA:</u> <u>Workshop 1:</u> WADSA run an inclusive program throughout the year called the All-Abilities Recreation Program, which occurs weekly for a 10-week block four times a year. WCE help to support WADSA in this program by having current and past players attend the sessions and build relationships with the participants as strong role models to have a healthy and inclusive lifestyle. 14 sessions have been completed so far which have consisted of dancing, ice-skating and ten pin bowling. WCE staff members and past players have attended every session and have seen significant progress in building relationships with WADSA participants and staff. <i>Benefits: Promotion of an active and healthy lifestyle for people of all abilities.</i></p> <p><u>Workshop 2:</u> On June 3, WADSA ran their annual AFL Xperience camp for their participants. AFL players Liam Duggan, Tom Cole, Josh Rotham and</p>

Initiative and Activities	Indicators	Current quarter progress
		<p>Oscar Allen attended the session and engaged with the participants through fun football drills and activities. As part of the camp, WCE donated 30 tickets to all participants to attend the WCE v St Kilda game on June 1 at Optus Stadium. <i>Benefits: Promotion of an active and healthy lifestyle for people of all abilities.</i></p> <p><u>Healthy Strides Foundation:</u></p> <p><u>Workshop 1:</u> On April 22, 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 and encouraging them to be as active as they can be. AFLW players and mascot Rick the Rock cheered on the participants and helped provide support and encourage throughout the day. Photos were posted to the WCE website: https://www.westcoasteagles.com.au/albums/1536409/healthy-strides-move-a-thon?modal=true&type=gallery&playlistId=1536409&playlistSize=26 <i>Benefits: Promotion of an active and healthy lifestyle for people of all abilities.</i></p> <p><u>Workshop 2:</u> The Healthy Strides Run4Health program was designed to help improve the fitness levels of children who live with cerebral palsy. The program ran over 12 weeks and consisted of 24 sessions altogether, with every session held at Mineral Resources Park along the concourse of Oval 1&2 as well as in the classrooms.</p> <p>The last testing session was held on 11/06 and positive feedback was provided about the improvement of the children’s movement over the 12 week block.</p> <p><i>Benefits: Promotion of an active and healthy lifestyle for people of all abilities.</i></p>

Initiative and Activities	Indicators	Current quarter progress
		<p><u>Impact story:</u> Healthy Strides participant Taj Deluca, who attended the Run4Health sessions at MRP was given the experience of a lifetime when he got the opportunity to travel with the AFL team for the WCE v Adelaide Crows game. Taj and his family spent the weekend in Adelaide with WCE staff and players and were part of the Guard of Honour for the match.</p> <p>Lathlain Playgroup: WCE are still in discussions with Lathlain Playgroup and plan to attend a session with a player/mascot appearance later in the year.</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 2024)</p>	<p>WCE are currently curating a survey that will be sent out to local community organisations. Results from this survey will be available in the 12 month report – December 2024.</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.</p>	<p>WCE are currently curating a survey that will be sent out to local community organisations. Results from this survey will be available in the 12 month report – December 2024.</p>
	<p>P3.5.4: Medium term outcomes</p>	

Initiative and Activities	Indicators	Current quarter progress
	Behaviour change takes place at an individual and community level. (12-month report – December 2024)	
Public reports P3.6: WCE to produce an Annual Outcome Report (quantitative and qualitative).	P3.6.1: Was the report completed and submitted to the Town of Victoria Park? (12-month report – December 2024)	
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.	P3.7.1: Provision of 1 staff member demonstrated by WCE. (12-month report – December 2024)	

Program 4. Recreational Groups and Sports Club Development

Initiative and Activities	Indicators	Current quarter progress
Audit of existing recreational groups and sports clubs in the Town of Victoria Park P4.1: 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.	P4.1.1: Was the Audit completed (Action completed)	
	P4.1.2: Were all organisations invited to participate? (Action completed)	
	P4.1.3: Participants are aware of opportunities to participate in positive skill development program (Action under review)	

Initiative and Activities	Indicators	Current quarter progress
<p>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.</p> <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>P4.2.1: Up to 25 sport and recreation groups can participate in the program (Action under review)</p>	
	<p>P4.2.2: Participants gained skills and knowledge to drive change within their community. (Action under review)</p>	
	<p>P4.2.3: WCE promoted to WCE and ToVP communication and social media channels to ensure optimal reach. (Action under review)</p>	
<p>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.</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: 1. Inclusion of recreational groups. 2. Facilitation of networking opportunities (Action under review)</p>	
	<p>P4.3.2: Marketing and communication support via West Coast Eagles channels. (Action under review)</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</p>	

Initiative and Activities	Indicators	Current quarter progress
	neighbouring Local Government officers. (Schools and other community organisations in the Town) when appropriate. (Action under review)	
	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 under review)	
Program Support P4.4: WCE to offer and demonstrate program support to 25 organisations.	P4.4.1: Was program support offered? (Action under review)	
	P4.4.2: Participants are aware of opportunities to participate in positive skill development program (Action under review)	
	P4.4.3: Participants gain skills and knowledge to drive change within their community captured through surveys. (Action under review)	
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.	P4.5.1: 4 annual workshops were delivered in line with the current needs of local clubs. (Action under review)	
	P4.5.2: 8 follow up sessions were held per group to offer targeted support (within the first 5 years of this agreement) (Action under review)	

Initiative and Activities	Indicators	Current quarter progress
<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>P4.5.3: Short term outcomes</p> <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. <p>(Action under review)</p>	
	<p>P4.5.4: Medium term outcomes</p> <ul style="list-style-type: none"> Behaviour change takes place at an individual and community level. 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>A survey is currently being developed by WCE staff which will be sent out later in the year. The survey will measure the results from the programs that are being delivered in the community and how the participants are benefiting from them.</p>
<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</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>	

Initiative and Activities	Indicators	Current quarter progress															
<p>week and draw upon Club resources to support clinics and workshops and initiatives.</p>																	
<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>	<p>Were 100 player hours provided in 2024?</p>	<p>YTD Player hours for 2024 are as follows:</p> <table border="1" data-bbox="1249 341 2168 571"> <thead> <tr> <th data-bbox="1249 341 1664 416">PLAYER HOUR SPLITS</th> <th data-bbox="1664 341 1944 416">Number of hours</th> <th data-bbox="1944 341 2168 416">Additional Hours provided</th> </tr> </thead> <tbody> <tr> <td data-bbox="1249 416 1664 456">AFL (40 hrs)</td> <td data-bbox="1664 416 1944 456">17</td> <td data-bbox="1944 416 2168 456"></td> </tr> <tr> <td data-bbox="1249 456 1664 496">AFLW (40 hrs)</td> <td data-bbox="1664 456 1944 496">6</td> <td data-bbox="1944 456 2168 496"></td> </tr> <tr> <td data-bbox="1249 496 1664 536">Past Players (20hrs)</td> <td data-bbox="1664 496 1944 536">66</td> <td data-bbox="1944 496 2168 536"></td> </tr> <tr> <td data-bbox="1249 536 1664 571">YTD Total (100)</td> <td data-bbox="1664 536 1944 571">89</td> <td data-bbox="1944 536 2168 571"></td> </tr> </tbody> </table>	PLAYER HOUR SPLITS	Number of hours	Additional Hours provided	AFL (40 hrs)	17		AFLW (40 hrs)	6		Past Players (20hrs)	66		YTD Total (100)	89	
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AFL (40 hrs)	17																
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YTD Total (100)	89																
<p>Provide Community benefits Strategy – Lease Obligations Report and Player Hours Report – Annually.</p>	<p>Separate Report completed annually (12-month report summary – December 2024)</p>																