



## Community Benefits Strategy Overview 2020

In what has been a challenging year in all facets of life in particular community engagement. The West Coast Eagles (WCE) are proud of the connection and impact we have been able to achieve with the Town of Victoria Park Community Benefits Strategy (CBS). Both parties, working hand in hand to reach outcomes in a changing landscape.

### West Coast Eagles Representative Hours

With limited player availability due to COVID-19, AFL protocols governing the Men's and Women's playing squad and large amount of time from March to October where staff were stood down, and only returning in a part time capacity until January 4<sup>th</sup>, when the team returned to full time work. We were still able to adapt as required to achieve the majority of the required allotment of 100 player hours, reaching 94.5 hours.

### Supporting Local Community Organization's

Under the CBS, WCE engaged with 4 not-for-profit organizations within the Town of Victoria Park:

1. Western Australia Disability Sporting Association
2. Lathlain Playgroup
3. Kensington PCYC
4. Healthy Strides OT Clinic

A survey was conducted late 2019 to assess which organization's (including both local community organizations and recreational and sporting clubs) we believed we could add most value to working collaboratively with. The relationship built with each organization and their clients in the first 12 months was a highlight, having significant impact on their well-being, none more evident than the relationship built at Healthy Strides, working with a young man named Logan. This particular relationship has been documented via the club's website, titled 'Strides Together'.

<https://www.westcoasteagles.com.au/video/817027/strides-together?videoid=817027&modal=true&type=video&publishFrom=1600657200001>

We look forward to continuing these relationships in the next four years with a particular focus to improve the connection with the Kensington PCYC who had some leadership changeover during the 2020 year, which limited our engagement with them.

### **Recreational Groups and Sports Club Development**

Given the sport and recreation clubs within the area (after completing the survey) we were able to reach out to 28 community clubs within the Town of Victoria Park multiple times throughout the year, with six reaching back for assistance:

1. *Victoria Park Junior Football Club (VPJFC)*
2. *Carlisle Football Club*
3. *Victoria Park Soccer Club*
4. *Perth Royals Soccer Club*
5. *Vic Park Curtin Cricket Club*
6. *Victoria Park Little Athletics Club*

We provided online workshops (we were unable to deliver face to face workshops due to Covid) to the sport and recreation clubs. These can be accessed via the YouTube channel below:

[https://www.youtube.com/playlist?list=PLOpI2EyPVsVb4jww9\\_k45A8dLBRyx3cua](https://www.youtube.com/playlist?list=PLOpI2EyPVsVb4jww9_k45A8dLBRyx3cua)

Of the six we shared a particularly close relationship with VPJFC in many different facets. Whether it be hands on training, event collaboration or donation items. VPJFC hosted our Naitanui Cup in November, which enabled them to showcase their facilities. It was a highly successful night in regards to community engagement. The video below showcases the Naitanui Cup at VPJFC.

<https://www.westcoasteagles.com.au/video/838922/naitanui-cup-2020?videoid=838922&modal=true&type=video&publishFrom=1606611600001>

We look forward to further growing our relationships with the six clubs we have engaged with, whilst also building new relationships and providing support to other Sports and Recreational Clubs in the area. For example we aim to target the district level clubs such as Perth Redbacks Basketball and Cricket clubs, who have junior feeder clubs attached to them.

## **Healthy Relationship Awareness**

The healthy relationships component of the CBS has been primarily based around raising awareness as well as promoting behaviors that are in line with the values held by the Healthy Relationship Strategy Group, within the Town of Victoria Park. A campaign to eliminate domestic violence against women was the center point of the healthy relationship strategy group's partnership with WCE. The 16 days in WA event along with video releases and working group meetings have been the predominant involvements. WCE have been an active participant in strategy group meetings, hosting one later in the year at Mineral Resources Park, which for the most part of the year was off limits to the external visitors, due to the COVID-19 protocols governing the competition. The video release on the elimination of violence against women is also available to view on the clubs website.

[Ending Violence Against Women \(westcoasteagles.com.au\)](https://westcoasteagles.com.au)

The inaugural year of the Community Benefits Strategy has been one of great learning and achievement, together we were awarded the *community-based initiative of the year at the 2020 Parks and Leisure National Awards of excellence*. A key to its success was all working groups having the flexibility to adapt to the problems that arose, whilst keeping open lines of communication constant throughout.

Our focus going ahead is ensuring the strategy will maintain the West Coast Eagles brand, having the same, if not greater impact it has had in the first year as it does when reviewed at the 5 year mark. Allowing for adaptability and a best fit approach for the variety of Town of Victoria Park groups that are engaged in the strategy in regard to West Coast Eagles.

We look forward to working with the Town of Victoria Park in 2021.

Richard O'Connell  
**General Manager**  
**Community and Game Development (AFLW)**

### ToVP Visits and Photos

	<b>Date</b>	<b>School</b>	<b>Visit type</b>	<b>Info</b>
1	11/02/2020	Ursula Frayne CC Secondary	Safer Internet Day	Cyber Awareness presentation – 160 students and social media post of the day
2	17/02/2020	Lathlain PS	Teachers PD day at MRP	Lathlain PS teachers PD day at MRP classrooms
3	11/08/2020	Ursula Frayne CC Secondary	Eagle Insight Program	Elite Performance presentation – 80 students
4	11/08/2020	Kent Street SHS	Eagle Insight Program	Leadership presentation – 10 students
5	17/08/2020	Kent Street SHS	Eagles Insight Program	Elite Performance presentation – 40 students
6	17/08/2020	Regent College	SEDA	All students involved in football clinics
7	18/08/2020	Kent Street SHS	Eagle Insight Program	Elite Performance presentation – 40 students
8	24/08/2020	Regent College	SEDA	All students involved in football clinics
9	26/08/2020	Ursula Frayne CC Secondary	Football Competition at MRP Oval 2	Game played at MRP with team photo with 4 current and past AFL/W players
10	28/09/2020	Victoria Park Christian School	ERMS Program	Presentation to whole school assembly with Rick the Rock – 200 students
11	3/10/2020	Carson Street School	ERMS Program	Presentation to whole school assembly with Rick the Rock – 30 students and classroom walk around
12	3/10/2020	East Victoria Park ESC	ERMS Program	Presentation to whole school assembly with Rick the Rock – 60 students
13	4/10/2020	Ursula Frayne CC Secondary	Eagle Insight Program	Leadership – 100 students at MRP
14	8/12/2020	Ursula Frayne CC Primary	Eagle Insight Program	Cyber Awareness – 120 students

15	10/10/2020	Kent Street SHS	RUOK Day celebration	Stall with giveaways and football activities during school lunch time
16	10/10/2020	Carson St School	Football Clinic	30 students
17	15/10/2020	Kent Street SHS	ALP Program	Into session followed by 3 school run sessions
18	16/10/2020	Victoria Park Christian School	Football Clinic	30 students
19	17/10/2020	East Victoria Park ESC	Football Clinic	30 students
20	10/12/2020	Ursula Frayne CC	Eagle Insight Program	Leadership presentation – 180 students
21	10/12/2020	Ursula Frayne CC Primary	Eagle Insight Program	Cyber Awareness – 120 students
22	22/10/2020	Ursula Frayne CC Primary	Eagle Insight Program	Leadership presentation – 120 students
23	24/10/202	Santa Clara CPS	ERMS Program	Presentation to whole school assembly with Rock the Rock – 300 students
24	24/10/2020	Santa Clara CPS	Football Clinic	2 classes – 60 students
25	3/12/2020	East Victoria Park ESC Carson St School	Drop off Giveaways for students and signed merchandise to raise funds for schools.	Engages disability sports WA, VisAbility, Healthy strides foundation and dropped off giveaways
26	9/12/2020	Lathlain PS	Football Clinic	School Choir – 30 students
27	10/12/2020	Ursula Frayne CC Secondary	Eagle Insight Program	Leadership presentation – 180 students
28	13/12/2020	Lathlain PS	Twilight Xmas Concert	Rick the Rock appearance
29	15/12/2020	Lathlain PS	HJ Giveaway visit	Q & A with 2 Players and Rick the Rock – 2 classes 50 students





