

Community Benefits Strategy



(2019–2024) The first five years.

An overview of programs to be delivered by our unique partnership.



TOWN OF
VICTORIA PARK



Grasping the opportunity

Rarely does an opportunity arise where one of Australia's leading sporting organisations relocates to an area and agrees to form a partnership with the local government to not only redevelop the physical site but to work together to drive significant social, economic and civic leadership benefits to the community.

This happened when the West Coast Eagles shifted its headquarters to the Town of Victoria Park. One of the agreed outcomes of the partnership is to produce a Community Benefits Strategy, which delivered in partnership, will underpin the commitment of the project partners.

The Town of Victoria Park, West Coast Eagles, Wirrpanda Foundation and the Perth Football Club partnered in the design process of the Community Benefits Strategy to collectively bring their own strengths to the partnership. The West Coast Eagles are a successful sporting club with high levels of community engagement, support and participation across Western Australia. The Town of Victoria Park is one of Perth's most empowered and engaged communities with a focus on supporting an inclusive, connected and thriving community. The Wirrpanda Foundation focuses on improving the quality of life for Aboriginal and Torres Strait Islander peoples. Perth Football Club are a local sporting club with strong community relationships and local networks.

By working collaboratively and engaging the community as a partner in the process of building the strategy, much has been achieved and the prospects for the future have begun to be realised. The aims of the strategy are

to deliver life-long learning opportunities, empower local community members, improve local amenities, and foster leadership and collaboration. The partnership is an innovative way to utilise the individual strengths of all project partners for the benefit of the Town of Victoria Park community.

The strategy delivery partners have committed to deliver on the agreed benefits collectively and will each bring their strengths to the partnership. Four community programs will be delivered in the first five years. The West Coast Eagles will lead the delivery of Healthy Relationship Awareness, Supporting Local Community Organisations and Recreational Groups and Sports Club Development. The Wirrpanda Foundation will lead delivery of Youth Engagement. The strategy will also guarantee the employment of two full-time equivalent positions to implement initiatives, which will be supported by 100 hours of West Coast Eagles player involvement per year.

We would like to extend our sincere thanks to those who contributed their ideas during the community engagement process and particularly to the members of the community panel who selected and made recommendations on the first projects to be supported through the strategy.



Anthony Vuleta

CEO Town of Victoria Park



Trevor Nisbett

CEO West Coast Eagles



Lisa Cunningham

CEO Wirrpanda Foundation

"It's been really good because you have different people, thoughts, ideas, age groups and upbringings – and it's good to get that diversity to build the community panel experience." – Community panel participant



We wish to acknowledge the traditional custodians of this land, the Wadjuk people of the Nyoongar nation and pay respect to their Elders past, present and emerging. We are committed to reconciliation for all Australians.

A century partnership has begun...

Town of Victoria Park

The Town of Victoria Park is a local government area of Western Australia located two kilometres from the Perth CBD and is primarily an inner urban residential area of Perth. The Town of Victoria Park is one of Perth's most empowered and engaged communities with a focus on supporting an inclusive, connected and thriving community.

Perth Football Club

Formed in 1899, The Perth Football Club, nicknamed the Demons, has experienced ongoing success for 120 years and recently undergone an extensive strategic rebuilding project that will see the club engaging in increased community activities, with a focus of using sport to achieve wider community objectives.

Social and economic benefits for all the community and development of the Lathlain Precinct

West Coast Eagles

Since entering the AFL in 1987, the West Coast Eagles Football Club has competed in the AFL finals series more often than any other club. The West Coast Eagles have been actively supporting the Western Australian community since the club's inception and are constantly striving to positively contribute to the state.

Wirrpanda Foundation

Founded in 2005, the Wirrpanda Foundation exists to improve the quality of life for Aboriginal and Torres Strait Islander peoples by working together to empower and build capacity amongst Aboriginal individuals, their families and their communities.





What the partners bring to the table

Town of Victoria Park

Vision

The Town of Victoria Park: A dynamic place for everyone.

- We are Perth's most empowered and engaged community.
- We are Perth's premier place for entertainment and entrepreneurship.
- We lead in sustainability.
- We put people first in urban design and safety.
- We are inclusive and connected with a thriving community.

Mission

The Town of Victoria Park will communicate with, empower and support the community and promote social, economic and environmental sustainability to create our vision.

- Social – To promote sustainable, connected, safe and diverse places for everyone.
- Economic – To promote sustainable, diverse, resilient and prosperous places for everyone.
- Environment – To promote sustainable, liveable, healthy and green places for everyone.
- Civic leadership – To show leadership by communicating with, empowering and supporting people in the community.

Values

- We will be proactive - We will look to cause positive things to happen rather than waiting to respond.

- We will have integrity - We will be honest, accountable and transparent in how we do things.
- We will be caring - We will display kindness and concern.
- We will be innovative - We will be courageous in introducing new ideas to meet community need and improve our services and projects.

Strengths in delivery

There are a number of important projects that the Town of Victoria Park will focus on that will act as a catalyst in changing the profile of the Town of Victoria Park in the Perth metropolitan area and enhance the quality of life experiences of its community members and visitors.

West Coast Eagles

Mission

The West Coast Eagles Football Club is committed to sustained success on and off the field. While the core business of West Coast Eagles is winning football matches and the organisation is driven to be the most successful club in the competition, there is also a collective commitment to the club's responsibility and capacity to positively impact and provide assistance to the community.

Values

- We are united
- We are passionate
- We are professional

Strengths in delivery

The West Coast Eagles is a professional sporting organisation with experience in utilising sport to deliver educational outcomes.

Wirrpanda Foundation

Vision

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

Mission

To lead the provision of education and employment opportunities. We influence and inspire the empowerment of our people through our diverse work force, which is led by our First Australian role models.

Values

We deliver carefully constructed, culturally inclusive education and employment programs which assist Aboriginal children, families and the community to be better equipped to contribute to significant social decisions that directly impact upon their lives.

Strengths in delivery

The Foundation currently has 60 staff members; 80% of staff members are of Aboriginal and/or Torres Strait Islander descent with the philosophy of local Aboriginal role models being empowered to build capacity in their communities.

Perth Football Club

Vision

To be a thriving and successful community destination.

Mission

- Football – We are a club that wins both on and off the field.
- Facility – We are a club that provides facilities that support our long-term future.
- Community – We are a club that connects and adds value in our community.
- Sustainability – We are a club that strives to be financially secure.

Values

- To lead, instigate growth, change and progress in ourselves and those around us.
- Connected – Everyone in the club from player to board members, working together to achieve our club goals.
- Committed – Being dedicated to our vision and staying true to our course.

Strengths in delivery

Perth Football Club has a deep understanding of the local area that comes from being a local club with strong local connections and an extensive network of partners and sponsors from the community.

“It's nice to have the community together to discuss our future goals and objectives, and how the Town, West Coast Eagles and Wirrpanda Foundation will be working together collaboratively to help this community.” – Community panel participant

The first five years

Listening to the community has been a key ingredient in developing the Community Benefits Strategy.

It was vital to ensure that community members not only understood the benefits of the Community Benefits Strategy, but also has the opportunity to contribute to it. As such, an extensive community engagement process was delivered between October-December 2018, which included:

Digital Online Engagement – Your Thoughts

The online engagement page was visited 814 times.

Community Survey and 'Ask a Question'

Community could provide feedback by completing a survey, asking for more information or contribute further ideas. We received 77 responses.



Pop-up Information Events

Three pop-up events were held to inform the community of the project and how they can get involved.

Community Panel

The next phase saw the creation of a community panel – a selection of 30 Town of Victoria Park residents who represented a variety of ages, genders and ethnicities. Community panel members were also recruited based on the suburb they reside, relationship status and housing arrangements.

A series of 16 program options, drafted by the project partners, were presented to the community panel members. The community panel then worked through a structured process which resulted in the prioritisation and recommendation to the project partners on which four programs should be the focus of the Community Benefits Strategy for the first five years.

To help inform the development of the community programs, the Town of Victoria Park's Strategic Community Plan was the primary informing document as well as the strategic objectives of each of the project partners.

The four recommended programs are now being implemented as part of the first five years of the Community Benefits Strategy.

With the expertise and experience of the partners as one ingredient and the context of the communities of the Town of Victoria Park the other, it was considered by the community that the four programs which would maximise value to the most people are those which:

- Ensure that the environments of each person are safe and secure to provide the opportunity for everyone to live rich and full lives.
- Build a community filled with opportunities for people to connect, participate and contribute to and with each other.
- Assist young people to develop the skills, desire and pathways to live rich lives connected in their communities.

In addition to these specific, community defined projects, the partnership will bring many added benefits.



The West Coast Eagles players will be available to support a range of agreed activities. The delivery of the community programs will be supported by 100 hours per year of player involvement, including:

- » Utilisation of player ambassadors (male and female) and Wirrpanda Foundation role models to increase awareness of physical activity, healthy relationship awareness and advocacy.
- » Player appearances at healthy relationship awareness, local recreation group and sporting club workshops and Town of Victoria Park community events.
- » Player ambassadors' images utilised in a healthy relationship awareness video.
- » Player images utilised to promote the programs and in social media posts promoting local community group and local recreation group and sporting club events.

"As part of a community group myself, it is nice to give my input in what I feel is required and needed in our community." - Community panel participant



"I'm really pleased the Town of Victoria Park is going to this level of effort to consult with the broader community about its future priorities for the Community Benefits Strategy." – Community panel participant



"It gives me an interesting perspective of what's going to be happening, especially because I live so close to the oval. It gives me a unique insight that other people wouldn't know if they weren't part of this process." – Community panel participant



"It was interesting meeting a lot of different people with different views from all around the community – it was a good experience." – Community panel participant

The first four programs

To be delivered each year over five years from 2019-2024



Youth Engagement Program

Main delivery partner: Wirrpanda Foundation

The Youth Engagement Program will engage young people in constructive local activities and support parents with older children and adolescents.

The program will be available to all youth community members, creating an inclusive and safe environment, along with opportunities to increase cultural awareness and breakdown cultural barriers to inclusion.

The Wirrpanda Foundation has a long and successful history of delivering health and education programs for young people since 2005, including:

- » Wirra Club Wirra Kids
- » Wirra Sports
- » Deadly Sista Girlz
- » Deadly Brotha Boyz
- Weekly educational and aspirational program for youth aged 12-18
- Access to role models, promoting physical activity, health education and self-development
- Programs are to run during the school term and school holidays
- Local youth will be engaged for input into the design of the program to ensure it meets their interests
- Create working relationships with local community and organisations to target diverse range of youth participants



Healthy Relationship Awareness

Main delivery partner: West Coast Eagles

Healthy relationships, including domestic violence awareness and prevention, is a focus area that has deservedly received increased attention from the community, not for profit agencies and government as a priority to address. Domestic violence is a complex issue that is still the subject of ongoing research, which is striving to identify the best method to reduce its incidence and impact on the community and prevent further violence from occurring. Awareness and advocacy are two strategies that have proved to be effective at reducing the harm domestic violence causes on the community.

Sport is critical for raising awareness about the importance of respectful relationships and the prevention of violence against women, men and children. This project utilises the positive influence of sport to embed messages reinforcing respect and equality across the Town of Victoria Park's sport and recreation clubs.

- Establish contacts and working relationship with key local stakeholders, including local clubs and community groups
- Develop awareness video including West Coast Eagles and Wirrpanda Foundation ambassadors and local club representatives
- West Coast Eagles to join the local 'Healthy Relationships Strategy Group (South East Metro)' professional network
- Develop (in conjunction with agencies) and promote club and community groups 'Healthy Relationships' support program tools
- Provide 'Healthy Relationships' education and follow up to local clubs and community groups



Supporting Local Community Organisations

Main delivery partner: West Coast Eagles

The purpose of this project is to support four community not-for-profit or community group organisations over the first five years.

The West Coast Eagles Football Club is arguably one of the most successful and recognisable sporting clubs in Western Australia with over 80,000 members and a social media following of more than 300,000 Facebook fans and supporters.

- Establish the number of not-for-profits and local community groups within the Town of Victoria Park
- Selection process for support developed
- Application process promoted
- Create working relationships and tailor support to the selected not-for-profits/community groups needs
- Local community organisations support and assistance provided



Recreational Groups and Sports Club Development

Main delivery partner: West Coast Eagles

Grassroots sport and recreation groups contribute to individual and community social health and well-being. Most clubs are run by volunteers, who may benefit from assistance with strategic planning, governance structures, constitutions, long-term planning and other related club management issues. There is an identified need to provide 'club development' support to ensure sustainable and well managed grassroots clubs.

The West Coast Eagles Football Club in partnership with the Department of Local Government, Sport and Cultural Industries, through the Club Development Program will provide additional support and advice to local sporting clubs who make a significant contribution to individual and community social health and well-being.

- Establish the number of recreational groups and sporting clubs in the Town of Victoria Park
- Establish contacts and working relationships
- Survey local clubs and recreational groups to determine areas of support which are sought after
- Determine and deliver Recreational Groups and Sports Club Development support program



Join-up

- If you are a member of a community-based organisation in the Town of Victoria Park, your group has the opportunity to apply to join the community programs that are being implemented across the area.
- If your children go to a school in the area, a range of programs featuring the West Coast Eagles and Wirrpanda Foundation will be offered to them.
- If you are a teenager or have children/teenagers who reside in the Town of Victoria Park, a range of skill development programs will occur over the coming years.
- If you or your family would like to strengthen healthy relationships, support and educational programs will be available.
- If you own a business in the area, the renewed focus through the Lathlain precinct and all the associated activity and specific programs should enable you to target a greater market of interested people.
- If you live in the area there is an opportunity to watch elite teams train, watch AFLW matches and join free tours of the facilities.

Additional opportunities will be identified as they emerge from the community and are embedded into the Community Benefits Strategy that is possible through the partnership.

Community benefits the partnership will bring:

The partnership will result in many other benefits beyond the the first four community programs, which will include:

- Using the project partners' communication channels to expand reach of the Town of Victoria Park's visitor attraction marketing campaigns
- Improved activation of Lathlain Park precinct
- Increased delivery of local West Coast Eagles community programs
- Economic benefits for local businesses through increased visitation in the area
- Cultural and mentoring support for community members
- Education and employment opportunities and support for Aboriginal and Torres Strait Islander peoples
- Increased Aboriginal and Torres Strait Islander cultural awareness, guidance and event opportunities
- Partner representation on the Town of Victoria Park Aboriginal Engagement Advisory Group
- Infrastructure funds
- » West Coast Eagles \$1 million – Lathlain Park Zone 2
- » Western Australian Government \$10 million – Lathlain precinct
- » West Coast Eagles \$1 million and additional Federal Government \$4 million – Perth Demons facility upgrade
- Amenity and access
 - » New Telstra mobile tower
 - » Community use of new amenities and facilities, including:
 - ◇ Two new elite AFL ovals
 - ◇ Wirrpanda Foundation amphitheatre
 - ◇ Running track
 - ◇ Plyometric ramps and stairs
 - ◇ Community classrooms
 - ◇ Seasonal gardens

The West Coast Eagles will administer community bookings of these facilities.

Would you like to know more?

Every five years, the programs within the Community Benefits Strategy will be evaluated and reviewed by the project partners to ensure that the programs are relevant to the local community and respond to changing community needs and aspirations as well as being monitored annually and reported in the Town of Victoria Park's Annual Report.

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

[VICTORIAPARK.WA.GOV.AU/LATHLAINPRECINCT](https://victoriapark.wa.gov.au/lathlainprecinct)

or contact the Town of Victoria Park by:

telephone on **(08) 9311 8111**

email at **admin@vicpark.wa.gov.au**

post at **Locked Bag 437, Victoria Park WA 6979**



