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ଆପका शहर, आपका क्लब  
شهر شما، باشگاه

**YOUR CITY**  
**YOUR CLUB**  
**FREE FAMILY TICKETS**  
**MELBOURNE VS GWS GIANTS**  
Sunday April 21 2013  
Melbourne Cricket Ground (MCG)



**DEES IN THE**  
**CITY OF CASEY**  
**COMMUNITY 2013**





# INTRODUCTION

The Melbourne Football Club recognises the importance of genuinely giving back, and is particularly proud of the contribution made by the Club to the City of Casey community. Now in its fifth year, the City of Casey and Melbourne Football Club partnership continues to grow, evolve and engage by providing meaningful programs and experiences.

The Melbourne Football Club works in partnership with a range of local government, corporate and not for profit agencies to deliver programs focusing on five key pillars: education, multiculturalism, women in football, business and grassroots football.



# EDUCATION

Sport is a great tool to engage students in education, and at the Melbourne Football Club we use football as a platform to create an exciting learning environment.

The Melbourne Football Club is passionate about children achieving success in literacy, particularly reading, spelling and writing. It is for this reason that we have developed the Read Like a Demon (RLAD) program for primary and pre-school aged children.

The primary school program is supported by a comprehensive interactive teacher resource, featuring lesson plans, reading and writing student activities, and competitions based on literacy. The pre-school program follows a similar model, but is also supported by the Little Learners Love Literacy resource.

Both programs are integrated into the curriculum and framework of each school/pre-school. The program is also supported by the "Deezone", the Melbourne Football Club's kids' website. Here, students can post book reviews, enter writing competitions, download fun reading activities and catch up on RLAD news.

## SNAPSHOT

- ➔ Currently, 38 local kindergartens and primary schools participate in the RLAD program
- ➔ In 2013, more than 650 online book reviews were posted by City of Casey students
- ➔ 2,500 children actively participated in the RLAD pre-school and primary programs in the City of Casey.

"We had Jimmy Toupas, Jack Fitzpatrick and Jesse Hogan visit our school to deliver the Read Like a Demon program. They were fantastic!"

Debbie Walters - Mossgiel Park Primary school



**Deezone.com.au**  
is the place to be!

Whether you want to play games or enter competitions, there's always something fun to do.

Do you know Jeremy Howe, who wears No. 38 for the Demons, and takes big marks? He's made an online TV show just for you, called 'Howe to', keep an eye out for it on deezone.com.au





# MULTICULTURAL

The Melbourne Football Club works closely with the AFL, AFL Victoria and the South East Junior Football League (SEJ) to build strong working relationships with the many diverse communities in the south east region of Melbourne.

The Multicultural Schools Program (MSP) targets primary schools in the City of Casey with a high proportion of multicultural students. A range of resources have been developed to assist migrant communities understand the game of AFL football. The program includes an introductory structured football program and theory based activities which focus on teamwork, respect, harmony and fair play.

The Unity Cup, another branch of the Multicultural Schools Program, focuses on strengthening ties with the police, Muslim, and other culturally and linguistically diverse communities, through a mutual appreciation of Australian Rules football, targeting 15 – 19 year-old males. Players have been recruited from local agencies, including the Centre for Multicultural Youth and Adult Migrant Education Services, both from the Casey and Dandenong regions.

## SNAPSHOT

- The Demons' 2013 Unity Cup team consisted of Afghan, Iraqi and African players, all of whom were residents of Casey
- Seven schools and more than 600 students participated in the Multicultural Schools program
- Over 300 Melbourne Football Club family tickets were provided to MSP participants and their families in the City of Casey.

"For the past five weeks our students have participated in the Multicultural Schools program. We all agree that it has been a valuable experience for our Year 3/4 children. I hope that it will continue in the years to come. It is an excellent program!"

Jan McCormick –  
St Paul Apostle South primary school

# WOMEN

The Melbourne Football Club continues to be an industry leader in supporting and up-skilling women in football and the wider community. We are genuine in our commitment to engaging women, ensuring we provide an inclusive environment across all aspects of the Club.

The Melbourne Football Club continues to be renowned as the AFL's leading club in supporting women's football. In 2013, the inaugural AFL sanctioned women's match was played between Melbourne and the Western Bulldogs, representing a first for the industry. Draft pick number 13, Ellie Blackburn, was recruited from the Casey community. Ellie also coached the Under 12 girls' football academy, with participants selected from local clubs within the Casey region.

The Melbourne Football Club also joined forces with TaskForce, a not for profit organisation, providing a range of community based programs and services, and delivered the Dare to Dream – 'Girls with Attitude' program in Cranbourne. The program focused on females from 13 to 17 years old, with the aim of promoting and enhancing their well being through increased self esteem.

In addition, the Melbourne Football Club continues to support the Challenge Family Violence project, a groundbreaking leadership project working for social change in the prevention of violence against women and children. Past player Russell Robertson assisted with the launch, and will continue to support the initiative.

## SNAPSHOT

- 7,518 people watched the women's game at the MCG
- 5,822 watched the game on YouTube
- The Melbourne Football Club initiated and drove the first ever AFL women's game with participants from the City of Casey.

"I was thrilled to be drafted by the Melbourne Football Club. Never in my wildest dreams did I think that I would have the opportunity to play for an AFL team. I was so proud to pull on the red and blue jumper because I know that Melbourne truly supports female footy and my local community."

Ellie Blackburn – Draft pick No. 13 and local City of Casey resident







# BUSINESS

The Melbourne Football Club is proud to support the Casey Cardinia Business Breakfast Series in conjunction with Cardinia Shire Council, the City of Casey and Monash University.

The Casey Cardinia Business Breakfast Series hosts four events each year, in locations split between the Casey and Cardinia municipalities, providing a networking event for local businesses.

In 2013, City of Casey businesses were also provided with a business networking opportunity pre-game at the MCG in Round Three. Sixty businesses were invited to the networking lunch, which provided a wonderful opportunity for business and likeminded people to connect.



## SNAPSHOT

- The Casey Cardinia Breakfast Series has grown in number of attendees by 300% over the last four years
- Inaugural "Casey Business Lunch at the Footy" at the MCG was attended by 60 businesses
- Casey Business Awards applications have averaged 90 applications over the last four years - the Melbourne Football Club has been a major sponsor and supporter of the awards.

"The City of Casey Partnership and the Melbourne Football Club has been paying off great dividends for the Casey business community. The football club has become a major supporter over the last four years of the Casey Business Awards and has been involved in business training programs and business development initiatives. Their support and the ongoing relationship will continue to play a significant role in the City of Casey's drive to increase business growth and investment in the Casey Cardinia Region"

David Wilkinson, Manager, Economic Development, City of Casey

# CITY OF CASEY ROUND

To celebrate the Melbourne Football Club's partnership with the City of Casey, the annual City of Casey Round for 2013 was in Round Four, against the GWS Giants at the MCG.

The match provided many ways to highlight the partnership, including Mayor Cr Amanda Stapledon tossing the coin, the team banner featuring a welcome message for Casey residents, a pre-match clinic with participants from the Casey region, and the guard of honour being made up of participants from Casey Auskick centres.

A highlight of the round was the inclusion of the 'Dee-Train'. Families in the City of Casey were offered free family passes to the game, and were encouraged to jump on board the themed 'Dee-Train', which left from Pakenham station. Activities on the train included face painting, entertainment, Club mascots, free food vouchers and giveaways.



## SNAPSHOT

- 20,018 were in attendance at the City of Casey Round in Round Four
- 309 family tickets were issued (total of 1,288 people), with 51% (approx 650) activated
- More than 1000 residents caught the 'Dee-Train'.

"Hi, my name is Christina and I'm a resident of City of Casey. You placed an ad in local paper regarding free family passes to see Melbourne play at the MCG for the City of Casey Round. I wanted to say thank you so much for this opportunity and I'm so grateful. My family and I have never attended any games regarding footy before. My eldest son was excited as he loves the footy and a few of the players have actually been at his school Marnebek. It meant dearly to me to have a first family experience to see Melbourne play and at the MCG. Thank you for the experience, my kids had a fantastic time."

E-mail from Christina, City of Casey resident





# GRASSROOTS FOOTBALL

The Melbourne Football Club is proud to be a partner of the South East Junior Football League (SEJ). Currently in its fourth year, the partnership is aimed at increasing junior participation, providing coach and volunteer education, and supporting junior footballers. In 2013, SEJ moved into the Melbourne Football Club campus within the VFL pavilion at Casey Fields, providing a tangible and integrated approach to the relationship.

The Melbourne Football Club supported many grassroots initiatives throughout the year, including Little Demons Day – a key event on the SEJ calendar – by providing player appearances, mascot visits and loads of giveaways.

The Club also delivered a coach mentor program, which consisted of 24 aspiring local coaches from partnering leagues. The coach mentoring program aims to enlighten and better equip local coaches by providing behind the scenes access to an elite coaching environment.

In addition to the above programs, players also visited Auskick centres, as well as interleague and representative teams within the region, giving encouragement and insight into the inner sanctum of football.

## SNAPSHOT

- ➔ More than 270 hours were invested by MFC players in local football in the City of Casey
- ➔ More than 60 Auskick centres and junior clubs were visited
- ➔ 7,500 SEJ and Auskick participants were reached
- ➔ 120 nominations were received for the 2013 Auskick Demons Award.

"The partnership links the strong national branding of MFC and strong local branding of the largest junior youth organisation in the City of Casey. With almost 5000 participants in this region, the partnership has massive positive impact on the community. We value the partnership with Melbourne and look forward to strengthening the value of the partnership in the community."

Shaun Connell, General Manger, South East Juniors

# COMMUNITY ENGAGEMENT

Playing a NAB Cup game in the City of Casey – the Melbourne Football Club's community heartland – is an important event for the Club, supporters, members and residents. In 2013, the Club hosted a clash against the Saints at Casey Fields.

A free community fun day was held pre-game, providing an opportunity for children to enjoy free rides, entertainment and giveaways, and get autographs from their favorite players.

The partnership allows us to position Casey Fields as a great venue to host future NAB Cup and AFL matches, bringing AFL to the doorstep for many local residents.

The Melbourne Football Club also continues to support a number of community events in the City of Casey, including the Berwick Show, Casey Kids Carnival, MRA GP Run, Melbourne Stars Family Day and the Challenge Family Violence project.

## SNAPSHOT

- ➔ In 2013, 1,279 City of Casey residents signed up as members for the Melbourne Football Club
- ➔ Cranbourne and Berwick moved into our top 20 postcodes for our 2013 membership base
- ➔ More than 8,000 people attend the NAB Cup game at Casey Fields.

"The presence of MFC in the City of Casey has helped enormously for high profile sporting events to be conducted at Casey Fields, including the recent 2013 NAB Cup match between Melbourne and St Kilda, which was very successful. An activity like this provides Casey residents with opportunities to attend first class sporting events in their very own backyard and consolidates Casey Fields as the premier sporting facility in the south east of Melbourne."

Richard Amon, Manager, Sport and Leisure, City of Casey







# COMMUNITY CAMP

Melbourne's playing group visited Cranbourne and Pakenham as part of the 2013 Australia Post AFL Community Camp. The entire playing group connected with the community, visiting local libraries, the local council, sporting clubs and some players even monitored traffic at school crossings, which gave parents and students a pleasant surprise!

Other activities that took place during the Community Camp included:

- Players visiting classrooms and delivering a component of the RLAD program
- Players delivering football clinics at local schools
- Exclusive training sessions for local coaches and trainers for local football clubs
- Local students from the SEDA Berwick campus meeting with players to discuss leadership
- A clinic for multicultural students was held at Cranbourne Secondary College
- The leadership group met with the local council and staff for an afternoon tea.

## SNAPSHOT

- 16 primary schools were visited
- More than 3,500 students were reached across the camp
- 126 hrs were invested in the community by the playing group.

"I just wanted to write to you to let you know how impressed our school was with the young players you sent to conduct the football skills clinic today as part of Melbourne's community Camp. Jeremy, Jordie and Nathan were very friendly and professional in their approach to our students. Thank you for giving our students this wonderful opportunity to further develop their skills and be mentored by absolute professionals. We look forward to having them return at some stage in the near future!"

Email from Martine Carmichael, City of Casey primary school teacher

# CASEY DEMONS SUPPORTER GROUP

The Melbourne Football Club has supporter groups in all corners of Australia, including the City of Casey. The Casey Demons is a group that comes together to raise funds for the Club, support the Club's community programs, organise events for local fans and, most importantly, cheer on the red and blue.

This year, the Casey Demons has supported the Club in many ways, including hosting the Casey Demons Christmas party at Casey Fields, assisting with both the intraclub and NAB Cup matches, hosting the Casey Demons district dinner, and driving the Demon Buddy program at Centro in Cranbourne.



## SNAPSHOT

- Casey Demons directly reached more than 8,000 people through supporting the Club's community initiatives
- Casey Demons have more than 1,200 members, all residing in the City of Casey.

"Casey Demons Supporters Group was formed in 2009 to support Melbourne Football Club's involvement in Casey. The group's members gain great satisfaction from supporting the Club's promotional activities in the rapidly expanding Casey market. Our work enables us to feel a part of the Club and our local community."

Lisa Schreurs President of Casey Demons





