

COMMUNITY PROGRAMS 2009-2010

The Melbourne Football Club is entrenched in the entire City of Casey, well beyond the Casey Fields training facility.

Building on the progress made in 2009, a number of initiatives and programs were improved and implemented in 2010, including:



KICKING GOALS

The Kicking Goals Program focuses on Healthy Eating, Respect, Harmony, Leadership and Teamwork. The program is facilitated by Monash and Deakin University Advanced Practicum students and/or PE teachers within each school.



DON'T DRIVE LIKE A DEMON

Aimed at young people via the Mornington Peninsula Nepean Football League, this program aims to raise awareness about the risks of dangerous driving. The program is delivered to 3,000 young footballers and netballers across 32 local clubs, in conjunction with the City of Casey, Eastlink, RACV, CFA, Victoria Police, Roadsafe, Hankook and Volvo.



READ AND WRITE LIKE A DEMON

Read and Write Like a Demon is a literacy program that offers primary students an opportunity to participate in reading and writing workshops. This is a joint partnership between the Melbourne Football Club and Casey - Cardinia Library Corporation, supported by Hardie Grant Egmont Publishers.



DIGITAL DEMONS POWERED BY KASPERSKY

The Digital Demons program educates both primary and secondary school communities about safe, respectful and responsible behaviours in the digital world.

DEMON HEARTLAND

Going to the footy is a rite of passage for every child, and the Demon Heartland program has been developed to give kids the opportunity to attend Melbourne home games at the MCG. In 2010, 400 Casey households were given access to family tickets for two designated Casey games at the MCG.

OUR MAJOR COMMUNITY PARTNERS:



2010-2011 LOOKING AHEAD

In 2011, the Melbourne Football Club will continue to work collaboratively with the City of Casey to develop meaningful, genuine and relevant programs that meet community needs.

Following a review by the City of Casey and Melbourne Football Club partnership steering committee, the key program areas have been simplified to the following 'pillars' to guide the partnership as it evolves over coming years:

- Casey Fields
- MCG
- Business
- Media, Communications and Events
- Partnerships
- Advocacy and Social Issues
- Education/Community Development
- Sport and Recreational Development

The following are some of the initiatives we will be focusing on in the next twelve months:

- Implementation of the Kinder Kick program, which will focus on motor skills and physical activity for pre-school children

- Development of the Dare to Dream program, aimed at Year 9 secondary students, which will focus on aspirations and leadership
- Launch of a Casey membership, tailored specifically to Casey residents
- Introduction of "Super Sessions" at Casey Fields for local schools and sporting clubs
- Commissioning of an independent business case for the development of a 20,000 capacity stadium at Casey Fields
- Increasing participation in education programs within schools and the broader community.

CITY OF CASEY AND MELBOURNE FOOTBALL CLUB PARTNERSHIP

The Melbourne Football Club is kicking goals in the Casey community, through its 30-year partnership agreement with the City of Casey.



INTRODUCTION

The City of Casey and the Melbourne Football Club have been working together in partnership for two years, delivering programs which meet community needs and provide exciting and meaningful learning experiences.



The City of Casey and Melbourne Football Club established a 30-year partnership agreement in 2009. The agreement involves the Melbourne Football Club gaining access to training and football administration facilities at Casey Fields – the City of Casey’s premier sport and leisure facilities of Melbourne’s South East. In return, the Club committed to undertaking a number of programs and initiatives that would engage the Casey community.

The agreement covers 13 Key Program Areas, as well as significant promotional opportunities. The contributions of both parties are measured annually against the agreed Key Performance Indicators (KPIs).

An independent report has estimated that the financial value for all 13 program areas is valued at \$967,500 per annum in the first year, and \$637,500 for each of the following years of the life of the agreement.

The total estimated value Melbourne Football Club has placed on its activities in Casey for 2010 is \$1,197,650.

ITEM	\$ VALUE (ESTIMATED)
Player hours	\$734,650
Community expenditure	\$125,000
Staff	\$180,000
Media exposure	\$68,000
Other	\$90,000
TOTAL	\$1,197,650

Below is a list of the Key Program Areas covered in the agreement:

1. 2008–2010 Permanent Presence
2. Welcome to Casey
3. Training and playing
4. Pre-season training
5. Melbourne Football Club Casey home game
6. Business ambassadorship
7. Melbourne Football Club in schools
8. Coach ambassadors
9. Demons Cup and curtain raiser
10. Local Police community services
11. Media presence in local papers
12. Allocation of human resources
13. Annual media launch

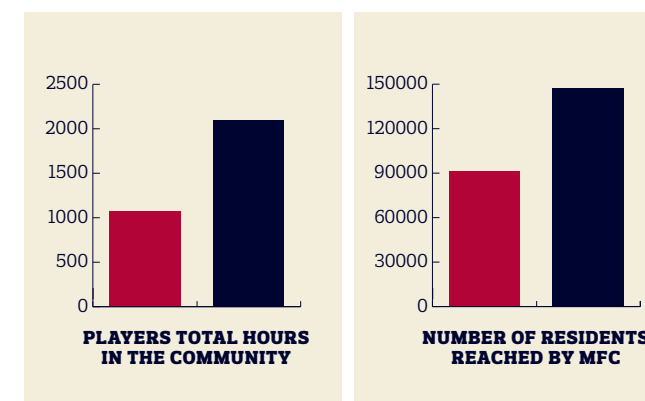
The first year of the agreement featured Melbourne Football Club commencing training at Casey Fields in November 2008, with many community programs undertaken in the period until 31 October 2009 (the 2008/2009 period).

2009–2010 YEAR IN REVIEW

In the second year, the Melbourne Football Club has reached 147,545 residents within the City of Casey through its community programs – an increase of 35%.

MELBOURNE IN THE COMMUNITY 2009–2010

- ♦ 28,592 in attendance for the City of Casey themed round – Melbourne vs. West Coast match
- ♦ 5,000 people in attendance at the NAB Challenge match held at Casey Fields
- ♦ 4,055 children participated in Melbourne Football Club clinics across the region
- ♦ 3,000 footballers and netballers participated in the Don't Drive Like a Demon program
- ♦ 2,099 player visits were undertaken in the City of Casey
- ♦ 54 schools were involved in school education programs
- ♦ 46 training sessions were held at Casey Fields
- ♦ 45 hours were invested in the Casey community by each player
- ♦ 38 Auskick centres and junior clubs were visited by the Melbourne Football Club



2009 2010

INITIATIVES INTRODUCED IN 2010

- ♦ City of Casey match day experience and ticketing program
- ♦ Extension of the Kicking Goals program
- ♦ Introduction of the Write Like a Demon program, incorporating the introduction of the Read Like a Demon student resource
- ♦ Implementation of the Recreational Football competition
- ♦ Implementation of the Digital Demons program
- ♦ Flyer included in the City of Casey rates notice, distributed to 92,000 households
- ♦ Establishment of the City of Casey and Melbourne Football Club partnership steering committee
- ♦ Employment of MFC Community Coordinator (Feb 2010) and MFC Schools Coordinator (Aug 2010)
- ♦ Delivery of the Principal for a Day program
- ♦ Development of a media and communications plan
- ♦ Implementation of the Casey Business Breakfast forums



Community Reaps Benefits from Casey and Melbourne Football Club Partnership

The Melbourne Football Club is kicking goals in the Casey community through its 30-year partnership agreement with the Casey Sporting and Council.