



*City of*  
**Casey**

# **2012 ANNUAL REPORT**

# 2012 PARTNERS



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# 2012 REVIEW



“Casey is one of Australia’s fastest growing regions and is a key element of our club’s growth strategy... In 2009 the club signed a 30-year agreement with the City of Casey, and we’re working hard to deliver community programs and business developments that provide real benefits to the region.” **Cameron Schwab, CEO, Melbourne Football Club**

2012 has been an exciting year for the Melbourne Football Club/ City of Casey Partnership. Now in its fourth year, the partnership has continued to grow and evolve. The Melbourne Football Club thanks the City of Casey for continuing to provide high quality training and football administration facilities at Casey Fields. The Melbourne Football Club has provided \$2,372,400 of community, business, education and recreation programs and activities to the City of Casey community in 2012.

This document provides an analysis of the progress of MFC against a number of key performance indicators, grouped against the following key pillars;

1. Casey Fields
2. Melbourne Cricket Ground
3. Business
4. Media, Communications and Events
5. Advocacy and Social Issues
6. Education and Community Programs
7. Sport and Recreation

The Melbourne Football Club/City of Casey Partnership was formalised on 3 June 2009 with the signing of a 30 year contract. Since this time, the partnership has celebrated a number of key successes. These include:

- Establishment, implementation and evaluation of the highly successful Read like a Demon Program in 59 schools and libraries in the City of Casey
- Appointment by Melbourne Football Club of a City of Casey Partnership Coordinator
- Melbourne Football Club Membership growth in the City of Casey of 98% since 2009
- Melbourne Football Club has been a proud sponsor of the Casey Cardinia Breakfast Series and Casey Business Awards from 2010 onwards
- Successful lobbying of the AFL for Casey Fields to host a NAB Challenge match in 2011 and a NAB Cup match in 2013

In April 2012, the Melbourne Football Club consolidated its commitment to the City of Casey partnership by appointing a City of Casey Partnership Coordinator. The role of the City of Casey Partnership Coordinator is to support the Melbourne Football Club/City of Casey partnership by overseeing key activities and programs in the City of Casey, to identify new strategic directions for the partnership and ensure that annual Key Performance Indicators are delivered.

One of the most exciting developments for the Melbourne Football Club/ City of Casey partnership in 2012 was the announcement that AFL lobbying had been successful and a NAB Cup match would be held at Casey Fields on 9 March, 2013. The Melbourne Football Club C.E.O. Cameron Schwab said, “We are really pleased to be playing a NAB Cup game at Casey Fields in 2013. We see it as a reward for our supporters in the region, as well as ongoing recognition of the strength of the club’s partnership with the City of Casey and a key element of our club’s growth strategy.”

Key focus areas for the Melbourne Football Club/City of Casey partnership in 2013 include:

- Development of an engagement strategy focused on engagement of new City of Casey residents with a particular focus on multicultural communities
- Enhancing the annual themed ‘City of Casey’ round, which showcases and promotes Melbourne Football Club’s partnership with the City of Casey. In 2013, this will occur on Sunday 21 April at the MCG for the Melbourne vs. Greater Western Sydney clash
- Continuing to support mutually beneficially economic development and sponsorship imperatives in the City of Casey
- Improving promotion and visual presence of the Melbourne Football Club/City of Casey partnership within the City of Casey and other Melbourne Football Club platforms
- Continue to develop, support and maintain strong relationships with key sporting groups, clubs and associations in the City of Casey
- Continue to support education and learning initiatives in the City of Casey

The Melbourne Football Club is committed to a long term, genuine partnership with the City of Casey and looks forward to a fruitful and successful fifth year of partnership with the City of Casey in 2013.



# CASEY FIELDS



# 1

“I encourage almost everyone to don the red and blue and head to Casey Fields in March to cheer on the Demons (and some of us St Kilda tragics to support the Saints) in what is set to be a spectacular game for the Casey community to enjoy.”

Mike Tyler, CEO, City of Casey

KEY ACHIEVEMENTS IN 2012

- Melbourne Football Club successful in advocating for a 2013 NAB Cup game at Casey Fields to be held on 9 March 2013
- Appointment of the City of Casey Partnership Coordinator to manage the City of Casey partnership

KPI	DESCRIPTION	STATUS	COMMENT
1.1	Preseason – MFC to train at Casey Fields at least twice per week over 8 weeks	✔	Training dates including preseason and in season: Casey RACE - 23/11/11 Casey Fields - 7/12/11, 14/12/11, 21/12/11, 17/1/12, 18/1/12, 20/1/12, 3/2/12, 10/2/12, 17/2/12, 14/3/12, 11/4/12, 12/5/12, 12/6/12, 10/7/12, 21/8/12.  Melbourne Football Club improved training infrastructure in 2012 with the installation of behind goal cameras at Casey Fields. Goal posts were upgraded by the City of Casey.
1.2	In season – MFC to train at Casey Fields no more than once per week	✔	See training dates above.
1.3	Preseason training sessions at Casey Fields to be promoted on MFC website and local newspapers	⚙	In 2012, there were fortnightly columns in The Star local newspaper outlining key Melbourne Football Club activities, training sessions and events.  Promotion also occurred via the Melbourne Football Club website and City of Casey website.
1.4	Minimum of 5 media sessions ‘in season’ dedicated to promoting community programs	⚙	Although not specifically at Casey Fields, Melbourne Football Club utilised various forms of media to promote and highlight community programs in the City of Casey in 2012. Features on www.melbournefc.com.au included: <ul style="list-style-type: none"><li>• “Read Like a Demon publishes student’s story” (2 October 2012)</li><li>• “Kinder Kick in the City of Casey” (24 September 2012)</li><li>• “Date To Dream Success” (3 August 2012)</li><li>• “Kicking On – AFL Women’s Round” (20 July 2012)</li><li>• “Under 12 Girls Try Out To Play For Melbourne” (12 July 2012)</li><li>• “Full House for Coach and Trainer Forums” (3 July 2012)</li><li>• “Players Give Back in the City of Casey” (5 June 2012)</li><li>• “Trident Football Academy” (27 April 2012)</li><li>• “South East Juniors Come and Try Youth Girls Footy Day” (12 April 2012)</li><li>• “Casey Kids Carnival” (12 April 2012)</li><li>• “Read Like a Demon launch” (30 March 2012)</li><li>• “Dees at Berwick Show this weekend” (22 February 2012)</li></ul> Other forms of media exposure included: <ul style="list-style-type: none"><li>• Casey Round AFL Record promotion of the Melbourne Football Club/City of Casey partnership (31 March 2012)</li><li>• Fox Sports feature – Read Like a Demon Program in the City of Casey (June 2011)</li><li>• 3 x mainstream television broadcasting from City of Casey venues (Channel 9, Channel 10) in 2012 promoting community programs.</li></ul>

✔ = Achieved    ⚙ = Relevant Activities Occurred    ✖ = Not Achieved

KPI	DESCRIPTION	STATUS	COMMENT
1.5	Placement of community notice board at Casey Fields including updates regarding the partnership	⚙	The Melbourne Football Club campus at Casey Fields has been adorned with Artwork displaying examples of the community programs run by Melbourne Football Club in the City of Casey.  The Melbourne Football Club now produces quarterly Community newsletters providing information on community programs in the City of Casey and encouraging community members to get involved. A fortnightly Enews update is produced by Melbourne Football Club during the football season for all City of Casey staff and Councillors outlining key Melbourne Football Club activities and events in the City of Casey. Signage (2 x finger signage) plus VFL oval precinct signage was also installed at Casey Fields to provide directions to the MFC campus.
1.6	Apply best endeavours for two NAB Challenge matches to be played at Casey Fields a	⚙	Although no NAB Challenge matches were played at Casey Fields in 2012, Melbourne Football Club was successful in lobbying for a NAB Cup match to be hosted at Casey Fields in March 2013.
1.7	Apply best endeavours to achieve attendances of more than 8,000 per NAB Challenge match	⚙	Club was successful in lobbying for a NAB Cup match to be hosted at Casey Fields in March 2013. Planning has already occurred in November 2012 for maximization of advertising and promotion of the NAB Cup match 2013 to ensure best possible outcomes in terms of attendance.
1.8	Commission of an independent business case for the development of a 20,000 seat stadium	⚙	Melbourne Football Club was successful in lobbying the AFL to complete an initial audit of Casey Fields in 2012 with a view to hosting NAB Cup and potentially, Premiership Points matches. In 2013, Melbourne Football Club will encourage the AFL to share this audit with the City of Casey for further investigation of feasibility to be undertaken. Preliminary discussions have occurred with consultants regarding the scope of the project.

✔ = Achieved    ⚙ = Relevant Activities Occurred    ✖ = Not Achieved



# MELBOURNE CRICKET GROUND

## 2



“We supported the Melbourne Football Club with their ‘Demons Super Session’ activities this year, which were aimed at engaging schools within the City of Casey. We look forward to continuing to work closely with the club in their community efforts and provide further opportunities for City of Casey residents to experience the MCG and National Sports Museum.”

Megan Gitsham, Public Programs Coordinator,  
Melbourne Cricket Club

# KEY ACHIEVEMENTS IN 2012

- Complimentary general admission tickets to the value of \$7000 provided to City of Casey residents and community groups through the Demon Heartland Program
- City of Casey Round held at the M.C.G on 31 March 2012 with attendance of 33,473

KPI	DESCRIPTION	STATUS	COMMENT
2.1	Host 1 home game at the MCG dedicated to the City of Casey partnership (the City of Casey Round)	✓	The City of Casey Round was held on 31 March 2012 (Round 1 – Melbourne vs Brisbane).
2.2	Provide 300 general admission tickets to the City of Casey Round	✓	500 free general admission tickets were provided to City of Casey residents for this match.
2.3	Provide 4 scoreboard advertisements at the City of Casey Round	✓	4 scoreboard advertisements of the Melbourne Football Club/City of Casey Partnership were provided. In addition, the City of Casey Mayor and the Melbourne Football Club/City of Casey partnership were acknowledged by the ground announcer.
2.4	Secure transport and sponsorship for the City of Casey Round	✗	Although this did not occur in 2012, efforts have been made to partner with Metro trains in to run a dedicated “Dees Train” from the City of Casey to the MCG in 2013.
2.5	Provide a table of 10 at the Chairman’s function at 5 home games	✓	In 2012, a total of 6 tables of 10 to President’s functions were provided to the City of Casey.
2.6	Arrange a pre-game curtain raiser at the MCG	✓	A pre-game super clinic for 150 children occurred. Majority of the children lived or went to school in the City of Casey.

✓ = Achieved    ⚙ = Relevant Activities Occurred    ✗ = Not Achieved





# 3

“I thought the Guest Speaker and MC, Chris Connolly, were both fantastic. I enjoyed the networking event and thought it was very well organised and run.”

Attendee at the Casey Cardinia Business  
Breakfast Series (September 2012)

KEY ACHIEVEMENTS IN 2012

- An increase in Melbourne Football Club membership of 4% in the City of Casey (compared to a decrease of 7% in members overall).
- Melbourne Football Club proudly sponsored the Casey Cardinia Breakfast Series (4 breakfasts).
- Melbourne Football Club proudly sponsored the Casey Business Awards, facilitating Neil Mitchell as the key note speaker.

KPI	DESCRIPTION	STATUS	COMMENT
3.1	Host 1 Melbourne Football Club corporate/business event	⚙️	Round 1 of the 2012 AFL season was designated 'City of Casey Round' with 4 scoreboard advertisements of the Melbourne Football Club/City of Casey Partnership provided and the partnership highlighted and acknowledged by the ground announcer. The President's function hosted 2 City of Casey tables.
3.2	Host 2 business forums	⚙️	Although Melbourne Football Club did not host 2 business forums, it was a major sponsor of the Casey Cardinia Business Breakfast series and Casey Business Awards. Melbourne Football Club hosted a number of Club sponsors at these events, highlighting the important partnership with the City of Casey and the potential for other sponsorships to occur. Melbourne Football Club facilitated Metro Solar sponsoring the Casey Business Breakfast Awards x 2.
3.3	Host annual 'Doing Business in Casey' business function	❌	Despite best efforts this did not occur in 2012 but a date for 2013 has been confirmed.
3.4	Deliver 2 corporate leadership programs for business community	❌	This did not occur.

✅ = Achieved    ⚙️ = Relevant Activities Occurred    ❌ = Not Achieved



# MEDIA, COMMUNICATIONS & EVENTS



# 4

“Communications continues to be a key focus of the partnership. Over the last year, Council and MFC have utilised a range of communications including media, publications and online to raise awareness of the partnership and the benefits to the Casey community.”

Steve Coldham,

Manager Communications, City of Casey

KEY ACHIEVEMENTS IN 2012

- Development and implementation of a fortnightly Enews update to City of Casey staff and Councillors outlining key Melbourne Football Club activities and events occurring in the City of Casey
- Regular ‘City News’ articles partnership activities
- Regular articles in the AFL Schools newsletter, distributed by the AFL Australia wide
- Development and implementation of a quarterly Community Newsletter outlining key activities, programs and events of the Melbourne Football Club Community team.

KPI	DESCRIPTION	STATUS	COMMENT
4.1	Conduct an annual major media launch showcasing the relationship between the Melbourne Football Club and the City of Casey	⚙️	Although this did not occur in 2012, planning is underway for Melbourne Football Club to host the City of Casey Communications Team and identified Casey local newspaper representatives at the MCG in 2013 to meet Mark Neeld, Cameron Schwab and other representatives to build relationships and highlight key media messages.
4.2	Ensure that the City of Casey logo is visible on all media backdrops when media events are held in the City of Casey	❌	Media backdrop requires updating. This will occur in 2013.
4.3	Melbourne Football Club to be included in ‘Welcome Packs’ for new Casey residents	⚙️	Although this did not occur in 2012, draft KPI 6.5.2 of the 2013 agreement refers to Melbourne Football Club developing a strategy for engagement of new City of Casey residents. This may include ‘Welcome Packs’ for new residents.
4.4	Confirm with local newspapers that column space is available	✅	Through Metro Solar, fortnightly columns appeared in The Star newspaper during the AFL football season in 2013 highlighting community programs, training sessions and other Melbourne Football Club activities occurring in the City of Casey.
4.5	Provide editorial on weekly basis to designated papers	⚙️	Editorial was provided to local newspapers in the City of Casey as relevant stories arose. Examples included: <ul style="list-style-type: none"><li>• “Demon Magner King of the Kids at Mossgiel” Cranbourne Leader, 6 June 2012.</li><li>• “From Board Room to Classroom” Cranbourne News, 30 August 2012</li></ul>
4.6	Provide a monthly update within each column outlining community benefit	✅	Through Metro Solar, fortnightly columns appeared in The Star newspaper during the AFL football season in 2013 highlighting community programs, training sessions and other Melbourne Football Club activities occurring in the City of Casey.
4.7	Specific mention of the funding, support and community benefit in publications	✅	<ul style="list-style-type: none"><li>• Examples include:</li><li>• 2012 Melbourne Football Club annual review and pre-season review</li><li>• Features on www.melbournefc.com.au (as previously highlighted)</li><li>• Fortnightly Enews to City of Casey staff and Councillors</li><li>• Quarterly Melbourne Football Club Community Newsletter</li><li>• “Support the Red and Blue in Casey” City News, August 2012</li></ul>

✅ = Achieved   ⚙️ = Relevant Activities Occurred   ❌ = Not Achieved

KPI	DESCRIPTION	STATUS	COMMENT
4.8	Conduct an annual review of the Melbourne Football Club community program in consultation with the City of Casey/Melbourne Football Club Partnership Steering Committee	✅	The Melbourne Football Club/Casey City Council Partnership Steering Group meets quarterly to review the work of the partnership, including community programs. In addition, the City of Casey Partnership Coordinator meets weekly with the Manager Sport and Leisure to discuss ongoing partnership matters.
4.9	Evaluate, document and report of the effectiveness of the KPIs bi-annually	✅	This annual report outlines how KPIs have been met in 2012.
4.10	Participate in Christmas Family Day at Casey Fields	✅	The Casey Demons Christmas Party 2011 occurred on Wednesday 14 December 4-6.30pm at Casey Fields. Approximately 800 children and their families attended.
4.11	Participate in 1 Family Day in conjunction with City of Casey events team	✅	The Melbourne Football Club attended and participated in key Casey family events in 2011/12. These included: <ul style="list-style-type: none"><li>• Casey Kids Carnival</li><li>• Berwick Show</li><li>• Moto GP Run</li><li>• Children’s Week activities</li></ul>
4.12	Sausage Sizzle for all members of the community (12 per annum)	⚙️	Although a number of sausage sizzles were conducted throughout the year, Melbourne Football Club sought to engage a diverse range of community members and at times offered sandwiches, fresh fruit and vegetables and sweet treats at community events. In doing so an attempt was made to accommodate cultural requirements around food that exist within the increasingly diverse Casey community.

✅ = Achieved   ⚙️ = Relevant Activities Occurred   ❌ = Not Achieved

# ADVOCACY & SOCIAL ISSUES



“It was a really fantastic day at the ‘Read like a Demon’ Gala Day and I was proud to be there to see firsthand the work that Melbourne is doing in our Casey community.”

Lisa Schreurs, President,

Casey Demons Supporter Group.

# 5

KEY ACHIEVEMENTS IN 2012

- Melbourne Football Club successful in advocating for a 2013 NAB Cup game at Casey Fields to be held on 9 March 2013

KPI	DESCRIPTION	STATUS	COMMENT
5.1	Melbourne Football Club to advocate for additional support for the City of Casey	✓	Melbourne Football Club successful in advocating for a 2013 NAB Cup game at Casey Fields to be held on 9 March 2013.
5.2	Melbourne Football Club to address social issues in the City of Casey	✓	<p>Decreasing standards of literacy at some year levels in the City of Casey (according to NAPLAN results) is a serious issue and Melbourne Football Club is proud to support literacy in the City of Casey through the 'Read Like a Demon' program. See next section for the details.</p> <p>One professional development session for teachers in the City of Casey was conducted with 25 schools participating. A toolkit was developed and distributed for schools to implement this cyber safety program.</p> <p>A fundraising event was conducted in 2012 by the Women of Melbourne to raise funds for continued implementation of the 'Dare to Dream' program. This program seeks to support young women to raise aspirations and increase school retention.</p>

✓ = Achieved    ⚙ = Relevant Activities Occurred    ✗ = Not Achieved



# EDUCATION & COMMUNITY PROGRAMS



# 6

“Aside from the sense of pride and excitement that comes with having a hometown AFL football team, the Casey community is fortunate to benefit from Melbourne Football Club’s community program that is recognized as one of the most comprehensive in the AFL.”

Richard Amon,  
Manager Sport and Leisure, City of Casey

KEY ACHIEVEMENTS IN 2012

- More than 10,000 students participated in education programs
- 10 Melbourne Football Club staff participated in the 'Principal For a Day' program in City of Casey Schools
- The 'Read Like a Demon' Program was delivered in 59 schools and libraries in the City of Casey, an increase of 71% from the previous year
- Partnering with Monash University for the 'Read Like a Demon' Program to be evaluated with a focus on social inclusion outcomes
- Partnering with Sports Chaplaincy Australia and the City of Casey in the Sports Club Care Pilot
- Established the 'Demon Friendly Schools' Program

KPI	DESCRIPTION	STATUS	COMMENT
6.1	Deliver 2 school based programs	✓	<p>The Read Like a Demon was delivered in 59 schools and libraries in the City of Casey in 2012 reaching an estimated 15,000 children and young people. This represents an increase of 71% from 2010/11.</p> <p>57 schools/kindergartens received visits from the Melbourne Football Club playing group in 2012. The nature of these visits varied according to the preference of individual schools/kindergartens but included:</p> <ul style="list-style-type: none"><li>• Promotion of literacy activities and the Real Like a Demon Program</li><li>• Football Skills clinics</li><li>• Healthy Lifestyles workshops</li><li>• Leadership workshops</li></ul>
6.2	Provide 12 community training sessions	✓	<p>Open training sessions were held at Casey Fields for community members to attend on :</p> <p>7/12/11, 14/12/11, 21/12/11, 17/1/12, 18/1/12, 20/1/12, 3/2/12, 10/2/12, 17/2/12, 14/3/12, 11/4/12, 12/5/12, 12/6/12, 10/7/12, 21/8/12.</p>
6.3	Undertake an environmental education based program	⚙	<p>A variety of education based programs were facilitated by Melbourne Football Club in 2011/12 however, they did not have an environmental focus. These include:</p> <ul style="list-style-type: none"><li>• 'Read Like a Demon', Kinder Kick, Football Clinics, Leadership program, Dare to Dream.</li></ul>
6.4	Host 1 'Young Leaders' youth forum	⚙	<p>Melbourne Football Club did not host a young leaders forum however, support was given to the Cranbourne Secondary College Leadership program by way of a guest speaker and workshop provided. The Tridents Academy also supported young women to improve their leadership and football skills.</p>
6.5	Deliver 4 days training each year with Victoria Police, targeted at youth in the City of Casey	✗	<p>This did not occur, however, it may be considered in the future.</p>
6.6	Appoint a Community Programs Coordinator	✓	<p>The City of Casey Partnership Coordinator commenced on 16 April 2012 and was based at the City of Casey Council offices 2 days per week in 2012.</p>

✓ = Achieved    ⚙ = Relevant Activities Occurred    ✗ = Not Achieved



# SPORT & RECREATION



“AFL players have an incredible ability to influence the habits of young people and to encourage them to get involved in sport and to aim to be the best that they can be.”

Sam Aziz, City of Casey Councillor.



KEY ACHIEVEMENTS IN 2012

- Over 2,000 participants at the South East Juniors Little Demons day
- 750 free Auskick Guernseys distributed City of Casey children
- Presented all 22 Auskick centres in the City of Casey with equipment packs to run their centres
- Provided support to the newly established Koori Auskick program
- Established the 'Demon Friendly Clubs and Auskick Program'
- Involvement of over 4,000 participants in football clubs and Auskick centres across the City of Casey

KPI	DESCRIPTION	STATUS	COMMENT
7.1	Deliver 2 community sports forums	☑	<p>A number of sports forums were conducted in 2012 including:</p> <ul style="list-style-type: none"><li>• February 17 2012, Coach Mentor forum at Casey Fields (7 coaches from the City of Casey attended)</li><li>• March 3 2012, Coach Mentor inner sanctum experience at Etihad Stadium (7 coaches from the City of Casey attended)</li><li>• May 28 2012, South East Juniors Youth girls training/ education session at Casey Fields (30 players and coaches from SEJ attended)</li><li>• May 29 2012, South East Juniors Under 15 training/ education session at Casey Fields (30 players and coaches from SEJ attended)</li><li>• May 30 2012, COC Auskick partnership launch (30 Auskick coordinators/district coordinators from the City of Casey attended)</li><li>• June 4 2012, South East Juniors Under 16 Rep side training at Casey Fields (30 players and coaches from South East Juniors attended)</li><li>• June 18 2012, Coach mentor program session at Casey Fields (7 coaches from the City of Casey attended)</li><li>• June 26 2012, Coach the Coach &amp; Train the Trainer forum at the MCG (70 coaches and trainers from the City of Casey attended)</li></ul>
7.2	Organise a round robin competition with MPNFL	☑	Over 2000 participants - mostly from the City of Casey - attended the Little Demons Day round robin on Sunday 13 May 2012 at Toomuc Reserve.
7.3	Melbourne Football Club to provide an official appearance per participating team in South East Juniors Football League	☑	Melbourne Football Club extended an offer to all teams within the South East Juniors Football League for an official appearance of a member of the Melbourne Football Club playing group. In 2012, 15 teams took up the offer.

☑ = Achieved      ⚙ = Relevant Activities Occurred      ☒ = Not Achieved



# COMMUNITY INVESTMENT AT A GLANCE

The Melbourne Football Club continued to entrench itself in the City of Casey community in 2012. This year, more than \$2,372,400 of community programs, activities and events was invested in the City of Casey.

ELITE CONTACT HOURS IN THE CITY OF CASEY			
PROGRAM	TOTAL ELITE CONTACT HOURS	REACH - ORGANISATIONS	REACH - TOTAL PARTICIPANTS
Primary Schools	373	26	9,100
Secondary Schools	94	7	2,450
Junior Clubs/Auskick Centres	170	29	3,790
Auskick Super Clinic	94	35*	450
Open training sessions	1472	0	2,000
Total	2203	97	17,890

\*Event did not require registration. Figure is based on anecdotal knowledge.

## COMMUNITY INVESTMENT

An independent report commissioned in 2008 estimated that the financial value of Melbourne Football Club’s contribution to the City of Casey from 2010 onwards should be \$637,500 per annum. In 2012, the Melbourne Football Club estimates the value of activities provided in the City of Casey to be \$2,372,400.

ELITE CONTACT HOURS IN THE CITY OF CASEY	
EXPENDITURE	ESTIMATED VALUE
Elite Contact Hours (\$800 x 2203)	\$1,762,400
Community activities	\$120,000
Melbourne Football Club staffing	\$270,000
Media	\$100,000
Other*	\$120,000
Total	\$2,372,400

\*Includes free merchandise and community giveaways, high profile staff appearances at key events, free ticketing offers, facilitation of high profile key note speakers for key events, President’s Function tickets, support of key partnerships in the City of Casey.)

# COMMUNITY INVESTMENT AT A GLANCE

## READ LIKE A DEMON

Read like a Demon is a literacy program that offers primary school students an opportunity to participate in reading workshops with Melbourne Football Club players and a variety of bestselling children’s authors. This is a joint partnership between the Melbourne Football Club and Casey Cardinia Library Corporation. Read like a Demon is sponsored by Officeworks and supported by Hardy Grant Egmont Publishers. 59 schools and libraries participated in this program in 2012.

## KINDER KICK

The Kinder Kick program is a fun structured program designed to assist children in kindergarten to enhance gross motor skills including hand-eye coordination, foot-hand coordination and balance.

## TRIDENTS ACADEMY

The Tridents Girls Football Academy is a 2 day program aimed at 13-17 year olds focusing on nutrition, skills acquisition, fitness and leadership. 50 girls participated in the program at the MCG in 2012.

## DARE TO DREAM

Dare to Dream is a partnership between Melbourne Football Club, the YWCA Victoria and Westside Circus. The aim of the program is to increase the percentage of young women completing post-compulsory schooling in the City of Casey. The program aims to support young women to develop the necessary skills, confidence and advice to forge their own pathway to success.

## WOMEN AND GIRLS - UNDER 12’S

Melbourne Football Club supports women and girls in such initiatives as the continued support of women’s football via our sponsorship of the Victorian Women’s Football League, the creation of the Dare to Dream program which aims to empower and build self esteem of at risk girls young girls in the Casey region and the establishment of the under 12’s girls football team, completing the football pathway.

## DEMON HEARTLAND

Going to the footy is a rite of passage for many Australian children and the Demon Heartland program has been developed to give children the opportunity to attend Melbourne Football Club home games at the MCG Tickets are donated by the Melbourne Football Club and can be accessed via [www.melbournefc.com.au](http://www.melbournefc.com.au). In 2012, \$7000 of complimentary tickets were provided to City of Casey residents.

## COMMUNITY LEAGUE PARTNERSHIPS

MFC supports a number of community leagues including the South East Junior Football League, Mornington Peninsula and Nepean Football League, South Metro Football League, and the 28 Casey Auskick centres. MFC provides coach education, health and well being programs and exciting football experiences to the community.

# VOICES FROM THE CITY OF CASEY COMMUNITY

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“ I just wanted to say a big ‘Thank you’ for organising 2 players Colin Garland and Matthew Bate for visiting the children in the RLAD program.

The boys were fantastic with the children and spoke very well and answered many questions. The children were very excited and I’m sure even more pumped now. I really appreciated the effort you went to for us, here at St. Michael’s.

Regards, Stephanie, St Michaels Berwick



“ To Whom It May Concern,

I am writing an email in regards to the football clinic held at Casey today-Tuesday July 10- and would just like to commend the club on running such a fantastic day! My wife, my 2 children and myself attended and we all had such a great time. My 2 children (son aged 5 and daughter aged 4) have been talking about it ever since and were so happy to get all the players autographs!

I would like to give special mention to Jeremy Howe who paid our son special attention whilst having shots for goals and remembered him and mentioned to him as my son got his autograph as to how many goals my son kicked.

So thank you for a great day.

From a very happy parent

