

WEST COAST EAGLES IN THE

COMMUNITY



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what we do

The Eagles in the Community programs are focused on four community pillars which include schools and education, grassroots football, diversity programs and charitable partnerships.

Grassroots Football Development

Eagles Cup
Eagles Faction Footy
Eagles Schoolboy Cup
WAFL
AFL Community Camps

Schools & Education

Eagles Rock My School
AFL School Ambassador Program
Kicking Goals
High School Program

Charity Partners

Cancer Council WA
Foodbank WA
Wirrpanda Foundation
Legacy WA
Tabitha Foundation
Telethon
Donations program

Indigenous

Indigenous Leadership Program
AFL Multicultural Schools Program
AFL Indigenous Round
AFL Multicultural Round
Reconciliation Action Plan
Naitanui Academy
West Coast Eagles 101

The West Coast Eagles Football Club has been actively supporting the West Australian community since the Club formed in 1986. During this time the Club has committed more than \$100 million to the development of grassroots football in Western Australia. Recognising the Club's position as a social and community leader, we are always striving to increase our contribution to the state.

The West Coast Eagles has established a suite of Eagles in the Community programs, designed to promote off-field success and to enrich the lives of the West Australian community by using football to educate, support, motivate and inspire people to reach their potential and lead a healthy and well-balanced lifestyle.

The objectives of the community programs are to:

- Help grow and develop the game of Australian football at a grassroots level through increased participation;
- Motivate and inspire West Australians;
- Enhance the educational experience of students throughout Western Australia;
- Promote a healthy and well-balanced lifestyle;
- Promote awareness and understanding of diversity through inclusion and support of female participation, Aboriginal and Torres Strait Islander and multicultural communities;
- Give back, support and provide a positive legacy to the community in Western Australia.

The Club is very proud to be publically recognised for the success of the Eagles in the Community programs, which were nominated as a national finalist for the Corporate Social responsibility category of the 2012 Australian Marketing Institute Awards and a State finalist in the 2013, 2014 and 2015 AIM WA Westbusiness Pinnacle Awards for the Corporate Social Responsibility excellence award.

With the wonderful support of the Eagles in the Community Principal Community Partner BHP Billiton, the West Coast Eagles hopes to continue to make a positive and lasting contribution to the West Australian community.

what we

What the West Coast Eagles are proud of:

The West Coast Eagles has established a suite of Eagles in the Community programs, designed to promote off-field success and to enrich the lives of the West Australian community by using football to educate, support, motivate and inspire people to reach their potential and lead a healthy and well-balanced lifestyle.

The objectives of the community programs are to:

- Reaching more than 150 000 students from 660 schools across the state through our Schools & Education programs as well as Grassroots Football Development programs including the Eagles Cup, Eagles Faction Footy and Schoolboys Cup competitions.
- The reading and interactive whiteboard resource, Eagles Edge, has been distributed to 90% of Western Australia's primary schools. The resource is linked to the national curriculum and was listed in the top 20 resources recommended for primary school teachers by the WA Department of Education.
- More than \$1.1 million raised for Cancer Council WA through the Dig Deep campaign, a partnership that has been running for 11 years, with \$142,000 raised in 2015
- More than 18 tonnes of tinned food, the equivalent of 25,000 meals or \$90,000, for those in need across WA, collected during the Cans for a Cause Campaign, in partnership with Foodbank WA since 2013.
- A finalist for the third year running in the AIM WA Westbusiness Pinnacle Awards for the Corporate Social Responsibility excellence award.



Eagles Rock My School



Eagles Rock My School is a two-part, values-based program presented by current and former West Coast Eagles players and delivers positive health, lifestyle and educational messages to primary schools across WA.

Part one is delivered by the Club's schools and community team members and focuses on positive health, lifestyle and education messages to primary schools across WA. Part two sees metropolitan schools receive a follow up visit by a current West Coast Eagles player to conduct either a football clinic or reading session (as chosen by the school). The reading component of the program includes a free interactive whiteboard (IWB) resource for each school and related IWB material.

Proudly supported by BHP Billiton, Eagles Rock My School visits more than 250 schools every year across WA.



Eagles Faction Footy



Eagles Faction Footy is an intra-school program that offers students of all ages the opportunity to learn the skills of footy in a safe, fun environment with friends from within their own school.



The growth of this competition has been phenomenal, with schools adapting Eagles Faction Footy to suit their own needs.

Eagles Faction Footy is seen as the ideal lead in to the Eagles Cup and is specifically for year's two to four, although it can be tailored to suit any age group.

Eagles Faction Footy has grown dramatically since the program's inception in 2005. Last year 27, 800 primary school students competed in the Eagles Faction Footy competition and it is anticipated that even more schools will register for this exciting program in 2016.

BHP Billiton is once again a major supporter of the program, which not only aims to increase football participation in WA at a grassroots level but also promote a healthy lifestyle through sport.

Eagles Cup



The Eagles Cup continues to be the premier interschool winter sporting competition for West Australian primary schools.

The competition, primarily for students in year's four to six, aims for maximum participation, enjoyment and skill development, where the emphasis is on playing for fun and demonstrating sportsmanship.

At the end of the competition, winning teams of each division are awarded an Eagles Cup trophy presented by a West Coast Eagles player.

In 2015, 483 schools from all regions of Western Australia participated in the Eagles Cup. The competition is a joint initiative between the West Coast Eagles, the West Australian Football Commission and BHP Billiton. The Eagles Cup helps foster interest in Australian football, both now and for future generations.

The Eagles Schoolboys Cup, an interschool competition for year eight and nine students, continues to increase in popularity. More than 170 schools participated in the competition in 2015.



High School Programs



The West Coast Eagles High School program is a one hour presentation delivering important messages to suit the needs of high school students.

Presentations from the club's schools and community team members include videos from players and interactive activities.

Schools are invited to choose presentations on the following topics:

Cyber Bullying: With the increasing use of social media, cyber bullying is becoming a concern. The aim of this topic is to increase awareness of the impact of cyber bullying and provide strategies to overcome it.

Goal Setting: Delivers messages on goal setting, the importance of pursuing relationships and dreams, the role of values in this process and steps for making these dreams become a reality.

Eagle Insight: Provides an insight into the training requirements of an AFL player, nutritional information and injury management and prevention advice. This program is specifically designed for Physical Education students.

Leadership: Provides an insight into the leadership structure at the West Coast Eagles in addition to increasing students' knowledge and understanding of the principles of mentoring.

Employment in the Sporting Industry: Provides an insight, particularly for Year 11/12 students, who are considering future careers in the sporting industry.





Kicking Goals



The Kicking Goals program, run in conjunction with Swan Districts Football Club and BHP Billiton, is one of Australia's largest regional-based AFL mentoring programs, combining sport-based initiatives to help high school students in the Pilbara towns of Port Hedland and Newman achieve better educational and employment outcomes.

The program is a curriculum-based initiative that utilises a reward and incentive system, where students are required to maintain certain key performance indicators to stay in the program and be eligible for various incentives, including visits by West Coast Eagles players.

Every year, students from the Kicking Goals program are invited to participate in a curtain-raiser football match before a West Coast Eagles home match and a tour through the West Coast Eagles' facilities.

The program has provided a sustainable model for community sport and recreation which in turn support the social, health and emotional wellbeing of these communities and their families.

In 2011, the Kicking Goals program received a SHAPED award from the Australian Council for Health, Physical Education and Recreation (ACHPER) in the category of Physical Initiative.

In 2013, the Kicking Goals program was the winner of the Public Relations Institute of Australia's (PRIA) WA State Award for Excellence in the category of Community Relations.



Charity Partnerships

In 2015, through the generosity of West Coast Eagles members and fans, a total of \$173,000 was raised for charity partners, including the Cancer Council WA, Wirrpanda Foundation, Legacy WA, and MND WA.

Cancer Council WA

Fostered by the club's desire to have an impact in the fight against one of the nation's most prevalent diseases, the West Coast Eagles has formed a special bond with the Cancer Council Western Australia during an eight-year charity partnership.

Since 2005, West Coast has been proud to be involved in supporting numerous fundraising events, including Me No Hair and Relay for Life, as well as most notably the club's annual Dig Deep fundraiser campaign, which has single-handedly raised close to \$800,000 for the Cancer Council WA. Through our fundraising efforts, the club has been able to fully fund 15 cancer research projects, as well as provide funding to help with the ongoing sustainability of cancer patient home-away-from-home facilities at Milroy Lodge.





Charity Partner

Foodbank WA

Since 2013, the West Coast Eagles, in partnership with Foodbank WA, have been running the Cans for a Cause initiative, encouraging members and fans to bring cans of food to a West Coast home game.

On game day former West Coast players known as OWLS (older, wiser, larger, slower) work alongside Foodbank WA volunteers at various collection points around Domain Stadium to receive donations.

Since 2013 the Cans for a Cause initiative has collected more than 18 tonnes of cans, the equivalent of 25,000 meals or \$90,000 for those in need.



erships

Legacy WA

The West Coast Eagles annually recognises the men and women who are currently and have served in the Australian Armed Forces at the HMAS Sydney II game against the Sydney Swans.

The match commemorates the sinking of the HMAS Sydney II in which all 645 hands were lost in Australia's greatest naval tragedy.

A curtain-raiser is held before the match between the combined Armed Forces and the Navy. Volunteers from Legacy WA are on hand to tin shake around the ground pre-game, which provides services to Australian families suffering financially and socially after the incapacitation or death of a loved one during or after their defence force service.



AFL Multicultural Schools Programs

The West Coast Eagles, in partnership with the AFL, has designed various community development and engagement programs and diversity initiatives to engage culturally and linguistically diverse populations including multicultural and Aboriginal community groups.

One of these initiatives is the AFL Multicultural Schools Program, which aims to assist migrant and refugee communities to access and participate in Australian football.

The West Coast Eagles engage third-year Exercise and Sports Science students from Edith Cowan University to deliver the program, which includes the following benefits:

- Term length free program
- Introductory skills sessions and modified games
- West Coast Eagles giveaways and prizes
- Opportunity to tour the West Coast Eagles' facilities
- Free tickets to WAFL games

The program was conducted in 2015 at 15 primary schools across metropolitan Perth with a high multicultural cohort.

The Club also actively celebrates AFL Multicultural Round, which is held during one fixture of the season each year.



AFL Multicultural

Naitanui Academy

The West Coast Eagles, in partnership with the Western Australian Football Commission, established the Naitanui Academy to enhance the development of multicultural youth by complementing their participation in community football with specialist and targeted support.

The Academy aims to fast-track the participants' on-field skills through skill development sessions and games as well as combining education-based workshops to enhance the holistic development of each participant.

These workshops include:

- Strength & Conditioning
- Nutrition
- Goal Setting
- GPS Data Analysis & Application
- AFL Combine Testing
- Match Review

One of the Naitanui Academy's main aims is to provide a pathway for talented multicultural participants that inspires and motivates them to continue their participation in Australian Rules football.



tural Schools

West Coast Eagles 101

West Coast Eagles 101 is an initiative designed to introduce new fans to the game of AFL and get involved with the club.

International students from Edith Cowan University are invited to attend a West Coast Eagles match, as well as hear a presentation from coaches and players where they will learn more about the game.

Participants are offered an insight into the Club through an interactive tour of the football facilities and also receive a voucher from the West Coast Eagles team store, so they can deck themselves out in club gear in preparation for their live match experience.

In 2015 West Coast Eagles 101 participants represented a vast array of countries across the globe including Singapore, Malaysia, India, Vietnam, England, USA, Canada, Brunei and Denmark.



Reconciliation Action Plan

The West Coast Eagles is committed to promoting awareness and understanding of diversity through inclusion and support of Aboriginal and Torres Strait Islander communities.

In 2014 the Club developed a Reconciliation Action Plan (RAP) to demonstrate this commitment. The development of the RAP involved a review of all existing Aboriginal and Torres Strait Islander relations commitments, the formal establishment of a representative RAP working group, collaborative and consultative engagement of staff across our organisation, including Aboriginal and Torres Strait Islander staff and other key community and corporate stakeholders. In 2015 the Club implemented their second RAP, in partnership with the Wirrpanda Foundation, aiming to build on the first plan and expand on existing commitments.

The second plan, being implemented from May 2015-May 2017, focuses on creating innovative opportunities to enhance the relationship between Aboriginal and Torres Strait Islander and non- Aboriginal people.

In partnership with the Wirrpanda Foundation and BHP Billiton, the Club also actively celebrates AFL Sir Doug Nicholls Indigenous Round, which is held during one fixture of the season each year.



We believe in
Reconciliation
because...
we Acknowledge, Accept and
Celebrate Aboriginal and Torres
Strait Islander people of our club
and in our Community.

The Wirrpanda Foundation



Our Vision: To improve the outlook for Aboriginal Australians we must work together to reduce the gap between Aboriginal and non-Aboriginal people in our society. We can achieve this by empowering and building capacity among Aboriginal and Torres Strait Islander people and their communities.

Since commencing operation in 2005, the Foundation has maintained its focus of improving the quality of life for Aboriginal and Torres Strait Islander people by promoting strong role models and healthy life choices. The Foundation has established a number of successful programs in Perth, regional Western Australia, Victoria, New South Wales, ACT, and more recently Queensland, and in doing so, has reached thousands of Aboriginal and Torres Strait Islander people of all ages.

The main focus of each program is to improve the life outcomes of Aboriginal and Torres Strait Islander people by targeting areas at specific stages of their lives.







Wirrpan da Foundatio

Our Reach

- Since opening its doors in 2005 the Wirrpanda Foundation has reached over 35,000 Aboriginal and Torres Strait Islander People nationally
 - Since 2007, Deadly Sista Girlz has reached more than 4,000 Indigenous girls and is currently delivered to 21 sites nationally
 - The Wirrpanda Foundation has assisted 700 jobseekers into employment and provided ongoing mentoring to employers and participants
 - Since March 2014, 103 Aboriginal jobseekers have commenced in the Aboriginal Driver Training Program to gain their provisional driver's license
 - The Wirra Club program has engaged more than 16,000 kids nationally
 - The VTEC (Vocational Training and Employment Centre) has helped 155 Aboriginal jobseekers find employment in the Mining, Construction, Oil & Gas industries
 - Since February 2014, the Foundation has distributed 450 Kidsport vouchers and engaged 250 kids into local sporting clubs in the Great Southern Region

Programs

Wirra Club

WICKHAM HOMEWORK CENTRE

Students attend the homework centre after school, receive a healthy snack and are supported to complete their homework tasks.

WIRRA CLUB PROGRAM ACT

A weekly health, nutrition and fitness program aimed at school children aged 5-12 years that educates participants about their culture. The program is currently delivered to three schools in Canberra.

WIRRA CLUB REGIONAL TRIPS

Wirrpanda Foundation role models travel to regional and remote communities to provide aspirational guidance to Aboriginal and Torres Strait Islander children and their families. Children are encouraged to attend school, make healthy life choices and improve their behaviour.

Past locations have included Onslow (2009-2015), Carnarvon, Meekatharra, Wiluna, Pia Wadjarri, Walu and Fitzroy Crossing.

Wirra Sports

The program aims to increase the number of Aboriginal people participating in sport and recreation in the Great Southern region. Program activities include a weekly sports program in Tambellup and Gnowangerup.

The program operates on an individual case management basis in addition to providing cultural awareness sessions to local organisations. Since February 2014, the program has delivered cultural awareness sessions to more than 120 participants and re-engaged 756 people in local sporting clubs.

Troy Cook Health and Leadership

A weekly health and leadership program that aims to engage, educate and empower at-risk or disadvantaged Aboriginal and Torres Strait Islander boys aged 10-17 years to make better choices for their health and their futures.

The program operates in the Peel region of WA and aims to educate the participants about risks of drugs and alcohol, gambling awareness, nutrition, mental health, building self-esteem and confidence and developing leadership capacity.

Programs

Deadly Sista Girlz

The Deadly Sista Girlz program aims to engage, educate and empower at-risk or disadvantaged Aboriginal and Torres Strait Islander females aged 10-18 years to make better choices for their health and future.

The weekly health and education program is delivered at 21 schools and community centres across Broome, Katanning, Kwinana, Perth, Melbourne, Bendigo and Brisbane.

Sessions focus on leadership, self-confidence, goal setting, culturally appropriate health awareness, drug, tobacco and alcohol education, mental health, financial literacy, fitness & nutrition and school retention.

Deadly Brotha Boyz

A weekly diversional program for young Aboriginal and Torres Strait Islander boys aged 10-19 years who have entered or are at risk of entering the youth justice system. Positive male mentors provide assistance to participants to re-engage in school and the community.

The program has been piloted in the Kwinana and Great Southern regions.

Deadly Culture

Deadly Culture is a cultural diversity program designed to broaden the knowledge of individuals or organisations with the aim of bridging the gap.

Workshops are engaging and interactive and draw on the experiences of the facilitators and the participants to share their stories, knowledge and strategies of empowering Aboriginal people. They can be delivered in a variety of settings and to all levels of employees within an organisation.

Moorditj Ngoorndiak

The program provides intensive individual mentoring to Aboriginal and Torres Strait Islander boys and their families, aiming to reduce the recidivism rate of Aboriginal boys aged 12- 19 years.

Moorditj Ngoorndiak operates in two phases with weekly contact pre-release in Banksia Hill Detention Centre and further contact upon release. Mentors provide ongoing support to ultimately achieve positive education, employment and health outcomes.

Programs

Driver Training

Providing Aboriginal and Torres Strait Islander jobseekers assistance with attaining their driver's license in order to increase opportunities for sustainable employment.

Upon completion of this qualification participants will be supported into the P242 or VTEC Employment programs.

P242 Indigenous Employment

The Plan 2day 4 2morrow program is aimed at inspiring and creating opportunities for long-term unemployed Aboriginal people to reach their full potential and gain employment. Operating on an individual case management basis mentors can assist with any relevant qualifications or skills that currently act as a barrier to employment, and provide intensive ongoing mentoring for job seekers and their families.

As a component of the P242 program, mentors run weekly FIT 4 WORK sessions in Leederville and Kwinana, aimed at improving physical fitness, self-confidence and presentation skills.

VTEC

The VTEC program works with corporate organisations in the resources sector to place and mentor Aboriginal and Torres Strait Islander jobseekers in long-term employment. Jobseekers that require extra training are supported to gain qualifications to improve employment prospects.

Candidates have a range of experience and are screened on their attitudinal and behavioural competencies for the various types of work and environments, aiming to provide motivated, committed and strongly supported employees for the workplace.

Transition to Work

Transition to Work is a service run in partnership with Communicate to support young people aged 15–21 on their journey to employment.

The Transition to Work service has a strong focus on practical intervention and work experience to build a young person's skills, confidence and readiness to engage in employment or re-engage in education and further training.





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