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# **CATS IN THE COMMUNITY**

**PROGRAM 2013-2016**

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# CATS IN THE COMMUNITY

## INTRODUCTION

*“Study the past if you would define the future” – Confucius*

The Geelong Football Club has always played an important role in the community — and as the Club has evolved and matured, so too, have the Club’s many community activities.

Our past players recount stories of visiting children in hospitals, running footy clinics and visiting schools, of exhibition matches for charity, free tickets for orphans and of blankets carried around the ground to collect money for the hospital.

These activities — the generous and open response to requests — were considered an essential part of the Club’s corporate social responsibility, long before such a term was in popular use. Back then it was simply “the right thing to do”. The Geelong Cats have always been there, ready to help out.

Responding to requests was, and remains, an important component of community activity, but these days the Club also recognises the importance of being proactive. By working with schools, junior football clubs and community groups and by identifying important social issues, creating long-term partnerships and developing ongoing programs we now are able to plan proactive programs that provide effective and lasting community value.

The Club formalised the new Community Development Department in June 2011. This important commitment was lauded by both internal and external stakeholders. It reflects the strong “giving” spirit of the past, while identifying the key social issues of today and ensuring the Club has a platform for remaining an effective community partner in the future.

The Cats in the Community program has celebrated its first year of operation and has undertaken a comprehensive two month review.

This report provides the platform and strategy for 2013.

## PURPOSE

The purpose of this report is to present a strong and considered framework and strategy for the Club’s community development activities for 2013-2016.

## VISION

The Geelong Football Club can help to sustain the community that sustains it. We have a unique opportunity to give back to the community that has given so much to us over 150 years; to contribute to the circle of community wellbeing. An AFL club is often in a unique position to ‘make things happen’ in the community, we can open doors, create networks, lead change initiatives, advocate for progress, and leverage partnerships across industries and agencies. It is our vision to be world class in our community strategy as a sports organisation. As highly visible members of the community, the Geelong players, coaches and staff understand their unique public role and aspire to make a positive contribution to the community. We do this for the greater good of the community in which we belong.

## PHILOSOPHY

Have you ever noticed what AFL football does for people? How it makes them feel? It can be a moment of elation or despair when the Sherrin sails through the posts for a goal and you turn to your fellow Geelong fan and share the same connected emotion, momentarily breaking down social barriers. It can be the swell of pride when you are rewarded for your own participation and effort or for your loyalty to the Club. It can be the welcome support received in the face of adversity, a feeling that you’re not in it on your own. It can be the sense of love and belonging and identity that you feel when you pull on your club colours, whether you are in the President’s Club luncheon, sitting in ‘the outer’ or in front of the TV anywhere in the world. We represent the last regional AFL side. We play for our community. A club becomes part of one’s essence. When we commit to someone or something, we want to believe that the object of our commitment is of good character, that it is a reflection of our own values. Football can give people a sense of ‘us’. That is reason enough to invest in community.

**STRATEGIC RATIONALE**

There is a three-tiered strategy for Cats in the Community within the Footy Full On – The Geelong Way plan. We have articulated it this way because of the complexity and opportunity that this area presents us with. We recognise that a tighter strategic focus is necessary to really lead and influence change on key community themes, but also that we can sometimes add value by accepting someone else’s lead and playing a supporting role. There are also occasions where a circumstance for an individual, organisation, or the community at large warrants a response and investment, as we can contribute at this level too.

Accordingly, our strategy is divided into:

- Community Development
- Community Relations
- Community Assistance

**FRAMEWORK**

The proposed community strategy is built on three tiers that are underpinned by 13 pillars (programs). The tiers are community development, community relations and community assistance.

**FOOTY FULL ON – THE GEELONG WAY COMMUNITY DEVELOPMENT KPA’S**

**KPA 1 – COMMUNITY DEVELOPMENT**

To be recognised as an outstanding philanthropic organisation in the AFL with community development programs that have a youth focus and are designed to lead change initiatives, advocate for progress, and leverage partnerships across industries and agencies working with experts in the field. The ultimate aim is to be ‘more than a football club’.

**KPA 2 – COMMUNITY RELATIONS**

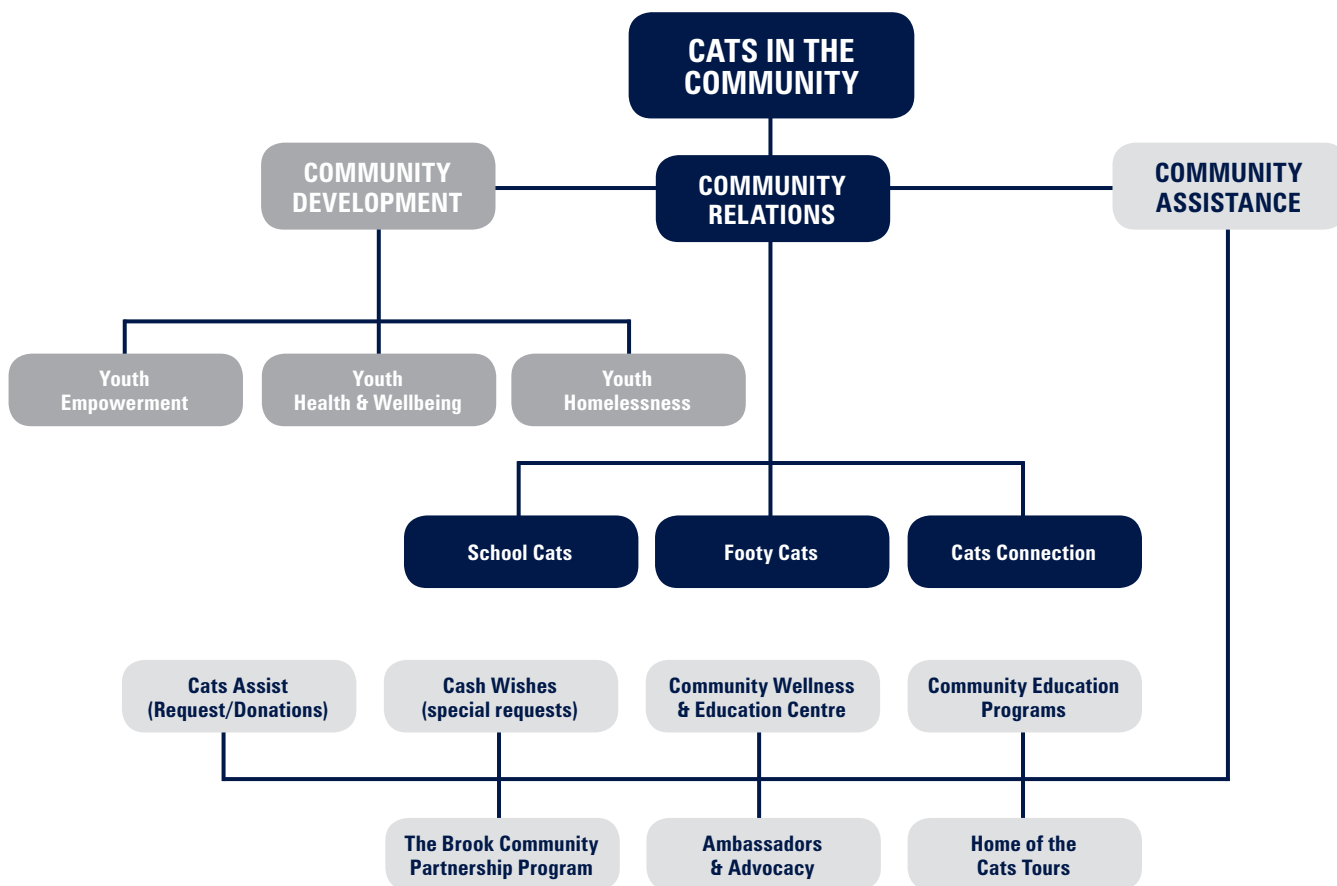
To invest in the community by creating mutually beneficial relationships with schools, junior football clubs and our Cats Connection partners.

**KPA 3 – COMMUNITY ASSISTANCE**

To develop and implement a consistent and considered community assistance program that provides a positive contribution to community requests and needs.

**OVERVIEW OF STRATEGIC OUTCOMES**

1. Establishes a long term strategic framework for ‘community’ with clear growth platform
2. Focus delivers structure which is flexible to change
3. Delivers measurable KPA’s for the business
4. Efficient use of resources and assets
5. Holistic player development
6. Opportunity for a self-sustaining part of the business
7. Increased possibility of buy in from the playing group



## COMMUNITY DEVELOPMENT

Community development for the Geelong Cats is about identifying issues important to the Cats’ community (including its members, staff, players and stakeholders) and working with key partners (experts in the field) to drive change.

The overarching theme for community development for 2012-2016 is youth. The three pillars that the Club will continue to do ‘deep dives’ on are empowerment, health and wellbeing, and homelessness.

The key drivers for this tier are social leadership and collaboration. We will commit to work with experts in the field and to work together within the limits of our capabilities, thus providing ethically sound community investment.

### Commitment

The Geelong Cats will work with key partners to:

- Empower young people
- Improve their health and wellbeing
- Tackle the issues around youth homelessness

Young people will remain the focus of the Cats’ community development work for the period of the Footy Full On – The Geelong Way strategic plan (2012-2016), after which the themes would be reviewed and evaluated, and Geelong Cats can either hand over the baton to local partners to continue to build on and sustain the work, or we can strategically re-invest. This means that the outcomes we seek are not solely reliant on the Club but can be sustained regardless, in terms of infrastructure, finance, program management, exposure/advocacy and evaluation.

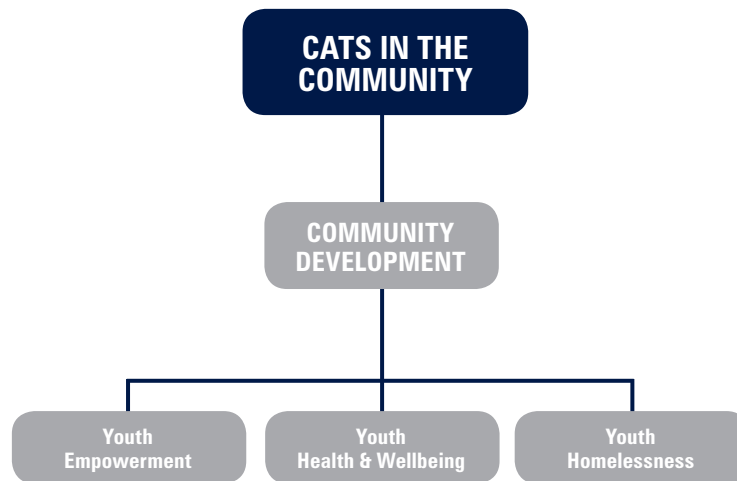
Youth is an important life stage in human development. It covers a wide range, with young people entering as children and moving through adolescence on their way to becoming independent adults. It is a significant period of development – physically, psychologically, emotionally and socially.

*\*For the purpose of the Cats in the Community program, youth is defined as 12 – 25.*

### Community Development KPAs

To be recognised as an outstanding philanthropic organisation in the AFL with community development programs that have a youth focus and are designed to lead change initiatives, advocate for progress, and leverage partnerships across industries and agencies. The ultimate aim is to be ‘more than a football club’.

- Achieve a minimum average satisfaction rating of 80 on an annual basis with club members on the ‘club’s involvement with the community’
- 100% of community development will be coordinated by community development department



## YOUTH EMPOWERMENT

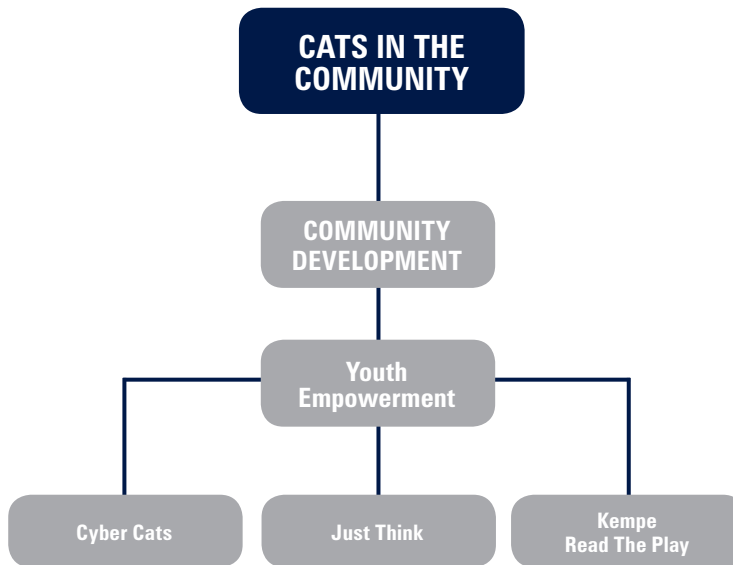
**EMPOWERMENT** is defined as increasing the spiritual, political, social, or economic strength of individuals and communities. It often involves the empowered developing confidence in their capacities.

**YOUTH EMPOWERMENT** is defined as an attitudinal, structural, and cultural process whereby young people gain the ability, authority, and agency to make decisions and implement change in their own lives and the lives of other people, including youth and adults.

Empowering youth with knowledge gives them the ability to make change in their lives and the lives of others. Allowing youth to decide their own rules of engagement will build confidence and resilience whilst assisting them with creating life values and ultimately strengthening the community.

THE PROGRAMS IN THIS PILLAR INCLUDE:

- Cyber Cats
- Just Think
- Kempe Read the Play



*Community Development – Youth empowerment – Cyber Cats*

## CYBER CATS

### PROGRAM OUTLINE

Cyber Cats will empower young people with knowledge about modern technology to allow them to determine rules of engagement, strategies and guidelines to help counter-act anti-social behaviour.

- One student in every four in Australian schools is affected by bullying
- Kids who are bullied are three times more likely to show depressive symptoms
- Bullying is the fourth most common reason young people seek help from youth health help services.

In 2012 the Cats ran an intervention program with lead partner headspace Barwon (renowned service provider in this area). The pilot program, allowed us to establish content and structure whilst compiling important data from the students, teachers and parents about what they know and understand about cyber bullying. In 2013 we will roll out part two of our pilot program:

- A dedicated Cyber Cats resource at headspace Barwon
- Four new schools will be identified and the Cyber Cats program will run in terms 2 and 3
- The three 2012 schools will participate in a post program coordinated by the Cyber Cats resource
- The Cyber Cats program will be a match day community partner in 2013 with the key messages identified by the schools used for this awareness raising campaign
- Geelong Cats will announce a Cyber Cats ambassador for a cyber-safety awareness campaign in schools

### PROGRAM OBJECTIVES

The objectives of the Cyber Cats community development program are as follows:

1. To facilitate an ambassador program for safe and responsible use of social media in local Geelong secondary schools focusing on year 7 students recognised as leading peer within the school communities.
2. To encourage discussion around the safe and responsible use of modern technology, culminating in a peer to peer acceptable use policy for the school.
3. To encourage widest possible participation from those in the program all by providing a range of teaching methods (visual/auditory/kinesthetic) and activities such as workshops, forums, creative learning.
4. To provide students with a 'tool kit' of resources on ways to deal with confronting situations and to encourage help seeking behaviour
5. To create awareness for parents about the issues/potential misuse of modern technology
6. To utilise the expert resources to manage a well-rounded program
7. Cyber Cats ambassador for a cyber safety message campaign in schools

The Cats (through our brand and players) have strong influence/voice to tackle bullying enabling the right experts and service providers to engage parents, teachers and children. It is our long term vision to listen to the responses from the school communities involved to continue to evolve our program to be relevant to the issues around modern technology. We will continue to utilise industry experts to refine the program; take advantage of the new community Wellness and Education Centre to engage schools and parents; and invest in resources for the sustainability of the program.

### WHO WILL IT IMPACT?

Over 1000 young people; targeting year 7 students across seven schools in Greater Geelong.

### TIMELINE

November 2012 – July 2013

### PARTNERS

Telstra (major sponsor – TBC)  
 Deakin  
 headspace Barwon  
 Department of Education & Early Childhood Development  
 Victoria Police  
 Generation Safe Solutions

*Community Development – Youth empowerment – just Think*

## JUST THINK

### PROGRAM OUTLINE

The Geelong Cats is proud to partner with the *Geelong Advertiser* for the sixth year with the aim to raise awareness about the repercussions of alcohol-fuelled street violence.

The *Just Think* campaign originated in 2008 after Cats players Tom Harley, David Wojcinski and James Kelly watched a story on *60 Minutes* featuring James Macready Bryan, a young Cats fan who was assaulted in Melbourne on his birthday.

Disappointed by the increase in alcohol related violence in Geelong, the players joined forces with the *Geelong Advertiser* and *Just Think* was born. Premiership captain, Harley and team mates Kelly and Wojcinski voiced a simple message to fans and the community to stand up and take note:

*JUST THINK... Think about what you're doing. Think about what your mates are doing Think about the consequences. Just Think. We are not saying don't drink, Just Think.*

The program aims to create awareness through powerful editorial, social media and community engagement of the *Just Think* message that will lead to significant cultural change surrounding alcohol-fuelled violence and ultimately, reduce the incidence of violence.

In 2010 Jimmy Bartel joined the campaign upon the retirement of Tom Harley.

In the members survey on community (3/9/12) *Just Think* was the most well-known program in the community framework. The 2012 campaign was successful in terms of exposure of the message to the wider fan base through match day activation; the general public through media and to our key stakeholders through the inclusion of the message within function rooms on match-day, *AFL Record*, website and social media.

In 2013 we will roll out an awareness campaign with a focus on a match-day at Simonds Stadium and key media and social media activities.

### PROGRAM OBJECTIVES

- To increase the number of young people who have an awareness of the *Just Think* campaign message
- To provide a list of practical tools and applications for young people to use in their social activities that support the *Just Think* message
- To engage the community to become active participants and advocates of the *Just Think* message

### WHO WILL IT IMPACT?

A broad campaign focussed on young people in the Greater Geelong region.

### TIMELINE

Ongoing, with increased focus around designated match-day

### PLAYER INVOLVEMENT

Bartel, Kelly and Duncan

### PARTNERS

Geelong Advertiser  
AFL  
AFL PA  
Victoria Police





*Community Development – Youth empowerment – Kempe Read the Play*

## KEMPE READ THE PLAY

### PROGRAM OUTLINE

Kempe Read the Play is an innovative program which uses the strength of peer networks to address the health and wellbeing of young people focusing on mental health, drugs and alcohol. Read the Play is a mental health literacy program designed for under 16 football clubs and under 15 netball clubs within the three leagues in Geelong and the Bellarine Peninsula.

The Geelong Cats has had involvement in the program since 2007 through the provision of player ambassadors Tom Harley (2007 and 2008), Brad Ottens (2009-2011) and currently Nathan Vardy.

The stats:

- One in four young people between the ages of 15-24 will experience a mental health problem in any 12-month period
- 75% of mental illnesses first occur in people aged 15-24, yet only one in four young people with mental health problems receive professional help.

Kempe Read the Play provides the Geelong Cats with a positive connection to local junior clubs, local agencies such as headspace Barwon and corporate sponsor Kempe. As a further link, Club patron Frank Costa is also a Kempe Read the Play ambassador.

In 2013, the Geelong Cats will continue to increase awareness of Read the Play through a match day team signed guernseys, support of a fundraising dinner and the role of ambassador Nathan Vardy.

### PROGRAM OBJECTIVES

- Raising awareness around drugs, alcohol and mental health
- Increase knowledge and awareness about mental health problems
- Increase knowledge about local support services
- Increase confidence and skills in our youth to seek out relevant support services

### WHO WILL IT IMPACT?

Under-16 local footballers and under-15 local netballers

### TIMELINE

April – August

### PARTNERS

Football Geelong and Geelong & District Football League  
headspace Barwon  
Kempe (major sponsor)  
Read the Play Board

## YOUTH HEALTH AND WELLBEING

The Australian Government’s vision is for all young people to grow up safely, healthy, happy and resilient and to have the opportunities and skills they need to learn, work, engage in community life and influence decisions that affect them.

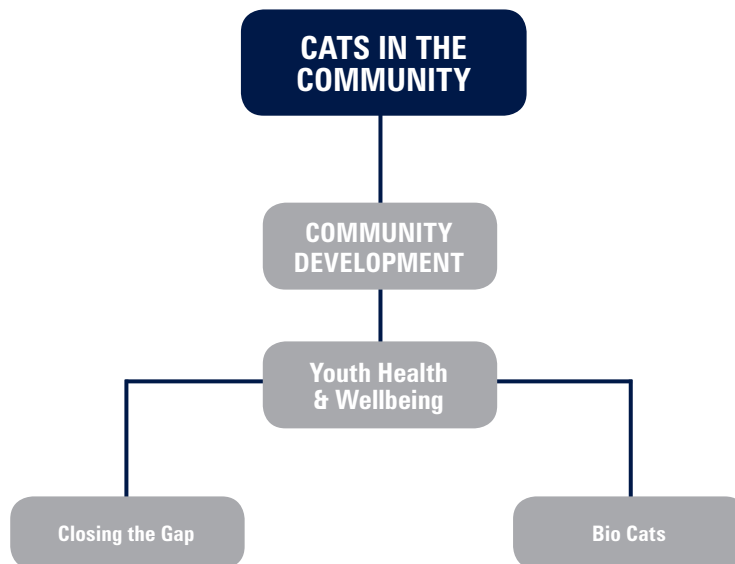
Youth is an important time for establishing positive health habits and acceptable social behaviours. It is a time when young people are undergoing rapid emotional, physical and intellectual changes, and when they begin the transition from childhood to adolescence to independent adulthood.

National statistics show decreased activity in young people and concerning trends in unhealthy weights (with 1 in 3 Australian young people either under or over weight). We have a unique opportunity to use our club role models to lead by example and educate about the importance of a healthy attitude to life. Whilst the message is not new, the players and coaches are the perfect advocates for healthy lifestyle and can reinvigorate this message through our programs to ensure they resonate with young people in our community.

Educating youth about the importance of a healthy lifestyle for their mind, body and spirit can inspire positive behaviour and affect change in the future of young people in our community.

**OUR PROGRAMS INCLUDE:**

- Bio Cats
- Closing the Gap



*Community Development – Youth health & wellbeing – Bio Cats*

## BIO CATS

### PROGRAM OUTLINE

The Geelong Cats has a commitment to the health and wellbeing of young people in our community. Over the years, we have ran programs that have focussed on this key theme, using clinics, players and other activities to encourage young people to get active and be team players.

In 2012, we piloted the Cats Kicking Goals program. The program key messages were healthy bodies - through nutrition and activity; minds – through education & self esteem; and spirit - through teamwork and community engagement. The aim for the program was to engage with schools through a Simonds Stadium based clinic, with follow up classroom activities available via the UltraNet for teachers to continue the theme throughout the term.

In 2013, the Club will take this engagement to a new level by partnering with the BioLAB (one of six State Government funded specialist science and mathematics centres in Victoria) and Deakin University.

BioLab is a statewide resource that any school in Victoria can utilise to engage and inspire the next generation in science and mathematics using innovative technologies and techniques. Its programs are linked to the Australian Curriculum and VELS and a number of science, technology, engineering and maths career pathways. The centre is located in Belmont (on the Belmont High School campus).

The synergies between Deakin, as a lead partner of BioLab and the Geelong Cats provide an excellent platform for the Club to form a “tri-alliance”:

### BIO CATS

- BioLAB and Cats to work together to write the key education program
- The program would use a blended cross curricular approach to achieve the desired outcome for both parties i.e. health and wellness alongside science and mathematics.
- BioLAB to provide education officers to facilitate program in the Cats Community Wellness & Education Centre.
- The program will be sports specific and hands on and will make use of the computer lab, meeting room and multi-purpose area, as well as our oval.

### PROGRAM OBJECTIVES

- To encourage young people to be active with aims to improve physical activity levels of 11-12 year-olds
- To illustrate the importance of healthy bodies - through nutrition & activity; minds - through education & self-esteem; and spirit – through teamwork & resilience
- To use role models (Cats players & BioLab teachers) to encourage healthy choices, promote maths and science and draw connections between fun in sport with science and maths career paths
- To provide students and teachers with a ‘tool kit’ of resources in support of the program
- To utilise the expert resources to create a well-rounded program
- Raise awareness of messages with Bio Cats being a match-day community partner

### WHO WILL IT IMPACT?

It is envisaged the program will engage with 40 schools in our region in our first year.

### TIMELINE

June – December 2013 (upon opening of CW&EC)

### PARTNERS

BioLAB  
Deakin University  
DEECD (Dept Education & Early Childhood Development)  
Target

*Community Development – Youth health & wellbeing – Closing the Gap*

## CLOSING THE GAP

### PROGRAM OUTLINE

The Geelong Cats support Closing the Gap and will help to deliver health promoting messages to positively impact health outcomes for Aboriginal people.

In 2008 Commonwealth and state and territory governments committed to improve the health and wellbeing of Aboriginal and Torres Strait Islander Australians and to reduce the life expectancy gap. This is known as the 'Close the Health Gap' initiative. The difference in life expectancy between Aboriginal and non-Aboriginal Australians for Men is almost 12 years and for Women is almost 10 years (ref: Victorian Department of Health). Aboriginal people experience higher rates of preventable diseases such as kidney, heart disease and diabetes.

Players Mathew Stokes, Allen Christensen, Travis Varcoe, Steven Motlop and Joel Hamling are Closing the Gap ambassadors.

In 2012, tactics to raise awareness included participation in the Closing the Health Gap forum in Geelong, a Closing the Gap match day following NAIDOC Week, *Deadly Choices* TVCs supported by media and social media campaigns.

In 2013, Closing the Gap will again feature as a match day community partner and the players will also be involved in rolling out a community education campaign to encourage participation of young aboriginal people in our region in the eight week *Deadly Choices* program. Other initiatives will occur under the banner of the club's Reconciliation Action Plan (to be launched in 2013).

### PROGRAM OBJECTIVES

- To raise awareness of the health gap between Aboriginal and non-Aboriginal Australians.
- To provide encouragement and incentive (through player role models) for young people to participate in the community education program *Deadly Choices* focussed on: leadership; chronic disease; physical activity; nutrition; substance misuse; smoking cessation; sexual health and health checks.
- To engage the wider health community and youth sector stakeholders to be involved in the Closing the Gap initiative.
- To integrate the Closing the Gap program into the Geelong Cats Reconciliation Action Plan and align with the club's Respect for Diversity Policy.

### WHO WILL IT IMPACT?

Aboriginal communities within the Barwon South West region, with a focus of young people aged 12-25.

**TIMELINE:** January - July

### PARTNERS

State Government Victoria – lead by the Department of Health and the Barwon South West Region Closing the Health Gap Steering Committee including:

- Wathaurong Co-operative
- Winda-Mara Aboriginal Corporation
- Framlingham Aboriginal Community
- Gunditjmara Aboriginal Corporation
- Dhauwurd Wurrung Elderly & Community Health Service Inc.
- Local Indigenous Networks (LIN's) in Geelong, Warrnambool and Portland/Heywood

*Please note: Throughout this document, the term Aboriginal is used to refer to both Aboriginal and Torres Strait Islander people. Indigenous is retained when it is part of the title of a report, program or quotation.*



## YOUTH HOMELESSNESS

Homelessness can refer to people:

- Sleeping rough
- Couch surfing/dependent living arrangements
- Supported accommodation assistance programs

Of 105,000 homeless people in Australia on census night in 2006:

- 56% were male
- 21% were between the age of 12-18
- 12% were under the age of 12
- 23% were staying in boarding houses
- 45% were staying with friends and relatives
- 16% were sleeping rough
- 14% were staying in accommodation provided by the Supported Accommodation Assistance Program (SAAP)

According to Time for Youth there were 70 young people (16-25) in Geelong waiting for crisis and long term accommodation at any time (2009). The youth unemployment is 2.5 times higher than the Victorian state average over the last four years. Compared to the state average young people in the Geelong region have higher rates of smoking, risk of short term alcohol related harm, mental illness and obesity (female only).

Our program is:

- Ladder



*Community Development – Youth homelessness – Ladder***LADDER****PROGRAM OUTLINE**

On any given night in Australia 105,000 people are homeless. That's more than the capacity of the MCG! Nearly half of these people are under the age of 25. The Cats have committed to tackling youth homelessness in Geelong through a partnership with Ladder.

By leveraging a natural affiliation with the AFL industry, its players and networks, Ladder provides programs that break the cycle of homelessness for disadvantaged young people aged 16-25. Through the AFL Players' Association, every player contributes \$25 per game to the Ladder program totalling \$200,000 per year.

Unfortunately homelessness is only one component of homelessness. Ladder is committed to providing sustainable, long-term solutions in partnership with other experts in the homelessness sector. To this end, AFL players also provide hands on assistance with the young people engaged in Ladder programs through mentoring, encouraging healthy living and developing life skills. Ultimately Ladder enables young people to become physically, psychologically, and emotionally self-sufficient.

In August 2012, the Geelong Cats announced Steve Johnson as the official ambassador for the program and Places Victoria as the sponsor supporting the club's youth homelessness pillar.

**PROGRAM OBJECTIVES**

- To support Ladder who helps the homeless to get back on track and help them to become independent, healthy young adults that contribute within their communities long after they leave the Ladder projects
- To create awareness of the issue of youth homelessness in the Greater Geelong region through the Ladder ambassador and association with the Geelong Cats brand
- To run an eight week pilot program involving Geelong Cats players (past and present), facilitated by Ladder and supported by key youth service provider/s from the Greater Geelong region
- Club to match player monetary commitment
- To raise awareness of youth homelessness via Cats match-day

**WHO WILL IT IMPACT?**

Homeless young people in Geelong

**TIMELINE**

October 2012 – December 2012

**PARTNERS**

Ladder  
AFL  
Places Victoria  
AFL PA  
Barwon Youth  
Time for Youth



## COMMUNITY RELATIONS

The second tier of the Cats in the Community strategy is community relations, and as the title suggests, this is about the club's place in and relationships with the local community. In this tier, we play more of a support role than necessarily the lead role and the focus is primarily on the delivery of programs that support the objectives of other community organisations because it is mutually beneficial for us to do so. This tier is about 'high touch' and high visibility relationships with the community that still operate on the principle of partnership and ethically sound community investment.

It is proposed that the relationships are divided into three community relations programs:

- School Cats
- Footy Cats
- Cats Connections

### COMMUNITY RELATIONS KPAs

To invest in the community by creating mutually beneficial relationships with schools, junior football clubs and Cats Connection partners.

The Club is engaged in programs that complement our core values and support significant need in the greater Geelong community:

- School Cats – 30,000 school children (120 schools)
- Footy Cats – 5,500 junior footballers (35 clubs) and 3,000 AFL Auskick footballers (38 AFL Auskick Centres)
- Cats Connections – partnerships with established charity and community groups which cover a cross section of community needs including: health and mental health, youth, wellbeing, under provided communities and disability. Cats Connections also provides us with an opportunity to continue to consult, engage and partner with key organisations and service providers in our region to ensure that our programs are ethically sound.



*Community Relations – School Cats***SCHOOL CATS****PROGRAM OUTLINE**

The Geelong Cats has an extensive program to assist local schools. The School Cats program involves Geelong Cats players visiting all schools (approximately 120 schools with potential reach of 30,000 students) each year in the Geelong, Bellarine Peninsula, Surf Coast and Colac regions. The players conduct clinics or speak to the students about life as an AFL footballer, nutrition, exercise, leadership and team work (or other appropriate topics as advised by the school's curriculum).

Players also spend a day visiting schools in the western districts of Victoria as part of the Country Day. These programs are coordinated in conjunction with the AFL. These appearances are part of the player's AFL CBA.

**WE ARE GEELONG GUIDE BOOK** (information handbook)

The Geelong Cats information handbook is a handy resource that is over 60 pages full of Club history, statistical information, facts and unique figures about the Geelong Cats. A guide book will be given to each of our schools for their library. This will also be available on [geelongcats.com.au](http://geelongcats.com.au) as well as the Barwon South West region Ultranet as a resource to students.

**SCHOOL CATS ON THE ULTRANET**

The School Cats on the Ultranet is a new community educational initiative presented by the Geelong Football Club in partnership with BioLAB and the Department of Early Education and Childhood Development (DEECD). School Cats on the Ultranet complies with the Victorian Essential Learning Standards (VELS). The online activities will be distributed to all primary schools in the Barwon South West region via the Ultranet with potential reach of 2,500 primary teachers and 30,000 students.

**PROGRAM OBJECTIVES**

- To involve students in the club and the players in the school community.
- To educate and inform students on many important issues including fitness, health, diet, teamwork and leadership
- To motivate children to be involved in sport or group activities through talks with players, tours and clinics.

A range of activities are generated by the School Cats program to give all primary and secondary schools a chance to be part of our club.

**WHO WILL IT IMPACT?**

120 primary and secondary schools in the Barwon South West region plus schools in the western region of Victoria.

Each school child in our region will receive a gift from the Club (in 2012 each child received a Cats ruler)

**TIMELINE**

School visits & Country Day – February – April  
Information Handbook & Ultranet is an ongoing program

**COUNTRY DAY**

- BioLAB will run an 'outreach program' to complement the Geelong Cats' Country Day where players spend a day in the western region of Victoria. Options are being considered around pre-visit, workshops and clinic based involvement in the visit to country schools.
- Students use cutting edge technology to perform their own experiments and map their physiological reactions to physical activity. This data is then used to introduce various learning areas of science and maths such as; biology, physiology, biochemistry, scientific methodology and mathematical modelling of data. We also showcase the experience of elite athletes during game day/events.
- BioLAB will provide all equipment such as Sprint Gates, interactive data loggers with physiological sensors (breathing rate, heart rate and skin temperature), Polar heart rate monitors, GPS Athlete tracking units (with real time tracking), class sets of Apple iPads with skill analysis software (this is in line with what Club currently uses to track and measure our players)
- There is also an opportunity to involve Deakin post grad students in this program.

**PARTNERS**

AFL Victoria  
Department Early Education & Childhood Development  
BioLab  
Deakin





*Community Relations – Footy Cats*

## FOOTY CATS

### PROGRAM OUTLINE

In conjunction with AFL Victoria, the Geelong Cats visits every junior club and Auskick centre in our region. The club also hosts the AFL Auskick Super Clinic at Simonds Stadium mid-season. These appearances are part of the player's AFL CBA agreement.

### Junior club visits

Geelong Cats players visit each junior club in Geelong and surrounding areas and help the juniors develop their skills and knowledge of the game. The junior club members may be our future AFL stars and the Geelong Cats helps these juniors realise their dreams and supports their learning.

### AFL Auskick and Super Clinic

The Geelong Cats visit the region's AFL Auskick centres once a year and conduct super clinic at Simonds Stadium. The AFL Auskick Centre visit consists of a one hour clinic followed with a talk focusing on key messages as devised by each centre. Most centres then hold a family BBQ of which the players are invited to attend. The AFL Auskick Super Clinic is held at Kardinia Park and has approximately 1600 children in attendance. The participants are put through their paces in a circuit thus interacting with numerous players.

### PROGRAM OBJECTIVES

- To provide role models (Geelong Cats Players) and genuine experiences to learn more about the AFL game to junior footballers in the Geelong community.
- To promote the club's key messages of community health and wellness and educate our young athletes on the game of Australian football.

### WHO WILL IT IMPACT?

5,500 junior footballers (35 junior clubs) and 3,000 AFL Auskick footballers (38 AFL Auskick Centres)

Each junior footballer and Auskick participant in our region will receive a gift from the Club (in 2012 each child received Geelong Cats boot laces) whilst each junior club receives team signed Geelong Cats guernsey to assist with their fundraising.

### TIMELINE

AFL Auskick Centre visits – approximately April/May  
 Junior Club night - approximately June  
 AFL Auskick Super Clinic – approximately July/August

### PARTNERS

AFL/ AFL Victoria  
 Geelong Junior Clubs & Auskick Centres

*Community Relations – Cats Connections*

## CATS CONNECTIONS

### PROGRAM OUTLINE

The Community Development team has strategically selected partners for the 2013 season that will benefit a cross section of need in the community both locally and nationally (as listed below under impact). Each organisation will be awarded partner status and receive an array of benefits. Cats Connections also provides us with an opportunity to continue to consult, engage and partner with key organisations and service providers in our region to ensure that our programs are ethically sound.

### WHY ARE WE DOING THIS?

The Geelong Cats is committed to working to improve the lives of people in all walks of life. As highly visible members of the community, the Geelong players, coaches and staff understand their unique public role and work with local charities and community groups to make a positive contribution throughout the region. The Geelong Cats welcomes the opportunity to give back to the community that has supported it for over 150 years. We also believe that it is important to have a considered approach to our cats connections and therefore will continue to engage with a range of key organisations and service providers to ensure our brand is aligned with appropriate issues and programs.

Limiting our partners will ensure maximum benefit for each organisation and a clear focus for the Geelong Cats in this pillar.

### WHO WILL IT IMPACT?

The community through each of the following hand selected organisations:

- Barwon Health Foundation including Run Geelong (health/youth)
- Starlight Children's Foundation (health/youth)
- Give Where You Live (under-provided communities)
- Cottage by the Sea (under-provided/youth)
- Gateways Support Services (disability)
- headspace Barwon (youth mental health)
- beyond blue (mental health)
- Victoria Police
- State Government of Victoria: Department of Education and Early Childhood Development, Barwon South West
- State Government of Victoria, Department of Health
- BioLAB
- Deakin University



## COMMUNITY ASSISTANCE

Our third strategic tier is community assistance, which is recognition of the duty to and benefits of responding to community requests and community needs as they arise. These requests and needs are not likely to be programmatic in nature and may often be unpredictable and unplanned. They may be responses to circumstances and events that affect the whole community such as bushfires or floods, or they may be individual requests for help, support, encouragement or connection with the club and its players.

Often community assistance is sought in times of adversity, but we also see a strategic role for advocacy within this tier. Community advocacy is about taking the opportunity to influence the agenda, bring attention to an issue or add the Club's / players voice to the debate.

### Community Assistance KPAs

To develop and implement a consistent and considered community assistance program that provides a positive contribution to community requests and needs.

- A considered response to all requests correspondence with a 100% response rate within two weeks
- The Community Wellness and Education Centre is utilised by a minimum of 20 sports focused community organisations in accordance with the state government funding model
- Community assistance through advocacy and a minimum of 10 ambassador roles
- Managing The Brook Community Partnership Program
- Undertaking organised tours of the Club (Home of the Cats Tours)



*Community Assistance – Cats Assist***CATS ASSIST (REQUESTS/DONATIONS)****PROGRAM OUTLINE**

The Community Development team has developed a policy for dealing with the hundreds of requests that arrive through via post, email and telephone on a weekly basis. The policy is published on the website, intranet and made widely available to anyone seeking assistance (in the form of one-off donations, auction items etc) on behalf of individuals, schools, sporting and community groups.

Each request will receive a response within a two week time frame.

All requests will also be tracked through a community development database to ensure no duplication of donations and provides valuable reporting for future budgeting and allocation of items.

**PROGRAM OBJECTIVES**

The policy is to ensure the Cats has a professional, centralised and consistent, and considered response to requests that come in. The policy provides clear guidelines for external stakeholders – before they've asked the question; and also assists staff and the club with a standardized response to the ongoing request for community assistance.

**WHO WILL IT IMPACT?**

EXTERNALLY: School, football clubs, sporting clubs, community groups and anyone who sends in requests to the club for merchandise and signed items.

INTERNALLY: All staff and players who experience constant requests for signed merchandise and items.

**TIMELINE**

Ongoing

**PLAYER INVOLVEMENT**

N/A

*Community Assistance – Cats Wishes***CATS WISHES (SPECIAL REQUESTS)****WHAT ARE WE DOING?**

From time to time the Club receives very special requests that fit outside the general request category. These requests come from organisations such as the Starlight Children's Foundation, Make a Wish, Angel Flight, Kids Foundation, Very Special Kids, and Challenge etc.

These requests are often for a seriously ill person and quite often children. We always fulfil these requests to the best of our ability; they could range from running through the banner, a special guest on match-day watching the team warm down and meeting player/s, to receiving a signed pair of footy boots or simply attending a game for the very first time.

**PROGRAM OUTLINE**

Each 'wish' is individually tailored.

**PROGRAM OBJECTIVES**

To bring joy to the lives of seriously ill and dying members and fans.

**TIMELINE**

Ongoing

*Community Assistance – Community Wellness & Education Centre*

## COMMUNITY WELLNESS & EDUCATION CENTRE

### PROGRAM OUTLINE

The Community Wellness and Education Centre (CW&EC) is a state of the art facility to be located on the ground floor of the Players Stand at the southern end of Simonds Stadium. The facility is over 800 square metres and the Cats will run the majority of their community programs from here from June 2013. It will also be used by third parties, predominately community organisations.

The key features include:

- Computer lab
- Meeting room
- Multi-purpose area
- Memorabilia gallery with the zenith of Club ephemeras
- Office space, kitchen facilities, toilets

As part of the State Government planning proposal, there will be a community benefits working group that will aim to establish and recognize good use of the centre through identifying community groups that will benefit from its use.

It is envisaged that the facility will also be utilised by:

- Australian Sports Commission.
- Barwon Sports Academy.
- Local "community programs" such as Read the Play.
- Leisure Networks
- City of Greater Geelong – Youth Unit
- headspace Barwon
- Victoria Police
- Deakin

### WHO WILL IT IMPACT?

The target audience for the above activities will range from primary school aged children, to older adults.

**TIMELINE:** Ongoing (launch 2013)

*Community Assistance – Community Education Programs*

## COMMUNITY EDUCATION PROGRAMS

### PROGRAM OUTLINE

Education sessions for the general public/local sporting clubs hosted by our senior coach, assistant coaches, various members of the sports science team, player development manager, nutritionist will run out of the Community Wellness and Education Centre.

Sessions would be themed around specific areas ideally and would be able to include other 'experts' from Deakin or the region to form panels for discussion and question time.

BioLAB could assist with providing equipment plus the link to Deakin University giving them the opportunity to showcase their expertise.

### WHO WILL IT IMPACT?

The target audience for the above activities is local football coaches and support staff.

### TIMELINE

July 2013

*Community Assistance – Advocacy & Ambassadors***ADVOCACY & AMBASSADORS****PROGRAM OUTLINE**

Advocacy is the 'art of persuasion'. At times a great cause will knock on our door outside of our community development and community relations programs. This is a show of the Club taking the opportunity to influence the agenda when we can. With due consideration the Club may choose to 'advocate' for selected worthy causes.

**PROGRAM OBJECTIVES**

- To show our support for great causes
- To provide player support to ensure expectations are managed on both sides of the ambassador/community group relationship

**WHO WILL IT IMPACT?**

This is generally part of a media awareness campaign and has potential to reach thousands of people.

There is minimum impact on the player/coaches time as it is generally a photo shoot organized straight after a training session with the media.

The onus will be on the approved charity group/ event to contact media prior to photo shoot and provide any pre-approved props etc for the purpose of the photoshoot.

**TIMELINE**

Ongoing

**PLAYER AMBASSADORS**

Current ambassador roles:

Jimmy Bartel	Just Think*
James Kelly	Just Think*
Travis Varcoe	Leaders for Tomorrow
Daniel Menzel	Starlight*
Joel Corey	Cottage by the Sea (not formalised)*
Tom Lonergan	Geelong Hospital Appeal* & Zaidee Rainbow Foundation
Joel Selwood	Run Geelong*
Paul Chapman	Operation Newstart
Harry Taylor	Gateways Support Services*
Mathew Stokes	Close the Gap*
Steven Motlop	Close the Gap*
Joel Hamling	Close the Gap*
Travis Varcoe	Close the Gap*
Allen Christensen	Close the Gap*
Harry Taylor	Gateways Support Services* & Gambler's Help
Nathan Vardy	Kempe Read the Play*

Involvement is at the discretion of individual players.

\*Club aligned charity groups, community groups and causes.

*Community Assistance – The Brook Community Partnerships Program***THE BROOK COMMUNITY PARTNERSHIPS PROGRAM****PROGRAM OUTLINE**

As part of our support to the Wyndham community, the Geelong Cats has formed The Brook on Sneydes Community Partnership Program to assist local not-for-profit organisations to benefit and support the local community. This initiative also supports the Club's values of respect and unity.

In 2013, the pool of \$100,000 will be divided as follows:

- \$50,000 proactively distributed as decided by the advisory committee and working party
- \$50,000 to be divided between community projects as per application process as decided by the working party

The Geelong Cats' respect for diversity and ethical framework will be used to guide the distribution of monetary and in kind support, and areas of the Framework covering including gender, disability, age and race may form part of the distribution Program.

Submissions are received via email or in hard copy for funding from local community groups (application forms and information area available on The Brook website [thebrook.com.au](http://thebrook.com.au) or in hard copy from the venue). The submissions are heard quarterly by a committee and decided upon at those meetings.

**PROGRAM OBJECTIVES**

The Brook on Sneydes Geelong Cats' hospitality venue represents the Geelong Football Club's vision to genuinely commit to building a social hub within the Point Cook community and the City of Wyndham.

- Applications to The Brook – Cats in the Community are increased by 25% annually
- To be regarded as a club which is committed to assist local non-for-profit organizations in benefitting the local community
- Customer are engaged with the venue, utilizing the facilities the Club has to offer before those of the Club's competitors
- The Brook – Cats in the Community funding is fully utilised annually in accordance with VCGR requirements

**WHO WILL IT IMPACT?**

City of Wyndham

**TIMELINE**

Ongoing



*Community Assistance – Home of the Cats Tours*

## HOME OF THE CATS TOURS

### PROGRAM OUTLINE

Guests will get the chance to soak up the rich history; hear the echoes of the past on the 'Home of the Geelong Cats tour'. They will take the opportunity to view first hand Simonds Stadium, the home of the Geelong Cats.

They will be taken on an exclusive tour of the ground including the high performance centre and gymnasium in the Premiership Stand, plus the club's memorabilia collection and our premiership cups.

This tour is both an educational and historical event with interesting trivia and facts. Tours are taken by past Geelong greats and club historians and are FREE of charge.

### PROGRAM OBJECTIVES

To provide the opportunity for the community to learn the history of the club, tour the facilities and feel a part of the journey, as a dedicated member, fan or avid AFL follower.

### WHO WILL IT IMPACT?

Visitors from Geelong, Victoria, Australia and all over the world

### TIMELINE

40 tours are taken each year (no tours in August, September or over Christmas break)

### PARTNERS

Past Players and Officials Association  
History and Tradition Committee

