

# Attachment 1 – Sponsorship Proposal and Benefits

## WEST PERTH FOOTBALL CLUB (INC)

PREMIERS 1897  
1899  
1901  
1905  
1932  
1934  
1935  
1941  
1942  
1949  
1951  
1960  
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1971  
1975  
1995  
1999  
2003

PATRONS - Mai & Jennie James  
Vice Patrons - Terry O'Neill  
Dr Mal Washer  
Troy Pickard

Thursday, 19<sup>th</sup> August 2010.

Mr Mike Smith  
Manager Governance and Marketing  
City of Joondalup  
PO Box 21  
JOONDALUP WA 6919



Dear Mike,

Please find attached a funding submission to the City of Joondalup seeking a continuation of our sponsorship deal. As we have discussed previously, the current five-year sponsorship arrangement between the West Perth Football Club and City of Joondalup ceases at the end of this year, and we are keen to renew this partnership.

The submission contains a summary of the football clubs contribution to and connection with the local community. We take great pride in the quality and quantity of the district programs we conduct and are always seeking new ways in which we can value add to our role in the community.

Our previous five-year sponsorship was costed at \$20,000 per annum, paid in two yearly instalments. As you will see from the financial information in the submission, our contribution to the community far outweighs this; therefore we are seeking a modest increase in the next five years to assist us to grow our district contribution.

West Perth Football Club is seeking an increase to \$25,000 per year. I am confident that after reading our submission, you will agree this is a reasonable request as we strive to present our club to the community in the best manner.

I am happy to discuss any aspect of our submission, and look forward to hearing from you in the near future. Thank you for consideration of this proposal.

Yours Sincerely,



Gerry O' Dea  
Chief Executive Officer



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## Sponsorship Proposal

### **WEST PERTH FOOTBALL CLUB** **SUBMISSION TO THE CITY OF JOONDALUP**

#### **Background**

For the past 17 years, the West Perth Football Club, (WPFC) has been located at the Arena Joondalup in the heart of the City of Joondalup.

Over the past 17 years, the Club has evolved to become more than just a football club – it is the premier provider of community – based sporting programs in the entire City of Joondalup. With three full time staff and five casual staff employed to undertake and manage these community programs and events, the WPFC spends in excess of \$160,000 per annum on providing a wide range of community projects to service our local community.

There is no doubt that the City of Joondalup has had a significant history of supporting the Club as we have grown as a community service provider. That support is not forgotten and, (we hope) is reflected in the various joint promotions and branding that the Club provides to acknowledge both the City and the Council publicly.

The Falcons takes great pride in being an integral part of both the WA Football League and the City of Joondalup. We believe that in all activities undertaken by the Club, (both at the Arena Joondalup and in our northern district) that we strive to present our Club and our home venue / council in the highest possible standard.

***In re-applying for sponsorship from the City of Joondalup, the Falcons wish to use this report to convey the following information to the City of Joondalup in relation to our strategic objectives:***

- 1) Our Club Structure, financial position and objective to remain at the Joondalup Arena as a tenant of the City of Joondalup;***
- 2) Our community servicing / talent projects and programs that represent our vision to grow the profile and role of our national game throughout our northern metropolitan region;***



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## **West Perth Football Club Structure and Financial Position**

The Club is an incorporated association pursuant to the *Associations Incorporation Act 1987*.

The Club is administered by a President and Board of 8 Directors. Each Director is inducted upon joining the Board in accordance with the Club's 2004 Director Induction Programme.

The Club now has a settled and experienced Board. The current President and Board have in excess of 60 years experience on the Club Board.

The Club employs a Chief Executive Officer, a Football Manager, a Promotions and Events Manager and two office staff. The club also has 3 full time Development staff whom over see our community – based projects.

The Falcons employ fifteen coaching staff to cater for the development of youth players from 14 – 16 years, as well as an array of paid staff for our Colts – League programs. In all, the Club pays approximately ninety staff in the football department, from coaches, to medical staff, support staff and players. There are Position Descriptions for each position which can be provided if required.

Given that the Falcons are part of an elite sporting competition with a state-wide and national profile, it is imperative that we maintain the highest standards of competitiveness, presentation public profile. We therefore make all funds raised by the club available to service these needs and attract the highest quality of personnel to represent our club. Failures in these areas would become very noticeable very quickly and reflect poorly on the Club and all its stakeholders.

Details of all persons administering and employed by the Club can be provided if required.

The WPFC currently has a turnover of \$1.325 million dollars. This turnover is currently spent in the following areas:

Senior Football Operations:	\$ 530,000
Community Projects & Talent Development:	\$160,000
Promotions & Events, (including match days):	\$320,000
General Operations and Administration:	\$315,000

The Board of the WPFC works diligently each year to ensure that not only does the club trade viably, but that every dollar earned by the Club is re-invested into our football programs at all levels.



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As can be seen from cost centres mentioned above, the current sponsorship of \$20,000.00 provided by the City of Joondalup is crucial to our operational viability. It is however only a small proportion of the money that the club spends on community servicing in the region alone. It should be highlighted and recognised that WAFL clubs are marginal businesses. The Club is extremely proud of its ability to manage its finances effectively in a tight environment and extremely grateful to the Council for the contributions made to date to assist us to achieve this objective.

In terms of the Club's ongoing financial viability, the Board is prepared to look at all possibilities to attract long term financial partners. Strategically, we see our venue at the Arena Joondalup as integral to these plans and are working with numerous stakeholders to assure our long term tenure and financial viability at this venue.

Fully audited financial reports are prepared for our members each year and these could be made available to Council upon request to verify any of the financial information provided.

### **The Club's contribution to and connection with the Community**

Currently, 93% of the players that represent the Falcons in elite competition, (between 14 years and league level) hail from our zoned districts.

It is the long terms vision of the Falcons to have 75% of our *league squad* come from our zoned northern corridor. This vision will only be achieved if the club can:

- 1) Maintain/ grow the profile of football in the Joondalup district as the premier sporting option for our youth;
- 2) Find ways to entice first generation Australians / Indigenous community to participate in our game and adopt the Falcons as their own club and Australian Rules as their code of choice.
- 3) Encourage 20 – 25% of males between 8 and 17 to play school / community football.

To this end, the club already conducts countless community programs to achieve these objectives. A brief summary of these annual programs / events are as follows:



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- District junior football clinics, junior carnivals and games – 1000 participants;
- Auskick Gala Days and junior parade day at the Oval – 1000 to 2000 participants;
- Junior holiday clinics held in April and July school holidays – 1000 participants;
- Coach education seminars (junior coaches in the District come to the Oval to get instruction and training from our senior coaches) – 200 participants;
- Multicultural football clinics and games - 200 participants;
- 150 extended primary school football programs;
- 30 extended high school football programs;
- 70 one – off school promotional visits;
- 12 school lightning carnivals;
- 6 Mums coaching clinics;
- 40 junior club training sessions by Falcons players;
- 30 junior club training sessions by Falcons Coaching Staff;

In addition to our community – based programs, the club also has an extensive coaching and talent identification network and program for juniors between 14 and 16 years. These annual programs include:

- 14's development squads, (August – October) 70 participants;
- 15's development squads, (August – October) 80 participants;
- 16;s Academy (November – April) 45 participants;
- Falcons 16 / 17 Rookie Squad, (May – September) 50 participants.

Further information on all of the Falcons community – based projects can be found in our Falcons Academy brochure.

***When you combine these activities with the 25,000+ people who attend our home games during each year, our club reaches more than 80,000 members of our local community on an annual basis and more than 7,500 of males between 8 and 17 years currently participate in our programs in our northern zone.***

To further grow the popularity of both the Falcons and Australian Football in our vastly multi cultural district, the club has the following projects and objectives to add to our already impressive list of community based programs;

- 1) Creating a new 'Falcons Community Brand' and logo that is the identity for all of our community programs and reflects the region that we represent;



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- 2) Creating new coaching and educational programs that will serve to entice greater interest / participation in football by the following demographics prominent in our northern corridor;
  - 2.1 First generation Australians of all cultural backgrounds;
  - 2.2 Indigenous Australians.
- 3) Identifying promotional mechanisms that will see us offer newly nationalised Australians in the Joondalup District with an honorary membership to the club and an opportunity to attend an introductory Aussie Rules clinic ;
- 4) Create an Indigenous Football Academy in the northern districts to allow us to provide specialised educational / life skills programs for our growing Indigenous community.

***Through these current and proposed projects, it is our vision to ensure that every person in the Joondalup community will have the opportunity to be exposed to the Falcons Community Brand and participate in Aussie Rules football programs by 2015.***

### **Conclusion**

This information is designed to fully explain to Council the vital role that our football club plays in shaping our community.

The Falcons moved to Joondalup in 1994 with a vision to create a new home and grow football in the developing northern corridor. Current regional participation figures, the percentage of players from the northern corridor representing the club and the success the club has had in terms of on field success and developing players from this region for the AFL are indicative of the success achieved to date.

As we move forward, the strong multi-cultural nature of our region will provide us with a wide range of exciting challenges. But our goal remains to ensure that our national game remains an important vehicle in establishing positive community values, spirit and a forum for healthy and active participation.

***The City of Joondalup has a critical role to play in assisting us achieve all of these objectives and a strong financial contribution from the Council would ensure that these objectives continue to be met for the benefits of our entire community.***

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## Benefits

### Game Day

- City of Joondalup branding on a Corporate Box and exclusive use during all the home games.
- Signage situated in key positions on the ground in full broadcast view to maximise the City's exposure at all home games.
- 10 Complimentary tickets to each home game to be used by the City for community prizes and give-aways.
- Public Address announcements at all the games to state that the club is sponsored by the City of Joondalup.
- City of Joondalup Leisure Centre Activities to be held at half time at home games i.e Body Jam sessions.
- The opportunity for the City to provide direct promotion at games on programs, projects and events run by the City of Joondalup to players, members and supporters.
- The opportunity for the City to set up promotional stalls at all WAFL and AFL games played at Arena Joondalup.

### Logo Recognition and Events

- All club apparel to include the City of Joondalup logo (Officials & Players).
- The City of Joondalup is acknowledged in all promotional and advertising material (in all Media Coverage stated in the Partnership Proposal) including programs, website, flyers, posters, mail-outs, radio, press, TV and video.
- Acknowledgement of the City of Joondalup's support as a sponsor in West Perth Football Club newsletters and other methods used to keep in contact with the Club's members, sponsors and supporters as listed in the proposal.
- Acknowledgement of the City of Joondalup's support in all media releases and at major media events associated with the West Perth Football Club.
- All press conference signage to incorporate the "City of Joondalup" logo.
- The City of Joondalup is acknowledged on the West Perth Football Club Internet site, relating to all games – home and away.
- Acknowledgement of the City of Joondalup's support at all public events associated with West Perth Football Club.
- Recognition/Signage/option to be involved at club events/programs/awards nights.
- Invitations for the City of Joondalup to all sponsor recognition events.
- Sponsorship benefits for West Perth Golf Days eg. naming rights to a hole and opportunity for nominated personnel to play in the competition.

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## Community Programs

- Exposure and acknowledgement of the City of Joondalup with all programs run through the West Perth Football Club at schools, Carnivals, Holiday Clinics and Talent Programs.
- City of Joondalup banners to be displayed during all West Perth Programs/Club Events

## Other

- City of Joondalup logo to be displayed in club rooms, entry doors to club rooms.
- Naming rights to a club award.
- An autographed West Perth football, football jumper and team photo to be presented to the City of Joondalup each season.
- Players to attend two (2) identified City functions throughout the year, with priority given to AFL listed players as the club representatives.
- The benefits of the sponsorship are returned to the City for all pre-season, home and away and finals matches (WAFL and AFL), which the West Perth Football Club is associated with.



## Attachment 2 – Logo on Team Apparel

158 **SPORT** FOOTBALL

THE SLIDER

# Darling a bargain or bust

Dale Miller

18-year-old WA forward Jack Darling could be a bargain if taken outside the top 10 in Thursday's national draft.

That's the view of his WAFL coach despite the teenager's prospects having suffered from several off-field incidents.

West Perth's Bill Monaghan said the 18-year-old had not lost the talent that led to him being touted as a potential top-three pick a year ago. He said the youngster had an AFL-ready frame capable of playing every game next season.

Darling's prospects soared after he earned All-Australian selection as a bottom-age player during last year's under-18 national titles, but he has since slid down the pecking order.

At 190cm, doubts have been raised about his ability to hold down a key position at AFL level.

Off the field, an attack in Subiaco in September that left Darling in hospital with a fractured skull, which followed his suspension from a Perth private school late last year after a drunken incident on an albarri camp, have marred his image.

It is now predicted he could be taken from picks 15 to 20 or as late as a second-round selection following a season with the Falcons in which his form tapered.

He kicked 13 goals from 12 games and failed to reproduce a season-best six-goal haul from 2009.

Monaghan said most people had question marks over Darling's off-field mishaps, but added he was easy to manage and got on well with players and coaching staff.

"I think it's just that people have heard and heard things that have happened to Jack outside of football and they're just questioning

Pure ability-wise he should be a high draft pick and it's as simple as that.

**Bill Monaghan**

whether that's going to be a hindrance to his progress over the next few years," Monaghan said.

"Football-wise he may not have set the world on fire this year but pure ability-wise he should be a high draft pick and it's as simple as that."

WAFU high performance manager Craig Starcevich, who has likened Darling to Brisbane captain Jonathan Brown, said the youngster had already been through the pitfalls that promising footballers often faced in their first few years in the AFL and could benefit from the experience.

"Brown was involved in an off-field scuffle once a month for about three months once he got to the Lions and (coach) Leigh Matthews made the point that you're either very, very unlucky or where there's smoke, there's fire," Starcevich said. "There's a fair bit of Brown in Jack actually, personality-wise ... I think he's got to realise that he can treat this as a bit of a quick learning curve."

Starcevich said Darling's competitiveness at ground level — an attribute suited to the growing emphasis on forward pressure in recent seasons — was one of his greatest assets.



Ready to play: West Perth forward Jack Darling has an AFL-ready body, according to West Perth coach Bill Monaghan. Picture: Megan Powell





## Attachment 3 – Signage Locations at Venue

