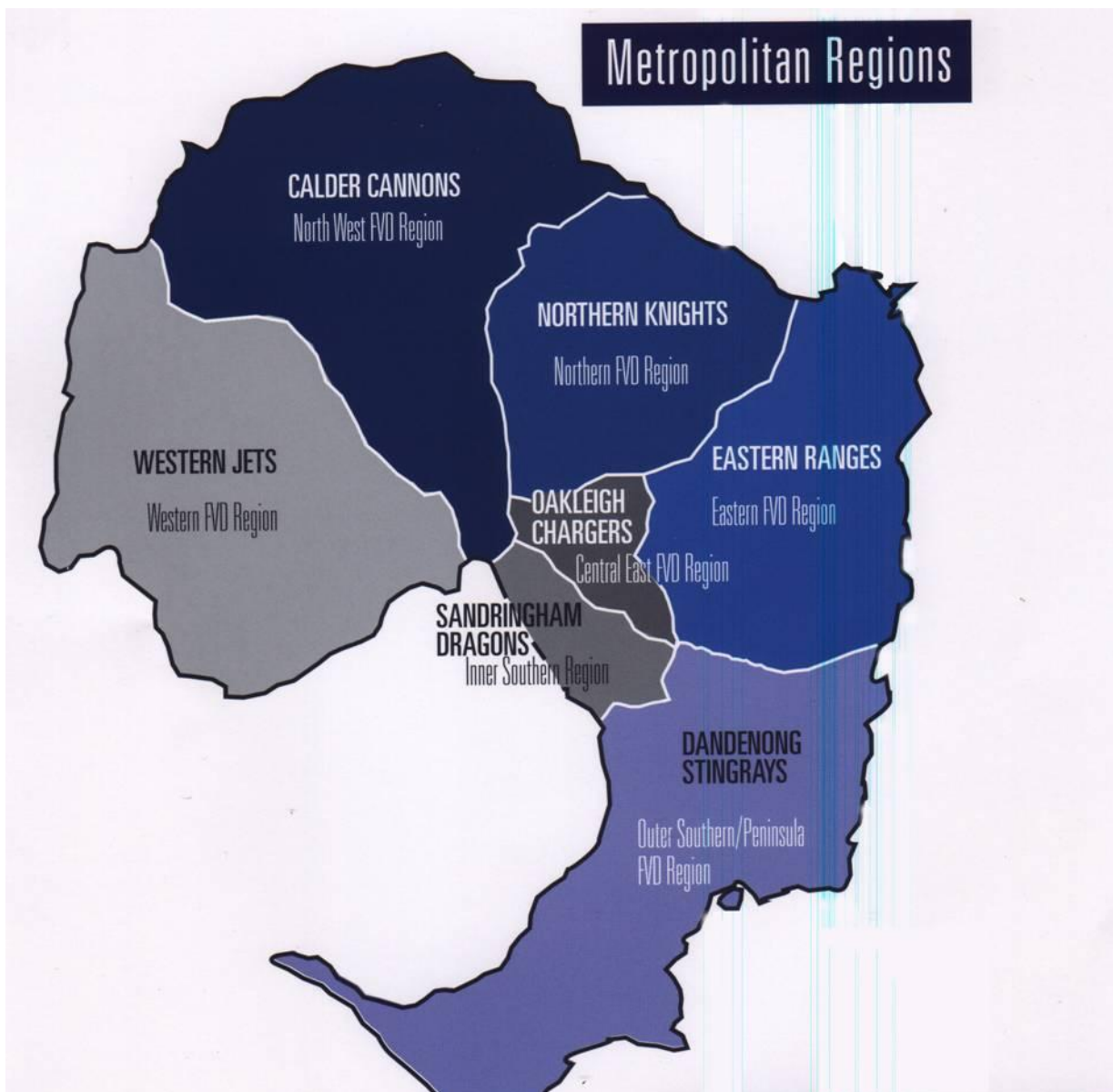

OVERVIEW

The Australian Football Coaches Association (AFCA) - Western Region works to support, develop and promote an extensive coach education and football participation program to enable all children, parents and families to engage with our great game and achieve a fulfilling and rewarding experience.



AFCA plays an important role in the AFL Victoria – Western Region community. The map below is that of Metropolitan Melbourne which shows our geographical reach with the association spanning LGA's including Melton, Moorabool (part), Wyndham, Brimbank, Maribyrnong and Hobsons Bay.



AFCA Western Region is looking to establish a partnership with a key stakeholder in the region looking to promote themselves within the community, alongside us, as a company that supports and promotes healthy eating and lifestyle messages and values the role that sporting clubs and their families play in the broader community environment.

AFCA Western Region oversees community development programs across 6 key portfolio areas providing opportunities for your company to reach a number markets and demographics, not only to promote your business and what services you can offer but to establish yourself as a partner and supporter of what we do and what we are looking to achieve.

SUMMARY OF ACTIVITIES

Below is a summary of our 10 key portfolio areas and areas of interest that may relate to what you are looking to achieve with your partnership, the markets you can reach and the opportunities that exist.

1. coach AFL

- Database of over 650 coaches overseeing teams ranging from participants 5 years old through to open age competition
- Delivery of 5 Level 1 Accredited coaching courses with over 185 coaches
- Delivery of 3 Orientation to Coaching Courses with over 100 volunteer parents
- Delivery of 3 coaching seminars with over 145 attendees
- Coordination of official newsletter sent to over 1000 stakeholders within the region
- Annual Coach of the Year Awards Night recognising excellence of over 30 coaches with over 170 attending the night

2. nab AFL Auskick

- Oversee the administration of junior development in the region through the Auskick program
- Database of 40 Auskick coordinators and over 4000 registered participants (aged 5 – 12)
- Delivery of season launch with over 50 attendees

3. AFL Schools

- Database of 87 Primary School teachers 35 Secondary School teachers as AFL School Ambassadors
- Over 150 primary schools and 50 secondary schools in western region

4. Youth Girls WOMEN'S FOOTBALL

- Strengthen and develop the Youth Girls competition Under 12 – 19, teams from Altona, St Albans, Wyndhamvale, Melton and Melton Centrals with a database of over 100 female participants and club officials administering the clubs
- Strengthen and develop the Victorian Women's football competition, teams from Braybrook, Melton Centrals and VU St Albans with a database of over 150 female participants and club officials



- Database of over 80 community club officials administering clubs from the Riddell FL, Victorian Amateur FL, Western Region FL, Essendon District FL and the Ballarat FL
- Delivery of community strengthening programs to assist with developing the structures that underpin junior development at the grass roots level including Quality Club Program, Kids First Program, Government grants and funding support and volunteer recruitment and retention guidance
- Presentation at league president and secretary meetings to provide guidance, updates and direction on key portfolio activities



- Delivery of AFL player visits to the region from various AFL Clubs:
 - 90 primary school visits with 16840 students participating
 - 10 secondary school visits with 391 students participating
 - 24 junior club visits with 2331 players participating
 - 38 Auskick centre visits with 2870 kids participating
 - 5 Super-clinics with 450 kids participating



- Assistance with AFL Multicultural Program through schools and community groups
- Aim is engage culturally and linguistically diverse youth and introduce them to the game of AFL as part of settlement and integration into Australian society



- Assist and support the integration and facilitation of indigenous development initiatives
- Assist with inclusion of people with a disability into participation activities



- Strengthen and develop the AFL Umpiring Academies
- Assist and support the integration and facilitation of development initiatives

COMMUNICATION PLATFORMS

AFCA Western Region is in constant contact with all stakeholders throughout the region keeping them up to date and aware with the latest information available. We communicate through all portfolio areas listed above through a number of mediums including:



Our philosophy and purpose is centred on providing welcoming, inclusive and safe environments for all, and are summarised below.

1. Providing an important focus for both young people and their families to strengthen relationships
2. Enabling people from all walks of life to connect to the wider community
3. Strengthening local identity and sense of belonging to the community.
4. Improving physical and mental health
5. Developing life skills which are transferable to other pursuits
6. Provides an inclusive, tolerant environment that encourages active and passive participation for people from all cultural and socio-economic backgrounds
7. Promoting strong anti-drug / anti-smoking policies and responsible alcohol policies
8. Providing a forum for young people to learn valuable leadership, communication, teamwork and life skills while building their self-esteem within themselves and the broader community
9. Providing a forum where people with disabilities can actively or passively participate
10. Providing social interaction with the wider community for seniors

WHAT YOU CAN GET

- Naming rights to the Annual Coach of the Year Dinner Awards
- Exclusive naming rights to Coach of the Month Awards
- Signage and promotional opportunities at all of our activities
- Company name, logo and information for all formal publications
- Advertising opportunities on newsletter, website, e-newsletter and all formal correspondence
- Complimentary tickets to an AFL game at the MCG
- Season passes to the VFL home and away season
- Complimentary invitations to all functions, events and programs
- Tickets to Coach of the Year Awards Dinner
- Framed recognition as association partner

** All of the above benefits can be 100% transferable to your own sponsors, stakeholders and family members if the organisation is unable to utilise them.*

This is an exciting opportunity for any business to be considering and with the growth of the game and the reach of community footballs' network the opportunity to be involved with AFCA Western Region and the benchmark programs we deliver and facilitate is an excellent opportunity to reach your target market, increase brand awareness and community good will.

For further information please contact Graeme Pratt, AFL Victoria Development Manager on 0419 522 759 or email Graeme.Pratt@aflvic.com.au