



REGIONAL COMMUNITY FOOTPRINT

WEST COAST EAGLES



ACKNOWLEDGEMENT OF COUNTRY

The West Coast Eagles acknowledge First Nations people as the traditional custodians of this land and recognise their continuing connection to land and community.

We pay our respect to them, to their culture and to their Elders past and present.





BACKGROUND

The West Coast Eagles' headquarters are based at Mineral Resources Park in Lathlain (Whadjuk Noongar), but the club represents all of Western Australia.

With more than 100,000 members and 1.1 million supporters, the West Coast Eagles' mission is to be the most community connected sporting club in Australia. The Club recognises its position as a social and community leader and look to use this status to leverage important education and healthy lifestyle outcomes for all Western Australians.

Geographical challenges have historically restricted our ability to optimise access to the West Coast Eagles community in regional Western Australia.

Our Regional Community Strategy aims to address this by activating permanent West Coast Eagles staff in key strategic locations across the state to increase the accessibility of the club and strengthen connectivity to all Western Australians.

We are committed to utilising our sphere of influence to unite, connect and excite communities, irrespective of geographical location, through meaningful social impact programs delivered by permanent West Coast Eagles staff in key locations across the state.

Thanks to the ongoing support of our members and partners, all of our community and game development programs across Western Australia are free to participants, removing barriers to participation.





OUR APPROACH

COLLABORATION NOT COMPETITION

LEAD

- Increased delivery of West Coast Eagles Community and Game Development programs;
- Enhanced West Coast Eagles member and supporter engagement opportunities.

SUPPORT

- Growth of football in regional Western Australia;
- Football talent programs and pathways
- Coach and volunteer development;
- Youth engagement initiatives.

COLLABORATE

- Develop community-led programs and initiatives, that address community needs;
- Effect positive change across values we stand for;
- Engage likeminded organisations to support community investment;
- Build greater capacity within regional communities.





OUR TRADEMARK

DIVERSITY AND INCLUSION

Dedicated programs supporting people from all backgrounds to embrace healthy, active and engaged lifestyles.

QUALITY EDUCATION

Working collaboratively with teachers across Western Australia to deliver programs that reinforce curriculum.

RECONCILIATION

Empowering First Nations Peoples, working alongside the Waalitj Foundation.

ACTIVE LIFESTYLES

Facilitating programs that engage and promote active lifestyles to bring physical and mental health benefits.

GIVING BACK

Collaborating with charities and volunteer organisations to raise awareness, reward community service and raise important funds.





MEASURING OUR 'COMMUNITY CONNECTION'

MEMBERSHIP

Enhance member engagement, satisfaction, retention and growth:

- Maintain league leading membership within the AFL (102,897 in 2022)
- Grow regional membership

COMMUNITY ENGAGEMENTS (QUANTITATIVE MEASURE)

Increase our level of engagement with community across Western Australia:

- Local member programs and events
- Increased access to education programs
- Higher participation across community engagement activities
- Growth in participants across game development initiatives
 - Women and Girls, Naitanui and Second Generation Academies
- Greater engagement with local charitable partners

SOCIAL IMPACT (QUALITATIVE MEASURE)

Utilise our sphere of influence to lead positive change on important issues
i.e. trademark focus areas.

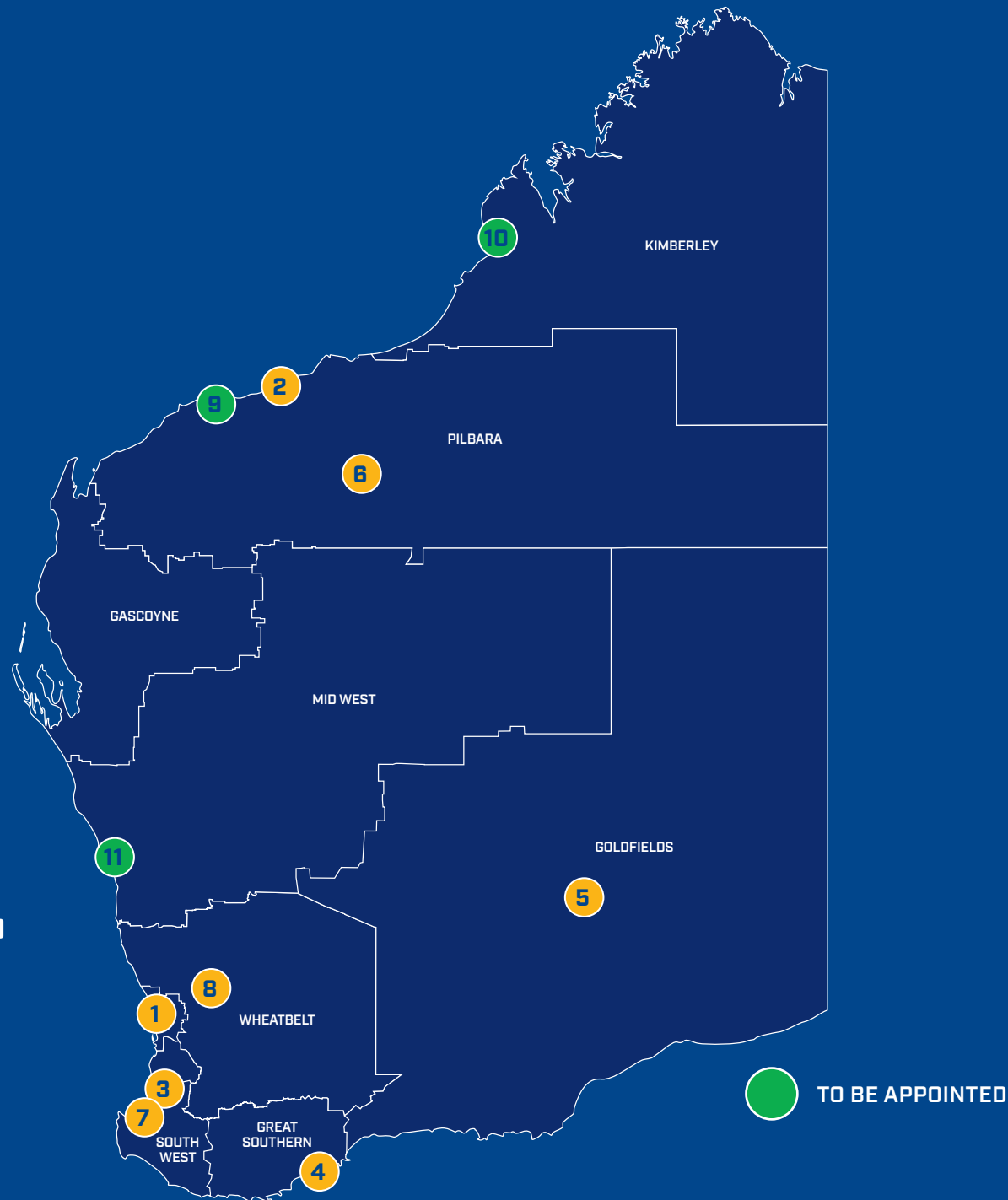
- Demonstrate social outcomes of community and game development programs – existing and new
- Collaborate with like-minded community organisations to develop social impact initiatives that identify and address community needs





OUR FOOTPRINT

- 1** **PERTH (WHADJUK NOONGAR)**
Metro
- 2** **PORT HEDLAND (KARRIYARRA)**
Pilbara
- 3** **BUSSELTON (WARDANDI NOONGAR)**
South West
- 4** **ALBANY (MENANG NOONGAR)**
Great Southern
- 5** **KALGOORLIE (WONGATHA)**
Goldfields
- 6** **NEWMAN (NIYAPARLI/MARTU)**
Pilbara
- 7** **BUNBURY (WARDANDI NOONGAR)**
South West
- 8** **NORTHAM (BALLARDONG NOONGAR)**
Wheatbelt
- 9** **KARRATHA (NGARLUMA/YINDJIBARNDI)**
Pilbara
- 10** **BROOME (YAWURU)**
Kimberley
- 11** **GERALDTON (YAMATJI)**
Mid West





For more information, please visit
westcoasteagles.com.au/regional

