

FAFC Community Benefit Statement - 30 June 2017

CONCEPT PLAN KEY INITIATIVES

1. Changerooms and Players' Race

Proposal - demolish the existing changerooms building and construct a new changerooms building on the south-eastern corner of the site. Option 1 involves a 500m² changeroom building which comprises four changerooms, referee rooms, a medical room, a multipurpose room fronting Britannia Reserve, a kiosk and storage facilities. Option 2 involves a 300m² changeroom building, which comprises the same facilities as Option 1, except for the kiosk and multipurpose room.

Community Benefits

The new changerooms primarily cater for the Club and its sporting pursuits. The existing changerooms have been in a dilapidated state since mid-2015. The new building(s) will result in a facility which presents in an improved manner to Britannia Reserve. The changerooms are designed in a manner which is adaptable to various sports and ventures. Britannia Reserve is currently used for rugby and cricket, although the City has advised that Rugby WA will not continue to use the ground in the future.

2. Interface with Britannia Road

Proposal - replace existing fencing along Britannia Road frontage with approximately 180m of visually permeable fencing. Remove existing bitumen along northern portion of site and replace with landscaping.

Community Benefits

Studies have shown that increased permeability between the public and the private realm increases safety and reduces opportunities for crime and antisocial behaviour. In simple terms, if someone knows they are being watched they are less likely to commit a crime. For this reason, residential development in Western Australia is (as a general standard) required to maintain fences which are visually permeable above 1.2m in height. It is considered the same principles can be applied to Litis Stadium, particularly considering feedback from residents about anti-social behaviour at the facility in the past.

In both options, fencing to Britannia Reserve will include a series of gates, which will allow for a more connected interface and further encourage users of Britannia Reserve to access Litis Stadium. An entry statement will contribute to a sense of place for the venue and act as a welcoming feature for people accessing the venue via Britannia Reserve.

With respect to the removal of the mound, it is considered there are substantial benefits to the community, particularly regular users of Britannia Reserve. This upgrade would increase visibility of the stadium and soccer pitch from Britannia Reserve and consequently enhance community interest. In addition to the upgrade of fencing, a clear and legible pedestrian linkage to Britannia Road will assist in facilitating a more open and inviting venue. Responses from preliminary engagement expressed general support for the venue to be more open to Britannia Reserve and welcoming to the local community, both from a physical and visual perspective. Whilst the proposal to remove the mound and provide a multi-purpose playing pitch was not well supported in the second round of consultation, it is considered the small sample size may have contributed to this feedback. Preliminary discussions with City of Vincent officers indicated there was in-principle support for this idea. The Mt Hawthorn Primary School has also strongly supported the initiative.

Removal of the mound will facilitate the construction of a 5-a-side/multipurpose pitch. It is anticipated that junior training sessions could be held on the pitch, which will reduce the amount of space required on Britannia Reserve (one of the issues identified in preliminary consultation). More importantly, the practice pitch would also be capable of multiple sports and community use. It is intended the Club

would be the primary user of the pitch, however the pitch would present an opportunity for community groups (i.e. yoga or Pilates) to utilise a modern, open space for their specific purpose, or for any local community sporting or recreation groups.

3. Re-use of Former Entry Gate Building

Proposal - convert former entry gate building fronting Britannia Road into a heritage café. Incorporate alfresco dining adjacent to the café.

Community Benefits

There is a notable community benefit associated with the café conversion, as the café would be open to and available for use by the public. The café offers a facility for the local community to gather nearby, without having to venture to the busier Oxford Street strip. It also offers a facility where parents and carers can socialise whilst children are playing sport at either Britannia Reserve or Litis Stadium. The café has been well supported in the community consultation exercises.

The community consultation also highlighted the community's desire to incorporate heritage elements which respect the site's former use as a velodrome and Empire Games venue. Whilst further design and implementation is required, it is considered this can be facilitated without undue costs. The installation of the outdoor dining/viewing area would provide an integrated facility which can be used in conjunction with the refurbished café for various social functions, and also allow spectators to view football matches in an alfresco style setting. The outdoor dining/viewing area presents opportunities for various social/community groups to conduct meetings and other events. As the café is open to the public, the outdoor dining/viewing area is considered to encourage community enjoyment of the venue and facilitate use of the stadium by non-members.

4. Grandstand Upgrades

Proposal - *Option 1* demolish the existing grandstand and toilet block and construct a new grandstand with 700 seats, comprising undercroft changerooms and toilets. *Option 2* refurbishment of existing grandstand including new seating, repainting of roof structure and repairs to concrete, fit-out undercroft for use as office / community purpose facility, internal refurbishment of existing toilet block comprising new toilets and fittings, painting and retiling.

Community Benefits

The grandstand is primarily a facility which caters for the Club as the primary sporting organisation which occupies the stadium. Other groups such as Mt Hawthorn Primary School and Aranmore Primary School would be likely to benefit from a refurbished grandstand if they use the ground. However, one of the key components of the upgrade is to utilise the undercroft space for community organisations. This provides a dual benefit by offering the organisation(s) space in the local community at what is likely to be inexpensive rent.

5. Refurbish Clubrooms

Proposal - internal refurbishment comprising a new kitchen, new bar, lighting upgrades, refurbished toilets, repainting and new carpet/floor coverings.

Community Benefits

The refurbishments will make the building more attractive and provide a venue which is more conducive to community events.

6. Bin Store

Proposal - new, enclosed bin store with wash down and drainage facilities.

Community Benefits

Improves the appearance and presentation of the facility.

7. Bicycle Parking

Proposal - provide a bicycle parking/storage facility adjacent to the Litis Stadium car park.

Community Benefits

The bicycle parking may be used by community members. Importantly, it supports sustainable modes of transport to and from the facility. Well designed and secure bicycle parking can strongly encourage cycling as a mode of transport, potentially encouraging players, junior players and perhaps even spectators to cycle instead of drive.

CONCEPT PLAN KEY INITIATIVES — OPTION 1

1. Artificial Turf to Playing Pitch

Proposal - apply artificial turf to the main playing surface.

Community Benefits

During the consultation period, some community members raised concerns about the Club's use of Britannia Reserve. As synthetic turf requires less maintenance compared with natural turf, it is able to be used more regularly without harming the pitch.

2. Community Garden

Proposal - develop a community garden in the north-east corner of the site.

Community Benefits

Community gardens offer a number of benefits. They are a place for community interaction and collaboration. They offer a fresh and nutritious source of food reducing or supplementing household food budgets. Litis Stadium, being situated between two primary schools is ideally located to offer programs for children, potentially with the local schools where children learn about growing plants and food.

3. Spectator Hill

Proposal - replace the turf on the spectator hill at the north-western side of the football pitch to improve the viewing environment.

Community Benefits

N/A

4. Lighting

Proposal - install new LED lights at each corner of the pitch.

Community Benefits

LED lights emit light in a specific direction. It is expected this will minimise light spill to adjoining and surrounding properties. Furthermore, they use less energy than regular lights.

POTENTIAL ADDITIONAL COMMUNITY BENEFIT

The Club has explored a range of other potential uses of the Litis Stadium facilities by other not for profit organisations via:

- discussions with community organisations within the City of Vincent;
- information about other multi-use sporting facilities;
- a workshop involving the Club Reference Group, established as part of this project; and
- regular workshop/meetings with the current Board.

Underpinning Principles

The Club has determined that the following principles will underpin its approach to the shared use of the Litis Stadium facilities by other not-for-profit organisations within the City of Vincent.

The overriding principle is that the Club does not seek to generate income from sharing its spaces and requires only that any costs are recovered.

Co-tenants


- ✓ The Club is committed to sharing the available spaces with co-tenants
- ✓ Co-tenants will be required to contribute proportionately to outgoings
- ✓ Co-tenants will not be required to pay rent


Regular and Casual Users


- ✓ Not-for-profit user groups within the City of Vincent will be required to contribute on a cost-recovery basis only for their use of the facilities


POTENTIAL NEW STRATEGIES


The following are seven strategies for maximising community benefit that have emerged from the consultations and are informed by research evidence and align with global, Federal Government and State Government strategies.


Strategy	Benefits
<p>Find 30 for Fitness</p> <p>Junior teams take turns in incorporating 30 minutes general fitness work at the beginning of their training session.</p> <p>The local community is invited to join in for this component of the session</p>  <p><small>Credit: Digital Vision</small></p>	<ul style="list-style-type: none"> ✓ builds community relationships ✓ addresses a key health issue ✓ provides a simple way for the local community to meet the 30 minutes per day exercise target ✓ enables the Club to share its training skills and expertise ✓ training of coaches in general fitness will expand their skills set
<p>Next Steps:</p> <ol style="list-style-type: none"> 1. Design a 10-week trial of this strategy including: <ul style="list-style-type: none"> ➤ a fitness program suitable for diverse ages and fitness levels, ➤ a communication strategy to inform local residents, ➤ a risk management plan; and ➤ an evaluation instrument that includes feedback from participants. 2. Trial the Strategy over 10 weeks. 3. Review the Strategy using the evaluation tool. 4. Determine whether the Strategy should continue as is, continue with modifications, or not continue. 5. Communicate the decision and rationale with all participants and stakeholders. 	



Strategy	Benefits
<p>Schools Football Clinics</p> <p>Club coaches, trainers and senior players conduct football clinics in local primary and high schools</p> 	<ul style="list-style-type: none"> ✓ builds community relationships ✓ assists schools to access accredited skills development for students ✓ addresses a key health issue ✓ enables the Club to share its training skills and expertise ✓ creates pathways for new players and members
<p>Next Steps</p> <ol style="list-style-type: none"> 1. Co-design with the schools an appropriate School-based Football Clinic Program based on Football West and FFA models and standards and including: <ul style="list-style-type: none"> ➤ A risk management plan; ➤ A written agreement with each school; and ➤ An evaluation instrument, that includes feedback from students, teachers and parents. 2. Trial the strategy in two schools over one school term. 3. Review the Strategy using the evaluation tool. 4. Determine whether the Strategy should continue as is, continue with modifications, or not continue. 5. Communicate the decision and rationale with all participating schools participants and stakeholders. 	

Strategy	Benefits
<p style="text-align: center;">Blind Soccer</p> <p>Blind soccer is now a Paralympic sport and the Club has capacity to offer this as part of its program.</p> 	<ul style="list-style-type: none"> ✓ increased use of the Litis Stadium ✓ opportunity to integrate this sport into a mainstream Club ✓ learning opportunities for all involved ✓ break down barriers through incorporating sports for those with disabilities into mainstream sports environments
<p>Next Steps</p> <ol style="list-style-type: none"> 1. Further explore the strategy with the WA Blind Sports Federation. 2. Co-design the program with Blind Football Western Australia including: <ul style="list-style-type: none"> ➤ safety and risk management; ➤ awareness and education of Club members and others; and ➤ an evaluation instrument that includes input from all players, team support and stakeholders. 3. Identify and secure all cash and non-cash resources required to trial the program over one season. 4. Trial the strategy over one season. 5. Review the Strategy using the evaluation tool. 6. Determine whether the Strategy should continue as is, continue with modifications, or not continue. 7. Communicate the decision and rationale with all participants and stakeholders. 	

Strategy	Benefits
<p style="text-align: center;">Co-tenant(s)</p> <p>The space behind the Grandstand is sub-leased to a not-for-profit organisation</p> <p>The sub-lease is on a cost-recovery basis only. That is, the Club does not profit from this arrangement, but rather, shares the asset with other not-for-profits</p> 	<ul style="list-style-type: none"> ✓ supports the emerging multi-use policy for large facilities ✓ optimises the use of latent space within the facility ✓ supports another not-for-profit organisation to attain affordable accommodation ✓ provides an opportunity for sharing front and back-end operational costs and services ✓ provides an opportunity for collaboration around key activities ✓ reduces lease and facility costs for Club
<p>Next Steps (pending renewal of lease)</p> <ol style="list-style-type: none"> 1. Work with the City of Vincent to determine a policy for shared tenancy including: <ul style="list-style-type: none"> ➤ A draft sub-lease document; ➤ A communication strategy for informing not-for-profit organisations within the City of Vincent of the opportunity; and ➤ A clear process for determining the co-tenant, to include non-Club and independent stakeholders. 2. Invite Expressions of Interest. 3. Determine the successful applicant. 4. Negotiate and arrange the tenancy. 	

Strategy	Benefits
<p data-bbox="220 349 635 389">Regular and Casual Use</p>  <p data-bbox="165 757 671 902">Not-for-profit organisations within the City of Vincent are invited to use the various spaces and facilities within the Litis Stadium</p>	<ul style="list-style-type: none"> <li data-bbox="719 389 1342 421">✓ optimises the use of space within the facility <li data-bbox="719 427 1437 499">✓ supports other not-for-profit organisation to access affordable spaces for meetings and other activities
<p data-bbox="165 994 660 1025">Next Steps (pending renewal of lease)</p> <ol style="list-style-type: none"> <li data-bbox="220 1072 1235 1104">1. Review and articulate all available indoor and outdoor spaces and facilities. <li data-bbox="220 1151 794 1182">2. Develop a Club Access and Usage Policy. <li data-bbox="220 1229 1410 1301">3. Develop a communication strategy to inform not-for-profit groups in the City of Vincent about the opportunity. 	

Strategy	Benefits
<p data-bbox="201 271 863 309">Partnering for Health and Well-Being</p>  <p data-bbox="165 857 890 1003">There are many organisations seeking to present information about physical and emotional health and well-being, E.g. Youth Focus, YMCA, Lifeline, Act Belong Commit, Women’s Health Services.</p> <p data-bbox="165 1050 863 1122">The Club can host these organisations to make presentations to its players, members and supporters.</p> <p data-bbox="165 1169 879 1240">Members of the local community can also be informed and invited.</p>	<ul style="list-style-type: none"> <li data-bbox="975 387 1442 495">✓ Assists organisations seeking to maximise the reach of their health and well-being messages <li data-bbox="975 542 1442 730">✓ Mobilises the Club’s “captive” audience of children, young people, parents, adult men and seniors who attend on at least a weekly basis <li data-bbox="975 777 1442 925">✓ The Club provides access to important health and well-being information to its members and participants <li data-bbox="975 972 1394 1043">✓ Contributes to overall health and well-being
<p data-bbox="165 1296 309 1328">Next Steps</p> <ol style="list-style-type: none"> <li data-bbox="217 1375 1394 1641">1. Establish a Working Group including members of the Club and, if possible, the local community. The working group to explore and devise a 10-month program of monthly presentations and/or activities including: <ul style="list-style-type: none"> <li data-bbox="264 1491 852 1523">➤ all cash and non-cash resources required; <li data-bbox="264 1532 863 1563">➤ agreements with presenting organisations; <li data-bbox="264 1572 1362 1603">➤ a communication plan to inform club members and the broader community; and <li data-bbox="264 1612 1267 1644">➤ an evaluation tool that includes input from participants and stakeholders. <li data-bbox="217 1688 488 1720">2. Trial the strategy. <li data-bbox="217 1767 858 1798">3. Review the Strategy using the evaluation tool. <li data-bbox="217 1845 1433 1917">4. Determine whether the Strategy should continue as is, continue with modifications, or not continue. <li data-bbox="217 1964 1305 1995">5. Communicate the decision and rationale with all Club and community members. 	

Strategy	Benefits
<p data-bbox="181 309 839 349">Velodrome Café (Interpretive Centre)</p>  <p data-bbox="165 902 847 972">The original entry gates and buildings are converted to a Café open to the public.</p> <p data-bbox="165 1016 818 1167">The Café is run during the week as a social enterprise in partnership with a not-for-profit. It is run on weekends by the Club as an income generator.</p> <p data-bbox="165 1211 847 1361">An interpretive centre is woven into the fabric of the building and depicts the history and heritage of the facility, which was originally the velodrome for the Empire and Commonwealth Games in 1962.</p>	<ul style="list-style-type: none"> <li data-bbox="884 344 1430 456">✓ acknowledges the importance of the heritage of the facility to the local and broader community <li data-bbox="884 461 1442 573">✓ supports disadvantaged people to undertake meaningful work experience and related opportunities <li data-bbox="884 577 1378 647">✓ generates income for two not-for-profit organisations <li data-bbox="884 651 1449 721">✓ potential to attract patrons, players and members to the Club 
<p data-bbox="165 1458 309 1491">Next Steps</p> <ol style="list-style-type: none"> <li data-bbox="165 1525 1445 1594">1. Secure City of Vincent in-principle approval for the use of the gates building and endorsement to undertake a feasibility study. <li data-bbox="165 1639 1445 1751">2. Establish a Project Working Group comprised of key stakeholders including but not limited to; the Club and potentially the Royal WA Historical Society; the WA Museum; Cycling WA; Friends of Britannia Reserve and the Mt Hawthorn Hub. <li data-bbox="165 1796 1414 1908">3. Undertake an independent Study into the Feasibility of establishing the Café including the extent of community appetite for the Café, short and long-term benefits, initial and ongoing costs, and develop a potential business model that is a realistic and sustainable. 	

Use of the Litis Stadium Facilities Over the past 2 Years

Organisation	Purpose of Use	Charges/Fees
Aranmore Catholic College	School team soccer finals	No charge for pitches, equipment, facilities
Mount Hawthorn Primary School	School dances, quiz nights, bingo	No charge for venue and facilities Small charge for cleaning
St Basils Aged Care Services	Lunches and social events for seniors (from both residential and non-residential)	No charge for venue and facilities Small charge for cleaning
Water Corporation	Christmas Function	No charge for venue and facilities Small charge for cleaning
Wembley Police Station	Social Event	No charge for venue and facilities Small charge for cleaning
Latin American Association	Latin American World Cup Tournament A celebration of Latin American culture through its national sport	No charge for pitches, equipment, facilities (Club operates some hospitality services during the event)
RSL	Anzac Day Match Floreat Athena v Perth Glory NPL Club	Facilities provided at no cost All proceeds to local RSL
Roar Family	Fundraiser for Robbie Roar who contracted meningococcal disease	Facilities provided at no cost All proceeds to the family
Perth Glory v State Team	Charity Match to raise funds for cancer support	Venue and facilities provided at no cost
Vincent Cup	Floreat Athena v Perth Football Club Local rivalry friendly match between the two City of Vincent NPL Clubs	No charge for pitches, pitch preparation equipment, facilities

Football West	NPL and Junior NPL finals matches	No charge for pitches, pitch preparation equipment, facilities Club runs canteen
Football West	Training for coaches (not FAFC specific) meetings	Facilities provided at no cost
National A League Clubs e.g. Melbourne City, Central Coast Mariners and Perth Glory	Training base for major national Games	No charge for pitches, pitch preparation equipment, facilities
Malaysian Sarawak Football Club	Friendly match	No charge for pitches, pitch preparation equipment, facilities
Hellenic Community Aged Care	Luncheons, guest speakers on topics of social concern for ethnic Australian seniors	Venue and facilities provided at no cost
Centre for Hellenic Studies WA	Open presentations from visiting and local academics	Venue and facilities provided at no cost
Hellenic Community Greek Youth Dance Group	Rehearsal space	Venue and facilities provided at no cost
Pan Macedonian Association	Fundraising dinners	Venue and facilities provided at no cost
Castellorizian Association of WA	Fundraising events	Venue and facilities provided at no cost
Cypriot Community of WA	Fundraising events	Venue and facilities provided at no cost
Greek Orthodox Community of WA	Luncheons, morning and afternoon teas	Venue and facilities provided at no cost

FAFC Community Benefit Statement - 10 June 2019

In accordance with the Council of the City of Vincent resolutions including December 2017, November 2017 and March 2019, Board representatives and consultants of the Floreat Athena Football Club (FAFC) have met on various occasions with the Officers of the City and have made representations to the Council on behalf of the Club in relation to its tenure on Britannia Reserve. In response to the requirements of the Council's FAFC prepared a detailed submission to the Federal Government for a \$3M grant through the Community Development Grants Programme of the Regional Programs Branch of the Department of Infrastructure, Regional Development and Cities.

While soccer remains the primary role of the FAFC, the Club is particularly keen to build on current community engagement and pursue a range of opportunities to maximise the benefit to the community of both the built and latent asset. The FAFC already delivers social benefit to the wider community, primarily through providing its facilities and resources (usually for free or at cost recovery) and is keen to build on opportunities to open its facilities to others to become a focus for community activity and engagement. The Club recognises that, in order to achieve this goal, it needs to be able to offer attractive and versatile facilities to engage with the wider community.

With an eye to the long-term, and at the direction of the Council, the FAFC prepared a Master Plan in 2017 to guide the development of the E&D Litis Stadium entirely at its own expense. The document has been provided to the City. The Master Plan offers a vision for upgrades and cost estimates for development associated with the facility over the next 20 years. It also examines potential funding sources for the proposed upgrades. The \$3M grant sought through the Community Development Grants Programme will enable the FAFC to undertake the most pressing project to upgrade of facilities with minimal assistance sought from the City of Vincent. This is of course of particular importance given the pressures on the City's funds associated with ongoing budget pressures including the corrections referred to in the City of Vincent Annual Report 2017 – 2018. The \$3M grant will contribute over three quarters of the \$3.84M incorrectly capitalised expenditure from 2009 and shown in the 2017-2018 Annual Report in the adjusted 2017 financial accounts. The input of \$3M into the upgrade and maintenance of the facilities of E&D Litis Stadium will assist the entire community of the City of Vincent by improving the assets owned by the City without cost to the City or its ratepayers.

In its submission, the FAFC submitted its confidence in its ability to generate sufficient funding to support its vision for the Stadium into the future. As part of its grant submission, the Club has committed to undertake a capital campaign to funds required for future projects, based on advice from two independent professional fundraisers with proven expertise in capital campaigns of this type. The Club is confident it will manage all projects to a high level, as it has persons who have done so on previous projects, and be able to provide the community with a professional, attractive venue offering a wide range of facilities and services. Importantly, the project will have little, if any new impost upon the City given it has occupied the premises since 1982. More importantly, the contribution of \$3M to the City's asset will ensure the City's ability to spend its own funds on those projects it has already identified as important projects. Clearly, this provides an opportunity of great benefit to the broader community of the City of Vincent, not just those people and community groups using E&D Litis Stadium and Britannia Reserve.

The following Community Benefit Statement details the positive impact of the upgrade E&D Litis Stadium and the projected positive impacts that the local community can expect should the Club obtain a long term lease and deliver the proposed Master Plan. The key elements of the Community Benefit Statement, based upon the (former) Department of Sport & Recreation Feasibility Guide, are as follows:

Numbers of members:

2018

- Junior Females: 9
- Junior Males: 199
- Senior males: 124
- Total Seniors: 124

- Social and other members: 139
- Total Members: 462
- Percentage resident in the City of Vincent: 28%

2019

- 290 juniors a massive 46% increase up 91 juniors.

Much of this growth is the addition of our u13&14 development teams plus massive growth in all Mini Roos primarily due to after school programs run at Mount Hawthorn Primary School by FAFC. This year we have 18 x U6s and 44 x U7s a Club record.

In our Mini Roos teams u6-u12 plus u13&14 development teams we have 119 juniors residing in COV suburbs out of 223 juniors in these levels a percentage of 53%.

Our elite NPL Juniors U13-U16 (pathway to National Premier Leagues) teams have only 6% local COV participation. 4 out of 67 in this level.

When we combine the 2 figures we end up with 123/290 which equates to a local COV percentage of 42.41%

Also we have seen massive growth of 200% in female registrations in our juniors. Last year we had 9 girls this year we have 27. Also a new club record. We aim to continue this growth and field female only teams next season.

The only thing that will constrain our growth is unsafe surfaces and inadequate floodlighting. Many parents who have more than one child don't want to come to training on different nights if the teams train on different nights. Its inconvenient and difficult for families as well as an impediment to growth. The demand for the World Game is here now due to the booming population of juniors. Unfortunately, we do not have enough floodlit area. If we had more floodlit areas we could spread the wear and as such wouldn't have a large number of players training on a small amount of area.

In terms of the seniors figure we have 46 amature / masters players that train and match play and 46 of our senior players (First team/U20s/U18s).

Last year we had nearly 50 % growth which is unsustainable, however if we target a more realistic and serviceable goal of 10% growth we would expect to have between 450-500 juniors within 5 years as long as we have adequate facilities for training in particular access to suitable floodlighting.

We would also expect growth in Social, Amateur and Masters participation as well as increases in the newly formed Walking football which will target the over 50 market.

Club membership non playing numbers will increase organically due to parents being members of children playing as well as an increase due to enhanced facilities due to more traffic.

It is important to note, whilst the FAFC figures have been quoted above, the other sporting groups including Perth Glory and school groups use the premises on a regular basis. The statistics around the other user groups has not been obtained given the availability of the resources in the preparation of this submission.

Organisations which have used E&D Litis Stadium over the last two years include:

- Aranmore Catholic College
- Mount Hawthorn Primary School
- St Basils Aged Care Services
- City Beach Long Table Walking Group

- Water Corporation
- Wembley Police Station
- Latin American Association
- RSL
- Roar Family
- Perth Glory v State Team
- Vincent Cup
- Football West
- National A League Clubs
- Malaysian Sarawak Football Club
- Hellenic Community Aged Care
- Centre for Hellenic Studies WA
- Hellenic Community Greek Youth Dance Group
- Pan Macedonian Association
- Castellorizian Association of WA
- Cypriot Community of WA
- Greek Orthodox Community of WA

The FAFC Club Development Plan prepared by Jo Wilkie Consulting in collaboration with the Board of FAFC has been attached.

The report provides the detail on the steps undertaken and those planned, pending the securing of the tenure for the Club.

The report provides detail on research suggesting the benefit of playing team sport, and confirms the benefits to mental health, fitness, social and cultural awareness.

Importantly, the New South Wales Department of Education is referenced and identifies those children taking part in team sport develop:

- friendship and camaraderie
- cooperation and teamwork skills
- leadership skills
- appreciation of different abilities
- respect for team mates/ opponents/officials
- a sense of belonging/team membership
- social interaction skills
- physical skills
- self-esteem and self-concept
- team goal-setting skills
- self-discipline, patience and persistence
- resilience through sharing positive and negative experiences

Consistent with the City of Vincent Council Priorities as stated in the Annual Report for the City of Vincent 2017-2018, the continuation of the FAFC tenure at E&D Litis Stadium will contribute to “Improving Community Connection and Inclusion” by ensuring the opportunity for people to come together and stay connected. In addition, the Diversity offered by providing the opportunity of soccer to be played at Britannia Reserve allows those who reside in the City of Vincent to participate in local grass roots sporting club, in close proximity to their homes in the suburbs of Perth, North Perth, Highgate, Leederville Mount Hawthorn.

Projected number of members across these categories should the Club obtain a long term lease and deliver the proposed Master Plan. The Club Development Plan provides a series of detail options for potential new strategies. Forecasting the figures is not a simple matter and will depend on the opportunities provided by the City of Vincent,

including the use of the grounds out side E&D Litis Stadium. It is expected the development of Female Football, along with junior and senior social grades have the potential to double the size of the members of the Club, not to mention the affiliate group usage of the facilities.

Currently the FAFC runs the Mini Roos "Kickoff Program", a soccer program at Mount Hawthorn Primary School. This program has operated for two years and has included sixty (60) participants from the school. This is strongly supported by the school and in particular its Principal Mr Mackesey (see attached correspondence). The FAFC Board has discussed further holiday programs with the Club's senior coaching staff for programs including school holiday programs. The focus has been on the tenure and grant issues of recent time, but further work in developing further participation including female football and school holiday programs are a high priority for the Club.

The projected number of Club programs and participants would be expected to continue to grow should the Club obtain a longterm lease and deliver the proposed Master Plan. Importantly, it is an objective of the FAFC to work closely with the local primary schools to develop feeders to the Club. The Mini Roos "Kickoff" and Little Athletics programs are seen to provide outstanding opportunities for the Club's development and growth. This would include the development of female football as a matter of priority. This has been investigated with preliminary discussions taken up with persons who have held positions with Football West, and are experienced in the administration of female football, and football more generally.

We have run a soccer program at Mount Hawthorn Primary school for the past 2 years in term 4 once our club winter season has finished. In both years we have had 120 kids enrolled from Kindy, Preprimary, Year one and year two. Many of the participants have used the 6 week course as a taster then come and joined our club programs the following season.

The Current and projected number of non-Club related programs, activities, fixtures and/or events including number of participants are flagged in the Club Development Plan. It is not realistically possible to forecast any numbers at this time without certainty of tenure. However, should FAFC be granted a long term lease it would enable the club to roll out the program to other schools in the vicinity such as Aranmore Primary School and North Perth Primary School which would then also enhance the numbers of our membership numbers as evidenced by the program at Mount Hawthorn.

We would also look to run more programs at Britannia/Litis on Saturdays as we have had feedback that some children don't play as the soccer clashes with other kids activities on a Sunday morning. We anticipate a term based program for this.

Current soccer participation rates within Western Australia and Australia, are provided below, see data from Football West.

2018 WA SUMMARY



TOTAL PARTICIPATION

152,809

17% GROWTH ON 2017

WOMEN & GIRLS PARTICIPATION
7,754

INCLUDES OUTDOOR, REGISTERED FUTSAL & SOCIAL



TOTAL PARTICIPATION
56,171

INCLUDES SCHOOLS, COMMUNITY EVENTS & PROMOTIONAL EXPERIENCES

OUTDOOR AFFILIATED FOOTBALL

40,068
PARTICIPANTS

249
CLUBS



MINIROOS
16,365
PARTICIPANTS



YOUTH
13,066
PARTICIPANTS



SENIOR
10,637
PARTICIPANTS



1,559
REGISTERED COACHES
92% MALE
8% FEMALE

697
REGISTERED REFEREES
92% MALE
8% FEMALE

SPECIFIC DIVERSITY AND INCLUSION PROGRAMS
2,174

Includes programs specifically for Cultural and Linguistically Diverse Communities, Aboriginal and Torres Strait Islander & AS Ability participants

OTHER FORMATS

FUTSAL
152
PARTICIPANTS



SOCIAL
4,612
PARTICIPANTS



75,276 SCHOOL PROGRAMS
+ **21,801** SCHOOL COMPETITIONS
= **97,077** SCHOOLS TOTAL PARTICIPANTS

COMMUNITY EVENTS & PROMOTIONAL EXPERIENCES
6,470
PARTICIPANTS



2018 NATIONAL SUMMARY

TOTAL PARTICIPATION 1,851,683

+13% Growth on 2017

<p>+2% Growth on 2017</p> <p>WOMEN & GIRLS PARTICIPATION 141,487</p> <p>INCLUDES OUTDOOR, REGISTERED FUTSAL & SOCIAL</p>	<p>TOTAL PARTICIPATION 726,342</p> <p>INCLUDES SCHOOLS, COMMUNITY EVENTS & PROMOTIONAL EXPERIENCES</p>	<p>+14% Growth on 2017</p>
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OUTDOOR AFFILIATED FOOTBALL

527,650 PARTICIPANTS **72% RETENTION** **2,386 CLUBS**

414,443 MALE
(79% OF TOTAL)

113,207 FEMALE
(21% OF TOTAL)



MINIROOS
227,734 PARTICIPANTS

80% MALE (181,842) **20% FEMALE** (45,892)

YOUTH
161,848 PARTICIPANTS

76% MALE (122,770) **24% FEMALE** (39,078)

SENIOR
138,068 PARTICIPANTS

80% MALE (109,831) **20% FEMALE** (28,237)



36,252 REGISTERED COACHES **11,205 REGISTERED REFEREES** **19,417 VOLUNTEERS**

84% MALE / 16% FEMALE 88% MALE / 12% FEMALE 88% MALE / 12% FEMALE

SPECIFIC DIVERSITY AND INCLUSION PROGRAMS
8,317

Includes programs specifically for Cultural and Linguistically Diverse Communities, Aboriginal and Torres Strait Islander & A3 Ability participants

OTHER FORMATS

FUTSAL
46,517 PARTICIPANTS

78% MALE **22% FEMALE**

SOCIAL
93,401 PARTICIPANTS

72% MALE **28% FEMALE**

270,902 SCHOOL PROGRAMS
+ **287,527 SCHOOL COMPETITIONS**
= **SCHOOLS TOTAL PARTICIPANTS 558,429**

COMMUNITY EVENTS & PROMOTIONAL EXPERIENCES
550,495 PARTICIPANTS

The projected number of junior soccer participants of up to 500 participants based on the current participation rates when applied to City's current population, localised population catchment and population growth forecasts is realistic and achievable.

The participation rates applicable are available by reference to the following link:
- <https://www.clearinghouseforsport.gov.au/research/smi/ausplay/results>

An overview of health, wellbeing and other social benefits associated with soccer is not available from Football West, so we have provided this information as part of the FAFC Club Development Plan, which is also attached.

The proposed extension of tenure for the FAFC at E&D Litis Stadium is consistent with and shall facilitate realising the Strategic Considerations of the Vincent Strategic Community Plan 2018 – 2028, in particular:

- Ensuring a healthy, functional and equitable city to cater for our growing population
- Public health issues and ways to support a healthier community
- Addressing social isolation among the aged, at-risk and disadvantaged in our community

Summary

The City of Vincent and FAFC has recently begun to communicate effectively.

The closer working relationship and improved communication has begun to realise the potential of the City's facilities and the Club's Spirit.

With the local community becoming actively engaged through outreach programs offered by the Club over the last two years, this has begun to result in an increase in the membership and participation in the Club.

City of Vincent and the FAFC have not, in the recent past sought to pursue performance and realise the potential of the City's asset in E&D Litis Stadium. The FAFC has become activated to seek resources and become organised to realise the potential of the facility. The increased levels of engagement with the local community has seen greater numbers in terms of Club Memberships and income. The financial report attached show the improved current position. The increased numbers have seen the Club improve its financial position, and obtain support from unexpected quarters for the improvement of the City's facilities. The numbers are quite substantial and should be of keen interest to the City and Council.

There are clear and positive impacts which are resulting from the City's improved management of its assets and equally the FAFC has the opportunity to bring substantial benefits in terms of finances, mental health, community inclusion, fitness, social and cultural awareness to the local community of the City of Vincent.

The City has sought the performance of the FAFC. The Club has responded by the provision of a Masterplan and an Asset Management Plan for the City's asset, along with a detailed grant submission for the investment of \$3M in to the City's facilities with the economic benefits which arise as a result. The benefit offered to the community of the City of Vincent is tangible and we earnestly seek the City's support for the extension of the lease for a period of 10 years.



FLOREAT ATHENA FOOTBALL CLUB Community Benefit Statement (Addendum)

Over the past three years a number of organisations have used Litis Stadium and its club rooms for a variety of purposes, ranging from conferences, seminars to receptions, events and outdoor activities.

Below is a list of the organisations and community groups which have used the club facilities over the past three years and as referenced in the Club's Development Plan page 26 and 27:

- Power Chair Football
- Perth Glory NPL
- Perth Rangers Supporters Club- (Floreat Athena is the home for the Scottish football supporters)
- Lacrosse WA-Trophy Night
- St Andrews Grammar
- Football West
- St Constantine and Hellene Greek Orthodox Church
- St Nectarios Greek Orthodox Church
- Evangelismos Greek Orthodox Church
- Hyundai A-League Clubs (Melbourne City which featured Socceroo legend Tim Cahill)
- Aranmore Catholic College
- Mount Hawthorn Primary School
- Mt Lawley Senior High School
- St Basils Aged Care Services
- City Beach Long Table Walking Group
- Water Corporation
- Wembley Police Station
- Latin American Association
- RSL WA
- Roar Family
- Jordan's Fight Club

- Malaysian Sarawak Football Club
- Hellenic Community Aged Care
- Centre for Hellenic Studies WA
- Hellenic Community Greek youth Dance Group
- Castellorizian Association of WA
- Cypriot Community of WA

CHARGES and FEES

Again, as reference in the Club Development Plan (June 2017 pp 26 and 27) Fees and charges for use of our club rooms are usually very minimal. For fundraising events such as the Roar Family and Jordan's Fight club, where lives were on the line, no charges for hire or cleaning were applied. In some other cases a cleaning fee may apply or if fees are applied they'll go toward a charity partner or community group like the RSL.

Floreat Athena Corporate/Community Engagement Plan

FAFC Mission Statement:

"To be the best football club in Western Australia, fostering growth and development for all WA boys and girls;

To be a club that is engaging and hospitable to all sectors of the community;

To preside over the best football facility in Western Australia and attract the best players, coaches and aspire to be the central point for the sport in Western Australia."

The club has a number of departments which include:

- Football (juniors, seniors, amateurs and masters {men and women's teams})
- Community
- Functions and Events
- Membership
- Merchandise
- Sponsorships
- Media and Marketing

Right now Board members are tasked with each department assisted by dedicated volunteers to execute the plan.

For the point of this document, the advice provided will focus on all aspects of Media and Marketing.

The Brand (Floreat Athena)

Right now the image and sentiment surrounding the club is mixed.

On one hand it has been applauded for receiving a three-million-dollar Federal Government grant- thanks to the good work by the office of Senator Peter Georgiou.

Consequently the grant has brought about the need to change the governance structure which demonstrates the transparent nature of all sources of income and revenue to the club.

Social Media

Facebook, Instagram, Twitter and LinkedIn are all viable and realistic social media platforms to enable the club to engage and promote itself to the wider community- more importantly to its sceptics and doubting Thomas'.

There is no excuse for the club not to be updating its events, upcoming functions, upcoming matches, results, team achievements, club achievements etc. on its social media platforms to inform and engage with members, supporters, fans and so forth.

The club should look within, and put out the call to players, parents etc. who would like to take charge of ALL social media aspects of the club. It could well be that a player may be studying marketing or media who has a handle on the intricacies of social media.

Before all this takes place, there needs to be good forward planning. A football and marketing calendar should be set up ahead of each season that enables club hierarchy of the upcoming matches, events and functions which can be promoted. Every significant milestone, every significant achievement, every significant "trip down memory lane" should be photographed and posted on each relevant social media forum to enable the club to leverage off its growing legacy- after all Floreat Athena is one of the oldest and successful football clubs in WA history.

Newsletters/EDMS: The club has increased its messaging and engagement through this method and should continue to do so. It should also look at "piggy backing" off the Hellenic Community of WA and Consulate of Greece databases to maximise reach and exposure.

Website: This needs regular updates and refreshing.

Key Note: Whatever the club does it needs to broadcast it. How can it better engage and better reach its supporter base, membership and wider community.

Social Media is the most effective and cheapest option.

Recommendation: Pending lease and renewal of tenure the Club should undertake a comprehensive strategic 5-year plan, separate and irrespective of the Master Plan.