



PRINCIPAL COMMUNITY PARTNER



inspiring education through sport
2012 WA STATE WINNER AND NATIONAL FINALIST - CORPORATE SOCIAL RESPONSIBILITY
AUSTRALIAN MARKETING INSTITUTE AWARDS

EAGLES IN THE COMMUNITY PROGRAMS

what we do

The Eagles in the Community programs are focused around four community pillars, which include schools and education, grassroots football, Indigenous programs and charitable partnerships.

Grassroots Football Development

Eagles Cup
Eagles Faction Footy
WAAFL
AFL Community Camps

Schools & Education

Eagles Rock My School
AFL School Ambassador Program
High School Program
Border Patrol

Charity Partners

Cancer Council WA
Coats For A Cause
David Wirrpanda Foundation
Legacy
Tabitha Foundation
Telethon

Indigenous

Kicking Goals
Indigenous Leadership Program
AFL Indigenous Round
Indigenous Liaison Officer

The West Coast Eagles Football Club has been actively supporting the Western Australian community since the club formed in 1986.

Recognising the club's position as a social and community leader, we are striving to increase the ways the club can positively contribute to our state.

The West Coast Eagles has established a suite of Eagles in the Community programs, which are committed to success off the field and to achieving the mission of enriching the lives of the Western Australian community by utilising football to educate, support, motivate and inspire people to reach their potential and lead a healthy, well-balanced lifestyle.

The objectives of the community programs are to:

- help to grow and develop the game of Australian football at a grassroots level through increased participation
- motivate and inspire Western Australians
- enhance the educational experience
- promote a healthy and well-balanced lifestyle
- give back, support and provide a positive legacy to the community in Western Australia.

The club is very proud to be publicly recognised for the success of the Eagles in the Community programs, winning the WA state and be named a national finalist for the Corporate Social Responsibility category of the 2012 Australian Marketing Institute awards.

With the wonderful support of the Eagles in the Community Principal Community Partner BHP Billiton, we hope to continue to make a positive and lasting contribution to the Western Australian community. The West Coast Eagles Football Club and BHP Billiton are proudly and actively involved in delivering the following community programs and initiatives in 2013.





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Eagles Rock My School

Eagles Rock My School is a two-part, values-based program presented by current and former West Coast Eagles players. It delivers positive health, lifestyle and educational messages to primary schools across WA.

Part two sees every school receive a follow-up visit by a current West Coast Eagle player to conduct either a football clinic or reading session (chosen by the school). The reading component of the program has also seen a revamp with the addition of an interactive whiteboard (IWB) resource. Schools receive a free copy of the resource and related IWB material.

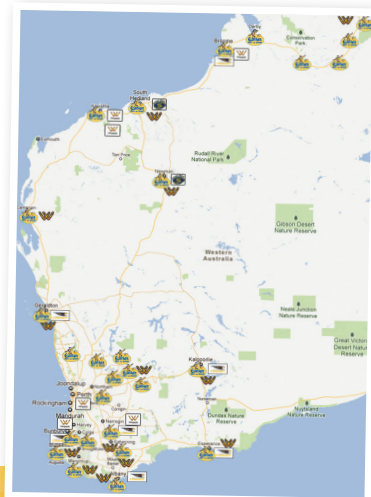
Proudly supported by BHP Billiton, Eagles Rock My School visits over 250 primary schools every year across Western Australia.

Border Patrol

2012 marked the first year of the club's Border Patrol program, a regional initiative delivered across WA in conjunction with another longstanding partner, Toyota WA. Border Patrol involved nine regional trips delivering

Eagles Rock My School to primary schools in the regions of the Kimberley, Pilbara, Gascoyne, Midwest, Goldfields, Wheatbelt, South West and Great Southern.

To be one of the first schools to see the innovative new Eagles Rock My School program, please contact **Tom Roach** on **9388 4546** or email **tomr@westcoasteagles.com.au**





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Eagles Cup

Eagles Cup continues to be the premier inter-school winter sporting competition for Western Australian primary schools.

The competition, primarily for students in years five to seven, aims for maximum participation, enjoyment and skill development, where the emphasis is on playing for fun and demonstrating sportsmanship.

At the end of the competition, winning teams of each division are awarded with an Eagles Cup trophy presented by a West Coast Eagles player.

In 2012, 472 schools and 12,000 students from all regions of Western Australia participated in Eagles Cup. The competition is a joint initiative between the West Coast Eagles, the West Australian Football Commission and BHP Billiton. Eagles Cup helps foster interest in AFL football, both now and for future generations.

To find out more, contact [Clayton Anderson](#) from the West Australian Football Commission on **9287 5522**.





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Eagles Faction Footy

Eagles Faction Footy is an intra-school program that offers students of all ages the opportunity to learn the skills of footy in a safe, fun environment with friends from within their own school.

The growth of this competition has been phenomenal, with schools adapting Eagles Faction Footy to suit their own needs.

Eagles Faction Footy is seen as the ideal lead-in to Eagles Cup and is specifically for years three to four, although it can be tailored to suit any age group.

Eagles Faction Footy has seen dramatic growth since the program's inception in 2005. Last year, nearly 22,000 primary school students competed in the Eagles Faction Footy competition and it is anticipated that even more schools will register for this exciting program in 2013.

BHP Billiton has once again been one of the major driving forces behind the success of the program, which not only aims to increase football participation at a grassroots level, but also promote healthy lifestyles through sport.

To find out more, contact [Clayton Anderson](#) from the West Australian Football Commission on **9287 5522**.





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Kicking Goals

The Kicking Goals program is one of Australia's largest regional-based AFL mentoring programs, combining sport-based initiatives to help high school students in the Pilbara towns of Port Hedland and Newman achieve better educational and employment outcomes.

Each year BHP Billiton, Swan Districts and the West Coast Eagles combine forces to deliver this quality education program. Kicking Goals is a curriculum-based initiative that utilises a reward and incentive system, whereby students are required to maintain certain key standards to be eligible for various incentives, including the ever-popular visits to Hedland and Newman by current West Coast Eagles players.

Not only do students get to meet their football heroes during their visits to the Pilbara, but they also get the opportunity to communicate with them via video conferencing about all aspects of education and life.

Students conclude their time in the program with expertise and certificates in First Aid, coaching, umpiring and many other aspects associated with football. Students are then encouraged to use these skills within their local community.

For further information on West Coast Eagles programs, please contact **Kim Hannah** on 9388 4532
kimh@westcoasteagles.com.au





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High School Programs

The West Coast Eagles High School Program is a one-hour presentation, delivering important messages to suit the needs of high school students.

Presentations from West Coast Eagles' schools and community team members include videos from players and interactive activities.

Your school has the choice of one of the following topics:

- **Cyber Bullying** – With the increasing use of social media, cyber bullying is becoming a concern. The aim of this topic is to increase awareness of the impact of these issues and provide strategies to overcome it.
- **Goal Setting** – Delivers messages on goal setting, the importance of pursuing dreams, the role of values in the process and steps to take to make these dreams become a reality.
- **Eagles Insight** – Provides an insight into the training requirements of an AFL player, nutritional information, as well as injury management and prevention. This program is specifically designed for physical education students.
- **Leadership** – Provides an insight into the leadership structure at the Eagles, in addition to increasing students' knowledge and understanding of the principles of mentoring.
- **Smoke Free** – Provides facts, figures and the effects of smoking, which are discussed in relation to athletic performance.

To find out more, contact
Sam Alexeeff on **9388 450a4** or
sama@westcoasteagles.com.au





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BHP Billiton Indigenous Leadership Program

In 2013, the West Coast Eagles, in partnership with the David Wirrpanda Foundation and BHP Billiton, will expand the BHP Billiton Indigenous Leadership Program.

The six-session program focusses on promoting the 'the 5 R's' value system - respect yourself, respect others, respect your environment, reach out into your community and reach your potential-to a select group of year eight to ten Indigenous high school students in metropolitan Western Australia.

Guest presenters from the West Coast Eagles, David Wirrpanda Foundation mentors and various health specialists facilitate the program. This interactive education-through-sport program will aim to equip participants with valuable life skills and deliver positive health, lifestyle and educational messages.

To find out more, contact
Sam Alexeeff on **9388 4504** or
sama@westcoastegles.com.au



Charity Partnerships



Cancer Council WA

Fostered by the club's desire to have an impact in the fight against one of the nation's most prevalent diseases, the West Coast Eagles has formed a special bond with the Cancer Council Western Australia (CCWA) during an eight-year charity partnership.

Since 2005, the West Coast Eagles has been proud to be involved in supporting numerous CCWA fundraising events, including 'Me No Hair' and 'Relay for Life' as well as the club's annual 'Dig Deep' fundraiser campaign which has single-handedly raised close to \$800,000 for the 'CCWA'.

Through our fundraising efforts, the club has been able to fully fund 15 cancer research projects, as well as provide funding to help with the ongoing sustainability of cancer patient home-away-from-home facilities at Milroy Lodge.

Telethon

The West Coast Eagles and Telethon formed an official partnership in 2008 centering around the 'Mainy Legends Match for Telethon'.

The iconic match played between past greats from the West Coast Eagles and a variety of opposing clubs not only serves to remember club legend Chris Mainwaring, but unites the Western Australian community in raising vital funds for the children's charity.

Over the past five years, the 'Mainy match' has helped to raise over \$550,000 for Telethon, with all proceeds going towards helping improve the lives of children and young people throughout Western Australia.

Tabitha Foundation

In 2010, the West Coast Eagles established its first international charity partnership with the Tabitha Foundation based in Cambodia.

Through the foundation, which supports families and communities in Cambodia in their journey to a better life, the club has built 40 houses in the Kampong Speu province over the two visits to date, providing shelter for close to 300 people, with over half being children. These visits are made every two years and involve the club's first and second year players and coaches as part of their player development program.

In 2011, the club also successfully helped raise more than \$50,000 for the Tabitha Foundation to fund the construction of a school in the Cambodia village of Koh Kong.

This money was raised via the sale of club chaplain Paul Morrison's CD 'Picking up the Pieces', in conjunction with online auctions and several individual donations to the cause.

David Wirrpanda Foundation

The West Coast Eagles is proud to be an inaugural partner of the David Wirrpanda Foundation.

Established in 2005, the David Wirrpanda Foundation's mission is to improve the quality of life for Indigenous youth by promoting strong role models and healthy life choices. The focus of the foundation is to increase the retention of Indigenous students in school and improve their life choices after leaving school by encouraging further study or entry into the work force.

The West Coast Eagles provides assistance to the foundation for a variety of its programs and initiatives, leading support both administratively and through fundraising initiatives.

Since 2008, the West Coast Eagles has dedicated the AFL themed 'Indigenous Round' match to fundraising for the David Wirrpanda Foundation, helping to raise over \$450,000 for the foundation over this time.

Sharing the club's commitment to supporting the development of Indigenous Australians, Principal Community Partner BHP Billiton Iron Ore also generously supports this fundraising match day, doubling all funds raised by their hard working staff volunteers on the day as part of the company's employee 'matched giving' program.

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