



## DEVELOPING FUTURE TALENT

### LEADERS AND ROLE MODELS

Our club has a proud history of producing footballers to play at the highest level in both WA and the VFL/AFL. From the halcyon days of Stan (Pops) Heal, Bill Dempsey and Mel Whinnen, through to modern day AFL heroes such as Quinten Lynch, Mark Seaby, Mark Le Cras, Nathan van Berlo, Jack Darling, Stephen & Bradley Hill and more recently Blake Acres, Nick Robertson and Marcus Adams.

The Falcons has always had a core interest in fostering young talent from within our zones and giving those players every opportunity to realise their potential.

The *Falcons Talent Pathway* starts with metro and country programs for players from 13 years of age and provides a continuous pathway for aspiring footballers through into our senior club and the AFL. With a highly credentialed group of development staff and well-resourced programs, we boast one of the most successful development systems in the WAFL, with more than 75% of our current senior squad hailing from our zone development programs and 10 Falcon players currently playing in the AFL.

Moving forward, the club is keen to see our talent system entice our growing multi-cultural and Indigenous populations into our national game, as well as providing greater opportunities and support to our aspiring country players to have the resources and support they need to realise their dreams.

### OUR PURPOSE

The Falcons has grown to be much more than just a football club; we are an integral part of our aligned communities. The club serves to provide support, resources and brand profile through a diverse range of programs, competitions and community events.

From the club's Strategic Plan, three of the four key pillars are devoted to Talent Development:

- Identifying talented players in both of our aligned regions and fostering development opportunities for these areas through to senior community football, WAFL and AFL ranks;
- Providing a club premises with the ability to facilitate both the development of football and support additional projects within the Joondalup community;
- Setting a standard for excellence in the WAFL competition through the professional standards we set in the recruitment and development of senior footballers.

### FALCONS TALENT PATHWAY VISION

- 250 metro players enter our metro talent programs annually;
- 100% of our Colts squad has been through our Talent Pathway;
- 20% of the players in our talent pathway are from non-football backgrounds;
- 80% of our league squad come from our zoned areas;
- Two players are drafted annually from the Falcons into the AFL;
- The club increases its talent pathway staff to include a staff member specifically dedicated to player welfare and social/ cultural development;
- The club has in place a "developing leaders" plan to further increase the educational opportunities for our emerging players.