

WHO ARE THE FALCONS?

SENIOR FOOTBALL CLUB

Continuing the rich history of WA football and providing a pathway for aspiring footballers into the WAFL & AFL



COMMUNITY SERVICE PROVIDER

Providing a range of school and community based programs in metropolitan and country areas to use football as a vehicle for community growth and development

PARENT BODY FOR JUNIOR DEVELOPMENT IN JOONDALUP

The Falcons provide admin, financial and product support to assist our junior district association to support more than 4,000 juniors playing Australian Rules in the Joondalup region

SUPPORTER OF COMMUNITY SERVICES

The Falcons lend their support to a range of community organisations and services such as *beyondblue*, **West Coast Institute of Training**, **NAIDOC**, **Edith Cowan University** and the **Aboriginal Academy of Sport, Health and Education**



WHERE HAVE WE COME FROM?

The West Australian Football League has been the cornerstone of WA's great sporting history for 125 years. The West Perth Football Club is the oldest of the WAFL clubs, having been formed, originally as "The Victorians", on 2nd May 1885.

For a large portion of the 20th century, the club was based at the historic Leederville Oval. The club had a strong link with the local ethnic community during these years, with many of its supporters hailing from European backgrounds. It was through these ties that the club and all associated with it developed the nickname "The Garlic Munchers", a name the club still holds dear as a tribute to the strong multi-cultural roots from which the club evolved.

In 1994, the Falcons made the bold move to relocate north of Perth to the satellite city of Joondalup. The move provided the club with a completely new zone and another diverse multi-cultural community in need of a local champion and identity. The City of Joondalup and its neighbouring areas are now one of the fastest growing areas in Australia, with an impressive 35% of the population being first generation Australians.

Since venturing to Joondalup, the club has held strong to the belief that being an integral part of the development of our aligned communities was a key to the long term sustainability of the club. We believe that by being a cultural icon for our aligned districts, retaining and respecting our history and through astute financial management, the club will continue to be a significant and prominent part of WA's sporting landscape.



OUR PURPOSE

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

Our club sees that it has 4 key areas of focus:

- Providing opportunities and a supportive environment to assist the Joondalup and Wheatbelt regions to build stronger and healthier communities;
- 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.

*Local juniors enjoying a Falcons School Holiday Clinic
Photo courtesy of Community Newspaper Group*



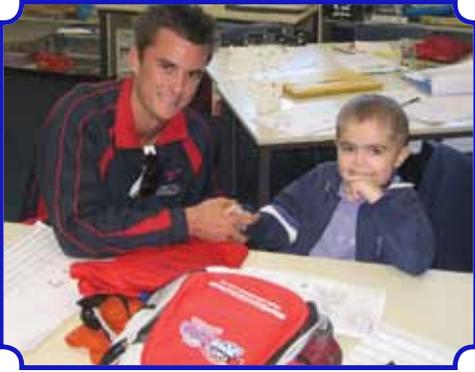
Falcons AFL Player - Quinten Lynch

OUR VISION: GROWING BETTER COMMUNITIES

Based on our evolving role in both the football and broader communities, the Falcons have a vision for our future that is based upon:

- Growing the understanding, support and participation of the Falcons and Australian Rules Football in the developing Joondalup district;
- Assisting to invigorate country areas through the provision of a range of football and community-based programs;
- Ensuring that every aspiring footballer in our districts has access to our extended development and training programs;
- To entrench our future at the Arena Joondalup by working with key stakeholders in the development of facilities at our home venue that will make the Arena Joondalup become a "Centre of Excellence" for athlete development for our aligned communities;
- Creating new and diverse commercial opportunities within our metropolitan and country regions. This will be done by utilising our facilities and brand profile/community work as mechanisms for enticing corporate and community partnerships.

FALCONS IN THE JOONDALUP COMMUNITY



The Falcons relocated to Joondalup in 1994 in order to play an integral role in the growth and development of the game in the ever-expanding northern corridor.

After 17 years at Joondalup, more than 5,000 young people between the ages of 6 and 18 years now play football in this strong multi-cultural region.

Starting from boys and girls at 6 years of age through to senior community football competitions, the Falcons' players and development staff run a vast array of programs and events annually to support this vibrant community. In addition, the club supports a range of broader community programs and activities to further foster community relations. It is estimated that these programs

and support mechanisms reach 25,000 people in our aligned areas each year. This serves to ensure that Australian Rules Football (and our club) are both seen as a positive and integral components of this developing community.

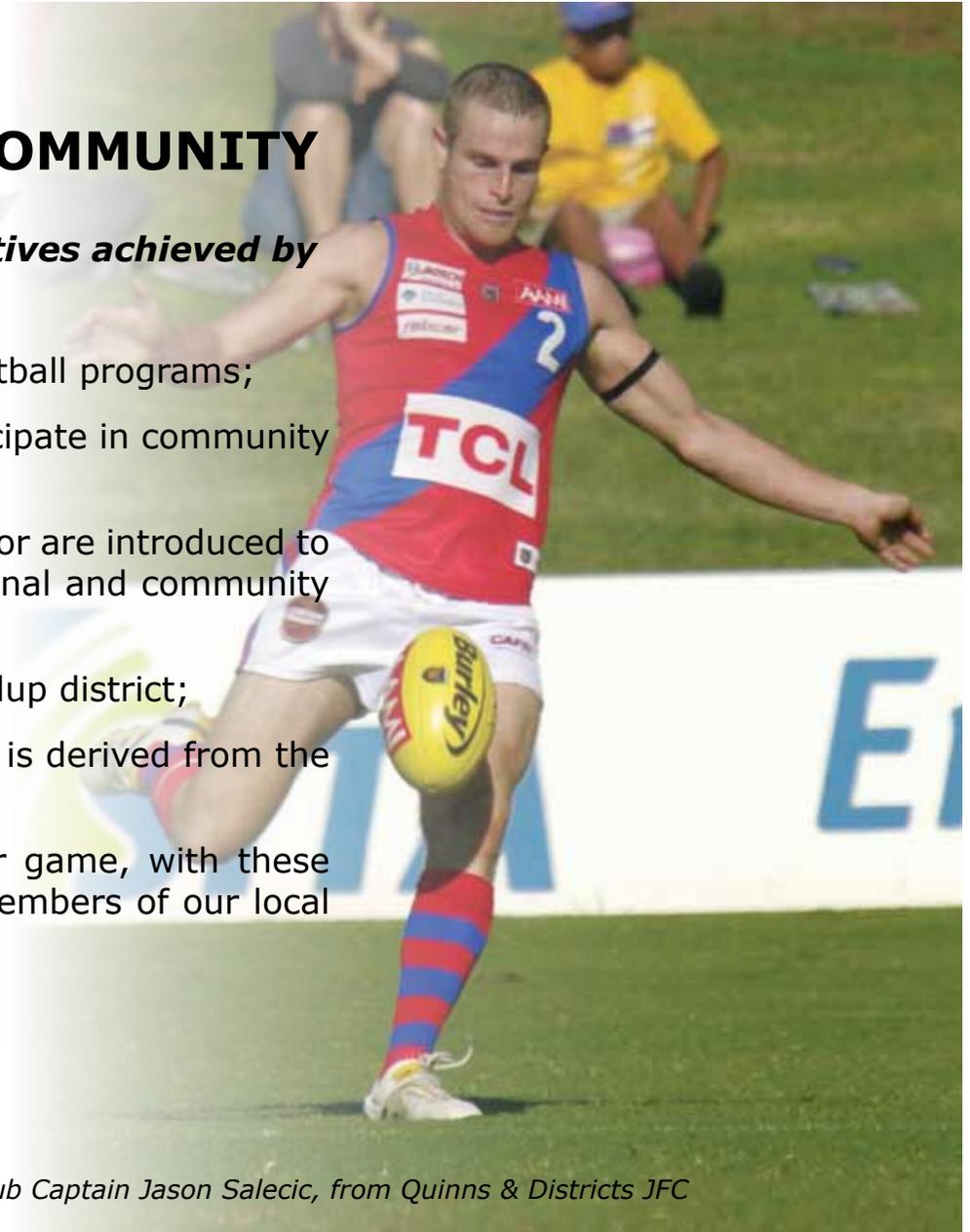
The challenge for the club now is to not only grow its already impressive community-based programs, but to also embrace the vast multi-cultural community in our northern corridor. The club is also committed to ensuring that first generation Australians and our growing Indigenous communities have an opportunity to see the social and cultural benefits of participation in and support for our club and our great game.



OUR VISION FOR THE JOONDALUP COMMUNITY

It is the vision of the Falcons to see the following objectives achieved by 2015:

- 90% of children in our zone participate in school-based football programs;
- At least 25% of males in our zones aged 8 – 18 years participate in community football programs;
- 75% of all first generation Australians in our northern corridor are introduced to the Falcons and Australian Rules Football through promotional and community projects;
- 80% of Falcons league players are derived from our Joondalup district;
- 60% of our corporate support and 80% of our membership is derived from the community of the northern corridor;
- Home game attendance figures average 3,000 people per game, with these matches providing a range of social opportunities for all members of our local community.



Club Captain Jason Salecic, from Quinns & Districts JFC



MUKINBUDIN

SUPPORTING THE WHEATBELT COMMUNITY

For more than 30 years, the Falcons have had a special relationship with the Wheatbelt region of WA.

From Kalannie in the north, through to Hyden in the south and Southern Cross out east, the Falcons have fostered strong relationships with the Wheatbelt people in order to ensure that football remains integral to the fibre of our rural communities.

From broad based development and promotional events through to talent programs, community carnivals and regionally based WAFL fixtures, the Falcons have a commitment to this rurally iconic region that extends well beyond the football field.

As environmental issues (such as drought and salination) become more prevalent in this farming district, the Falcons are keen to foster commercial and community relationships that not only highlight the need for environmental awareness, but also create positive opportunities for these rural communities to use football as the catalyst for environmental education and project development.

OUR VISION FOR WHEATBELT COMMUNITIES

The club's vision is to provide opportunities through football for the people of the Wheatbelt region, equal to those available in the metropolitan area. As such, our aim by 2015 is to:

- Run promotional football programs with every school in the region annually;
- Encourage and support community football to ensure that at least 90% of all children under 12 year of age participate in Auskick programs;
- Run regional talent pathway programs for a minimum of 100 players annually to maximise the opportunities available to country youth;
- Conduct an annual Falcons league fixture in a designated country town to assist in the education and awareness of critical environmental/regional issues;
- Use our brand profile and regional programs/league fixture as a means to generate funding and support for community projects;
- Have a Falcons employee who is specifically committed to country development programs and managing the welfare of country players who relocate to the metropolitan area.



AFL player Mark Seaby in action for the Falcons (recruited from Mukinbudin)

DEVELOPING FUTURE COMMUNITY 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 LeCras and Nathan Van Berlo. The Falcons have 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 14 years 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 75% of our current senior squad hailing from our zone development programs and 15 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 to provide greater opportunities and support to our aspiring country players to have the resources and support they need to realise their dreams.



Falcons player Corey Chalmers in action for WA in the National 16's Championships (AFL)





Falcons and AFL Player Andrew Strijk

FALCONS TALENT PATHWAY VISION

It is the vision of the club that by 2015:

- 250 metro players enter our metro talent programs annually;
- 50 country players enter our country talent programs annually;
- 100% of our colts squad have 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;
- 2 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.

THE ARENA JOONDALUP: A PLACE FOR COMMUNITY GROWTH

Boasting a range of sporting, gymnasium, social, medical and aquatic facilities, the Arena Joondalup is the envy of all WAFL clubs in terms of its modern and diverse resources.

As part of our vision for the continued growth of the game and the club in the northern corridor of Perth, The Falcons are focussed on a long term future at the Arena and improving our facilities to ensure we provide both a cultural and professional recourse for our staff, players, members and the community.

These facilities will provide both commercial and social opportunities for the club and our community, as well as becoming the cultural hub of our club and its proud history. The facility will also become the "Centre of Excellence" for the development of talented footballers within our region and provide every educational and training resource necessary to develop elite athletes.

The location of the Arena on a major artery bordering the Joondalup business and residential precincts' means that not only is the venue easily accessible to all stakeholders, but that it is also exposed to tens of thousands of commuters weekly. The brand and marketing opportunities from this location are endless.

The new Falcons Centre of Excellence will be the final phase to our plans to entrench our club in the Joondalup area and cement our position as the pinnacle sporting association in the northern corridor. It will also allow us to truly create long term commercial partnerships with the local business community.

THE CENTRE OF EXCELLENCE VISION

The Club envisages that by 2015:

- The new Falcons Centre of Excellence will be operational;
- The facility will be a leading WAFL club community facility;
- Community groups will utilise the social and training facilities;



- The club rooms will jointly be the home of the Falcons District;
- The Falcons will have the opportunity to pursue a commercial naming rights deal for the Centre of Excellence at the Arena and the opportunity to use our premises and location for greater commercial gain;
- The facilities will provide a cultural tapestry of both our rich history and growing identity in the northern suburbs.

THE NEW BREED OF FALCONS

Now the club is well established in the Joondalup district, the key to our longevity here is to intertwine our rich ethnic and football history with the developing cultural identity of our adopted area.

Just as we embraced the Adriatic communities of Perth in the 1940's and 50's, we are now faced with the exciting challenge of enticing a whole new ethnic community to use both our club and Australian Rules Football as a means of embracing their newly adopted homeland and its culture. Likewise, the growing indigenous community in our northern corridor needs to be embraced and our club has a wonderful opportunity to assist with the social and cultural development of our Aboriginal community.

The Falcons will look to embrace these diverse cultures to ensure that our plans for the future match with the needs of our future supporters, players and sponsors.

*Launch of the Indigenous Academy at Arena Joondalup
(Photo courtesy of Community Newspaper Group)*



OUR VISION FOR A NEW COMMUNITY

By 2015, it is our aim to ensure that every first generation Australian and every indigenous child in our northern community has the opportunity to use our club as a vehicle for either personal or cultural development. This will be achieved by:

- The development of a Falcons Indigenous Football Academy to provide educational and social opportunities for our Indigenous community;
- Appointment of an Indigenous welfare officer to assist with the Indigenous Academy and to provide specialist mentoring / support for Indigenous Falcons' players;
- Providing every naturalised Australian in our district with a complimentary one year membership to encourage first generation Australians to use our club as a vehicle for social and cultural development;
- As part of this introductory membership, each new Australian will be invited to attend complimentary coaching and educational clinics during the season, (for both parents and children) run by Falcons staff and players, as well as being invited to special social events for new Australians;
- Embarking on a marketing exercise to investigate ways in which we can entice young first generation Australians to adopt our club and national game;
- Membership packages for families from our zoned junior clubs, including Falcons merchandise for every junior player.

It is our vision that by 2015, 80% of our membership base is from our northern corridor and that every registered junior in our zone has a Falcons jumper or football.



DEVELOPING OUR FUTURE FALCONS



125 YEARS AND COUNTING.....

With a rich and proud history of success and a clear vision for the club and its aligned communities, the Falcons are set for a challenging and exciting future.

Should you wish to further discuss the vision of the Falcons, please contact:

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125 YEARS AND COUNTING...