

WEST PERTH FOOTBALL CLUB (INC)

PREMIERS

1897
1899
1901
1905
1932
1934
1935
1941
1942
1949
1951
1960
1969
1971
1975
1995
1999
2003

Mr Garry Hunt
Chief Executive Officer
City of Joondalup
Boas Avenue
Joondalup WA 6027

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FALCONS
WEST PERTH FOOTBALL CLUB



ARENA JOONDALUP
KENNEDYA DRIVE
JOONDALUP

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Dear Garry

Thank you for your time this morning, both Colin and I found the discussion fruitful and well worthwhile. I hope that we were able to "paint a picture" on what we are trying to achieve and where the club is heading.

As discussed I have gone away and updated the proposal from the one that you had a copy of. The one I have attached now reflects what I believe to be the basis of our conversation.

With the 2005 season already at a close, the West Perth Football Club did honor the sponsorship obligations as outlined in the proposal. We are very keen to see the partnership locked away for 5 years and have reflected this in the partnership agreement.

All funds will be used to assist with the maintenance of our facilities. As we hold a license with the WA Sports Centre Trust, the club is comfortable with the City of Joondalup either making payment directly to the WA Sports Centre Trust or alternately the payment can be made to the West Perth FC and then we will pay the WASCT on receipt of a tax invoice.

The West Perth Football Club's financial year runs from 1st November – 31st October and therefore we would appreciate that an agreement be reached and payment received prior to the 31st October 2005. Should you have any further questions please do not hesitate to contact me.

Yours sincerely,

Ken Torrance
Chief Executive Officer
West Perth Football Club
Monday, September 19, 2005



**Austwide
Mining Title
Specialists**



PARTNERSHIP PROPOSAL

2005 - 2009

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City of
Joondalup



THE HISTORY OF THE WEST PERTH FOOTBALL CLUB

The West Perth Football Club is the oldest of the WAFL clubs, and was formed on 2 May 1885 and won its first premiership in 1897. Since then it has gone on to win another 17 flags, the most recent being in 2003.

The Club has produced 11 Sandover Medallists over the years as well as many champions, including Graham "Polly" Farmer, Mel Whinnen, Bill Dempsey, Derek Kickett and Craig Turley.

It has a long and proud history that has given it the largest following in the WAFL.



*Graham
"Polly"
Farmer*

In 1994, the West Perth Football Club made the bold move to leave Leederville Oval, its traditional home situated in the inner city area, and relocate north of Perth to the satellite city of Joondalup. Whilst this was in many ways a gut wrenching decision, it was also very strategic for the Club's future.



Current AFL player Quentin Lynch

At Joondalup the Club has enjoyed state of the art facilities for its football activities. As the Club's home ground is part of a complete leisure centre complex, the Club has also enjoyed additional facilities such as a commercial gymnasium, Olympic sized indoor swimming pool, tennis courts and much more.

Just as importantly, the move provided the Club with a completely new zone of junior players. The area, in and around Joondalup, is a rapid growth area. The expanding northern corridor has afforded the Club a junior zone that is the envy of all other WAFL clubs.

The end result since the move is five (5) Grand Final appearances with three (3) Premierships with the most recent being in 2003.

The Club has a strong belief that developing its own district will ensure the strength of the Club's playing ranks. This will in turn be mirrored in its financial strength. The Club believes that by providing a pathway for young men in our districts, retaining and respecting our history and astute financial management the Club's future is secure.



*2003 Premiers
Captain Steve Trehwella and
Coach Darren Harris with the
Premiership Cup*

WHAT THE FUTURE HOLDS

For the West Perth Football Club to enjoy continued success we have to continue to grow our product – Australian Rules Football, and to maximise our resources – junior players, in order to achieve optimum results.

The Club has developed extensive networks throughout our community both locally and in the country, with the work performed by our Senior Coach Darren Harris, two Development Officers and selected senior players.

These programs reach throughout our community through clinics performed in our schools and at a community club level. This interaction with schools, at both a primary and secondary level, junior football clubs, amateur clubs and Sunday League clubs, ensure that West Perth remains strong, not only with the quality of players produced, but also in harmony with its local community, through the promotion of a safe and friendly environment to enjoy Australia's greatest game.

With such a heavy emphasis on development and growth of the game the following programs are conducted each year:

	Total Participants
1. Primary School visits	6,000
2. High School visits	2,500
3. Junior Club Visits	2,000
4. Auskick Carnivals	1,500
5. July School Holiday Clinic	500
6. Talent Programs 14s – 16s	300



The Development Officers conduct other promotional activities other than those listed above. In 2005 over 27,000 people were exposed to the West Perth brand through these activities.

Junior Parade Day 2004

Talent Programs

Whilst the Club is involved in broad based participation programs there is also a need to ensure these programs are further defined to provide players who have the ability to play senior WAFL and AFL level football. To assist in this happening the Club has a Talent Identification Program that commences with the juniors when players are 14 years old. These programs are enhanced by the ability of the club to attract former players with all squads having former players of the club either coaching the squads or as part of the support staff.

The Club based programs, which are interlinked with the state based programs, for players at the 14's, 15's & 16's level are run in both the Club's metropolitan and country zones. The program culminates at the elite 18's level, then the player's progress into senior WAFL football or is drafted directly into the AFL.

This year the club recognised that the transition of players from our 16's program to colts was a significant step and therefore introduced an academy program. The academy will fast track the development of players participating in the 16's program and will aid not only our club but also senior community clubs within the district.

Results

In the past ten (11) years the Club has seen 28 players graduate into the AFL. Last season alone saw three (3) players from the Club taken in the annual draft. At a Club level the 2004 season saw 16 players from our metropolitan and country zone make their debut in the league side and another 4 in 2005, demonstrating the clubs stance on promoting local products.

*The Club's Junior Parade Day
held on Foundation Day this
year was attended by 1500
junior players.*



BRAND EXPOSURE

With any partnership deal, one of the key components is to get brand exposure. As the West Perth Football Club is the oldest club in the WAFL, it is firmly entrenched in a complex communications system, which ensures coverage to a vast audience, not only state wide but also nation wide.

To complement this, the Club is located in one of the fastest growing areas in Australia and its home is situated within a complete leisure facility complex. This enables the Club to enjoy exposure vastly beyond its traditional base.

The exposure takes place in many mediums and below is a summary of the various forms that a partnership deal could enjoy.

MEDIA COVERAGE

PRINT MEDIA

West Australian Newspaper & The Sunday Times

"The West Australian" is a sponsor of both the West Perth Football Club and the WAFL. As a direct result of this sponsorship the competition receives a total of seven full pages of coverage per week, with a main feature of four pages in every Tuesday's edition.

"The Sunday" Times also provides a full page WAFL summary each week, relating to game summaries and related articles.

The readership of these two
papers combined is
3 million per week

Community Newspaper Group



West Perth Football Club appears in the Joondalup Times and Wanneroo Times weekly throughout the football season as Senior Coach Darren Harris writes a weekly article. As well as this coverage the paper also includes feature articles relating to the Club and its juniors. The Club also has ten (10) advertisements in these papers, which are used in the week preceding all of our home games.

The readership of these papers
per edition, (combined)
is 160,000 persons

The West Australian

The Sunday Times



RADIO BROADCASTS

6PR, ABC Radio and 990AM

Any or all of the following radio stations cover every home game at Arena Joondalup. This ensures coverage is available on match days.



TELEVISION BROADCASTS

ABC



In season 2005, ABC TV will broadcast a **minimum** of two (2) home games at the Arena Joondalup. These are home games that will reach a much greater audience and thus provide additional opportunities for sponsor promotion. In addition, we will have three (3) away games covered this year that can afford exposure opportunities.

A state-wide viewing audience of approximately 120,000 people per broadcast watches this broadcast of all ABC TV games

FOXTEL



In addition to our local coverage, the WAFL has an agreement with FOXTEL to replay the ABC WAFL game of the week every Tuesday night, with highlights of all WAFL matches shown in a pre-game WAFL show. This unprecedented coverage of the WAFL breaks new ground for TV coverage of state league football.



*2003 Premiership Captain Steve Vewbelle's
acceptance speech on
ABC TV at the conclusion of the Grand Final*

SPECTATOR COVERAGE

Football Season

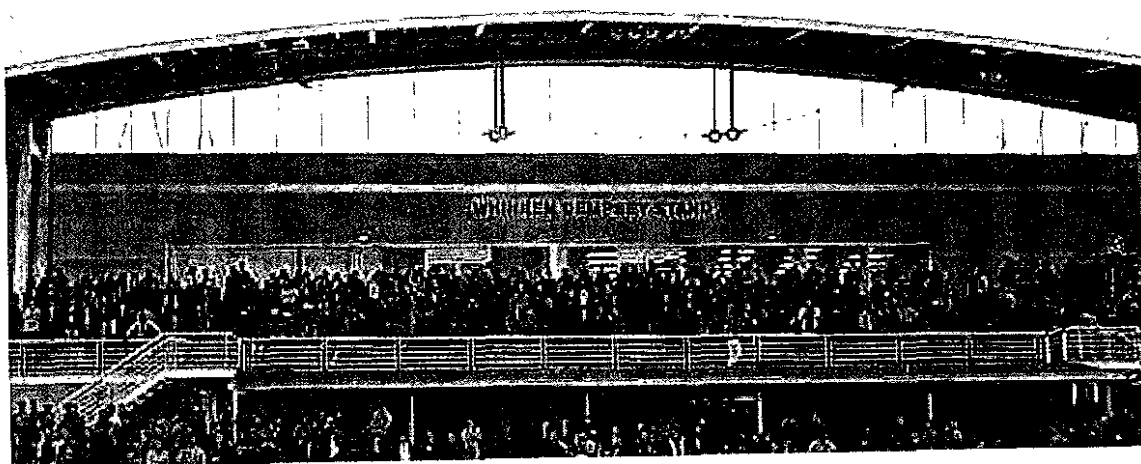
The football season consists of twenty games with an equal split of ten home games and ten away games. Finals could then require another three games. West Perth Football Club is regarded as having one of the strongest and most loyal followings in the WAFL, and thus home game attendances have averaged approximately 2,000 people per game, which is one of the highest in the WAFL.

The biggest game for the Club each season is the derby against East Perth, which can attract crowds of in excess of 7,000 people, which provides an excellent forum for Home to promote its services.

Home games provide exposure to signage around the ground, promotions before, during and after the game, as well as a great opportunity for corporate hospitality and networking functions.

In addition to the previous media and spectator coverage outlined, the current usage of Arena Joondalup in football season also include:

	<i>Total Participants</i>
1. Junior football games and development squads	3,000
2. Country football games and carnivals	1,500
3. Junior clinics, School sport and community games.	1,000



West Perth v Swan Districts



Unveiling the 2003 Premiership Flag



Handball competitions at the half time break are always popular with the kids

Non Football Season

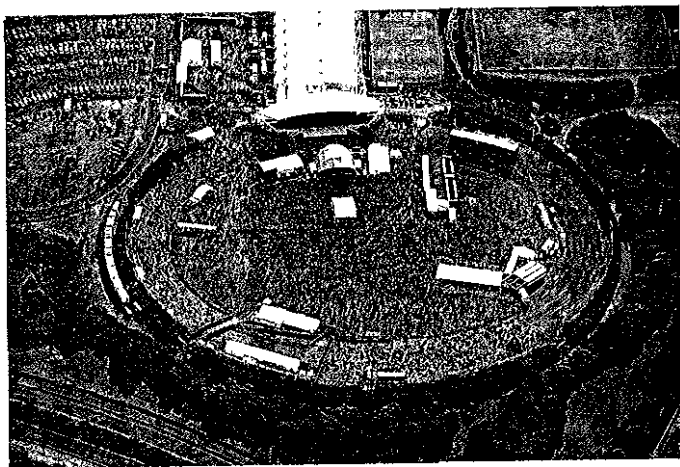
One of the most attractive features of the Club is its position within a complete leisure centre complex. This year alone it was estimated that 950,000 people would visit the complex other than for WAFL football. With such a prominent facility at our disposal, the Club has signage on the outside of the Oval near the main entrance gates that can be viewed by all patrons who visit the complex on any day whether it be for WAFL football or not. Such prominent exposure would further add to the association with the Club and provide immeasurable promotional and brand awareness for a corporate body.

Ground signage at the oval will remain in place for the entire year. This means that more patrons than just football supporters will view all ground signage. This is where the West Perth Football Club can offer corporate bodies significantly more exposure than any other WAFL Club. The Arena Joondalup oval is in use all year round. Some of the events are:

- Two concerts Audience: 50,000
- Charity Bike Ride Audience: 10,000
- Aust Touch Rugby Championships Audience: 4,000
- School holiday Junior Football Clinics Audience: 500

By far the largest events that occur at the Arena Joondalup in the non football season are the two Rock iT concerts. Each concert attracts crowds of 20-25,000 patrons and is truly a big ticket event. They draw people from all over the metropolitan area and even the state to see world class artists perform.

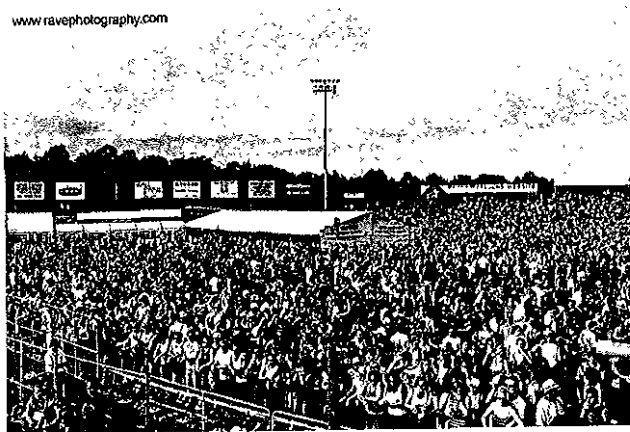
This all year usage allows the Club to provide significantly more exposure to a corporate sponsor.



Aerial view of a Rock iT concert held at the Joondalup Arena which saw 22,000 attend the day



The fans view form the crowd at the Rock iT concert



The artists view form the stage at the Rock iT concert

MEMBERSHIP COVERAGE

The West Perth Football Club has around 1400 members. It also has in its districts eight junior clubs and over 4000 junior players from the age of 6 –17 years. The following methods are used to keep in contact with the Club's members, sponsors, juniors and supporters.

- Member Newsletters
- Emailed Newsletter (sent after each game)
- Membership packages
- Junior Clinic Enrolment Forms
- Any other promotional material sent to members

All this correspondence will contain your logo or you can supply promotional information, which can be included with the correspondence.



The members of the West Perth Football Club were treated to a perfect winters afternoon at Arena Joondalup in August this year.

West Perth Football Club Website – www.falconsfc.com.au

In 2005, the West Perth Football Club continued to redevelop their website and it continues to be the leading website amongst WAFL clubs. Its features include;

1. Daily articles released as well as full game summaries
2. Weekly results and ladder up-dated
3. Weekly up-dates on Club events
4. Interactive links to websites for major sponsors
5. Online purchasing of club merchandise

The new site has seen over 100,000 hits per month, which then equates to about 1000 visits by the public per week.

The West Perth Football Club website is also linked to the homepage for the West Australian Football Commission and West Australian Football League websites.

HOME GAME PROMOTION

This season the Club will allow major corporate sponsors to use one of its ten (10) home games for promotion of the sponsor. The sponsor's logo will then be included in all match day promotions on the following:

- Club website
- Community Paper (circ: 150,000)
- Footygoss.com.au website
- Club email lists
- Hosting of the Presidents Lunch
- Hosting of the after match presentations



*Example of
logo screened
onto playing
field*

On actual game day the sponsor can add additional temporary signage at the entrance and around the ground to create maximum effect. Also the sponsor's logo can be screened on the ground in front of the grandstand.

Promotional stalls can be erected at the game and contests/competitions can be run throughout the game culminating at the after match presentation. The half time break in the league game will also be available to the sponsor.

SPECIAL EVENTS

The club is always looking at other ways it can promote itself and its valued partners. We hold regular functions through out the year including; golf day, banquet auction, quiz nights, player auction and last man standing.

In May 2005 the club appointed a full time promotions officer / events coordinator. With this new full time employee the club will be conducting several new events as well as the traditional events that make up the football calendar.

This will include the West Perth Football Club exploring all possible opportunities as next season draws closer to again provide sporting fans with high profile sporting entertainment event.



*West Coast Eagles coach John
Worsfold talks with AFL
commentator Denis Cometti at
the Cometti & the Coaches
breakfast that the club is planning
for season 2005.*

CORPORATE HOSPITALITY

Corporate Box:

At the Arena Joondalup a Corporate Box in the grandstand enables six (6) people to enjoy Falcons' games in style. Your company logo will be affixed to the box and is for your exclusive use at all home games. Benefits from purchasing a Corporate Box include:

- Prime undercover grandstand viewing
- Food and beverage service available
- Reserved seating for all home games
- Your company name on your box
- Reserved VIP parking for three (3) vehicles



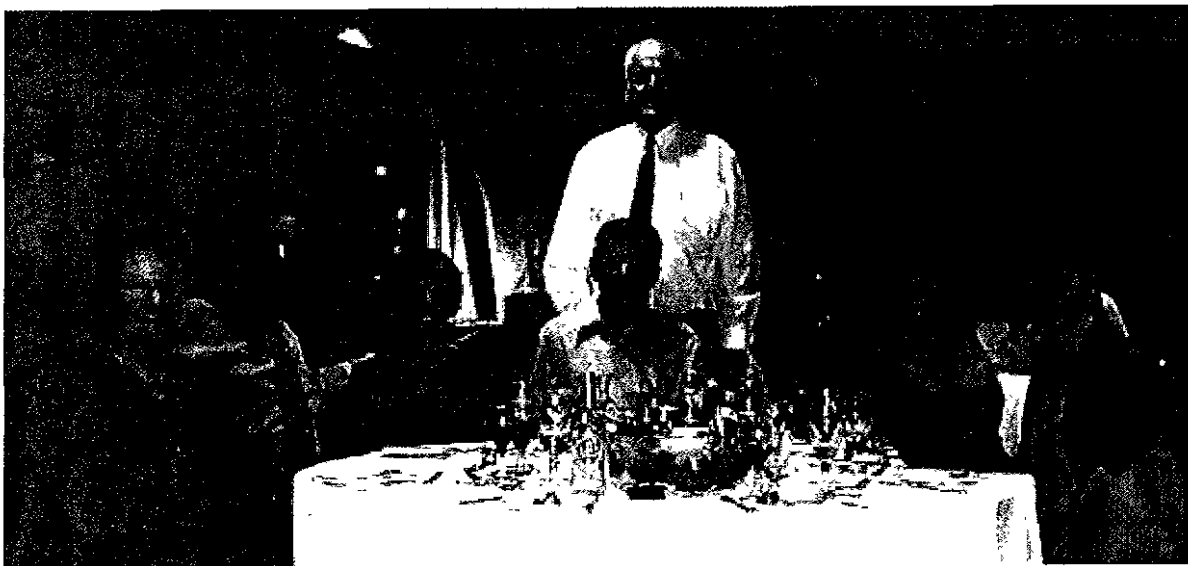
Corporate Boxes (in red) provide an excellent view of the game.

PRESIDENT'S CLUB

The President's Club package is a fantastic way to entertain clients, employees, family and friends. Coupled with a corporate box on the day this is the ultimate WAFL entertainment package.

Benefits include:

- Memberships to the West Perth Football Club, including reserved undercover grandstand seating and admission to all home games PLUS reserved parking for vehicles.
- Invitation to the pre game President's Luncheon in the Sponsor' Lounge
- Full Buffet luncheon
- Complimentary pre game and half time refreshments
- Afternoon tea at all home games



President Colin Rockman (left standing) with City Joondalup Chairman John Paterson (seated left), Sponsor Les Hoffman (seated centre) and Joondalup Business Association President David Curry (right standing) and partners.



PARTNERSHIP PROPOSAL

After discussions with City of Joondalup, the West Perth Football Club is pleased to present the following ideas of what would constitute a mutually beneficial partnership between the two parties.

- **Signage**

1. One 5m x 3m lollipop signs behind goals.
2. One 6m x 1m perimeter sign

*All sign writing at sponsor's expense

- **Club Playing Attire**

City of Joondalup registered logo to be worn on the front of all senior squad jumpers and on playing shorts.

- **Player's Uniform**

City of Joondalup registered logo to feature on club uniform of all senior squad players.

- **West Perth Football Club website:**

City of Joondalup would be able to have a direct link on the Club's website.

- **Members:**

The following methods are used to keep in contact with the Club's members, sponsors and supporters.

1. Member Newsletters
2. Emailed Newsletter (sent after each game)
3. Membership package
4. Junior Clinic Enrolment Forms
5. Club correspondence to its Talent Development programs and School holiday clinics
6. Function Invitations
7. Any other promotional material sent to members

All this correspondence will contain the City of Joondalup's logo or the City can supply promotional information, which can be included with the correspondence.

- **Corporate Box:**

One (1) Corporate box for all home games with company logo affixed to box.



The West Perth Football Club sees this proposal as a starting point for discussion between our two organizations. We believe with history and success of our Club we can achieve a method of using our corporate, community and social networks to the benefit of City of Joondalup and its strategic plans.

The club would like to enter into a 5 year agreement with the City of Joondalup running 2005 – 2009 inclusive. The financial contribution from the City of Joondalup will be invested into the upkeep and maintenance of the club's playing facilities.

- Cost of Sponsorship will be \$22,000, GST inclusive for 2005 with CPI increases on annual basis after the initial instalment.
- All signage costs are the responsibility of City of Joondalup
- Payment can be made either directly to the West Perth Football Club or to its via the WA Sports Centre Trust. This can be negotiated once an agreement has been met.

Should you need any further clarifications of this proposal please do not to hesitate to contact me personally.

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West Perth Football Club
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