

Every month the East Fremantle District is looking to produce a quick snapshot of some of the key outcomes, issues and challenges within the Sharks District, as a means of keeping all stakeholders informed.

## QUALITY CLUB PROGRAM

The WAFC Quality Club Program (QCP) is an exciting initiative that has been developed to assist community clubs improve their operations and club environments. The QCP will assist volunteers in meeting minimum standards in terms of legal or league requirements. Clubs will also be able to strive to achieve higher levels of recognition under the program, and the District is keen to work with all clubs to achieve Silver or Gold standard.

All clubs have been asked to complete an online assessment in regards to the QCP, and currently we have close to 90% of our clubs having completed this. Stay tuned for more to come as the program is rolled out across the East Fremantle District.

## DISTRICT STRATEGIC PLANNING SURVEY

Thank you to all stakeholders who completed our online strategic planning survey. We received over 65 online responses which will all assist us in developing our future strategic direction for the Sharks District.

## WAFC BOUNDARY REVIEW

Over the course of 2009, the East Fremantle District was involved in the review of the current District Boundaries in conjunction with the other 8 Districts, and the WAFC. As a result of the review the East Fremantle District has gained the following suburbs; Jandakot, Banjup, Haynes, Forrestdale, Piara Waters, Harrisdale, Hilbert, Brookdale, Seville Grove, Southern River, Champion Lakes (part), Fremantle (part).

The District will also gain the football clubs of Forrestdale JFC and Forrestdale AFC, and we welcome them to the Sharks District and look forward to working closely with them in 2010 and beyond. In addition to these clubs the District also welcomes a number of schools, and will be working closely with them to achieve key football outcomes.

## SIX CORE OBJECTIVES

The WAFC, in conjunction with the 9 Districts, have developed six key strategic objectives that will continue to "Grow the Game" within Western Australia. These objectives will provide the structure to the strategic direction of the Sharks District.

### Objective 1 – Participation

*To develop & support appropriate pathways for all segments from AFL Auskick to open age that maximise participation in communities and schools.*

### Objective 2 – Community

*To motivate volunteers, umpires, coaches, spectators & sports trainers for all levels of Australian football to promote quality environments and competitions.*

### Objective 3 – WAFL Talent Pathway

*To develop the talented player pathway and enhance the WAFL competition to capture and develop talented players.*

### Objective 4 – Facilities

*To collaborate on facility development for the community football network of leagues & clubs.*

### Objective 5 – Engagement in new markets

*To utilise Australian Football as a vehicle to promote social inclusion, participation, education and employment initiatives, particularly in Female, Indigenous and Multicultural communities.*

### Objective 6 – Fans

*To build the relationship with community and school players, coaches, umpires & volunteers to develop them as fans of the AFL/WAFL competition & AFL/WAFL Clubs.*

### Key dates in February:

- Junior Registration Day 2010 – Sunday 21<sup>st</sup> February

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