



TEAM GWS
THE NEW
GAME
IN YOUR
BACKYARD.



TEAM GWS: THE NEW GAME IN YOUR BACKYARD.

The AFL's commitment to the region was established long before the plans to introduce a team into the competition in 2012.

In 1997, the AFL made a commitment to rapidly increase support for grassroots football in the region.

Since then, the AFL has invested heavily in community infrastructure, including the recently redeveloped Rooty Hill facility, and the new AFL/cricket Facility at Blacktown Olympic Park.

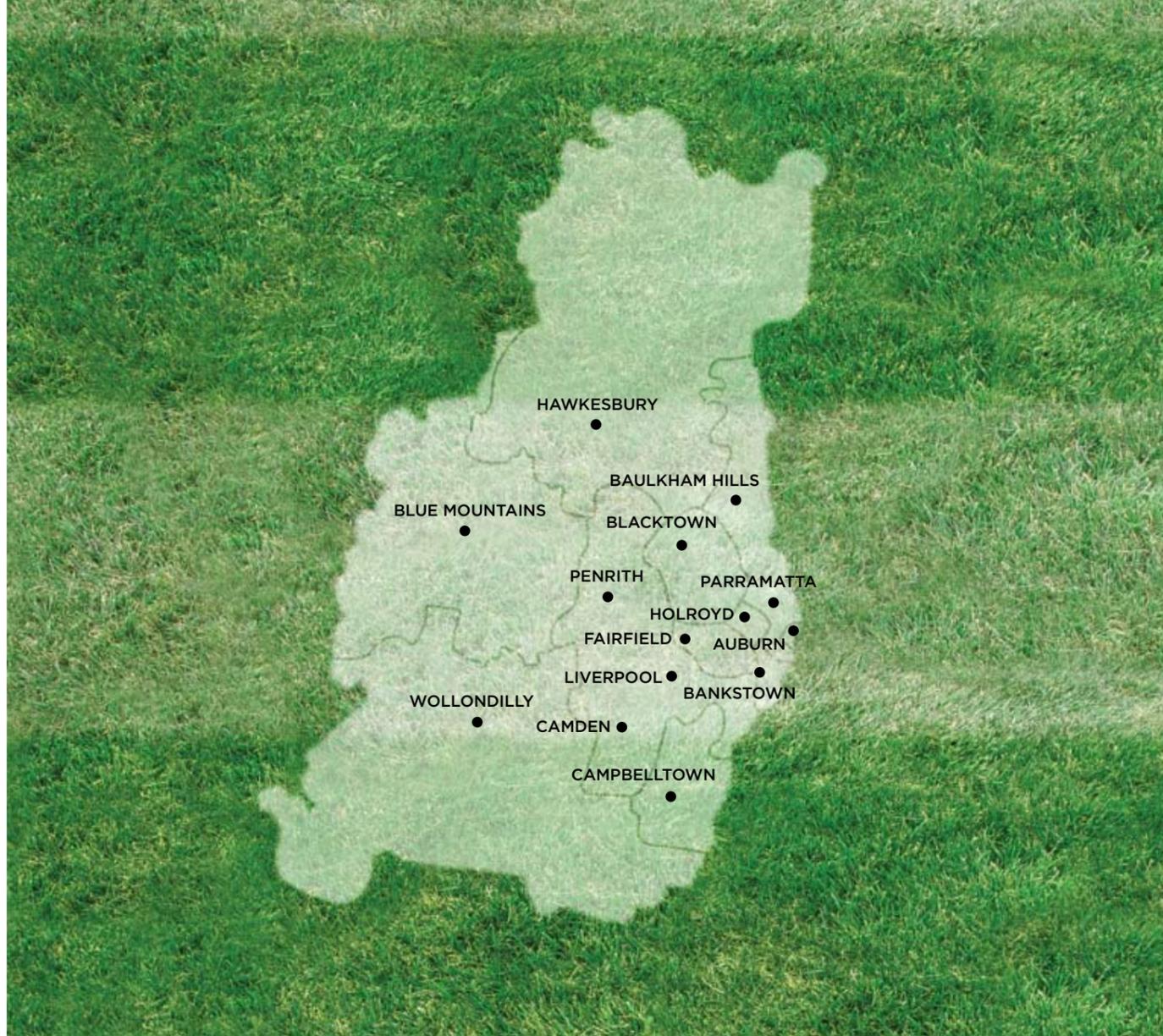
The AFL is focused on working in partnership with local community organisations, schools, football clubs and the 14 local governments across Greater Western Sydney.

Collaborative partnerships with key business and community leaders will be integral to the successful delivery and sustainability of an elite sporting club. Team GWS will provide unique business opportunities and community programs, to deliver real and lasting benefits to Greater Western Sydney.

Recognising the opportunities in Greater Western Sydney, the AFL Commission has identified a range of criteria, to guide the development of Team GWS as follows:

- Establish a strong fan base.
- Develop a unique identity which resonates with the communities of Greater Western Sydney.
- Secure a stadium, training and administration facility.
- Engage the business community.
- Ensure effective leadership to drive the long-term success of the team.

Only with the collective support of Greater Western Sydney will Team GWS be able meet the AFL's criteria and enter the AFL competition in 2012.



TEAM GWS.

Team GWS is a team that we can all be proud of, and be part of.

Represented by the diverse people and communities that make up Greater Western Sydney, Team GWS is based on common values and collective pride.

Across fourteen unique communities Team GWS will harness the unique diversity and energy of Greater Western Sydney, into a truly representative and cohesive team, that we can all support.

Team GWS will be built on four core themes:

- Health
- Harmony
- Education
- Employment



TEAM GWS: ON THE NATIONAL STAGE.

The Australian Football League

The AFL is the country's leading sporting organisation and is responsible for managing the competition and the code.

The AFL's philosophy is to

- Ensure the game remains the most exciting spectacle in Australian sport.
- Continue to grow its supporter base.
- Maximise game attendance and audience.
- Continue to expand the organisation's national footprint through the development of new markets.
- Continue to build a stronger relationship with supporters by providing the best sports entertainment experience.
- Provide the best facilities for both players and spectators.
- Expand participation opportunities to ensure that all Australians can be involved in the game.
- Commit to a social agenda that drives our industry.

The AFL Competition

The AFL is the pre-eminent national sporting competition, comprising of:

- 16 clubs across Australia.
- More than 700 listed players.
- 11 per cent of the AFL playing group are Indigenous.
- 12 major playing venues in five states and two territories.
- NAB Cup and NAB Challenge regional matches.
- 176 premiership season matches and nine finals.

- The Australian Football industry across all levels generates economic activity in excess of \$3.4 billion.
- The AFL Competition generates \$400 million per year in domestic tourism related to AFL matches.

The Participants

- More than 630,000 participants at all levels.
- More than 2,500 community clubs.
- More than 160,000 NAB AFL Auskick junior development program participants.
- Elite talent development pathways.
- Strong and growing participation across Indigenous and multicultural communities.
- Increased female participation.

The Showcase

- More than 1,400 accredited media personnel.
- Three major broadcast partners - Network Ten, Seven Network and Foxtel.
- Radio, print and online partners.
- afl.com.au - Australia's dominant sporting website

The Audience

- 8,671,000 Australians interested in the game, of which 45 per cent are female.
- In excess of 560,000 club and AFL members (1 in 39 Australians).
- Over seven millions match attendees annually.
- An average 4.6 million people watch AFL games each week on TV.
- 205,000 people read the AFL Record.



TEAM GWS: IN YOUR COMMUNITY.

Team GWS is committed to generating jobs and economic and social activity in Greater Western Sydney. It is developing community initiatives focused on Health, Harmony, Education and Employment.

Team GWS will continue to build on the AFL's existing community programs in Greater Western Sydney, including:



HEALTH

NAB AFL Auskick

- The AFL's introductory skills-based program for boys and girls aged 5 to 12.
- Recognised as one of the best introductory programs in Australian sport.
- AFL accredited coaches provide a safe way for boys, girls and parents to exercise and have fun.
- In excess of 8,000 participants in Greater Western Sydney alone.

Community Club Football

- Access to 26 Junior and Senior Clubs across Greater Western Sydney, with participants from all age groups, gender, skill level and backgrounds.

Schools

- Nearly half of all the schools in Greater Western Sydney are involved with AFL programs, with AFL staff delivering programs in 236 Primary and 91 Secondary Schools.

Paul Kelly Cup

- The largest AFL Primary School competition in NSW/ACT with over 900 teams and 13,000 students.
- 2,448 participants make up the 204 teams from the 94 Greater Western Sydney schools that compete.

HARMONY

Team GWS is committed to building its supporter base by introducing new audiences to the live AFL experience. In 2009, the AFL welcomed nearly 4,000 new families from Greater Western Sydney to a match at ANZ stadium.

The AFL and Team GWS is working to ensure that AFL remains a game for all Australians.

Living in Harmony program

- In partnership with the Baulkham Hills Holroyd Parramatta Migrant Resource Centre, the "Living in Harmony" program is administered by the Department of Immigration and Citizenship (DIAC).
- AFL hosted a special series of learning experiences to assist a group of African and Afghani migrants, refugees and community leaders to expand their understanding of Australian culture and way of life.

Embracing Diversity

- In 2008, Diversity and Cross Cultural Awareness Training was offered to AFL staff and AFL junior and senior clubs in NSW and across Australia.
- The AFL regularly supports community festivals across Greater Western Sydney including: Youth Harmony festival, the Eid Festival, Blacktown Community Services Expo, Cabramatta Moon Festival, Harmony Day Festival and the India Australia Friendship Fair.

EDUCATION

AFL Indigenous Academies

- Intensive mentoring and leadership program aimed at encouraging attendance and participation amongst Indigenous girls and boys, enhancing and promoting healthy lifestyles and improved education.
- The program involves seven secondary schools from areas including Doonside, Rooty Hill, Plumpton, Macquarie Fields, Ingleburn and Minto.

School Ambassadors

- Teacher-based program focused on providing valuable professional development, curriculum resource materials and subsidised equipment including jumpers, coaching materials and goal posts.
- In Greater Western Sydney there are 178 teachers involved in the Ambassador Program.

Qantas AFL Kickstart

- Primary School AFL program for Indigenous children that promotes healthy lifestyles through positive role models.
- In Greater Western Sydney more than 500 Indigenous primary school children take part in the program.
- Over 3,000 children participate state-wide.

AFL and the University of Western Sydney

- The AFL and UWS have developed a community alliance to provide education and scholarship opportunities across the University's expansive network.

EMPLOYMENT

AFL Sportsready Traineeships

- Facilitates work placement traineeships for young women and men aged 16 - 20, matching school leavers with a range of employment opportunities across a range of businesses.
- Provides Indigenous youth with traineeship opportunities and mentoring support.
- The AFL's commitment to cultural diversity is evident at the elite level of the game, with players coming from a range of cultures and backgrounds.

TEAM GWS

Team GWS will generate permanent economic and social benefits for the region. Provide new jobs and economic activity in the region as well as significant community activity and opportunities for Greater Western Sydney families.

Team GWS will enhance Greater Western Sydney's identity on the national stage. The AFL has committed to increasing investment over the next eight years.



TEAM GWS: MAKING THE CLUB A REALITY.

There are seven key areas the AFL has identified to ensure a successful team in the Greater Western Sydney area becomes a reality.

FOUNDATIONS

The Challenge

To establish first class training, administration and playing facilities that create a positive net asset base.

Objective

To deliver supporters the best experience, provide the players the best facilities and ensure the club maximum financial returns.

FOOTBALL

The Challenge

To build a young football team and develop a long- term strategy to ensure sustainability at the elite level.

Objective

To attract the best people to design and deliver the football strategy for Team GWS.

COMMUNITY

The Challenge

To prove that the Greater Western Sydney community is actively involved in Team GWS and that Team GWS is actively involved in the community.

Objective

Engage the whole community to define the agenda for social and community programs, forming partnerships to deliver lasting and positive outcomes for Greater Western Sydney.

IDENTITY

The Challenge

To build a brand identity that the people of Greater Western Sydney can feel a part of.

Objective

Engage the community of Greater Western Sydney to create the team's name, colours and identity.



BUSINESS

The Challenge

To attract strong levels of corporate support for Team GWS.

Objective

To develop a solid foundation of corporate partnerships tailored to meet individual business needs.

SUPPORTERS

The Challenge

To establish a strong membership and supporter base in Greater Western Sydney.

Objective

To generate excitement about the new team and encourage active community support and ownership.

ORGANISATION

The Challenge

To build the necessary governance structure, management team and business plans to deliver a successful community owned, membership-based club in Greater Western Sydney.

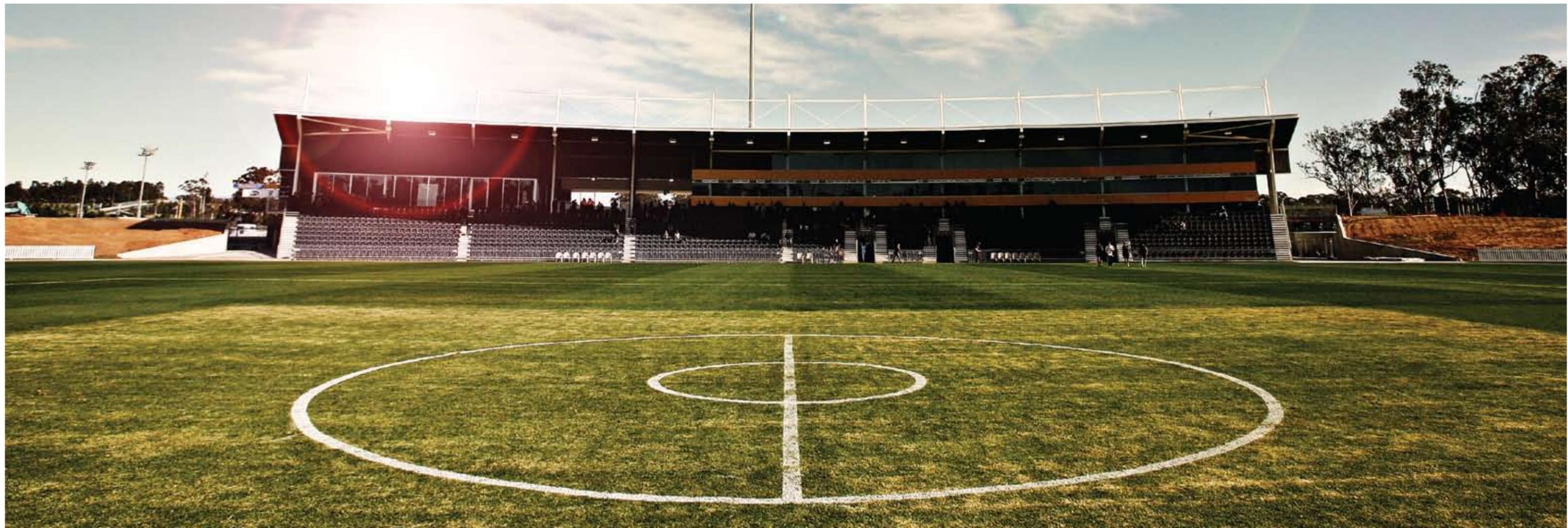
Objective

To establish the right governance structure for a successful community-based club.

TEAM GWS PATHWAY.

Team GWS will be built on partnership, trust and growth.

	2009	2010 & 2011	2012 and beyond
1. BUILDING FANS	→ Increasing awareness and excitement around the new team	→ Committed fan base continues to grow through dedicated fan development programs	→ Strong membership and fan base that are passionate about their team
2. SUPPORT FROM BUSINESS PARTNERS	→ Engaging with local communities to understand their needs and the AFL's role moving forward	→ Grow business partnerships creating mutual value and support for Team GWS	→ Strong portfolio of club partners
3. CONNECTING WITH THE COMMUNITY	→ Engaging with local community to determine what's important to the community so the AFL can contribute	→ Build strategic community alliances delivering on the needs of Greater Western Sydney	→ Team GWS is an established and recognised leader within the community
4. DEVELOPING AN IDENTITY	→ Emerging local presence and identity of the campaign	→ With the community, developing an identity for the team and build its profile across the region.	→ A truly national brand in a national competition
5. BUILDING THE FOOTBALL TEAM	→ High performance manager appointed to develop playing list	→ Graduate the team from under age matches to AFL standard	→ An exciting, young football team will enter the AFL competition in 2012
6. AFL MATCHES IN THE REGION	→ Inaugural NAB Challenge match at Rouse Hill. National U16 championships at Blacktown Olympic Park	→ AFL Home and Away matches will continue at ANZ Stadium with preseason matches at Blacktown and Rouse Hill	→ The team will play up to 11 AFL home matches in the region as well as preseason matches
7. DEVELOPING ELITE STANDARD FACILITIES	→ Opening of Phase 1 of AFL facility at Blacktown Olympic Park	→ Secure elite standard Training and Administration facilities and Blacktown Olympic Park. Establish premium match experience for fans at a boutique stadium	→ To deliver elite facilities and a new ground



TEAM GWS: PARTNERSHIP PATHWAY.



IDENTIFY THE OPPORTUNITY

Team GWS is a unique, historic and powerful opportunity that will propel your business forward in a key emerging market.

DEFINE YOUR INVOLVEMENT

To create, design and deliver a unique partnership tailored to your needs.

DESIGN YOUR PARTNERSHIP

Ensure your place in history by becoming a founding partner of Team GWS.

ENJOY THE JOURNEY

Realise the opportunities that being part of Team GWS can offer your business, a national and local level.

CELEBRATE SUCCESS

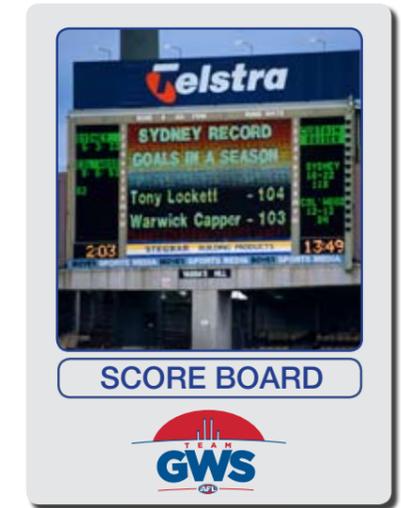
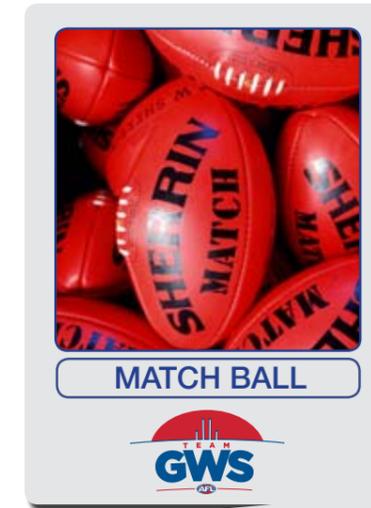
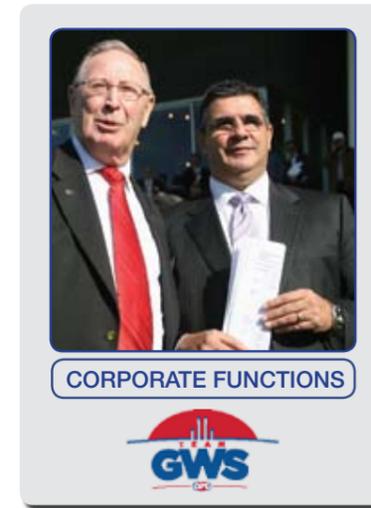
Over time your involvement in Team GWS will grow, tracking towards the AFL in 2012 and beyond.

TEAM GWS: HOW YOU CAN BE INVOLVED.

Shaping your Team GWS footprint is a unique opportunity.

Driving the campaign for Team GWS are the following representatives from the community:

- Jim Marsden, Senior partner of Marsden's Law Group, a long established and substantial legal firm in South West Sydney
- John Webster, the General Manager of the Cumberland Newspaper Group and former Director of Melbourne Storm
- Jan Thomas, Director, Office of Development, Western Sydney University, and responsible for the University's public and private sector partnerships.
- Ross Howarth, General Manager, Seven Affiliates Sales and a former member of the AFL (NSW/ACT) Commission.
- Christine Cawsey, Principal, Rooty Hill High School and the Deputy President, NSW High School Principals' Council.
- Gabrielle Trainor, Partner, John Connolly and Partners and also a former member of the AFL (NSW/ACT) Commission.
- David Smith, Director - DNA Media and Marketing,
- Gus Seebeck, Program Manager - ONE / Sport , Network Ten and President of the East Coast Eagles (formerly Baulkham Hills) AFL Club.
- Greg De Moore, Practising Psychiatrist at Westmead and Blacktown Hospitals. Historian and author of a biography of Tom Wills, one of the founding fathers of Australian football in 1858.
- Nareen Young, Chief Executive Officer of the Diversity Council of Australia.
- Lila Mularczyk, Principal of Merrylands High School in Sydney's South West and Deputy President of the NSW Secondary Principals Council.





JOIN TEAM GWS.

Contact Team GWS, and a formal proposal tailored to meet your business objectives will be provided.

CONTACT

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