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### **PERTH FOOTBALL CLUB SUBMISSION**

The Perth Football Club believes the following outcomes are a must have for football in WA.

- That football money generated through the stadium agreements must be managed by, and not be lost to, WA Football.
  - That the WAFC remain an independent body responsible for the governance and compliance of our competitions.
  - That WAFL Clubs return to being responsible for the delivery of football to the WA Football Community.
- The key question needs to be “what makes W.A. Football better”, and the key premise must be that the Western Australian football family can fix WA Football.
- Perth Football Club [PFC] is committed to work with the WAFC, the other WAFL clubs and the two Western Australian AFL clubs to reset the WAFL competition from season 2021 onwards.
- The Initial staffing & operational costs changes by the WAFC are strongly supported by PFC, and we seek to work as a full partner to the WAFC, along with the other WAFL Clubs to address crucial areas for future resetting:
- **COMMUNITY OUTREACH**
    - WAFL Clubs to varying degrees have pivoted to this vital community need. The Innovation Project crafted by the CEOs of the Clubs will invigorate this initiative to be run by the Clubs and must be supported with funds and manpower.

- TALENT
  - WAFL CLUBS wish to lead the step-change from the almost 100% focus on elite talent [draftees to the AFL] to a more balanced position whereby the building of “football community people” gets at least equal funding and resources. The Clubs see this as being synchronized as a twin to the Community Outreach they will lead.
- SHARED SERVICES HUB
  - FOOTBALL SERVICES & “BACK-OF-HOUSE” SERVICES This is a cost-trimming idea whose time has come, but it must be embraced by the WA Football Family, with invitations to the two WA AFL administrations to join in. The provision of Football Services to WAFL games by the WAFC is one area that needs to be assessed.
- FRIDAY NIGHT LIGHTS
  - Is just a metaphor for updating the way in which WAFL Games are presented. We know at PFC from the strong growth over the past two seasons, that PFC patrons enjoy late afternoon/evening games and all our KPI’s are up on normal Saturday afternoon games.
- OVAL INFRASTRUCTURE
  - The key issue here is the willingness for Government to upgrade infrastructure, especially LED LIGHTING at ovals.
- SEASON 2020
  - Patrons, starved of low-cost entertainment, have flocked to the opening rounds of the 2020 season. Now is the time to trim & re-shape the Game to create a new, younger supporter base for WAFL Football.



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