

2020

 **ANNUAL REPORT**



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WESTERNREGIONFL





OUR PEOPLE

WESTERN REGION FOOTBALL LEAGUE

WRFL EXECUTIVE BOARD

PRESIDENT	MEREDITH ANGWIN
VICE PRESIDENT	PAUL ROBINSON
TREASURER	DOMINIC DRENEN
DIRECTORS	MICHAEL CLAYTON ANDREW HOWLETT SARAH ROBERTSON GINA SMITH ROSS WILLIAMSON SANDRA WILSON

WRFL STAFF

CEO	MATTHEW DUCK
MANAGER FOOTBALL OPERATIONS	ADAM SPARROW
MANAGER JUNIOR FOOTBALL	STEPHANIE REIMERS
FOOTBALL & NETBALL OPERATIONS OFFICER	JESSIE CHESTER
MEDIA & COMMUNICATIONS MANAGER	KRISTEN ALEBAKIS
ADMINISTRATION MANAGER	KRISTY VIDOVIC
AFL VICTORIA DEVELOPMENT MANAGERS	HARRY SLEIGH JACKSON TAYLOR

KEY CONSULTANTS

ROB PEAK & ASSOC	KIM PEAK
MARKETING	PETER HARLEY
LEAGUE HISTORIAN	ANDREW MUSCAT
G.P. BUSINESS SOLUTIONS	GRANT PLOZZA
GOVERNANCE SUPPORT	BOB TREGEAR OAM

WRFL UMPIRES ASSOCIATION

PRESIDENT	STEVE SUTTON
SECRETARY	TERRY O'DONNELL

WRFL UMPIRES PANEL

DIRECTOR OF UMPIRING	MARK WESTGARTH
SECRETARY	RENE VAN KUYK

WRFL JUNIORS BOARD

CHAIRMAN	KEITH BROWN
MEMBERS	GRAEME CLARK COLIN CLOHESY JUSTINE CURATOLO IVO HAVARD MELINDA MCVEIGH CHRIS MURPHY TONY SCHIBECI JACKSON TAYLOR ALICIA THOMPSON

INDEPENDENT TRIBUNAL

CHAIRMAN	ADRIAN NOBLE
DEPUTY CHAIRMAN	DARREN MAYNE JIM SIMMONDS
SECRETARY	RENE VAN KUYK
MEMBERS	ANDREW COOK ANGELA COULSON BRONTE DOUGLAS-SCARFE DAVID FOLEY HENRIETTA GELBER IAN HAMM TOM HEDDITCH JILL MCBAIN MICHAEL MCNAMARA ROWAN MIFSUD NICK PAPADOPOULOS FRANK PLATA JULIE PRENC DONNA WATSON JAMES WESTAN ARTHUR WRIGHT

INDEPENDENT HEARING COMMITTEE

CHAIRMAN	MARK MCDONALD
MEMBERS	ANDREW COOK ANGELA COULSON BRONTE DOUGLAS-SCARFE DAVID FOLEY HENRIETTA GELBER IAN HAMM TOM HEDDITCH DARREN MAYNE JILL MCBAIN MICHAEL MCNAMARA ROWAN MIFSUD NICK PAPADOPOULOS FRANK PLATA JULIE PRENC JIM SIMMONDS DONNA WATSON JAMES WESTAN ARTHUR WRIGHT

APPEALS BOARD

CHAIRMAN	JOHN O'CALLAGHAN
MEMBERS	GRAEME BLOOM IAN HAMM MICHAEL MCNAMARA SAM NORTON JOHN RACITI MARK SEYMOUR JIM SIMMONDS ROB STARY CAROLYN WOOD





PRESIDENT'S REPORT

MEREDITH ANGIN

WELCOME ALL TO THE 2020 ANNUAL REPORT OF THE WESTERN REGION FOOTBALL LEAGUE. IN A YEAR UNLIKE ANY WE HAVE EVER EXPERIENCED, THE DISAPPOINTMENT OF NOT BEING ABLE TO STAGE OUR FOOTBALL AND NETBALL COMPETITIONS HAS BEEN KEENLY FELT ACROSS OUR WRFL COMMUNITY.

I KNOW THAT THIS HAS IMPACTED ALL OF YOU, HOWEVER THE STRONG FIGHTING SPIRIT AND RESILIENCE OF THE CLUBS AND ALL INVOLVED IN THE GAME HAS BEEN OUTSTANDING.

AS WE DRAW TO THE END OF 2020, IT IS IMPORTANT TO REFLECT ON THE EFFORTS OF ALL CLUB ADMINISTRATORS AND COMMITTEES AS WELL AS OUR WRFL UMPIRES, TRAINERS AND OFFICIALS WHO HAVE WORKED THROUGH THESE CHALLENGING AND UNCERTAIN TIMES. THIS WAS PARTICULARLY SO IN THE MIDDLE OF THE YEAR WHEN WE WERE ALL WORKING HARD TO ALLOW SOME SORT OF A SEASON TO GO AHEAD. AS WE ALL KNOW THIS DID NOT EVENTUATE AND WE SOON HAD TO ENDURE LONG MONTHS OF LOCKDOWN AND ISOLATION.

THANKS TO THE WRFL SOCIAL MEDIA CHANNELS WE WERE ABLE TO STAY CONNECTED THOUGH NOT AS CLOSELY AS WE WOULD LIKE.

AS WE REBUILD IN A COVID SAFE WORLD, I BELIEVE THE IMPORTANCE OF SPORTS PARTICIPATION AND INVOLVEMENT IN THE LEAGUE COMMUNITY CANNOT BE OVERSTATED. THE MANY MONTHS OF RESTRICTIONS HAVE SHOWN ME THE IMPORTANCE OF FAMILY, FRIENDS AND COLLEAGUES AND STAYING CONNECTED. I AM SURE THIS SENSE OF CONNECTION WITH THE GAMES WE LOVE TO PLAY, THE TEAMS WE LOVE TO SUPPORT AND THE PEOPLE WE LIKE SPENDING TIME WITH WILL HELP US ALL QUICKLY REBUILD THE COMPETITION – ALBEIT WITH SOME DIFFERENCES TO ENSURE WE RUN IN A SAFE MANNER.

THROUGHOUT THE YEAR, THE CLUBS AND THE WRFL HQ TEAM HAVE WORKED TOGETHER TO NAVIGATE THROUGH THE CHALLENGES AS THEY AROSE. I WANT TO CALL OUT THE SIGNIFICANT EFFORT AND COMMITMENT FROM OUR WRFL CEO, MATTHEW DUCK. THROUGHOUT THE YEAR HE HAS LED FROM THE FRONT AND MADE SURE THAT THE WELLBEING OF WRFL PEOPLE - HIS TEAM MEMBERS AND ALL IN THE CLUBS - WAS PUT FIRST IN ALL DECISIONS THAT WERE NEEDED.

WORKING WITH THE BOARD, MATT HAS STEERED THE WRFL THROUGH THIS YEAR AND AS YOU WILL READ IN THIS REPORT, THE LEAGUE REMAINS A VIABLE ORGANISATION, HAS RETAINED ALL OF THE CORE HQ TEAM MEMBERS AND MAINTAINS STRONG WORKING RELATIONSHIPS WITH CLUBS. ALSO, I WANT TO ACKNOWLEDGE THE STRONG COMMITMENT OF ALL WRFL CLUBS IN WORKING WITH US THROUGH THIS YEAR'S MANY CHALLENGES.

AS A BOARD, WE MET REGULARLY THROUGHOUT THE YEAR AS PER NORMAL AND IN ADDITION, PROVIDED EXPERTISE AND SUPPORT TO MATT AS WE FACED SOME OF THIS YEAR'S UNIQUE CHALLENGES. THE ABILITY TO TAP INTO THE BOARD MEMBERS' SPECIFIC SKILLSETS AND CONNECTIONS AT TIMES HAS BEEN IMPORTANT.

FINALLY, LET ME SAY THANK YOU TO ALL OF YOU. WHILE 2020 WAS DEFINITELY NOT THE YEAR THAT WE EXPECTED OR WANTED, I AM CONFIDENT THAT IN TIME WE WILL BE ABLE TO LOOK BACK WITH SOME PRIDE ON THE WAY THE LEAGUE CAME TOGETHER TO FACE THE CHALLENGES AND EMERGE STRONGER FOR IT.

ON BEHALF OF THE WRFL BOARD, I WISH YOU ALL THE VERY BEST FOR THIS FESTIVE SEASON. STAY SAFE AND ENJOY TIME WITH FAMILY AND FRIENDS.

WE ARE LOOKING FORWARD TO WELCOMING BACK OUR FOOTBALL AND NETBALL COMPETITIONS IN 2021.

MEREDITH ANGIN
PRESIDENT





CEO'S REPORT

MATTHEW DUCK

IN LAST YEAR'S ANNUAL REPORT, I WROTE ABOUT SOME OF THE STORIES THAT CAPTURED OUR ATTENTION DURING THE 2019 SEASON. EACH STORY WAS UNIQUE, YET AT THE SAME TIME EMINENTLY FAMILIAR — TALES OF PREMIERSHIP GLORY, TRIUMPH AGAINST ADVERSITY, AND THE PURSUIT OF GROWTH AND NEW FRONTIERS. THERE WERE STORIES THAT SPOKE TO OUR CHARACTER, SHOWCASING SPORTSMANSHIP AND A STRONG SENSE OF COMMUNITY.

I WROTE ABOUT HOW EVERY SEASON BRINGS WITH IT NEW STORIES AND NEW CHALLENGES. AND IN THIS, THE LEAGUE'S 90TH YEAR, THE WRFL FACED ARGUABLY THE GREATEST CHALLENGE IT HAS EVER KNOWN.

WITH ADVERSITY CAME OPPORTUNITY. I WITNESSED FIRST-HAND CLUB LEADERS SET ASIDE RIVALRIES AND SHARE ADVICE, IDEAS AND SUPPORT. THERE WAS A COMMON RECOGNITION THAT EVEN AT THE BEST OF TIMES, POSITIONS OF LEADERSHIP CAN FEEL LONELY AND ISOLATING. LET ALONE DURING A PANDEMIC, AND CLUB LEADERS DISPLAYED A CARE FOR ONE ANOTHER AND AN UNDERSTANDING THAT WE ARE ONLY AS STRONG AS OUR WEAKEST LINK, AND THAT ALL CLUBS NEEDED TO 'GET TO THE OTHER SIDE'.

SIMILARLY, LEAGUES WORKED COLLABORATIVELY IN A WAY I HAVE NOT SEEN BEFORE. I THINK IT IS REASONABLE TO SUGGEST THAT IF WE HADN'T HAD THE YEAR THAT WE HAD, WE WOULD NEVER HAVE SEEN INNOVATION AND COLLABORATION ACROSS LEAGUES THE LIKES OF WHAT TRANSPIRED THIS YEAR.

MOST TELLINGLY, ALL METROPOLITAN COMMUNITY SENIOR COMPETITIONS ADOPTED THE SAME 'SALARY CAP' FOR THEIR RESPECTIVE TOP-FLIGHT COMPETITION IN 2021. SOMETHING THAT WOULD HAVE SEEMED FANCIFUL ONLY 12 MONTHS AGO. AT THE PEAK OF COVID-19 IN VICTORIA THE LEAGUES AND AFL VICTORIA MET WEEKLY, SHARING IDEAS AND ADVICE. WHILST THESE MEETINGS HAVE REDUCED, THEY REMAIN A PERMANENT FIXTURE IN MY FORTNIGHTLY CALENDAR.

EVERY YEAR I ACKNOWLEDGE OUR SPONSORS FOR THEIR SUPPORT AND NOTE THAT WE COULDN'T DO WHAT WE DO WITHOUT THEM. NEVER HAS THIS BEEN MORE TRUE THAN IN 2020. COVID-19 HIT US AT THE WORST POSSIBLE TIME, AS WE WERE LOOKING TO FINALISE A NUMBER OF COMMERCIAL ARRANGEMENTS FOR THE FORTHCOMING SEASON. BUT DESPITE THE PANDEMIC AND THE GREAT UNCERTAINTY THAT CAME WITH IT, MANY OF OUR SPONSORS STOOD BY US THROUGH IT ALL. IRRESPECTIVE OF THE FACT THAT WE WEREN'T NECESSARILY ABLE TO DELIVER ON ALL OF OUR CONTRACTUAL COMMITMENTS. I WOULD PARTICULARLY LIKE TO ACKNOWLEDGE TRADE INSTITUTE OF VICTORIA (TIV), VICTORIA UNIVERSITY AND VICTORIA UNIVERSITY POLYTECHNIC, PRESTIGE REAL ESTATE, WESTERN BULLDOGS FOOTBALL CLUB AND SHERRIN, AS WELL AS BOTH SHERWOOD AND STARSUB.

TO MY TEAM AT WRFL HQ — YOU HAVE ABSORBED EVERY PUNCH THIS YEAR HAS THROWN AT YOU. ADAPTING TO EVER-CHANGING WORK CONDITIONS AND CIRCUMSTANCES.

YOU HAVE STUCK BY ONE ANOTHER AND BY OUR CLUBS. AND I COULD NOT BE MORE GRATEFUL OR PROUD.

THANK YOU TO THE WRFL BOARD AND IN PARTICULAR BOARD PRESIDENT MEREDITH ANGIN, VICE PRESIDENT PAUL ROBINSON AND TREASURER DOMINIC DRENEN. AS I WROTE LAST YEAR, THE BOARD ACUTELY UNDERSTANDS ITS STRATEGIC ROLE. PROVIDING GREAT SUPPORT TO THE ADMINISTRATIVE TEAM IN THE PROCESS.

FINALLY, THANK YOU TO THE COUNTLESS CLUB OFFICIALS, VOLUNTEERS, TRIBUNAL MEMBERS, UMPIRES AND SUPPORT STAFF, PLAYERS AND SUPPORTERS WHO ARE THE WESTERN REGION FOOTBALL LEAGUE. THIS YEAR WASN'T THE YEAR WE WANTED NOR PLANNED FOR, BUT YOU TOO ROLLED WITH THE PUNCHES AND SUPPORTED US AS WE SOUGHT TO SUPPORT YOU. WE LOOK FORWARD TO A RETURN TO A SENSE OF NORMALITY IN 2021, AFTER A YEAR THAT REMINDED US JUST HOW MUCH THIS GAME AND THE COMMUNITY IT BRINGS TOGETHER MEANS TO US.

MATTHEW DUCK
CEO





SENIOR FOOTBALL REPORT

ADAM SPARROW

AS WE REACH THE CONCLUSION OF 2020, I HAVE THOROUGHLY ENJOYED PREPARING THIS REPORT. I HAVE ENJOYED REFLECTING ON THIS UNIQUE YEAR AND LOOKING AHEAD TO THE EXCITING OPPORTUNITIES THAT AWAIT IN 2021.

IT WOULD BE REMISS OF ME NOT TO BEGIN THIS REPORT BY ACKNOWLEDGING THE CLUB VOLUNTEER WORKFORCE THAT CONTINUE TO DISPLAY A GREAT LEVEL OF COMMITMENT AND PASSION FOR THEIR CLUBS AND THE SPORT MORE BROADLY.

I WOULD LIKE TO THANK EACH CLUB VOLUNTEER THAT CONTINUED TO CONTRIBUTE COUNTLESS HOURS THROUGHOUT 2020 DESPITE SO MANY UNCERTAINTIES. ALWAYS DEMONSTRATING A HIGH LEVEL OF PROFESSIONALISM AND PATIENCE WHILST

ADOPTING A COLLABORATIVE APPROACH THROUGHOUT THE YEAR.

WHILST WE SAW NO ON-FIELD ACTION IN 2020, OFF-FIELD, WE FOUND OURSELVES ADAPTING TO WORKING REMOTELY WITH THE INTRODUCTION OF CLUB MEETINGS AND FORUMS ONLINE VIA ZOOM. THIS ALLOWED FOR EFFICIENCIES THAT HAD NOT BEEN PREVIOUSLY EXPLORED. THERE WILL NO DOUBT BE ELEMENTS AND LEARNINGS THAT WILL BE ADOPTED MOVING FORWARD. HOWEVER, WE ALSO LOOK FORWARD TO RE-INTRODUCING THE FACE-TO-FACE CONNECTION THAT IS SO IMPORTANT TO WHAT WE DO.

WE FORMULATED A STRONG RESPONSE TO COVID-19 THIS YEAR BY COLLABORATING CLOSELY WITH OTHER METROPOLITAN LEAGUES AND LOCAL COUNCILS ACROSS THE WRFL. THE STRONG RELATIONSHIPS WE BUILT LEAVE US WELL-POSITIONED TO CONTINUE THE DIALOGUE ON A RANGE OF TOPICS INTO THE FUTURE. WE THANK ALL LOCAL COUNCILS AND STAFF FOR THEIR SUPPORT DURING 2020.

OPERATIONALLY, WE HAVE SEVERAL NEW INITIATIVES SET TO LAUNCH IN 2021, INCLUDING THE INTRODUCTION OF A MATCH REVIEW OFFICER TO INCREASE CAPACITY TO REVIEW INCIDENTS FROM MATCH DAY VIDEOS. WE WILL ALSO SEE THE INTRODUCTION OF A '23RD PLAYER'.

THIS WILL ALLOW PLAYERS AGED 18 OR YOUNGER TO BE SELECTED FOR ONE ADDITIONAL SPOT IN A CLUB'S SENIOR TEAM ON NOMINATED WEEKS, WHICH WILL CONTINUE PROMOTING SENIOR OPPORTUNITIES TO THE NEXT GENERATION OF WRFL STARS.

2020 WAS TIPPED TO SEE THE INTRODUCTION OF MULTIPLE DIVISIONS AT UNDER 18 (MALE) LEVEL FOR THE FIRST TIME IN MANY YEARS. WE WERE ALSO SET TO SEE THE SENIOR WOMEN'S COMPETITION EXPAND TO TWO DIVISIONS FOR THE FIRST TIME. BOTH MILESTONES REMAIN ACHIEVABLE IN 2021 AND WE ARE CONFIDENT THE EXPANSION OF EACH GRADE WILL OCCUR. THIS IS A FANTASTIC OUTCOME AND A CREDIT TO ALL CLUBS INVOLVED.

TO THE WRFL ADMINISTRATION TEAM - MATTHEW DUCK, JESSIE CHESTER, KIM PEAK, KRISTEN ALEBAKIS, KRISTY VIDOVIC, PETER HARLEY AND STEPH REIMERS - THANK YOU FOR YOUR SUPPORT AND THE SIGNIFICANT CONTRIBUTIONS YOU HAVE MADE THROUGHOUT 2020. ALSO, THANK YOU HARRY SLEIGH AND JACKSON TAYLOR FROM AFL VICTORIA WHO SHARE THE OFFICE AT WHITTEN OVAL.

LAST BUT BY NO MEANS LEAST, A HUGE THANK YOU ONCE AGAIN TO ALL CLUB VOLUNTEERS, INCLUDING COMMITTEE MEMBERS AND COACHES THAT WORKED TIRELESSLY IN A CHALLENGING YEAR.

I HOPE EVERYONE ENJOYS A SMALL BREAK AND I LOOK FORWARD TO WORKING WITH YOU AS WE RETURN TO THE FIELD IN 2021.

ADAM SPARROW
MANAGER FOOTBALL OPERATIONS





JUNIOR FOOTBALL REPORT

STEPHANIE REIMERS

THE IMPACT OF COVID-19 HAS BEEN DEVASTATING TO AUSTRALIAN SPORT – PARTICULARLY COMMUNITY SPORTS THAT RELY ON MEMBERSHIP FEES AND LOCAL SPONSORSHIPS TO KEEP THE LIGHTS ON AND PLAYERS ON THE FIELD.

THERE WAS A SENSE OF EXCITEMENT EARLY IN 2020, THAT WE WOULD EXPERIENCE OUR MOST PROMISING JUNIOR SEASON YET. AFTER A SUCCESSFUL 2019 SEASON THE JUNIOR COMPETITION WAS ON TRACK TO SEE AN INCREASE OF JUNIOR PARTICIPANTS AND AN INCREDIBLE INCREASE OF JUNIOR TEAMS BY OVER 13%. WE HADN'T SEEN THIS SUBSTANTIAL GROWTH IN A NUMBER OF YEARS AND IT WAS EXCITING TO SEE HOW FAR THE LEAGUE HAS COME.

EVEN WITHOUT JUNIOR FOOTBALL THIS YEAR THE WRFL COMMUNITY HAS NOT BEEN SITTING AROUND ON THE SIDELINES DURING THE LOCKDOWN PERIOD. CLUBS WERE WORKING HARD, IMPLEMENTING PLANS AND PROCESSES TO MEET GOVERNMENT AND HEALTH REQUIREMENTS AND PROVIDE A SAFE ENVIRONMENT FOR PARTICIPANTS. IT WAS AN ENORMOUS TASK TO ENSURE THAT EACH CLUB AND THEIR FACILITIES WERE COVID-SAFE FOR THE HOPEFUL RETURN OF A JUNIOR COMPETITION AND THEIR FAMILIES.

WRFL CLUBS WERE DISCOVERING NEW WAYS TO REMAIN ACTIVE AND HEALTHY WHILE COVID-19 SHUT DOWN OUR JUNIOR COMPETITIONS. THEY WERE DOING AMAZING WORK KEEPING THEIR COMMUNITIES INSPIRED AND TOGETHER, EVEN FROM A DISTANCE. THE CLUBS' SOCIAL MEDIA PAGES HAVE BEEN BUZZING ALL YEAR WITH CLUBS SHARING TRAINING TIPS AND VIDEOS OF FOOTY DRILLS FOR PARENTS AND PLAYERS TO DO AT HOME. THESE POSITIVE SOCIAL CONNECTIONS HELPED TO IMPROVE AND MAINTAIN GOOD MENTAL HEALTH FOR OUR YOUNG FOOTBALLERS.

THE HEALTH AND WELLBEING OF YOUNG PLAYERS IS A PRIORITY AND AS RESTRICTIONS BEGIN TO LIFT, STAYING CONNECTED CONTINUES TO BE IMPORTANT FOR ALL COMMUNITY SPORTS CLUBS. THE LEAGUE HAVE A SUPPORTIVE PARTNERSHIP WITH READ THE PLAY, A MENTAL HEALTH LITERACY PROGRAM DESIGNED FOR JUNIOR PARTICIPANTS AT SPORTS CLUBS, AND WE ARE EXCITED TO HOLD THE INAUGURAL WRFL READ THE PLAY ROUND FOR THE UNDER 16 AGE GROUPS IN SEASON 2021.

THE LEAGUE HAS AIMED TO BE AS PRODUCTIVE AS EVER, ALREADY PREPARING FOR NEXT YEAR, WORKING INTENSELY ON RESOURCES TO BETTER EQUIP AND ASSIST OUR CLUBS AND THEIR VOLUNTEERS FOR THE UPCOMING SEASON. CHILD SAFETY, PLAYER RETENTION AND VOLUNTEER MANAGEMENT WERE MAJOR AREAS IN WHICH CLUBS FELT THAT THE LEAGUE COULD PROVIDE MORE ASSISTANCE AND WE ARE EXCITED TO BE ABLE TO ASSIST AND PROVIDE SUCH SUPPORT.

THE REMAINDER OF 2020 WILL SEE THE LEAGUE AND WRFL JUNIORS BOARD WORK TIRELESSLY WITH OUR JUNIOR CLUBS TO PLAN, PREPARE, RESPOND AND RECOVER FROM COVID-19, AND PLACE US IN THE BEST POSSIBLE POSITION TO ENCOURAGE PLAYERS IN A SAFE RETURN TO JUNIOR FOOTBALL NEXT YEAR.

THERE IS PLENTY TO LOOK FORWARD TO NEXT YEAR WITH THE CONTINUATION OF OUR SUCCESSFUL 2019 PROGRAMS, INCLUDING THE JUNIOR PLAYER POINTS POLICY AND SPIRIT OF THE GAME.

THERE WILL BE ADDED SUPPORT TO OUR VULNERABLE JUNIOR GIRL'S COMPETITIONS WITH THE IMPLEMENTATION OF STRATEGIES TO ENCOURAGE PARTICIPATION AND RETENTION OF JUNIOR GIRLS TO OUR GAME. I AM EXTREMELY EXCITED AND HOPEFUL TO HAVE OUR JUNIOR INTERLEAGUE PROGRAM BACK NEXT YEAR IN SOME CAPACITY AS IT IS CRUCIAL IN A PLAYER'S TALENT PATHWAY. OUR PROGRAM ENCOURAGES PLAYERS TO MAKE NEW FRIENDS, IMPROVE THEIR SKILLS AND HAVE AN OVERALL AMAZING EXPERIENCE.

HAVING NO JUNIOR SEASON DIDN'T MEAN OUR WRFL JUNIORS BOARD STOPPED WORKING. I WOULD LIKE TO THANK ALL OF OUR JUNIORS BOARD MEMBERS FOR THEIR INPUT THIS SEASON, WITH A SPECIAL MENTION TO OUR CHAIRMAN KEITH BROWN. THEY SHIFTED THEIR FOCUS TO IMPLEMENTING STRATEGIES AND PROGRAMS TO SUPPORT THE LEAGUE'S STRATEGIC PLAN, WHICH WILL PLACE OUR JUNIOR COMPETITION IN THE BEST POSSIBLE POSITION FOR THE FUTURE.

I WOULD LIKE TO THANK ALL OF OUR JUNIOR CLUBS AND THEIR VOLUNTEERS FOR THEIR DILIGENT WORK THIS YEAR. EVEN WITHOUT A SINGLE MATCH BEING PLAYED THIS SEASON, IT FELT BUSIER AND MORE STRESSFUL THAN EVER AND THE AMOUNT OF WORK EACH AND EVERY ONE OF YOU PUT IN TO PREPARE YOURSELVES FOR THE HOPEFUL PROSPECT OF A JUNIOR SEASON GOING AHEAD WAS INCREDIBLE.

THANK YOU TO THE WRFL ADMINISTRATION TEAM, THE SUPPORT THAT WE HAVE PROVIDED EACH OTHER IN THIS CHALLENGING YEAR HAS BEEN AMAZING. WE STUCK TOGETHER AND THERE IS NO BETTER TEAM TO BE WORKING WITH. WE ARE STRONGER TOGETHER AND THE CHALLENGES OF 2020 HAVE PRODUCED BETTER RELATIONSHIPS BETWEEN THE LEAGUE AND ALL OUR CLUBS. LOOKING FORWARD TO HAVING FOOTBALL BACK IN THE WEST IN SEASON 2021!

STEPHANIE REIMERS
MANAGER JUNIOR FOOTBALL





NETBALL REPORT

JESSIE CHESTER

ON THE BACK OF A SUCCESSFUL 2019 SEASON, THE 2020 VICTORIA UNIVERSITY WRFL NETBALL COMPETITION LOOKED TO START WITH PLENTY OF PROMISE, BUT MUCH LIKE EVERYTHING ELSE THIS YEAR, IT WAS NOT TO BE AS WE INITIALLY PLANNED.

GREAT EXCITEMENT AND OPTIMISM WAS BUILDING THROUGHOUT THE EARLY STAGES OF THE YEAR. HOWEVER ONCE COVID-19 HIT AND METROPOLITAN MELBOURNE WENT INTO LOCKDOWN. OUR PLANS FOR THE YEAR NEEDED TO CHANGE.

AT WRFL HQ, WE WERE BUSY PLANNING HOW NETBALL COULD LOOK COMING INTO THE LATER MONTHS OF THE YEAR. AS THE ENVIRONMENT WAS EVER CHANGING, SO TOO WAS OUR LANDSCAPE. A SHORTENED COMPETITION FOR THE REMAINDER OF WINTER WAS CONSIDERED, BUT IT QUICKLY BECAME CLEAR THAT WASN'T AN OPTION. A SUMMER COMPETITION SPANNING OVER 10-12 WEEKS WAS ALSO CONSIDERED, HOWEVER WE FOUND THAT THIS CONCEPT WASN'T VIABLE DUE TO CHANGING RESTRICTIONS.

IT HAS BEEN A CHALLENGING YEAR FOR ALL INVOLVED WITH THE LEAGUE. WE HAVE LEARNED HOW IMPORTANT COMMUNITY SPORT IS TO OUR REGION AND BELIEVE OUR GROWING NETBALL COMPETITION WILL RETURN BIGGER AND BETTER IN 2021.

WHILST THERE HASN'T BEEN ANY ON-COURT SUCCESS IN 2020, THERE HAS BEEN PLENTY TO CELEBRATE OFF THE COURT. STARTING WITH THE INTRODUCTION OF A SENIOR MIXED NETBALL COMPETITION COMMENCING IN FEBRUARY 2021. THIS INITIATIVE IS ONE WE BELIEVE WILL BE BENEFICIAL IN GETTING NETBALLERS BACK ON THE COURT, SHAKING OFF THE COBWEBS IN A PRE-SEASON COMPETITION AND INVOLVING SOME SENIOR MEN ALONG THE WAY, IN WHAT WE ANTICIPATE TO BE A FUN AND FRIENDLY SOCIAL COMPETITION ON FRIDAY NIGHTS AT VU WHITTEN OVAL.

WHILST THE GROWING NUMBER OF CLUBS GETTING INVOLVED IS ONE TO CELEBRATE, IT IS IMPORTANT TO NOTE THE

RAPID GROWTH IN TEAM NUMBERS WILL LEAD TO POTENTIALLY HOSTING FOUR DIVISIONS NEXT YEAR. ACROSS THE YEAR, CLUBS HAVE ALSO BEEN EXPRESSING THEIR INTEREST IN FORMING NETBALL TEAMS, WHICH HAS BEEN GREAT TO SEE. THE FUTURE OF WRFL NETBALL CERTAINLY LOOKS BRIGHT.

NONE OF THIS WOULD HAVE BEEN POSSIBLE WITHOUT MANY LEAGUE STAKEHOLDERS, NAMELY VICTORIA UNIVERSITY AND NETBALL VICTORIA, AND MOST IMPORTANTLY THE 13 PARTICIPATING CLUBS AND THEIR RESPECTIVE NETBALL COORDINATORS AND COMMITTEES.

IN 2020 WE WERE SET TO WELCOME ALBANVALE, SUNSHINE HEIGHTS AND WYNDHAMVALE TO THE MIX, WITH THE TOTAL NUMBER OF TEAMS EXPANDING TO 33 (18 IN 2019). THIS IS AN INCREASE OF 83% IN THE SPACE OF A YEAR.

THIS YEAR WE ALSO TEAMED UP WITH NETBALL VICTORIA TO OFFER A TRAINING AND EDUCATION NIGHT AT WRFL HQ. THE AIM OF THE EVENING WAS TO ALLOW NETBALL COORDINATORS TO NETWORK WITH OTHER CLUBS AND LEARN HOW THE BACK END OF THE 'MY NETBALL' PORTAL WORKS, GIVING CLUBS FULL CONTROL OVER THEIR REGISTRATIONS AND MEMBER PROCESSES. IN PREVIOUS YEARS IT HAS BEEN THE RESPONSIBILITY OF THE LEAGUE TO OVERSEE THE REGISTRATION DATABASE, HOWEVER MOVING FORWARD CLUBS WILL TAKE FULL OWNERSHIP. IN ADDITION, WE CREATED AND IMPLEMENTED AN OFFICIAL TRANSFER PROCESS FOR OUR NETBALLERS TO ENSURE IT IS FOLLOWED AS SEAMLESSLY AS OUR FOOTBALL TRANSFERS AND ENSURING CONTINUITY ACROSS BOTH COMPETITIONS.

THE RELATIONSHIP BETWEEN THE WRFL AND NETBALL VICTORIA HAS BEEN A STRONG ONE, AND IN A YEAR PRESENTED WITH SEVERAL CHALLENGES, THAT RELATIONSHIP HAS ONLY STRENGTHENED. WE THANK THEM FOR THEIR SUPPORT AND UPDATES THROUGHOUT THE YEAR.

I WOULD LIKE TO THANK THE WRFL ADMINISTRATION TEAM FOR THEIR ONGOING SUPPORT AND GUIDANCE. I WOULD ALSO LIKE TO ACKNOWLEDGE MY COLLEAGUE ADAM SPARROW, WHO HAS ENCOURAGED ME TO REALLY THINK OUTSIDE OF THE BOX, SUPPORTED MY IDEAS AND HAS BEEN A CRITICAL SOUNDING BOARD SINCE I STARTED WORKING AT THE WRFL. HIS SUPPORT IS GREATLY APPRECIATED, AND I AM LOOKING FORWARD TO CONTINUING OUR GREAT TEAMWORK IN 2021.

LAST BUT CERTAINLY NOT LEAST, I WOULD LIKE TO THANK ALL CLUBS, PLAYERS, AND COACHES FOR THEIR SUPPORT DURING THIS CHALLENGING TIME AND ADAPTING EVERY TIME THE GOAL POSTS WERE MOVED. YOUR PASSION AND ENTHUSIASM FOR THE COMPETITION IS SECOND TO NONE. I LOOK FORWARD TO WORKING WITH YOU ALL AS WE CONTINUE TO GROW THE COMPETITION IN THE FUTURE.

JESSIE CHESTER
FOOTBALL & NETBALL OPERATIONS OFFICER





MEDIA REPORT

KRISTEN ALEBAKIS

THIS YEAR HAS BEEN A YEAR NONE OF US EXPECTED OR PREPARED FOR, BUT DESPITE NOT GETTING TO PLAY FOOTY AND NETBALL, THE WRFL WAS ABLE TO ENGAGE AND CONNECT WITH OUR GROWING AUDIENCE MORE SO THAN EVER BEFORE.

SPORT ISN'T JUST ABOUT THE STATS AND THE NUMBERS; IT IS ABOUT INSIGHT AND FEELING AND 2020 WAS A CHANGE TO EXPLORE THAT CONNECTION TO OUR GAME AS WELL AS REFLECT ON THE ACHIEVEMENTS FROM THE PAST DECADE.

WITH AN AUDIENCE EAGER FOR CONTENT, I WAS ABLE TO UTILISE THE LOCKDOWN PERIOD TO BECOME MORE CREATIVE AND STRATEGIC WITH WHAT CONTENT I COULD PRODUCE. FROM BROADCASTING A NEW PODCAST, TO PRODUCING THE 'THAT'S WHAT I LIKE ABOUT FOOTBALL' VIDEO AND CREATING AN INSTAGRAM FILTER THAT WAS SEEN BY MORE THAN 80,000 PEOPLE. THIS YEAR PROVIDED SEVERAL OPPORTUNITIES FOR VIRAL MOMENTS DESPITE NOT PLAYING A GAME.

WE HAD TO RETHINK HOW WE WERE TO ENGAGE OUR COMMUNITY BEYOND WHAT WE ARE TYPICALLY USED TO. THANKS TO INNOVATIVE IDEAS, I AM PROUD OF THE WORK I CREATED AND HOPE THE VARIOUS CONTENT AND NOSTALGIA BROUGHT JOY TO A DIFFICULT YEAR.

PODCAST

IN 2020 WE LAUNCHED A NEW PODCAST, THE PLAYERS TAKE WITH KA & J. HOSTED BY JESSIE CHESTER AND I. THE PODCAST IS DEDICATED TO SHARING STORIES AND LAUGHS WITH THE PLAYERS OF OUR LEAGUE.

WE PRODUCED 15 EPISODES IN OUR INAUGURAL YEAR, REGISTERING MORE THAN 7000 LISTENS ACROSS WHOOSHKA AND SPOTIFY. THANK YOU TO ALL THE PLAYERS WHO CAME ON THE SHOW AND HAD SOME FUN CHATTING ALL THINGS FOOTY AND EVERYTHING IN BETWEEN. WE WILL LOOK TO BRING BACK THE PLAYERS TAKE IN 2021, WITH PLANS ALREADY UNDERWAY TO BRING OUR AUDIENCE MORE STORIES AND STITCH-UPS.

SOCIAL MEDIA

IN A YEAR WITHOUT FOOTY OR NETBALL, WE RELIED ON SOCIAL MEDIA TO HELP CONNECT OUR COMMUNITY. THE WRFL PRODUCED SEVERAL DIFFERENT CAMPAIGNS THROUGHOUT 2020 TO ENSURE THAT DESPITE A CANCELLED SEASON WE STILL HAD A SPORT FIX.

WE HOSTED OUR ANNUAL MEDIA DAY AT AVALON AIRPORT OVAL IN FEBRUARY, BEFORE COVID-19 IMPACTED OUR WAY OF LIFE, WHICH MEANT WE HAD CONTENT TO SHARE THROUGHOUT THE YEAR. WITH NEW PARTNER SPORTSCAST AUSTRALIA, WE FILMED THE CHALLENGE, A MINUTE WITH, KIDS CORNER, QUICK HANDS, THE SPELLING BEE AND WHAT'S IN THE BOX AT MEDIA DAY. LOCAL LEGENDS PHOTOGRAPHY ALSO TOOK PART, TAKING PHOTOS OF SENIOR AND JUNIOR PLAYERS.

ONE OF THE MOST POPULAR AND ENGAGING VIDEO SERIES PRODUCED IN 2020 WAS 'WHY WEST IS BEST'. A SERIES WHERE PLAYERS SENT IN VIDEOS OF TRICK SHOTS THEY ACHIEVED IN LOCKDOWN.

OVERALL, WE HAD MORE THAN 1.1 MILLION FACEBOOK VIDEO VIEWS IN THE PAST 12 MONTHS, WITH ENGAGEMENT ACROSS THE CHANNEL UP BY 4.47% ON THE PREVIOUS YEAR.

THIS YEAR WAS ALSO A CHANCE TO REFLECT AND LOOK BACK AT THE ACHIEVEMENTS OF THE PAST 10 YEARS, WHETHER THAT BE THROUGH THE TEAM OF THE DECADE, GRAND FINAL VICTORIES OR THROUGH THE VARIOUS AWARD WINNERS THAT HAVE MADE THEIR MARK ON OUR COMPETITION.

WE LOOKED AT THE MOMENTS THAT MATTERED FROM THE PAST DECADE AND VOTED ON THE BEST THEME SONG IN THE WRFL.



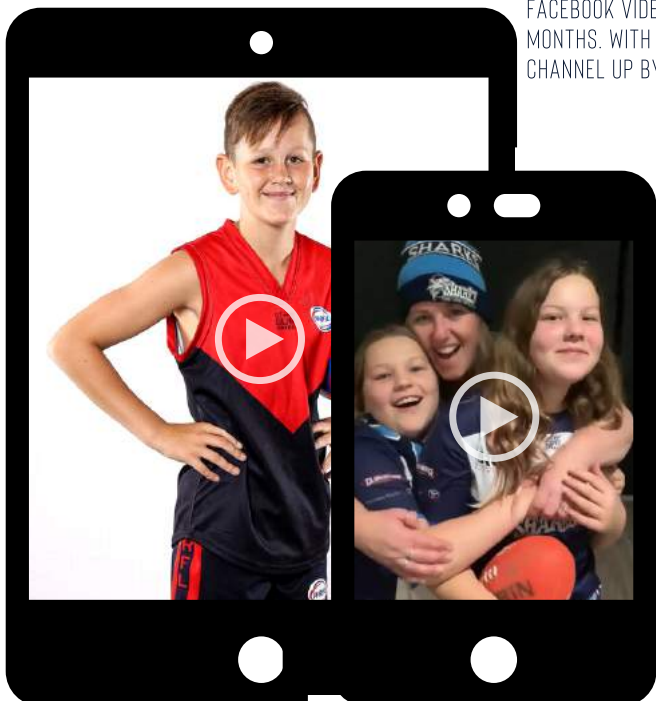
A PERSONAL HIGHLIGHT WAS CREATING THE 'THAT'S WHAT I LIKE ABOUT FOOTBALL' VIDEO WITH OUR CLUBS. IT WAS AN ENTERTAINING INITIATIVE THAT SAW A LINE FROM THE SONG ALLOCATED TO EACH CLUB. THE FINAL VIDEO IS A GREAT EXAMPLE OF HOW WE ALL CAME TOGETHER TO CELEBRATE OUR LOVE OF THE GAME. WITH MORE THAN 21,000 VIEWS ON FACEBOOK, THE VIDEO WAS ONE OF THE MOST WATCHED OF 2020.

IN A YEAR THAT WE WERE RESTRICTED IN WHAT WE WERE ABLE TO DO, I WAS INSPIRED AND DETERMINED TO PRODUCE CONTENT THAT WAS ENGAGING. FACEBOOK AND INSTAGRAM WERE IMPORTANT PLATFORMS FOR THE LEAGUE WITH BOTH CHANNELS INCREASING FOLLOWERS. AS WE MOVE INTO 2021, WE AIM TO CONTINUE THIS MOMENTUM, WITH A RETURN TO FOOTBALL AND NETBALL I EXPECT THE NEW YEAR TO BRING BIGGER GROWTH TO OUR DIGITAL FOOTPRINT.

FINALLY, I WANTED TO THANK ALL THE WRFL CLUBS, COACHES, UMPIRES AND PLAYERS FOR THEIR SUPPORT IN WHAT HAS BEEN A DIFFICULT YEAR. YOUR WILLINGNESS TO GET INVOLVED AND PARTICIPATE IN VARIOUS MEDIA ACTIVATIONS MAKES IT EASY TO CREATE CONTENT. THANK YOU TO THE WRFL OFFICE TEAM. WE HAVE ALL WORKED REMOTELY THIS YEAR, SO OUR TIME SPENT TOGETHER HAS BEEN LIMITED. WE STAYED CONNECTED ONLINE AND SUPPORTED EACH OTHER AS WE NAVIGATED OUR WAY THROUGH AN UNPRECEDENTED YEAR.

THE ANTICIPATION AND EXCITEMENT FOR NEXT SEASON WILL CONTINUE TO BUILD AS THE NEW YEAR APPROACHES. A NEW YEAR BRINGS RENEWED HOPE AND AFTER EVERYTHING WE HAVE LEARNT IN 2020, I CAN'T WAIT TO SEE THE WRFL COMMUNITY GET BACK TO DOING WHAT WE DO BEST.

KRISTEN ALEBAKIS
MEDIA & COMMUNICATIONS
MANAGER





TEAM OF THE DECADE

DIVISION 1 WESTERN REGION FOOTBALL LEAGUE 2010-2019

COACH



MARC BULLEN
DEER PARK



TIM JENKINS
ST ALBANS

BACKS



BRADEN FERRARI
HOPPERS CROSSING



JACKSON BARLING
DEER PARK



ASHLIN BROWN
HOPPERS CROSSING

HALF BACKS



MATTHEW DEAN
WERRIBEE DISTRICTS



JAYDEN POST
ALTONA



STEVE KENNEDY
ALTONA

CENTRES



TODD FINCO
ALBION



TOM LANGLANDS
SPOTSWOOD



REECE MILES
ALTONA
& HOPPERS CROSSING

HALF FORWARDS



CHRIS O'KEEFE
SPOTSWOOD
& ALBION



MURRAY BOYD
SPOTSWOOD



JASON CLOKE
SPOTSWOOD

FORWARDS



JORDAN ROBBINS
ALTONA



JASE PERKINS
PORT MELBOURNE
& DEER PARK



ANDREW PANAYI
WERRIBEE DISTRICTS

RUCKS



CHRIS STEWART
DEER PARK



KWAME MCHARG
DEER PARK



TIM JENKINS
ST ALBANS

INTERCHANGE



WAYDE SKIPPER
HOPPERS CROSSING
& POINT COOK



SHANNON BYRNES
DEER PARK



PATRICK WIGGINS
SUNSHINE



JACK PURTON-SMITH
DEER PARK





STRATEGIC PLAN

2019-2022

PURPOSE STATEMENT

OUR PURPOSE IS TO ENSURE A WELL-RUN, SUSTAINABLE FOOTBALL & NETBALL COMPETITION THAT PROMOTES THE GROWTH OF THE GAME IN THE WESTERN REGION. WE DO THIS BY PROVIDING:

- A SAFE & INCLUSIVE ENVIRONMENT FOR INDIVIDUALS, CLUBS & COMMUNITY TO THRIVE;
- A VALUED COMMUNITY FOR THE WEST & ALL OF OUR STAKEHOLDERS.

THE OBJECTIVES

OUR PRODUCT & PLACE

1. COMMISSION AN UPDATED WESTERN METROPOLITAN REGION FOOTBALL FACILITIES STRATEGY, & REASSEMBLE A COUNCIL WORKING PARTY TO ASSIST IN DELIVERING ON ITS RECOMMENDATIONS.
2. DEVELOP FACILITIES WITH A PARTICULAR FOCUS ON THOSE IDENTIFIED AS A PRIORITY FOR FINALS-HOSTING, INCLUDING POTENTIAL FENCING PROVISIONS.
3. STRENGTHEN TIES WITH ALL LEVELS OF GOVERNMENT, INCLUDING THE ESTABLISHMENT OF AN ANNUAL WRFL/COUNCIL FORUM.
4. IN COOPERATION WITH LOCAL COUNCILS & AFL VICTORIA, FACILITATE ESTABLISHMENT OF NEW FOOTBALL CLUBS AS CLEARLY VIABLE OPPORTUNITIES PRESENT.
5. GROW THE WRFL'S NETBALL COMPETITION TO NO LESS THAN FIVE (5) DIVISIONS BY 2022.
6. DRIVE GREATER COLLABORATION WITH AFL VICTORIA ON AUSKICK CENTRES & SCHOOLS & ASSOCIATED PATHWAY-FOCUSED INITIATIVES TO INCREASE JUNIOR RECRUITMENT & RETENTION.
7. ESTABLISH A REGIONAL UMPIRING TRAINING VENUE.
8. DRIVE UMPIRING PARTICIPATION & FILL-RATES VIA A NUMBER OF TARGETED & UNIQUE INITIATIVES.
9. CONTINUALLY MODERATE THE LEVEL OF PAYMENTS TO PLAYERS.
10. CONDUCT RESEARCH & ANALYSIS ON THE WESTERN REGION FOOTBALL ENVIRONMENT WITH A VIEW TO BETTER UNDERSTANDING TRENDS WITH REGARDS TO WHERE THE GAME & CLUBS ARE HEADING IN THE NEXT 10 YEARS, AS WELL AS CONSIDERATION OF ANY APPLICABLE RECOMMENDATION(S) ASSOCIATED WITH THE ANALYSIS.

OUR PEOPLE & CULTURE

11. ACHIEVE 100% COMPLIANCE WITH REGARD TO BASE-LEVEL COACHING ACCREDITATIONS.
12. PROVIDE FURTHER COACH DEVELOPMENT INITIATIVES IN CONJUNCTION WITH OUR AFL AFFILIATES.
13. DELIVER PROJECTS & CHARITABLE INITIATIVES THAT PROVIDE A MEANINGFUL CONTRIBUTION TO OUR COMMUNITY VIA SELECT COMMUNITY PARTNERSHIPS.
14. INTRODUCE FURTHER MEANS OF SUPPORT FOR FIRST-THIRD YEAR CLUB PRESIDENTS/LEADERS.
15. IMPLEMENT ANNUAL LEAGUE-WIDE CLUB HEALTH CHECKS, WITH INTERVENTION INITIATIVES FOR THOSE CONSIDERED 'AT RISK'.
16. ENGAGE GREATER COLLABORATION WITH OTHER LEAGUES, INCLUDING TAILORED STAFF WORKSHOPS &/OR 'CLUB MASTERCLASS' INITIATIVES.
17. ENHANCE TRAINING & EDUCATION OPPORTUNITIES FOR OUR STAFF & ALL LEVELS OF CLUB VOLUNTEERS.
18. ENHANCE TRAINING & EDUCATION OPPORTUNITIES IN DIVERSITY & INCLUSION INITIATIVES TO BETTER ENGAGE MULTICULTURAL COMMUNITIES TO PARTICIPATE.
19. INCREASE FEMALE FOOTBALL PARTICIPATION IN ON-FIELD (PLAYING &/OR SUPPORT) ROLES & OFF-FIELD (ADMINISTRATIVE) ROLES AT ALL LEVELS.

COMMUNICATION & ENGAGEMENT

20. CONTINUALLY DEVELOP THE WRFL WEBSITE & OTHER DIGITAL PLATFORMS, INCLUDING THE ESTABLISHMENT OF E-COMMERCE.
21. IMPROVE CLUB DIGITAL MEDIA KNOW-HOW & PRESENCE.
22. INTRODUCE ADVANCED ANALYTICS TOOLS & AUDIENCE-CAPTURING INITIATIVES.
23. ENSURE GREATER UTILISATION OF DIGITAL PLATFORMS TO INTEGRATE & ASSIST IN CLUB SKILLS TRAINING.
24. ENGAGE INITIATIVES THAT POSITION THE WRFL AS THE PREMIER COMMUNITY FOOTBALL LEAGUE FOR VIDEO CONTENT.
25. BOLSTER THE SUITE OF TOOLS USED TO DISSEMINATE KEY INFORMATION FROM LEAGUE OFFICE TO THE WRFL COMMUNITY.

OUR FINANCIAL VIABILITY

26. ACHIEVE A RESPONSIBLE & SUSTAINABLE NET ASSETS POSITION WITHOUT INCREASING ADMINISTRATION CHARGES TO CLUBS.
27. CONTINUALLY INCREASE COMMERCIAL PARTNERSHIP INCOME, LESSENING RELIANCE ON CLUB AFFILIATION.
28. CONTINUALLY SEEK TO ESTABLISH ALTERNATIVE REVENUE STREAMS.
29. PROVIDE & ENCOURAGE THE USE OF STANDARDISED CLUB BUDGETING TEMPLATES & END-OF-YEAR CLUB FINANCIAL REPORTING MECHANISMS/TEMPLATES.
30. EXPLORE THE NOTION OF ESTABLISHING A FOUNDATION.
31. ESTABLISH A BUSINESS ADVISORY GROUP, AIMED AT ASSISTING THE LEAGUE IN TAPPING INTO GREATER BUSINESS OPPORTUNITIES.

THE MEASURES THAT MATTER

PARTICIPATION

- OVERALL PARTICIPATION
- NUMBER OF TEAMS - SENIORS/JUNIORS/FEMALE/NETBALL
- PLAYER RETENTION RATES - SENIORS/JUNIORS/FEMALE/NETBALL

UMPIRING

- UMPIRE APPOINTMENT FILL RATES - SENIORS/JUNIORS/FEMALE/NETBALL
- UMPIRE RETENTION RATES
- UMPIRE DOUBLE-UP MATCH PERCENTAGE
- UMPIRE AGE PROFILE

FACILITIES

- FACILITY INVESTMENT PER COUNCIL (YEAR-ON-YEAR)
- INDIVIDUAL FACILITY REVIEW SCORES (YEAR-ON-YEAR)
- INDIVIDUAL FACILITY REVIEW SCORES (AVERAGE PER COUNCIL)

COMPETITION

- AVERAGE WINNING MARGINS - SENIORS/JUNIORS/FEMALE/NETBALL
- NUMBER OF CLUBS PLAYING FINALS
- NUMBER OF CLUBS WINNING PREMIERSHIPS

CLUB HEALTH & GAME DEVELOPMENT

- CLUB HEALTH CHECK RESULTS
- AFL COMMUNITY CLUB IMPROVEMENT PROGRAM STATUS
- PERCENTAGE OF ACCREDITED COACHES
- AUSKICK/SCHOOL CLINICS DATA

LEAGUE DISCIPLINARY MEASURES

- NUMBER OF PLAYER REPORTS
- NUMBER OF TRIBUNAL CASES RESULTING IN GUILTY VERDICT
- NUMBER OF SET PENALTIES ACCEPTED
- AVERAGE SUSPENSION LENGTH

COMMUNICATION & ENGAGEMENT - INTERNAL

- DIGITAL MEDIA ENGAGEMENT
- EXTENT & QUALITY OF COMMUNITY PARTNERSHIPS

COMMUNICATION & ENGAGEMENT - EXTERNAL

- EXTENT OF ACTIVE CLUB WEBSITES & SOCIAL MEDIA CHANNELS
- NUMBER OF ATTENDEES AT LEAGUE FUNCTIONS
- LEAGUE FUNCTION FEEDBACK DATA

FINANCIAL VIABILITY

- LEAGUE NET ASSETS POSITION
- GROSS REVENUE
- GROSS EXPENDITURE
- GROSS VALUE OF LIABILITIES
- GROSS VALUE OF ASSETS
- CLUB DEBTORS
- SPONSORSHIP REVENUE
- FINALS SERIES PROFIT
- EOY PERFORMANCE TO BUDGET
- EOY TRADING RESULT
- PERCENTAGE OF REVENUE FROM CLUBS





CLUBS

2020



WRFL OFFICE

LEVEL 1 WHITTEN OVAL
417 BARKLY STREET
FOOTSCRAY WEST



ALBANVALE

ROBERT BRUCE RESERVE
GOULD STREET
DEER PARK



ALBION

JR PARSONS RESERVE
WRIGHT STREET
SUNSHINE



ALTONA

GRANT RESERVE
SUGAR GUM RESERVE
ALTONA



ALTONA JUNIORS

GRANT RESERVE
SUGAR GUM RESERVE
ALTONA



BRAYBROOK

PENNELL RESERVE
GRAMWELL & BURKE STREETS
BRAYBROOK



CAROLINE SPRINGS

TOWN CENTRE OVAL
THE CROSSING
CAROLINE SPRINGS



DEER PARK

JOHN MCLEOD OVAL
HUME STREET
DEER PARK



FLEMINGTON JUNIORS

JJ HOLLAND PARK
KENSINGTON ROAD
KENSINGTON



GLEN ORDEN

HEATHDALE OVAL
KOOKABURRA AVENUE
WERRIBEE



HOPPERS CROSSING

HOGANS ROAD RESERVE
HOGANS ROAD
HOPPERS CROSSING



LAVERTON

LAVERTON PARK
MERTON STREET
ALTONA MEADOWS



MANOR LAKES

HOWQUA ROAD RESERVE
HOWQUA ROAD
MANOR LAKES



NEWPORT

LANGSHAW RESERVE
CRESSER STREET
ALTONA NORTH



NEWPORT POWER

BRYAN MARTYN OVAL
MARKET STREET
NEWPORT



NORTH FOOTSCRAY

HANSEN RESERVE
ROBERT STREET
WEST FOOTSCRAY



NORTH SUNSHINE

DEMPSTER PARK
PHOENIX STREET
NORTH SUNSHINE



PARKSIDE

MERV HUGHES OVAL
FARNSWORTH AVENUE
FOOTSCRAY



P.E.G.S

PENLEIGH & ESSENDON GRAMMAR
WRIGHT STREET
KEILOR PARK



POINT COOK

SALTWATER RESERVE
SALTWATER PROMENADE
POINT COOK



POINT COOK CENTRALS

FEATHERBROOK RESERVE
WINDORAH DRIVE
POINT COOK



SPOTSWOOD

MCLEAN RESERVE
THE AVENUE
SPOTSWOOD



ST ALBANS

KINGS PARK RESERVE
GILLESPIE ROAD
ST ALBANS



ST BERNARDS

ST BERNARD'S COLLEGE
BERYL STREET
WEST ESSENDON



SUNSHINE

KINDER SMITH RESERVE
LILY STREET
BRAYBROOK



SUNSHINE HEIGHTS

AINSWORTH RESERVE
GLENGALA ROAD
WEST SUNSHINE



TARNEIT

WOOTTEN ROAD RESERVE
WOOTTEN ROAD
TARNEIT



TRUGANINA THUNDER

MAINVIEW BOULEVARD
TRUGANINA



WERRIBEE CENTRALS

GALVIN PARK
SHAW'S ROAD
WERRIBEE



WERRIBEE DISTRICTS

SOLDIERS RESERVE
DUNCANS ROAD
WERRIBEE



WEST FOOTSCRAY

SHORTEN RESERVE
ESSEX STREET
WEST FOOTSCRAY



WILLIAMSTOWN JUNIORS

BAYSIDE COLLEGE
BAYVIEW STREET
WILLIAMSTOWN



WYNDHAM SUNS

GODDARD STREET RESERVE
GODDARD STREET
TARNEIT



WYNDHAMVALE

WYNDHAMVALE SOUTH
BLACK FOREST ROAD
WYNDHAMVALE



YARRAVILLE SEDDON EAGLES

YARRAVILLE OVAL
WILLIAMSTOWN ROAD
YARRAVILLE

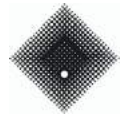




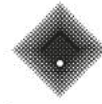
PARTNERS & SUPPLIERS

2020 LEAGUE PARTNERS

THE WRFL WOULD LIKE TO THANK ALL OF OUR PARTNERS & SUPPLIERS FOR THEIR ONGOING SUPPORT IN 2020.



VICTORIA UNIVERSITY



VICTORIA UNIVERSITY
POLYTECHNIC





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