Fitzroy Reds FC, Fitzroy Junior FC, Edinburgh Cricket Club

Councillor Briefing – Background Information on Community Involvement

Friday, December 10th 2004

For additional info check out <u>www.fitzroyreds.com.au</u>, <u>www.fitzroyjunior.com.au</u>, <u>www.edinburghcc.com.au</u>

- Fitzroy Reds FC (FRFC), Fitzroy Junior FC (FJFC) and Edinburgh Cricket Club (ECC) have formed a fantastically strong community partnership to improve the quality of service they provide and to jointly leverage off all their resources to create even greater opportunities for junior and senior sporting participation (male and female).
- Combined the FRFC, FJFC and ECC provide opportunities for over 1000 players and volunteers (plus many 1000s of supporters/families). This has exploded from zero participation in football in 1991, a direct result of dedicated hard working administrations prepared to actively engage with their community and successfully promote the benefits of community sport and continually deliver the resources to support and sustain this amazing growth.
- The clubs have won numerous Victorian awards for best practice innovations in community focused service (Winner of 2003 Sport and Recreation Victoria Community Participation Initiatives, Winner of 2002 Victorian Community Club of the Year).
- All clubs strongly encourage participation and involvement in a wide range of sports and community activities for men, women and children
 - Womens Cricket team introduced 3 years ago
 - 2 netball teams (women and mixed) in Northcote competition
 - 2 Touch Football teams (mixed) in Royal Park competition
 - 1 Lawn Bowls pennant team (mixed) in Fitzroy-Victoria Bowls club.
- The clubs maintain the historic connection of cricket and football to W T Peterson Oval which began in the 1850s (1880s for football)
- Strong focus on assisting and mentoring at risk and disadvantaged sectors in the local community, particularly temporary protection visa holders and active encouragement of children from the public housing commission flats to participate in our programs.
 - Active promotion in the Fitzroy and Carlton Public Housing Commission Flats (10% of junior players sourced)
 - **Community Based Order Program** was introduced in June 2001 to give youth convicted of minor offences a chance to reform in a more positive community oriented way
 - Long standing subsidy program which allowed for significant discounts on subscription fees for kids from disadvantaged backgrounds has been extended as of May 2003
 - Provided assistance and support to the Fitzroy Learning Network, Fitzroy Adventure Playground and Church of All Nations Fete.

- Three clubs have **positively and proactively worked with the City of Yarra** on a wide range of projects and activities. Here are just a few:
 - **Visiting local schools to run clinics to encourage participation** through a CoY program.
 - Adam Grant, Vice President of the Fitzroy Reds, donated his time to be **guest speaker** to launch the CoY A-Z of Fun.
 - Regular Attendees at the **CoY Community Day**
 - Fantastic progress on **clubroom development plans and costings** (fantastic support from Brian Lancaster and Geoff Ovens).
 - Worked closely with Hannah Eldridge on the successful Sport & Recreation Victoria Minor Community Facilities Grant for lighting, safety nets and ticketbox storage facilities at W T Peterson Oval.
- Clubs are **willing to share knowledge and mentor other community organisations** via City of Yarra forums.
- Use of strong media connections and innovative feature matches to promote the benefits of community sport and healthy lifestyles
 - Reflex Community Cup MCG Curtainraiser preceding Brisbane Lions v Collinwood, August 2003
 - Latte Community Cup feature games in 2003 and 2004 promoting Brunswick Street
 - Fitzroy (AFL/VFL Past Players) v Fitzroy Reds feature pre-season match March 2005
 - A by no means exhaustive list of Media Connections:
 - Jon Faine Fitzroy Reds Patron & 774 ABC Morning Presenter.
 - **Red Symons** Fitzroy Reds Patron & 774 ABC Morning Presenter.
 - Anthony Hudson Fitzroy Reds Patron (+ former player) & Channel 10 & Foxtel Commentator
 - Ross Stevenson Fitzroy Reds Patron (+ former player) & 3AW Morning Presenter.
 - **Paul Daffey** Fitzroy Reds Patron & Sports Journalist at The Age & The Sunday Age.
 - Eddie McGuire The Footy Show, Collingwood FC President (host club of Aug 9th curtainraiser)
 - Tony Leonard 3AW Saturday Breakfast Show Presenter
 - Scott Palmer Sunday Herald Sun "Punchlines" Editor
 - Sara Bennic Moreland & Yarra Leader Sports Reporter
 - Ben Schneiders The Melbourne Times City of Yarra Reporter