

WA's AFL TEAMS IN THE WAFL

MAKING **WA FOOTBALL**
STRONGER FOR THE FUTURE



TOGETHER



WA'S AFL TEAMS IN THE WAFL

MAKING **WA FOOTBALL** **STRONGER** FOR THE FUTURE

1. Introduction.....	2	4. WHAT is being proposed.....	14
2. Overview of the proposal	4	4.1 The proposed structure.....	15
3. WHY this is being proposed.....	8	4.2 AFL WAFL team list.....	15
3.1 The future of football in WA: why the status quo is not sustainable.....	9	4.3 Source of players.....	16
3.2 Future success of WA's AFL clubs: why the status quo is not sustainable.....	9	4.4 Amendments to WAFL rules and regulations.....	18
3.3 The future of the WAFL competition: why the status quo is not sustainable.....	11	4.5 Fixture.....	19
		4.6 Finals: How it could work under a WAFL final five series program.....	21
		5. HOW this proposal can benefit WA football stakeholders.....	22
		5.1 Integrity.....	23
		5.2 Pathway.....	25
		5.3 Profile	27
		5.4 Centres of excellence	28
		5.5 Financial sustainability	29
		6. Addendum: Further questions answered	32
		7. Appendices	36



INTRODUCTION



The West Coast Eagles and Fremantle Dockers respectfully request that the WAFL clubs endorse a proposal that provides the opportunity for both AFL clubs to field standalone teams in the WAFL competition from season 2012 onwards to make WA football stronger for the future.

Both WA AFL clubs wish to thank the West Australian Football Commission (WAFC) for the opportunity to submit this proposal and all nine WAFL clubs for allowing the AFL club CEOs the opportunity to meet with them to discuss their individual thoughts on the motion proposed. This proposal endeavours to address the key points raised at these meetings, and outlines the mutual benefits of having both of WA's AFL clubs field standalone teams in WA's premier state league competition.

The AFL competition landscape has changed significantly, becoming more competitive and, without implementing change themselves, the West Coast Eagles and Fremantle Dockers believe they are at a distinct disadvantage to other AFL clubs in the competition. It is no coincidence that the past three out of four AFL premiers have had a standalone team in their state league, and the other premier had all of their players in an aligned VFL team.



The key decision to approve this proposal requires strategic leadership, insight and vision to take the WAFL and the two WA AFL clubs through their next phase of growth.

In the 2011 season, 14 of the 18 AFL clubs (including Greater Western Sydney) will field standalone or aligned teams in their state league (the exceptions being Adelaide Crows, Fremantle Dockers, Port Adelaide and the West Coast Eagles). Going into the 2012 season, seven AFL clubs will field standalone teams and a further seven AFL clubs will be aligned to state league clubs. Of the seven aligned AFL clubs, four are looking to introduce standalone teams as soon as finances permit (which would take the standalone teams total to 11 out of 18).

It is interesting to note that the AFL has seen this as a catalyst for change by establishing both the Gold Coast Suns and Greater Western Sydney Giants with standalone sides, to assist in the development of those clubs and to help grow the game in the non-traditional Australian football markets on the east coast.

The primary reason that both WA AFL clubs are pursuing this opportunity at this time is to provide best practice football systems and processes for the development of their players both on and off the field. The introduction of standalone teams competing in the WAFL competition will allow both WA AFL clubs to:

- » Provide the best opportunity to play finals football and win premierships;
- » Have direct control of their employees/assets;
- » Fast track the development of their players;
- » Provide better management of player welfare and injuries;
- » Improve operational efficiencies and logistics of player movement;
- » Save costs in terms of resourcing staff at multiple venues and reduce travel time for football staff and players;
- » Focus on AFL game style and tactics;
- » Keep pace with the AFL competition;

- » Better manage the induction process of their players;
- » Assist with the retention of their players;
- » Promote better team cohesion, bonding and club culture;
- » Generate further career opportunities for football staff and players; and
- » Provide more opportunities for supporters to watch AFL listed players play in one team (who otherwise wouldn't get the opportunity due to stadium supply and demand constraints).

This proposal provides an opportunity to engage more fans, widen the football pathway, attract more sponsors, identify more player talent and develop further career opportunities. This proposal also aims to introduce strong, well balanced and competitive AFL WAFL teams within the league in order to:

- » uphold the integrity of the WAFL competition;
- » improve the district centres of excellence through the increased financial contribution; and
- » play an integral role in driving the modern league to a new and exciting era.

To ensure that the WAFL clubs and the two WA AFL clubs are best prepared for the 2012 season, the West Coast Eagles and Fremantle Dockers are seeking a formal decision to approve this proposal in July 2011.

Should this proposal be accepted, both WA AFL clubs acknowledge that they will be required to operate within the rules and regulations as outlined by the WAFL.

The key decision to approve this proposal requires strategic leadership, insight and vision to take the WAFL and the two WA AFL clubs through their next phase of growth.

OVERVIEW

This proposal is all about building a stronger football structure together in Western Australia that is sustainable with financially viable clubs at all levels of WA football.

The essence of the proposal is that the two WA AFL clubs each field a standalone team in the WAFL competition from 2012, thereby expanding the WAFL to an 11-team competition.



The West Coast Eagles and Fremantle Dockers have prepared this proposal because they believe that there is an opportunity to make WA football stronger for the future. The major elements of the proposal are:

MAJOR ELEMENTS

WA'S AFL CLUB LISTED PLAYERS

- » All listed players of each WA AFL club to be available to play with their AFL WAFL teams.
- » AFL WAFL teams to be branded West Coast Eagles WAFL and Fremantle Dockers WAFL.

TOP-UP PLAYERS

- » On average, 10 top-up players will be required each week per AFL WAFL team.
- » No players to be sourced by AFL WAFL teams as top-up players from any WAFL club's top 40 listed players as per current rules and regulations.
- » WA's AFL clubs will comply with WAFL rules and regulations and, where required, the player points system and salary cap will be adjusted for the AFL WAFL teams in order to ensure competitive balance and protection for the existing WAFL clubs.
- » AFL WAFL team top-up players to come from a mix of AFL delisted players (not drafted from WAFL club origins), interstate players, temporary permit WAFL players (from list 41-55) and non-WAFL listed metropolitan or country league players (aged 19 or over).
- » AFL listed players that are delisted or retired from a WA AFL club with a WAFL club of origin will return to that WAFL club.
- » WAFL clubs will always get first choice of players in their allocated zones.
- » No change to the WAFL club pathway.

WAFL COMPETITION

- » Competition expanded to an 11-team competition.
- » The fixture will simplify and equalise the competition and provide a fair and equitable draw for all teams. To achieve a 20-game program, each team will play each other twice.
- » AFL WAFL teams to play each of their fixtures as an away game at the opposing club's venue.
- » All revenue from matches played by AFL WAFL teams will go to the opposing WAFL club.
- » The two AFL WAFL team derby fixtures to be rotated at WAFL club venues, with all revenue going to the existing WAFL clubs.
- » A final five format will provide two additional final matches, more exposure and more revenue for WAFL clubs.
- » Reserves and colts to remain as a nine-team competition and fixture.

FINANCIAL ELEMENTS OF THE PROPOSAL

- » Increased financial returns to the WAFL clubs in the order of \$125,000 annually (total of \$1.125m for the competition) via:
 - » Annual licence fee to be paid by both the West Coast Eagles and Fremantle Dockers.
 - » Additional sponsorship opportunities provided by the AFL clubs.
 - » Additional membership opportunities provided by the AFL clubs.
 - » Additional salary cap distribution provided by the AFL clubs to cover the loss of AFL players on each WAFL club list.
 - » Additional gate, bar, catering and signage income for the WAFL clubs as the two AFL WAFL teams will play all home games at WAFL club venues.
 - » Two additional WAFL final series matches to be played via a final five format.
- » The more profitable the WA AFL clubs are, the larger the financial contribution will be to the WAFC to support the WA football system.

***STRONGER + STRONGER
AFL CLUBS + WAFL CLUBS
= STRONGER FOOTBALL IN
WESTERN AUSTRALIA***



A WAFL club endorsement of this proposal to allow both WA AFL clubs to field a standalone team in the WAFL Competition from 2012 has the potential to generate major benefits for the WAFL clubs, AFL clubs and the WAFC.

MAJOR BENEFITS

WAFL CLUBS

- » Removing the disparity between the number of AFL listed players on WAFL club playing lists in the interest of equalisation.
- » Increased promotional, PR, media and public interest in the WAFL competition due to the WA AFL clubs' participating teams.
- » As mentioned previously, increased financial returns to the WAFL clubs in the order of \$125,000 annually (total of \$1.125m for the competition), potentially contributing to the development of the WAFL clubs' centres of excellence.
- » Far greater opportunity for the WAFL clubs to control their own squads without AFL club influence.
- » A fairer and more equitable draw with 11 teams playing each opponent twice over a 20 round season.
- » No impact on the WAFL club district model and pathway.
- » An opportunity for WAFL clubs to retain a deeper list of players due to the up-skilling and development of non-core WAFL team talent as top-up players by the WA AFL clubs.
- » Home-grown AFL players' affiliation to a WAFL club will be retained via player attendance at WAFL club events and fund raisers, culminating in them returning to their original WAFL club at the end of their AFL careers.

WA AFL CLUBS

- » An opportunity to provide best practice football systems and processes for the development of their players both on and off the field.
- » Increased capacity to perform on the field relative to their AFL competitors.
- » Provide the best opportunity to play finals football and win premierships.
- » Increased accessibility for supporters of AFL clubs to watch their players play all together in one team.

WAFC

- » Removing the disparity between the number of AFL listed players on WAFL club playing lists in the interest of equalisation.
- » Improve, elevate and lift the profile of the WAFL competition to the broader community.
- » Offers a sustainable financial model and self improving system less reliant on WAFC funding. Both AFL clubs guarantee that WA football at all levels will not be any worse off in terms of the payments to be made to the WAFC by the WA AFL clubs.
- » Both AFL clubs pledge to provide a combined net sponsorship contribution of \$200,000 excluding GST payable to the WAFC in return for brokering the WAFL naming rights sponsorship.
- » League integrity guaranteed and a meaningful, balanced competition maintained.
- » 46 more opportunities for aspiring players to play WAFL level football each week, thereby growing the game in WA and widening the football pathway.
- » More career opportunities for football staff and coaches at WAFL level.
- » Attracts new supporters to the WAFL competition to protect and grow the popularity and accessibility of Australian football in WA.
- » Capacity for WA's AFL clubs to generate larger sustainable returns to the WAFC.

WHY THIS IS BEING PROPOSED



3.1

THE FUTURE OF FOOTBALL IN WA: WHY THE STATUS QUO IS NOT SUSTAINABLE

The West Coast Eagles and Fremantle Dockers acknowledge that up to this point the WAFL has provided a commendable state league competition and district pathway structure. However, under the evolving conditions of modern football, merely maintaining the status quo will not guarantee sustained success for the WAFL or WA's two AFL clubs, nor will it make football in WA stronger.

Strong on-field performance by the WA AFL clubs is necessary to underpin the financial sustainability of the WAFC, the WAFL and grassroots football within the state. If AFL on-field performance is compromised, the WA football system is at risk. With the AFL's mandate to equalise the competition, both AFL clubs must look for competitive advantages to support the financial pillars of WA football.

Please refer to Appendix 1

WCE's and FFC's payments made to the WAFC since 1999

If the West Coast Eagles and the Fremantle Dockers are given the best chance of success on the field, the WA football system has its best chance of ensuring long term financial sustainability.

Change is inevitable and necessary. The WA AFL clubs and WAFL clubs must work together to keep pace and get ahead of the competition.

3.2

FUTURE SUCCESS OF WA'S AFL CLUBS: WHY THE STATUS QUO IS NOT SUSTAINABLE

Evolution within the football landscape has been a constant throughout history at all levels of the game (local, state and national league) and at individual club level. The AFL is on the precipice of further change with the introduction of two new teams (Gold Coast Suns (2011) and Greater Western Sydney Giants (2012)) and it has not been discounted by the AFL that there will be more teams in the future.

In addition, since 2000 there has been a notable increase in the number of Australian football clubs in the state leagues of Victoria, Queensland and New South Wales/ACT. Additional teams have been introduced into these state leagues to enhance the professional development and management of their players.

Whilst the West Coast Eagles and Fremantle Dockers have enjoyed finals success over the past ten years, it is evident that a number of their AFL counterparts in other states have created an enviable competitive advantage over WA's AFL clubs. This was highlighted in the 2010 season when the Fremantle Dockers were the only team in the top eight not to have a standalone or aligned team in a state league. Both of WA's AFL clubs need to evolve in order to protect the future of football in WA.

Please refer to Addendum 6.2

Illustration of ladder positions and finals appearance of WA's AFL clubs

By season 2012, seven clubs in the AFL competition will have their own standalone teams (Brisbane, Collingwood, Essendon*, Geelong, Gold Coast, Greater Western Sydney and Sydney). The competitive advantage that this provides AFL clubs in player development is becoming increasingly evident with the evolution of the game and tactics. The most recent AFL premierships have been won by teams with standalone teams in the VFL (Collingwood and Geelong).

Please refer to Appendix 2

National second tier arrangements for AFL clubs

*NB Although Essendon has an alignment with the Bendigo Bombers, they have full control and are therefore considered to be more of a standalone team than other alignment teams in the VFL.

Since 2000:

- » Eight out of the past 11 AFL premiers (73%) had standalone teams in state leagues.
- » Almost two thirds of AFL grand final appearances were by AFL clubs with standalone teams in state leagues (64%).
- » Geelong, which has fielded a standalone team since 2000, is arguably the most successful on-field club in recent years. Geelong has a cumulative ladder position total of 64 since 2000 (the lowest), compared to West Coast Eagles (97) and Fremantle Dockers (113).
- » The top eight best performing AFL clubs since 2000 (in terms of cumulative AFL ladder positions) include four AFL clubs with standalone teams in state leagues (Geelong, Sydney, Brisbane, Collingwood) and two with aligned clubs (St Kilda and Hawthorn).

Please refer to Appendix 3

AFL clubs' cumulative ladder position and finals success

Strong on-field performances by the WA AFL clubs is necessary to underpin the financial sustainability of the WAFC, the WAFL and grassroots football within the state.



The remaining seven AFL clubs based in Victoria (other than Geelong, Collingwood and Essendon*) have an alignment with a VFL team (Carlton, Hawthorn, Melbourne, North Melbourne, Richmond, St Kilda and Bulldogs) where their players play together each week and each AFL club has a significant influence over the coaching of their respective VFL teams. However, the majority of these clubs feel disadvantaged by the fact that Collingwood and Geelong have their own teams and have indicated that they will invest in having their own standalone team as soon as finances permit.

Victorian-based AFL clubs with VFL standalone/aligned teams have intimate knowledge of players coming through their playing list, which provides them with a key drafting advantage. Since 2000, 41 players have been drafted to AFL clubs from their affiliated teams in the VFL. With the increasing professionalism of the AFL game, the development of AFL listed players is best served in a team environment where the same structures and game plans can be taught and implemented at AFL clubs.

The primary reason for the West Coast Eagles and Fremantle Dockers wanting to introduce standalone teams into the WAFL is their need to optimise their ladder position in the AFL competition, which will clearly be of benefit to the entire WA football family. Both AFL clubs must continue to strive for a competitive advantage in a competition that is heavily regulated by the AFL.

This proposal provides best practice football systems and processes in the development of AFL players both on and off the field as follows (see table below):

It is WA's AFL clubs' strong belief that without fielding teams in the WAFL, they will not be able to keep pace with the AFL competition and WA football will suffer in the long term as a result.

If the WAFL clubs are willing to embrace change and combine efforts, together WA's AFL clubs can create the synergy to not only keep pace with the AFL competition but to surge ahead of them. If this occurs, the benefits will obviously flow through the entire WA football community.

With the increasing professionalism of the AFL game, the development of AFL listed players is best served in a team environment where the same structures and game plans can be taught and implemented at AFL clubs.

» Direct control of assets

- › Gives full control of the AFL clubs' most valuable assets/employees: the players they have invested in.
- › Many young AFL players need constant instruction on game day far beyond what they are receiving in the current system.
- › Informed list management decisions can be made first hand more quickly.

» Game style and tactics

- › Focus can be on the development of AFL players playing their AFL club's particular style of play and positions as decided by the AFL clubs' coaching staff.
- › Provides the best opportunity to play finals football and win AFL premierships, which in turn generates additional finances for WA football.

» Induction and retention

- › Better management of player induction – allowing a quicker and easier transition from state league to AFL.
- › Will assist in retaining interstate recruits that do not play AFL consistently early in their careers.
- › Players only have to adapt to one club, one culture, one coach and one game plan.
- › Combats the challenge of free agency to be introduced by the AFL for the 2012/2013 season.

» Player welfare/development and injury management

- › The ability to fast track the development of AFL listed players by watching them play all together in one team each week.
- › Direct management of players' well-being (AFL clubs' own medical team overseeing injuries and ground time).

» Team cohesion and culture

- › Players will play alongside their teammates rather than being pitted against them, allowing better team cohesion.
- › Players feel part of one (AFL) club environment that allows them to bond as one playing group and live one club culture.

» Logistics

- › Would cut down travel time and expenses for players to attend WAFL meetings and training.
- › Less use of staff watching AFL players at each of the WAFL clubs every week, saving time and expense.

» Opportunities for members and staff

- › Would generate new career development opportunities for coaches and support staff.
- › More opportunities for members and supporters of the AFL clubs' to see their players play together in one team.



3.3

THE FUTURE OF THE WAFL COMPETITION: WHY THE STATUS QUO IS NOT SUSTAINABLE

The evolution of the WAFL competition has also involved change and progress over a 125-plus year history. New teams have entered the league, AFL teams have been created, rule changes and league name changes have been introduced and the Foxtel Cup has recently been launched. However, despite all of the changes that have taken place – and the debate that has occurred as a result of some of them – the WAFL has maintained its integrity.

There are some limiting factors affecting the future of the WAFL competition that cannot be ignored at this time:

1. The major revenue streams for the WAFL are WA's AFL clubs and Patersons Stadium.
2. Unless the WAFL attracts more concerts, WA's aging stadium is not going to yield any more revenue in the short to medium term (five to eight years). Even this revenue stream is limited.
3. If the WAFL cannot attract new income, then the revenue for the WAFL competition and grass roots football is at risk.
4. Without implementing change, the WAFL competition in its current form is not going to yield any significant additional revenue for the WAFL clubs to attract new supporters, develop their centres of excellence or widen the football pathway.
5. WAFL club operating expenses continue to accelerate beyond revenue growth.
6. The disparity in revenue growth and profitability across WAFL clubs is widening.
7. Marginal growth in WAFL attendance in its current form and limited stadium capacity to attract new supporters to AFL football in WA, means the industry must look for new ways to attract new supporters (youth and families) to the WAFL competition to protect and grow the popularity and accessibility of Australian football in WA.

WAFL club financial results – as reported to members for season 2010 – highlight that some WAFL clubs face the reality of bad debts, bank overdrafts and operating losses after adjustments. The following key points summarise the current financial position of WAFL clubs:

- » Five WAFL clubs reported net operating losses after provisions and abnormals (i.e. depreciation, one-off building costs and investment write downs) in 2010.
- » The average cumulative net operating profit for WAFL clubs before provisions and abnormals was \$22,663.22 per club. However, after adjustments WAFL clubs reported a cumulative net operating loss of \$33,711 in 2010. Therefore the average cumulative net operating loss per club was \$3,745.
- » Three WAFL clubs reported a net operating loss of greater than \$85,000 after provisions and abnormals in 2010.
- » Three WAFL clubs are operating on bank overdrafts.
- » Only two WAFL clubs reported a net operating profit of more than \$100,000 in 2010.

WAFL CLUB PROFIT/(LOSS)	TOTAL = NINE WAFL CLUBS	AVE PER CLUB 2010
WAFL club operating profit/(loss) before prov/abnormal	\$203,969.00	\$22,663.22
WAFL club operating profit/(loss) after prov/abnormal	(\$33,711.00)	(\$3,745.67)

The prospect of introducing two new teams into the WAFL will represent evolutionary change. This is timely and an opportunity to give the WAFL its best chance of sustainable growth and independence.

Both of WA's AFL clubs believe that the WAFL competition is at a critical inflection point in its evolution. It is critical that a structure be adopted that will see it maintain its strength and prosper in the future, as well as ensuring its main assets and financial pillars (the AFL clubs) continue to be competition leaders both on and off the field.

It is in the best interest of the growth of football in WA to embrace this proposal in order to protect, improve and elevate the status of the WAFL competition, which in turn, will generate:

- » more revenue;
- » more public interest;
- » more media exposure;
- » more TV viewers;
- » more match day attendance;
- » more participation; and
- » give the AFL clubs the best chance of winning premierships in order to make football stronger in WA.

The prospect of introducing two new teams into the WAFL will represent evolutionary change. This is timely and an opportunity to give the WAFL its best chance of sustainable growth and independence.



This moment in time also presents an opportunity to address some of the continuing issues that threaten the integrity of the future of the WAFL competition, as reflected in the following illustration:

Key issues concerning the WAFL competition as it stands today:

» **Unequal**

- › Some WAFL clubs enjoy finals football year after year due to competitive advantages, whilst others struggle to keep pace.
- › Uneven and unequalised AFL player allocation system.
- › Disparity created by the theoretical payment system for AFL listed players per game played.
- › A nine-team competition over 20 rounds makes for an uneven draw (clubs play each other 2.5 times).

» **Uncertain**

- › WAFL teams are unevenly bolstered by AFL players dropping back, creating uncertainty and imbalance for WAFL club coaches and players.
- › WAFL clubs have to manage interference of the AFL clubs in the day-to-day selection decisions, affecting team cohesion and chemistry.
- › If the AFL reduces its annual distribution to the WAFC (\$1.8m at present with no assurances year-on-year) that would significantly impact on the financial stability of the WAFL.
- › Any loss of ABC TV coverage could impact sponsorship appeal and public interest.
- › Potential impact of the AFL's new broadcast agreement competing with WAFL broadcasts.

» **Limiting**

- › The football pathway is blocked at many WAFL clubs due to AFL players dropping back.
- › Many WAFL players are dropped to reserves to make way for AFL players.
- › With an average attendance of 2,235 in 2010 results in limited revenue opportunities (gate, merchandise, sponsorship, membership etc).
- › Increasing competition from other sports and leisure pursuits makes it harder to shore up the next generation of supporters with limited resources.

» **Unsustainable**

- › The WAFL's current model is not sustainable with the gap widening between the strongest and weakest clubs, financially and performance wise.
- › WAFL clubs' operating expenses continue to accelerate beyond revenue growth.
- › WAFL clubs are currently reliant on AFL club payments to the WAFC.



The football pathway is blocked at many WAFL clubs due to AFL listed players dropping back. For example, in season 2010, 29 WAFL players each round were displaced by AFL listed players dropping back to league teams (refer to PATHWAY section for more details).

The current WAFL fixture means nine WAFL teams play each other twice (eight home and eight away). In addition each team plays four other teams a third time (split two home and two away). In a 20-game program, 90 matches are played over 24 weeks with all clubs having four byes. This program allows for three or five teams having a bye on the same weekend. This program makes the draw uneven (easier for some teams and harder for others depending upon the fixture and the teams a particular club is drawn to play against two or three times).

This proposal provides for best practice football systems and processes which in turn underpin the financial pillars of the WA football system.

It is in the shared best interest of all of WA's football stakeholders that the WAFL grows stronger and retains its integrity. Through this proposal, the West Coast Eagles and Fremantle Dockers are seeking to invest their brand equity, resources, time and finances into the WA football community in order to achieve sustainable success across all levels.

This proposal provides for best practice football systems and processes which in turn underpin the financial pillars of the WA football system.

WHAT IS BEING PROPOSED



4.1

THE PROPOSED STRUCTURE

This proposal is all about building a stronger football structure together in Western Australia that is sustainable with financially viable clubs.

STRONGER + STRONGER
AFL CLUBS + WAFL CLUBS
= STRONGER FOOTBALL IN
WESTERN AUSTRALIA

This proposal has major benefits for the WAFL clubs, the WA AFL clubs and the WAFC.

The West Coast Eagles and Fremantle Dockers respectfully request that the WAFL clubs endorse a proposal that provides the opportunity for both AFL clubs to field standalone teams in the WAFL competition from season 2012 onwards to help preserve and improve the state district model and grow the game of football in WA together.

4.2

AFL WAFL TEAM LIST

Each AFL club currently has a maximum primary list size of 46 players (comprising 38-40 primary list players and the balance, rookie listed players). The current AFL list model assumes that – of these 46 players per AFL club – 23 of them will be selected to play in the AFL competition, leaving a maximum of 23 available to play in the WAFL competition.

Both AFL clubs have conducted a thorough analysis of the average number of AFL players that have been available to play WAFL each week over the past two seasons (2009 and 2010, over 22 rounds each).

The following table outlines that under the AFL WAFL team model proposed, **each AFL club will require an average of 10 top-up players per week to field a standalone team**. This is based on an average of 10 AFL listed players being injured per week and therefore 13 of the remaining 36 AFL listed players being available to play in the WAFL competition.

Please note that the figures in the table below are based on 2009 and 2010 averages and the following assumptions:

» Per AFL club of 46 listed players, 23 are selected to play for the AFL team leaving 23 available to play WAFL, minus any injured players.

PAST TWO YEARS (2009 and 2010)	Total AFL players injured	Total AFL players available for WAFL	Number of top-ups required for WAFL
West Coast Eagles – averages over two years			
Average total	8	15	8
Average best case scenario	4	19	4
Average worst case scenario	13	10	13
Fremantle Dockers – averages over two years			
Average total	12	11	12
Average best case scenario	7	16	7
Average worst case scenario	20	3	20
Both Teams – averages over two years			
Average total	10	13	10
Average best case scenario	6	17	6
Average worst case scenario	16	7	16

- » Each AFL WAFL team will require 23 players on a weekly basis – i.e. 22 plus an emergency.
- » The figures in the table on the previous page are shown as averages across 22 rounds (excluding the NAB Cup) over two seasons 2009 and 2010.
- » The best case scenario refers to the lowest number of AFL player injuries on average across both clubs over seasons 2009 and 2010 (therefore requiring the lowest number of top-up players).
- » The worst case scenario refers to the highest number of AFL player injuries on average across both clubs over seasons 2009 and 2010 (therefore requiring the highest number of top-up players).

When looking at the actual number of occasions AFL players were injured over the past two seasons, the graph below:

- » Illustrates that the best case scenario of only four players injured occurred on seven occasions over the past two seasons (2009 and 2010);
- » Illustrates that the worst case scenario of 16-21 players injured occurred on eight occasions over the past two seasons (2009 and 2010); and
- » Authenticates the average number of injuries shown in the table on the previous page because it confirms that the most frequent number of player injuries for an AFL club over the past two seasons is 10. This was the case on 16 occasions.



For more details of player injuries:
Please refer to Appendix 4
Number of AFL player injuries – past two years

4.3

WHAT IS THE SOURCE OF THE TOP-UP PLAYERS?

IMPORTANT: Both WA AFL clubs pledge to comply with the WAFL's existing rules and regulations when sourcing top-up players and to ensure that top-up players chosen have a positive impact and influence on the competition. WAFL clubs will *always* get first choice of players in their allocated zones.

There is no intention to permanently source home grown players from other WAFL club primary lists to top-up the AFL WAFL teams.

Both WA AFL clubs have considered several list models. Importantly, they are keen to strike a balance between causing the least impact on the talent available to the WAFL clubs, preserving the talent pathway and at the same time ensuring that they field a well-balanced, competitive team. Both WA AFL clubs must field competitive teams so as to both add value to the WAFL competition by the standard

of their play and performance and to give confidence to their members, supporters, sponsors and competing WAFL teams that they are a strong club worth going to watch.

Both WA AFL clubs believe that the following hybrid list model example (shown in the next section) will be in the best interests of all parties as it will minimise the impact on existing WAFL clubs and at the same time provide the AFL WAFL teams with a credible source of top-up players:

(A) Core Group of Top-up Players

(i) AFL Delisted Players

- » Ideally, each AFL WAFL team would have AFL delisted players who would play regularly and form part of the core group of experienced top-up players.
- » These players would be AFL delisted players who were not drafted from WAFL club origins (unless a transfer agreement was reached under WAFL rules and regulations).
- » There could be a combination of different types, for example:
 - » Rookie (e.g. WCE Will Sullivan, FFC Brent Connelly).
 - » 0-50 AFL games (e.g. WCE Damien Adkins, FFC Dylan Smith).
 - » More than 50 AFL games (e.g. WCE Ash Hansen, FFC Scott Thornton).
- » Importantly, each AFL WAFL team would be restricted in their listing of these types of players by the imposition of both a maximum cumulative points system and a salary cap restriction.

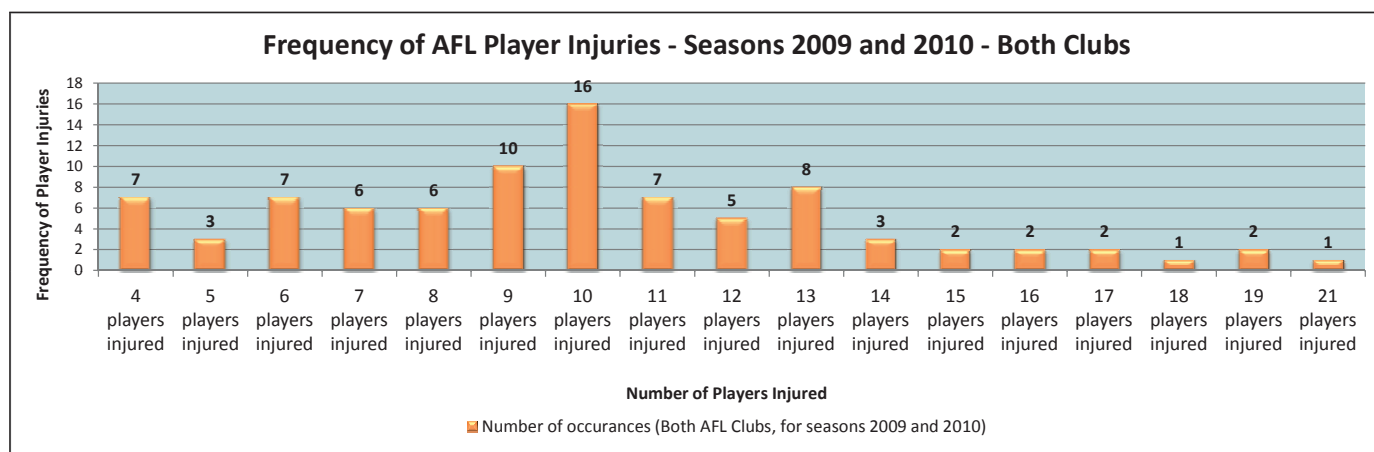
(ii) Interstate Players

- » Ideally, each AFL WAFL team would have interstate players who would play regularly and form part of the core group of experienced top-up players.
- » These players would be a combination of Interstate Non-Category 1 Comp and/or Interstate Category 1 Comp players.
- » Importantly, each AFL WAFL team would be restricted in their listing of these types of players by the imposition of both a maximum cumulative points system and a salary cap restriction.

(B) Supplementary Top-up Players

(i) Temporary Permit WAFL Players

- » A new "temporary permit" type system/rule can be introduced to provide an additional and credible form of top-up player (i.e. WAFL 41-55 players).
- » WAFL clubs could opt to nominate one or two players from their list of 41-55 (not on their primary list of 40) for a



development and up-skilling opportunity with an AFL WAFL team via a “temporary permit system”.

- » These players would be permitted to play for the AFL WAFL teams on a temporary basis (e.g. six weeks) which may be extended by agreement of all parties.
- » These players are automatically returned to the relevant WAFL club’s list at the end of the “temporary permit” unless an extension has been agreed.
- » The system would allow WAFL clubs to view the development of “back end players” without risk of permanent uncompensated loss.
- » The system would have the added benefit of keeping players in the WAFL system so as to develop them at WAFL level and minimise losing them to country/metropolitan leagues – thereby assisting the talent pathway.
- » The system will provide the AFL WAFL teams with an additional source of credible top-up players, which they can draw on from time to time depending on their injury status.

(ii) Non-listed Metropolitan or Country League Players

- » These players will be amateur players aged 19 years or over from the metropolitan or country leagues who are not listed with a WAFL club.
- » This process would assist the talent pathway by developing and up-skilling quality amateur players.
- » The WAFL club to whom the amateur player is zoned will have the first right at season’s end to list the relevant player.

(iii) Other Option: Regional Talent Development Program

Another option for consideration could be a regional talent development program whereby the AFL clubs work closely with

Both WA AFL clubs pledge to comply with the WAFL’s existing rules and regulations when sourcing top-up players and to ensure that top-up players chosen have a positive impact and influence on the competition.

the WAFL clubs to encourage under-privileged talented young footballers from remote regional locations to come to Perth. These young men may not otherwise be able to afford the cost of re-locating to play with their zoned WAFL club. For example, two players could be sponsored to come to Perth and play with the AFL WAFL teams as top-up players for a year. At the end of the program, their zoned WAFL clubs would have the option to list them. This would strengthen ties with regional areas and help to increase football standards in remote regional locations.

EXAMPLE HYBRID LIST MODEL

Please note that the following table represents an example scenario only, which is based on the average, best case and worst case availabilities of AFL players for the 2009 and 2010 seasons (assuming each AFL WAFL team squad would be comprised of 23 players):

Player description	Number of players per AFL WAFL team	Average	Best case	Worst case	Rules
AFL LISTED PLAYERS – 13 PLAYERS ON AVERAGE					
AFL listed players available	♣ ♣ ♣ ♣ ♣ ♣ ♣ ♣ ♣ ♣ ♣ ♣ ♣	13	17	7	Available AFL listed players.
PROPOSED SOURCE OF TOP-UP PLAYERS – 10 PLAYERS ON AVERAGE					
(A) CORE GROUP OF TOP-UPS – SEVEN PLAYERS					
(i) AFL delisted players	♣ ♣ ♣ ♣	4	4	4	Excludes players drafted from WAFL club origins (unless under WAFL transfer rules and regs).
(ii) Interstate players	♣ ♣ ♣	3	2	3	Combination of Non-Category 1 and/or Category 1 Players up to a total of eight interstate players as per WAFL rules and regs in accordance with points system.
(B) SUPPLEMENTARY TOP-UPS – THREE PLAYERS REQUIRED ON AVERAGE					
(i) Temporary permit WAFL players (list 41-55)	♣ ♣	2	0	8	Aged 19 years or over.
(ii) Non-listed metropolitan or country league players	♣	1	0	1	Aged 19 years or over.
Total number of top-ups required	♣ ♣ ♣ ♣ ♣ ♣ ♣ ♣ ♣ ♣ ♣ ♣ ♣	10	6	16	
		23	23	23	

Special note:

The AFL may consider increasing the maximum primary list size of 46 players per AFL club. If this occurs, the WA AFL clubs will be less reliant on sourcing top-up players. In the past, AFL club lists have consisted of up to 52 players (including a supplementary list).

4.4

AMENDMENTS TO WAFL RULES AND REGULATIONS

In order to accommodate the above-mentioned hybrid list model example and provide adequate protection to the existing WAFL clubs, the following amendments/new rules would need to be introduced:

1. Both AFL WAFL teams would have to be permitted to have a maximum number of top-up players beyond the potential 46 players comprising their AFL primary and rookie lists. This number should be up to 16 so as to adequately cover off the “worst case” scenario depicted on the hybrid list model example above.
2. Both AFL WAFL teams would be permitted to retain interstate-originating AFL West Coast Eagles and Fremantle Dockers players (whether primary or rookie list) in their AFL WAFL teams’ core group after delisting (e.g. WCE: D Adkins, A Hansen, W Sullivan; FFC: B Connelly, D Smith, S Thornton).
3. Both AFL WAFL teams would be bound in the same way as all other WAFL clubs by the requirements of rule 1.6.1 (intrastate transfers) and rule 1.6.2 (interstate transfers), including in relation to AFL delisted WA-originating players. For example, upon delisting:
 - » Beau Wilkes (WCE) will remain a Claremont WAFL player.
 - » Adam Hunter (WCE) will remain a Swan Districts WAFL player.
 - » Brock O’Brien (FFC) will remain a Peel WAFL player.
 - » Des Headland (FFC) will remain a Subiaco WAFL player.
4. The existing “points system” (see rule 2.1.4) will have no application to AFL WAFL primary and rookie listed players. It will continue to apply to the other WAFL clubs.
5. A new “points system” will have to be formulated and agreed upon to regulate the AFL WAFL team top-up list of up to 16 players (top-up list). The new system will have to be fair and equitable both to the AFL WAFL teams and the WAFL clubs. The following points system is proposed for consideration:
 - i. Existing point values continue to apply in the calculation of the value of the individual players on the top-up list.
 - ii. The top-up list of up to 16 players will have to be allocated a different maximum cumulative points total to that which applies to the other WAFL clubs. Given that rule 2.1.7 (130 point maximum) applies to the other WAFL lists of no fewer than 55 players.
 - iii. Delisted AFL WCE/FFC non-WA originating players (whether primary or rookie listed) sought to be retained by AFL WAFL teams on their top-up list will be allocated the same points value as referred to in rule 2.1.4.
 - iv. “Temporary permit” players on the AFL WAFL team’s top-up list will be allocated zero points.
 - v. AFL WAFL teams will be allocated a maximum cumulative points total for their top-up list of say, 80 points. For an example scenario, please refer to the table overleaf.
6. A salary cap for AFL WAFL teams will have to be formulated which differs from that of the other WAFL clubs because it will be applicable to the top-up list players only and not the AFL listed players. Like the new points system, the salary cap applicable to AFL WAFL teams will have to be fair and equitable to both the AFL WAFL teams and the WAFL clubs.



Example scenario for points allocated for an AFL WAFL team top-up list

Type of top-up player	Example number of top-ups per AFL WAFL team	Example number of points
(A) CORE GROUP		
(i) Delisted AFL players	4	24-48 points
(ii) Interstate Non-Category 1 and/or Category 1 comp players	3	15-30 points
(B) SUPPLEMENTARY GROUP		
(i) "Temporary permit" WAFL players (list 41-55)	8*	0 points
(ii) Non-listed country or metropolitan league players aged 19 years or over	1	1 point
TOTAL	16	40-79 points

*Note: The number of "temporary permit" players will fluctuate depending on the number of injuries to AFL listed players.

SUMMARY

WA's AFL clubs believe that the hybrid list model proposed provides a credible form of top-up player to both AFL WAFL teams without unduly disadvantaging the other WAFL clubs or the talent pathway. In particular:

- » The WAFL clubs will continue to have the first choice of local Western Australian talent.
- » By formulating a new restrictive points system and salary cap applicable to the AFL WAFL teams, each AFL club would be restricted from unfairly competing with the WAFL clubs for interstate AFL and non-AFL recruits.
- » The AFL clubs can field a competitive team with a core group of mature experienced top-up players and a supplementary group of credible top-up players, thereby preserving the integrity of the WAFL competition.
- » The model provides opportunities under the proposed "temporary permit" system for WAFL clubs to develop and up-skill a small group of non-senior WAFL players without the risk of losing them to the AFL WAFL teams or other leagues.
- » The model allows talent identification of a small group of amateur players to play at WAFL level, with the opportunity for their zoned WAFL clubs to list them at a later date.



WA's AFL clubs believe that the hybrid list model proposed provides a credible form of top-up player to both AFL WAFL teams without unduly disadvantaging the other WAFL clubs or the talent pathway.

4.5

PROPOSED FIXTURE: A FAIR AND EQUITABLE DRAW

The introduction of AFL WAFL teams will take the league to an 11-team competition. This proposal will simplify and equalise the competition and provide a fair and equitable draw for all teams. To achieve a 20-game program all teams would play each other twice, with 110 matches played over 23 weeks. All teams will have four byes including a state game between rounds 12 and 13. Refer to Appendix 5.



ADDITIONAL FACTORS	
Two additional home fixtures	Both AFL WAFL teams will play away matches each week. This means each WAFL team will receive two additional home fixtures (playing 12 home matches and eight away matches).
Additional game revenue	All revenue from matches played by AFL WAFL teams will go to the opposing WAFL club.
Derbies maximise crowds	The local AFL WAFL derbies will be played as away matches with all revenue going to the existing WAFL clubs – two matches programmed each year on rotation across all WAFL clubs over four to five years.
Maximising attendance	Games involving AFL WAFL teams could draw on average 2,500 to 5,000 supporters, in particular more youth and families and patrons that are not currently regular WAFL attendees.
Specific club requests	In developing a fixture we propose that all AFL WAFL matches scheduled do not clash with AFL programmed matches so as to maximise attendance.
Broadcast games	Games involving AFL WAFL teams have the potential to add more value to the ABC TV agreement and attract more weekly viewers.
Game development	Both WA AFL clubs acknowledge the obligation of WAFL clubs to play three matches each year in regional WA on rotation under the current WAFL program of matches.
Public holidays	Both WA AFL clubs acknowledge that some WAFL clubs request to play specific matches on public holiday weekends.
Player welfare	All WAFL clubs will continue to have allocated byes under the proposed equitable fixture.
State game	Both AFL WAFL teams acknowledge the requirement to play a state game as part of program.

This proposal will simplify and equalise the competition and provide a fair and equitable draw for all teams.

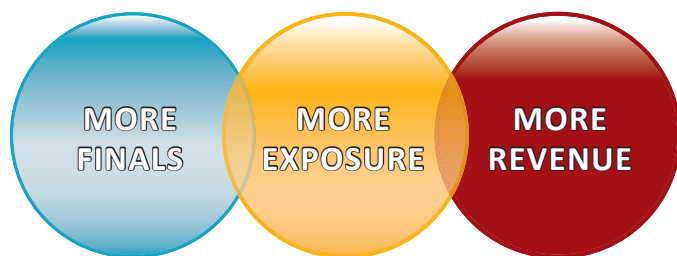


WAFL Reserves and Colts Fixture

The AFL WAFL teams will be run as distinct WAFL club entities and compete under the same rules and regulations as all other WAFL clubs, with the only material variation being that they will not field standalone reserves' and colts' teams. WAFL reserves and colts would therefore remain as a nine-team competition and the fixture would remain largely as it is currently.

Both WA AFL clubs recognise that having an 11-team league competition would mean there will be some rounds where WAFL club support staff may need to be divided between the senior league team in one location and the reserves/colts at another location. To avoid this outcome, the WAFL could consider playing fewer reserves and colts games and potentially have a bye for these grades when a WAFL club is scheduled to play either of the AFL WAFL teams. In this case, the reserves and colts season could be a 16-match program (instead of the current 20-match program). This will simplify the competition and provide a fair and equitable draw for all teams. This issue is further explored in Appendix 5, including an illustration of a draft 2012 WAFL conceptual fixture.

 **Please refer to Appendix 5**
Draft 2012 WAFL fixture – conceptual model only



4.6

EXTRA FINALS: HOW IT COULD WORK UNDER A WAFL FINAL FIVE SERIES PROGRAM

The WA AFL clubs propose that the WAFL consider a WAFL final five series program under an 11-team competition.

- » The final five series program is a widely accepted model played in other state league competitions.
- » This model will provide for two additional WAFL finals series matches being played over four weeks (as opposed to three weeks under the current WAFL final series structure).
- » This model rewards teams finishing higher up the ladder.
- » The team finishing on top of the ladder after the qualifying rounds will get a bye in week one of the finals series.
- » This model offers a double chance incentive for the teams finishing second and third whilst the teams finishing fourth and fifth will play out matches during each week of the final series they participate in.
- » This model will generate more publicity, media exposure, TV viewers, attendance, web visits, public interest, print and radio exposure for the WAFL competition.
- » This model presents more monetary value for WAFL sponsors and has the potential to generate more revenue for WAFL clubs.
- » If the AFL WAFL teams participate in finals, all of the match-day revenue will be shared by the other WAFL teams.

The WAFL final five series program could look like this (six matches over four weeks):

Week 1	Week 2	Week 3	Week 4
Qualifying Final	Semi Final Round 1	Preliminary Final	Grand Final
2nd > 2nd v 3rd	1st v Winner QF		
3rd > (2nd hosts)	(1st hosts)		
Elimination Final	Semi Final Round 2		
4th > 4th v 5th	Loser QF v Winner EF	Loser SF1 v Winner SF2 (Loser SF1 hosts)	Winner SF1 v Winner of PF (Patersons Stadium)
5th > (4th hosts)	(Loser QF hosts)		
1st > Bye for 1st			



"I'm passionate about the WAFL and confident that with both sides working together, a solution can be found which enhances the WAFL and keeps the integrity of the competition, but also helps out the AFL clubs."

Darren Glass

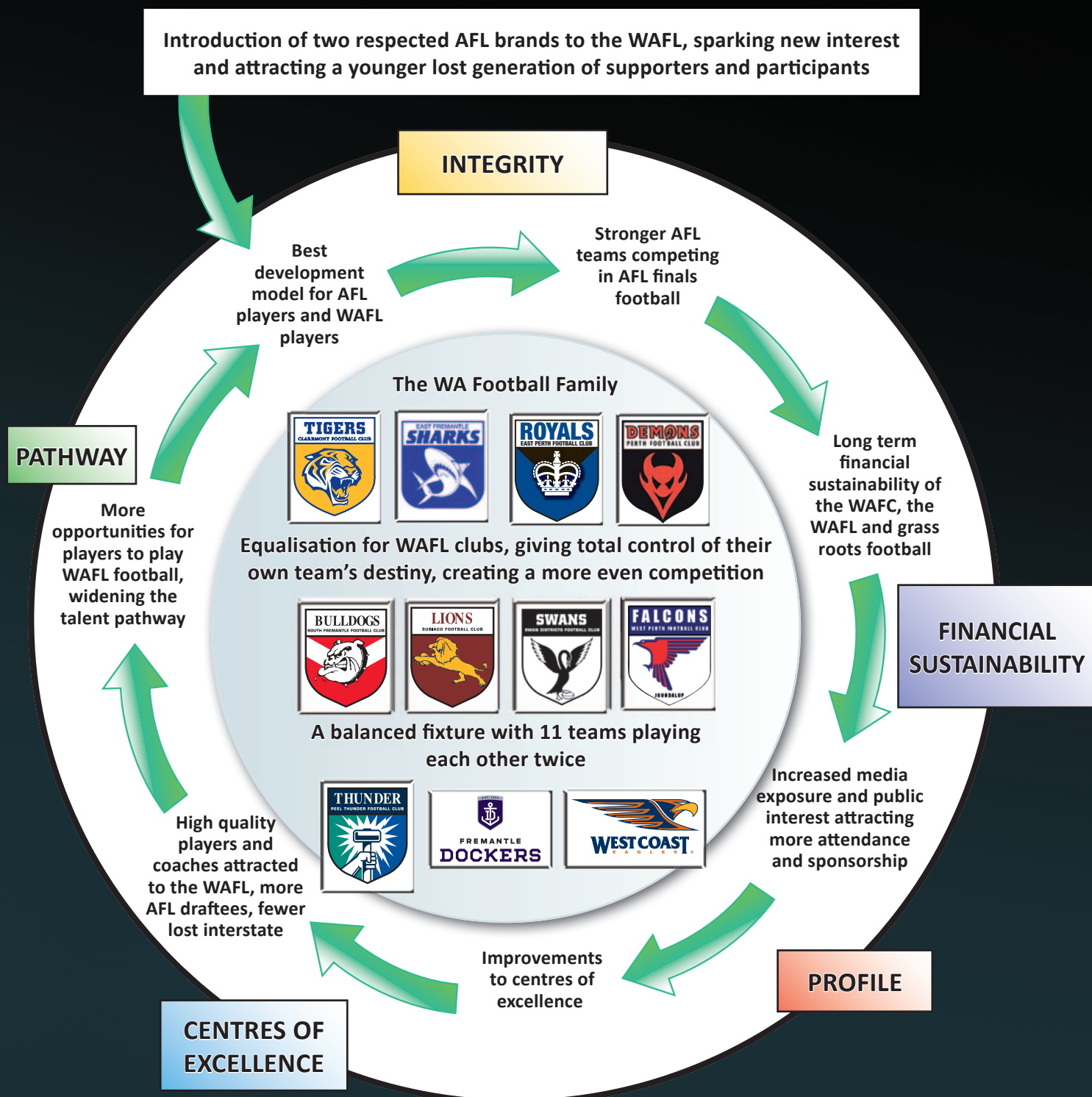
Captain, West Coast Eagles Football Club

As quoted in the West Australian newspaper, Friday March 18, 2011.

HOW THIS WILL BENEFIT WA FOOTBALL STAKEHOLDERS

The introduction of AFL WAFL teams into the WAFL competition will benefit football in WA by developing the football pathway from grass roots to league and AFL as summarised in the diagram below.

Proposal for preserving and improving the current state district model



This proposal outlines the benefits to all WA football stakeholders (the AFL clubs, the WAFL clubs, the WAFC and open leagues as well as supporters of the game) by demonstrating the ways in which both WA AFL clubs can add value to the competition in the following areas:

- » Integrity
- » Pathway
- » Profile
- » Centres of excellence
- » Financial sustainability

The following list summarises the benefits of introducing this proposal:

BENEFITS FOR WA FOOTBALL **Making WA football stronger for the future**

Integrity

- » WAFL clubs can control their own destiny.
- » Equalisation for clubs – evenly matched and financially viable clubs.
- » Removal of theoretical payment system for AFL players.
- » A fair and equitable draw.
- » Compliance with WAFL rules and regulations.
- » Competitive but not dominant AFL WAFL teams.
- » Relationship with home grown WAFL players retained.

Pathway

- » Allows more players to play senior football.
- » More opportunities for talent identification.
- » Provides for best practice football development.
- » Addresses AFL and WAFL player welfare and development.
- » Widens the net for more players to be drafted.
- » Benefits the coaching pathway by creating career opportunities.

Profile

- » Elevates the status of the WAFL with two respected AFL brands participating.
- » Football promotion via established networks of the AFL clubs.
- » Renewed public and media interest, and sponsorship appeal.
- » Grows the game by appealing to more youth and families.
- » Protects WAFL traditions whilst relaunching the modern league.

Centres of excellence

- » Inducement could potentially be linked to the development of centres of excellence.
- » Best practice advisory forums.
- » Best practice football systems and processes.

Financial sustainability

- » A sustainable financial model.
- » A self-improving system.
- » An opportunity should the AFL reduce its annual distribution to the WAFC.
- » Generate more value to the WAFL, increasing potential revenue streams.

5.1

INTEGRITY

It is in the interests of all stakeholders involved in the WAFL competition (coaches, players, volunteers, staff and supporters) that the integrity of the competition is preserved and improved. Both AFL teams pledge to ensure that this happens; in fact, they believe that they can enhance the integrity of the league by helping to make it a more balanced competition, working towards financial equality for all WAFL clubs.

The following summary explains how this proposal assists with maintaining the competition's integrity:

- » **By working towards equalisation for all WAFL clubs:** removing disparity and unfair advantages.
- » **By complying with all WAFL rules and regulations:** working with the WAFC and WAFL clubs to introduce rules to ensure that the AFL WAFL teams do not have an unfair commercial and/or competitive advantage over the other WAFL clubs.
- » **By playing to win in a meaningful competition:** this is part of developing a "winning culture" for both WA AFL clubs.

Equalisation for all clubs

- » Each team has a level playing field (same number of players).
- » No disparity between clubs due to AFL player allocations.
- » WAFL clubs regain control of their team.
- » No interference from AFL clubs.
- » A simpler, more even and fairer fixture to benefit all clubs equally.
- » Easier administration.
- » All WAFL clubs will have equal financial assistance for developing centres of excellence.

Compliance with WAFL rules and regulations

- » List management will be in compliance with WAFL rules and regulations.
- » WAFL clubs get first pick of talent pool of all players within their zones.
- » Delisted or retired home grown AFL players go back to zoned WAFL clubs of origin.

Playing to win in a meaningful competition

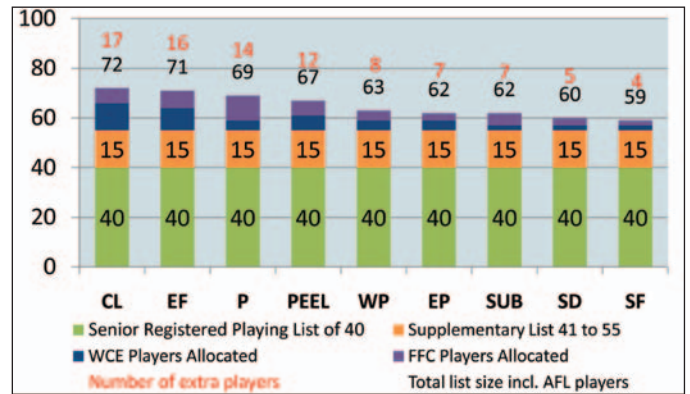
- » WA's AFL clubs have a winning culture – always playing to win.
- » It is not in the interest of player development to be uncompetitive and to lose.
- » Both AFL WAFL teams will compete for points, with the aim of playing finals football.
- » Players will be eligible for Sandover Medal votes.
- » It is in the interest of all stakeholders to maintain a highly competitive and meaningful competition.

A fair and equitable system for all WAFL clubs

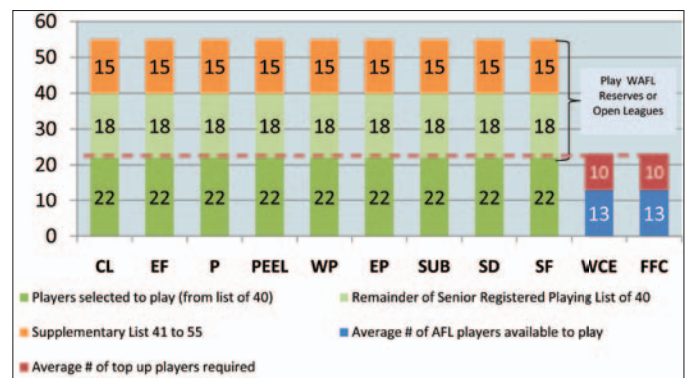
Under the current system, each WAFL team must place the names of all senior registered players on a list, which must have a minimum of 55 names with a point value allocated dependent upon on playing/ transfer history. This playing list of 55 excludes AFL listed players allocated to WAFL clubs. This is best illustrated on the next page by looking at the current situation for season 2011 under which Claremont has 13 more AFL registered players on their playing list than South Fremantle, creating inequity between WAFL clubs, as shown on the top graph over the page.



It is in the interests of all stakeholders involved in the WAFL competition (coaches, players, volunteers, staff and supporters) that the integrity of the competition is preserved and improved.



The graph below depicts what this proposal will achieve by providing a level playing field for all WAFL clubs involved:



As a result of the introduction of two AFL WAFL standalone teams, existing WAFL clubs may initially be inconvenienced to varying degrees depending on the number of AFL listed players they currently have on their playing lists. This proposal will have the effect of incentivising all clubs to be proactive in talent identification and development to keep building their playing list to ensure that the teams fielded in the WAFL are as strong and well-balanced as possible.

It is acknowledged that some clubs will be more affected than others. However, it is the WA AFL clubs' view that WAFL clubs' competitiveness and ultimate success is not directly linked to having AFL listed players dropping back. It is essentially linked to the development and quality of zoned WAFL players, good coaching and effective football systems and processes.

Please refer to Appendix 6
Number of 2010 WAFL games played by AFL 2010 listed players V ladder position

Please refer to Appendix 7
Participation of 2010 - listed AFL players in WAFL season 2010

It is clear that the premiership WAFL clubs over recent years can by no means attribute their success in any large part to the participation of AFL players. In fact, the number of AFL players participating in recent premiership teams has ranged from only zero to four in the past five years.

Please refer to Appendix 8
Number of AFL players participating in WAFL grand final teams 2005-2010

5.2

PATHWAY

“The state’s nationally recognised district pathway structure will not be interrupted in any way. It can only be enhanced with this proposal.”

The two primary pillars of WA’s nationally recognised district pathway structure are:

1. The various talent programs via the WAFL junior pathway through to colts and league.
2. A player’s affiliation to a club as a developing junior that culminates in him returning to that club at the end of his AFL career.

This proposal will in no way interrupt the district pathway structure. Importantly, under this proposal:

- » Talent programs through the WAFL junior pathway through to colts and league will continue to exist as they have done in the past. All players zoned to WAFL clubs will still go through to play with their respective colts, reserves and league teams.
- » If a young player wants to play with the AFL WAFL teams, he must be a player who is not part of the WAFL club zoned system.
- » The only difference will be that a player of WA origin drafted by the AFL clubs will play with the senior or AFL WAFL team of the club until delisted.
- » When an AFL listed player of WA origin has completed his AFL career and retires or is delisted, he will return to his WAFL club of origin.

- » All players currently zoned to WAFL clubs will be expected to continue their pathway with their WAFL club unless drafted into the AFL system.
- » It will allow more players to play WAFL due to the non-availability of AFL listed players.
- » An opportunity exists to up-skill and retain top-up players in the WAFL system from the WAFL clubs’ list of 41-55.
- » Quality amateur players can potentially be up-skilled which may provide WAFL clubs with a chance to list them if they so choose.

At the end of season 2010, 28 former WAFL listed players were delisted by (or retired from) their AFL clubs. Of these 28 players, for season 2011:

- » 17 players (61%) have returned to their original WAFL clubs to resume playing for them. This includes eight players who were previously playing for either the West Coast Eagles or Fremantle Dockers who have stayed with their original WAFL clubs after being delisted (two originally from the eastern states).
- » Six players (21%) have moved from their original WAFL club to a different WAFL club on returning to (or staying in) Perth.
- » Two players (7%) have retired from AFL football and have not returned to the WAFL competition.
- » The status of the remaining three players (11%) is unknown.

The aim for each district centre of excellence is to increase the numbers playing the game in WA and then to develop each player to their maximum potential. This proposal will assist the pathway by allowing more players to play the game and participate in the WAFL. In effect, the proposal will widen the net for more players to be drafted and for WAFL clubs to be compensated.

Growing the game



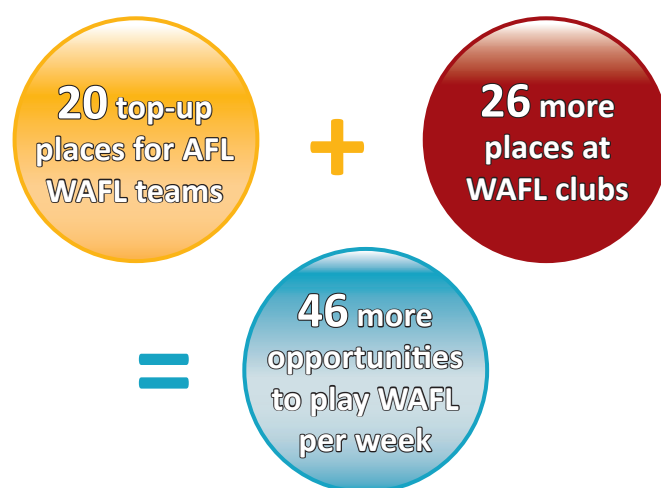
WAFL CLUB	WAFL games played in 2010 (WCE 2010 listed players)	WAFL games played in 2010 (FFC 2010 listed players)	Number of games WAFL players were displaced for AFL listed players in 2010
CL	99	25	124
EF	54	41	95
SD	32	49	81
P	33	46	79
EP	36	38	74
SF	26	22	48
PEEL	15	19	34
WP	16	9	25
SUB	14	9	23
TOTAL	325	258	583

This proposal can protect and enhance the success of the district pathway structure by removing the displacement of WAFL players each week under the current system via AFL listed players dropping back to league teams. This weekly displacement has significant consequences for players moving between league football, reserves and colts and indeed other competitions outside the WAFL.

The above table illustrates that under the current system, WAFL league players were displaced on 583 occasions in 2010 by AFL listed players dropping back to league teams. This represents 15% fewer opportunities to play out of the 3960 total annual opportunities to play senior league football (i.e. 22 players x 9 clubs x 20 rounds = 3960 opportunities).



This proposal widens the football pathway to allow, on average, 46 more players the opportunity to play WAFL football each week (please refer to the table under section 4.2 (page 15) for clarification on average AFL player availability):



As illustrated by the diagrams above and on the opposite page:

- » On average, 20 more players (i.e. 10 per AFL WAFL team) will be eligible to play WAFL league football each week as the top-up players required for both AFL clubs.
- » On average, 26 (i.e. 13 per AFL WAFL team) more WAFL players each week will get an opportunity to play senior WAFL football as they will not be displaced by AFL listed players dropping back as is the case under the current system.
- » This represents 920 more opportunities to play WAFL league games over a WAFL premiership season (46 players x 20 games). In essence, it widens the net for more players to be drafted and for the WAFL clubs to be compensated under the AFL national player transfer system.

This proposal will assist the pathway by allowing more players to play the game and participate in the WAFL.



5.3

PROFILE

Enhancing the profile of the WAFL through brand equity

The West Coast Eagles and Fremantle Dockers are recognised as WA's most prominent and valuable sports entertainment brands and both generate significant media exposure on television, radio, press and online. Both AFL clubs are in a strong position off-field. Currently the West Coast Eagles and Fremantle Dockers have more members, sponsors and corporate support than at any point in their history and are recognised as industry leaders with their off-field operations.

Both WA AFL clubs play a key role in the on-field and off-field promotion and development of Australian football in Western Australia. Their responsibility is to manage and support a diverse portfolio of stakeholders including the AFL, WAFC (community and grass roots), WAFL, government, sponsors, media, members and supporters, as well as charities and schools.

The aim of these partnerships is to broaden the appeal and accessibility of Australian football for all Australians.

Since inception, the West Coast Eagles and Fremantle Dockers have contributed more than \$130 million to the WAFC. These funds have been used to benefit the broader football community and to further develop the game in Western Australia.

It is evident that there is a direct correlation between on-field performance and the financial contribution made to the WAFC by WA's AFL clubs. Therefore, an inability to stay ahead of their

**Proposed model widens
the pathway by 46 players
(920 NEW opportunities to
play league football)**

**Current pathway blocked
by average 26 AFL players
dropping back
(Ave. 520 LOST opportunities
to play league football)**



AFL counterparts will seriously hinder the capacity of the West Coast Eagles and the Fremantle Dockers to continue to inject the necessary funds into the WA football system.

Collectively, the two WA AFL clubs have a significant network of corporate contacts, members and supporters that can be further leveraged for the benefit of the WAFL:

WA's AFL clubs can add further value to the WAFL by endeavouring to:

- » Maximise the public interest, media interest and popularity of the league.
- » Generate more value to the WAFL agreement with ABC TV and attract more weekly viewers.
- » Enhance the league's reputation, image and integrity.
- » Appeal to members, corporate members and sponsors to support local WAFL clubs to grow the appeal of the game.
- » Endeavour to grow the game by appealing to more youth and families.
- » Add value to WAFL match days and events through promotional activity to grow attendance and membership.
- » Devote additional resources and attention towards making the WAFL stronger for the future.
- » Increase involvement of AFL player appearances at their WAFL club of origin to assist with fundraising initiatives, coaching clinics etc.
- » Work with the WAFL clubs and WAFC to grow the game, protect integrity and secure the long term future of the league for the mutual benefit of all WA football stakeholders.

This proposal creates a genuine link between the WAFL competition and WA's AFL clubs which has the potential to be a positive marketing tool for the WAFL in promoting its competition. Rather than working in silos, both WA's AFL and WAFL clubs can work together to lift the profile of WAFL games and attendance.

A concept could also be developed by the WA AFL clubs and the WAFL clubs to promote WAFL club memberships by leveraging off the AFL clubs' large network of members and supporters at renewal time.

5.4

CENTRES OF EXCELLENCE

In order to attract and develop the best players, it is important that the WAFL clubs have quality facilities, resources, coaching staff, off-field development and clear pathways.

Many WAFL clubs have made good progress in the development of their district centres of excellence and have made inroads in the promotion and enhancement of football, whilst others are faced with the task of improving their facilities to raise them to a competitive standard.



This proposal has the potential to generate more revenue for the WAFL which could be used in part to assist in developing the WAFL clubs' district centres of excellence to the highest level. Examples include:

- » Implementing the agreed actions of the 2009 WAFL Future Direction Report.
- » Providing quality coaching and resources to support the WAFL talent pathway, specific to WAFL club zones.
- » Improving player welfare and professional development, staff training and development, internships, mentoring programs and Indigenous liaison.
- » Investing in information technology and equipment for match day analysis (e.g. video editing).
- » Offering best-practice medical support, sports science and injury management systems and processes.
- » Improving facilities, equipment and resources in the pursuit of excellence.

5.5

FINANCIAL SUSTAINABILITY

FINANCIAL SUSTAINABILITY FOR THE WAFC

The WAFC has confirmed that, at present, it channels 30% of its annual operating budget to fund the operations of the WAFL each year.

In 2010 the WAFC provided all WAFL clubs with annual distribution grants of \$403,000 according to the 2010 WAFL Benchmarking Report, which, in the most part, is funded by the AFL clubs' contribution to the WAFC.

This will continue, along with the current annual grants provided by the WAFC to WAFL clubs.

The following key points summarise the financial benefits that would follow from the acceptance of this proposal:

- » It offers a sustainable financial model and self-improving system less reliant on the WAFC annual distribution grants to WAFL clubs.
- » Both WA AFL clubs guarantee that, if this proposal is accepted, the WAFC will not be any worse off in terms of the payments to be made to the WAFC by the WA AFL clubs in order to grow, promote and develop the game of football in WA. Please refer to Appendix 1.

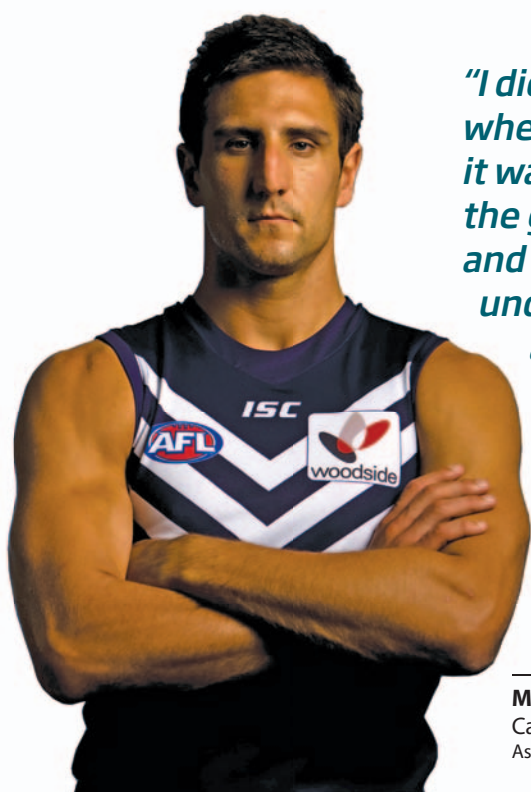
Note:

Any expenditure and revenue resulting from fielding standalone AFL WAFL teams could be quarantined so that payments made to the WAFC are not affected. This could be verified specifically by the external auditors by virtue of their annual process.

Both WA AFL clubs pledge to provide a combined net sponsorship contribution of \$200,000 excluding GST payable to the WAFC (indexed by CPI annually), in return for the right to allow them to broker the WAFL naming rights sponsorship on expiry of the initial term on 31 December 2011. This represents an increase of 33% on the current net position.

Overall, this proposal represents a significant financial return to the WAFC, which provides additional security should the AFL reduce its annual distribution. This fixed sum at present is \$1.8 million with no assurances nor agreement in place with the AFL year-on-year, and would have a significant effect on the WAFC and WAFL competition should this annual distribution reduce over time.

This is a major threat for the WAFC considering what is at stake with current AFL licenses, AFL equalisation and the significant funding being channelled into establishing the Gold Coast Suns and Greater Western Sydney Giants.



"I didn't have to play too much WAFL football, but even when I did play a handful of games for South Fremantle it was a challenge because you train all week with the guys you've just met (at Fremantle) and then go and meet new players (at South Fremantle), fit in, understand a new game plan and hopefully play well as well ... It makes a huge amount of sense that the information that flows through from the top within the club is the same when they go back and play in the next system.

"It's not ideal for their own learning and development, especially if they're going to be a long term player for our football club."

Matthew Pavlich

Captain, Fremantle Football Club

As quoted in the West Australian newspaper, Friday March 18, 2011.

FINANCIAL SUSTAINABILITY FOR THE WAFL CLUBS

This proposal offers an opportunity to improve the long term financial viability of WAFL clubs.

Both WA AFL clubs pledge to provide a fixed financial guarantee to each WAFL club with variable upside to make WA football stronger in the future, in return for fielding standalone AFL WAFL teams in the WAFL competition from season 2012 onwards.

Note: Variable upside denotes all revenue from matches played by AFL WAFL teams will go to the opposing WAFL club. In addition, if AFL WAFL teams participate in the WAFL finals series, all match revenue will be shared with WAFL teams accordingly.

The table below and following notes summarise the financial benefits of the proposal for all WAFL clubs per annum:

NOTES:

1. Each WA AFL club to pay a licence fee of \$120,000 to the WAFL in 2012. This annual licence fee of \$240,000 (2012) will be indexed by 3% in subsequent years and split equally between the nine WAFL clubs.
2. Both WA AFL clubs pledge to provide a combined net sponsorship contribution of \$150,000 payable to the WAFL (indexed by 3% in subsequent years), in return for brokering the WAFL naming rights sponsorship on expiry of the initial term on 31 December 2011. It is the view of WA's AFL clubs that this should be split equally between the nine WAFL clubs.
3. Both WA AFL clubs will guarantee income payable to WAFL clubs from the sale of AFL WAFL memberships (calculated according to the club average reportable income from membership in 2010). This sum will be indexed by 3% in each year and be split equally with the nine WAFL clubs.
4. Denotes the fixed sum payable by WA's AFL clubs to WAFL clubs to cover the loss of AFL players on WAFL club lists over a transitional period of three years (2012 to 2014). Refer to Appendix 9.
5. Represents the projected WAFL club average income generated from matches played by AFL WAFL teams according to the 2010 WAFL Benchmarking Report. Both AFL WAFL teams will play away each week.

6. Represents the projected income generated from two additional finals under a final five series program (Note: WAFL clubs retain revenue estimated at \$90,000 for three final matches played under the current WAFL finals model excluding grand final played at Patersons Stadium).
7. Denotes new revenue projected under this proposal.
8. Reports the average profitability per WAFL club will increase by 551% before provisions and abnormals according to 2010 club financial reports to members.

All figures exclude GST.



Headlines	2010 WAFL benchmarking report	New revenue growth	% Change	Notes
FIXED GUARANTEED ANNUAL PAYMENTS				
AFL WAFL licence fee	\$-	\$240,000		1
Sponsorship	\$3,369,640	\$150,000	4%	2
Membership	\$610,270	\$135,616	22%	3
AFL WAFL salary cap compensation	\$-	\$48,583		4
TOTAL	\$3,979,910	\$574,199		
VARIABLE UPSIDE				
Gate income	\$741,286	\$164,730	22%	5
Bar and catering	\$456,838	\$103,508	23%	5
Signage	\$1,000,000	\$222,222	22%	5
Finals five program	\$90,000	\$60,000	67%	6
TOTAL	\$2,288,124	\$550,460		
Total WAFL club operating revenue (nine WAFL clubs)	\$19,439,469	\$1,124,659	6%	7
Average WAFL club profitability (before prov/abnormals)	\$22,663	\$124,963*	551%	8

*Rounded

Average payments to each WAFL club	2012	2013	2014	Total	Notes
FIXED GUARANTEED ANNUAL PAYMENTS					
AFL annual licence fee payable to WAFL clubs	\$26,667	\$27,467	\$28,291	\$82,425	1
Net sponsorship contribution	\$16,667	\$17,167	\$17,682	\$51,516	2
Net membership contribution	\$15,068	\$15,520	\$15,986	\$46,574	3
AFL WAFL salary cap compensation	\$5,398	\$5,398	\$5,398	\$16,194	4
Total fixed guaranteed annual payment (average)	\$63,800	\$65,552	\$67,357	\$196,709	
VARIABLE UPSIDE					
AFL WAFL teams - two additional home games	\$49,046	\$50,517	\$52,033	\$151,596	5
AFL WAFL derbies	\$5,450	\$5,614	\$5,782	\$16,846	6
WAFL final five program - two additional games	\$6,667	\$6,867	\$7,073	\$20,607	7
Total variable upside payment	\$61,163	\$62,998	\$64,888	\$189,049	
FIXED GUARANTEE TO WAFL CLUBS + VARIABLE UPSIDE	\$124,963	\$128,550	\$132,245	\$385,758	8

The table above summarises the average payments to each WAFL club over three years 2012 to 2014. All figures exclude GST.

NOTES:

1. Each WAFL club to receive a licence fee contribution of \$26,667 in 2012. This sum will be indexed by 3% in subsequent years.
2. Each WAFL club to receive a net sponsorship contribution of \$16,667 in 2012, in return for brokering the WAFL naming rights sponsorship on expiry of the initial term on 31 December 2011. This sum to be indexed by 3% in subsequent years.
3. Each WAFL club to receive net proceeds from AFL WAFL team membership of \$15,068 in 2012. This sum will be indexed by 3% in subsequent years.
4. Each WAFL club to receive a fixed salary cap allowance to cover the loss of AFL players on WAFL club lists over three years (2012 to 2014) according to the number of WAFL games played by listed AFL players in 2010. Please note that the table represents the average club payment as example only. Please refer to Appendix 9.
5. Represents the projected average (gate, food, beverage and signage) income generated by each WAFL club for playing two additional home matches. Both AFL clubs will play away each week.
6. Represents the projected average (gate, food, beverage and signage) income generated by each WAFL club for hosting two AFL WAFL derbies – each WAFL club to host a derby match every four to five years. Please note that the table represents the projected income split equally between nine WAFL clubs as example only.
7. Represents the projected income generated from two additional final matches under a final five series program split equally between nine WAFL clubs as example only.
8. Reports the combined fixed guarantee to WAFL clubs plus variable upside under this proposal. Please note that the variable upside does not include costs associated with hosting AFL WAFL home games at club venues, including but not limited to match day security, ground management, gate, waste removal etc.

Special note:

WA's AFL clubs could also provide professional resources and forums if required to assist WAFL clubs to market, promote and develop their brands in a very competitive market place, leading to long term sustainable growth and stability. Both WA AFL clubs have significant commercial and marketing experience to assist WAFL clubs if required.

COSTS ASSOCIATED WITH AFL WAFL TEAMS

The cost implications of operating two AFL WAFL teams will not affect the AFL club payments to the WAFC.

It is in the WA AFL clubs' best interest to manage and control their respective operating AFL WAFL team budgets as efficiently as possible. In fact, significant savings can be made with managing AFL club resources more effectively and efficiently under this proposal.



Please refer to Appendix 9

AFL WAFL salary cap allowance payments to each WAFL club according to the number of WAFL games played by listed AFL players in 2010

ADDENDUM: FURTHER QUESTIONS ANSWERED

6.1

Are there any other concepts proposed other than the introduction of two standalone AFL teams in the WAFL?

6.2

Both WA AFL clubs have enjoyed finals success over the years and are in a strong position. How can you therefore justify that the current system isn't working?

6.3

How do we grow the popularity of the WAFL competition with more AFL content, increased supply (stadium) and the growth of other sports and other forms of entertainment?

6.4

What do the AFL players in WA think about the current system and this proposal?



6.1

ARE THERE ANY OTHER CONCEPTS PROPOSED OTHER THAN THE INTRODUCTION OF TWO STANDALONE AFL TEAMS IN THE WAFL?

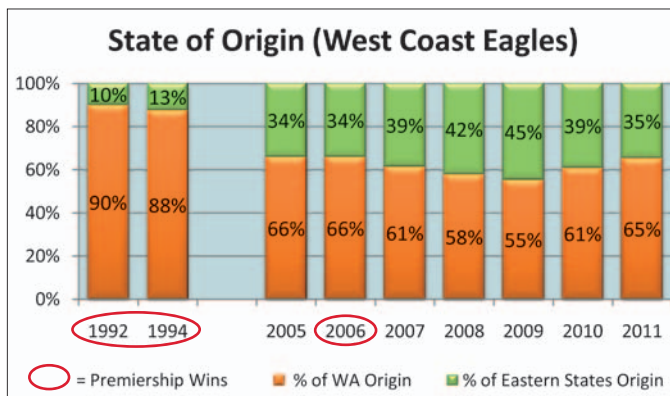
There is no other concept proposed other than two standalone AFL WAFL teams.

6.2

BOTH WA AFL CLUBS HAVE ENJOYED FINALS SUCCESS OVER THE YEARS AND ARE IN A STRONG POSITION. HOW CAN YOU THEREFORE JUSTIFY THAT THE CURRENT SYSTEM ISN'T WORKING?

Whilst WA's AFL clubs have enjoyed finals success over the past 10 years, their AFL counterparts in other states have created an enviable competitive advantage over WA's AFL clubs in recent years and they need to evolve in order to protect the future success of football in WA.

Some may point out that the West Coast Eagles has won three premierships based on the current system; however the landscape has totally changed since winning the first two in 1992 and 1994. The percentage of WA players on the West Coast Eagles primary list has decreased significantly from the highs of '92 and '94 (as shown on the graph below), and the challenge of winning premierships in the future is totally different from the early '90s. Being able to train and develop all players in one team is essential to the early development of these interstate players as well as home grown players in order to provide the best opportunity to play finals football and win premierships.



In the 2011 season, AFL listed players of WA origin represent 52% of the Fremantle Dockers' playing list.

It should also be noted that the West Coast Eagles has been in the top six only three times since 2000 and the Fremantle Dockers has only made the top six twice since 2000.



By comparison, Collingwood and Geelong – who both have standalone teams – have made the top six on six occasions each since 2000. The following table illustrates the AFL ladder positions since 2000:

Year	Collingwood	Geelong	West Coast Eagles	Fremantle Dockers
2000	15	7	13	12
2001	9	12	14	16
2002	2	9	8	13
2003	2	12	8	7
2004	13	4	8	9
2005	15	5	2	10
2006	7	10	1	4
2007	4	1	5	11
2008	6	2	15	14
2009	4	1	11	14
2010	1	3	16	6

Being able to train and develop all players in one team is essential to the early development of these interstate players as well as home grown players in order to provide the best opportunity to play finals football and win premierships.

6.3

HOW DO WE GROW THE POPULARITY OF THE WAFL COMPETITION WITH MORE AFL CONTENT, INCREASED SUPPLY (STADIUM) AND THE GROWTH OF OTHER SPORTS AND OTHER FORMS OF ENTERTAINMENT?

WAFL attendances and popularity have continued to grow steadily over the past few years. ABC TV coverage has been critical to this, along with what is largely a competitive competition. Two new teams in the WAFL competition will allow WA to capitalise on the natural population growth of Perth and the current stadium restrictions, giving more families and younger generations the opportunity to go to football that is more easily accessible. The injection of two AFL WAFL teams will continue to grow the sport. This will allow all WAFL clubs to be on the same level with respect to development, recruiting zones and management, without the interference of the AFL clubs in the day-to-day operation and selection process. It will allow more players to play senior football at WAFL level and hence more players playing in reserves and colts. Competition with the AFL WAFL teams will create a new dimension for the league with the potential for more people to attend matches due to the large following of the AFL clubs.

Two new teams in the WAFL competition will allow WA to capitalise on the natural population growth of Perth and the current stadium restrictions, giving more families and younger generations the opportunity to go to football that is more easily accessible.



6.4

WHAT DO THE AFL PLAYERS IN WA THINK ABOUT THE CURRENT SYSTEM AND THIS PROPOSAL?

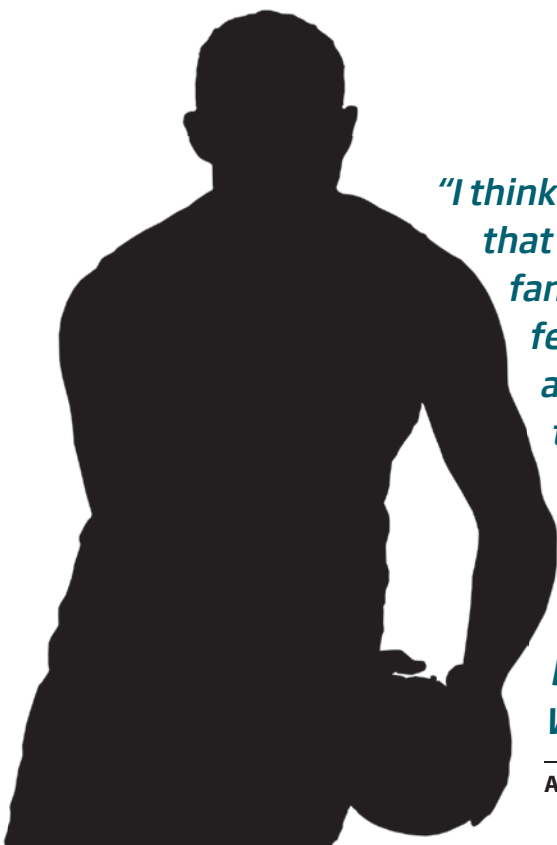
In March 2011, the AFLPA conducted an independent online survey of all West Coast Eagles and Fremantle Dockers players to gauge opinions about their personal experience as AFL listed players participating in the current WAFL system and their views about the proposal for the two WA AFL clubs to enter standalone teams in the WAFL competition from 2012.

The questionnaire first asked the players to rate their experience at their AFL clubs against a number of criteria (the benchmark), followed by their experience at their allocated WAFL club for the same criteria. The survey was anonymous and was conducted by an independent online survey company (Feedback Friend) based in Adelaide. The results were then independently analysed by Asst Professor Dr Elisa R Birch, B Com (hons) Curtin, PhD UWA.

85 out of the 92 AFL players at the two WA AFL clubs completed the survey (a response rate of 92%).

When asked where they would rather play when not playing senior AFL football, the majority of players (73%) indicated that they would rather play for their AFL club in a standalone team competing in the WAFL. 78% of players strongly disagree or disagree that the game style of WAFL and AFL is similar.

Overall, most AFL players are in favour of a standalone AFL WAFL team. When asked if they would personally support a proposal to enter a West Coast Eagles team and a Fremantle Dockers team into the WAFL competition, the majority of players (74%) answered yes. 11% were undecided, 9% answered possibly, but would require further information. Only 6% answered no.



"I think the players most importantly want to ensure that the integrity remains within the WAFL, as it is a fantastic competition and has been for so long. We feel the club has the comp's best interest at heart, and feel as though it is the right time to make this happen. The issue will only get bigger as the years go on, and if we can work with the WAFL and clubs together, a very productive result can be achieved. The competition can reach new heights that it hasn't ventured into before, with both AFL clubs helping the financial stability of WAFL clubs."

ANONYMOUS QUOTE FROM A WA AFL LISTED PLAYER

APPENDICES

1. WCE's and FFC's payments made to the WAFC since 1999
2. National second tier arrangements for AFL clubs
3. AFL clubs' cumulative ladder position and finals success
4. Number of AFL player injuries – past two years
5. Draft 2012 WAFL fixture – conceptual model only
6. Number of 2010 WAFL games played by AFL 2010 listed players V ladder position
7. Participation of 2010 – listed AFL players in WAFL season 2010
8. Number of AFL players participating in WAFL grand final teams 2005-2010
9. AFL WAFL salary cap allowance payments to each WAFL club according to the number of WAFL games played by listed AFL players in 2010

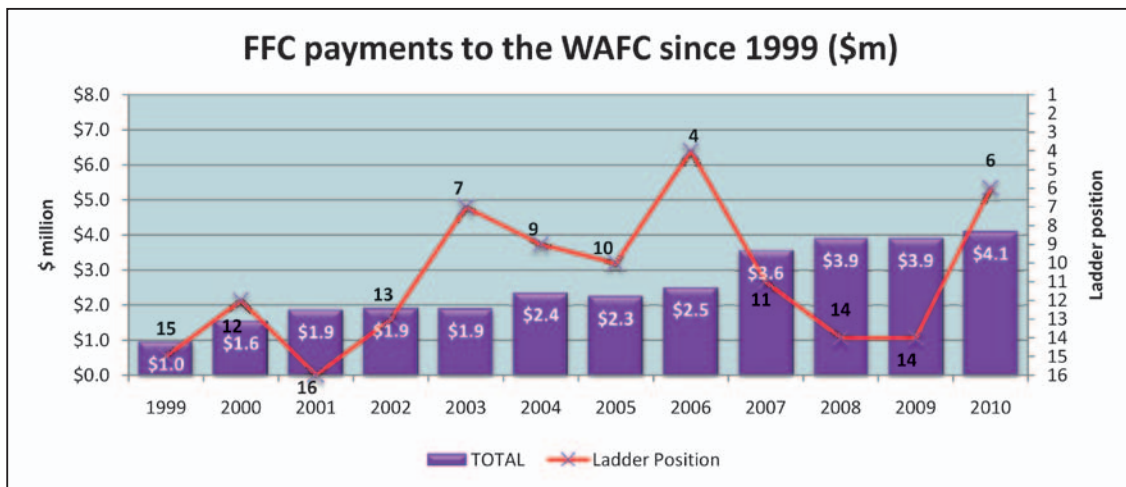
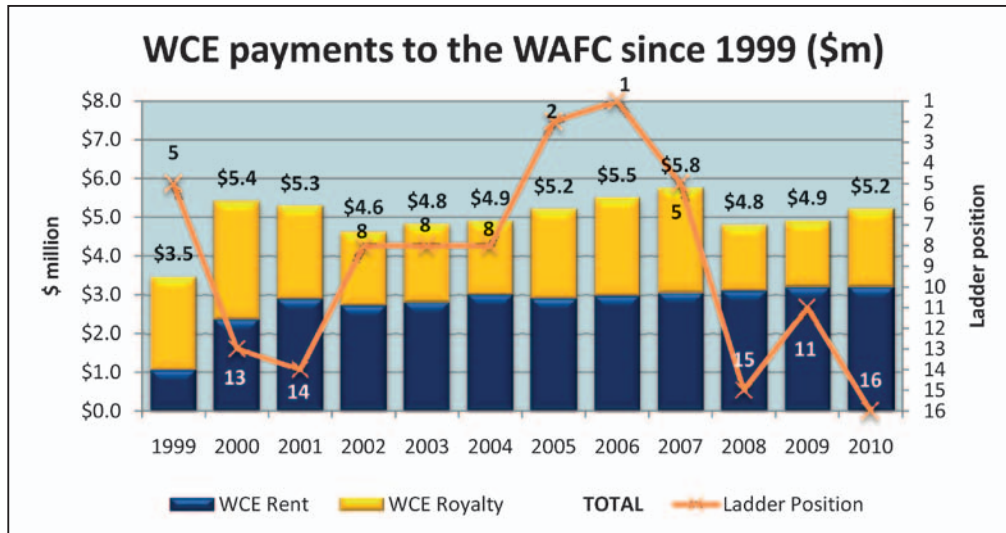


APPENDIX 1

WCE'S AND FFC'S PAYMENTS MADE TO THE WAFC SINCE 1999 (\$M)

Both WA AFL clubs have become two of the three financial pillars underpinning the development of football in WA at all levels. The third pillar is the WAFC's control of Patersons Stadium. With the AFL mandate to equalise the competition, both WA AFL clubs must look for competitive advantages to underpin the financial pillars of WA football.

The following graphs illustrate that stronger WA AFL clubs on-field mean stronger football finances in WA by showing WA AFL club payments to the WAFC since 1999 V ladder position:



APPENDIX 2

NATIONAL SECOND TIER ARRANGEMENTS FOR AFL CLUBS

	Standalone team	Alignment	State league	Coach	Other comments
Adelaide			√		
Brisbane	√			Nathan Clarke	Standalone team in the NEAFL
Carlton		√		Darren Harris	Aligned with Northern Bullants in VFL
Collingwood	√			Tarkyn Lockyer	Standalone team in VFL
Essendon	√			Shannon Grant	Aligned with Bendigo in VFL (but considered standalone as has full control)
Fremantle Dockers			√		
Geelong	√			Dale Amos	Standalone team in VFL
Gold Coast	√			Shaun Hart	Standalone team in the NEAFL
Greater Western Sydney	√			Kevin Sheedy	Standalone team in the NEFL
Hawthorn		√		Damian Carroll	Aligned with Box Hill Hawks in VFL
Melbourne		√		Brad Gotch	Aligned with Casey Scorpions in VFL
North Melbourne		√		Paul Satterley / Gerald Fitzgerald	Aligned with Werribee and North Ballarat in VFL
Port Adelaide			√		
Richmond		√		David Newett	Aligned with Coburg in VFL
St Kilda		√		Brett Lovett	Aligned with Sandringham in VFL
Sydney	√			Henry Playfair	Standalone team in the NEAFL
West Coast Eagles			√		
Western Bulldogs		√		Peter German	Aligned with Williamstown in VFL



APPENDIX 3

AFL CLUBS' CUMULATIVE LADDER POSITION AND FINALS SUCCESS

Since 2000:

- » Eight out of the past 11 AFL premiers (73%) had standalone teams in state leagues.
- » Geelong, which has fielded a standalone team since 2000, is arguably the most successful on-field club in recent years. Geelong has a cumulative ladder position total of 64 since 2000 (the lowest), compared to West Coast Eagles (97) and Fremantle Dockers (113).

- » The top eight best performing AFL clubs since 2000 (in terms of cumulative AFL ladder positions) include four AFL clubs with standalone teams in state leagues (Geelong, Sydney, Brisbane, Collingwood) and two with aligned clubs (St Kilda and Hawthorn).
- » Since 2000, almost two thirds of AFL grand final appearances were by AFL clubs with standalone teams in state leagues (64%).

		# Grand final appearances	# Grand final wins
Adelaide		0	0
Brisbane	Standalone	4	3
Carlton	Alignment	0	0
Collingwood	Standalone	3	1
Essendon*	Standalone	2	1
Fremantle Dockers		0	0
Geelong	Standalone	3	2
Hawthorn	Alignment	1	1
Melbourne	Alignment	1	0
N Melbourne	Alignment	0	0
Port Adelaide		2	1
Richmond	Alignment	0	0
St Kilda	Alignment	2	0
Sydney	Standalone	2	1
West Coast Eagles		2	1
Western Bulldogs	Alignment	0	0
Total		22	11

*NB Although Essendon has an alignment with the Bendigo Bombers, they have full control and are therefore considered to be more of a standalone team than other alignment teams in the VFL.

The following table shows the cumulative ladder position between 2000-2010 of AFL clubs with either standalone or aligned teams in their state leagues:

FROM 2000	Cumulative ladder position	Aligned	Standalone	Premiership wins
Geelong	64	-	2000	2007; 2009
Sydney	75	2000	2003	2005
Brisbane	78	-	1998	2001; 2002; 2003
Collingwood	82	2001	2008	2010
St Kilda	87	2000	-	
Hawthorn	96	2000	-	2008
N Melbourne	96	2000	-	
Essendon	97	2003	2000	2000
Western Bulldogs	99	2000	-	
Melbourne	111	2000	-	
Carlton	122	2003	-	
Richmond	132	2001	-	

By comparison, West Coast Eagles' cumulative ladder position was 97 and Fremantle Dockers' was 113 for the period 2000-2010.

APPENDIX 4

NUMBER OF AFL PLAYER INJURIES - PAST TWO YEARS

PAST TWO YEARS (2009 and 2010)	Total AFL players injured	Total AFL players available for WAFL	Number of top-ups required for WAFL
West Coast Eagles – average over two years			
Average (excl NAB)	8	15	8
Best case scenario	4	19	4
Worst case scenario	13	10	13
Fremantle Dockers – average over two years			
Average (excl NAB)	12	11	12
Best case scenario	7	16	7
Worst case scenario	20	3	20
Both teams – average over two years			
Average (excl NAB)	10	13	10
Best case scenario	6	17	6
Worst case scenario	16	7	16

2010	Total AFL players injured	Total AFL players available for WAFL	Number of top-ups required for WAFL
West Coast Eagles			
Average (excl NAB)	8	15	8
Best case scenario	4	19	4
Worst case scenario	13	10	13
Fremantle Dockers			
Average (excl NAB)	11	12	11
Best case scenario	4	19	4
Worst case scenario	21	2	21
Average both teams			
Average (excl NAB)	10	13	10
Best case scenario	4	19	4
Worst case scenario	17	6	17

2009	Total AFL players injured	Total AFL players available for WAFL	Number of top-ups required for WAFL
West Coast Eagles			
Average (excl NAB)	7	16	7
Best case scenario	4	19	4
Worst case scenario	12	11	12
Fremantle Dockers			
Average (excl NAB)	13	10	13
Best case scenario	10	13	10
Worst case scenario	19	4	19
Average both teams			
Average (excl NAB)	10	13	10
Best case scenario	7	16	7
Worst case scenario	15	8	15

NUMBER OF PLAYER INJURIES BY ROUND FOR SEASONS 2009 AND 2010

	SEASON 2010		SEASON 2009	
	Total WCE players injured	Total FFC players injured	Total WCE players injured	Total FFC players injured
ROUND 1	4	4	9	10
ROUND 2	6	8	8	11
ROUND 3	6	7	7	10
ROUND 4	4	10	7	13
ROUND 5	5	9	6	10
ROUND 6	6	8	4	11
ROUND 7	8	12	6	11
ROUND 8	6	11	5	10
ROUND 9	7	7	5	13
ROUND 10	8	11	4	10
ROUND 11	6	10	4	14
ROUND 12	9	9	4	10
ROUND 13	9	12	7	12
ROUND 14	9	10	9	15
ROUND 15	13	13	10	16
ROUND 16	10	10	12	16
ROUND 17	11	13	9	18
ROUND 18	10	19	9	17
ROUND 19	13	13	8	15
ROUND 20	12	13	9	14
ROUND 21	11	21	10	17
ROUND 22	10	14	10	19
Average	8	11	7	13
Highest number	13	21	12	19
Lowest number	4	4	4	10



APPENDIX 5

DRAFT 2012 WAFL FIXTURE - CONCEPTUAL MODEL ONLY

Please note the following draft 2012 WAFL fixture represents a conceptual model only, based on an 11-team competition. To achieve a 20-game program, all teams play each other twice, with 110 matches played over 23 weeks. All teams will have four byes including a state game between rounds 12 and 13.

As the AFL WAFL teams will not field standalone reserves and colts teams, the competition will largely remain as it is currently with nine teams playing each other twice. In addition, each team plays four other teams a third time.

Both WA AFL clubs recognise that having an 11-team competition means that there will be some rounds where WAFL club support staff will be split between the senior league team in one location and the reserves/colts at another location.

Under this proposed conceptual fixture model, reserves and colts support staff at each WAFL club would only be inconvenienced twice per year (as illustrated by the dark grey shading in the table below).

This scenario has been further explained and illustrated in the special notes below.

Special notes:

The two WAFL teams playing the West Coast Eagles and the Fremantle Dockers teams in 16 of the 20 games would have their reserves and colts sides playing each other.

For example, in round two, Team Two will play Team Three at Team Two's venue (meaning that Team Three's reserves and colts support staff will be inconvenienced).

To address this scenario, the WAFL could consider playing the standalone league games for those teams (against the other AFL WAFL team), as a twilight/night fixture or on a separate day/night over that weekend. Otherwise, some of these games could be played as a country match fixture where that team would already be playing at a separate venue.

Alternatively, the WAFL could consider playing fewer reserves and colts games and potentially have a bye for these grades when a WAFL club is scheduled to play either of the AFL WAFL teams. In this case, the reserves and colts season could be a 16-match program (instead of the current 20-match program). This will simplify the competition and provide a fair and equitable draw for all teams.

Teams playing in the Foxtel Cup will play in round one with rounds 13 and 15 scheduled for those teams to play Foxtel Cup semi finals if they progress.

Round 19 is a split round to allow for teams to participate in the Foxtel Cup grand final.

Two make-up games are required in the reserves and colts competition for the four rounds when only one team plays either the West Coast Eagles or Fremantle Dockers, whilst the other AFL WAFL team has a WAFL league bye in rounds 12/13 and rounds 22/23 (for Teams One and Nine). These two make-up games for these teams could be played in either round one, in the general bye for the state game or in round 19 (the split round).

Teams	1	2	3	4	5	6	7	8	9	10	11	12	State	13	14	15	16	17	18	19	19	20	21	22	23	Elim	Semi	PF	GF
1			A 3	H 5	A 7	H 9	H 11	H 2	A 4	H 6	A 8	H 10			H 3	A 5	H 7	A 9	H 11	A 2		H 4	A 6	H 8	H 10				
2			H 11		A 4	H 6	A 8	H 10	A 1	H 3	A 5	H 7	A 9		H 11		H 4	A 6	H 8	H 10	H 1		A 3	H 5	A 7	H 9			
3			H 10	H 1		A 5	A 7	H 9	H 11	A 2	H 4	A 6	H 8		H 10	H 1		H 5	H 7	A 9		H 11	H 2	A 4	H 6	A 8			
4			H 9	H 11	H 2		A 6	H 8	H 10	H 1	A 3	H 5	A 7		A 9	H 11	A 2		H 6	A 8		H 10	A 1	H 3	A 5	H 7			
5			A 8	H 10	A 1	H 3		H 7	A 9	H 11	H 2	A 4	H 6		H 8	H 10	H 1	A 3		A 7		H 9	H 11	A 2	H 4	A 6			
6	A 7	H 7	A 9	H 11	A 2	H 4		A 8	H 10	A 1	H 3	A 5			H 9	H 11	H 2	A 4		H 8		H 10	H 1	A 3	H 5				
7	H 6	A 6	H 8	H 10	H 1	H 3	A 5		A 9	H 11	A 2	H 4			A 8	H 10	A 1	A 3	H 5			H 9	H 11	H 2	A 4				
8	A 9	H 5	A 7	H 9	H 11	H 2	A 4	H 6		H 10	H 1	A 3		A 5	H 7		H 11	A 2	H 4	A 6			H 10	A 1	H 3				
9	H 8	A 4	H 6	A 8	H 10	A 1	A 3	H 5	H 7		H 11	H 2		H 4	A 6		H 10	H 1	H 3		A 5	A 7		H 11	A 2				
10		A 3	A 5	A 7	A 9	H 11	A 2	A 4	A 6	A 8		A 1		A 3	A 5	A 7	A 9	A 11	A 2		A 4	A 6	A 8		A 1				
11		A 2	A 4	A 6	A 8	A 10	A 1	A 3	A 5	A 7	A 9			A 2	A 4	A 6	A 8	H 10	A 1		A 3	A 5	A 7	A 9					

Current WAFL clubs

WCE

FFC

Reserves/colts fixtures - home team

Reserves/colts fixtures - away team (team inconvenienced)

Foxtel Cup teams

WCE & FFC derby

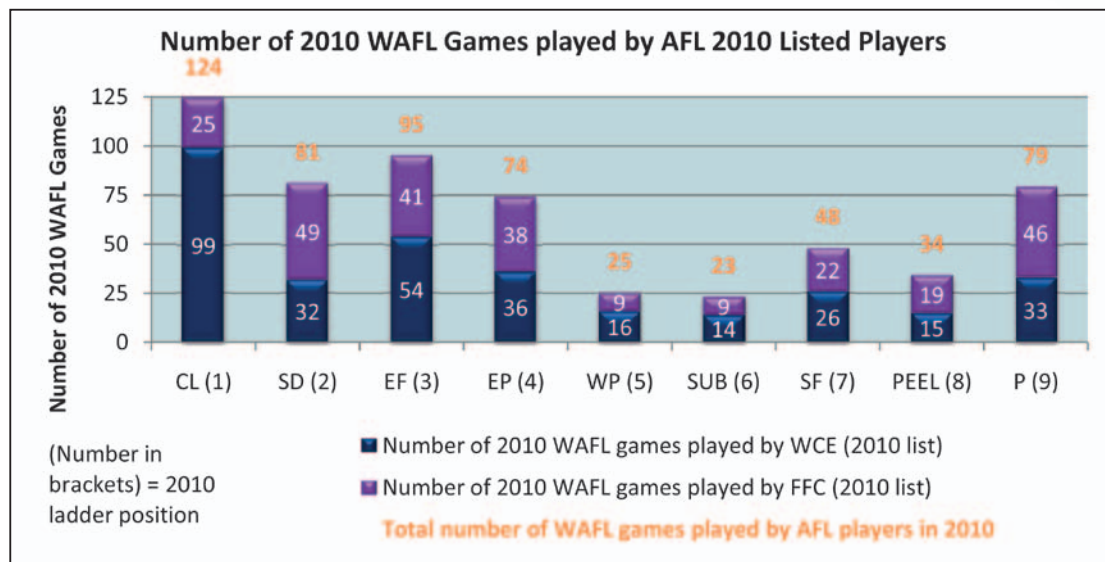
Team byes

APPENDIX 6

NUMBER OF 2010 WAFL GAMES PLAYED BY AFL 2010 LISTED PLAYERS V LADDER POSITION

The following graphs show the impact on WAFL clubs by removing 2010-listed AFL players based on the number of WAFL games they played in 2010. Some clubs will be more impacted than others.

Note: The WAFL clubs' competitiveness and ultimate success is not directly linked to having AFL listed players dropping back. It is essentially linked to the development, maturity and quality of zoned WAFL players, good coaching and effective systems.



Participation of 2010-listed AFL Players in WAFL season 2010

Zero Impact	= 0 WAFL games in 2010
Low Impact	= 1-5 WAFL games in 2010
Medium Impact	= 6-13 WAFL games in 2010
High Impact	= 14-20 WAFL games in 2010

4

3

3

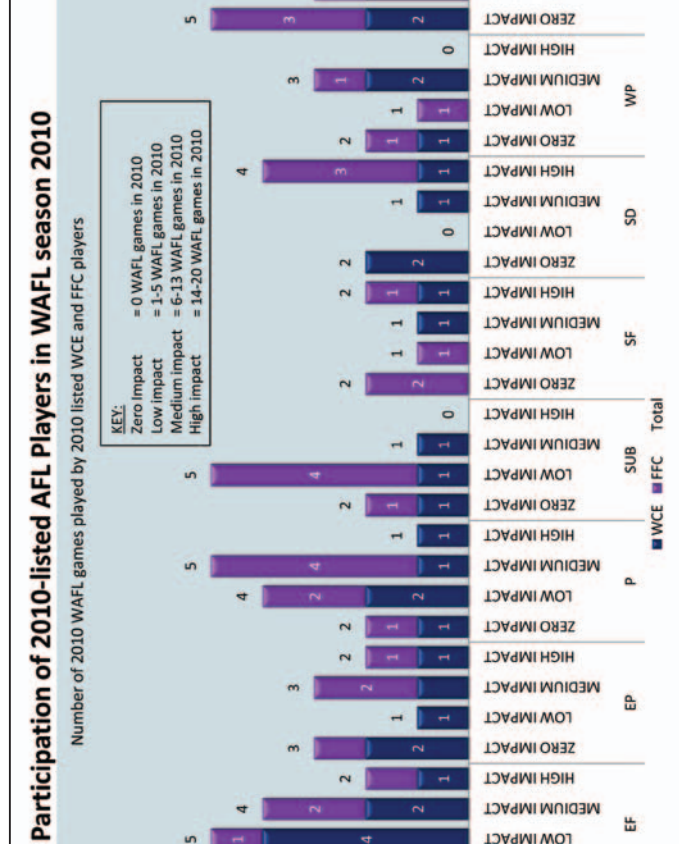
3

3

3

[illegible]

Age Group	Total (%)	Male (%)	Female (%)	Male (%)	Female (%)
18-24	100	100	100	100	100
25-34	100	100	100	100	100
35-44	100	100	100	100	100
45-54	100	100	100	100	100
55-64	100	100	100	100	100
65+	100	100	100	100	100



Fremantle Dockers							TOTAL
ZERO IMPACT FFC players who played WAFL games in 2010	LOW IMPACT FFC players who played 1-5 WAFL games in 2010	MEDIUM IMPACT FFC players who played 6-13 WAFL games in 2010	HIGH IMPACT FFC players who played 14-20 WAFL games in 2010	Total players	Total games played	Total players	
2	3	0	1	6	25	16	
5	1	2	1	9	41	18	
1	0	2	1	4	38	9	
1	2	4	0	7	46	12	
1	4	0	0	5	9	8	
2	1	0	1	4	22	6	
0	0	0	3	3	49	7	
1	1	1	0	3	9	6	
3	1	0	1	5	19	10	
16	13	9	8	46	258	92	

WAFL CLUB	WEST COAST EAGLES						FREMANTLE DOCKERS						TOTAL	TOTAL
	ZERO IMPACT WCE players who played 0 WAFL games in 2010	LOW IMPACT WCE players who played 1-5 WAFL games in 2010	MEDIUM IMPACT WCE players who played 6-13 WAFL games in 2010	HIGH IMPACT WCE players who played 14-20 WAFL games in 2010	Total players	Total games played	ZERO IMPACT FFC players who played 0 WAFL games in 2010	LOW IMPACT FFC players who played 1-5 WAFL games in 2010	MEDIUM IMPACT FFC players who played 6-13 WAFL games in 2010	HIGH IMPACT FFC players who played 14-20 WAFL games in 2010	Total players	Total games played	Total players	Total games played
CL	B Waters (0)	B Jones (5) E Mackenzie (3) P McGinnity (2)	L Stevenson (12) T Swift (11)	G Weedon (20) B Wilkes (16) R Neates (16) L Broome (14)	10	99	A McPhee (0) M de Boer (0)	N Fyfe (4) N Suban (3) A Silvagni (1)		B Schammer (17)	6	25	16	124
EF	D Kerr (0) J Kennedy (0)	M Brown (5) B Sheppard (5) B Dalziel (4) C Masten (3)	T Houlihan (11) M Spangher (12)	K Stevens (14)	9	54	P Hasleby (0) G Ibbotson (0) L McPharlin (0) M Pavlich (0) A Sandilands (0)	R Palmer (5)	C Hall (9) B Bucovas (11)	S Dodd (16)	9	41	18	95
EP	D Cox (0) A Selwood (0)	L Shuey (2)	B McKinley (12)	J Oakley-Nichols (22)	5	36	C Tarrant (0)		H Shephard (11) D Robertson (8)	Z Clarke (19)	4	38	9	74
P	D Glass (0)	S Butler (2) S Selwood (1)	A Smith (11)	W Sullivan (19)	5	33	D Solomon (0)	M Johnson (1) C Mayne (1)	C Sibosado (13) J Bollenhagen (12) T Ruffles (10) J Houghton (9)		7	46	12	79
SUB	M Priddis (0)	M Nicoski (3)	A Cockie (11)		3	14	D Mundy (0)	D Headland (5) A Grover (2) G Broughton (1) R Crowley (1)			5	9	8	23
SF			A Hams (9)	C Wilson (17)	2	26	P Duffield (0) R Hayden (0)	S Thornton (3)		R Murphy (19)	4	22	6	48
SD	A Embley (0) N Naitanui (0)		A Hansen (11)	T Notte (21)	4	32				M Walters (17) C Hinkley (17) C Pearce (15)	3	49	7	81
WP	M LeCras (0)		A Strijk (10) Q Lynch (6)		3	16	S Hill (0)	J Van Berlo (3)	K Bradley (6)		3	9	6	25
PEEL	S Hurn (0) B Ebert (0)	W Schofield (2) M Rosa (1)	J Jones (12)		5	15	A Morabito (0) H Ballantyne (0) M Barlow (0)	B O'Brien (5)		J Crichton (14)	5	19	10	34
TOTAL					46	325					46	258	92	583

APPENDIX 8

NUMBER OF AFL PLAYERS PARTICIPATING IN WAFL GRAND FINAL TEAMS 2005-2010

Of all the WAFL teams that have won grand finals over the past five years, the number of AFL players participating in the grand final ranged from zero to four.

WAFL grand final 2010		
Winners: Swan Districts		
Level	Number of players	% of players
Current AFL listed players	4	18%
Non AFL listed players	18	82%
Total	22	100%

WAFL grand final 2010		
Runners Up: Claremont		
Level	Number of players	% of players
Current AFL listed players	5	23%
Non AFL listed players	17	77%
Total	22	100%

WAFL grand final 2009		
Winners: South Fremantle		
Level	Number of players	% of players
Current AFL listed players	4	18%
Non AFL listed players	18	82%
Total	22	100%

WAFL grand final 2009		
Runners Up: Subiaco		
Level	Number of players	% of players
Current AFL listed players	2	9%
Non AFL listed players	20	91%
Total	22	100%

WAFL grand final 2008		
Winners: Subiaco		
Level	Number of players	% of players
Current AFL listed players	0	0%
Non AFL listed players	22	100%
Total	22	100%

WAFL grand final 2008		
Runners Up: Swan Districts		
Level	Number of players	% of players
Current AFL listed players	3	14%
Non AFL listed players	19	86%
Total	22	100%

WAFL grand final 2007		
Winners: Subiaco		
Level	Number of players	% of players
Current AFL listed players	1	5%
Non AFL listed players	21	95%
Total	22	100%

WAFL grand final 2007		
Runners Up: Claremont		
Level	Number of players	% of players
Current AFL listed players	6	27%
Non AFL listed players	16	73%
Total	22	100%

WAFL grand final 2006		
Winners: Subiaco		
Level	Number of players	% of players
Current AFL listed players	4	18%
Non AFL listed players	18	82%
Total	22	100%

WAFL grand final 2006		
Runners Up: South Fremantle		
Level	Number of players	% of players
Current AFL listed players	5	23%
Non AFL listed players	17	77%
Total	22	100%

APPENDIX 9

AFL WAFL SALARY CAP ALLOWANCE PAYMENTS TO EACH WAFL CLUB ACCORDING TO THE NUMBER OF WAFL GAMES PLAYED BY LISTED AFL PLAYERS IN 2010

The AFL WAFL salary cap allowance reflects the theoretical payment allocated per game for AFL listed players who played in the WAFL competition in 2010 (NB. 2011 figures will be used in calculating the increase in 2012). This compensation package is valued and assessed at \$145,750 in accordance with the AFL WAFL salary allowance for AFL listed players who have played 26-50 games.

WAFL CLUB	WCE players allocated	WAFL games played 2010 (WCE players)	Est. cost of replacing WCE players to WAFL club (\$250 x game played)	FFC players allocated	WAFL games played 2010 (FFC players)	Est. cost of replacing FFC players to WAFL club (\$250 x game played)	TOTAL 2010 PLAYER ALLOCATION PER WAFL CLUB	TOTAL COST PER WAFL CLUB OF REPLACING LOST AFL PLAYERS	2012	2013	2014
CL	10	99	\$24,750	6	25	\$6,250	16	\$31,000	\$10,333	\$10,333	\$10,333
EF	9	54	\$13,500	9	41	\$10,250	18	\$23,750	\$7,917	\$7,917	\$7,917
EP	5	36	\$9,000	4	38	\$9,500	9	\$18,500	\$6,167	\$6,167	\$6,167
P	5	33	\$8,250	7	46	\$11,500	12	\$19,750	\$6,583	\$6,583	\$6,583
SUB	3	14	\$3,500	5	9	\$2,250	8	\$5,750	\$1,917	\$1,917	\$1,917
SD	4	32	\$8,000	3	49	\$12,250	7	\$20,250	\$6,750	\$6,750	\$6,750
SF	2	26	\$6,500	4	22	\$5,500	6	\$12,000	\$4,000	\$4,000	\$4,000
WP	3	16	\$4,000	3	9	\$2,250	6	\$6,250	\$2,083	\$2,083	\$2,083
PEEL	5	15	\$3,750	5	19	\$4,750	10	\$8,500	\$2,833	\$2,833	\$2,833
TOTAL	46	325	\$81,250	46	258	\$64,500	92	\$145,750	\$48,583	\$48,583	\$48,583



ACKNOWLEDGEMENTS

The West Coast Eagles and Fremantle Dockers would like to thank all football stakeholders who have contributed to the proposal including key personnel from the WAFC, the WAFL clubs, both WA AFL clubs, the AFL, the AFLPA, non WA AFL clubs, and other associates of the WAFL and the broader football community.

Both WA AFL clubs anticipate that the entry of AFL WAFL teams in the WAFL competition will generate additional finances for the nine existing clubs and would stimulate even greater interest in a competition that has been part of the West Australian culture since 1885.

The West Coast Eagles and Fremantle Dockers trust that they have demonstrated through this proposal that they are committed to improving the status of the WAFL competition in a manner that:

- » preserves and improves its **integrity**;
- » widens the football **pathway**;
- » strengthens its **profile**;
- » addresses the development of WAFL clubs' **centres of excellence**; and
- » provides **financial sustainability** to protect the future of the WAFL competition.

The motivation behind this submission is to make WA football stronger for the future – at all levels.

Both WA AFL clubs would like to thank the WAFC and WAFL for the opportunity to present this proposal and they look forward to an early response in July 2011 to ensure that the WAFL clubs and the two WA AFL clubs are best prepared for the 2012 season.

**MAKING *WA* FOOTBALL
STRONGER FOR THE FUTURE**

Photography

WA Newspapers Ltd, William Crabb Photography, Belinda Pike, WAFC

Design and printing

Cambridge Sports Media

© West Coast Eagles Football Club and Fremantle Dockers Football Club 2011

All rights reserved.

No part of this publication may be reproduced or copied in any form or by any means without the written permission of both the West Coast Eagles Football Club and the Fremantle Dockers Football Club.

