

Fitzroy Reds FC, Fitzroy Junior FC, Edinburgh Cricket Club

Councillor Briefing – Background Information on Community Involvement

Friday, December 10th 2004

For additional info check out www.fitzroyreds.com.au , www.fitzroyjunior.com.au , www.edinburghccl.com.au

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

- Three clubs have **positively and proactively worked with the City of Yarra** on a wide range of projects and activities. Here are just a few:
 - **Visiting local schools to run clinics to encourage participation** through a CoY program.
 - Adam Grant, Vice President of the Fitzroy Reds, donated his time to be **guest speaker to launch the CoY A-Z of Fun**.
 - Regular Attendees at the **CoY Community Day**
 - Fantastic progress on **clubroom development plans and costings** (fantastic support from Brian Lancaster and Geoff Ovens).
 - Worked closely with Hannah Eldridge on the **successful Sport & Recreation Victoria Minor Community Facilities Grant for lighting, safety nets and ticketbox storage facilities** at W T Peterson Oval.

- Clubs are **willing to share knowledge and mentor other community organisations** via City of Yarra forums.

- Use of **strong media connections and innovative feature matches** to promote the **benefits of community sport and healthy lifestyles**
 - **Reflex Community Cup – MCG Curtainraiser preceding Brisbane Lions v Collinwood, August 2003**
 - **Latte Community Cup – feature games in 2003 and 2004 promoting Brunswick Street**
 - **Fitzroy (AFL/VFL Past Players) v Fitzroy Reds feature pre-season match – March 2005**
 - **A by no means exhaustive list of Media Connections:**
 - **Jon Faine** – Fitzroy Reds Patron & 774 ABC Morning Presenter.
 - **Red Symons** – Fitzroy Reds Patron & 774 ABC Morning Presenter.
 - **Anthony Hudson** – Fitzroy Reds Patron (+ former player) & Channel 10 & Foxtel Commentator
 - **Ross Stevenson** – Fitzroy Reds Patron (+ former player) & 3AW Morning Presenter.
 - **Paul Daffey** – Fitzroy Reds Patron & Sports Journalist at The Age & The Sunday Age.
 - **Eddie McGuire** – The Footy Show, Collingwood FC President (host club of Aug 9th curtainraiser)
 - **Tony Leonard** – 3AW Saturday Breakfast Show Presenter
 - **Scott Palmer** – Sunday Herald Sun “Punchlines” Editor
 - **Sara Bennic** – Moreland & Yarra Leader Sports Reporter
 - **Ben Schneiders** – The Melbourne Times City of Yarra Reporter