

# EVENT BRIEF

*Inaugural  
National  
Indigenous  
Football  
Championships  
2016*

December 2015

*Prepared by: Lawrence Gilbert and Bernie McLeod  
(Wreck Bay Football Club)*

*Event Brief*

Disclaimer

While reasonable efforts have been made to ensure the contents of this publication are factually correct, Wreck Bay Football Club does not accept responsibility for the accuracy or completeness of the contents, and shall not be liable for any loss or damage that may be occasioned directly or indirectly through the use of, or reliance on, the contents of this publication.

This report should be attributed as 'Event Briefing, Wreck Bay Football Club (December 2015)'

---



*Event Brief*

## An Event Brief:

---

Inaugural National Indigenous Football Championships

3-5 November 2016

Prepared by:

Mr. Lawrence Gilbert and Mr. Bernie McLeod

*(Wreck Bay Football Club)*

Event Brief

## Contents

<i>A message from the Wreck Bay Football Club (FC)</i> .....	3
<i>Mission Statement</i> .....	4
<i>Vision</i> .....	4
<i>History of the Wreck Bay Football Club (FC)</i> .....	5
<i>Aims and Objectives</i> .....	5
<i>Evidence</i> .....	7
<i>Governance</i> .....	8
<i>The Operation Plan</i> .....	9
<i>Project risk management</i> .....	10
<i>Tournament Poster</i> .....	11
<i>Tournament Logo</i> .....	12
<i>Ground Map</i> .....	13
<i>Program</i> .....	14
<i>Media and Marketing Plan</i> .....	15
<i>Report and evaluation</i> .....	16
<i>Business and Contact Details</i> .....	17

*Event Brief*

## **A message from the Wreck Bay Football Club (FC)**

The Wreck Bay Football Club is proud to host the Inaugural National Indigenous Football Championships. The event is scheduled to be held 3-5 November 2016 at the Shoalhaven Sporting Complex, Nowra. This year's theme will be 'Linking Nations, Strong Participation'.

The purpose of the event is to bring together Aboriginal and Torres Strait Islander communities from across Australia and offer a first class football tournament. Our primary focus will be to work towards creating career pathways for Indigenous Football players and coaches, as well as increase participation and promote healthy lifestyles.

The Wreck Bay Football Club is working in partnership with Football Federation Australia, other state-wide football associations and relevant community stakeholders for the event in the first instance to be held annually on the South Coast of NSW. The Club will host the event concurrently for the first three years before handing the event to the winners. For this event to be a success it will be important to work closely in partnership with existing NSW Football infrastructures.

The Football Federation Australia's *Indigenous Football Development Strategy 2012-2017 (Football Dreaming)* declares that the three key priorities are: to maximise Indigenous Football participation opportunities; identify and develop talented Indigenous footballers; and use football as a vehicle to positively impact social development issues such as education, employment and health. We believe that this event directly supports these priorities.

This Event brief provides an outline of how we intend to manage, coordinate and work in partnership with the football fraternity and Aboriginal and Torres Strait Islander communities. We are confident that this event will provide a platform for introducing football (the world game) to Australian Indigenous communities across the nation. We plan to build an Indigenous governance network that is sustainable and can be modified when necessary to reflect the ongoing development and needs of the Tournament.

The Wreck Bay Football Club is strongly committed to providing opportunities for Indigenous people through football. Our Club has a strong focus on building the skills of the Aboriginal community to organise community sport and physical recreation activities. We also promote healthy living, drug free participation and respect for players, officials and spectators.

It is with great pleasure that the Wreck Bay Football Club and the Aboriginal people of the Wreck Bay community (the Yuin & Wodi Wodi Nations) present the Inaugural National Indigenous Football Championships.

Bernie McLeod

(Chairperson, Wreck Bay Football Club)

Event Brief

## Mission Statement

*'To establish a National Indigenous Football  
Tournament for first people's nations of Australia'*



## Vision

*'To build sustainable relationships with our partners  
through football events, and memorable opportunities for  
Indigenous Communities across the nation'*



*Event Brief*

## History of the Wreck Bay Football Club (FC)

The Wreck Bay Football Club (FC) was officially formed in 2005 by community people from the Wreck Bay Aboriginal community and surrounding region. Predominantly Aboriginal based, the club focuses on health, saying no to domestic violence, education initiatives, community capacity building and stronger families. The Club began when a group of Aboriginal players formed an “offshoot” from the Huskisson/Vincentia Football Club: ‘all we had was a dream. No equipment, just plain ambition to achieve’.

In 2005, our one and only 3<sup>rd</sup> grade team and senior men’s team just missed out on making the semi- finals in our first year, and in 2006, we entered two senior men’s teams in the 3<sup>rd</sup> and 4<sup>th</sup> grade competitions. This was only our second year in the soccer competition. Both teams made the semi-finals, achieving the honor of winning the 3<sup>rd</sup> grade grand final and becoming premiers for 2006. This was an unbelievable achievement and a very empowering moment for the Aboriginal Community of Wreck Bay.

The Wreck Bay Football Club has now been part of the Shoalhaven District Soccer Association for over ten years and we do more than just run a football club. We have the ability to build capacity, and work towards reducing the number of community people becoming involved in anti- social types of behaviour. We can also play an important role in breaking this cycle through sport and recreation.

## Event Aims and Objectives

### Aims

This project provides the Wreck Bay Football Club (FC) with an opportunity to:

1. Support initiatives identified in the Football Federation Australia: Indigenous Football Development Strategy 2012-2017 (Football Dreaming).
2. Host the Inaugural National Indigenous Football Championships 2016.
3. Use this avenue for developing partnerships between the Football Federation Australia, government, corporate sectors and Indigenous communities across the nation.
4. Promote football (soccer) as a concept for addressing health, education and employment issues, using it as an opportunity for organisations to disseminate and promote information.
5. Provide (best practice opportunities) for organisations and agencies to promote, disseminate information and material.



*Event Brief*

**Objectives**

The key objectives for this project are:

1. To increase the number of Indigenous communities interested in Football (soccer) across the nation.
2. To build a platform for Indigenous communities to communicate, network and promote football.
3. To create pathways for talented footballers to be identified, trialed and selected for mainstream teams.
4. To use football to address social issues impacting Indigenous communities across Australia.
5. To build the capacity of the Wreck Bay Aboriginal community and surrounding region.
6. To prepare a final report for Football Federation Australia.

**Scope**

This project will implement the following:

1. Event launch (February 2016)
2. Championship (November 2016)
3. Gala Presentation Dinner (November 2016)

The Inaugural National Indigenous Football Championships 2016 will consist of two competition components:

1. 16 x Open Age Men's Teams competing for the National title. An Indigenous representative side will be selected from this competition.
2. 16 x Open Age Woman Teams competing for the National title. An Indigenous representative side will be selected from this competition.

*Event Brief*

## Evidence

It is common knowledge that Aboriginal Australians have proved that wherever the opportunity has been available, their capacity to reach levels of excellence is equal to anyone else in Australia. History has shown the number of great Indigenous sportsmen and sportswomen that have risen to the top of their chosen sporting discipline in areas like boxing, rugby union, rugby league, Australian rules, tennis and basketball to name a few.

Indigenous people in New South Wales predominately reside in urban and regional areas of the state, yet they comprise the largest proportion of the populations of most remote regions of New South Wales. The Aboriginal populations throughout Australia are very diverse, and are represented by a number of cultures, communities and languages.

There are notable differences between Aboriginal communities that are from differing urban remote or regional environments. In terms of communication, English language proficiency drops off dramatically the more marginalised a community whether they are urban, rural or remote.

Some of the best Aboriginal soccer players in the country come from New South Wales. Football Federation Australia (FFA) has developed the Indigenous Football Development Strategy 2012-2017 (Football Dreaming) and has identified the number of registered Indigenous footballers across the nation as follows:

Member Federation	Indigenous
Capital Football	197
Football Federation Northern Territory	161
Football Federation South Australia	169
Football Federation Tasmania	275
Football Federation Victoria	336
Football NSW	2502
Football Queensland	1132
Football West	238
Northern NSW Football	1513
<b>Totals</b>	<b>6541</b>

At this stage, the Strategy addresses clinics in schools and junior tournaments (for under 15 years of age). This proposal will address the gap by offering open men's and women's tournaments for Indigenous Australians (16 years and above). This event will be of community interest, and will create opportunities for mainstream clubs to identify talent.

Event Brief

## Governance

### Wreck Bay Football Club (Board and Host)

The Board	Position
Mr. Bernie McLeod	Chairperson
Ms. Narelle Stewart	Director / Secretary
Ms. Angie McLeod	Director / Treasurer
Mr. A.J Roberts	Director
Mr. Darren Sturgeon	Director
Mr. Arthur McLeod	Director

### Tournament Management Team

Project Team	Position
Mr. Bernie McLeod	Tournament Director
Ms. Narelle Stewart Ms. Angie McLeod	Directors - Canteen / BBQ
Mr. John Janke	Event Producer and Media Liaison – Gala Dinner
Mr. A.J Roberts Mr. Darren Sturgeon Mr. Arthur McLeod Mr. Lawrence Gilbert Mr. Bobbie Brodie Mr. Brian Brown	Event Support
Mr. Con Roubis	Savva and Roubis Accountants
Ms. Megan Pickett	Legal Council
TBA TBA TBA	Shoalhaven Football Association Football NSW Football Federation Australia
Mr. Jamie Warren (Johnny Warren Foundation) Mr. Patrick Skene (Red Elephant)	Event Advisors
Lawrence Gilbert	Sponsorship / Administration Support

*Event Brief*

## **The Operation Plan**

### **Championship – Shoalhaven (3rd November 2016 – 5th November 2016)**

This part of the project will be implemented by the Board and the Management Committee, in partnership with Football NSW and Football Federation Australia associations.

1. A media and marketing campaign will be developed to promote the event.
2. NITV / SBS will be engaged to cover the event.
3. Ministers, government and corporate sectors will be invited to attend.
4. Relevant community volunteers, Aboriginal elders and officials will support the event.
5. A program will be developed to inform the community.
6. The football fraternity will be invited to attend.
7. Organisations will be able to promote and disseminate information (e.g. stalls, banners and branding).
8. Relevant people will be engaged to deliver aspects of the Championship.

### **Gala Dinner – Shoalhaven (5th November 2016)**

This part of the project will be managed by the Wreck Bay Football Club in partnership with Football NSW and Football Federation Australia associations.

1. The coordination will be led by the Wreck Bay Football Club: Board and implemented by the Management Committee.
2. A media and marketing campaign will be developed to promote the Gala Dinner.
3. NITV / SBS will be engaged to cover the event.
4. Ministers, government and corporate sectors will be invited to attend.
5. Football fraternity will be invited to attend.
6. The event will be held at the Shoalhaven Entertainment Centre, Nowra.
7. Relevant people will be engaged to deliver aspects of the Gala Dinner.

*Event Brief*

## **Project risk management**

### **Identified Risks**

Risks associated with the management of the project include:

1. Community participation – boycotts from some sectors of the community.
2. Partners do not deliver on their commitment to the event.
3. Stakeholders do not want to lead or participate in the event process.
4. Event does not meet the community's expectations.
5. Some sectors of the community may emphasise other issues of importance outside the scope of the project.
6. Community and stakeholders not satisfied with the information framework and scope presented.
7. The lack of understanding of the purpose of the event, and how the evaluation and feedback process can relate to the future directions.
8. Unforeseen events that affect the project schedule which might cause delay to the project.

### **Strategies for managing risks**

Associated risks will be managed through:

1. Regular stakeholder meetings and documented consultations to ensure full understanding.
2. Identifying sectors that may not participate and holding targeted discussions.
3. Ensuring appropriate appreciation and recognition of work.
4. Ensuring the partners are involved at all levels of discussion.
5. Ensuring all parties understand their roles and responsibilities.
6. Ensuring the project scope is defined before implementation.
7. Articulating the purpose of the event and its outcomes.
8. Sound information to participants and stakeholders

Event Brief

## Tournament Poster

**DRUG & ALCOHOL FREE EVENT**

BOSS LADY GRAPHIC DESIGNS  
WWW.BOSSLADYDESIGNS.COM

BOSS LADY GRAPHIC DESIGNS  
WWW.BOSSLADYDESIGNS.COM

**ENTRY FEE \$1,000**

**PRIZE MONEY**

INAUGURAL  
**NATIONAL**  
**INDIGENOUS**  
FOOTBALL CHAMPIONSHIPS

BOSS LADY GRAPHIC DESIGNS  
WWW.BOSSLADYDESIGNS.COM

**NOWRA**

BOSS LADY GRAPHIC DESIGNS  
WWW.BOSSLADYDESIGNS.COM

FEBRUARY • 23RD-25TH • 2015

**SOUTH NOWRA SPORTING COMPLEX**  
MUMBULLA ST SOUTH NOWRA 2541  
(BEHIND McDONALD SOUTH NOWRA)

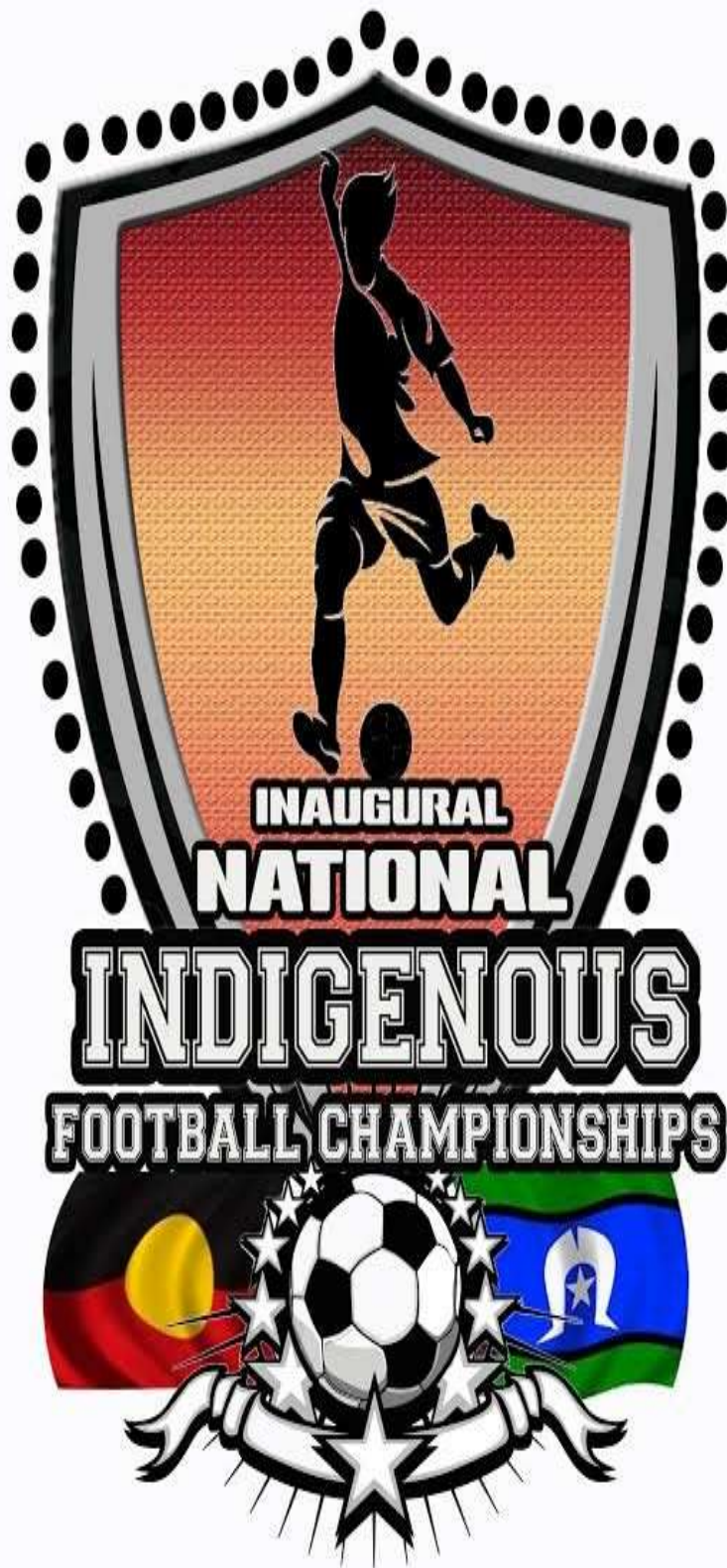
**CONTACT**  
BERNIE MCLEOD 0421 381 517  
EMAIL: WRECKBAYSHARKS@GMAIL.COM  
FOR INFORMATION PACKAGES,  
REGO CLOSING DATE 30/11/2014

**PROUDLY SPONSORED BY**

BOSS LADY GRAPHIC DESIGNS  
WWW.BOSSLADYDESIGNS.COM.AU

Event Brief

## Tournament Logo



Event Brief

# Ground Map

## Operational Plan - South Nowra Sporting Complex

0 50 100 200 Meters





## Event Brief

## Program

**Day (1): Thursday, 3 November 2016**

Time	Item / Activity
9:00am – 17:00pm	Participants Travel – Book into accommodation
6:00pm – 8:30pm	The Tournament draw and uniforms pick-up at South Nowra Sporting Complex  (Team Officials Meeting e.g. coaches / manager's)
<b>20:30pm</b>	<b>Close</b>

**Day (2): Friday, 4 November 2016**

Time	Item / Activity
8:00am	Welcome to Country / Acknowledgements
8:30am – 12:00pm	Competition Games
<b>12:00pm – 12:30pm</b>	<b>Lunch Break</b>
12:30pm – 18:00pm	Competition Games
<b>18:30pm</b>	<b>Close</b>

**Day (3): Saturday, 5 November 2016**

Time	Item / Activity
8:30am – 12:00pm	Competition Games (Finals)
<b>12:00pm – 12:30pm</b>	<b>Lunch Break</b>
12:30pm – 16:00pm	Competition Games (Finals)
<b>16:00pm – 18:00pm</b>	<b>Break</b>
19:00pm – 12:30am	Gala Dinner (Nowra Convention Centre)
<b>12:30am</b>	<b>Close</b>

**Day (4): Sunday, 6 November 2016**

Time	Item / Activity
9:00am – 13:00pm	Optional - Participants travel to Wreck Bay Aboriginal Community for cultural visit
13:00pm – 18:00pm	Participants Travel Home
<b>18:00pm</b>	<b>Close</b>

*Event Brief*

## **Media and Marketing Plan**

This section of the Event Plan includes a communication plan consisting of marketing and public relations activities for the Wreck Bay Football Club, Vincentia NSW. A Media and Marketing Plan will be specifically developed to support this initiative. The plan will consist of:

1. Advertising
2. Communication style
3. Website
4. Information packs
5. Merchandise
6. Media / newspapers
7. Stakeholder and engagement
8. Sponsorship / fundraising
9. Television
10. Word of mouth
11. Product development
12. Service delivery
13. Partnerships
14. Understanding expectations

Marketing plays a vital role in any successful event. This plan will be developed to support all aspects of the event.

*Event Brief*

## Report and evaluation

The Wreck Bay Football Club (FC) will draft a final report for Football Federation Australia (FFA) by the end of the financial year 2017. The report will be presented in 2 parts:

### **Part 1: Executive Report**

1. Introduction
2. Methodology
3. Aims and Objectives
4. Partners
5. Reporting Period
6. Launch
7. Championship
8. Gala Dinner
9. Achievements
10. Highlights
11. Audit
12. Conclusions
13. Recommendations

### **Part 2: Evaluation**

1. Introduction
2. Background
3. Governance
4. Evaluation Objectives and key Questions
5. Evaluation Scope
6. Methodology
7. Costs
8. Benefits
9. Outcomes
10. Conclusions
11. Recommendations

*Event Brief*

## **Business and Contact Details**

### **Business Details:**

Trading Name/Official Business Name: Wreck Bay Football Club Incorporated

ABN: 70 470 810 442

Number of years in business: Since 1995 Insurances: See Below

Postal address: 156 The Park Drive Sanctuary Point

Principal contact and position: Bernie McLeod

Telephone: (m) 0459 273 619

Email: [wreckbaysharks@gmail.com](mailto:wreckbaysharks@gmail.com)

### **Contact Details:**

Mr. Bernie McLeod Chairperson

Wreck Bay Football Club (FC)

(m) 0459 273 619

[wreckbaysharks@gmail.com](mailto:wreckbaysharks@gmail.com)

Event Brief

