



ABC Television & the West Australian Football League

Building better communities together



ABC TV Coverage of State Leagues Builds Communities

Televising State League football provides more than just an opportunity for audiences to watch their favourite team in action. Excellent TV ratings enhance the profile of football, allowing the game to achieve additional outcomes and significant community benefits, particularly in regional areas where football is the glue that binds communities together.

As our indigenous game, Australian Football has a particularly special place within our indigenous communities and is the ideal vehicle to address specific social needs. The indigenous have a strong link to the WAFL through ABC TV coverage, which delivers our game and its benefits to all corners of the largest State in the world. Indigenous players who promote aspirations and goals and are identified as future mentors and role models after featuring prominently in the WAFL coverage.

The promotion of the WAFL through the ABC telecast also has an important role in linking the WAFL competition and its clubs to the community. This profile then assists the football structure and network in delivering community benefits.

The football structure in Western Australia is a fully integrated model where the strategic objective is Footy Plus: Grow the Game.

Footy Plus represents the social dividend that arises from WA Football's community building activities. Sport in general and football in particular delivers a wide range of outcomes. Some of these include:

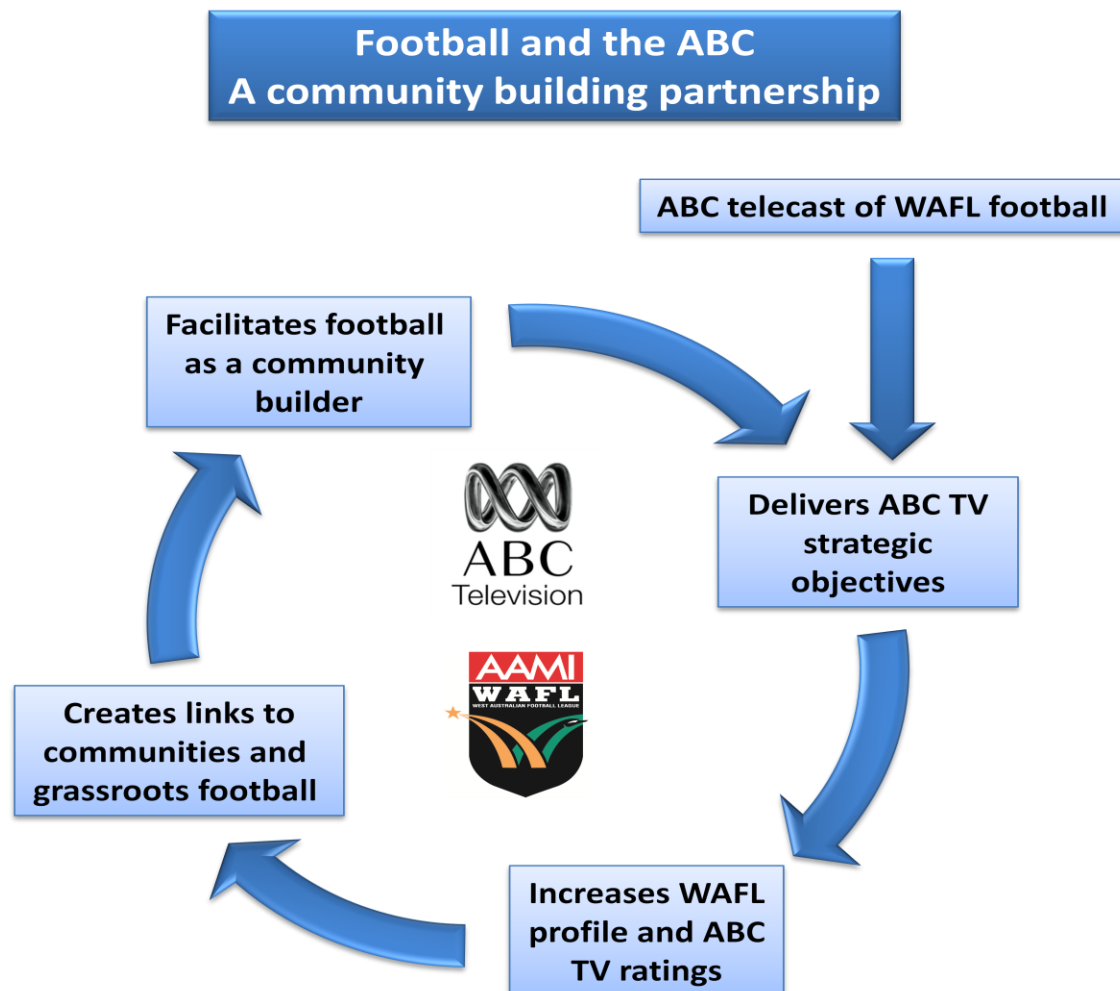
- The use of football as a vehicle to engage indigenous students in school, which has a strong record of achieving success.
- Assimilation programs enabling new immigrants to Australia to have an easier transition when integrating into our community.
- Programs for the intellectually disabled provide a wonderful outlet and great thrill for the participants and their carers.
- Mental health programs target the significant issue of suicide prevention in regional areas.
- The Belt Up campaign has promoted road safety messages and saved many lives within the community.
- The quality environment of football clubs assists in developing appropriate decision making and the building of positive community values.

Growing the Game results in a healthier community as a result of active participation in football.

The WAFL and ABC partnership also targets a market not represented by AFL coverage of the game. The ABC telecast of the WAFL is free to air in country areas where the WAFL has a significant following. Importantly in metro and regional areas, the WAFL's links to the community has created its own target market – a growing target market.

The AFL attracts audiences with its glamour as an entertainment business however the WA football system, represented by the WAFL, provides the grassroots link and the foot soldiers to deliver football and community programs.

The removal of ABC television coverage of the WAFL will severely impact the profile of the competition and its profile in the market place, which will greatly affect its ability to deliver the community benefits of football.



This submission identifies the alignment of the ABC's strategic objectives and the role of the WAFL. It is critical that this partnership continues for everyone involved.

The vision

ABC Vision

To be a trusted and innovative media organisation, enriching the lives of all Australians and presenting Australian perspectives to the world.

WAFL Vision

To be the premier state league in Australia, providing a positive experience unmatched by any other sport, that generates significant community benefit.

ABC's Six Strategic Goals

Being audience focused:

To provide a range of media experiences to meet the needs and expectations of diverse audiences.

Being innovative:

To pursue new ideas, opportunities and partnerships, and grow our capabilities for the future.

Being high quality:

To consistently deliver content which reflects the ABC's commitment to quality, independence and high editorial standards.

Being values based:

To demonstrate ABC Values in every aspect of our work.

Being efficient:

To maximize the efficient and effective use of resources.

Being responsible:

To be visible and active in the community, setting high standards of social, environmental and regulatory responsibility.

Common objectives of the ABC and WA Football

- Enrich the lives of Australians
- Generate significant community benefit
- Promote unique Australian content
- Contribute to a sense of national identity
- Encourage health, wellbeing & education
- Provide a positive experience
- Reflect the multicultural character of the Australian community

The partnership

Growing stronger together through common goals

The West Australian Football League and ABC Television are both distinctively Australian. They are part of the cultural fabric of our society and provide an opportunity for communities to connect across the vast expanses of our State. For more than a quarter of a century, the ABC and the WAFL have worked to achieve common goals and enrich the lives of Australians, strengthen connections in the community and deliver Australia's only indigenous game to all corners of the State. This has generated greater support for both the WAFL competition and ABC Television, allowing each to achieve positive community outcomes, while adding value to a sense of national identity.

Enriching lives of Australians

It's more than a game – it's a way of life

Audience
focused

Being
High quality

Values
based

Being
Efficient

Being
Responsible

For so many West Australians, football is far more than a game. It is a way of life, a custom, an ambition achieved, or a goal someone is striving to reach. It is distinctively Australian and one of the cornerstones of our national identity, especially at a grass roots level. WAFL games are played throughout the State and broadcast by ABC Television, promoting not only clubs and players but regions, districts, towns and suburbs. Televised WAFL games also generate significant income for local communities through associated services and sponsorship, as well as providing development opportunities for emerging talent in a range of skills and industries.

Healthy communities – bodies and minds

Values
based

Being
Responsible

Last year, football provided physical activity for more than 120,000 West Australians of all ages, male and female, from Auskick to Masters. It acted as an ideal vehicle for encouraging healthy lifestyles in remote and indigenous communities, especially with the support of ABC TV broadcast games. Every WAFL District throughout the State promotes healthy living messages and encourages football participation, which is reinforced through ABC TV coverage of the competition.



Australia's Indigenous game

Audience
focused

Being
Responsible

As Australia's only indigenous game, it is fitting that Indigenous Australians are among some of the most skillful, talented and exciting players to ever grace the football field. The game also provides significant employment options for Indigenous Australians in the areas of development, coaching and administration, and has played an historic role in helping to achieve greater equality for all Australians. ABC TV greatly assists in the continued promotion of the role indigenous Australians in our game, not only by televising their feats on the football field, but through half time segments, interviews and associated coverage.

Cultural Diversity

Audience
focused

Values
based

Being
Responsible

Football reflects the cultural diversity of the community, with participants of all nationalities and backgrounds involved at all levels. The multicultural character of the West Australian community is reflected to a wide audience through ABC TV coverage, which plays a major role in assisting with social integration for multicultural citizens and immigrants to Australia.



Connecting Communities and Families

Audience
focused

Being
Responsible

The WAFL is the pinnacle of grassroots football in WA and a launching pad for the most talented players in our State. ABC TV plays a vital role in showcasing this talent to a wider audience, while also allowing players to identify with their WAFL club from an early age, no matter where they grow up. This is particularly important to clearly demonstrate the talent pathway to those in regional areas, who may have to relocate to Perth to be drafted through their WAFL club. Televised games also allows their families and friends to watch their progress each week and instills a sense of community pride in their place of origin.

Teaching valuable lessons

Being Responsible

School teachers and sports coaches are among the most influential people in a young person's life and capable of having a positive impact given the right attitude and training. The WAFL is dedicated to servicing WA communities and schools with football programs, competitions and learning resources to enhance not only their knowledge of the game but improve numeracy and literacy by engaging students in learning through their interest in the game. Again, televised WAFL games reinforce these positive messages and add value to the community programs already underway throughout the State.



Community Integration

Being High quality

Values based

Being Efficient

Being Responsible

Football attracts thousands of West Australians into full-time, part-time and voluntary roles ranging from administration to talent and development, coaching, market research, finance, catering, cleaning, construction and transport. Indirect financial benefits also flow to businesses servicing football clubs and spectators. These roles are largely dependent on club finances and sponsorship arrangements, which in turn, rely heavily on the television exposure that the competition receives each week.



Over 42,000 volunteers underpin the success of this great game in WA, ensuring each community runs a quality and all-inclusive program for its participants. Each week members of the community come together from all walks of life for a common interest – football.

State of the art facilities has been a recent priority for football in WA ensuring they meet local community needs. Together, the ABC and the WAFL have invested in many of these facilities to ensure the media centres are equipped to ABC specifications to deliver high quality broadcasts of the games to our viewers. Recently completed Rushton Park includes a media centre purposefully built for the ABC broadcast and plans for the new Claremont facility also include this investment.

Engaging audiences

Numbers add up to success

Audience
focused

Being
High quality

Being
Efficient

Being
Responsible

The WAFL is one of the highest rating programs on ABC TV in Western Australia, with more than 100,000 people tuning in on average throughout the State each weekend. Total ratings exceeded 3million for the season in 2010, with the WAFL Grand Final attracting over 400,000 viewers. Ratings figures also indicate that approximately twice as many viewers tune in to the WAFL in regional areas than in the city.

ABC TV WAFL Ratings

2011

For the first 9 rounds

Metro average audience	30,000
Statewide average	101,250

2010

Metro average audience	39,423
Statewide average	118,269
Total season ratings (inc. finals)	3,075,000

2009

Metro average audience	39,346
Statewide average	146,885
Total season ratings (inc. finals)	3,819,000

How we compare

The WAFL on ABC TV compares well across all networks from 2pm-5pm on a Saturday afternoon.

2011 Metro Ratings**Total People - Thousands**

	ABC1	TVW7	7mate	STW9	GO!	Gem	NEW10	ONE	ELEVEN	7TWO	FOX
March 19	26	45	6	8	4	15	21	2	7	5	5
March 26	29	24	2	8	7	13	19	25	5	11	7
April 2	22	17	6	6	6	18	65	18	11	8	36
April 9	11	12	6	6	4	18	82	31	7	8	42
April 16	21	30	5	6	3	11	57	14	7	11	21
April 23	17	12	5	11	4	10	16	6	8	10	34
April 30	21	29	6	16	7	6	19	1	7	7	13
May 7	5	19	10	7	3	3	138	21	6	6	42
May 14	24	16	5	7	6	24	35	11	12	9	25
May 21	14	19	14	9	3	11	65	17	9	7	31
May 28	9	13	6	13	4	9	91	28	13	6	12
June 4	15	15	9	11	6	10	51	16	12	7	41
June 11	14	23	9	15	4	6	82	20	11	8	24
June 18	32	21	11	15	3	11	34	14	7	10	17
June 25	20	16	11	11	4	18	32	7	6	5	11
July 2	8	17	7	11	6	12	116	6	8	12	36
July 9	26	29	8	12	7	12	21	6	8	8	13
July 16	8	19	11	11	3	14	74	4	10	4	15
July 23	19	24	6	12	5	6	32	7	15	10	10
July 30	16	22	11	13	6	16	108	3	9	10	6
Aug 6	19	19	8	29	6	8	38	3	4	5	10
Aug 13	16	16	4	11	3	21	96	5	3	7	27
Aug 20	7	13	5	6	4	9	149	6	7	5	5