

Deakin Cats Community Centre



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Deakin Cats Community Centre

The Deakin Cats Community Centre is an 800 square metre facility on the ground floor of the new Players Stand at Simonds Stadium which includes a computer lab, meeting room and a multipurpose area. This space is purpose built to facilitate community, education and learning. It is fitted out with the latest technology.

The State Government funded community centre is the hub for the Cats in the Community program including the BioCATS, Cats Community Education Programs and a number of the Cats community development programs including Cyber Cats and Just Think. It is also a resource for external organisations as a training venue, meeting and seminar/lecture facility. The major strategic objective for third party use of the Centre is programs that encourage more people within the greater Geelong community to participate in a wide range of sports, be active and improve physical activity levels.

The Deakin Cats Community Centre is the new home for the Past Players and Officials Association, houses the zenith of Club memorabilia and is the finishing point for the popular Home of the Cats tours.

The Hon. Hugh Delahunty MP, Minister for Sport and Recreation said: “One of the great features of the Players Stand development is its capacity to give back to the community and families who have helped make the Geelong Football Club what it is today. The Victorian Government has long been committed to providing support for community sporting programs within large sporting infrastructure projects. The Deakin Cats Community Centre is another example of this.”

Cats chief executive Brian Cook said: “We are thrilled to partner with such an innovative organisation as Deakin University. The partnership reflects a dynamic relationship between the two organisations. We look forward to continuing to add to the already large number of mutually beneficial opportunities with Deakin University.”

Deakin University Vice Chancellor Jane den Hollander said: “Deakin University is delighted to be furthering its partnership with the Geelong Cats through the Deakin Cats Community Centre. The centre brings together so much of what is important for Deakin and our Geelong community. With the potential to raise education aspirations of students across our community, Deakin University are looking forward to watching this opportunity flourish.”

Deakin Cats Community Centre

In June 2013, the Club launched the Deakin Cats Community Centre as part of the new Players Stand at the southern end of the ground at Simonds Stadium.

This state of the art facility is a hub for the Cats in the Community program as well as a resource for external organizations as a training venue and meeting facility.

The facility is over 800 square metres and key features include:

- Training Lab
- Meeting room
- Multi-purpose area
- Memorabilia gallery with the zenith of Club ephemerias
- Office space, kitchen facilities, toilets



Deakin Cats Community Centre

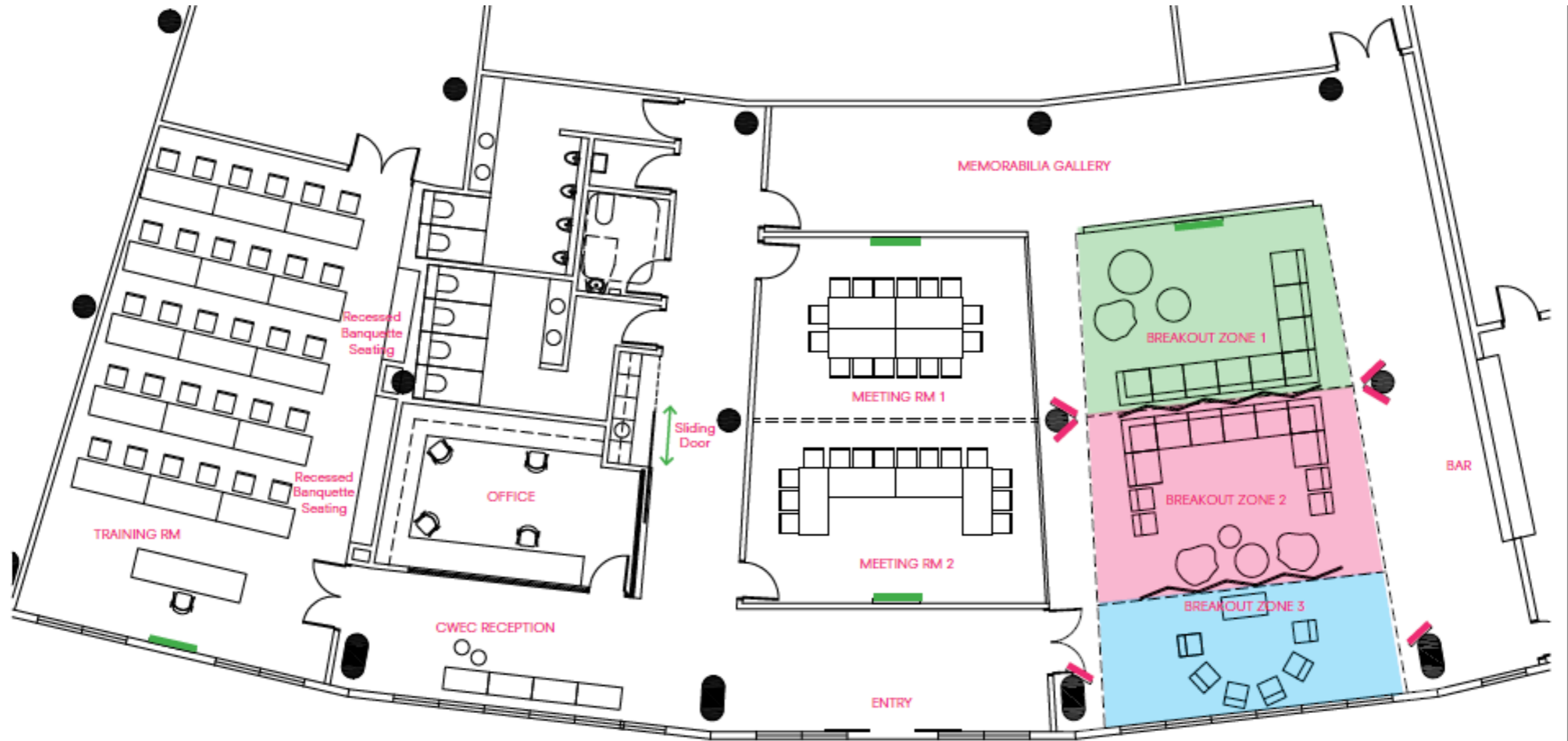


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Deakin Cats Community Centre



Training Lab

The Training Lab is a flexible space designed to seat 36 in class room style however can be configured in a number of ways as the furniture is on wheels. There is recessed seating for teachers/mentors.

The space is: 17m x 6.5m.

The Training Lab has a projector, lectern, microphone and speakers.

The source options for the projector will be a local computer, local video source such as DVD and TV.



Meeting Room

This meeting space can be configured in a number of ways including theatre style, u-shape and board room.

This space is 9.5m x 8.8m.

The meeting room has a projector on the north wall.

	Theatre	U-shape	Board
Numbers	60-80	24	26



Multi-Purpose Area

Multi-purpose area

Large multi-purpose area that can be used as three break out areas to fit approximately 18 people in each section or theatre style to seat 100 for presentations or 150 in for a stand-up event.

This area has a number of LCD screens that are linked together and speakers.

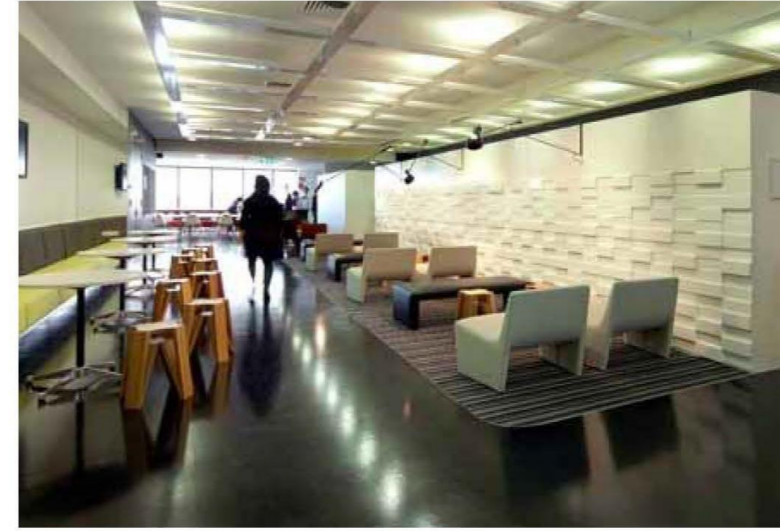
This space is 12.6m x 7.8m.

Expanded space

Bi-fold doors between the meeting room and multi-purpose area allow for a large expanded space.



Centre Look and Feel



LOOK + FEEL



LOOK + FEEL

CWEC

Cats in the Community

The Geelong Football Club has always played an important role in the community — and as the Club has evolved and matured, so too, have the Club's many community activities.

Our past players recount stories of visiting children in hospitals, running footy clinics and visiting schools, of exhibition matches for charity, free tickets for orphans and of blankets carried around the ground to collect money for the hospital.

These activities — the generous and open response to requests — were considered an essential part of the Club's corporate social responsibility, long before such a term was in popular use. Back then it was simply "the right thing to do". The Geelong Cats have always been there, ready to help out.

Responding to requests was, and remains, an important component of community activity, but these days the Club also recognises the importance of being proactive. By working with schools, junior football clubs and community groups and by identifying important social issues, creating long-term partnerships and developing ongoing programs we now are able to plan proactive programs that provide effective and lasting community value.



Our vision & philosophy

Vision

The Geelong Football Club can help to sustain the community that sustains it. We have a unique opportunity to give back to the community that has given so much to us over 150 years; to contribute to the circle of community wellbeing. An AFL club is often in a unique position to 'make things happen' in the community, we can open doors, create networks, lead change initiatives, advocate for progress, and leverage partnerships across industries and agencies. It is our vision to be world class in our community strategy as a sports organisation. As highly visible members of the community, the Geelong players, coaches and staff understand their unique public role and aspire to make a positive contribution to the community. We do this for the greater good of the community in which we belong.

Philosophy

Have you ever noticed what AFL football does for people? How it makes them feel? It can be a moment of elation or despair when the Sherrin sails through the posts for a goal and you turn to your fellow Geelong fan and share the same connected emotion, momentarily breaking down social barriers. It can be the swell of pride when you are rewarded for your own participation and effort or for your loyalty to the Club. It can be the welcome support received in the face of adversity, a feeling that you're not in it on your own. It can be the sense of love and belonging and identity that you feel when you pull on your club colours, whether you are in the President's Club luncheon, sitting in 'the outer' or in front of the TV anywhere in the world. We represent the last regional AFL side. We play for our community. A club becomes part of one's essence. When we commit to someone or something, we want to believe that the object of our commitment is of good character, that it is a reflection of our own values. Football can give people a sense of 'us'. That is reason enough to invest in community.

Strategic framework

There is a three-tiered strategy for Cats in the Community within the Footy Full On – The Geelong Way plan. We have articulated it this way because of the complexity and opportunity that this area presents us with.

We recognise that a tighter strategic focus is necessary to really lead and influence change on key community themes, but also that we can sometimes add value by accepting someone else's lead and playing a supporting role. There are also occasions where a circumstance for an individual, organisation, or the community at large warrants a response and investment, as we can contribute at this level too.

Accordingly, our strategy is divided into:

- Community Development
- Community Relations
- Community Assistance



Cats Community Development

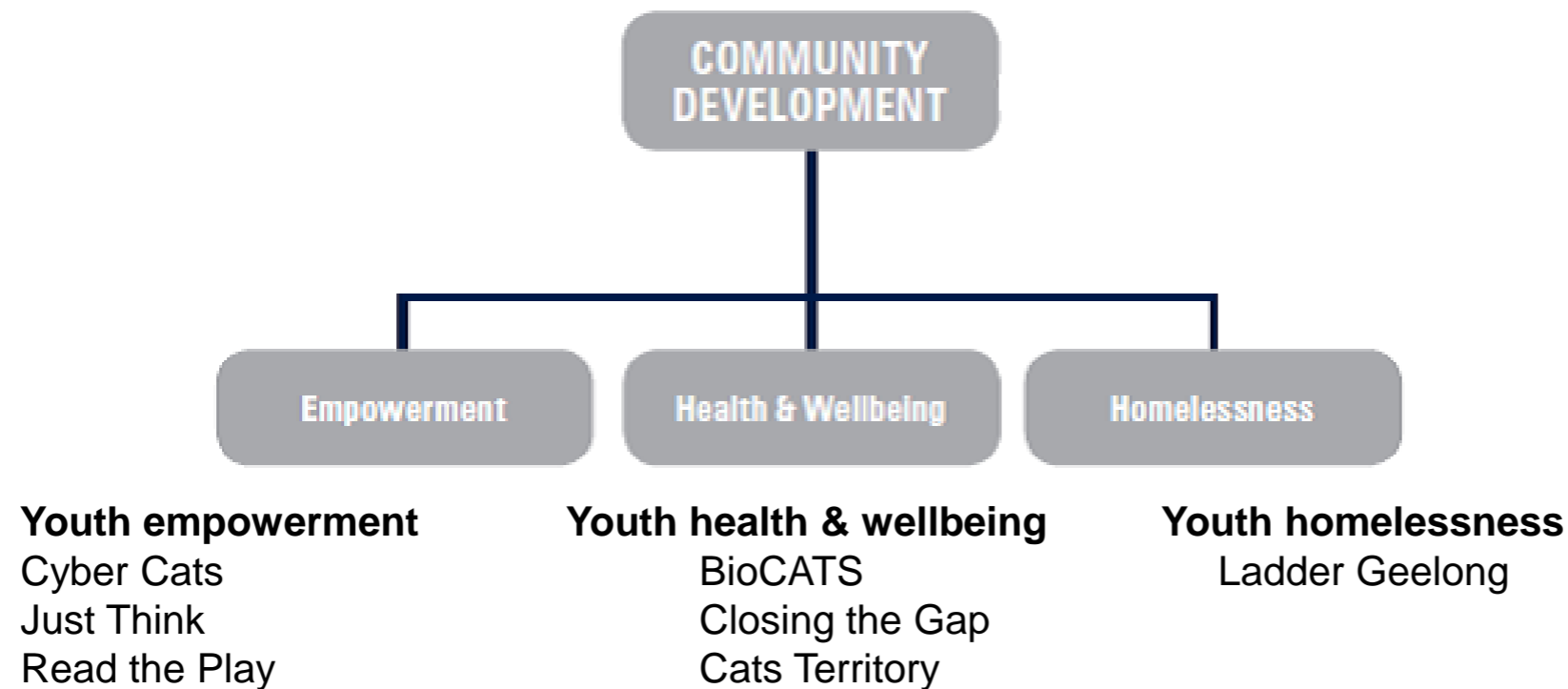
To be recognised as an outstanding philanthropic organisation in the AFL with community development programs that have a youth focus and are designed to lead change initiatives, advocate for progress, and leverage partnerships across industries and agencies. The ultimate aim is to be 'more than a football club'.

The Cats community development programs have a youth focus.

The Geelong Cats will work with key partners to:

- Empower young people
- Improve their health and wellbeing
- Tackle the issues around youth homelessness

The Cats community development programs are:



BioCATS is a youth health and wellbeing community development program

Welcome to the world of cutting edge science, maths and footy!

The Geelong Football Club employs a team of scientists and mathematicians to help ensure that the athletes are able to analyse and refine their performance and technique to gain the winning edge.

BioCATS is an educational program developed by the Geelong Cats and BioLAB: The Victorian BioScience Education Centre. We explore the latest trends in sport and through experiential learning students will get the chance to experiment and explore the science and maths of football.

BioCATS will see the classroom turned into a dynamic scientific experiment where students are using their scientific observation and mathematical skills to perform football skills under the guidance of BioCATS Ambassador Jed Bews and the assistance of three time premiership winner James Kelly.

BioCATS is proudly supported by Deakin University and Target.

The logo for BioCATS, featuring the word 'bio' in a light blue, lowercase, rounded font, followed by 'CATS' in a dark blue, uppercase, bold, sans-serif font. A horizontal line is positioned below the 'bio' part.

Cyber Cats is a youth empowerment community development program

Cyber Cats will empower young people with knowledge about modern technology to allow them to determine rules of engagement, strategies and guidelines to help counter-act anti-social behaviour.

In 2012 the Cats ran an intervention program with lead partner headspace Barwon (renowned service provider in this area). The pilot program, allowed us to establish content and structure whilst compiling important data from the students, teachers and parents about what they know and understand about cyber bullying. In 2013 we will roll out part two of our pilot program.

The objectives of the Cyber Cats community development program are as follows:

- To facilitate an ambassador program for safe and responsible use of social media in local Geelong secondary schools focusing on year 7 students recognised as leading peer within the school communities.
- To encourage discussion around the safe and responsible use of modern technology, culminating in a peer to peer acceptable use policy for the school.
- To encourage widest possible participation from those in the program all students by providing a range of teaching methods (visual/auditory/kinesthetic) and activities such as workshops, forums, creative learning.
- To provide students with a 'tool kit' of resources on ways to deal with confronting situations and to encourage help seeking behaviour
- To create awareness for parents about the issues/potential misuse of modern technology
- To utilise the expert resources to manage a well-rounded program
- Geelong Cats announced Corey Enright as Cyber Cats ambassador for a cyber safety message campaign in schools

Selected modules of the program run from the Deakin Cats Community Centre.

Just Think is a youth empowerment community development program

The Just Think program aims to create awareness through powerful editorial, social media and community engagement of the Just Think message that will lead to significant cultural change surrounding alcohol-fuelled violence and ultimately, reduce the incidence of violence.

The Geelong Cats is proud to partner with the *Geelong Advertiser* for the sixth year with the aim to raise awareness about the repercussions of alcohol-fuelled street violence.

The program objectives are:

- To increase the number of young people who have an awareness of the Just Think campaign message
- To provide a list of practical tools and applications for young people to use in their social activities that support the Just Think message.
- To engage the community to become active participants and advocates of the Just Think message.

The Deakin Cats Community Centre will be home to two Just Think forums in 2013.



Kempe – Read the Play

Read the Play is a youth health and wellbeing community development program

Read the Play is an innovative program which uses the strength of peer networks to address the health and wellbeing of young people focusing on mental health, drugs and alcohol. Read the Play is a mental health literacy program designed for under 16 football clubs and under 15 netball clubs within the three leagues in Geelong and the Bellarine Peninsula.

The program objectives are:

- Raising awareness around drugs, alcohol and mental health
- Increase knowledge and awareness about mental health problems
- Increase knowledge about local support services
- Increase confidence and skills in our youth to seek out relevant support services

Read the Play run a selection of sessions from the Deakin Cats Community Centre .



Closing the Gap

Closing the Gap is a youth health & wellbeing community development program

The difference in life expectancy between Aboriginal and non-Aboriginal Australians for Men is almost 12 years and for Women is almost 10 years

The Geelong Cats support Closing the Gap and will help to deliver health promoting messages to positively impact health outcomes for Aboriginal people.

Players Mathew Stokes, Allen Christensen, Travis Varcoe, Steven Motlop, Joel Hamling and Bradley Hartmen are Closing the Gap ambassadors. One of the key roles of the ambassadors is to encourage young Aboriginal participants involved in the *Deadly Choices* community education campaign to learn more about the key health outcomes that can improve their wellbeing.

2013 Program Objectives:

- To raise awareness of the health gap between Aboriginal and non-Aboriginal Australians.
- To provide encouragement and incentive (through player role models) for young people to participate in the community education program Deadly Choices focussed on: leadership; chronic disease; physical activity; nutrition; substance misuse; smoking cessation; sexual health and health checks.
- To engage the wider health community and youth sector stakeholders to be involved in the Closing the Gap initiative.



Ladder is a youth homelessness community development program

On any given night in Australia 105,000 people are homeless. That's more than the capacity of the MCG! Nearly half of these people are under the age of 25. The Cats have committed to tackling youth homelessness in Geelong through a partnership with Ladder.

Our objectives:

- To support Ladder who helps the homeless to get back on track and help them to become independent, healthy young adults that contribute within their communities long after they leave the Ladder projects.
- To create awareness of the issue of youth homelessness in the Greater Geelong region through the Ladder ambassador Steve Johnson and association with the Geelong Cats brand.
- To run an eight week pilot program involving Geelong Cats players (past and present), facilitated by Ladder and supported by key youth service provider/s from the Greater Geelong region.



Cats Community Education Programs

In 2013 the Geelong Cats will run four free Community Education Programs for local sporting clubs and students. Sessions are themed directly around requests from the Greater Geelong community and topics and presenters are as followed:

Monday 17 June - *More than a game – insights into today's footballer*

Ron Watt – Player Development Manager, Geelong Cats

Cam Eardley – Player, Geelong Cats

Jesse Stringer – Player, Geelong Cats

Chris Hickey – Associate Dean (Research) – Faculty of Arts & Education

AFL Players Association - Marissa Filipou our AFLPA consultant

Tuesday 18 June – Coaching Young Footballers

Chris Scott – Head Coach, Geelong Cats

Wednesday 10 July – In touch but out of reach – social media and contemporary athlete

Tom Peeters – Digital & Social Media Manager, Geelong

Jonno Simpson – Twitter

Perri Campbell – Deakin University

Tuesday 30 July – *A day in the life of a sports scientist – integrating sports science*

Nick Richardson - Strength & Conditioning Assistant, VFL Strength & Conditioning Coach

John Leyden - Physical Performance Assistant

Owen McLean – Football Technology Assistant

Nathan Townsend – Deakin University

The Club will facilitate these Community Education Programs from the Deakin Cats Community Centre.

Home of the Cats Tours

Soak up the rich history; hear the echoes of the past on the 'Home of the Geelong Cats tour'. Take the opportunity to view first hand Simonds Stadium, the home of the Geelong Cats.

Visitors to Simonds Stadium have the opportunity to absorb the history of the Club and see “behind the scenes” when they join a free “Home of the Cats” tour. Run throughout the year, the tours are hosted by volunteers including Past Players, the Club’s Historian and members of the Honouring the Past Committees.

Tours include a behind the scenes look at the high performance centre and gymnasium, and the Premiership Cup display in the Premiership Stand, and the memorabilia display area that is housed in the Deakin Cats Community Centre.

This tour is both an educational and entertaining event with interesting trivia and facts. Bookings are required, and additional group tours can be arranged for visitors with special needs or interests.

The Deakin Cats Community Centre is the finishing point of the “Home of the Cats” tours.

Past Players & Officials Association

The Geelong Past Players & Officials Association was founded in 1933 by the Geelong Football Club and a group of former players.

Objectives of the Association are :

- To foster and maintain good fellowship and companionship for former players and officials
- To keep alive the traditional spirit of the Cats
- To raise money for worthy causes at the Geelong Football Club

The Past Players host functions for home matches, providing pre-game, half time and post-game opportunities for past players and officials, their family and friends to get together and talk about the current season as well as their own playing days.

The Deakin Cats Community Centre is the new house of the Past Players and Officials Association.



Memorabilia Display Gallery

The Geelong Football Club owns an extensive collection of Club memorabilia, including trophies, uniforms, clothing and footwear, footballs, photographs, artworks, posters, equipment, and ephemera, including badges and buttons, football cards and commercial merchandise.

The Club also has an extensive collection of works on paper including football records, newspaper clippings, scrapbooks, club records and player data. There is also a collection of film, video and DVDs.

There is also a memorabilia storage area where donations are received, catalogued and conserved.

The Memorabilia display area includes items on permanent display, as well as special temporary exhibitions. Memorabilia is also displayed in other areas of the Club.

The Deakin Cats Community Centre is home to the new memorabilia display gallery.

Community Benefits Working Group

The purpose of the Community Benefits Working Group is to provide input into the Deakin Cats Community Centre strategy and direction on best use of the facility by third parties for the consideration of the Geelong Cats EMT.

The Community Benefits Working Group is represented by:

Sarah Albon – General Manager Community Development – Geelong Cats (Chair)

Nathan Tweddle – Deakin Cats Community Centre Manager – Geelong Cats (Secretary)

Phil Currie - Regional Manager - Barwon South West Regional Development Victoria
Department of Planning and Community Development

Natalie Valentine- Manager - Simonds Stadium, Coordinator - Sports Venues at City of Greater Geelong

Dr Fiona Reidy - Director of Health and Wellbeing - G21

Michael Reid - Senior Sergeant, Operation Support Western Region, Victoria Police

Julie Hope - Community Relations Manager - Deakin University

Leanne Hodder - Manager Local Connections - Barwon Area Department of Human Services

Community Access Program

A key aim for the Club is to ensure the Deakin Cats Community Centre is utilised for a range of community activities. The Club aims to provide a robust Community Access Program.

The following objectives have been set in the Terms of Reference by the Community Benefits Working Group in relation to third party use of the Deakin Cats Community Centre:

1. To encourage more people within the greater Geelong community to participate in a wide range of sports, be active and improve physical activity levels.
2. To encourage the widest possible community participation in sporting activities and to link with regional thinking about health and wellbeing for a number of population groups, including Victorians with a disability, older Victorians, women, people from refugee and culturally and linguistically diverse (CALD) groups, GLBTI groups and people from Aboriginal and Torres Strait Islander backgrounds
3. To utilise the facilities within the Deakin Cats Community Centre to support the activities of other local sporting associations and sports assemblies whom operate within the greater Geelong community.
4. To utilise the facilities available within the Deakin Cats Community Centre to provide greater access education/learning/training and best advice in relation to:
 - How to increase participation in sport and recreation
 - Coaching techniques
 - Developments in sport science
 - Sports administration
 - Leadership
 - Marketing
 - Media and public relations
5. To increase opportunities for young people by access to educational opportunities/increasing aspirations for education and youth empowerment through learning

These objectives above will be taken into consideration when considering the potential use of the Deakin Cats Community Centre by third party organisations

Deakin University's DEAP program

Deakin Cats Community Centre lead partner Deakin University will run a component of their DEAP program from the Centre.

According to the Department of Education, Employment and Workplace Relations (DEEWR), a student from a high socioeconomic background is currently three times more likely to attend university than a student from a low socio-economic background. Deakin's Engagement and Access Program partnerships aim to reduce these educational inequities.

About DEAP

Through the DEAP, Deakin University collaborates with eligible and interested school communities to widen participation in higher education. DEAP partner schools are located in Melbourne, Geelong and the Barwon-South Western Region. Through a coordinated program of activities across Years 9 to 12, the DEAP builds on students' aspirations and awareness to introduce university as a desirable and achievable pathway to pursuing life goals.

Student Panel Session:

In these sessions, Year 9 students engage with current university students and participate in a range of small group activities. Taking a practical approach based on the experiences of current university students, sessions cover pathways to university, scholarships, the realities of university life and student support services.

Parental Engagement Workshops: 'Learning how to learn – Supporting kids to achieve' Deakin University in partnership with BATForce (Barwon Adolescent Taskforce)

To raise the awareness of the career and lifelong benefits of higher education among parents from disadvantaged communities. Targeting parents from our DEAP partner schools and their respective feeder Primary Schools within the Geelong and Barwon-South Western communities.

The Deakin Engagement and Access Program (DEAP), looks forward to utilising the Deakin Cats Community Centre in 2013.



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