



# FLASH Concept Paper - Scope of Study

June 2020



## Overview

The Vic Park Raiders JFC is investigating the concept of a **Family, Lifestyle and Sports Hub (FLASH)** to be based at Higgins Park. The intention is to explore a wide spectrum of similar community-based organizations that are successfully operating in Perth and elsewhere. It is a study, commissioned by the Raiders at the end of May, with the intention of submitting - as a concept paper - to the Town of Victoria Park in November 2020. The scope of the study is provided below.

## Goals

The study is not so much concerned with the design or layout of new facilities, but more concerned with identifying the most suitable model(s) for administration and management of a FLASH centre. Specifically, the concept paper will investigate the following primary issues:

1. Human resources required
2. Administration of multiple sports clubs (under one roof)
3. Courts and grounds upkeep - transitioning to a sporting association
4. Events and function room management - transitioning to a sporting association
5. Determination of revenue streams - must be financially viable and sustainable
6. Identify potential grants and subsidies that the FLASH might be eligible for

## Anticipated outcomes

The study will be undertaken by a select sub-committee of the Raiders and will involve an extensive and rigorous process of interviews and documentation. Anticipated outcomes should be:

1. Optimal business model(s)
2. Determining tangible benefits to the general community
3. Strengthening ties with ToVP - extending ToVP community outreach
4. Procedures for determining whether the goals and objectives can be achieved
5. Outline of FLASH functions and activities for building design purposes



## Components of study

### I. Family

The main items for this investigation are concerned with family functions and fundraising events. Each sports club will want to organise activities to cater to the demands of their membership. This aspect of club development is constrained by the current configuration of two separate clubhouses for both AFL and tennis. The Raider's clubhouse has been adequate for past purposes as a seasonal junior football club; the tennis clubhouse though is aged and the consensus is that it should be bulldozed. The possibility of a shared new facility provides an opportunity for a creative rethink - the croquet club included.

### II. Lifestyle

Supporting Raider's core values of community, strength and character, we would like to see the implementation of two significant programs. The first is for a series of seminars / workshops for mental health and well-being (already commenced). The second is for a continuous parade of multicultural activities that celebrate our ethnic diversity. Such activities would involve families of the Raider's islamic girl's football team - as well as our amazing indigenous girl and boys who comprise a significant proportion of our total club membership.

### III. Sports Hub

The opportunity to merge three of our greatest Aussie sports pastimes (AFL, tennis and cricket) into one shared common ground doesn't come around that often. There are several challenges to achieving a common administration that fulfills the needs of all clubs involved. Determining future directions in which such a collaboration enhances and strengthens those involved is of utmost importance. Long-term arrangements need to be openly discussed and worked through.

From the Raider's perspective, there are several strategic components that have already been put into place for making the Vic Park Raiders a destination club - and one that will serve as a model for other junior football clubs in the competition. These foundations have only recently been put into effect and we would like the means to continue and expand upon them. Components include:

- Establishment of sports pathways for junior players (boys and girls) to continue into senior clubs - MoUs to be signed in June with Carlisle Cougars and Curtin-Wesley Tigers.
- Establishment of academic pathways for our indigenous girls and boys with Curtin Centre of Aboriginal Studies - MoU to be signed in June.



- Strong affiliation with the WA Football Commission (WAFC)
  - Establishing All-Abilities football - turning Higgins Park into a Starkick Centre. Starkick is an All Abilities football program for boys and girls aged between 5 and 15. There is one running at Coolbinia JFC which is fully endorsed by the WAFC.
  - Exploring the considerable options that are now on offer for a modified summer AFL-sponsored season of social footy for all ages (similar to an indoor cricket competition). Considerable revenue and prestige can be generated from this, if the idea takes hold.
- Strong affiliation with the Eagles, our new neighbours in town
  - More involvement with the Nic Natanui academy and the promotion of multicultural footy.
  - More involvement with the Wirrpanda Foundation and the promotion of indigenous footy.
- Strong affiliation with the Demons District Football Umpires Association - MoU to be signed in June.
  - Summer fitness programs for all ages.

