

WESTS TIGERS COMMUNITY IMPACT REPORT 2021





ACKNOWLEDGMENT OF COUNTRY

Wests Tigers acknowledge the Traditional Custodians of the land in which all players and employees operate. Spanning from the Eora Nation of the Inner West of Sydney to the Tharrawal Nation of the South West Sydney region, Wests Tigers pay respect to Elders past, present and emerging as we continue to celebrate the rich history and culture of Indigenous Australians.



**WESTS TIGERS
FOUNDATION**
EST. 2018



**WESTS
TIGERS**

WESTS TIGERS FOUNDATION

The goal of Wests Tigers Foundation is to contribute and sustain the positive influence of sport. It is combining the essence and empowerment of rugby league, to ensure support is provided to athletes, youth and the community.

THANK YOU TO OUR CONTRIBUTORS

FOUNDATION 13

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A NOTE FROM THE CEO

It is with great pleasure that I present to you the 2021 Wests Tigers Community Impact Report. Reflecting on the past year with the number of challenges our entire community have faced, I am inspired by the resilience we as an organisation and community have been able to achieve.

Over the past two seasons, societies across the globe have faced both difficult and uncertain times. However, together we have been able to showcase resilience and strength to progress and continue to sustain the power sport and rugby league has on the wider community.

It is the combined support of our committed staff and playing group which add to the off-field success of the Wests Tigers Foundation and support of our community and charity partners. Since its inception in 2018, the Wests Tigers Foundation remains committed to supporting the community as one its key pillars and focus areas.

As CEO, I am proud to see the mission of Wests Tigers and the goal of the Wests Tigers Foundation constantly develop and evolve as we continue to serve our Members and fans.

Wests Tigers are committed to enriching the lives of the community in which we live and work. We take our ability to influence as a professional rugby league organisation seriously and dedicate ourselves to leveraging every corner of our administration for good. Whether it's our community outreach programs, charity partnerships or raising much needed funds for the local community, this is a position and a privilege that we embrace.

The Wests Tigers Foundation allows fans across Australia and the world to continue to play their part in supporting Wests Tigers. On behalf of everyone at Wests Tigers, I'd like to thank you for your passion and continued support of the Wests Tigers Foundation.

Together, let's continue to enrich the lives of the community around us.

Justin Pascoe
Wests Tigers CEO

2021 ENGAGEMENT SNAPSHOT

“Rugby league is a tribal sport. This is no truer than at the Wests Tigers.”

Like all successful tribes, we honour our elders (past players and supporters), respect the community and environment in which we live, and we strive for success.

My family and I love our tribe. That is why we are pleased to support the Wests Tigers Foundation.”

Gary Barnier,
Foundation 13



In 2021, Wests Tigers Foundation supported the community by:

- Engaging over 100,000 people in Wests Tigers community areas.
- Providing over \$65,000 worth of community experiences.
- Donating 100 x signed 2021 jerseys to the community as fundraising items.
- Engaging 80+ schools in Wests Tigers community programs.
- Dedicating 280 NRL player hours to community programs and engagements.

‘Mick’s Dream’ - 2021
community photo of the year
as voted by the community



100K
People reached



\$65K
Worth of experiences



100x
Jerseys donated



80+
Schools engaged



280
Player hours

CHARITY PARTNERSHIPS

Wests Tigers are continually inspired by the work many of our non-for-profit partners do in each of their charitable spaces, and the positive difference they continue to make to the community they serve each year.

At Wests Tigers, we understand the position we are in to assist those less fortunate. That is why we offer the opportunity for locally and nationally based charities to use our high engaging platform and deliver a range of opportunities and inner sanctum experiences to support and assist fundraising and awareness efforts.



50-50 CHARITY RAFFLE

In 2021, Wests Tigers saw the re-introduction of the 50-50 Charity Raffle.



\$31,500
Funds donated

The 50-50 Charity Raffle is an added benefit for our charity partners to increase their fundraising efforts, both digitally, as well in person at Wests Tigers matches throughout the season.



50
Volunteers

In 2021, with the help of over 50 volunteers, Wests Tigers was able to combine a fundraising total of over:



20+
Charities supported

Wests Tigers Official charity partners:

KARI
FOUNDATION



Fight Cancer Foundation
giving hope. saving lives.



Health
South Western Sydney
Local Health District



AUTISM FRIENDLY ROOM

As it stands in Australia, 1 in 70 people are currently experiencing Autism. In the past four years, the Wests Tigers Autism Friendly Room has impacted close to 600 participants. We have been able to measure and report on the positive impact this space has on the wider community and families who attend the Autism Friendly Room.

Currently in its fourth year, Wests Tigers continue its long standing relationship with community partner WestConnex and expert charity partner, Autism Spectrum Australia (ASPECT), to deliver this unique opportunity to members within our community.

With the consistent and ongoing support from WestConnex, the Wests Tigers Autism Friendly Room goes beyond watching a game of rugby league. Being the first NRL Club to host an Autism Friendly Room, our hope is for families to grow together and gain a greater connection with each other and with like-minded individuals, in a safe and controlled environment.

Our Autism Friendly room received 93% positive engagement rate from attendees.

100% of responses stated the Quiet Room provided an opportunity for families who have an autistic child to attend an NRL match.

100% of attendees agree this platform provided an opportunity for families to come together over a shared interest (Rugby League/Wests Tigers).

5x

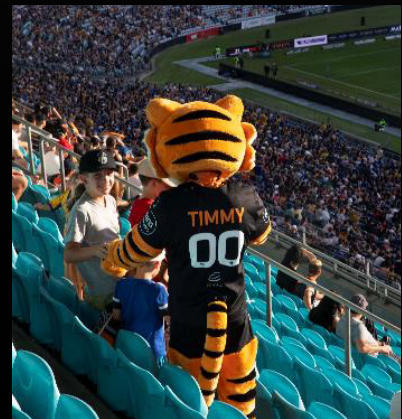
Quiet Room Activations

170+

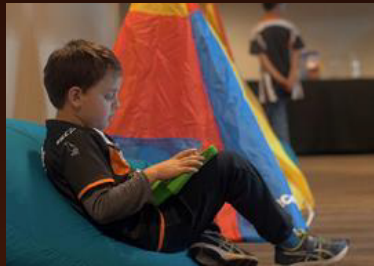
Participants

\$50K

Corporate hospitality provided



“OVERALL, A GREAT IDEA AND EXPERIENCE! IT WAS GREAT THAT WE COULD SIT OUTSIDE AND THEN COME INSIDE FOR A BREAK WHEN THE STADIUM WAS TOO NOISEY FOR MY SON.”



Further participants comments:

“My children absolutely enjoyed the experience and so did my husband. It is very hard to enjoy a game when you have typical children and a child with Autism. They were all catered for. The small fidget toy was a winner and the setting of couches with pillows made it a perfect sensory experience. Please know your planning and efforts were greatly appreciated by a small family who struggle daily with Autism. The anxiety it places on us when attending public venues and events was alleviated.”

“...We avoid travelling as a family because we are anxiety ridden with what might happen if our kids were to have a meltdown or there wasn't a safe space for our kids to calm down without all eyes on us. Knowing that there was access to a quiet space with other families that understood was extremely reassuring for us and our children. It was truly comforting.”

“Just wanted to take the time to thank you, the Aspect team and the Wests Tigers for the opportunity to go to the footy on Friday night. The whole family enjoyed themselves, and Dean loved every minute of it. We were nervous about how he would deal in that environment; however, he was so excited and enjoyed the entire experience. Having like minded people around certainly helped and everyone was very understanding of each other. This is a great initiative, and we are very grateful for the opportunity. We will definitely be going to another match in the future, and more comfortable to try General Admission now.”

“As a family we wanted to say thank you for the opportunity to experience the West Tigers Quiet Room last Friday. The dear Wests Tigers are even my husband's team, so we really enjoyed our night out as a family. Here are some happy snaps I



Proud
community
partner

WestConnex
Transurban

COMMUNITY SCHOOL BLITZ

In 2021, Wests Tigers NRL and Harvey Norman Women's players and staff visited 10,000+ primary school students in the inner west and southwest regions of Sydney.

60 primary schools had the opportunity to participate in either a Wests Tigers rugby league clinic, promoting the importance of living a healthy and active lifestyle.

Or secondly, participate in the 30-minute interactive presentation on the NRL's League Stars Inspire: Wellbeing Program, focusing on respecting one another and maintain a healthy wellbeing.

Wests Tigers players connected with more than 10,000 students across the following regions, including the Southern Highlands, Concord, Balmain, Liverpool, Macarthur, Camden, Strathfield, Five Dock and Campbelltown areas, respectively.



10K+

Students

60x

Primary Schools
Participants

SUPPORTING OUR GRASSROOTS

2021 provided obstacles in relation to restrictions within the community. However, we managed to drive key engagements across a short period in which the 2021 season allowed. One key engagement included a south west players meet & greet at Campbelltown Sports Stadium.

The south west players meet & greet Junior League engagement included a free Junior League clinic for players in the Macarthur and Group 6 regions and a free coaches workshop for local coaches in the area. This was delivered by Wests Tigers NRL assistant coaching staff, sharing their insights and knowledge onto the next generation of community coaches. The evening finished with a FREE BBQ for all participants.

With an incredible turn out of over 120 Junior League players from across the Group 6 and Macarthur Junior Leagues, Wests Tigers community staff along with NRL Game Development team were able to deliver a night packed full of fun, fitness and rugby league.

Unfortunately, due to the COVID-19 pandemic, we were forced to cancel many of the Junior League engagements in the second half of the year. This included all holiday activations from June-December, 2 x Junior League meet & greets with the NRL team planned to be hosted at both Campbelltown Sports Stadium and Leichhardt Oval, respectively; and finally the annual Junior League Appreciation Round delivered digitally for the second year in a row.

36x

Junior League Clubs

\$14K+

Worth of signed Jersey's donated to Wests Tigers Junior League Clubs

5x

Wests Tigers & NRL Holiday activations

300+

Participants

JUNIOR LEAGUE APPRECIATION ROUND

With a COVID impacted Junior League Appreciation in 2021, Wests Tigers pressed on and continued to thank and honour the hundreds of Junior League volunteers and players across the Wests Tigers Junior Leagues including, Balmain, Wests Tigers Macarthur & Group 6 competitions.

With match day unavailable for 2021, Wests Tigers went digital, to engage with fans and members across all social accounts.

COMMUNITY SCHOOLS PROGRAMS

The community programs delivered at Wests Tigers play an important role within the fabric of our mission to enrich the lives of the community.

Not only do our programs address key social and health trends within the community, but also provide a greater connection between the organisation and the wider community. We remain steadfast in understanding the strong position rugby league plays within the community and the positive impact we can create.

WESTS TIGERS UNITE HARMONY PROGRAM

In its Inaugural year, Wests Tigers Unite Harmony reach 12 schools across the inner west and south west regions of Sydney. Wests Tigers Unite Harmony is a social & wellbeing program delivering key messages and social values using the influence of rugby league. This 6 week program teaches several values such as communication, teamwork and respect.

Students are then provided the opportunity to place the values learnt in the class room on the Football field. These on-field activities aim to teach students skills within the game of rugby league, promote physical activity and showcase the key values learnt within the classroom.

In 2021, 12 Unite Harmony programs were delivered to 94 participants.

WESTS TIGERS VARYING ABILITIES PROGRAM



Thanks to long-standing community partner, Westconnex, we have been able to continue the popular Varying Abilities Program for our community for the 4th year in a row. As a club, we continue to recognise and acknowledge the barriers individuals who live with a disability face each day.

The program also provides an opportunity to promote the NSW Inclusive rugby league competitions, Wheelchair Rugby League and Physical Disabilities Rugby League, respectively.

In 2021, 5 x Varying Abilities programs were delivered to over 240 participants.

ACPE & WESTS TIGERS CAREERS SEMINARS



Wests Tigers in partnership with The Australian College of Physical Education (ACPE) delivered Career Seminars to local high school schools and students across the Inner west and south west Regions. The Careers Seminars provide key insights into the sports industry and professional rugby league today. These seminars offer key learnings and provide assistance for students looking to further understanding around their next path as students continue to transition from high school to the workforce.

In 2021, Wests Tigers and ACPE delivered 4 x Career Seminars to over 300 students.

NRL LEAGUE STARS PROGRAM



Wests Tigers acknowledge and recognise the NRL's strategic priority to continue to grow the number of participants within rugby league across all formats. NRL participation programs aim to increase the number of junior male and female registrations through participation programs, including the League Stars and Sporting Schools.

NRL Game Development Officers in partnership with Wests Tigers, look to grow participation within the Wests Tigers region for children between the age of 5 – 12. This also includes the opportunity to provide quality education courses for community coaches and volunteers across the game, to ensure the most relevant training is delivered and maintained.

In 2021, the Wests Tigers NRL Game Development team delivered a range of programs and engagements across the inner west and south west catchments, including:

- 7 x PSSA Competitions
- 7 x NRL League Stars Programs
- 8 x Rugby league School Carnivals (events)
- 8 x NRL Safety Education Courses
- 16 x NRL Community Coaching Courses

Wests Tigers thank the NRL and Game Development team for their continued contribution to grow grassroots rugby league in the south west and inner west regions of Sydney.

CELEBRATING HARMONY WEEK

“Harmony Week celebrates Australia’s cultural diversity. It’s about inclusiveness, respect and a sense of belonging for everyone.”

In 2021, we strived to provide an experience for local high school students and newly arrived refugees, the opportunity to attend the Wests Tigers Elite Training Facility and participate in several rugby league activities to celebrate the club’s very first Harmony Week event.

Participants included local high school students from Homebush Boys High School and clients from charity partner, Settlement Services International. Both groups came together to take part in a number of social activities including a rugby league clinic and meeting Wests Tigers NRL players, as well as a health and wellbeing education seminar from coach Michael Maguire and player Shawn Blore.

The Harmony Week event is the club’s first in this space, supporting our key area of focus, Inclusion & Diversity. We will look to continue this over the coming years and establish this as a key event to continue celebrating the vibrant diversity the NRL and our community represent today.



CELEBRATING INTERNATIONAL DAY OF PEOPLE WITH DISABILITY

As an organisation, we understand the barriers people living with a disability face. In fact, close to 4 million Australians (18% of the population) today live with a disability.

December 3rd each year is International Day of People with Disability (IDPWD).

In 2020, Wests Tigers annual Train like a Tiger event offered another fun filled opportunity for people living with a disability to come together, appreciate and celebrate each other's differences, participating in modified rugby league activities. The Train like a Tiger event saw over 40 individuals participate and engage in physical activity and Rugby League skills.

The Train like a Tiger event supports the NRL's broader strategy to ensure rugby league remains a leader in the Inclusive sports space. Wests Tigers currently have teams in both the NSWRL Physical Disability Rugby League (PDRL) and Wheelchair Rugby League (WCRL) competitions respectively.

COMMUNITY IMPACT

As a professional sporting organisation, we understand the role the rugby league plays within the community. NRL has always provided a great opportunity for communities and families to come together over a shared interest.

Across each NRL season, we have the privileged opportunity to provide inner sanctum and match day experiences for individuals who are facing a number of social and community challenges.

The capability to provide 'good will' experiences for the community enables the organisation to commit to our mission.

In 2021, we provided over \$65,000 worth of community experiences.



While delivering community programs are important, the opportunity to engage with the wider community is important. Community Engagement comes in many shapes and focuses on impact rather than participation.

Community Engagement can be evident across several events and opportunities across the year. This can include council events, school engagements, holiday activations and match day experiences. In 2021, a COVID year, Wests Tigers attended nine community events spread across five LGA regions, with a further seven events cancelled or postponed across the inner west and south west regions of Sydney.

Wests Tigers Community receive thousands of requests each year from individuals facing a vast range of challenges and obstacles. Although we are unable to action and reach all requests, we aim to shine a light and assist those in our community as best we can.

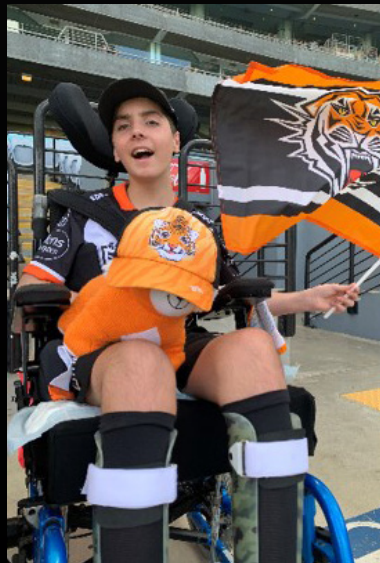


CREATING MOMENTS

“As the CEO of a charity making dreams come true for adults living with terminal cancer. The Club was extremely understanding and helpful. Wests Tigers were able to provide a fantastic experience for Kevin, who has been a Balmain/Wests Tigers supporter for 60 years. Wests Tigers could not have been more respectful and kind towards Kevin. Kevin told me that he had been that excited that he couldn't sleep the night before. He said it truly was a dream come true, fighting off tears all day, he could not believe how lucky he was. Thank you also for providing a jersey and caps for Kevin.”

“Thanks again for arranging these tickets for the family. They truly had the time of their life and it has done them all good. They have really had a very difficult time and have many challenges ahead.”

“In 2010 his doctors said that he only had months left to live so Lleyton's one wish was to meet his favourite NRL team the tigers, the tigers went above and beyond for him running him out on the field during finals series and he became the “unofficial mascot” going to every game, in the sheds and becoming best friends with the entire tigers family. Fast forward to 2021 Lleyton's doctors still don't know how he is here with us as statistics say kids with his condition don't live this long. He still is the number 1 tigers supporter and will be for life, yesterday for his 16th birthday we were given amazing hospitality and Lleyton was able to meet some of the boys and the smile he had on his face was priceless. We could never repay the tigers for what they have done for him. When Pat Richards handed him the most recent tigers jersey he face tells the story.”



CHRISTMAS TOY DRIVE

With NRL players forced into a safe and secure haven during the 2021 preseason, 2020 saw the delivery of a COVID safe Christmas Toy Drive. This year, Wests Tigers Foundation leaned on a familiar face to assist in delivering over \$2,000 worth of toys to both Liverpool and Campbelltown hospitals' paediatrics wards to help spread the Christmas spirit.

With the NRL players in the NRL bubble, Wests Tigers Foundation recruited Wests Tigers Life Member and 2005 Premiership winner, John Skandalis, to assist with the delivery.

We were unable to enter the hospital this year due to restrictions. Regardless, it was important to press on and commit to spreading the Christmas joy.



NRL ROAD TO REGIONS

Wests Tigers, in partnership with NRL, travelled throughout remote and regional NSW to bring the game of rugby league to the community.

Club legend Dene Halatau travelled to Griffith, in the NSW South West (Group 20) regional area, on a three-day tour in February participating in several community initiatives including school visits, junior rugby league programs and community coaching clinics.

Not only was this an opportunity for fans to meet their favourite players, but it also allowed NRL Ambassadors to share education messages – including looking after our own and other's health and wellbeing.

"It's a great campaign to be a part of, people in the country love their footy – from the grassroots level all the way up to the NRL. It's important to keep these communities rugby league strong."

- Dene Halatau



TAMWORTH CAMP

Wests Tigers continued its engagement and support of the local community in the North-West. Leading into the 2021 season, the entire playing group, coaching staff and community team travelled to Tamworth for a pre-season training and community engagement camp.

Wests Tigers hosted a diverse range of community programs across Tamworth and Gunnedah.

“It’s great to come back out here and help the community, I used to be one of those little kids. It just gives them hope that their dreams can come true like mine have. Being a good role model is very important.”

- James Roberts

The club was overwhelmed by the amount of support received from the local community. It was a busy schedule whilst in the region and the playing group were able to engage with over 500+ members of the community.

Wests Tigers delivered three ‘come and try’ clinics, one coaching workshop, one team meet and greet, two high school Unite Harmony workshop programs, and one Varying Abilities clinic with Challenge Community.

“The media are quick to jump on mistakes that young football players tend to make from time to time but I think people also need to be aware of some of the good stuff that happens as well,”

“The players really demonstrated a great community conscience by engaging with people with disabilities and the pictures paint some really great bonding and interactions with the clients from Challenge Community Services.”

Patrick Delaney
(Disability Manager, Tamworth)

INDIGENOUS ENGAGEMENT

NRL INDIGENOUS ROUND

NRL Indigenous Round aims to highlight significant social issues affecting Aboriginal and Torres Strait Islander people. It is also an opportunity for the game to cement our commitment to the Indigenous community and celebrate the unique relationship between Aboriginal and Torres Strait Islander peoples and rugby league.

As part of the celebration Wests Tigers were pleased to have KARI Foundation as the official charity partner for the club's Indigenous Round clash against the Dragons.

KARI Foundation provides an innovative approach to showcasing Aboriginal excellence, culture and community achievement. KARI celebrate Aboriginal excellence by building corporate partnerships and nurturing the connection between governments and corporates to Aboriginal Australia. The ultimate goal is to alleviate disadvantage in Aboriginal communities and promote restoration and preservation in Aboriginal families.

2021 INDIGENOUS JERSEY

Wests Tigers Indigenous jersey this year was designed by NRL School2Work student Breeanna Price, who explained her design and presented the jersey to the club's NRL squad leading into the teams Round 12 Indigenous Round match.

Utilising the primary colours of Wests Tigers, the jersey incorporates a number of unique patterns and symbols which represent several key aspects of life.

The dot work used across the chest represents watering holes used as gatherings and meeting spots while the sleeve symbols pay tribute to a spear used by both young and old during a time of hunting.

Traditional symbols used across the front of the jersey also represent meeting places while the smaller symbols represent adult and child.

Across the stomach, symbols recognising the animal trails made by emu, possum, kangaroo and other animals round out the jersey



BOOTS FOR BRIGHTER FUTURE CAMPAIGN

For the second year in a row, Wests Tigers participate in Cultural Choice Association's Boots for Brighter Future campaign with eight players taking part in the initiative to raise funds and awareness for Aboriginal & Torres Strait Islander youth suicide prevention.



"We are so grateful to have the support of the Wests Tigers to help raise awareness and prevention of Aboriginal and Torres Strait Islander Youth suicide."

"This year's campaign saw us Auction over 70 pairs of player boots and raise over \$28,000 in donations towards the cause."

- Jess Botting

BEYOND BLUE CUP

Wests Tigers have partnered with Beyond Blue since 2016 to help raise awareness of depression and anxiety, reduce the associated stigma and increase support within the NRL community. Each year the club plays for the Beyond Blue Cup to further support and promote Beyond Blue.

Once again, with a COVID impacted Beyond Blue Cup – Wests Tigers supported Men's Mental Health week by promoting the Beyond Blue Cup digitally.

Leading the Round 16 match, Wests Tigers players participate in the 'Play your Role' campaign' video which ran on social leading into the match.

Players were also encouraged to wear Beyond Blue strapping tape in support of the campaign.

"Wests Tigers are a key partner for the annual NRL Beyond Blue Cup each year. They also help promote Beyond Blue programs and services to their players, staff and supporters throughout the year."

- Sam Walker



ANZAC ROUND

Wests Tigers were fortunate to feature on one of the biggest days on the rugby league calendar when they faced Manly Warringah Sea Eagles on Anzac Day.

The match was the first time Wests Tigers have played on Anzac Day since 2004. To be able to honour and respects to those that serve our country was a privilege felt across the entire organisation.

“To be able to represent the two countries — Australia and New Zealand — coming together is a very special moment, It’s something very touching for us and something I’m very proud of.”

- James Tamou

On the day Wests Tigers supported Legacy, who distributed rosemary around the stadium throughout the day. Legacy were also able to collect valuable donation that support the families of veterans who gave their lives or health serving our country.



NRL COMMUNITY AWARDS

The NRL's Ken Stephen Medal recognises the efforts of an NRL player who has not only achieved on the field, but has committed time off the field to community projects. The Wests Tigers Ken Stephen Medal Nominee is Adam Doueihi.

Adam Doueihi demonstrated his commitment to the Wests Tigers mission of enriching the lives of the Community by volunteering his time in several community engagements and programs across the 2021 season.

As a Wests Tigers junior, Adam continuous his work within the Junior Rugby League space and specifically in 2020, Where Adam, along with fellow Wests Tigers Players donated food and supplies to be sent overseas after the Lebanon Bombing.





**WESTS
TIGERS**

“Why do I love Rugby League?
...It’s the people.”

- Michael Maguire
West's Tigers Head Coach