

Cottesloe Amateur Football Club Inc.



End of Season Report
2014

Summary

This report sets out the key information in relation to the 2014 season of the Cottesloe Amateur Football Club Inc. (**Cottesloe Roosters** or **the Club**) and seeks council approval for the use of Cottesloe Oval and Anderson Pavilion on a permanent basis moving forward.

Background

The Cottesloe Roosters was founded in 2013 by local residents, Hudson Wheeler and Rebecca Johnston as a local amateur football club for the Cottesloe Community. The Club was officially admitted to the WAAFL for the 2014 playing season and has a League and Reserves team in C4 grade with 90+ players.

The Cottesloe Roosters has introduced a family-orientated amateur football club to the Cottesloe area to encourage and support junior players with their transition from junior football through to play Colts, Reserves and League football. Additionally, the Club has re-introduced a great deal of former players to the game and has offered the opportunity for players to return to their local area.

The majority of the Cottesloe Roosters' executive committee and players reside in Cottesloe and surrounding suburbs, with some formally having played at Cottesloe Junior Football Club (**Cottesloe JFC**).

Throughout the 2014 season, the Club has developed relationships with local community and build an inviting atmosphere such that all members of the family feel welcome to come and watch the football and enjoy the Club and the people involved. The Club has been extremely well received by the local community.

The Club is working towards creating a sustainable club that will stand the test of time. While respecting the traditions of old, the Roosters represent a new generation of leadership and coaching, fostering a culture of camaraderie, mateship and unity without the politics. It's a team that has consistently played the best players and the hardest working players and has seen extremely positive results in its inaugural season as a result of hard work and dedication.

Short Term Objectives

- Develop and maintain an annual budget
- Monitor the financial activities of the Club to ensure its continued viability
- Continually monitor the environment of the Club to ensure that we are providing a safe place for our members and visitors
- Create a welcoming and friendly atmosphere for our members, visitors and the local community
- Encourage community groups to make use of our Club facilities
- Continue to seek major sponsorship

- Look at ways to find savings in operating expenses
- Continue to be successful on field with the aim of playing finals again
- Connect with the junior football club to provide a pathway to amateur football
- Look at ways to improve lighting at the oval
- Add further value where possible to the community by continuing to provide a sporting facility

Long Term Objectives

- Continually review our facilities with regard to improving the outdoor and indoor ambience of the Club for our members and visitors
- Continually review funding options to ensure the future financial viability of the Club
- Look for ways of increasing revenue for the Club
- Include a colts team

Continued Use

The Club is seeking continued use Cottesloe Oval and Anderson Pavilion in 2015 and in subsequent years on the same basis as initially proposed (and which takes into account the current use by the Cottesloe JFC and Cottesloe Rugby Club):

Mondays (January – September):
Training 6:00pm – 9:00pm

Wednesdays (January – September):
Training 6:00pm – 10:00pm

Saturdays (April – September):
Game Day 8:00am – midnight

Securing our home ground on a permanent basis is fundamental to the success and further development of the Club. The Club is reliant on the continued support of the Town of Cottesloe in order to progress as a Club.

As set out in our initial application to the Town of Cottesloe for the 2014 playing season, in an evaluation of the planning and development of sporting facilities at all levels of the Australian Government for the benefit of the community, the Australian Sports Commission sets out:

... preference should be given to projects that have the potential to engage wide sections of the community, such as multi-sport facilities in proximity to other community infrastructure, to help with sustainability and to increase social capital. (Australian Sports Commission, June 2013)

That AFL is Australia's premier spectator sport, and the most attended sporting league. Throughout the 2014 playing season, the Cottesloe Roosters engaged a

large section of the local community, as both players and spectators. The Cottesloe Roosters is Cottesloe's only amateur team. In deciding ongoing use of public facilities this should be taken into account.

Current Use

Cottesloe AFC

The Cottesloe Roosters currently use Cottesloe Oval and Anderson Pavilion as proposed above. Permission was granted by the Town of Cottesloe at a full council meeting on 23 September 2013. The Council resolved that:

Council grant approval to the Cottesloe Roosters Amateur Football Club to play their home games and train at Cottesloe Oval, subject to the following conditions:

- 1. No additional liquor licence will be considered for the reserve area;*
- 2. In the event of a dispute, priority will be given to the two existing users, being the Cottesloe Junior Football Club and Cottesloe Rugby Club; and*
- 3. The approval will be reviewed at the completion of the 2014 football season.*

This report is submitted to the Town of Cottesloe in support of continued use of Cottesloe Oval by the Club and the removal of the restriction for a Club restricted liquor licence.

Cottesloe JFC

During the 2014 playing season, the Club successfully demonstrated that it could co-exist with the Cottesloe JFC and share facilities at Cottesloe Oval and Anderson Pavilion, including the storage room, change rooms and canteen.

The Club met with the Cottesloe JFC on numerous occasions throughout the season to discuss various matters relating to shared use. The Cottesloe Roosters offered to conduct football clinics for the junior club and help out where needed. This offer was not taken up by the junior club this season.

With the introduction of a new President to the Cottesloe JFC, with a positive outlook on the potential for the two clubs to work together, the Club is confident that there is a bright future for the two clubs. We will be working towards fulfilling a mutual goal of ensuring a smooth transition from playing junior football to senior football and creating role models for junior players to look up to.

There were no fixture clashes with the Cottesloe JFC during the 2014 season. The Cottesloe JFC train weeknights from Monday to Friday, running from 4.30 – 5.30/5.45pm. Our Club commenced training after such time. Junior club games are held on Sundays.

A letter of support from the President of the Cottesloe JFC is attached as **Annexure 1** for your information.

Cottesloe Rugby Club

Cottesloe Rugby Club primarily use Harvey Field and the Cottesloe Rugby Clubrooms. Cottesloe Oval and Anderson Pavilion are however shared with the Cottesloe Rugby Club for training during the week and for games on Saturdays.

Game fixtures were successfully arranged by the WAAFL in conjunction with RugbyWA to accommodate both clubs' use of Cottesloe Oval on alternate Saturdays. This is a standard arrangement, which is currently in place for a number of football and rugby clubs across WA to allow for shared use of playing grounds.

In the Club's first season, we demonstrated that we can successfully co-exist with the Cottesloe Rugby Club. There have been no fixture clashes with the Cottesloe Rugby Club.

As was the case with the 2014 season, our proposed use going forward is for Monday and Wednesday nights, as these are both nights the Cottesloe Rugby Club do not use Cottesloe Oval or Anderson Pavilion.

Impact on the surface of Cottesloe Oval

The Club experienced no issues with deterioration of the playing surface at Cottesloe Oval during the 2014 playing season, despite use from the three sporting clubs. The usage was typical of an oval of its kind in Western Australia, while many alternative ovals experienced overuse.

We also note that Cottesloe Oval was used for a number of other purposes throughout the 2014 playing season outside the control of the Club, including but not limited to, personal training sessions by third parties, dog-walking groups and as additional parking for the Rottneest Swim.

We have attached a report as to the impact of current use of Cottesloe Oval and levels of sustainable future use at **Annexure 2**.

Teams

The Club fielded the following teams in the 2014 playing season:

- C4 Grade League team
- C4 Grade Reserves team

In years to come, the Club also envisages the addition of:

- Colts Team

Coaches' on-field performance report

"From day one, the Roosters playing group has shared the vision, belief, work ethic, discipline and commitment for the club to succeed and exceed expectation on and off the field. A clear indication of this success is, that both the Roosters Reserves and League teams played finals in their inaugural season. This achievement has made the Cottesloe Roosters Football Club stand out in the WAAFL and the Cottesloe community.

There are 18 Rounds in a WAAFL season, with 10 teams in each grade. The Cottesloe Roosters competed in the C4 grade and C4 Reserves Grade. We played against teams from all over including Southern River, Secret Harbour, Belmont Districts, Armadale, Osborne Park, Cockburn, Kwinana, Jandakot and Rossmoyne. The Roosters league and reserves were the only two teams undefeated after the first 6 rounds.

A large number of our playing group are university students and in the middle of the season, between rounds 7 and 14, these players took a break from University and football to travel overseas. This stretched our resources on a weekly basis, although were still able to remain in the Top 5 of the C4 and C4 Reserves competition respectively. Between these rounds the C4 League team were able to win 4 of 8 games and the C4 Reserves Team were able to win 3 of 8 games.

As players started returning from holiday both teams were able to string some victories together before heading into the finals. C4 League team (4th on the ladder) and C4 reserve team (3rd on the ladder) both finished with a record of 12 wins and 6 loses.

The C4 League team hosted 5th placed Armadale at Cottesloe Oval in week one of the finals. The boys were able to play a fantastic team game of football and come away with a 47-point victory and advance to the semi-finals against Secret Harbour (2nd on the ladder) at Secret Harbour.

Despite coming up short in the finals, the Club is extremely proud of the boys for the way they went about their first season together. They had a no nonsense approach and went out to play hard and enjoy their football. Not one Cottesloe player was sent off or reported throughout the whole season and each player respected their opponents, the umpires and supporters by competing each and every week with discipline and integrity that the club promotes."

Ongoing benefits

1. Benefits for local community

- First amateur football club for the catchment area
- Senior Club provides pathway for junior players
- Family-friendly Club
- Modernising the area with updates to Cottesloe Oval and Anderson Pavilion

- Re-introduce players to the area
- Entertainment for spectators who can watch the local football and enjoy the facilities
- Raises the Cottesloe profile with premierships rugby and football teams

2. **Benefits for Cottesloe JFC**

- Senior Club provides pathway for junior players
- Senior players available help to coach and mentor junior players
- Renovation and extension of Anderson Pavilion
- Builds ties with an amateur football club
- Opportunity for better lighting for Cottesloe Oval
- May assist with Government grants and fundraising

3. **Benefits for Cottesloe Rugby Club (and other users of Cottesloe Oval)**

- Opportunity for better lighting for Cottesloe Oval
- May assist with Government grants and fundraising
- Raises the Cottesloe profile with premierships rugby and football teams

Collaborative approach

To date, we have forged numerous harmonious and mutually beneficial relationships with the local community, council and existing sporting associations. We continue to welcome and encourage cooperation to achieve common goals wherever possible.

Support for the Club

The Club has a visible presence within Cottesloe and surrounding suburbs, with training on Monday and Wednesday evenings and both league and Reserve home games on Saturday.

As Cottesloe's only amateur football club, and a rare addition to amateur football in the Western Suburbs, the Club's presence has been highly publicised, featuring in the Post Newspaper, The West Australian and various AFL publications.

To date, we have received overwhelming support from the local community, with a collective view that the Club meets the demand of local residents wishing to affiliate with a Cottesloe-based football club.

To this end, please find attached the following letters of support:

- Letter of support from the Hon Colin Barnett MLA – Club Patron (attached as **Annexure 3**);
- Letter of support from Euroz Securities - sponsor (attached as **Annexure 4**);

- Letter of support from Shellabears Real Estate - sponsor (attached as **Annexure 5**); and
- Letter of support from Myaree Ceramics - sponsor (attached as **Annexure 6**).

Statistics

Members: 170

Players: 91

Teams: 2

Games a week: 2

Volunteers: 15

Supporters: 250

Website hits: 10,000

Facebook reach: 13,311

Instagram followers: 150

Sponsorship

The Club is sponsored by the following businesses:

- Shellabears Real Estate
- Myaree Ceramics
- Euroz Securities
- Investwise
- RADIX Brand Consultants
- Broadway IGA
- Richard's Tyrepower Claremont
- FLANNEL Menswear

The Club has the following event sponsors:

- ELBA Cottesloe
- Ocean Beach Hotel

The Club has the following equipment sponsors:

- GOBSMACKED Sports Mouthguards
- Lifecare Cottesloe Physiotherapy
- Past Present sportswear

Community involvement

The Club has been involved in a number of community events throughout the season, including:

- Fundraising sausage sizzle

The Cottesloe Roosters held a fundraising sausage sizzle for the Grand Opening of Bunnings Cottesloe on Saturday 23 November 2013 and Sunday 24 November 2013. The fundraiser was a great success, helping the Club to raise vital funds to go towards the Club's start-up costs, and raise awareness of the Club's establishment in the local community.

- Pre-Season Sundowner

The Club hosted a pre-season sundowner at ELBA Cottesloe to welcome sponsors, players, officials and members of the community to the Cottesloe Roosters' inaugural 2014 playing season.

- Silent Auction Sundowner

Following Andrew Embley's Roosters debut, sponsors, family and friends joined the Cottesloe Roosters at the Ocean Beach Hotel for the Roosters' Silent Auction Sundowner. The night was well attended and featured a silent auction, which raised over \$6,000 for the club.

- Charity round

The Club participated in a blue arm band charity round against Osborne Park to raise funds to support BeyondBlue. The Club is working towards having this charity round as a regular fixture.

Inaugural Club Patron

The inaugural Club Patron is the Member for Cottesloe and the Premier of Western Australia, the Hon Colin Barnett MLA.

Director of Football

Former West Coast Eagles Premiership Player and Norm Smith Medallist, Andrew Embley is the Club's Director of Football.

Executive Committee

Hudson Wheeler (President)

Football has always been a passion of Hudson's, having been surrounded by football all his life. Hudson grew up in Cottesloe and remains a local resident.

Hudson's football credentials include the following:

- Cottesloe JFC premiership player 2002

- Scotch College First XVIII 2002 – 2005
- WA State 15s National Championship Player 2003 (Leadership Group)
- All-Australian Representative 2003
- WA State National Championship Player 2004 (Leadership Group)
- Claremont Colts Player 2004 – 2007 (Leadership Group)
- WA State 18s Squad Member 2006
- Invited to AFL Draft Camp 2006
- Claremont Football Club Senior Player 2007 – 2010
- Kelmscott Amateur Football Club 2011, 2013
- East Perth Football Club Senior Player 2012

Rebecca Johnston (Vice-President)

Rebecca is a lawyer at Clayton Utz in aviation and corporate advisory. Her work includes advising boards and senior management of publicly listed companies, advising on a range of corporate matters, including corporate governance and regulatory compliance issues and the sale and purchase of aircraft.

Rebecca has been involved in a number of pro bono matters for local charities and associations including advising on the incorporation of associations and drafting fundraising grant applications.

Rebecca grew up and currently resides in Nedlands.

Michael Bartley (Treasurer)

Michael holds a Bachelor of Commerce from Curtin University. Prior to merger with Euroz Securities in August 2014 Michael had worked at Blackswan Equities since 2008. He holds a Diploma of Financial Planning and is a Designated Trading Representative of the ASX.

Michael has spent time at Peel Thunder FC and Claremont FC before playing a number of years of country football.

Having grown up in the country Michael now resides in the western suburbs and is on the committee of the Old Haleians Association.

Nick Wheeler

Nick holds a Bachelor of Commerce and Masters of Finance from Curtin University of Technology. Prior to joining Stockland as a Development Professional in September 2013, Nick was an Institutional Advisor working for Hartleys and Blackswan Equities since 2008.

Prior to joining the Cottesloe Roosters Nick spent time at Claremont FC before becoming first grade player at YMCC Hockey Club.

Having grown up in the western suburbs, Nick attended Scotch College and currently sits on the Board of the Perth Game Fishing Club.

Cameron Sinden

Cameron is a graduate of UWA and holds a Bsc (Exercise and Health Science) and a post Graduate Degree in Work Health and Safety.

Rio Tinto currently employs Cameron as a FIFO worker a highlight of his R&R is returning to Perth and playing football with his mates. Being a board member/player has allowed him to keep strong ties with the community he grew up in and stay physically and mentally healthy.

Prior to joining the Cottesloe Roosters, Cameron's passion was rugby. He was Captain of the WA u16 representative side that played in the division 1 tournament in Sydney. Cameron also received Honours (achievement) whilst at Scotch College and was Captain of the 1st XV. Outside of school, he has represented Nedlands Rugby Club and gained national selection in all representative age groups from Schoolboys to U21s.

Coaching Staff

The Club was supported by the following coaching staff during the 2014 season:

- Hudson Wheeler - Head Coach
- Glenn Wheeler - Assistant Coach
- Anthony Wooles - Assistant Coach
- Leigh Carter - Assistant Coach

Improvements in 2014

During the 2014 playing season, we were able to secure the following improvements for the benefit of the sporting clubs at Cottesloe Oval and the local community:

1. Repositioning Cottesloe Oval

Prior to the 2014 playing season, Cottesloe Oval did not currently meet the playing field requirements under the *Laws of Australian Football*. In conjunction with the Town of Cottesloe, the Club arranged to re-position the playing areas on the oval and re-mark the playing surface. This involved moving the goal posts to the left and re-marking the boundary lines on the oval.

2. New goal posts

In conjunction with the Town of Cottesloe, the Cottesloe Roosters arranged for new goal posts to be installed at Cottesloe Oval. The installation of such goal posts not only assisted to raise the oval to a standard comparable with ovals of its kind across Western Australia and increase the usability of the oval (as it may now be utilised as an amateur football oval) but it also significantly improved the visual aesthetic of the oval.

3. New showerheads and bathroom accessories

With permission from the Town of Cottesloe, the Club arranged (at its own expense) to have new bathroom fixtures installed in the home change rooms. This is a direct contribution that the Club has made to upgrading community facilities.

Future improvements

In order to ensure the best facilities for our players we propose the following future improvements:

4. Permanent Score Board

The Club will again seek permission to erect a permanent scoreboard on Cottesloe Oval, after consultation with the other sporting clubs which share the facilities. The addition of this scoreboard would be of great benefit to the game itself, the players, the clubs that use Cottesloe Oval and the spectators (of which, the vast majority are local residents).

5. Flood lights

At present, the oval is poorly lit. We understand that both the Cottesloe JFC and the Cottesloe Rugby Club have made many attempts over the years to improve the lighting, with objection from local residents.

With the success of our first season, we intend to revisit this issue and will seek the assistance of the other two clubs, to secure this much-needed improvement.

6. Anderson Pavilion

We propose to refurbish and extend Anderson Pavilion, which will include the following improvements:

- Bigger and better club rooms, umpires room, store room, showers and toilets; and
- A new function area for presentations and a bar.

In order to attract players and welcome supporters, our facilities should rival those of any A Grade amateur club.

We hope that such a process can be a collaborative effort with the Cottesloe JFC and anticipate such renovations would take place over the next few years, subject to the appropriate approvals.

Liquor licence

During the 2014 playing season, the Club successfully operated under an occasional liquor licence at each home game, as granted by the Department of

Racing, Gaming and Liquor for a liquor licence for the service of alcohol at Anderson Pavilion.

The service of alcohol at home games did not have an adverse effect on the local community. The events were well supervised and controlled and we received no complaints from the local community. The bar was run at a profit and assisted to contribute vital funds to ensure the ongoing operation of the club.

The Department of Racing, Gaming and Liquor attended without notice to conduct an inspection of the premises and check compliance with the liquor licencing regulations during the operation of one of our occasional liquor licences, and the Club was deemed compliant.

Given our past performance and track record with responsible service of alcohol, it is the Club's intention to apply for a Club restricted licence for subsequent playing seasons.

Contact us

Thank you for your consideration of the above report. If you require any further information or wish to discuss, please let us know.

For any football related queries:

Hudson Wheeler

For all other queries:

Rebecca Johnston

Cottesloe Junior Football Club (Inc)

Mr Mat Humfrey
Manager Corporate and Community Services
Town of Cottesloe
109 Broome Street
Cottesloe WA 6011

23rd September 2014

Dear Mat

LETTER OF SUPPORT FOR COTTESLOE AMATEUR FOOTBALL CLUB INC.

As you would be aware the Cottesloe Junior Football Club has shared Cottesloe Oval and Anderson Pavilion with the Cottesloe Amateur Football Club (Cottesloe AFC) during the 2014 playing season.

During the season, both clubs have demonstrated an ability to cooperate and co-exist at these facilities.

The establishment and operation of the Cottesloe AFC has benefitted, and we believe will continue to benefit, the local community.

We look forward to further cooperating with the Cottesloe AFC to advance our mutual interests. These interests include improving Cottesloe Oval and Anderson Pavilion and creating a pathway for junior players to transition to playing senior football.

Accordingly, the Cottesloe Junior Football Club supports the ongoing shared use of Cottesloe Oval and Anderson Pavilion, as the Cottesloe AFC's home ground.

Kind regards



John Garland
President
Cottesloe Junior Football Club

Siobhan French

Subject: Cottesloe Oval

From: Ross MacDonald |
Sent: Thursday, 9 October 2014 12:51 PM
To: Mat Humfrey
Subject: Re: Cottesloe Oval

Hi Mat,

The biggest issue from our point of view was the over use and subsequent degradation of the playing surface.

Before the end of the playing season grass had been scrubbed from a large area in the centre of the playing oval - not sure of the AFL term but the centre circle from which the game starts/restarts – this is the first time this has happened and is directly related to the increased foot traffic across the pitch and the introduction of senior football on to a surface that was previously shared between light weight infrequent use junior football and senior rugby union. This bare patch in the middle of the pitch impacted on the quality of the rugby playing surface and had the potential to become a permanent barren spot on an otherwise well managed playing surface there been a more sustained period of rain through the back end of the winter. Future seasons may produce heavier and prolonged rain patterns creating a real risk of irreparable damage to the playing surface.

Additionally there was, and still is, significant damage to the grass in front of the Northern most goals – I am not sure if this grass will come back to this area.

Because of the poor lighting winter training is focused in the locations that provide the best available light and thus a high concentration of repetitive foot traffic occurs in small areas of the playing surface. With two senior clubs utilising Cottesloe Oval on consecutive nights (Monday, Tuesday, Wednesday, Thursday) then Saturday and Sunday (junior footy) fixtures there is little time for the ground to recover. If next season brings a prolonged winter rain system and two senior clubs continue to utilise Cottesloe Oval the risk of permanent damage to the playing surface is very high as is the potential impact on our duty of care to our players and members.

In fairness to the new football club, and the WAFL, the fixtures worked very well and with the exception of one pre-season hiccup there were no fixture clashes. It did however take sometime for the new football club to understand that they had no rights to train on Harvey Field but eventually the practise came to an end.

We are not against new clubs and other sporting codes but we feel that at the current player levels the Roosters are already putting an unacceptable pressure on Cottesloe Oval and if they have any ambitions to grow their club roster they cannot be accommodated at the Cottesloe Oval with out causing significant damage to the playing surface and should therefore look elsewhere for a field/facility that can support their current roster and allow for their future expansion plans.

Attached are a couple of photo's taken recently at Cottesloe Oval.

Cheers

Ross MacDonald
President – Cottesloe RFC



Hon. COLIN J. BARNETT MLA, B.Ec. (Hons), M.Ec.
MEMBER FOR COTTESLOE

16 September 2014

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Carl Askew
Chief Executive Officer
Town of Cottesloe
Post Office Box 606
COTTESLOE WA 6911

Dear Mr ^{Carl,} Askew

COTTESLOE AMATEUR FOOTBALL CLUB

I write in support of the use of Cottesloe Oval and Anderson Pavilion by the Cottesloe Amateur Football Club (Cottesloe Roosters).

The 2014 season has been a very successful one for the Club and it has certainly made a favourable impression on the community in a very short time.

The Club has a visible presence in Cottesloe, with training during the week and home games on Saturday at Cottesloe Oval. These games are well attended and Club membership is very healthy. The Club has proved that it can coexist very happily with its Rugby brothers at the other end of the site at Harvey Field. This adds to the variety of sporting codes for the Cottesloe community and ensures a vibrant culture for our young people.

I trust that The Town of Cottesloe agrees that the Cottesloe Amateur Football Club is a very welcome addition to this community and I know that it will continue to thrive for many more years.

Yours sincerely

COLIN J BARNETT MLA
Member for Cottesloe

Town of Cottesloe
109 Broome Street
COTTESLOE WA 6011

20 August 2014

Dear Sir/Madam

Letter of support for the Cottesloe Roosters Amateur Football Club Inc

As a sponsor of the Cottesloe Roosters Amateur Football Club Inc, through **Euroz Securities Limited**, and as a local resident of Cottesloe, I would like to express my strong satisfaction towards what the club has achieved both on and off the field over the past twelve months, since the inception of the club.

The club has been welcoming throughout the season and have been able to bring the community together fielding two senior football teams week in week out and are now on the verge of making their finals debut in this their inaugural season.

Following these initial positive results I know the club is looking forward to continuing building on its position both on the field and in the community. The club is working increasingly hard to improve on it's financial position through various methods to ensure it's long term viability.

We look forward to continuing our support with the club in the years ahead.

Yours sincerely



Tim Weir
Director
Euroz Securities Limited



MYAREE CERAMICS

Town of Cottesloe
109 Broome Street
COTTESLOE WA 6011

23rd September 2014

Dear Sir/Madam

Letter in support of the Cottesloe Roosters Amateur Football Club Inc

I am writing to express my strong support for the Cottesloe Roosters Amateur Football Club. As one of the Club's inaugural major sponsors it has been my pleasure to witness the success the Club has experienced in its first season. Without any established supporter base the club has overcome a number of hurdles to field two senior teams and have a successful finals series.

Furthermore, to the best of my knowledge, the Cottesloe Roosters are one of the few amateur football clubs in Western Australia with a female Vice-President. This progressive and inclusive nature is an example to other clubs and is indicative of the environment the Club wishes to foster and promote.

The Club has been player driven and it is a credit to all players and supporters who have come together to ensure the Club's success this past season.

I look forward to supporting the Club for many years to come.

Yours sincerely

Carmine Ciccarelli
Director
Myaree Ceramics



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Member Real Estate Institute of W.A

24th September 2014

Town of Cottesloe
109 Broome Street
COTTESLOE WA 6011

Dear Sir/Madam

Letter in support of the Cottesloe Roosters Amateur Football Club Inc

This letter is to express Shellabears support for the Cottesloe Roosters Amateur Football Club Inc.

As a major sponsor of the Roosters, Shellabears congratulates the Club on the success it has experienced in its inaugural season and hopes that it continues in the 2015.

I have personally attended a number of games and can say without hesitation that the family friendly atmosphere the Roosters promote at home games is unique to an amateur football club. As a family owned and oriented company Shellabears are proud to support a club which promotes family values.

Shellabears are also excited to support a Club building a different culture to that normally associated with some amateur codes, and in light of sending a positive message to young men it was something we had to support. Shellabears looks forward to continuing its association with the Roosters in 2015.

Yours sincerely

Chris Shellabear BA, Cert. REM

Principal and Auctioneer

Licensee: Shellab Pty Ltd. A.C.N. 063 252 237

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