

# CIRCULAR



**Subject:** 100 YEAR EVENTS AND ACTIVATIONS

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**Audience:** Club Committees, Board Members

<b>Summary:</b> During 2021, the League has planned a series of events and activations to capture and celebrate this significant milestone. These are outlined below.	<b>Action:</b> For information.
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## Virtual history

The cornerstone of the celebrations will be the launch of the League's Virtual History during the season. With support from Lotterywest, the League's Virtual History will cover the decades, profile clubs that have played in the League, state teams and club stories.

Refer to Circular 17, 2020/21 regarding provision of club information - <https://wafotball.forms-db.com/view.php?id=377099>.

## Limited edition heritage football

Burley are manufacturing a heritage football which will be available to the public for purchase.

## Indigenous artwork

Kevin Bynder, a well known local indigenous artist, is painting a commemorative artwork. The painting will be auctioned. Limited prints will also be available to the public for purchase.

## Limited edition 100 year poster

This A2 poster will feature all 2021 club mascots designed by Ryan Wilson, Fine Sporting Art which will be available to the public for purchase.

## KEY EVENTS

<b>Monday</b> <b>29<sup>th</sup> March 2021</b>	<b>100 Years Season Launch</b> 29 <sup>th</sup> March 2021 at Optus Stadium will launch the 100 year celebrations.
<b>Saturday</b> <b>10<sup>th</sup> April 2021</b>	<b>The West Australian Commemorative Magazine</b> In partnership with Seven West Media, a 20-page commemorative magazine will be included in Saturday's <i>The West Australian</i> , 10 <sup>th</sup> April 2021.  The magazine will profile 100 notable West Australians who have played amateurs. From businessmen Richard Goyder and Michael Chaney, to State Premiers Alan Carpenter and Colin Barnett, to media personalities Rick Ardon and Tim Gossage; amateur football has brought together some great West Australians and some who have contributed greatly to Western Australia. The magazine will also highlight the great clubs, history timelines, womens football and integrated football.

<b>Mid-April 2021</b>	<b>Carlton Dry Commemorative 100 Year Beer Can</b> The anniversary celebrations are going to taste a whole lot sweeter, with Carlton & United Breweries releasing a Commemorative 100 Year Beer Can mid-April available to purchase at independent retailers and Perth Football League clubs. Clubs will receive the Commemorative 100 Year Beer Can as their CUB club contra allocation.
<b>Late April</b>	<b>Nova Breakfast Competition</b> Nova have partnered with the League and will be running a competition which will highlight some well-known players who have been involved in amateurs during Nathan, Nat & Shaun breakfast show in late April 2021.
<b>Saturday 1<sup>st</sup> &amp; 8<sup>th</sup> May 2021</b>	<b>Carlton Dry Centenary Round</b> The League played its first round of matches 6 <sup>th</sup> May 1922. In partnership with Carlton Dry, the League is promoting 1 <sup>st</sup> May to 8 <sup>th</sup> May 2021 as Centenary Round. Matches played over the two weekends, provides the opportunity for clubs to engage with past players, volunteers and sponsors in Past Player Days.  Carlton Dry will support six matches across the grades over the two weekends with entertainment and branding. Where a club is planning a major event in this weekend and would like Carlton Dry entertainment, please contact the Adam Gileno, <a href="mailto:agileno@wafc.com.au">agileno@wafc.com.au</a> with your key event.
<b>Friday 7<sup>th</sup> May 2021</b>	<b>Carlton Dry Centenary Match</b> During Centenary Round, on Friday 7 <sup>th</sup> May 2021, the longest serving clubs in the League, University and Fremantle CBC, will play under lights. Matches are open to the public.
<b>Friday 23<sup>rd</sup> July 2021</b>	<b>State Match (Metro v Country)</b> Played under lights at Fremantle Oval, the Perth Football League will play WA Country Football in representative football. The night will include the first Womens State teams for both Leagues, with past state players invited to attend the match.
<b>Mid-August 2021</b>	Finals promotions in <i>The West Australian</i> and on Nova.
<b>Monday 6<sup>th</sup> September 2021</b>	<b>Centenary Medal Presentation Dinner</b> Will be held at Crown Perth, to recognise the season's award winners.
<b>25<sup>th</sup> – 30<sup>th</sup> October 2021</b>	<b>AFL Inclusion Carnival, Fremantle</b> The AFL Inclusion Carnival for players with an intellectual disability will host state teams from around Australia. Matches are open to the public.

## CLUB ACTIVITIES

### Centenary Round – Saturday 1<sup>st</sup> & 8<sup>th</sup> May 2021

The League is promoting 1<sup>st</sup> May & 8<sup>th</sup> May 2021 as Centenary Round. Matches played over the two weekends, provides the opportunity for clubs to engage with past players, volunteers and sponsors in Past Player Days. We strongly encourage you invite local councillors and your local member of parliament.

### Customised Club Merchandise

As part of the League's 100 Year celebrations in 2021, we have engaged Fine Sporting Art to offer clubs a range of customised merchandise featuring the 100 Year Centenary logo. Capture your club's history, formation and premierships. Customised club merchandise can then be on sold by the club to members and supporters to raise money.

Refer to Circular 19, 2020/21 for further information.

### Club Calendar of Events

We are wanting to promote as many club events through the League's social media, please email Adam Gileno, [agileno@wafc.com.au](mailto:agileno@wafc.com.au) with your key event.

### Club use of 100 Year logo

We encourage clubs to use the 100 Year logo on club promotions and event material. If you need a digital version (.jpg, .eps) of the logo, email Adam Gileno, [agileno@wafc.com.au](mailto:agileno@wafc.com.au).

### Club 100 Year Playing Jumper

Clubs may brand the 100 Year logo on a special edition playing jumper. The playing jumper can only be worn during the 2021 season. We encourage clubs to auction the jumpers at the end of the season.

Normal artwork and production schedules apply. – 5 weeks production from artwork approval.



*Sample 100 year logo*