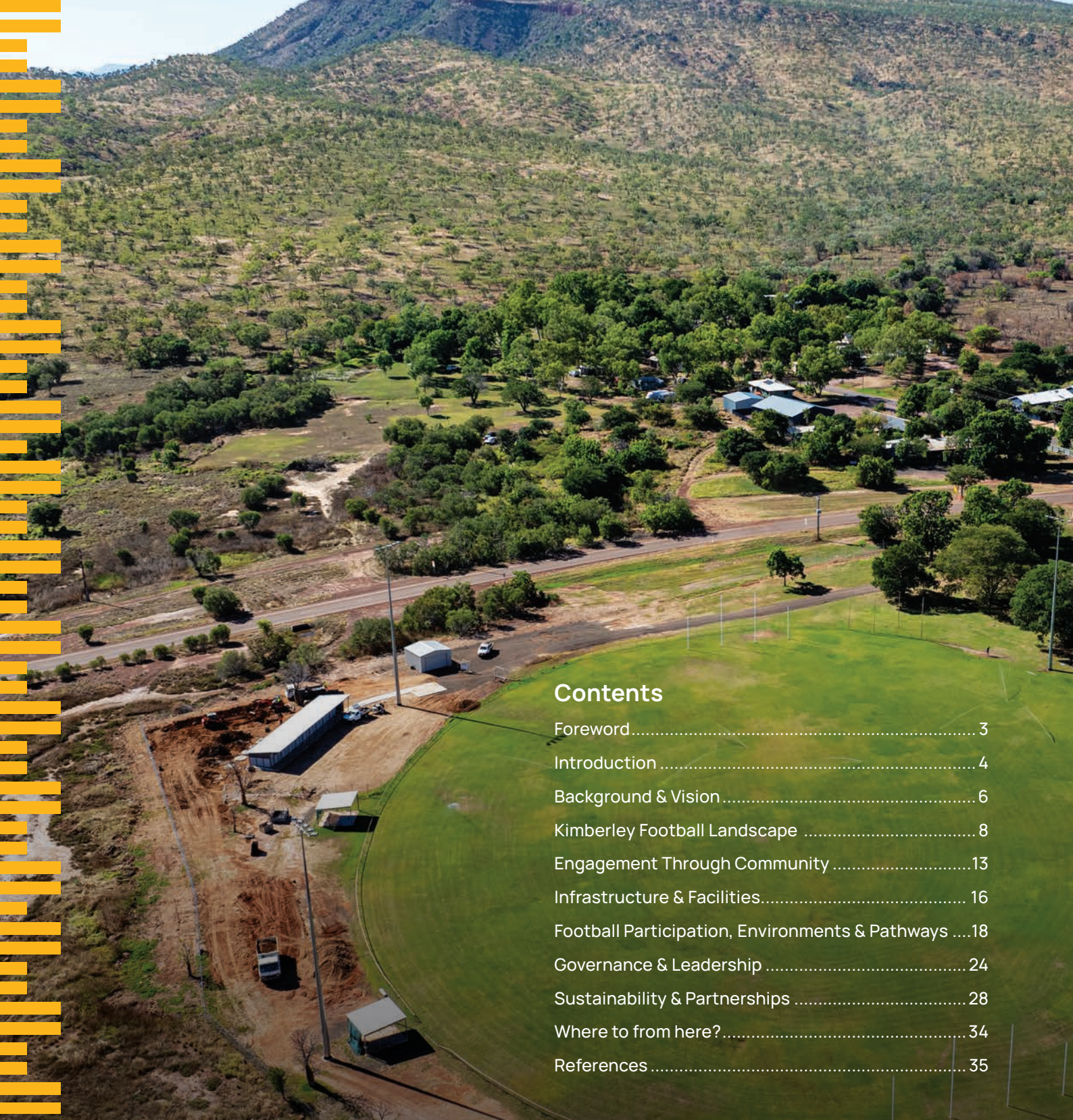


# Kimberley Investment Framework Half Time Report

June 2025





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We acknowledge the Traditional Custodians of the lands on which we gather across Western Australia, and pay our respects to Elders past, present, and emerging.

We recognise and value the enduring connection First Nations people have to land, waters, culture, and community, and we honour their contributions to our shared future.

**WARNING:** Aboriginal and Torres Strait Islander readers are warned that the following report may contain images of deceased persons. Where known, family permission has been given for photos to be used.





WA Football is a not for profit sports association that acts as the caretaker of Australian Rules Football throughout the State.



Country Football WA is an affiliated organisation of WA Football, whose purpose is to support the extension of football to regional and remote Western Australia.

On behalf of the WA Government, I am delighted to support this half-time report on the Kimberley Investment Framework (KIF), a collaborative initiative between the WA Government, the Australian Football League (AFL), and WA Football. This partnership exemplifies our shared commitment to developing football and enhancing the sporting landscape in the Kimberley region.

Football is deeply rooted in the Kimberley, and the region has produced a wealth of talent over the years. I am proud of the WA Government's investment of \$2.5 million over five years, matching the AFL's contribution to help build the future of football in the Kimberley.

Since the inception of the KIF, we have seen significant progress across various fronts. Our combined investments have improved local sports infrastructure, created more opportunities for collective planning, and addressed the need to enhance and encourage participation and engagement in football, with a strong focus on youth development programs.

Looking ahead, I am encouraged by WA Football's commitment to building on these successes and driving further growth. Over the next two years, the KIF will continue to invest in initiatives that support the sustainability of football throughout the Kimberley. Creating a sustainable sporting ecosystem that nurtures talent and promotes healthy, active lifestyles is imperative across all of Western Australia, especially in our regional areas.

Additionally, it is important to expand community outreach programs to ensure that the benefits of the KIF are felt by all. By fostering partnerships with local organisations and stakeholders, the KIF aims to create inclusive opportunities that celebrate the rich cultural diversity of the Kimberley.

I extend my appreciation to the AFL and WA Football for their support and collaboration. Together, we are making a lasting difference in the lives of many and paving the way for a brighter future for the Kimberley region.

**Hon Rita Saffioti MLA** | Deputy Premier,  
Minister for Sport & Recreation

# Introduction

In September 2021 the Department of Local Government, Sport and Cultural Industries (DLGSC), WA Football and the AFL announced a partnership contributing \$5m over five years to grow, build capacity and develop football in the Kimberley region.

As we approach the halfway point of the funding cycle, we are pleased that to date we have been able to see really strong engagement across the entire region through a number of workshops at a local level and building out program reach to build capacity within leagues and clubs.

The AFL is committed to providing ongoing support through the Kimberley Investment Framework (KIF) and in conjunction with the recently released WA Football talent review establish a strong and thriving football network across the Kimberley.

We would like to acknowledge the local volunteers, community leaders, coaches, umpires and players for their support and ongoing contribution to the game as well as extending our gratitude to the local WA Football team delivering the programs.

In conjunction with the Department of Local Government, Sport and Cultural Industries the AFL looks forward to the next phase of the KIF achievements and legacies for football in the region.

**Rob Auld** | Executive General Manager  
Game Development | AFL

The commitment of \$5 million from the AFL and the State Government, as part of the 2021 AFL Grand Final legacy, has enabled WA Football to enhance its presence in the Kimberley region.

The core focus on Community, Facilities, Participation, Governance and Sustainability represent the key foundations to ensure football in Kimberley thrives into the future.

As we reach the halfway point of this Plan, we acknowledge the work that has been achieved so far by our staff along with countless volunteers and community members. We are excited for the outcomes these partnerships are beginning to achieve.

There is a rich history of Australian Rules Football in the Kimberley, with strong league history as well as many players being drafted into the AFL, and we are confident this is going to continue into the future.

**Michael Roberts** | Chief Executive Officer |  
WA Football

○ We are here


2022

2024

2027

Funding cycle time line



A yellow Country Football WA Burley football is in the foreground on a grass field. In the background, a group of people are playing football on a large green field under a sunset sky. A tall stadium light pole is visible in the distance.

As we reach the half way point of this Plan, **we acknowledge the work that has been achieved so far** by our staff along with countless volunteers and community members. We are excited for the outcomes these partnerships are beginning to achieve.

# Background & Vision

The original 2021 vision for the Kimberley Investment Framework determined **5 pillars** that identified key outcomes to be met through the investment.

## Strategic Pillars – First Half (2022-2024)

<b>1.</b> <b>Engagement</b> <b>through</b> <b>Community</b> 	Promote equity across the region including all abilities, Indigenous recognition, gender, culture, location	✓
	Ensure safe enjoyable environment at football events/programs within the Kimberley	✓
	Develop partnerships with local service providers that support delivery of WA football programs	✓
	Engage local people for local jobs and provide the Kimberley football network with adequate HR and online capability	✗
	Implement junior and female football programs across the community	✓
<b>2.</b> <b>High Quality</b> <b>Facilities</b> 	Implementation and delivery of the WAFC Strategic Facilities Plan 2020-2030. Auditing of facilities to ensure opportunities and needs are captured (female facilities)	✓
	Develop a five-year capital expenditure plan to consider key locations, community need gaps and funding partners	●
	Partner with Kimberley Development commission, DLGSC and local government to support facility funding opportunities	✓
	Identify specific funding projects to upgrade and improve lighting in all Kimberley regional centres and remote communities	●
	Establish a Centre of Excellence in Broome to support the development of players, umpires, coaches and administrators	✗


✓ Addressed (Evidenced in Report)

● Addressed (Not Evidenced in Report)

✗ Not Addressed



Since their inception, the outcomes and pillars have been re-developed to **further identify and work towards key outcomes** in the region as the investment continues.

<b>3.</b> <b>Football Environment and pathways</b> 	Align and evolve Kimberley participation pathways to grow the game	●
	Support to access Perth based coaching expertise	●
	Pathway programs support the existing Kimberley Spirit program and the Claremont Nedlands existing pathways	✓
	Kimberley football programs attract the best people for roles, who bring diverse perspectives to coaching and supporting talent	✗
	Drive diversity through inclusion and growth of Indigenous, multicultural and all-abilities participation	✓
<b>4.</b> <b>Travel Subsidy</b> 	Safe travel to and from football related activities	●
	Address the travel barrier to participation particularly for remote communities participating in the leagues in the Kimberley	✓
	Assess travel needs of current teams from remote communities to determine financial support required	●
<b>5.</b> <b>Sustainability</b> 	Financial Assistance Agreement	●
	Establish strong communications to ensure stakeholders are engaged acknowledging Aboriginal and Torres Strait Islander cultures, languages and beliefs	●
	Establish a 'Kimberley Football Advisory Committee' to support WA regional football	✓
	Build capacity in leagues and clubs to be self-sustainable and well governed	✓
	Create an education-based program that promotes best practise for players, administration and volunteers	✗
	Align with suitable stakeholders to ensure a long-term funding model	●

Since their inception, the outcomes and pillars above have been re-developed to further identify and work towards key outcomes in the region as the investment continues.

# Kimberley Football Landscape



**WAFootball**



Partners

Competitions

Participation



Fitzroy Juniors

Schools



South East Kimberley Football League





## Football – the Fabric of Community in the Kimberley

Importantly, team sports can facilitate intergenerational caring, (McCoy 2012; Ricciardelli et al. 2012) promote healthy behaviours through role modelling (Browne-Yung et al. 2015) and create a sense of cultural identity and belonging (McCoy 2012) particularly for First Nation Australians. Research shows that participation in AFL increases the further you move away from major cities, i.e., football engages more people in regional and remote communities. (Dockery and Gorman 2017) drew many positive connections between AFL and wellbeing, estimating that mental health was higher among Indigenous male and female participants in organised sports. Further to this, Indigenous men and women who participated in AFL reported higher life satisfaction, more social contact and reported more support outside of their immediate households.

It's not just players in the AFL environment that experience the benefits of organised sports – 360,000 West Australians played a non-playing or volunteer role in sport in 2022. Further, 15% of First Nations adults in Australia volunteered in sport and recreation activities in 2022 (Australian Sports Commission 2023). It is widely acknowledged that the absence of volunteers, particularly in community sport would not be able to run, with volunteers filling critical roles such as coach, officiator, administrator, board and committee members. Engaging non-playing parties in communities in the social and emotional wellbeing and mental health space is essential to building safe and supportive networks around the sport.

The Kimberley Investment Framework and the outcomes attached, look to make positive and sustainable change in 5 selected areas, acknowledging what the literature is telling us, along with being informed by consultation with stakeholders in the region.



Engaging non-playing parties in communities in the social and emotional wellbeing and mental health space is **essential to building safe and supportive networks** around the sport.



## Strategic Pillars – The Second Half (2025 - 2027)

<b>1.</b> <b>Engagement through Community</b> 		<b>2.</b> <b>Infrastructure and Facilities</b> 		
<b>1.1</b> Develop and implement engagement programs that utilise football to strengthen community capacity and cohesion.	<b>1.2</b> Forge strong partnerships with key community service providers to enhance football programs and drive social outcomes.	<b>2.1</b> Maximise the utility and efficiency of existing football infrastructure and facilities to better serve the community's evolving needs.	<b>2.2</b> Strengthen partnerships with stakeholders to foster collaborative management and development of football facilities.	<b>2.3</b> Develop improved football infrastructure and facilities that are responsive to current and projected demands, ensuring accessibility and safety for all users.
<b>1.1.1</b> Partner with local organisations, Aboriginal service providers, and Local Government to deliver community-based programs	<b>1.2.1</b> Develop football programs specifically targeting underrepresented groups, including women and Indigenous communities	<b>2.1.1</b> Audit of all existing facilities to identify areas for improvement and prioritise upgrades	<b>2.2.1</b> Host annual facility forums with stakeholders, including local governments, to discuss facility needs and improvements	<b>2.3.1</b> Draw on expertise to develop a multi-year capital expenditure plan for facility upgrades and new developments
<b>1.1.2</b> Conduct annual community engagement forums to gather feedback and improve programming	<b>1.2.2</b> Establish regular meetings with community service providers to align goals and activities	<b>2.1.2</b> Implement a maintenance schedule for all facilities to ensure they remain in good condition and meet community needs	<b>2.2.2</b> Collaborate with the Kimberley Development Commission and other partners to secure funding for facility upgrades	<b>2.3.2</b> Identify and prioritise key projects to improve facility accessibility, safety, and responsiveness to community needs
<b>1.1.3</b> Create online and face-to-face training modules that enhance community engagement through football	<b>1.2.3</b> Develop joint programs that integrate football with community health and education services	<b>2.1.3</b> Upgrade lighting and other critical infrastructure to meet minimum standards and support safe usage	<b>2.2.3</b> Create a task force to oversee facility development projects, ensuring alignment with community and stakeholder needs	<b>2.3.3</b> Apply for grants and funding opportunities to support the development of new facilities and the upgrading of existing ones
<b>1.1.4</b> Develop football programs specifically targeting underrepresented groups, including women and Indigenous communities.	<b>1.2.4</b> Launch promotional campaigns highlighting the social benefits of football programs.	<b>2.1.4</b> Utilise technology to improve facility management, scheduling, and usage tracking	<b>2.2.4</b> Develop shared-use agreements with local schools and community centres to maximise facility utilisation	<b>2.3.4</b> Implement feedback mechanisms to gather user input and ensure facilities meet the evolving needs of the community
		<b>2.1.5</b> Enhance existing facilities by adding amenities that promote inclusivity, such as unisex change rooms and accessible features.	<b>2.2.5</b> Establish a Local Government Reference Group to facilitate ongoing consultation and collaboration.	<b>2.3.5</b> Rationalise under-utilised facilities and explore opportunities to develop shared community facilities, ensuring sustainability.



3. Football Participation, Environments and Pathways			4. Governance and Leadership	
				
<b>3.1</b> Establish and promote clear, accessible and supportive player development pathways.	<b>3.2</b> Strengthen coaching, volunteer, and officiating capabilities through targeted training and certification programs.	<b>3.3</b> Boost performance and wellbeing by facilitating access to educational resources, safe travel practices and community-centred health programs.	<b>4.1</b> Enhance governance and management processes across leagues and clubs to boost transparency, improve capabilities, and achieve operational excellence.	<b>4.2</b> Identify and develop leadership skills within local football communities to ensure sustainable management of competitions and programs.
<b>3.1.1</b> Develop and promote a comprehensive player pathway program from grassroots to elite levels	<b>3.2.1</b> Develop and deliver certification courses for coaches, volunteers, and officials	<b>3.3.1</b> Develop a resource hub with educational materials on nutrition, fitness, and mental health	<b>4.1.1</b> Develop and implement standardised governance frameworks for leagues and clubs	<b>4.2.1</b> Create leadership development programs for current and aspiring football leaders
<b>3.1.2</b> Provide resources and support for local clubs and communities to enhance player development	<b>3.2.2</b> Establish a mentoring program for new coaches and officials	<b>3.3.2</b> Implement safe travel protocols for teams and officials	<b>4.1.2</b> Provide training and support for club and league administrators on governance best practices	<b>4.2.2</b> Organise leadership workshops and retreats focusing on strategic planning and decision-making
<b>3.1.3</b> Support the organisation of regional talent identification camps and trials	<b>3.2.3</b> Organise regular workshops and seminars to update skills and knowledge	<b>3.3.3</b> Partner with local health organisations to offer and promote wellness programs	<b>4.1.3</b> Establish clear reporting and accountability mechanisms	<b>4.2.3</b> Develop a succession planning framework for key leadership positions
<b>3.1.4</b> Create mentorship programs connecting young players with experienced athletes.	<b>3.2.4</b> Provide financial support for certification and training costs.	<b>3.3.4</b> Conduct regular health and wellbeing checks for players, staff and volunteers.	<b>4.1.4</b> Conduct regular audits to ensure compliance with governance standards.	<b>4.2.4</b> Recognise and reward outstanding leadership within the football community.

The Strategy is built around five key pillars—**Engagement Through Community, Infrastructure & Facilities, Football Participation, Environments & Pathways, Governance & Leadership, and Sustainability & Partnerships**—designed to holistically support and grow football across the Kimberley region. Together, these pillars reflect the unique needs of the Kimberley and guide football's growth with community at its heart.

## 5. Sustainability and Partnerships



<b>5.1</b> Form strategic partnerships with local businesses, governmental bodies, community service organisations, and key stakeholders to bolster football programs.	<b>5.2</b> Activate a diverse range of funding sources to secure the financial sustainability of community football programs in the Kimberley region.	<b>5.3</b> Implement innovative branding, communication, and marketing strategies to increase visibility and engagement for football initiatives.
<b>5.1.1</b> Identify and engage potential partners to support football programs	<b>5.2.1</b> Develop a fundraising strategy targeting grants, sponsorships, and donations	<b>5.3.1</b> Develop a comprehensive marketing and communications plan
<b>5.1.2</b> Develop partnership agreements outlining mutual goals and responsibilities	<b>5.2.2</b> Launch crowdfunding campaigns for specific projects and initiatives	<b>5.3.2</b> Utilise social media and digital platforms to promote football programs
<b>5.1.3</b> Host networking events to connect stakeholders and build partnerships	<b>5.2.3</b> Create a sponsorship package to attract local businesses	<b>5.3.3</b> Create branded materials and merchandise to enhance visibility
<b>5.1.4</b> Leverage partner resources to enhance program delivery and reach.	<b>5.2.4</b> Monitor and report on the impact of funding to maintain donor engagement.	<b>5.3.4</b> Conduct market research to identify and target key audiences.

As the Strategy enters its second half (2025–2027), the focus shifts toward recognising and supporting the local leaders, volunteers, and administrators who are the backbone of the Kimberley football landscape. **Equally vital is a renewed commitment to sustainability**—strengthened through robust partnerships that ensure community outcomes are not only achieved but endure well into the future.

## Reach & impact snapshot

Bidyadanga Community to Wyndham Community covers



# 1168km+

between them and connects



# 659

Auskick participants and



# 3670

School Football program participants collectively in



# 25+

locations including

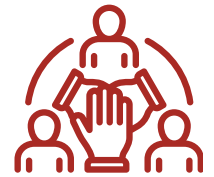


# 20

remote Aboriginal communities



# Engagement Through Community



From partnership in service provision, such as WA Football's established partnership with Kimberley-wide Garnduwa Amboorny Wirnan Aboriginal Corporation (Garnduwa), to ensuring the facilitation of regional football forums annually to engage with and hear from Kimberley people – listening to local voices and actioning community-led initiatives have underpinned the WA Football's approach to ensuring genuine engagement and consideration of local Kimberley communities.



12

regional visits



185

participants/  
attendees engaged

## Amplifying local voices

Since the Kimberley Investment Framework (KIF) was announced, three rounds of annual football forums have been held in the West, Central and East Kimberley.

**A significant driver of the KIF rollout becoming a realistic venture has been increasing the WA Football's staff resourcing to:**

- Support community to access funding
- Facilitate and guide region specific Kimberley Football Action Committees (KFACs)
- Support the expansion of the Country Football WA (CFA) Thriving Communities Program.

The KFACs were developed to generate continued local engagement across the Kimberley region and provide forum to discuss local needs and potential projects to fund. There are three KFAC committees, representing West, Central and East Kimberley. Each KFAC is engaged quarterly to workshop key themes impacting the regions, make meaningful connection with local stakeholders and community members. The KFACs have autonomy around their membership and the stakeholders or community members that are engaged in the KFAC meetings.



2024 Halls Creek Forum

## Country Football WA's Social Impact arm

The Thriving Communities Project is an initiative of CFWA's Social Impact arm that aims to support regionally and remotely based football clubs to build their internal capacity to build safe environments for their players, members and community, while gaining positive social and emotional wellbeing and mental health literacy.

This core program of the Social Impact arm of CFWA is funded by Healthway, though its extension to Kimberley communities in 2024 and beyond is due to KIF funding supporting resourcing in the region.

The program partners with local services and organisations to build sustainable networks that work together to support their community through football. In 2024, Thriving Communities commenced their club program in Wyndham and Derby, engaging 165 participants across seven sessions (12% of the state's engagements).

CFWA acknowledges and deeply values the guidance and knowledge of First Nations people in the engagement of community, and the planning and delivery of our programs to ensure that they are location specific, and that cultural values, practices and nuances underpin the program content. 86% of the participants in our Kimberley sessions in since commencement in early 2024, identified as First Nations.

Michael Mitchell is a Yamatji man of Nyamal and Malgana descent. His country extends from the Pilbara to Shark Bay in Western Australia. After a successful football career in the WAFL and AFL, advocating for positive health and wellbeing of Aboriginal people is now a priority of Michael's, and he has been proactive throughout his career in achieving and advocating for mental wellbeing in his community.



*Michael Mitchell, First Nations Consultant for Country Football WA*

“

At Country Football WA, we have the privilege of working closely with First Nations consultants to make meaningful connection with local First Nations leaders and community members across our programming. In the Thriving Communities space, we are currently working with Michael Mitchell to assist in the development of the program and strengthen our connection with local elders, leaders and community stakeholders.”

**Alex Carkeek** | Social Impact Manager, WA Football.

“

Having Dan (Community Development Specialist, CFWA) and Mitch (First Nations Consultant) come up and work with Crocs Club has been a fantastic experience. I think everyone feels inspired, supported, and refreshed after each session we have had. Looking forward to continuing in 2025 with the Thriving Clubs Program.”

**Sheree Timms** | Wyndham Crocs



## Lessons Learned

**Engage local people for local jobs and provide the Kimberley football network with adequate human resources and online capability.**

Relationships with employment agencies to find local workforce opportunities through football was difficult to action, due to difficulty deciding on employer responsibilities with WA Football, leagues or agencies.

As many organisations in the Kimberley, difficulty in finding housing options and support for East Kimberley based staff members is a barrier.

The Kimberley Football Action Plan Committee (KFAC) model was developed in response to community feedback. Originally, there KFAC meetings were centralised, engaging the whole Kimberley landscape in one setting. KFAC members raised concern that the opportunity to discuss localised issues and challenges was not available in a region wide setting. As a result, the region specific (West, Central, East) KFACs were developed.



*Thriving Communities Program participants - Wyndham Crocs*

# Infrastructure & Facilities



## BRAC Changeroom Retrofit

The Broome Recreation and Aquatic Centre (BRAC) changeroom retrofit project, funded by the KIF, was a community driven initiative that was initially raised at the 2023 Kimberley Football Forum in Broome.

Local female players voiced concern that the facilities in Broome were not adequate to service the needs of female and gender-neutral players in the region, noting that the changeroom facilities at BRAC didn't have doors on the showers and mostly urinals rather than toilet cubicles.

Gender neutral changerooms and suitable facilities to safely get changed pre and post football, will affect, on average 300-350 players per year at BRAC.



This is a game changer for women's football – gender neutral facilities in our region means female players can feel more comfortable to stay pre and post games without having to go home to change.”

**Rachel Southam** | player, Looma Lady Eagles



Playing women's footy is a daunting experience for a female coming to game day, when you don't have a space, you feel uncomfortable to get changed, and you feel like you are coming second to the men, it can be not a welcoming space. Better facilities in the Kimberley would allow women to actually feel like they are a part of the sport and help us be more confident.”

**Katherine Dann** | player, Cable Beach Football and Sporting Club

## Mobilising Local Football Through Custom-built Football Trailers

An example of the power of local KFAC committees is a project resulting from a KFAC meeting in early 2023 that identified a need in community to support sustainability and reduce volunteer burden.

The West Kimberley Junior Football League (WKJFL) and Kununurra Junior Football Association (KJFA) raised concerns about using multiple personal vehicles to transport matchday equipment (goal post pads, balls, cones, bibs, etc.) and proposed applying for a KIF grant to build a custom storage trailer for leagues interested in participating.

After discussions with the governance committee, it was decided that each league could apply for a \$20,000 grant to locally build a trailer based on their specific design needs. This approach allowed for customisation to suit individual requirements.

Through this community-driven initiative, a valuable and tangible asset for the three leagues that participated has resulted. The trailers provide a secure, purpose-built, and promotional tool that enhances the leagues' operations. Whether it's reducing the need for personal vehicles during setup and pack-up, displaying sponsorship and scoreboards on attached screens, or utilising the inbuilt siren to time keep games, the grant has given these leagues the opportunity to design a long-lasting asset that will benefit them ongoing.

Through this **community-driven initiative**, a valuable and tangible asset for the three leagues that participated has resulted.





*Tim Brooker, WKJFL Secretary and his sons with the new WKJFL trailer.*

“

I am expecting this trailer to give back a minimum of an hour to an hour and a half of volunteer time each week, and as you know, we (volunteers) are all time poor, so this is invaluable! Big thank you to Kane, Eamon, and Louis (CFWA) for backing our design and getting WKJFL moving forward! Not only that, I reckon it could even be used for things like school programs that WA Football/CFWA run in Broome too!”

**Tim Brooker** | West Kimberley Junior Football League

“

“The KIF grants have enabled the committee to improve the ‘game day’ experience by contributing to the purchase of a custom-built trailer to store and transport equipment. This has enabled the committee a means of efficiently setting up and packing up the multiple ovals used across our primary and secondary school game match nights.”

**Luke Donovan** | Kununurra Junior Football Association

## Lessons Learned

**Establish a Centre of Excellence in Broome to support the development of players, umpires, coaches and administrators**

The idea was workshopped heavily, liking it to a facility similar to the Michael Long Centre design in Darwin. However, this project is not being pursued due to a range of identified challenges, including cost and operationalisation.

### KIF facilities fund grants

For the first half of the investment, these grants were not widely accessed by Kimberley teams/clubs/groups. There is potential that there was confusion/double up with 10k Club Development Grants that were regularly accessed each year and went towards minor facility projects. The acquittal processes for development grants may have been too demanding, reducing the uptake of local applications.

# Football Participation, Environments & Pathways



## Football for all in the Kimberley

Through increased resources made available through the KIF, the KIF placed focus on supporting growth in reach and participation in football programs across the Kimberley region. The Kimberley boasts football programs that span from Bidyadanga Community to Wyndham Community, covering 1168km+ between them and connecting 659 Auskick participants and 3670 School Football program participants collectively in over 25 locations, including 20 remote Aboriginal communities.

WA Football, in partnership with Fremantle Football Club (FFC), West Coast Eagles (WCE) Football Club, and with local partners such as Garnduwa and local leagues, delivery of junior and youth football programs continues to thrive.



Through the KIF, this partnership is supported by designated program staff in the region, to coordinate delivery of school and youth football programs across the Kimberley. This increase in resources has meant that WA Football has had the opportunity to support the inaugural All Abilities and Starkick programs in Broome, along with their extension into the region ongoing.



“

What I would like to pay testament to is more the indirect positive impact the KIF funding has had on Broome Auskick and particularly the startup and ongoing support with Broome Starkick that Rachel (Participation Specialist – Kimberley, WA Football) has had.

With help from Rachel and Eamon (Competitions Specialist – Kimberley), the Starkick program's inaugural year was a success in the fact that we were able to offer the 9-week program alongside Broome Auskick on Saturday mornings to a group of children that did or could not enjoy footy prior to this program launch due to different circumstances in their lives.

Rachel was fundamental in helping set up Starkick as well as promoting Auskick and junior footy with her efforts in producing and circulating promotional fliers, making more kids and parents aware of Broome's footy opportunities and no doubt impacting positively on our registration numbers at the Auskick and Starkick level.”

**Adam Goedecke** | Broome Auskick



“

“It’s been a pleasure to work with the Broome community towards increasing opportunities for children living with disability to participate in sport. Through the support of KIF which has helped provided access to critical human resources on the ground, we have already seen a number of positive outcomes. This includes the launch of the Kimberley’s first Starkick All Abilities centre, that launched in 2024 and is now embedded in the communities existing Auskick centre, and overseen by WKJFL.

The KIF support has also helped deliver other positive engagements in the inclusion space where in 2024 , 89 primary and high school children, living with disability were engaged in the Kimberley 9’s football carnival, an annual event hosted by the Fremantle Dockers Football club and Purple Hands Foundation. This engagement resulted in these children having the opportunity to play football on Broome’s iconic Cable Beach alongside and at the same event as their mainstream peers.

These outcomes of building connectedness and acceptance also extend far wider than these events, as it helps raise awareness of disability inclusion across the broader community at the same time. Thus the positive impacts if these inclusion programs are extending far beyond what transpires on the footy field.”

**Rob Geersen |**  
Inclusion Specialist WA All  
Abilities Football Association



Through increased resources made available through the KIF... WA Football has had **opportunity to support** the All Abilities and Starkick programs in Broome,



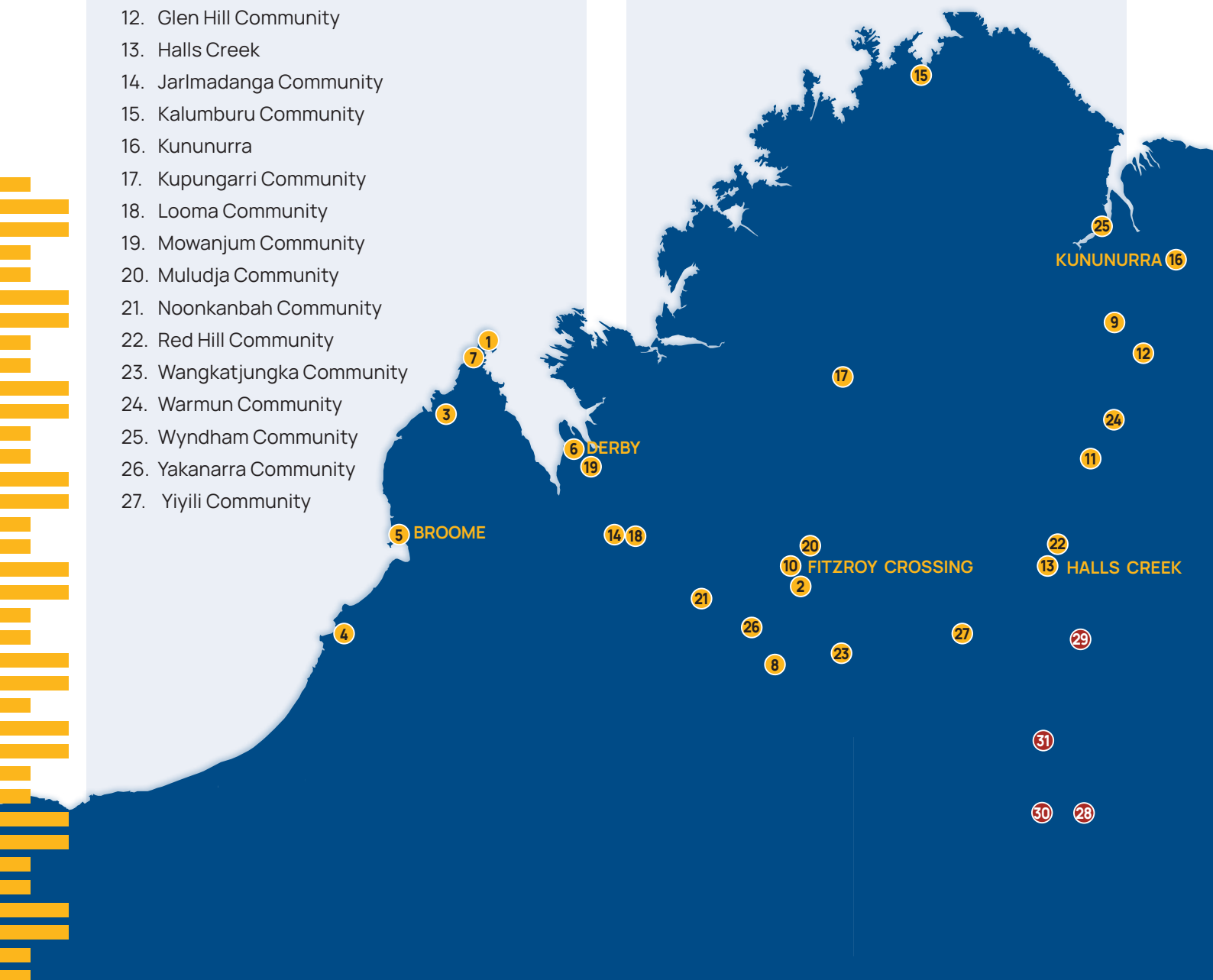
## Supported Engagements Across the Kimberley 2021-2025

### Communities listed as activation sites that were serviced in this period.

1. Ardyaloon Community
2. Bayulu Community
3. Beagle Bay Community
4. Bidyadanga Community
5. Broome
6. Derby
7. Djarindjin Community
8. Djugerari Community
9. Doon Doon Community
10. Fitzroy Crossing
11. Frog Hollow Community
12. Glen Hill Community
13. Halls Creek
14. Jarlmadanga Community
15. Kalumburu Community
16. Kununurra
17. Kupungarri Community
18. Looma Community
19. Mowanjum Community
20. Muludja Community
21. Noonkanbah Community
22. Red Hill Community
23. Wangkatjungka Community
24. Warmun Community
25. Wyndham Community
26. Yakanarra Community
27. Yiyili Community

### Communities listed as activation sites that were not serviced due to flooding, resourcing and external factors in this period.

28. Balgo Community
29. Bililuna Community
30. Mulan Community
31. Ringer Soak Community







## Supporting Increased Engagement in the Central Kimberley

Following the devastating floods in 2023 that severely impacted homes, infrastructure, families, communities and access across the Central Kimberley, football and the community engagement that naturally coincides, came to a halt. Long term engagement with the Central Kimberley Football League (CKFL), and key stakeholders such as Garnduwa have seen some significant successes in getting football back and operational in the Central Kimberley.

Connected to these efforts was the financial and administrative support in establishing a Fitzroy Crossing Youth football competition.

Through access to the KIF administration grants, the opportunity for youth in the Central Kimberley to be re-engaged in football has been reignited, along with inter-league junior games which in turn promises a more developed and skilled youth player cohort in the region.

Through access to KIF grants the opportunity for youth in the Central Kimberley to be re-engaged in football **has been reignited.**

“

Due to the Covid Pandemic and the 2023 Flood, Fitzroy Crossing had not had junior football for several years. With the support of the community, WA Police, Garnduwa, Shire of Derby West Kimberley, Country Football WA and KIF funding, junior football has now been played every week since February 2024 and is continuing through the wet season.



“Planning is now underway to have a formalised under 16s competition in the Central Kimberley in 2025, with several communities and towns taking part. In 2024 Junior Football evolved from having no equipment and structure to a weekly event, with four inter town games. 2025 will be even better.

“I wouldn't like to claim that it's all football (crime reduction) but it definitely plays a part in conjunction with working together with Marra Worra Worra, the Shire and other services. But from 1/1/25 to 27/2/25 – there has been one car stolen. In the same period last year we saw 21 stolen.

“The football has had a really positive impact on the police relationship with our young people, nearly all of our main young offenders play football and have friendly relations with us (WAPOL).

“Looking forward, we have plans for a formal/ more structured competition as well as other games we can arrange across the Kimberley. On a personal note, seeing the young people of play football in the Fitzroy Valley is a real privilege, the talent is raw but incredible. With some structure and opportunity, I see no reason we won't see more of them go on to play football at higher levels.”

**Mark Howes** | WA Police, CKFL Director



## Supporting Kimberley Women to Access Football Opportunities

A key priority for WA Football is to continue to support women in football, with the KIF bolstering support for women across the Kimberley. For three years in a row, the KIF has supported a Kimberley Women's representative side to compete in the Women's Country Championships held in Perth annually.

The Kimberley Women's side has seen engagement of women from female teams representing all three Kimberley leagues, as well as coaches and volunteers representing the region.

“

Well it means a lot and it brings women together to play one another. It's a privilege to get to know them on and off the field ... it's really great.”

**Lacara Buck** | Looma Lady Eagles, Kimberley Women's Representative Team, Country Women's Championships

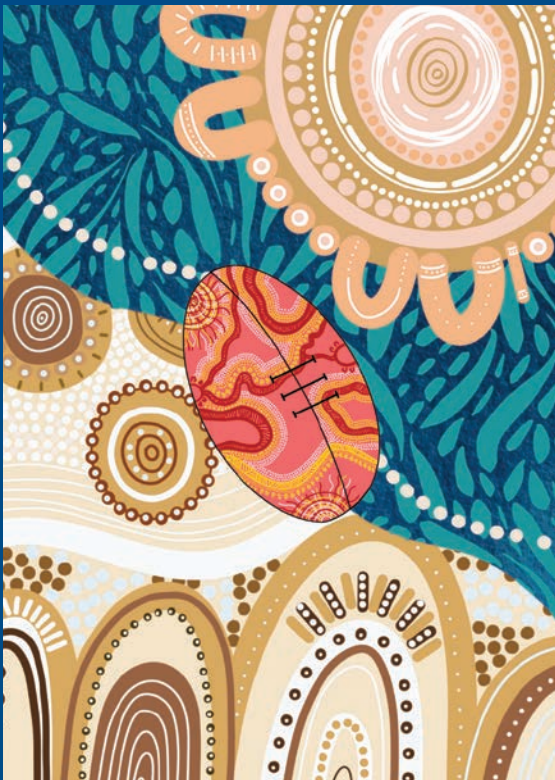




## A Story of Sisterhood

Local Broome woman Melanie Edgar, was engaged to design the inaugural Country Women's Championships' Kimberley team guernsey. Mel tells her story:

**"I'm a saltwater woman from Broome, my language groups are Yawuru, Karrajarri and Ngarinyin, so I also have a connection to the East Kimberley from my mother's side. The below design is a collab of east and west coming together, represented by the colours of the landscapes, the hills and rock country to the blue turquoise waters of the Kimberley. The football in the middle is what has brought the team together and the dotted line represents the sisterhood bond that is created through football. The big circle on the blue represents the support and backbone of the women in footy, the families, friends, coaches, kids and husbands coming together."**



## Volunteers

WA Football and Country Football WA work together to provide opportunity for volunteers in the regions to access to training and education in coaching, umpiring, officiating and governance.

More recently, the KIF funding supported a group of Kimberley volunteers to travel to Perth to access multiple opportunities to build relationships and skill sets around football, including an umpiring education workshop with AFL umpires.

“

Football is going good in the valley, but I don't like the behaviour of players and spectators towards FX umpires, big no-no for me. Incidents have occurred in the past and I have stood up to make sure everything is set straight, to help and protect the umpires as they are there to protect and control the game. The trip down to Perth has been a good insight to see the different standards and speed of the game from the AFL umpires.”

**Gavin Smith** | Central Kimberley Umpire

Really liked the trip to Perth to see how much professional umpires have a passion for the game and enjoy what they do. I think it shows that if you have a goal in life there is an opportunity to progress and develop that passion. I've been umpiring in the Kimberley for 10-15 years – I've seen more umpires over the last five years and a push to improve the game to be more professional, include more people who want to improve it. This will only be a positive for the Kimberley moving forward.”

**Murray Cockram** | West Kimberley Umpire



# Governance & Leadership



## The KIF Governance Framework and Delivery Model

The governance of the KIF and its corresponding action plan is outlined here. The intention is to be guided by community development frameworks to ensure community engagement, co-design and a cycle of reflection, review and evaluation is in place. In this case, the Community First Development's Community Development Framework is used as a guide to the way in which the KIF is utilised over the investment timeframe.

The intention is to be **guided by community development frameworks** to ensure community engagement, co-design and a cycle of reflection, review and evaluation is in place.





## Governance in Community

### South East Kimberley Football League – SEKFL

Up until 2023, the East Kimberley Football League (EKFL) was the most geographically spread community football competition in Australia. The distance between Wyndham Community and Balgo Community is 627kms, which equates to an 11 hour round trip to access fixtured games weekly.

Driven by community feedback and desire, 2024 saw the establishment of the South East Kimberley Football League (SEKFL), a community-led initiative that looks to improve social community outcomes, and safety in reducing extensive travel distances and times to participate in football competitions.

The league split also takes the first steps in creating two stronger, independent and community driven leagues which allows for potential interleague and representation opportunities between the EKFL and SEKFL.

The Kimberley Investment Framework Governance Committee saw a change in structure in 2024, welcoming Jaru/ Kija woman, Cissy Gore-Birch OAM, and a Kimberley voice and perspective to the governance space.

While Cissy offers a depth of cultural knowledge and guidance, her contribution to the Kimberley football landscape has been significant, both in leading the way for First Nations female umpires, volunteering, and playing in local and representative teams.



## Recognising Football Volunteers in the Kimberley

Governance and leadership are key components of the legacy of football in the region. The Kimberley has the unique challenge of volunteer transiency which impacts on sustainable football coordination. It is imperative that our local volunteers are recognised for the valuable contribution they make to community football in their communities.

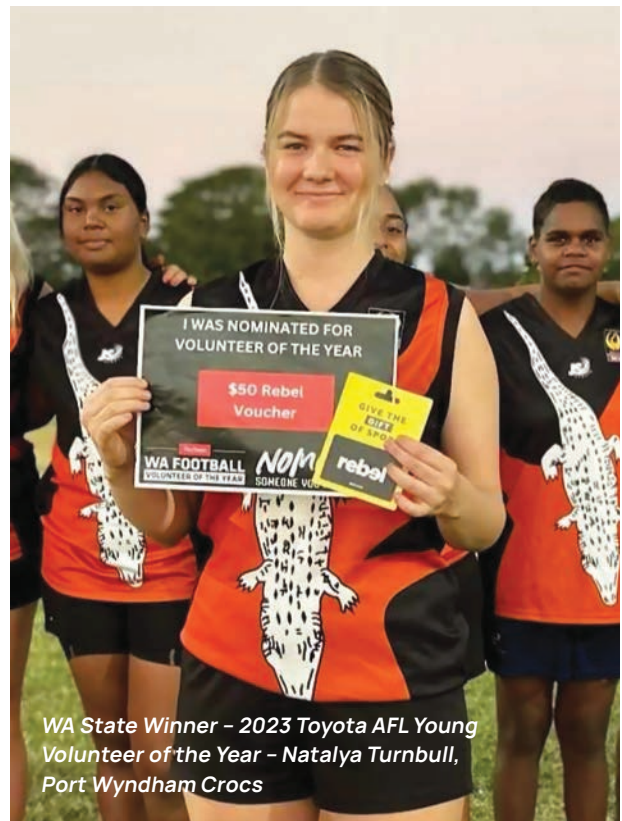
Annually, volunteers are acknowledged for their contribution to the game by Country Football WA through nominations to the WA Football Volunteer Awards and to the National 2023 Toyota AFL Volunteer of the Year Awards.

In 2023, Natalya Turnbull from the Port Wyndham Crocs was recognised as a finalist for the Young Volunteer of the Year Award for her commitment to volunteering in football within her community.

At 21 years of age she has joined the Port Wyndham Crocs committee and is **a valuable contributor** to meetings and decision making at the club.

“Natalya is always willing to lend a hand before, during and after football games. At 21 years of age she has joined the Port Wyndham Crocs committee and is a valuable contributor to meetings and decision making at the club.

Natalya transports the scoreboard to the oval each game day, helps with pre-game set up and preparation and for away games will help to transport players to the game which could be taking place over 100km away. She then pulls on her boots and plays for the Wyndham Crocs Women's Team.



Once the women's game has finished, she then switches roles and runs water for the men and then packs up at the end of the day.

As a General Committee member, Natalya always contributes in decision making at meetings, is supportive of club initiatives and is always coming up with new suggestions and ideas to support the club. She always puts her hand up to assist in implementing initiatives at a club level.

In addition to her involvement in football, Natalya works full time and volunteers her time with various other community organisations. Her positive attitude, quiet confidence, enthusiasm and passion for football and the club makes her a positive role model for young women in the town.”



Local leaders and volunteers in the Kimberley football space have recently been recognised for their contribution to the game in receiving awards at the 2024 WA Football Volunteer of the Year Awards:



Kimberley Regional finalist WA Football Volunteer of the Year – Luke Donovan, Treasurer, Kununurra Junior Football Club

Luke has been a part of the Kununurra Junior Football Association for four years and has a strong commitment to grow and develop football in the region. His commitment has seen the club increase in size from one competition with diverse age ranges to having over 100 participants across junior and youth competitions.

Whilst Luke's official title is Treasurer, he is so much more than this. The growth in numbers and the professionalism of the club is strongly attribute to his dedication and hard work. He puts in countless hours above and beyond his role to increase standards of the league and the community.

It is imperative that our local volunteers are recognised for the **valuable contribution they make** to community football in their communities.



Kane Benson with WA Football Volunteer of the Year Category Winner, NAB AFL Auskick Volunteer – Adam Goedecke, Auskick Coordinator, West Kimberley Junior Football League

Adam has been Auskick Coordinator for one year and prior to that was Auskick coach for four years. In addition, he coaches the Year 4 Grey team for West Kimberley Junior Football League (WKJFL). The Auskick Centre services the whole town with a membership of over 200 participants.

Adams dedication to increase opportunities for the participants is outstanding and he goes above and beyond to make Auskick a positive and inclusive environment for all participants. He is always organised and ready to get the sessions started.

At the beginning of the football season, Adam organised the Fremantle Dockers to hold a girls clinic at the club. This saw a huge number of girls participating. Off the back of this, he decided to set up a girl's grid which was hugely successful with 28 girls taking part.

In 2024, Adam proactively guided the WKJFL into trialling Starkick, which has also been very successful. He has led the way to get the program off the ground and supported families to get involved in the football community.

# Sustainability & Partnerships



Working together to reach collaborative outcomes has seen many positive outcomes reached through the KIF since its launch. Through a small grant system, the KIF provides opportunity for Kimberley leagues and clubs to fund their own initiatives to improve their football environment, club capacity, or facilities and assets.

There were 19 successful applications for the league small grants in 2023/24.



- **West Kimberley** | 47.4%
- **Central Kimberley** | 10.5%
- **East Kimberley** | 42.1%

In making these grants available to local clubs and leagues, it was a priority for WA Football through the KIF, to provide resources to clubs to support and guide clubs/leagues to ensure their needs were met through the grants, while considering whether they contributed to the KIF outcomes, in supporting sustainability, resourcing and football operations.

It is important to acknowledge the deficit in funds granted to the Central Kimberley in this timeframe. The ability of clubs in this league to access and secure funding through the grant process presented challenges that will continue to be addressed over time. In the interim, alternative strategies were put in place, focusing on rebuilding football in the Central Kimberley following the floods. These strategies involved targeted resourcing and support delivered independently of the grant funding process, in partnership with local stakeholders.

“

The KIF Admin funding has been beneficial, assisting towards the smooth running of the EKFL for the 2024 season. It has been great to be able to pay for some of the huge amount of time and effort put into the admin side of running the league. I don't think people understand quite how much labour that is, and generally it is performed by volunteers, which is a pretty big ask. We would love to see this funding continue to be available into the future, as it does deliver excellent practical support to the league, and I don't think we would have had the ability to pay an admin person without this funding.”

**Sheree Timms** | East Kimberley Football League

“

The Kununurra Demons Football Club welcomed the development grant, as it helped us significantly with delivering a successful 2024 season. We believe the funding enabled us to deliver successful training sessions with the required gear, access to external supports from trained community members to boost good fitness and mental health plus equipment to help us with fundraising/social opportunities to further our club's capability.

“With both teams making finals footy, the grants contribution was important, and we are grateful of receiving such funds. WA Country Footy demonstrating commitments through grants for clubs to thrive is significant to grassroots footy.”

**Kristy Brittain** | Kununurra Demons Football Club

“

The KIF grant helped with many things such as being able to purchase jerseys and shades for game day. Our players and supporters wouldn't have been able to enjoy the successful season we had if it weren't for the KIF grant.”

**Monique Criddle** | Broome Towns





## Lessons Learned

### Grant Funding

Lack of strategy in place to ensure equity in access to small grants and there was no acquittal process in place to evidence what funds were being used for. Communication between League and teams applying for grants was not seen, and poor relationships meant leagues weren't aware of which clubs were requesting grants for.

While funding granted through small grants seems to reflect lack of equity across regions, it does not consider other means of funding through the KIF that was accessed separately to small grants.

Larger grants were often used to support the engagement and incentivising of match day roles and rewarding volunteers, which while a support to the league operations, relying on this funding to do so ongoing is not sustainable.

The need to have more leniency with grant round application timeframe. Although a grant cutoff date makes it easier to filter incoming applications, it does not reflect the capacity of and demands on our volunteers. This learning has led to the league and club development grants being open for majority of the football season.

“

“The Ord River Magpies Football Club is proud to acknowledge the support we have received through the WAFC KIF grants process and Country Football WA. With this assistance, we have been able to secure funding to install ACROD parking bays at our club. This vital development increases accessibility and ensures our facilities are more inclusive for everyone in our community.”

**Matt Hanagan** | Ord River Magpies

“

“During my time as the President of the KJFA, the support from the CFWA and KIF funding that was made available to our league greatly impacted the growth and professionalism of the small Kununurra based junior football competition. The Administration support grant helped elevate issues of managing projects, financially supporting the development of a new youth umpire team to officiate the KJFA and create a sustainable umpiring environment”

**Aaron Bell** | Kununurra Junior Football Association

## Fremantle Football Club

The Fremantle Football Club's commitment to the Kimberley region was further enhanced in 2024 with the commencement of a full-time Regional Program Coordinator, based in the region.



This role is a part of the Fans & Community department within the Fremantle Football Club, working across:

- School Programs
- Community Coaching
- Next Generation Academy
- Purple Hands Foundation
- Female Football
- Community and Stakeholder Engagement



### School Programs

The Fremantle Football Club delivered a range of School Programs and Engagements throughout 2024 - within the Kimberley, in person and online through the Digital Schools Hub program.

In Person examples:

- Dampier Peninsula Interschool Football Games - Attendance initiative
- Skill Clinics at local High Schools in Broome
- Virtual Player Visits to Sacred Heart Beagle Bay
- School Clinic at Ngalangangpum School
- Supported Dockers Shield in Wyndham
- Hosting a large number of Kimberley Schools at Cockburn Facilities

## Community Coaching

Delivered a variety of Community Coaching opportunities through local Clubs, Leagues, Communities as well as supporting registration to Fremantle Football Club's Community Coaching Hub.

Coach examples:

- Senior Training support in Wyndham, Kununurra, Derby and Broome
- Coach Education in Warmun, Looma, Halls Creek and Broome
- Coach Education to WA Police Officers in Kununurra, Derby and Wyndham

## Next Generation Academy

Supported regional based Talent programs & events that relate to the Next Generation Academy, and support development of youth footballers.

Examples:

- School Holiday NGA Session in Kununurra
- Taking various Kimberley Spirit Hub Sessions within the region
- Providing the opportunity for Kimberley Spirit to play at Optus Stadium, and supporting the trip with staff
- Connected Kimberley players to the NGA and supported their registration with their families





## Purple Hands Foundation

Purple Hands Foundation delivered the fourth\* year of the Kimberley Connected In-School program and the Kimberley 9's Carnival on Cable Beach.

- 450+ Students participated in the Kimberley 9's
- Luurnpa School from Balgo participated in Kimberley Connected and travelled to Broome for Kimberley 9's for the first time
- Schools from throughout the whole Kimberley took part in Kimberley Connected
- Engaged with key Kimberley organisations to deliver Health-related workshops at Kimberley 9's

## Stakeholder Engagement

Collaboration with Stakeholders across events within community is vital, and the Club has been proud to support Stakeholders throughout the region.

Examples:

- Supported WAFC with the Kirby Bentley & Nicky Winmar Carnivals in Fitzroy Crossing
- Collaborated with WAFC to deliver Football component of the 2024 Kimberley Cup
- Attended Clontarf Carnivals in Kununurra, Broome & Derby
- Supported the Shooting Stars AFLX Carnival in Kununurra
- 6 week afterschool program with Stars Foundation

## Female Football

Supported the continued growth of Female Football throughout the region, from Auskick through to Senior Women's Football.

Examples:

- Joint EKFL Women's Training Session in Kununurra ~60 participants
- Girls only Auskick Clinic in Broome - leading to implementation within Broome Auskick season
- Lisa Webb, Aine Tighe & Gabby Newton visiting Broome to run female engagements from Auskick, Youth Girls, Seniors to Coaching
- Female Youth sessions delivered in Wyndham & Kununurra

## What's to Come in 2025

Continued presence within the Kimberley, through Club programs & initiatives, as well as continuing to support stakeholders and promote football.

Some key engagements on the horizon:

- Eight Kimberley male youth footballers invited to play a Curtain Raiser prior to the Indigenous All Stars
- Four week pilot Next Generation Academy within Broome in Term 1 for male & female youth footballers
- Continue support of regional football participation and regional talent programs
- Coach Education to be delivered across the region
- Rollout of Digital Schools Hub to all Kimberley Schools
- Kimberley 9's to increase reach and engagement across Kimberley, and deliver the fifth edition of the Kimberley 9's
- Provide opportunity for Kimberley Spirit to play at Optus Stadium, as well as in person engagements at Cockburn across all pathway trips

The Fremantle Football Club is committed to the Kimberley region, and it's continued support and involvement in the promotion of Football.



## Claremont Football Club

Claremont Football Club delivers football engagements throughout the Kimberley, as well as welcoming Kimberley footballers through the Rogers and Colts pathways as players leave their regional development programs. Claremont shares a rich history of Kimberley players joining the Football Club and welcomes the opportunity to continue their involvement in the region.

In 2023 and 2024, Claremont Football Club engaged over 500 community members in football clinics, training sessions, club tours, nutrition, strength and conditioning and leadership sessions across over 10 Kimberley communities and in Perth. In partnership with Garnduwa, and with WA Football support, Claremont Football Club has a strong presence in the Kimberley region and is proud of the connection players and community members make with the club.







## Garnduwa

Garnduwa Amboorny  
Wirnan Aboriginal



**GARNDUWA**

Corporation (Garnduwa) is a Kimberley wide Aboriginal Controlled Community Organisation (ACCO) who are the key body delivering culturally safe sport and recreation programs throughout the Kimberley region, particularly in remote Aboriginal communities. Since 2022, the Kimberley Investment Framework (KIF) has helped more young people play football. Led by WA Football and supported by the AFL and the Department of Local Government, Sport, and Cultural Industries, this funding has created more chances for kids to get involved in the game. Garnduwa and WA Football work in partnership to deliver Auskick and AFL School Programs to over 25 remote Aboriginal communities across the Kimberley, through funding the engagement of local Community Recreation Officers (CROs) based locally, providing sustainable and regular engagement opportunities in remote locations.

Garnduwa has seen the impact of this investment, especially for young Aboriginal girls. One of the biggest successes has been the rise in girls playing through Auskick. More junior programs are reaching remote communities, giving girls new opportunities. More girls than ever are now playing and loving the game. This shows how the right funding and strong community partnerships can create real opportunities for young people in the Kimberley.

“

The KIF has made a big impact, but to keep growing, we need to focus on building a strong workforce. KIF funding has supported Garnduwa recruit Community Recreation Officer (CRO) staff in key locations and building better school-to-club pathways has helped increase participation.”

**Mick Albert** | Garnduwa CEO.



## Challenges in Keeping Programs Running

Even with these successes, keeping programs going is a challenge. The biggest issue in the Kimberley is finding and keeping staff. Running programs across the Kimberley needs a steady and well-trained workforce, but high staff turnover, hiring struggles, and the challenge of keeping skilled workers in remote areas make it hard. Some solutions have been put in place, like regional development officers, volunteer training, and cadetship pathways. But more support is needed. Garnduwa works with local communities to train and support staff, but finding local workers and giving them ongoing training will take more funding.

## Working Together for a Strong Future

The KIF has also helped Garnduwa and WA Football work more closely together. This stronger partnership means more funding for football and other sports in the Kimberley. It has also helped Garnduwa push for more support in other areas of sport and recreation.

Garnduwa looks forward to growing this partnership, pushing for future funding, and working together to create lasting sports opportunities across the Kimberley.

# Where to from here?

## Community Capacity and Wellbeing

The recent Country Football WA restructure brings an intentional focus on community development and social impact of regional and remote football programs. With the KIF funding supporting elements of this arm of the business, a more strategic approach to delivering key club and league outcomes centred around mental health and wellbeing will be implemented from 2025.

Further investment into community capacity – Research tells us that community members who volunteer in sport in turn contribute the skills they learn back into the community, both in sport and extended forums, bringing increased knowledge and capability to their community (Edwards 2015).

## First Nations Co-designed and Led Initiatives

Dadirri, first introduced as a theory in 1988, is centred around being present, connecting to yourself and the environment to be available to listen, and build relationships. The theory sets the principle that the Indigenous voice is prioritised and in turn, when applied to community development practise, ensures that approach, design, delivery and evaluation of any initiative is intentional, culturally informed and appropriate in the engagement of Aboriginal people (Ugunmerr-Baumann et al 2022, p. 96).

Research supports that consulting with and listening to First Nations people enables health promoting physical activity programmes to be tailored to meet the preferences and needs of the community, identify recruitment and retention strategies and facilitate community approval (Pressick et al. 2016). These may also enable participation and reduce potential barriers.

66% of football players across the Kimberley (from Auskick through to senior football) identify as Aboriginal or Torres Strait Islander.

WA Football and Country Football WA acknowledge the significant and invaluable contribution that First Nations people have given to community, state and national football. It is widely recognised that football plays an integral role in the way people in community are engaged, supported and celebrated, all while being able to stay active and connected to others.

The Kimberley Football Action Plan (KFAP) going forward, will look to ensure that the framework is fit for purpose, prioritises place-based approaches and initiatives and co-design.

Projects across the Kimberley supported by the KFAP from 2024/25 onward that have already commenced:

- South East Kimberley Football League establishment
- New goal posts in Warmun, Looma, Halls Creek communities
- Central Kimberley Football League Administration Building
- New scoreboard in Broome

“

The investment made by AFL and DLGSC offers an opportunity to contribute to and support some actual, sustainable and positive change in community outcomes; particularly around engaging people, investing in capacity building and support community-led initiatives.”

**Brent Hedley** | Executive of Country Football, Facilities and Affiliates.

Research supports that **consulting with and listening to First Nations people** enables health promoting physical activity programmes to be tailored to meet the preferences and needs of the community.



It is widely recognised that **football plays an integral role** in the way people in community are engaged, supported and celebrated, all while being able to stay active and connected to others.



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