

WEST AUSTRALIAN FOOTBALL COMMISSION ANNUAL REPORT

2024



FOOTBALL COMMISSION INC.

ACKNOWLEDGEMENT OF COUNTRY

The West Australian Football Commission acknowledges that our great game is played across all parts of Western Australia. We acknowledge the Traditional Owners of these lands and pay our respects to Elders past and present. We also recognise the amazing contribution First Nations people have had, and continue to have on Australian Rules Football.



Our Vision

THE GAME FOR ALL WESTERN AUSTRALIANS

At the West Australian Football Commission (WAFC) we value:

Our People: We care for, support and develop our people. We are one united team committed to delivering our agreed objectives. Together we celebrate our successes and achievements.

Being Our Very Best: We strive to give our very best every day. We are recognised as an organisation that gets things done. We bring passion, perseverance, and a positive attitude to everything we do.

Our Relationships: We deeply value the players, volunteers, stakeholders and fans of our game. We are committed to building relationships that are enduring. We earn trust through our behaviours and communication.

Leading Our Industry: We respect our history as we shape our future. We work in partnership to ensure football is successful. We aim to set the standards for our industry.

Our Role

Football is the fabric that connects players, families and communities right across Western Australia and this is the core to our focus in growing and developing football in Western Australia.

The West Australian Football Commission is the caretaker of football throughout the State and is responsible for the overall development of the game.

The WAFC's role includes ownership of the licences of the State's two AFL teams – the Fremantle Football Club and the West Coast Eagles – and supporting and developing the West Australian Football League (WAFL) as well as the West Australian Football League Women's (WAFLW) competitions. The WAFC oversees community football, manages umpiring, and drives participation through game development and talent pathways. As a not-for-profit sports association, the WAFC is incorporated under the Associations Incorporation Act and is governed by a voluntary Board of Commissioners, which oversees all football activities across the state.

AT THE WAFC WE FUND & DEVELOP

- ▶ The WAFL and WAFLW competitions
- ▶ The Colts and Rogers Cup competitions and support talent pathways
- ▶ The Perth Football League, AFL Masters WA, Sunday Football League, Country Football WA, WA All Abilities Football Association and community football
- ▶ State Talent Academies
- ▶ The umpiring talent pathway
- ▶ School competitions and the AFL School Member program
- ▶ Multicultural engagement programs
- ▶ Indigenous engagement programs including the Nicky Winmar Carnival, Kirby Bentley Carnival and WA Kickstart team
- ▶ Auskick, Starkick, junior and youth football
- ▶ Tribunals, governance and integrity programs
- ▶ Community facility funding
- ▶ Coaching, umpiring and volunteer accreditation and development



*"THE GAME FOR ALL
WESTERN AUSTRALIANS."*

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2024 HIGHLIGHTS



25,481

WAFL
Grand Final
Attendance

3 WA Players
selected in the
U18 Girls
All-Australian
Team

5 WA Players
Selected in the
2024
Mid-Season
Rookie Draft



7,468
attended

WA Day
Fremantle Derby



6 Players
Selected in
2024

Telstra
AFLW Draft



10 Players
Selected in
2024

Telstra
AFL Draft



16,691
NAB AFL
Auskickers



87,126
WA total
Participation

16,030

Female
Registered
Participants
across WA

a 2.2% increase
on last year



67,272

Club only
football
Participants

MESSAGE FROM THE CHAIR

Football thrived in 2024.

I extend my sincere thanks to my fellow Commissioners for their dedication to the growth of football in Western Australia. I also acknowledge the WAFC Executive and Staff for their unwavering commitment throughout 2024, a year marked by continued progress and achievement.

As I complete my final year as Chair of the WAFC, I reflect on my six years of service, including the privilege of leading the Board for five of those years.

It has been an honour to serve during a time of significant challenge and transformation. Together, we navigated the unprecedented impacts of the COVID-19 pandemic, ensuring the continued operation of football across the state. During this time, the Board also undertook a comprehensive organisational restructure, stabilising the WAFC and positioning it for recovery and sustained growth.

A highlight of my tenure was the launch of the Kimberley Investment Framework, made possible by securing \$5 million in funding from the State Government and the AFL. This initiative has been instrumental in driving facility upgrades, community participation programs, and other critical measures to support the game's development in regional WA.

I am especially proud of our achievements in advancing opportunities for women in football. Female participation has grown by an impressive 55% during my time on the Board, reaching over 16,000 participants in 2024. The rebranding of the West Australian Women's Football League to the WAFL Women's (WAFLW) competition in 2019, began with five teams and has grown into a fully inclusive league, with all nine WAFL clubs set to compete in the WAFLW in 2025.

Health, safety, and wellbeing have remained priorities during my tenure. The WAFC has been a leader in education, research, and best practices in concussion management. We were among the first sporting bodies to adopt the 21-day return-to-play protocol across all levels of football. Additionally, last year, the WAFC piloted over 180 instrumented mouthguards to gather data on collisions and their intensity across junior, WAFL, and WAFL Women's competitions.

It has been a privilege to serve as Chair of the WAFC and contribute to the growth of football in Western Australia. I am confident that the organisation is well-placed to continue its mission of enriching the lives of all Western Australians through the game of football.



COMMUNITY FOOTBALL

Participation in football continued to grow this year with more than 87,000 West Australians participating in our game. Volunteers are the backbone of our game. This year a record-breaking 47,000 community members dedicated their time to ensure football matches ran smoothly each weekend throughout the season. Thank you for your tireless efforts and dedication to football.

WAFL & WAFLW GRAND FINALS

It was exciting to see five clubs represented across all grades, reflecting the spread of talent across the entire WAFL competition (League, Reserves and Colts). Claremont took out the Colts Premiership after an exciting and hard-fought match against Swan Districts, East Fremantle won the Reserves Premiership against Claremont, and Peel Thunder triumphed over East Perth to win the League Premiership, becoming the fifth different premier in the same number of years. This has only occurred two other times in the competition's 140-year history. The day was a fitting end to a competitive and exciting season.

Four clubs were represented in the WAFL Women's and Rogers Cup Grand Finals, which were held in challenging conditions. Claremont secured their second WAFLW Premiership in three years, defeating arch-rivals East Fremantle. In the Rogers Cup, West Perth claimed victory over Subiaco, marking their third premiership in four years.

TALENT PROGRAM

The WAFC Talent Program resulted in 14 players being selected across the 2024 Telstra AFL and AFLW Drafts.

Ten male players were drafted, including two first-round draft picks being selected by AFL Clubs in the Telstra AFL Draft and Rookie Draft in 2024.

Six female athletes were selected by AFL Clubs in the Telstra AFLW Draft, continuing the pathway from our State Academy and WAFLW Competition. Two WA players were selected in the Top 5 AFLW Draft with Molly O'Hehir taken at pick 3 and Zipporah Fish at pick 5. This was the first time WA had two Top 10 draftees in the AFLW Draft.

FINANCIAL RESULT

For the 2024 financial year the WAFC recorded a net deficit of (\$1,885,391) (2023: \$366,337 surplus).

Both our AFL Clubs contributed a combined Royalty of \$3.0 million (FY23: \$3.8 million). This reduction in Royalty revenue compared with recent years was a significant factor in contributing to the FY24 deficit. The FY24 result also includes \$0.6 million of investment towards special projects outside of normal operations that are funded directly from the WAFC's reserves.

Despite this year's deficit, the WAFC's financial position remains stable with a strong balance sheet, with cash on hand of \$12.9 million at the end of the financial year and net assets of \$13.5 million. The WAFC is committed to ensuring it remains in a sustainable position to continue to invest and support football into the future.

OUR PARTNERS

On behalf of the WAFC, I would like to thank and acknowledge our key funding partners including the AFL, Fremantle Football Club, West Coast Eagles, the Western Australian Government through the Department of Local Government, Sport and Cultural Industries and major partners Sullivan Logistics and Electrical Group Training. We are grateful for the ongoing support of premier partners Kia Australia, Seven West Media and Healthway alongside other valued partners, supporters and suppliers, including Carlton & United Breweries, WA Police and Activ Foundation. Their investment in our not-for-profit operations enables football to grow and prosper in Western Australia for the ongoing benefit of the community.

We look forward to delivering key partnership benefits again in 2025.



Hon Wayne Martin AC KC
WAFC Chair

*"VOLUNTEERS ARE THE BACKBONE OF OUR GAME. THIS YEAR
A RECORD-BREAKING 47,000 COMMUNITY MEMBERS
DEDICATED THEIR TIME TO ENSURE FOOTBALL MATCHES RAN
SMOOTHLY EACH WEEKEND THROUGHOUT THE SEASON."*

2024 WA FOOTBALL LEADERS

WAFC Board of Commissioners



Hon Wayne Martin AC KC
WAFC Chair
Elected to WAFC Board
2019-2021, 2022-2024
(Elected Chair in 2020)



Dixie Marshall
WAFC Deputy Chair
Elected to WAFC Board
2021-2023, 2024-2026



Amber Banfield
Elected to WAFC Board
2020-2022, 2023-2025



Ian Callahan
Elected to WAFC Board
2021-2023, 2024-2026



Martina Crowley
Elected to WAFC Board
2024-2025



Michelle Fyfe APM
Elected to WAFC Board
2022-2024



Mark Hann
Elected to WAFC
Board 2022-2024



Phil Lamb
Elected to WAFC Board
2021-2023, 2024-2026

West Australian Football League



Grant Povey
President
Claremont FC



Mark Stewart
President
East Fremantle FC



Bronte Howson
President
East Perth FC



Brad Dean
President
Peel Thunder FC



Adrian Barich
President
Perth FC



Peter Christie
President
South Fremantle FC



Russell Smith
President
Subiaco FC



Peter Hodyl
President
Swan Districts FC



Dr Neale Fong
President
West Perth FC

Regional Development Councils



Ian Brotherton

Chair
Metro North



Karen Wheatland

Chair
Metro South



Travis Burrows

Chair
Metro Central

AFL Clubs



Chris Sutherland
President
Fremantle Football Club



Paul Fitzpatrick
Chair
West Coast Eagles

Affiliates



Sam Birmingham
President
Perth Football League



Mel Sulzberger
President
Country Football WA



David Hodgson
President
Sunday Football League



Nathan Dixon
Board Chairman
AFL Masters WA



Geoff Wolfenden
Chair
Community Football
Advisory Council

WAFC STRATEGIC PLAN 2023-2025

VISION

THE GAME FOR ALL WESTERN AUSTRALIANS

KEY OUTCOMES

SUSTAINABLE GROWTH	INCREASED TALENT & CAPABILITY	INCREASED REVENUE	IMPROVED STAKEHOLDER ENGAGEMENT
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WA FOOTBALL INDUSTRY FOCUS

CLUB, VOLUNTEER & ADMINISTRATOR SUPPORT	FACILITIES & INFRASTRUCTURE	PARTICIPATION, DEVELOPMENT & TALENT PATHWAYS, & COMPETITIONS	BRAND, AUDIENCE & ENGAGEMENT
Strategic Priorities <ul style="list-style-type: none"> Building the capacity, diversity and capability of volunteers and administrators Simplifying the role of volunteers and administrators, providing tools to support them Support clubs and affiliates in establishing best practice governance and management processes that drive positive club environments and culture 	Strategic Priority <ul style="list-style-type: none"> To have sufficient and suitable facilities that support the growth of the game now and into the future 	Strategic Priorities <ul style="list-style-type: none"> The participation pathway continues to grow at a sustainable rate Provide a clear talent pathway that enables individuals to reach their full potential Our competitions are well governed, safe, fun, fair and inclusive (Game Day Environment) 	Strategic Priorities <ul style="list-style-type: none"> Grow audience and fans through a new WA football brand Improve data and segmentation, grow commercial opportunities Grow the relevance of WAFL/W competitions

INTERNAL FOCUS

PEOPLE & ORGANISATION CAPABILITY

Strategic Priority

- We have talented and capable people with contemporary and diverse skills, that align to our values, along with the financial means and tools to lead the delivery of the strategy

UNDERPINNED BY KEY FUNDAMENTALS

SUSTAINABLE INVESTMENT PRINCIPLES	DIVERSITY	COLLABORATIVE & INCLUSIVE	INTEGRITY	GOVERNANCE & RISK
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WAFC STRATEGIC PLAN

The WAFC Strategy 2023-2025 aims to build on our strong foundations with a clear direction for the future of football in WA and align our organisation and the industry to grow football sustainably, increase the relevance of WA football and provide an opportunity for all Western Australians to engage in our great game.

Our vision is: The game for all Western Australians

The Strategy outlines our key focus areas for the WA Football Industry:

- ▶ Club, Volunteer & Administrator Support
- ▶ Facilities & Infrastructure
- ▶ Participation, Development & Talent Pathways, & Competitions
- ▶ Brand, Audience & Engagement

In 2024, the organisation completed year two of the Strategy, with progress made for the various strategic projects and milestones. Some of the key strategic achievements include:

- ▶ Opportunities provided for the development of senior administrators within our industry.
- ▶ Delivery of leadership programs focused on diversity within the industry such as the Lead Your Way Program for females and the Bachar Houli Leadership Program.
- ▶ 15 major lighting projects and 16 inclusive change room projects had funding committed.
- ▶ WA is leading Australia in junior youth retention rates for club participants.

- ▶ An additional 85 Level 2 Coaches and an 11% increase in female head coaches across the metro area.
- ▶ Competitive balance measures in the WAFL continue to be implemented and there was a decrease in the average winning margin in season 2024.
- ▶ WAFC Integrity Unit launched the online integrity education portal, made available to all segments of football through the WA Football website and direct links via stakeholders' own websites.
- ▶ WAFL marketing campaigns.

At the end of 2024, a review of the Strategy was conducted to identify the projects to focus on going into the final year of the Strategy, whilst attention will turn to development of the new Strategy in 2025.

**"PARTICIPATION
IN FOOTBALL
CONTINUED TO GROW
THIS YEAR WITH
MORE THAN 87,000
WEST AUSTRALIANS
PARTICIPATING IN
OUR GAME."**



2024 YEAR IN REVIEW

WA Football Facilities Fund

The WAFC and the AFL have committed \$4 million over the past three years to the WA Football Facilities Fund (WAFFF) to go towards nearly \$200 million worth of infrastructure for more than 120 projects. Many of these projects are coming to completion, seeing significant benefits for all levels of football across the state. Ongoing investment is essential to support clubs and local councils in delivering the necessary upgrades to facilities for the sport – now and into the future.

Facilities

Since the implementation of the WAFC’s Strategic Facilities Plan (2020-2030), positive steps continue to be made in WA with more than 150 additional change rooms introduced across the state. Almost 50% of these changerooms now meet gender neutral standards.

Facility improvements	2020	2024
Total Sites	343	483
Total Playing Fields	395	569
Total Player Changerooms	674	886
Gender Neutral Player Changerooms	184	465
Total Umpire Changerooms	216	288
Gender Neutral Umpire Changerooms	92	174
Playing Field Lighting 100+ lux	109	204

2024 WA Football Facility of the Year – Dayton District Open Space

The Dayton District Open Space was awarded the 2024 West Australian Football Facility of the Year Award. The development, which benefits the Caversham Suns Junior Football Club and other sporting groups, included multi-use courts, AFL and cricket fields, synthetic and grass hockey fields, two sport pavilions with club changerooms and other amenities, a Family Hub and leisure and recreation spaces. The \$30 million sport and recreation hub will support an area which will continue to see rapid growth over the next 30 years.

Community Sporting Venues Retrofitting Project

In 2024, the WAFC secured \$1 million in State Government funding towards a retrofitting project which will assist in the upgrade of 52 player and umpire changerooms across metropolitan Perth. This project, with further funding from the WA Football Facilities Fund and West Coast Eagles Royalty Reserve, will create safer and more inclusive environments at community sporting venues where football is played. The project, in collaboration with 22 local governments, aims to enhance facilities for individuals of any gender, age and ability, spanning local grassroots to elite football levels, while promoting the Football Commission’s vision to be ‘The game for all Western Australians’. The project is aiming to roll out in 2025.



Parliamentary Friends of WA Footy

In March 2024, the football community came together for the Parliamentary Friends of WA Footy event at Parliament House.

This event was a great opportunity for Club Presidents, Board members, CEOs and Coaches to share their experiences and our vision to make football *The game for all Western Australians*, with members of Parliament. The WAFC thanks co-convenors Hon. Samantha Rowe MLC and Mr Peter Rundle MLA for all of their assistance to bring this event together. Special thanks also to the Minister for Sport and Recreation, the Hon. David Templeman MLA, who started the party with his own rendition of *Up There Cazaly*.

Guests heard from the AFL's National Women and Girls Action Plan Lead, Debbie Lee who outlined her vision for women's football, emphasising a future where female Presidents, CEOs and Coaches are the norm. Lee commended the West Coast Eagles and Fremantle Football Club for leading the AFLW competition by appointing women as senior coaches and heads of football departments. Guests also heard from West Coast Eagles AFLW player Charlie Thomas and Fremantle Football Club AFLW player Meg Kauffman, along with East Fremantle Premiership captain Ash Gomes.



Participation

In 2024 there were 67,272 registered community club participants and there were 16,691 registered Auskick participants across Western Australia. This highlights the importance of football clubs within the community for so many Western Australians.

Overall, there are 87,126 registered participants in WA comprising 71,008 males, 16,030 females, and 88 participants identifying as non-binary or other.

Aboriginal and Diversity Programs

More than 230 players aged between 13 and 15 participated in the 2024 Nicky Winmar Carnival and Kirby Bentley Cup. The carnival seeks to engage Aboriginal and Torres Strait Islander youth in the community, offering them a platform to showcase their skills, celebrate their culture, and connect with talent pathways, while also encouraging them to stay involved in WA football.

The 2024 WAFL season saw the introduction of Yarning Circles, a series of sessions designed to engage players, coaches and staff at WAFL clubs.

These sessions provide a safe space for Indigenous players within the WAFL and WAFL Women's programs to discuss culture, cultural challenges, and broader life experiences. The goal is to support players in managing on and off-field challenges while helping clubs create culturally safe and inclusive environments.

Led by WAFC employees Phil Narkle and Jade Narkle, the sessions launched in March 2024, with participation from Subiaco, Claremont, South Fremantle, and Perth WAFL teams. Following the success of this initiative, the WAFC is excited to expand the program in 2025.

The WAFC continues its strong relationship with the Bachar Houli Foundation (BHF). The BHF regularly celebrates achievements of young Muslim Australians in sports, focusing on community engagement and leadership development through programs like the Bachar Houli Academy. This year the WAFC and the BHF won the Cultural Inclusion Award at the Chamber of Commerce and Industry's Diversity & Inclusion Awards.

This year the WAFC witnessed milestones amongst Muslim women in football, including WA's first female Muslim umpire, Muneerah Foster, officiating her first AFLW game. Nisreen Marouff won the inaugural National Girls Leadership Medal at the BHF's National Senior Girls Leadership Program. The prestigious award recognises Marouff for demonstrating the values of sportsmanship, leadership, and teamwork during the three-day camp. Perth Football League player Saynab Bayahow won the best on ground award in the A Reserves Women's Grand Final while wearing a hijab.





Growth of Female Football

Female football continued to experience significant growth in 2024, driven by a clear focus on creating an inclusive game-day environment, enhancing club participation, and influencing decision-makers to prioritise gender equity and inclusive programs.

Key initiatives within the Women & Girls Action Plan have played a pivotal role in expanding opportunities for females across the sport, including increasing the availability of All-Girls Auskick programs, growing the number of female coaches and umpires, and supporting the development of female leaders in the game. Additionally, the introduction of modified football formats like Superkick and AFL Nines have provided more pathways for female participation.

An important area of focus has also been the development of facilities that are inclusive and cater to the diverse needs of all participants in the game. These investments are essential to ensuring continued growth and accessibility for female players.

Overall, registered female participation in football grew by 2.2% in 2024. A particularly notable achievement was the increase in female leadership roles, which grew from 9.5% to 19.4%. This positive trend is expected to accelerate the growth of female football in the coming years, with continued momentum anticipated for 2025.

WAFL Women's Competition & Grand Final

The WAFL Women's continued its rich history of state football, when Western Australia played South Australia at Optus Stadium, showcasing the best available players.

The WAFLW Grand Final was played in challenging conditions in front of nearly 4,000 spectators at Pentanet Stadium. In a thrilling finish, Claremont Football Club secured the Premiership with one of the final kicks of the match, defeating arch-rivals East Fremantle. Meanwhile, in the Rogers Cup, West Perth dominated Subiaco to claim their third grand final victory in four years.

Claremont's Jayme Harken was awarded the 2024 Dhara Kerr Medal, securing the award for the second consecutive year.

There are exciting times ahead for the WAFLW in 2025, with Perth Football Club awarded a League licence, and the introduction of the WAFLW Total Player Payments, marking the ongoing evolution of the competition.

WAFL Competition

The 2024 WAFL season was one of the closest seasons in recent history with 64% of matches decided by less than 30 points, up from 55% in 2023. For the first time since 2005, the Sandover Medal was awarded to dual winners – Callan England (Claremont) and Nik Rokahr (Swan Districts). Six teams battled for a spot in the Top 5, with the final round of the home-and-away fixtures deciding double chances and the fifth place in the finals. The season culminated in Peel Thunder Football Club claiming the 2024 League Premiership.

Talent Review

The WAFC Talent Project Committee was established at the end of 2023 to work on building a WAFC Talent Strategy with the following vision: "Build the most sophisticated and contemporary football talent pathway in the nation, with equitable opportunity and access."

We realise there are gaps and misalignment in the current talent identification and development landscape in WA, which presents an opportunity to provide a clear and holistic pathway with sophisticated talent identification, equity of access and opportunity (particularly for regional, multicultural, Indigenous and low socioeconomic players), and coordinated and appropriate funding investment.

External consultants, with experience in high performance and talent identification, were appointed to develop a strategic framework and engage with key stakeholders to inform implementation ideas and recommendations. A strategic framework was endorsed by the WAFC Board, and the final report with 39 recommendations was delivered and adopted. We look forward to seeing the impact these changes have on the football landscape across WA.

WAFL Grand Final

The 2024 WAFL Grand Finals were held at Optus Stadium where the WAFC partnered with VenuesLive to create WAFL Wonderland at the stadium entrance. Inside the venue, nearly 3,000 junior players participated in the Premiers' Parade. WAFL Club fan zones were set up, and Little League and Auskick were showcased during half time. Peel Thunder triumphed in the Mizuno WAFL Sprint for the second consecutive year. In the League Grand Final, Peel Thunder defeated East Perth to become the fifth different premier in as many years. The event concluded with the field being flooded by fans of all ages for the Sullivan Logistics Kick-to-Kick. East Fremantle defeated Claremont in the Reserves, whilst Claremont defeated Swan Districts in the Colts Grand Finals.

Concussion

The WAFC prioritises the health, safety and wellbeing of all our participants by ensuring that we stay at the forefront of education, research and best practice in Concussion Management.

Across 2023 and 2024, the WAFC completed an initial study, engaging HitIQ's instrumented mouthguard technology and supplying these to seven clubs at junior and senior levels of football to assess the number of collisions and the intensity of collisions to develop a longitudinal dataset that will be analysed to inform policy and coaching related decisions, aimed at increasing the safety of the sport.

The WAFC will continue to review the existing concussion protocols and guidelines to ensure that best practice principles are adopted for the management of concussion in football.

Sullivan Logistics Partnership

We saw the continuation of our partnership with Sullivan Logistics as a major partner in 2024.

Passionate about the role of football in community, Quairading-born founder and managing director Tim Sullivan is a firm advocate for ensuring children

across the state have a football in their hands.

With more than 1,000 footballs distributed by Tim, wife Leon and the team over the season, this commitment was clearly demonstrated.

Sullivan Logistics' overarching partnership with the WAFC, has seen their support extend across the wider football landscape including as naming rights partner of Sullivan Logistics Stadium (Leederville Oval) and partnerships throughout all levels of the WA Football community.

Once more, Tim was instrumental in the successful delivery of the regional WAFL game in Northam – going above and beyond as the official transport and logistics partner of WA Football.

Sullivan Logistics has played a pivotal role in supporting grassroots football through their naming rights sponsorship of Sullivan Logistics WAFL Little League and the Sullivan Logistics Kick-to-Kick, held after the Grand Final at Optus Stadium.

Integrity

In 2024 the WAFC Integrity Unit conducted a significant number of investigations relating to the WA Football landscape. A key objective of the Integrity Unit is to provide support and guidance to staff and all associated stakeholders.

The Integrity Unit has developed a strong local network and primarily operates in partnership with the AFL Integrity Unit, Sport Integrity Australia and Local Authorities.

The Integrity Unit is committed to protecting the health, safety and wellbeing of children, youth and adults participating in WA Football competitions, activities and programs.

A key objective of the Unit is the development and delivery of player and club education that seeks to ensure all participants connected to the Game, will act with ethical behaviour and demonstrate respect for everyone involved to create safe, fair, and inclusive WA Football environments.

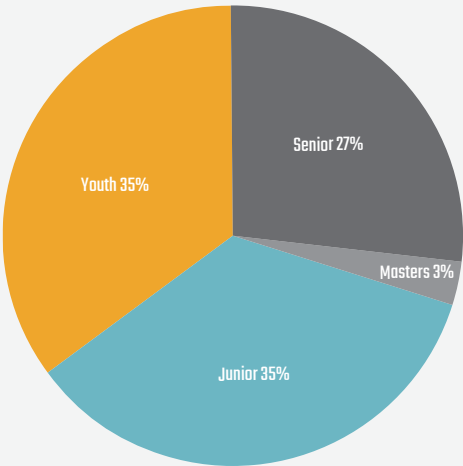


ENGAGEMENT

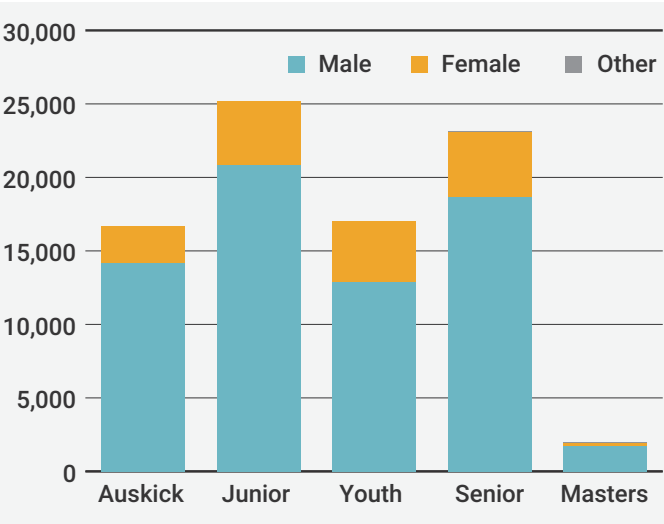
Goal

"MORE PEOPLE ARE ENGAGED IN FOOTY THAN WITH ANY OTHER SPORT IN WA."

Team breakdown



Gender & segment breakdown



NAB AFL AUSKICK

16,691

CLUB PARTICIPANTS



+2%

INCREASE IN AUSKICK PARTICIPATION

SOCIAL FOOTBALL

1,596

PARTICIPANTS IN AFL NINES

CLUB FOOTBALL

67,272

PARTICIPANTS

50

COMMUNITY LEAGUES

408

COMMUNITY CLUBS

SCHOOL FOOTBALL

44,258

PARTICIPANTS IN SCHOOL COMPS

125,825

PARTICIPANTS IN SCHOOL BASED PROGRAMS

FEMALE FOOTBALL

16,030

YOUTH AND ADULTS PARTICIPATING IN WA FOOTBALL COMPETITIONS & PROGRAMS

TOTAL PARTICIPATION

87,126

TOTAL PARTICIPANTS

COACHES & UMPIRES

5,289

REGISTERED COACHES

13,079 → +2%

FEMALE CLUB PARTICIPANTS

GROWTH FEMALE CLUB PARTICIPANTS

AFL School Members

202

SCHOOL MEMBERS (AFLSA's)

2,617

REGISTERED UMPIRES

Club Participation

Community club participation remains strong in Western Australia, ranking second only to Victoria in total club participation rates. In 2024, the WAFC strategically prioritised community club participation through a range of targeted initiatives:

- ▶ **Retention of Participants:** Strengthening efforts to keep players engaged in the game.
- ▶ **Coach Development:** Increasing support for coaches, recognising their role in participant retention.
- ▶ **Positive Match-Day Environments:** Promoting respectful and inclusive behaviour across leagues and clubs.
- ▶ **Transition from Auskick to Junior Football:** Driving pathways to support young players progressing through the football system.
- ▶ **Youth Participation:** Maintaining a strategic focus on engaging and retaining young fans and players.
- ▶ **Diversity and Inclusion:** Expanding programs to ensure football is accessible to all communities.

A deep understanding of the factors influencing club participation remains crucial to the long-term growth and development of the sport in Western Australia.

Total Participation

Football in WA had another strong year in terms of total participation across all segments of the game. The introduction of Superkick as a new alternative format, has seen opportunities for new players to engage with football, and we expect the growth of this to continue into 2025.

There are 87,126 registered participants in WA including 71,008 males, 16,030 females and 88 participants identifying as non-binary or other.

There were 67,272 participants registered to play Community Club football across WA in season 2024, with a record 16,691 registered Auskick participants across Western Australia. School holiday clinics were introduced and were highly successful in both the Superkick and Auskick format.

Superkick was delivered for the first time, targeting 8–12-year-olds as a tackle-free game-based option. This program saw 1,311 kids participate. Furthermore, AFL Nines saw participation from 1,596 players, including 30 juniors, 365 youth, and 1,201 adults.



"THERE ARE 87,126 REGISTERED PARTICIPANTS IN WA."

WA FOOTBALL

VOLUNTEER OF THE YEAR

In 2024, the WA Football Volunteer of the Year Awards had over 2,500 nominations, a significant increase on the previous year.

At a ceremony held at the 2024 WAFL Grand Final, 17 District and Regional finalists were recognised, with John Pinneri from Morley Junior Football Club announced as the 2024 WA Football Volunteer of the Year.

Pinneri has held numerous volunteer positions at the club, including President, Vice President, secretary, coach, assistant coach, runner, team manager, boundary umpire, goal umpire, interchanger, first-aider, canteen manager, line-marker, banner maker, and graphic designer – there is not a role Pinneri has not done.

Pinneri, affectionately known as JP, has supported the club's expansion developing the female pathway within the club, securing funding for lighting and upgrades to the clubrooms and canteen.

Also recognised at the awards ceremony for their outstanding volunteer contributions to football were the category winners.

Congratulations to:

Robert Beswick	AFL School Teacher of the Year
Ben Cutri	Community Umpire of the Year
Mark Clayton	Disability Inclusion Ambassador
Jessica Albers	Diversity Ambassador
Kyle Quirk	Junior Club Coach
Adam Goedecke	NAB AFL Auskick Volunteer
Kristy Jetta	Senior Club Coach
Zavier Hunter	Young Volunteer of the Year

A special congratulations to Jessica Albers from Hedland Senior High School who was announced as the 2024 National AFL Diversity Ambassador of the Year for her work in using football as a tool to engage young people through the Follow the Dream Program.



Club Development & Volunteers

In 2024, the WAFC's Club Development and Volunteers unit expanded its support for over 47,000 volunteers across the state. Several new initiatives were introduced to enhance volunteer engagement, retention, and recognition, positioning the WAFC as a leader in supporting the volunteer workforce that underpins our great game.

Some key highlights include the launch of the New President and Vice President Football Forum, delivered in February. This initiative focused on onboarding and educating new club leaders, ensuring they are well-equipped with the knowledge and resources necessary to succeed in their roles. Club engagement remained a priority throughout the year, with a series of Club Development meetings conducted, specifically tailored to community clubs. These meetings provided opportunities for clubs to address their unique challenges and highlighted key areas where the WAFC could offer targeted support.

In collaboration with the AFL and Telstra, WA football clubs received over \$274,000 in community grants. These grants were a critical source of funding to enhance football facilities and operations across the state.

To further acknowledge the contributions of volunteers, the WAFC introduced the Volunteer Appreciation Carnival, where local club committees participated in an AFL Nines

tournament. Additionally, the Volunteer Appreciation Round was held during Round 12 of the Metro Junior season, recognising the tireless efforts of volunteers.

In partnership with Sock it to Sarcoma!, the annual fundraising round raised over \$48,240 through various activities, including event raffles and auctions, reinforcing the commitment to supporting community causes alongside football.

Volunteer satisfaction across WA rose by 2.8%, with an additional 3,000 volunteers recorded across WA compared to 2023. This positive trend highlights the continued growth and engagement of the football volunteer community in WA.

The year concluded with the Metro Junior Competition Football Awards Night, held at the Perth Exhibition and Convention Centre. The 2024 Community Football Awards gala event saw over 1,000 volunteers from 95 clubs attend this prestigious celebration, underscoring the vital role that volunteers play in community football.

The WAFC, together with its affiliates, extends a huge thank you to all football volunteers in 2024. We look forward to building on this year's successes by providing even greater support, guidance, and recognition to those stepping into volunteer roles in 2025.



WAFL COMPETITION

The WAFL Competition in 2024 continued to showcase our local football talent.

In 2024, the WAFL Competition introduced a revised competitive balance system designed to create a more even contest where any club could win on any given weekend. This was evident with 64% of matches decided by less than 30 points and the average winning margin decreasing by 9% from 39 points to 30 points. The season culminated with more than 25,000 spectators attending Optus Stadium for the 2024 WAFL Grand Final.

Peel Thunder Football Club won the League Premiership, and five of the 10 WAFL clubs were represented on grand final day across all three grades, keeping a competitive balance throughout the state league competition.

East Fremantle Football Club clinched the Reserves Premiership defeating Claremont, who had only lost one match in 2024. Meanwhile, Claremont Football Club were crowned the Colts Premiers defeating Swan Districts, who reached the grand final after finishing fourth in the home-and-away season.



Claremont's Callan England and Swan Districts' Nik Rokahr tied for the 2024 Sandover Medal, each polling 19 votes. This marks the first time since 2005 that the award has been shared by two players. Rokahr enjoyed a stellar debut year in the WAFL, leading the competition in disposals, while England, with over 100 WAFL games to his name, was rewarded for his consistent season at the Tigers. The leaderboard was closely contested with only three votes separating the top eight players. East Perth's Mitchell Crowden finished just behind on 18 votes, while Oliver Eastland (Claremont), Matthew Parker (South Fremantle) and Haiden Schloithe (South Fremantle) finished on 17 votes.

The WIN WIN Campaign, a strategic initiative aimed at increasing awareness of the WAFL competition, is in its second year. The campaign focused on attracting a new audience including young individuals and families to drive a new allegiance of fans to the WAFL.

WAFL Wonderland was also introduced to support the WIN WIN strategy, developed by the WAFC to help guide WAFL Clubs with an elevated game day experience for these new fans in the early rounds of the season. The enhanced experience was centred around music, light shows, food trucks, kids' activities and giveaways adding to the already exciting football product on-ground.

The WIN WIN Campaign delivered strong results in its second year, driving an 11% increase in average match attendance. WAFL Wonderland matches specifically, saw a total increase in crowd numbers of over 74% against the same 9 fixtures from 2023, with 2 games recording more than double the number of attendees compared to the same fixture last year.

Key Statistics

- ▶ 21,139 – WAFL Minor Finals Series (5 matches) Attendance (+28%)
- ▶ 25,481 – WAFL GF Attendance
- ▶ 152,908 attended the Home and Away season (+7%)
- ▶ Over 1.2 million active website users
- ▶ 102,100 Social Media Followers (+42%) – 58,000 Facebook followers, 39,500 Instagram followers, 4,600 Tik Tok

Viewership for the competition in 2024 attracted an audience of close to 1 million people through Channel 7's TV broadcasts and live streams on 7Plus and the AFL Network as fans consumed the best in local football. Digital audiences increased by a massive 66% comparatively to 2023, with 180,000 fans tuned in online in 2024 for the home and away season compared to 108,000 in 2023.

The WAFC and WAFL Clubs continued to deliver on community engagement strategies that centred on developing a wider connection with their local communities and building on family-friendly match-day experiences. The WAFC also started the process of developing a future strategic plan for the competition which will aim to further enhance the sustainability and performance of the state league competition.

Showcasing local talent is vital for the future development of WAFL Clubs and again in 2024, 60% (excluding West Coast Eagles who do not have a zone of League players) came from their local districts.

The competition continued to be supported by Kia Australia as the major partner. This enabled the Kia WAFL State team to compete against the SANFL at Optus Stadium and for a WAFL match to be held in Northam. The success of the WAFL competition would not be possible without the continued support of its partners.



***"VIEWERSHIP FOR THE
COMPETITION IN 2024 ATTRACTED
AN AUDIENCE OF CLOSE TO
1 MILLION PEOPLE."***



WAFL WOMEN'S COMPETITION

The WAFL Women's competition continued to evolve, showcasing our best female talent across a 16-round home-and-away season. The WAFL Women's continued its rich history of state football, with Western Australia hosting South Australia at Optus Stadium, showcasing the best available players.

It was an exciting WAFLW competition, seeing East Fremantle finish the home-and-away season with only one loss and on top of the ladder. In a tightly contested Grand Final at Pentanet Stadium, the Sharks faced Claremont in challenging conditions, ultimately falling just three points short, with the game decided in the final moments of play. It was a complete turnaround for the Tigers from their previous season, as they secured a hard-fought victory in front of a crowd of nearly 4,000.

West Perth claimed their second consecutive Rogers Cup premiership and third in four years. The undefeated Falcons kept a clean sheet, beating Subiaco in the Grand Final.

Channel 7 broadcasted the WAFLW Grand Final for the sixth season in a row to more than 26,700 fans.

Claremont's Jayme Harken capped a remarkable 2024 season winning her second consecutive Dhara Kerr Medal at the WAFL Women's Awards.

The midfielder claimed the WAFL Women's fairest and best award after finishing with a record 27 votes in her second year with the Tigers. Harken averaged 24 disposals in 2024, amassing over 30 disposals in three matches. East Fremantle's Zippy Fish finished runner up on 26 votes and was one of seven teenagers who finished in the Top 10.

The WAFLW competition continues to provide an opportunity for talented athletes to further develop, this was evident with 6 WAFLW players being taken in the 2024 Telstra AFLW Draft.

WAFLW Highlights

- ▶ **Grand Final Broadcast** – unique audience of 26,704 (23,248 on TV and 3,456 via 7Plus streaming)
- ▶ **Grand Final Attendance** – 3,724
- ▶ **All WAFLW matches live streamed via Streamer.com.au**
- ▶ **First ever WAFL Women's State Game live streamed via Streamer.com.au with a unique audience of 1,344**
- ▶ **Standalone WAFL Women's Awards Night streamed via Streamer.com.au with a unique audience of 1,324.**





"THE WAFLW COMPETITION CONTINUES TO PROVIDE AN OPPORTUNITY FOR TALENTED ATHLETES TO FURTHER DEVELOP."



TALENT

WA's State 18s Academy had 10 WA players selected in the 2024 Telstra AFL Draft and Mid-Year Rookie Draft, representing 12% of the draft.

The state produced two first round selections in Bo Allan (West Coast Eagles) and Cody Angove (GWS Giants).

Kayle Gerreyn (Essendon), Hugh Boxshall (St Kilda), Will Hayes (Collingwood), Luke Urquhart (North Melbourne), Jaren Carr (Fremantle) and Hamish Davis (West Coast Eagles) all landed at AFL clubs during the National Draft.

Claremont ruckman Aiden Riddle was picked up in the Rookie Draft by the Fremantle Football Club, while the West Coast Eagles landed Subiaco's Malakai Champion as a Category B Rookie.

The 2024 Marsh AFL National Championships U18 Boys were played across four home-and-away games. WA were very competitive in all games, including an outstanding 10-goal win against South Australia. WA suffered narrow losses to the Allies and Victoria Country and were competitive against eventual winners Victoria Metro.

The WA U16 Boys suffered a close loss to SA in Adelaide before beating the eventual winners, Vic Country on the Gold Coast and narrowly losing to Vic Metro. There were 4 boys (Garrison Kenh, Koby LeCras, Lucas Robertson and Leo Steed) selected from WA in the All-Australian squad.

The WA U16 Girls finished third in Division One after splitting their results with a convincing win over Gold Coast followed by a loss to title winners South Australia. Three girls (Tiama Collard, Cara Dziegielewski and Lexi Strachan) from WA were selected in the All-Australian Squad.

The WA U18 Girls played three games in the six-team Marsh AFL National Championships but didn't manage to secure a win, losing to Queensland, Vic Country and South Australia. The team played some great football in patches, including a five-goal to two second half against Vic Country and a spirited performance against a strong

South Australia in Adelaide. Olivia Wolmarans, Zipporah Fish and Evie Cowcher were named in the All-Australian team, and it is exciting that two of the three are bottom-age players and will be able to represent WA in next year's Championships.

Six WAFLW players were selected at the 2024 Telstra AFLW Draft, featuring five from the WAFC's State Academy. Molly O'Hehir (Melbourne), Zipporah Fish (Sydney), Claudia Wright (Brisbane Lions), Lily Paterson (Port Adelaide), Taya Chambers (Essendon) and Indi Strom (Fremantle) all landed at AFL clubs during the AFLW National Draft.



***"SIX WAFLW PLAYERS WERE
SELECTED AT THE 2024
TELSTRA AFLW DRAFT,
FEATURING FIVE FROM THE
WAFC'S STATE ACADEMY."***



2024 Telstra AFL Draft

16	Bo Allan (Peel Thunder / Halls Head JFC)	West Coast Eagles
24	Cody Angove (Claremont / Scarborough JFC)	GWS Giants
37	Kayle Gerreyn (West Perth / Joondalup Kinross JFC)	Essendon
45	Hugh Boxshall (Claremont / Swanbourne JFC)	St Kilda
56	Will Hayes (Claremont / Subiaco JFC)	Collingwood
57	Luke Urquhart (East Fremantle / Melville JFC)	North Melbourne
63	Jaren Carr (South Fremantle / Fremantle City JFC)	Fremantle
65	Hamish Davis (Claremont / Subiaco JFC)	West Coast Eagles
R7	Aiden Riddle (Claremont / North Beach JFC)	Fremantle
NGA	Malakai Champion (Subiaco / Mines Rovers)	West Coast Eagles

2024 Mid-Season Rookie Draft

2	Jacob Blight (Peel Thunder / Railways)	Richmond
5	Jasper Scaife (West Perth / Quinns Districts JFC)	Hawthorn
11	Luker Kentfield (Subiaco / Carine JFC)	Melbourne
15	Brynn Teakle (East Fremantle / Northampton)	North Melbourne
21	Darcy Craven (East Perth / Bridgetown)	Brisbane

2024 Telstra AFLW Draft

3	Molly O'Hehir (South Fremantle / South Coogee JFC)	Melbourne
5	Zipporah Fish (East Fremantle / East Fremantle JFC)	Sydney
16	Claudia Wright (Claremont / Claremont JFC)	Brisbane
19	Lily Paterson (Swan Districts / Caversham JFC)	Port Adelaide
30	Taya Chambers (East Fremantle / Canning Vale JFC)	Essendon
51	Indi Strom (South Fremantle / South Fremantle JFC)	Fremantle

UMPIRING & COACHING

Umpiring

Umpiring WA has spent 2024 setting the foundations for the future of umpiring so that we have a sustainable model which is safe and inclusive for everyone. We have made a dedicated effort to include our regional areas, so they receive the same level of support as our city umpires. Distance will always be a barrier, but we have set up a model which will help improve our regional relationships.

Recruitment has been again a major focus, but the work completed around retention has been a priority and our community team, along with the junior clubs, has developed into an environment where young umpires can develop and grow into confident young umpires.

We have had some outstanding highlights below which we hope to build on in 2025:

- ▶ 2,617 registered umpires across the State.
- ▶ 59% umpire retention rate – this is above the national average of 52%.
- ▶ Gabby Simmonds was the first female to umpire in a WAFL League final completing two finals.
- ▶ Bryanne Fry made her unexpected WAFL League debut this season, stepping in from the grandstand to fill a vacancy after an on-field injury. Embracing the opportunity, she went on to officiate several league games throughout the season.
- ▶ The WAFL Women's State Game v SANFL provided opportunities for three female WAFL listed boundary umpires – Tara Reed, Mackenzie Scholes and Amberly Jones – to umpire State football at Optus Stadium.
- ▶ NAIDOC on-field shirts – as part of NAIDOC Round celebrations, all junior umpires in Youth competitions wore a NAIDOC shirt specially designed by Sharon Wood-Kenney and the Subiaco Junior Umpires.
- ▶ All-female umpiring panel at National all-female AFL Auskick half-time activation.
- ▶ Umpiring WA provided overarching umpiring support to facilitate umpire appointments at the 2024 AFL Masters Football Carnival held in Fremantle. The Carnival saw over 1,400 male and female players aged between 35 to 70 participate.
- ▶ Completed implementation of the Talent Pathway Review recommendations.
- ▶ In 2024 the WAFC maintained the implementation of the 'Stop Umpire Abuse' campaign.



Fostering a Love of Umpiring Program

Supported by \$15,000 in funding from the Department of Local Government, Sport and Cultural Industries (DLGSC), the *Fostering a Love of Umpiring Program* is focused on creating an engaging environment for junior umpires. Key activities included a pre-season coaches' workshop, two match-day coaching sessions, an end-of-season workshop and sundowner for junior umpire coaches. The program focused on nurturing a passion for umpiring and building confidence and enjoyment in the role, rather than solely emphasising technical training.

Mentoring Program

Launched this year, the mentoring program introduced two streams:

1. Senior umpires mentoring junior umpires during matches, earning a mentoring bonus.
2. A broader community mentorship network involving parents, family members, and past senior umpires providing match-day support.

This initiative enhances the learning experience and creates a stronger support system for junior umpires.

Funding Model for Junior Umpiring Clubs

Increased investment in Junior Umpiring Clubs supported the expansion of umpire coaching and operational positions to continue to enhance the experience for junior Umpires. Starting in 2025, each Junior Umpiring Club will implement a Recruitment and Retention Lead to provide targeted support to first and second-year umpires, ensuring a positive experience for our newest umpires.



*"BEFORE THE ACADEMY, I THOUGHT
UMPIRING WAS DOMINATED BY MALES.
THIS YEAR, I'VE LEARNED TO BE CONFIDENT
AND PRIORITISE MYSELF IN UMPIRING."*

Academy participant

Umpire Your Way Academy

Minister for Women's Interests, the Hon Sue Ellery MLC, supported the Umpire Your Way Academy by committing \$8,600 in funding to support women, girls, and non-binary umpires. This year 55 umpires participated in the Academy which provided personal development and connection sessions, while promoting umpiring skills and personal growth. This feedback highlighted the program's impact:

"Before the Academy, I thought umpiring was dominated by males. This year, I've learned to be confident and prioritise myself in umpiring." – Academy participant

Female Umpire Liaisons

This year, eleven female liaisons were appointed across eight junior umpiring districts and one regional group, playing a crucial role in supporting and promoting female participation in umpiring. These liaisons worked closely with their respective clubs to mentor junior umpires, provide guidance, and create opportunities for female umpires to thrive.

A standout initiative was the coordination of an all-female umpire panel for a Year 9/10 girls' game in Kalamunda, led by Naomi Bates from the Swan Districts Junior Umpiring Club. This event not only showcased the talent and capability of female umpires but also served as an inspiring milestone for promoting gender equality and representation in umpiring at grassroots level. Such initiatives highlight the important role female liaisons play in creating a supportive and inclusive environment for junior umpires.

Country Championships

The Nutrien Ag Solutions Colts, Men's, and Women's Country Championships saw significant participation, with 65 umpires officiating the men's championships and 30 in the women's championships. The coaching panel, consisting of 80% female umpires and coaches, benefited from the mentorship of AFL umpires Chelsea Roffey, Cam Jones, and Josh Garrett.

Regional Educational Visits

As part of our commitment to umpiring excellence across Western Australia, we conducted a series of visits to regional umpiring groups in Albany, Geraldton, Broome, Bunbury, Karratha, and Hedland. These visits were designed to provide crucial face-to-face education and training, ensuring junior and senior umpires received the support they need to develop their skills and confidence on the field.

In addition to delivering targeted umpire coaching sessions, our team worked closely with local umpiring groups to address specific challenges and share best practices. These sessions covered various aspects of umpiring, including positioning, decision-making, and game management, tailored to the unique needs of each region.

COACHING

In 2024, 5,289 registered coaches were involved in WA Football, including 4,738 male, 544 female, and 7 coaches identifying as non-binary or other, each of whom completed a Foundation, Level 2 or Level 3 Coaching accreditation. There were 1,534 new coaches including an increase in coaches aged 16-25, as we aim to engage the next generation of players transitioning into coaching roles.

There are 287 coaches who are either Aboriginal or Torres Strait Islander (5.4%), and 1,423 (27%) are from a multicultural background. A total of 85 coaches underwent their Level 2 Program which included 25 female coaches. Additionally, a record six females were among the 21 high-performing coaches who completed the state-based Level 3 Program.

2024 saw further growth and opportunities for women in coaching. This included an 11% increase in female head coaches and a 20% increase in female coaches (assistant) across the metro area.

Throughout the year, the WAFC hosted a series of education sessions and networking events, providing valuable development opportunities while strengthening connections within the coaching community, with a focus on reinforcing pathways for women in coaching roles.

During Women's Coaching month, the WAFC hosted events in partnership with Fremantle Football Club and the West Coast Eagles. A highlight of the month was the special guest appearance of West Coast Eagles AFLW coach Daisy Pearce, who shared valuable insights of coaching at the highest level with our community.

With the return of the senior women's State Game between Western Australia and South Australia, the WAFC seized the opportunity to connect with SANFLW coaches. This event allowed our community coaches to hear directly from these senior coaches, who also play a role in the AFLW, sharing their experiences and insights on navigating challenges and developing tactical expertise.

The AFL's *Coach Your Way* program launched this year to align with the Women & Girls plan and programs, allowing new female coaches to gain their accreditation. The program will continue to grow in 2025, with a more extensive rollout across schools and our charter clubs, to further develop and upskill women in the game.

The WAFC Coaching team recognised and celebrated the hard work and dedication of our community coaches through our Coach Shoutouts, Coach Recognition and Coach of the Year programs. These initiatives enable us to highlight player-centred coaches who create safe and inclusive environments and deliver quality experiences for all their participants.



We continued our strong focus on educating coaches around tackling and physical presence with a suite of coach education offerings delivered across the season by expert Coach Developer Wade Spilcker along with the WAFC Coaching team. The workshop's aim is to ensure players are taught the correct techniques when it comes to the physical components of our game to reduce potential injuries while building their confidence, and ultimately enhance player retention.

From November 2024, the new National Coach Accreditation Framework will be launched across Australia. This model will see significant changes to the current framework, enhancing how coaches learn, develop and are recognised. The new structure moves away from the old level-based system to four distinct types; Registered, Bronze, Silver and Gold. The new model will allow for more tailored learning, as coaches will have the flexibility to choose which workshops, online sessions and on-the-job training they require for their individual development. The framework encourages ongoing learning and development rather than just one-off education events, and coaches will earn points and badges to celebrate learning and achievements.

KIMBERLEY STRATEGY

The Kimberley Investment Framework (KIF) has continued to guide the strategic development of football across the Kimberley region, focusing on enhancing participation, improving infrastructure, and strengthening community engagement.

2024 marked the halfway point of the five-year funded initiative and was accompanied by a thorough review and realignment of the project. The findings and recommendations of this review fuelled the creation of a Kimberley Football Action Plan. This plan outlines five strategic pillars, 13 key objectives and a suite of relevant actions and measurable activities of which all key football and community partners in the region serve as significant contributors. Community engagement in the formation and localised execution of this plan is now supported by three sub-regional advisory committees – West, Central and East.

Plans for the Kimberley Football Action Plan include expanding community engagement through workshops and clinics, improving facilities to support growing participation, and implementing strategies for long-term sustainability and growth. Supported by the AFL and the Department of Local Government Sport and Cultural Industries (DLGSC), the WAFC is dedicated to maintaining this progress by collaborating with local communities and stakeholders to strengthen football in the Kimberley region.



Key Highlights:

Community Engagement and Development:

- ▶ **Community Footy Forums:** Successfully conducted forums in Broome, Fitzroy Crossing, Halls Creek and Kununurra, providing platforms for stakeholders to collaborate and contribute to the future of football in the region.
- ▶ **Cultural Integration:** Strengthened relationships with Indigenous communities, ensuring programs are culturally sensitive and inclusive.

Participation Growth:

- ▶ **Youth and Female Football:** Notable increase in junior and female participation through targeted programs and initiatives, aligning with our commitment to inclusivity.
- ▶ **Remote Community Outreach:** Expanded outreach programs to remote communities, providing access to football activities and resources.

Infrastructure Improvements:

- ▶ **Facility Upgrades:** Initiated upgrades to key football facilities, including playing surfaces and lighting, to meet the growing needs of players and clubs.
- ▶ **Partnerships for Development:** Collaborated with local governments and organisations to secure funding for infrastructure projects, enhancing the quality of venues across the region.

Talent Development:

- ▶ **Regional Talent Programs:** Implemented development programs to identify and nurture talent, offering pathways for players to progress to higher levels of competition.
- ▶ **Partnerships with WAFL and AFL Clubs:** Strengthened connections with Claremont and Fremantle Football Clubs to provide opportunities for talented Kimberley players.

Volunteer Support:

- ▶ **Training and Accreditation:** Delivered coaching and umpiring courses, increasing the number of qualified personnel supporting grassroots football.
- ▶ **Targeted Programs:** Introduced initiatives to support the governance and leadership of league and club administrators across the region.

Community Health and Wellbeing:

- ▶ **Concussion Management:** Developed resources and guidelines to support player welfare, emphasising the importance of safety in the sport.
- ▶ **Mental Health Initiatives:** Collaborated with health organisations to provide mental health support and education to players and clubs.

COUNTRY FOOTBALL WA

Community Development Program

Connection and belonging are essential outcomes of being involved in a country football club, and the dedicated volunteers play a pivotal role in maintaining environments that enhance community wellbeing across WA. Country Football WA (CFWA) is supported by more than 23,000 volunteers and an additional 27,000 participants who work tirelessly to promote health and wellbeing, not only within their clubs but also in the wider communities they serve.

CFWA's Community Development Program focuses on building mental health and wellbeing across regional WA by enhancing club environments, reducing stigma associated with mental health issues, and improving access to relevant information, education, and training.

Community Development Partners

CFWA is immensely grateful for the continued support of our Premier Partner, Healthway, alongside other valued partners and supporters, including Tackle Your Feelings, the WA Suicide Prevention and Resilience Research Centre (SPARRC) at the University of Western Australia, the Alcohol and Drug Foundation, Shire of Exmouth, Shire of Ashburton, Horizon Power, Sports Care Australia, and StandBy Support After Suicide.

We also acknowledge the vital role of the Regional Men's Health Initiative in supporting CFWA leagues, clubs, and communities, and we look forward to furthering this important work in 2025 and beyond.

We thank all CFWA leagues, clubs, volunteers, and community development partners for their invaluable contributions to the health and wellbeing of regional WA.



2024 Highlights:

- ▶ Conducted regional mental health roadshows for clubs within the North Pilbara Football League, Gascoyne Football Association, Great Northern Football League, Goldfields Football League, and Esperance District Football Association.
- ▶ Delivered 23 *Tackle Your Feelings* mental health education sessions, reaching over 400 participants.
- ▶ Ran 22 *Thriving Clubs* leadership and culture workshops in eight regional communities.
- ▶ Strengthened engagement in club-driven activities, including *Talk to a Mate*® BBQs and events around *Think Mental Health* round.



Programs & Competitions

2024 marked the 50-year anniversary of the partnership between Nutrien Ag Solutions and Country Football WA. Relative to this, the Nutrien Ag Country Championships continued its successful revival, with 17 Men's, seven Colts, and eight Women's teams traveling to the Perth/ Peel region to compete in country football's premier event. The Championships not only provide country players with the opportunity to represent their regions and communities but also give them a chance to compete at WAFL venues. This event showcases the skills of players and umpires alike, with over 60 regional umpires participating and benefiting from high-quality coaching throughout the competition. For the second consecutive year, every game was livestreamed on Streamer, ensuring fans across the state, and beyond, could tune in to watch.

The State Country Men's side travelled to Adelaide to face their South Australian counterparts, starting strongly before ultimately being overrun. The Women's State Country team delivered an outstanding performance, ending in a thrilling draw against their Perth Football League opponents.

In response to growing needs, 2024 also saw the establishment of the new South West Competitions Coordinator position. Beginning in the 2024 season, this role shifted the competition management for the region's four Junior Leagues from volunteer-led committees to a dedicated paid administrator. Initially funded by the WAFC, the role will transition to a user-pays model to ensure its sustainability in the years ahead.



WAAFA

The 2024 fiscal year marked significant growth for the WA All Abilities Football Association (WAAFA), with expanding programs across integrated football, community engagement, and adaptive sports.

The Perth Football League Integrated Competition featured 12 teams and over 500 participants, with Willetton winning the A Division Grand Final and Mandurah Mustangs securing their first B Division premiership. The Youth Integrated League and Centurion Inclusion Football Academy continued providing essential pathways for young athletes with disabilities into community football.

Starkick expanded to 29 centres, including Kalgoorlie, Dunsborough, and Broome, with 316 registered participants and 4,500+ hours of physical activity. Highlights included the Festival of Footy, Telethon Giving Ceremony, and 10-Year Anniversary Celebration, reinforcing Starkick's role as a leading all-abilities football entry program.

The Telethon Kickability Schools Program delivered structured football experiences to thousands of students with disabilities across WA, equipping schools with inclusive resources, trained coaches, and modified sessions. This program has been instrumental in improving confidence, motor skills, and social connections, further embedding itself as a cornerstone of school-based inclusive sport.



Regionally, the Footy for All program expanded to remote areas, while the Geographe Sport 4 All initiative provided structured sport for 160 residents with disabilities. The Telethon Sensory Convergence Container continued improving accessibility and engagement in football environments.

The WA Wheelchair Football League added East Fremantle, increasing to six teams and 50 regular players. Competitive intensity grew, particularly in the Perth Demons vs. West Coast Eagles rivalry, setting the stage for wheelchair football to surpass basketball as WA's leading wheelchair sport in 2025.

At the AFL OPEN – Inclusion and Wheelchair events, WA strengthened its national presence. The Wheelchair AFL National Carnival's rebrand to AFL OPEN highlighted WA's leadership, while WA remained a dominant force in Division 1 Wheelchair AFL, despite player availability challenges due to the Paris Paralympics. The Inclusion Team showcased resilience and talent, further cementing WA's reputation in inclusive football.

Looking ahead to 2025, WAAFA will expand its reach, enhance programs, increase participation, and foster stronger community connections.



278
EVENTS

8,116
PARTICIPANTS
WITH DISABILITY

126,850
OTHER ATTENDEES

WA FOOTBALL HALL OF FAME & WAFC LIFE MEMBERSHIP

Inducted into the WA Football Hall of Fame in 2024 were Tony Buhagiar, Dale Kickett, Stan Magro and Aaron Sandilands, all four had outstanding careers and will now take their place alongside other elite WA Football identities given their significant contribution to our game. WAFC Life Membership was awarded to Trevor Nisbett for his outstanding service and contribution to WA Football.

Life Membership

Trevor Nisbett

Awarded WAFC
Life Membership
in 2024



Hall of Fame

Tony Buhagiar

Inducted into the
WA Football
Hall of Fame 2024



Dale Kickett

Inducted into the
WA Football
Hall of Fame 2024



Stan Magro

Inducted into the
WA Football
Hall of Fame 2024



Aaron Sandilands

Inducted into the
WA Football
Hall of Fame 2024



20th Anniversary of the WA Football Hall of Fame

The West Australian Football Commission endorsed the selection of 20 pre-war deceased inductees to coincide with the 20th Anniversary of the WA Football Hall of Fame in 2024.

The Commemorative Recognition initiative, spanning from 1885 to 1945, honours the achievements of players from the early years of WA football. It acknowledges their contributions and the lasting impact they've had on the rich history of the sport.

The induction of these 18 players, an umpire and a media representative, was inspired by the need to acknowledge the foundational role they played in shaping WA football. This initiative not only recognises their individual excellence but also honours the era of football that laid the groundwork for the modern game.

As a part of the 20th Anniversary, George "Staunich" Owens was elevated to Legend Status.

Legend

George "Staunich" Owens

Elevated to
WA Football
Legend status in 2024



Hall of Fame

J.S. (Johnny) Campbell

Inducted into the
WA Football
Hall of Fame 2024



L.J. (Lou) Daily

Inducted into the
WA Football
Hall of Fame 2024



Albert Gook

Inducted into the
WA Football
Hall of Fame 2024



W.K. (Paddy) Hebbard

Inducted into the
WA Football
Hall of Fame 2024



A.H.J.C (Dolph) Heinrichs

Inducted into the
WA Football
Hall of Fame 2024



Cyril Hoft

Inducted into the
WA Football
Hall of Fame 2024



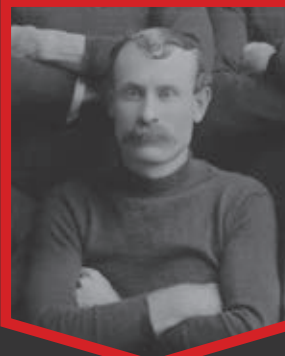
George Krepp

Inducted into the
WA Football
Hall of Fame 2024



Jack Leckie

Inducted into the
WA Football
Hall of Fame 2024



Herb Loel

Inducted into the
WA Football
Hall of Fame 2024



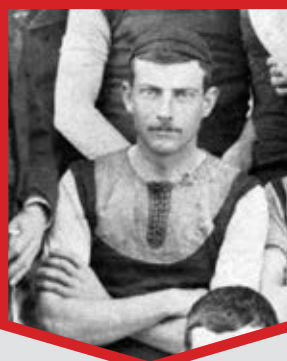
**Norman (Snowy)
McIntosh**

Inducted into the
WA Football
Hall of Fame 2024



**Lambert (Lam)
Ogborne**

Inducted into the
WA Football
Hall of Fame 2024



Doug Oliphant

Inducted into the
WA Football
Hall of Fame 2024



J.B. (Jim) Reid

Inducted into the
WA Football
Hall of Fame 2024



Harry Sherlock

Inducted into the
WA Football
Hall of Fame 2024



Walter (Poet) Smith

Inducted into the
WA Football
Hall of Fame 2024



**C.H. (Charlie)
Tyson Snr**

Inducted into the
WA Football
Hall of Fame 2024



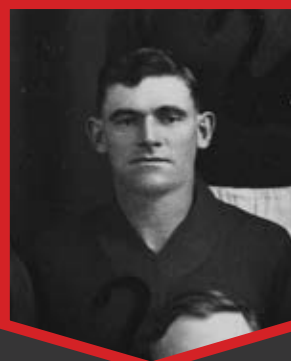
G.S. (Tony) Tyson

Inducted into the
WA Football
Hall of Fame 2024



Albert (Nails) Western

Inducted into the
WA Football
Hall of Fame 2024



**Charlie Ammon
(‘Follower’) – Media
Representative**

Inducted into the
WA Football
Hall of Fame 2024



**Frank O’Connor
– Umpire
Representative**

Inducted into the
WA Football
Hall of Fame 2024



WAFC BOARD GOVERNANCE

Commissioner	WAFC Board Meetings Attendance	WAFC Committees
Hon Wayne Martin AC KC Chair	5/6	Future Home of Football Indigenous Strategy Integrity Steering Risk & Governance Stadium Revenue WA Football Hall of Fame
Dixie Marshall Deputy Chair	5/6	Football Affairs Marketing & Sponsorship WAFC Talent
Amber Banfield	6/6	Football Affairs WA Football Facilities Fund Women in Football Advisory
Ian Callahan	6/6	Football Affairs Future Home of Football Risk & Governance Stadium Revenue WAFL Strategy
Martina Crowley *Term began 1 Jan 2024	5/5	Finance, Funding & Commercial Future Home of Football
Michelle Fyfe APM	5/6	Finance, Funding & Commercial Integrity Steering Risk & Governance
Mark Hann	6/6	Finance, Funding & Commercial Football Affairs Marketing & Sponsorship WAFL Strategy
Phil Lamb	6/6	Football Affairs Heritage WA Football Hall of Fame WAFL Strategy
Brian O'Donnell *Term ended 1 Jan 2024	1/1	Finance, Funding & Commercial Future Home of Football Risk & Governance

Note: The above table covers 1 November 2023 to 31 October 2024

2024 FINANCIAL OVERVIEW

The WAFC’s FY24 financial result shows a net deficit of (\$1,885,391) (2023: \$366,337 Surplus). Net cash on hand decreased by \$11,259,582 with net cash flows used in operations of \$479,715. The audit for the 31 October 2024 financial report has been completed with auditors Ernst & Young issuing an unqualified opinion.

The WAFC continues to invest significantly in the development of all aspects of football across all Western Australia, including providing funding of \$8.4 million in funding to our WAFL Clubs and Affiliates. We continued our investment into our regions with another \$0.8 million as part of the Kimberley Investment Framework which is supported through funding from both the AFL and DLGSC.

Both our AFL Clubs contributed a combined Royalty of \$3.0 million (FY23: \$3.8 million) which was a significant reduction compared with prior periods. This reduction in Royalty revenue compared with recent years was a significant factor in contributing to the FY24 deficit. The FY24 result also includes \$0.6 million of investment towards special projects outside of normal operations that are funded directly from the WAFC’s reserves.

Despite this year’s deficit, the WAFC’s financial position remains stable with a strong balance sheet, with cash on hand of \$12.9 million at the end of the financial year and net assets of \$13.5 million.

The WAFC would like to acknowledge our major sponsors for their unwavering support throughout the 2024 season. Their ability to continue to support all levels of football is vital for the development of our game.

Income	-	Expenditure	=	Net Deficit
\$35.71m		\$37.59m		(\$1.88m)

Net cash used in operating activities (\$0.48m)	+	Net cash used in investing activities (\$10.60m)	+	Net cash used in financing activities (\$0.18m)	=	Net increase in cash for the year (\$11.26m)
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Profit or Loss Summary

The WAFC is continually striving to improve its engagement and transparency with stakeholders. In order to provide the industry with a greater understanding of the financial information provided in our statutory financial statements, we have prepared a more detailed Profit or Loss Summary contained in this annual report to show where the WAFC obtains its funding and how these funds are distributed across the industry.

	Actuals	
	2024 \$	2023 \$
INCOME		
Royalty Income	3,007,171	3,843,597
State Funding Agreement	13,196,000	12,477,000
Government Grants	1,044,139	1,004,151
AFL Funding	5,166,019	5,500,978
Football Participants	1,700,410	1,617,227
Event Income	640,191	845,172
Sponsorship & Supply Rights	6,516,453	7,062,936
Industry recharges	1,603,907	1,488,341
Industry contributions	1,876,190	1,915,655
Interest Income	846,140	573,387
Other Income	112,809	95,391
TOTAL WAFC INCOME	35,709,429	36,423,833
EXPENSES		
Governance & Stakeholder engagement	(1,035,605)	(982,643)
Finance HR IT Strategy Office Overheads	(2,764,637)	(2,533,583)
Commercial, Marketing & Broadcast	(3,836,968)	(3,986,145)
Regional Football	(2,429,895)	(2,615,024)
Talent Pathway and Development	(3,095,118)	(2,568,664)
Facilities management	(800,247)	(554,689)
Depreciation & Amortisation	(322,520)	(142,600)
Supply Rights Distribution	(2,544,407)	(2,401,994)
TOTAL EXPENSES	(16,829,397)	(15,785,342)
COMPETITIONS		
WAFL & WAFLW Competition costs	(5,314,258)	(5,382,070)
Community Development & Competitions	(7,089,055)	(6,640,848)
TOTAL COMPETITIONS	(12,403,313)	(12,022,917)
SUBSIDIES & GRANTS		
WAFL Subsidies & Grants	(7,478,887)	(7,334,799)
Regional Subsidies & Grants	(403,323)	(321,000)
Other Industry Subsidies & Grants	(38,734)	(18,248)
Affiliate Subsidies & Grants	(441,165)	(575,191)
TOTAL SUBSIDIES & GRANTS	(8,362,109)	(8,249,238)
TOTAL INVESTMENT	(37,595,475)	(36,057,999)
NET PROFIT/(LOSS)	(1,885,391)	366,337

Statements of Comprehensive Income

For the year ended 31 October 2024

		Consolidated		WAFC Inc	
	Note	2024 \$	2023 \$	2024 \$	2023 \$
Revenue	4	185,494,558	176,389,607	22,513,429	23,946,833
State funding income	4	13,196,000	12,477,000	13,196,000	12,477,000
Cost of goods and services provided	5	(51,335,348)	(47,260,848)	-	-
GROSS PROFIT		147,355,210	141,605,759	35,709,429	36,423,833
Administration expenses		(33,415,725)	(31,067,238)	(2,562,921)	(2,219,771)
Community expenses		(5,957,583)	(5,829,994)	-	-
Marketing expenses		(5,547,019)	(5,663,456)	(1,934,375)	(1,806,384)
Corporate expenses		(2,466,418)	(2,264,119)	(1,443,527)	(1,282,064)
Borrowing costs expensed	5	(3,169)	(7,939)	(3,169)	(7,939)
Football expenses		(82,797,476)	(76,959,850)	(15,035,293)	(14,856,320)
Development expenses		(12,856,066)	(12,778,485)	(12,856,066)	(12,778,485)
Facility expenses		(1,003,015)	(707,986)	(1,003,015)	(707,986)
Umpire expenses		(2,676,454)	(2,318,547)	(2,676,454)	(2,318,547)
Sundry Income		84,514	50,693	-	-
Facility and club development contribution		(80,000)	(80,000)	(80,000)	(80,000)
PROFIT/(LOSS) BEFORE INCOME TAX		636,799	3,978,838	(1,885,391)	366,337
INCOME TAX EXPENSE		-	-	-	-
NET PROFIT/(LOSS) ATTRIBUTABLE TO MEMBERS OF WAFC	21(i)	636,799	3,978,838	(1,885,391)	366,337
Other comprehensive gain/(loss)					
Fair value movement of investments at fair value		1,711,476	(96,939)	-	-
TOTAL COMPREHENSIVE INCOME/(LOSS) FOR THE YEAR		2,348,275	3,881,899	(1,885,391)	366,337

The Statements of Comprehensive Income should be read in conjunction with the accompanying notes.

Statements of Financial Position

As of 31 October 2024

		Consolidated		WAFC Inc	
	Note	2024 \$	2023 \$	2024 \$	2023 \$
CURRENT ASSETS					
Cash and cash equivalents	6	17,579,774	32,594,524	2,932,215	14,191,797
Trade and other receivables	7	5,908,764	4,855,699	4,040,725	4,620,933
Inventories	8	817,090	1,052,470	-	-
Other financial assets	9	75,814,269	59,190,210	10,100,000	101,547
Other receivables	10	13,750	63,750	13,750	63,750
TOTAL CURRENT ASSETS		100,133,647	97,756,652	17,086,690	18,978,026
NON-CURRENT ASSETS					
Other receivables	10	8,750	76,667	8,750	76,667
Other financial assets	9	-	-	2,110,946	2,110,946
Property, plant and equipment	11	67,006,871	65,962,108	1,490,349	1,214,223
Investment properties	12	6,923,306	6,115,684	-	-
Intangible assets	13	8,000,000	8,000,000	-	-
Other non-current assets	19	6,161	33,764	-	-
TOTAL NON-CURRENT ASSETS		81,945,089	80,188,223	3,610,045	3,401,836
TOTAL ASSETS		182,078,736	177,944,875	20,696,735	22,379,862
CURRENT LIABILITIES					
Trade and other payables	14	18,434,328	16,166,030	4,298,829	3,208,075
Contract liability	17	8,402,963	8,375,126	1,479,147	2,101,579
Interest-bearing liabilities	15	-	31,324	-	31,324
Provisions	16	6,873,111	6,599,769	1,187,162	1,191,491
TOTAL CURRENT LIABILITIES		33,710,402	31,172,249	6,965,138	6,532,469
NON-CURRENT LIABILITIES					
Contract liability	17	275,000	328,070	-	-
Other non-current liabilities	18	3,103	2,699	121,189	201,189
Provisions	20	800,112	1,351,094	88,834	90,319
Interest-bearing liabilities	15	-	148,920	-	148,920
TOTAL NON-CURRENT LIABILITIES		1,078,215	1,830,783	210,023	440,428
TOTAL LIABILITIES		34,788,617	33,003,032	7,175,161	6,972,897
NET ASSETS		147,290,119	144,941,843	13,521,574	15,406,965
ACCUMULATED FUNDS					
Accumulated surplus	21	134,628,923	133,424,902	1,720,439	3,048,663
Reserves	21	12,661,196	11,516,941	11,801,135	12,358,302
TOTAL ACCUMULATED FUNDS		147,290,119	144,941,843	13,521,574	15,406,965

The Statements of Financial Position should be read in conjunction with the accompanying notes.

Statements of Cash Flows

For the year ended 31 October 2024

		Consolidated		WAFC Inc	
		2024	2023	2024	2023
	Note	\$	\$	\$	\$
CASH FLOWS FROM OPERATING ACTIVITIES					
Receipts from operating activities		167,432,068	157,707,361	25,435,801	24,398,836
Payments to suppliers and employees		(201,149,074)	(188,332,208)	(35,896,218)	(36,342,405)
Royalty income received		-	-	3,808,856	5,075,456
Interest and dividends received		5,119,606	3,492,803	846,140	573,387
AFL distributions received		34,483,318	33,585,121	5,331,299	5,689,838
Borrowing costs paid		(5,593)	(11,902)	(5,593)	(11,902)
Net Cash Flows From / (Used In) Operating Activities	6(b)	5,880,325	6,441,175	(479,715)	(616,790)
CASH FLOWS FROM INVESTING ACTIVITIES					
(Investment in)/redemption of term deposits		(7,998,453)	(1,479,599)	(9,998,453)	3,520,401
Purchase of property, plant and equipment		(5,534,855)	(1,986,996)	(617,832)	(205,865)
Payments for Lathlain development		(813,783)	(1,300,805)	-	-
Proceeds from sale of investments		28,089,835	18,631,927	-	-
Proceeds from sale of property, plant, and equipment		197,499	88,818	-	-
Purchase of investments		(34,671,736)	(18,095,290)	-	-
Proceeds from repayment of loans receivable		117,916	63,750	117,916	63,750
Payment into WAFL Sustainability Fund		(101,254)	(193,742)	(101,254)	(193,742)
Net Cash Flows Used In Investing Activities		(20,714,831)	(4,271,937)	(10,599,623)	3,184,544
CASH FLOWS FROM FINANCING ACTIVITIES					
Repayment of borrowings		(180,244)	(246,270)	(180,244)	(246,270)
Repayment of lease liabilities		-	-	-	-
Net Cash Flows (Used In) / From Financing Activities		(180,244)	(246,270)	(180,244)	(246,270)
Net (Decrease)/Increase In Cash and Cash Equivalents Held		(15,014,750)	1,922,968	(11,259,582)	2,321,484
Cash and Cash Equivalents at the Beginning of the Year		32,594,524	30,671,556	14,191,797	11,870,313
CASH AND CASH EQUIVALENTS AT THE END OF THE YEAR	6(a)	17,579,774	32,594,524	2,932,215	14,191,797

The Statements of Cash Flows should be read in conjunction with the accompanying notes.

WEST AUSTRALIAN FOOTBALL COMMISSION INCORPORATED

FINANCIAL REPORT

For the Year Ended 31 October 2024

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WEST AUSTRALIAN FOOTBALL COMMISSION INCORPORATED
CHAIR OF THE BOARD OF COMMISSIONERS' DECLARATION

I, Ian Callahan, being the Chair of the Board of Commissioners of the West Australian Football Commission Incorporated ("WAFC"), do hereby state that to the best of my knowledge and belief, the accompanying financial statements, being the Statements of Comprehensive Income, Statements of Financial Position, Statements of Changes in Equity, Statements of Cash Flows and Notes to and forming part of the financial statements of WAFC give a true and fair view of WAFC and the WAFC Consolidated Group's financial position and performance as at and for the year ended 31 October 2024.



Chair of the Board of Commissioners' Declaration
Perth

17 February 2025

WEST AUSTRALIAN FOOTBALL COMMISSION INCORPORATED
STATEMENTS OF COMPREHENSIVE INCOME
FOR THE YEAR ENDED 31 OCTOBER 2024

		Consolidated		WAFC Inc.	
	Note	2024	2023	2024	2023
		\$	\$	\$	\$
Revenue	4	185,494,558	176,389,607	22,513,429	23,946,833
State funding income	4	13,196,000	12,477,000	13,196,000	12,477,000
Cost of goods and services provided	5	(51,335,348)	(47,260,848)	-	-
GROSS PROFIT		147,355,210	141,605,759	35,709,429	36,423,833
Administration expenses		(33,415,725)	(31,067,238)	(2,562,921)	(2,219,771)
Community expenses		(5,957,583)	(5,829,994)	-	-
Marketing expenses		(5,547,019)	(5,663,456)	(1,934,375)	(1,806,384)
Corporate expenses		(2,466,418)	(2,264,119)	(1,443,527)	(1,282,064)
Borrowing costs expensed	5	(3,169)	(7,939)	(3,169)	(7,939)
Football expenses		(82,797,476)	(76,959,850)	(15,035,293)	(14,856,320)
Development expenses		(12,856,066)	(12,778,485)	(12,856,066)	(12,778,485)
Facility expenses		(1,003,015)	(707,986)	(1,003,015)	(707,986)
Umpire expenses		(2,676,454)	(2,318,547)	(2,676,454)	(2,318,547)
Sundry Income		84,514	50,693	-	-
Facility and club development contribution		(80,000)	(80,000)	(80,000)	(80,000)
PROFIT/(LOSS) BEFORE INCOME TAX		636,799	3,978,838	(1,885,391)	366,337
INCOME TAX EXPENSE		-	-	-	-
NET PROFIT/(LOSS) ATTRIBUTABLE TO MEMBERS OF WAFC	21(i)	636,799	3,978,838	(1,885,391)	366,337
Other comprehensive gain / (loss)					
Fair value movement of investments		1,711,476	(96,939)	-	-
TOTAL COMPREHENSIVE INCOME/(LOSS) FOR THE YEAR		2,348,275	3,881,899	(1,885,391)	366,337

The Statements of Comprehensive Income should be read in conjunction with the accompanying notes.

WEST AUSTRALIAN FOOTBALL COMMISSION INCORPORATED
STATEMENTS OF FINANCIAL POSITION
AS OF 31 OCTOBER 2024

		Consolidated		WAFC Inc.	
	Note	2024	2023	2024	2023
		\$	\$	\$	\$
CURRENT ASSETS					
Cash and cash equivalents	6	17,579,774	32,594,524	2,932,215	14,191,797
Trade and other receivables	7	5,908,764	4,855,699	4,040,725	4,620,933
Inventories	8	817,090	1,052,470	-	-
Other financial assets	9	75,814,269	59,190,210	10,100,000	101,547
Other receivables	10	13,750	63,750	13,750	63,750
TOTAL CURRENT ASSETS		100,133,647	97,756,652	17,086,690	18,978,026
NON-CURRENT ASSETS					
Other receivables	10	8,750	76,667	8,750	76,667
Other financial assets	9	-	-	2,110,946	2,110,946
Property, plant and equipment	11	67,006,871	65,962,108	1,490,349	1,214,223
Investment properties	12	6,923,306	6,115,684	-	-
Intangible assets	13	8,000,000	8,000,000	-	-
Other non-current assets	19	6,161	33,764	-	-
TOTAL NON-CURRENT ASSETS		81,945,089	80,188,223	3,610,045	3,401,836
TOTAL ASSETS		182,078,736	177,944,875	20,696,735	22,379,862
CURRENT LIABILITIES					
Trade and other payables	14	18,434,328	16,166,030	4,298,829	3,208,075
Contract liability	17	8,402,963	8,375,126	1,479,147	2,101,579
Interest-bearing liabilities	15	-	31,324	-	31,324
Provisions	16	6,873,111	6,599,769	1,187,162	1,191,491
TOTAL CURRENT LIABILITIES		33,710,402	31,172,249	6,965,138	6,532,469
NON-CURRENT LIABILITIES					
Contract liability	17	275,000	328,070	-	-
Other non-current liabilities	18	3,103	2,699	121,189	201,189
Provisions	20	800,112	1,351,094	88,834	90,319
Interest-bearing liabilities	15	-	148,920	-	148,920
TOTAL NON-CURRENT LIABILITIES		1,078,215	1,830,783	210,023	440,428
TOTAL LIABILITIES		34,788,617	33,003,032	7,175,161	6,972,897
NET ASSETS		147,290,119	144,941,843	13,521,574	15,406,965
ACCUMULATED FUNDS					
Accumulated surplus	21	134,628,923	133,424,902	1,720,439	3,048,663
Reserves	21	12,661,196	11,516,941	11,801,135	12,358,302
TOTAL ACCUMULATED FUNDS		147,290,119	144,941,843	13,521,574	15,406,965

The Statements of Financial Position should be read in conjunction with the accompanying notes.

WEST AUSTRALIAN FOOTBALL COMMISSION INCORPORATED
STATEMENTS OF CHANGES IN EQUITY
FOR THE YEAR ENDED 31 OCTOBER 2024

	Note	Accumulated Surplus	Reserves	Total Equity
CONSOLIDATED		\$	\$	\$
At 1 November 2022		130,730,077	10,329,866	141,059,943
Profit/(loss) for the period		3,978,839	-	3,978,839
Fair value movement of investments		-	(96,939)	(96,939)
Total comprehensive income/(expense) for the period		3,978,839	(96,939)	3,881,900
Transfer to unsecured notes reserve		352	(352)	-
Transfer of reserve funds consumed on expenditure back to Accumulated Surplus		288,215	(288,215)	-
Transfer to /from reserve	21	(1,572,581)	1,572,581	-
At 31 October 2023		133,424,902	11,516,941	144,941,843
At 1 November 2023		133,424,902	11,516,941	144,941,843
Profit/(loss) for the period		636,799	-	636,799
Fair value movement of investments		-	1,711,476	1,711,476
Total comprehensive income/(expense) for the period		636,799	1,711,476	2,348,275
Transfer to unsecured notes reserve		405	(405)	-
Transfer of reserve funds consumed on expenditure back to Accumulated Surplus		557,167	(557,167)	-
Fair value movement of available-for-sale investments		9,649	(9,649)	-
Transfer to /from reserve	21	-	-	-
At 31 October 2024		134,628,923	12,661,196	147,290,119

The Statement of Changes in Equity should be read in conjunction with the accompanying notes.

WEST AUSTRALIAN FOOTBALL COMMISSION INCORPORATED
STATEMENTS OF CHANGES IN EQUITY
FOR THE YEAR ENDED 31 OCTOBER 2024

	Note	Accumulated Surplus	Reserves	Total Accumulated Funds
WAFC		\$	\$	\$
At 1 November 2022		4,060,778	10,979,850	15,040,628
Profit/(loss) for the period		366,337	-	366,335
Transfer of reserve funds consumed on expenditure back to Accumulated Surplus		288,215	(288,215)	-
Transfer to/from Reserves	21	(1,666,667)	1,666,667	-
At 31 October 2023		3,048,663	12,358,302	15,406,965
At 1 November 2023		3,048,663	12,358,302	15,406,965
Profit/(loss) for the period		(1,885,391)	-	(1,885,391)
Transfer of reserve funds consumed on expenditure back to Accumulated Surplus		557,167	(557,167)	-
Transfer to/from Reserves	21	-	-	-
At 31 October 2024		1,720,439	11,801,135	13,521,574

The Statement of Changes in Equity should be read in conjunction with the accompanying notes.

WEST AUSTRALIAN FOOTBALL COMMISSION INCORPORATED
STATEMENTS OF CASH FLOWS
FOR THE YEAR ENDED 31 OCTOBER 2024

		Consolidated		WAFC Inc.	
	Note	2024	2023	2024	2023
		\$	\$	\$	\$
CASH FLOWS FROM OPERATING ACTIVITIES					
Receipts from operating activities		167,432,068	157,707,361	25,435,801	24,398,836
Payments to suppliers and employees		(201,149,074)	(188,332,208)	(35,896,218)	(36,342,405)
Royalty income received		-	-	3,808,856	5,075,456
Interest and dividends received		5,119,606	3,492,803	846,140	573,387
AFL distributions received		34,483,318	33,585,121	5,331,299	5,689,838
Borrowing costs paid		(5,593)	(11,902)	(5,593)	(11,902)
NET CASH FLOWS FROM / (USED IN) OPERATING ACTIVITIES	6(b)	5,880,325	6,441,175	(479,715)	(616,790)
CASH FLOWS FROM INVESTING ACTIVITIES					
(Investment in)/redemption of term deposits		(7,998,453)	(1,479,599)	(9,998,453)	3,520,401
Purchase of property, plant and equipment		(5,534,855)	(1,986,996)	(617,832)	(205,865)
Payments for Lathlain development		(813,783)	(1,300,805)	-	-
Proceeds from sale of investments		28,089,835	18,631,927	-	-
Proceeds from sale of property, plant, and equipment		197,499	88,818	-	-
Purchase of investments		(34,671,736)	(18,095,290)	-	-
Proceeds from repayment of loans receivable		117,916	63,750	117,916	63,750
Payment into WAFL Sustainability Fund		(101,254)	(193,742)	(101,254)	(193,742)
NET CASH FLOW USED IN INVESTING ACTIVITIES		(20,714,831)	(4,271,937)	(10,599,623)	3,184,544
CASH FLOWS FROM FINANCING ACTIVITIES					
Repayment of borrowings		(180,244)	(246,270)	(180,244)	(246,270)
Repayment of lease liabilities		-	-	-	-
NET CASH FLOW (USED IN) / FROM FINANCING ACTIVITIES		(180,244)	(246,270)	(180,244)	(246,270)
NET (DECREASE) / INCREASE IN CASH AND CASH EQUIVALENTS HELD		(15,014,750)	1,922,968	(11,259,582)	2,321,484
Cash and cash equivalents at the beginning of the year		32,594,524	30,671,556	14,191,797	11,870,313
CASH AND CASH EQUIVALENTS AT THE END OF THE YEAR	6(a)	17,579,774	32,594,524	2,932,215	14,191,797

The Statements of Cash Flows should be read in conjunction with the accompanying notes.

WEST AUSTRALIAN FOOTBALL COMMISSION INCORPORATED
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1. CORPORATE INFORMATION

The financial report of the West Australian Football Commission (“WAFC” or “the Commission”) for the year ended 31 October 2024 was authorised for issue in accordance with a resolution of the Commissioners on 14 February 2025.

The registered office of WAFC is located at:

105 Banksia St
Tuart Hill WA 6060

The nature of the operations and principal activities of the Commission is to promote and encourage the participation and growth in football in Western Australia.

2. SUMMARY OF MATERIAL ACCOUNTING POLICY INFORMATION

(a) Basis of preparation

The financial report is a general-purpose financial report, which has been prepared in accordance with the requirements of the Associations Incorporation Act (WA) and Australian Accounting Standards – Simplified Disclosures, applicable to not-for-profit entities. The financial statements for the Corporation are tier 2 general purpose financial statements. The Association has adopted AASB 1060 General Purpose Financial Statements – Simplified Disclosures for For-Profit and Not-for-Profit Tier 2 Entities in the current year. Other than the change in disclosure requirements, the adoption of AASB 1060 has no significant impact on the financial statements as the Corporation’s previous financial statements complied with Australian Accounting Standards – Reduced Disclosure Requirements. The financial report has also been prepared on a historical cost basis, except for available-for-sale investments, which have been measured at fair value.

The financial report is presented in Australian dollars and all values are rounded to the nearest dollar unless otherwise stated.

(b) Statement of compliance

The financial report complies with Australian Accounting Standards as issued by the Australian Accounting Standards Board.

The Group has adopted all the new and revised standards and interpretations issued by the Australian Accounting Standards Board (“the AASB”) that are mandatory for the current reporting period. The adoption of these Accounting Standards and Interpretations did not have a significant impact on the financial position or performance of the Commission or the Group.

No new, revised or amended Accounting Standards or Interpretations that are not yet mandatory have been early adopted.

(c) Basis of consolidation

The consolidated financial statements comprise the financial statements of West Australian Football Commission Incorporated (WAFC) and all entities (the Group) which WAFC controlled as at 31 October each year.

The financial statements of subsidiaries are prepared for the same reporting period as the parent company, using consistent accounting policies. Adjustments are made to bring into line any dissimilar accounting policies which may exist. In preparing the consolidated financial statements, all inter-company balances and transactions, income and expenses and profit and losses resulting from intra-group transactions have been eliminated in full. Subsidiaries are fully consolidated from the date on which control is transferred to the Group and cease to be consolidated from the date on which control is transferred out of the Group.

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(d) Significant accounting judgements, estimates and assumptions

The carrying amounts of certain assets and liabilities are often determined based on estimates and assumptions of future events. The key estimates and assumptions that have a significant risk of causing material misstatement to the carrying amounts of certain assets and liabilities within the next annual reporting periods are:

Long Service Leave

A liability for long service leave is recognised and is measured as the present value of expected future payments to be made in respect of services provided by employees up to the reporting date. Consideration is given to expected future wages and salary levels, experience of employee departures and periods of service. Expected future payments are discounted using market yields at the reporting date on national government bonds with terms to maturity and currencies that match, as closely as possible, the estimated future cash outflows.

Intangibles with indefinite useful lives

The Group determines whether intangibles with indefinite useful lives are impaired at least on an annual basis. This requires estimations of the recoverable amount of the cash-generating units to which the intangibles with indefinite useful lives are allocated.

Annual Leave

Liabilities for annual leave expected to be settled within twelve months of the reporting date are recognised in provisions in respect of employees' services up to the reporting date. They are measured at the amounts expected to be paid when the liabilities are settled.

Classification and valuation of investments

Management has classified investments in listed and unlisted securities as 'fair value through other comprehensive income' and movements in fair value are recognised directly in equity. The fair values of unlisted securities not traded in an active market are determined by reference to the defaults in underlying investments, being the risks specific to these assets.

(e) Revenue recognition

Revenue from contracts with customers, including the Australian Football League, members, sponsors, and other parties

Revenue is recognised at an amount that reflects the consideration to which the Group is expected to be entitled in exchange for transferring goods or services to members and customers. For each contract with a customer, the Group: identifies the contract with a member/customer; identifies the performance obligations in the contract; determines the transaction price which takes into account estimates of variable consideration and the time value of money; allocates the transaction price to the separate performance obligations on the basis of the relative stand-alone selling price of each distinct good or service to be delivered; and recognises revenue when or as each performance obligation is satisfied in a manner that depicts the transfer to the member/customer of the goods or services promised.

Sale of Goods

Revenue from the sale of goods is recognised at a point in time when control of the goods is transferred to the customer.

Government grants

Government grants related to government subsidy payments are recognised as a receivable and income when the Group obtains control over the funding and when the Group becomes eligible to receive the subsidy in accordance with AASB 1058 *Income of Not-For-Profit Entities*.

Interest income

Interest income is recognised on an accrual basis using the 'effective interest rate method' (EIR). The EIR is the rate that exactly discounts the estimated future cash receipts over the expected life of the financial instrument or a short period, where appropriate, to the net carrying amount of the financial asset.

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(f) Unearned revenue

Unearned revenue represents deposits, payments on account and payments in advance from customers for services, sponsorships or memberships, where the Group has a contractual or constructive liability to repay such amounts to the other party in the event that the Group does not deliver the services. Unearned revenue is recognised as the amount received by the Group and is deferred and disclosed as Contract Liabilities until the delivery of the service.

(g) Borrowing costs

Borrowing costs are recognised as an expense when incurred.

(h) Leases

The Group assesses at contract inception whether a contract is, or contains, a lease. That is, if the contract conveys the right to control the use of an identified asset for a period of time in exchange for consideration.

Group as a lessee

(i) Right-of-use assets

The Group recognises right-of-use assets at the commencement date of the lease (i.e., the date the underlying asset is available for use). Right-of-use assets are measured at cost, less any accumulated depreciation and impairment losses, and adjusted for any remeasurement of lease liabilities. The cost of right-of-use assets includes the amount of lease liabilities recognised, initial direct costs incurred, and lease payments made at or before the commencement date less any lease incentives received. Right-of-use assets are depreciated on a straight-line basis over the lease term.

(ii) Lease liabilities

At the commencement date of the lease, the Group recognises lease liabilities measured at the present value of lease payments to be made over the lease term. The lease payments include fixed payments (including in-substance fixed payments) less any lease incentives receivable, variable lease payments that depend on an index or a rate, and amounts expected to be paid under residual value guarantees. The lease payments also include the exercise price of a purchase option reasonably certain to be exercised by the Group and payments of penalties for terminating the lease, if the lease term reflects the Group exercising the option to terminate.

Variable lease payments that do not depend on an index or a rate are recognised as expenses (unless they are incurred to produce inventories) in the period in which the event or condition that triggers the payment occurs.

In calculating the present value of lease payments, the Group uses its incremental borrowing rate at the lease commencement date because the interest rate implicit in the lease is not readily determinable. After the commencement date, the amount of lease liabilities is increased to reflect the accretion of interest and reduced for the lease payments made. In addition, the carrying amount of lease liabilities is remeasured if there is a modification, a change in the lease term, a change in the lease payments (e.g., changes to future payments resulting from a change in an index or rate used to determine such lease payments) or a change in the assessment of an option to purchase the underlying asset.

(iii) Short-term leases and leases of low-value assets

The Group applies the short-term lease recognition exemption to its short-term leases (i.e., those leases that have a lease term of 12 months or less from the commencement date and do not contain a purchase option). It also applies the lease of low-value assets recognition exemption to leases that are considered to be low value. Lease payments on short-term leases and leases of low-value assets are recognised as an expense on a straight-line basis over the lease term.

(i) Trade and other receivables

Trade receivables, which generally have 30-day terms, are recognized and carried at original invoice amount less a provision for any expected credit losses (ECLs). In calculating the ECL a simplified approach is applied, with a loss allowance recognised based on lifetime ECLs at each reporting date.

Receivables from related parties are recognised and carried at the nominal amount due.

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(j) Inventories

Inventories are valued at the lower of cost and net realisable value. Inventories are accounted for at purchase cost on a first in first out basis.

(k) Investments and other financial assets

Financial assets are classified on initial recognition as either amortised cost, fair value through other comprehensive income (OCI) or fair value through profit or loss.

The classification of financial assets at initial recognition depends on the financial asset's contractual cash flow characteristics and the Group's business model for managing them. With the exception of trade receivables that do not contain a significant financing component or for which the Group has applied the practical expedient, the Group initially measures a financial asset at its fair value plus, in the case of a financial asset not at fair value through profit or loss, transaction costs.

In order for a financial asset to be classified and measured at amortised cost or fair value through OCI, it needs to give rise to cash flows that are 'solely payments of principal and interest' (SPPI) on the principal amount outstanding. This assessment is referred to as the SPPI test and is performed at an instrument level.

The Group's business model for managing financial assets refers to how it manages its financial assets in order to generate cash flows. The business model determines whether cash flows will result from collecting contractual cash flows, selling the financial assets, or both.

Purchases or sales of financial assets that require delivery of assets within a time frame established by regulation or convention in the market place (regular way trades) are recognised on the trade date, i.e., the date that the Group commits to purchase or sell the asset.

Subsequent Measurement

Other financial assets consist of investments in debt and equity securities and short-term investments with a maturity date of over 90 days and are classified as either "fair value through other comprehensive income" or "fair value through profit and loss".

Where securities are designated as "fair value through profit and loss", gains and losses arising from changes in fair value are included in the income statement for the period.

i) Financial assets at fair value through profit and loss

Financial assets at fair value through profit and loss include derivative and other financial assets determined as held for trading where they are acquired for the purpose of selling in the near term. Financial assets at fair value through profit and loss are recorded in the Statement of Financial Position at their values with changes in fair value recognised in profit or loss. Financial assets held at fair value through profit and loss are initially recognised at fair value and transaction costs are expensed.

ii) Financial assets at fair value through other comprehensive income

For equity investments at "fair value through other comprehensive income", gains or losses arising from changes in fair value are recognised in other comprehensive income, until the security is disposed of, at which time the cumulative gain or loss previously recognised in other comprehensive income is included directly in retained earnings and is not recycled to the income statement.

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(k) Investments and other financial assets (continued)

For debt instruments at “fair value through other comprehensive income”, gains and losses arising from changes in fair value are recognised in other comprehensive income, until the security is disposed of or is determined to be impaired, at which time the cumulative gain or loss previously recognised in other comprehensive income is included in the income statement for the period. Impairments in debt securities are recognised based on management’s expectation of losses in each investment (“expected credit loss” model).

All equity investments must be measured at fair value under AASB 9 Financial assets in the scope of AASB 139 Financial Instruments: Recognition and Measurement are classified as either financial assets at fair value through profit or loss or loans and receivables. When financial assets are recognised initially, they are measured at fair value. The Group determines the classification of its financial assets after initial recognition and, when allowed and appropriate, re-evaluates this designation at each financial year end.

iii) Loans and receivables

Loans and receivables are non-derivative financial assets with fixed or determinable payments that are not quoted in an active market. Such assets are carried at amortised cost using the effective interest rate method. Gains or losses are recognised in the Consolidated Statement of Comprehensive Income when the loans and receivables are derecognised or impaired, as well as through the amortisation process.

iv) Investment properties

Investment properties are measured initially at cost, including transaction costs. Subsequent to initial recognition, investment properties are carried at cost less any accumulated depreciation and any accumulated impairment losses.

Investment properties are derecognised either when they have been disposed of or when they are permanently withdrawn from use and no future economic benefit is expected from their disposal. The difference between the net disposal proceeds and the carrying amount of the asset is recognised in the Consolidated Statement of Comprehensive Income in the period of derecognition.

Transfers are made to or from investment property only when there is a change in use. For a transfer from investment property to owner-occupied property, the deemed cost for subsequent accounting is the fair value at the date of change in use. If owner-occupied property becomes an investment property, the Group accounts for such property in accordance with the policy stated under property, plant and equipment up to the date of change in use.

(l) Taxes

Income Taxes

The WAFC and its controlled entities, FFCL and IPL, are not subject to income tax. WAFC obtained exemption under s50-45 of the ITAA (1997) as it is a sporting club and it promotes and encourages the participation and growth in sport.

Goods and Services Tax (GST)

Revenues, expenses, assets and liabilities are recognised net of the amount of GST except:

- Where the GST incurred on a purchase of goods and services is not recoverable from the taxation authority, in which case the GST is recognised as part of the cost of acquisition of the asset or as part of the expense item as applicable; and
- Receivables and payables are stated with the amount of GST included.

The net amount of GST recoverable from, or payable to, the taxation authority is included as part of receivables or payables in the Statements of Financial Position.

Cash flows are included in the Statements of Cash Flows on a gross basis and the GST component of cash flows arising from investing and financing activities, which is recoverable from, or payable to, the taxation authority are classified as operating cash flows.

Commitments and contingencies are disclosed net of the amount of GST recoverable from, or payable to, the taxation authority.

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(m) Property, plant and equipment

Cost and valuation

Plant and equipment is stated at cost or deemed cost less accumulated depreciation and any accumulated impairment losses. Such costs include the cost of replacing parts that are eligible for capitalisation when the cost of replacing the parts is incurred. Similarly, when each major inspection is performed, the cost is recognized in the carrying amount of the plant and equipment as a replacement only if it is eligible for capitalisation.

Depreciation

Depreciation of leasehold improvements is calculated on a straight line basis over the lesser of its estimated useful life and the term of the lease. Depreciation of other fixed assets is calculated on the reducing balance method or on a straight-line basis over its estimated useful life.

Major depreciation periods are:

	2024	2023
• Plant and equipment	4 to 40 years	4 to 40 years
• Leasehold improvements	Lease term/useful life	Lease term/useful life
• Furniture, fittings and equipment	3 to 10 years	3 to 10 years
• Motor vehicles	5 to 15 years	5 to 15 years

The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted if appropriate, at the end of each financial year.

Impairment

The carrying values of plant and equipment are reviewed for impairment at each reporting date, with recoverable amount being estimated when events or changes in circumstances indicate that the carrying value may not be recoverable.

The Commissioners have determined that when items of plant and equipment do not generate independent cash inflows accordingly, each asset is tested for impairment as part of the cash-generating unit to which it belongs. The recoverable amount of the cash generating unit is based on the higher of fair value less costs to sell and value in use.

Impairment exists when the carrying value of an asset or cash-generating unit exceeds its estimated recoverable amount. The asset or cash-generating unit is then written down to its recoverable amount. For plant and equipment, impairment losses are recognised in the Statements of Comprehensive Income as an expense. In assessing value in use, the estimated future cash flows are discounted to their present value using a discount rate that reflects current market assessments of the time value of money and the risks specific to the asset.

De-recognition and disposal

An item of plant and equipment is derecognised upon disposal or when no further future economic benefits are expected from its use or disposal.

Any gain or loss arising on de-recognition of the asset (calculated as the difference between the net disposal proceeds and the carrying amount of the asset) is included in profit or loss in the year the asset is derecognised.

(n) Intangible assets

Intangible assets acquired are measured on initial recognition at cost. Following initial recognition intangible assets are carried at cost less any accumulated amortisation and any accumulated impairment losses. The useful lives of intangible assets are assessed to be either finite or indefinite. The AFL licences have been assessed as having an indefinite useful life.

Intangible assets with indefinite useful lives are not amortised, but are tested for impairment annually, either individually or at the cash-generating unit level. The assessment of indefinite life is reviewed annually to determine whether the indefinite life continues to be supportable. If not, the change in useful life from indefinite to finite is made on a prospective basis.

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(n) Intangible assets (continued)

Intangible assets with indefinite useful lives are tested for impairment annually as at 31 October, as appropriate, and when circumstances indicate that the carrying value may be impaired. The recoverable amount is determined for an individual asset, unless the asset does not generate cash inflows that are largely independent of those from other assets or groups of assets. When the carrying amount of an asset or cash generating unit (“CGU”) exceeds its recoverable amount, the asset is considered impaired and is written down to its recoverable amount. A CGU’s recoverable amount is the higher of its fair value less costs to sell and its value in use and is determined for an individual asset, unless the asset does not generate cash inflows that are largely independent of those from other assets or groups of assets and the assets value in use cannot be estimated to be close to its fair value. In such cases the asset is tested for impairment as part of the CGU to which it belongs. When the carrying amount of an asset or CGU exceeds its recoverable amount, the asset or CGU is considered impaired and is written down to its recoverable amount.

In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset. Impairment losses relating to continuing operations are recognised in those expense categories consistent with the function of the impaired asset unless the asset is carried at revalued amount.

A summary of the policies applied to the Group’s intangible assets is as follows:

Australian Football League (AFL) Licences

<i>Useful lives</i>	Indefinite
<i>Amortisation method used</i>	No amortisation
<i>Internally generated or acquired</i>	Acquired
<i>Impairment testing</i>	Annually and more frequently when an indication of impairment exists

(o) Impairment of assets

The Group assesses at each reporting date whether there is an indication that an asset may be impaired. If any such indication exists, or when annual impairment testing for an asset is required, the Group makes an estimate of the asset’s recoverable amount.

The Commissioners have determined that individual assets or groups of assets do not generate independent cash inflows. Accordingly, each asset is tested for impairment as part of the cash-generating unit to which it belongs. When the carrying amount of an asset or CGU exceeds its recoverable amount, the asset or cash-generating unit is considered impaired and is written down to its recoverable amount.

An assessment is also made at each reporting date as to whether there is any indication that previously recognised impairment losses, if any, may no longer exist or may have decreased. If such indication exists, the recoverable amount is estimated. A previously recognised impairment loss is reversed only if there has been a change in the estimates used to determine the asset’s recoverable amount since the last impairment loss was recognised. If that is the case the carrying amount of the asset is increased to its recoverable amount. The increased amount cannot exceed the carrying amount that would have been determined, net of depreciation, had no impairment loss been recognised for the asset in prior years. Such reversal is recognised in profit or loss. After such a reversal the depreciation charge is adjusted in future periods to allocate the asset’s revised carrying amount, less any residual value, on a systematic basis over its remaining useful life.

(p) Trade and other payables

Trade payables and other payables are carried at amortised cost and represent liabilities for goods and services provided to the Group prior to the end of the financial year that are unpaid and arise when the Group becomes obliged to make future payments in respect of the purchase of these goods and services.

Payables to related parties are carried at the principal amount. Interest, when charged by the lender, is recognised as an expense on an accruals basis.

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(q) Interest-bearing loans and borrowings

All loans and borrowings are initially recognised at the fair value of the consideration received less any directly attributable transaction costs.

After initial recognition, interest-bearing loans and borrowings are subsequently measured at amortised cost using the effective interest method. Borrowing costs directly attributable to the acquisition or construction of a qualifying asset are capitalised as part of the cost of that asset. All other borrowing costs are expensed in the period they occur.

Gains and losses are recognised in profit or loss when the liabilities are derecognised.

(r) Unsecured notes - IPL

The unsecured note liability is calculated by discounting the face value of the notes at a rate of 15% from the latest possible date of redemption. Redemption is at the discretion of the Commissioners prior to the year 2075.

The difference between the face value of the notes and the amount of the liability is recorded as an unsecured note redemption reserve (Note 21(b)).

(s) Provisions

Provisions are recognised when the Group has a present obligation (legal or constructive), as a result of a past event, and it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation and a reliable estimate can be made of the amount of the obligation.

When the Group expects some or all of a provision to be reimbursed, for example under an insurance contract, the reimbursement is recognised as a separate asset but only when the reimbursement is virtually certain. The expense relating to any provision is presented in the statements of comprehensive income net of any reimbursement.

If the effect of the time value of money is material, provisions are determined by discounting the expected future cash flows at a pre-tax rate that reflects current market assessments of the time value of money and, where appropriate, the risks specific to the liability.

When the discounting is used, the increase in the provision due to the passage of time is recognised as a borrowing cost.

(t) Employee benefits

(i) Wages, salaries and annual leave

Liabilities for wages and salaries, including non-monetary benefits and annual leave expected to be settled within 12 months of the reporting date are recognised in other payables in respect of employees' services up to the reporting date. They are measured at the amounts expected to be paid when the liabilities are settled. Liabilities for sick leave are recognised when the leave is taken and are measured at the rates paid or payable

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(u) Employee benefits (continued)

ii) Long service leave

The liability for long service leave is recognised in the provision for employee benefits and measured as the present value of expected future payments to be made in respect of services provided by employees up to the reporting date. Consideration is given to expected future wage and salary levels, experience of employee departures, and periods of service. Expected future payments are discounted using market yields at the reporting date on national government bonds with terms to maturity and currencies that match, as closely as possible, the estimated future cash outflows.

(v) Going concern

The financial statements have been prepared on a going concern basis which contemplates the continuity of normal business activities and the realisation of assets and the settlement of liabilities in the ordinary course of business.

3. SEGMENT INFORMATION

The Group operates in one segment being the football industry within Australia.

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	Consolidated		WAFC Inc.	
	2024	2023	2024	2023
	\$	\$	\$	\$
4. REVENUES AND OTHER INCOME				
Revenues from operating activities	152,587,724	146,822,635	26,690,099	26,505,871
Net royalty income	-	-	3,007,171	3,843,597
Interest and dividend income - other corporations	4,606,960	3,317,766	846,140	573,387
AFL Distribution	34,408,129	33,396,261	5,166,019	5,500,978
Other	7,087,745	5,329,945	-	-
	198,690,558	188,866,607	35,709,429	36,423,833

	Consolidated		WAFC Inc.	
	2024	2023	2024	2023
	\$	\$	\$	\$
5. EXPENSES AND LOSSES / (GAINS)				
(a) Expenses				
Cost of goods and services provided				
Match expenses	13,040,292	11,600,507	-	-
Stadium hiring fee	12,300,215	12,676,762	-	-
Membership expenses	9,985,535	8,706,991	-	-
Sponsorship expenses	1,934,869	1,494,234	-	-
Arena advertising expenses	417,993	413,471	-	-
Corporate box expenses	4,964,398	4,750,375	-	-
Merchandise expenses	4,109,748	3,666,218	-	-
Functions and special events expenses	4,582,298	3,952,290	-	-
Total cost of goods and services provided	51,335,348	47,260,848	-	-
Leasehold improvements	938,271	2,946,287	-	-
Property, plant & equipment	4,255,061	1,964,191	197,088	159,281
Total depreciation	5,193,332	4,910,478	197,088	159,281
Borrowing costs expensed				
Interest expense – other corporations	3,169	7,939	3,169	7,939
Expected credit loss / (reversal)	20,162	(29,551)	-	-
Loss on disposal of property, plant, and equipment	(11,854)	(7,798)	-	-
Employee benefit expenses	96,868,523	87,690,524	13,465,785	12,005,120

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		Consolidated		WAFC Inc.	
		2024	2023	2024	2023
		\$	\$	\$	\$
6.	CASH AND CASH EQUIVALENTS				
(a)	Cash and deposits	17,579,774	32,594,524	2,932,215	14,191,797
		17,579,774	32,594,524	2,932,215	14,191,797
(b)	Reconciliation of the operating profit/(loss) to the net cash flows from / (used in) operations				
	Profit/(loss) after tax from total operations	636,799	3,978,838	(1,885,391)	366,337
	Adjustments for:				
	<i>Non-cash items</i>				
	Depreciation on property, plant and equipment	5,193,332	4,910,478	197,088	159,281
	Expected credit loss / (reversal)	20,162	(29,551)	-	-
	Development revenue	(1,000,000)	-	-	-
	Other	(136,058)	451,321	144,618	-
	Sustainability fund provision	80,273	87,277	80,273	87,277
	Profit/(loss) after Adjustment for Non-Cash items	4,794,508	9,398,362	(1,463,412)	612,895
	<i>Changes in assets and liabilities</i>				
	(Increase) / decrease in trade and other receivables	(935,148)	542,363	908,464	430,636
	(Increase) / decrease in inventory	235,380	(508,520)	-	-
	Increase / (decrease) in creditors and other liabilities	2,088,458	(1,236,956)	829,749	(1,490,976)
	Increase / (decrease) in contract liabilities	(25,233)	(1,789,015)	(769,683)	(300,664)
	Increase / (decrease) in provisions	(277,640)	34,940	15,167	131,319
	Net cash from / (used in) operating activities	5,880,325	6,441,175	(479,715)	(616,790)

WEST AUSTRALIAN FOOTBALL COMMISSION INCORPORATED
NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2024

	Consolidated		WAFC Inc.	
	2024	2023	2024	2023
	\$	\$	\$	\$
7. TRADE AND OTHER RECEIVABLES				
Trade debtors (i)	3,573,119	3,851,651	1,135,251	2,029,713
Provision for doubtful debts	(27,621)	(7,459)	-	-
	<u>3,545,498</u>	<u>3,844,192</u>	<u>1,135,251</u>	<u>2,029,713</u>
Other debtors (ii)	1,865,020	696,078	1,524,874	408,934
Prepayments	498,246	315,429	-	-
Total trade and other receivables	<u>5,908,764</u>	<u>4,855,699</u>	<u>2,660,125</u>	<u>2,438,647</u>
Amounts other than trade receivables from related parties (iii):				
Wholly owned group				
Fremantle Football Club Limited	-	-	779,527	1,274,076
Indian Pacific Limited	-	-	601,074	908,210
	<u>5,908,764</u>	<u>4,855,699</u>	<u>4,040,725</u>	<u>4,620,933</u>

(a) Terms and conditions

Terms and conditions relating to the above financial instruments:

- (i) Trade debtors are non-interest bearing and generally on 30-day terms unless otherwise specified.
- (ii) Other debtors are non-interest bearing and have repayment terms between 30 and 90 days.
- (iii) Related party receivables are non-interest bearing and receivable based on agreed terms.

At 31 October, the ageing analysis of trade receivables is as follows:

	Total	Not Due	0-6 months	6-12 months	+12 months
<u>Consolidated</u>					
2024	3,573,119	2,248,954	1,040,380	91,069	192,716
2023	3,851,651	2,940,142	911,509	-	-
<u>WAFC</u>					
2024	1,135,251	757,659	125,380	59,496	192,716
2023	2,029,713	1,796,979	232,734	-	-

8. INVENTORIES

Items held for resale

- At lower of cost and net realisable value	817,090	1,052,470	-	-
	<u>817,090</u>	<u>1,052,470</u>	<u>-</u>	<u>-</u>

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	Consolidated		WAFC Inc.	
	2024	2023	2024	2023
	\$	\$	\$	\$
9. OTHER FINANCIAL ASSETS				
CURRENT				
Investments - at fair value (i)	62,714,269	54,088,663	-	-
Other (ii)	13,100,000	5,101,547	10,100,000	101,547
	<u>75,814,269</u>	<u>59,190,210</u>	<u>10,100,000</u>	<u>101,547</u>

i) The fair value of listed investments of \$62,714,269 (2023: \$54,088,663) has been determined by reference to published price quotations
ii) Other financial assets are carried at fair value since inception. The fair value of term deposits with credit institutions is their carrying value. The carrying value represents the cost of the term deposit and accrued interest. Other financial assets have a maturity date greater than 3 months of their inception.

NON-CURRENT

Shares in Indian Pacific Ltd - at cost	-	-	2,110,945	2,110,945
Shares in Fremantle Football Club Ltd – at cost	-	-	1	1
	<u>-</u>	<u>-</u>	<u>2,110,946</u>	<u>2,110,946</u>

Investment in controlled entities comprises:

Name	Country of Incorporation	Beneficial interest held By the WAFC	
		2024	2023
Indian Pacific Limited	Aust (i)		
- Ordinary shares		100%	100%
- Management share		100%	100%
- West Coast Eagles Supporters Club Ltd (WCESC)	Aust (i)	100%	100%
Fremantle Football Club Limited	Aust (i)		
- Ordinary shares		100%	100%

(i) Controlled entity audited by Ernst & Young.

WEST AUSTRALIAN FOOTBALL COMMISSION INCORPORATED
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	Consolidated		WAFC	
	2024	2023	2024	2023
	\$	\$	\$	\$
10. OTHER RECEIVABLES				
CURRENT				
Peel Thunder Football Club (i)	13,750	13,750	13,750	13,750
West Perth Football Club (ii)	-	50,000	-	50,000
	13,750	63,750	13,750	63,750
NON-CURRENT				
Peel Thunder Football Club (i)	8,750	22,500	8,750	22,500
West Perth Football Club (ii)	-	54,167	-	54,167
	8,750	76,667	8,750	76,667

- (i) The loan to the Peel Thunder Football Club is interest free and repayable on demand. It is expected that the loan will reduce by \$13,750 in the 2025 financial year and this portion has been classified as current. A deed of charge has been executed over Peel Thunder Football Club's assets.
- (ii) The loan to the West Perth Football Club was for \$250,000 and was due to be repaid by 2025. The interest rate on the loan is 3% or the RBA published rate, whichever is higher. A deed of charge has been executed over West Perth Football Club's assets. As at 31 October 2024, the loan to the West Perth Football Club has been repaid in full.

	Consolidated		WAFC	
	2024	2023	2024	2023
	\$	\$	\$	\$
11. PROPERTY, PLANT AND EQUIPMENT				
Buildings on leasehold land – at cost	53,760,488	53,758,328	-	-
Less: Accumulated depreciation	(11,448,707)	(9,100,234)	-	-
	42,311,781	44,658,094	-	-
Property plant & equipment – at cost	26,733,553	24,454,801	2,376,863	2,044,862
Less: Accumulated depreciation	(18,359,280)	(16,639,451)	(886,514)	(830,640)
	8,374,273	7,815,350	1,490,349	1,214,223
Buildings on leasehold land – at deemed cost	17,091,212	17,091,212	-	-
Less: Accumulated amortisation	(4,659,128)	(3,720,857)	-	-
	12,432,084	13,370,355	-	-
Work in Progress	3,888,733	118,309	-	-
Total property, plant and equipment	67,006,871	65,962,108	1,490,349	1,214,223

WEST AUSTRALIAN FOOTBALL COMMISSION INCORPORATED
NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2024

	Consolidated		WAFC Inc.	
	2024	2023	2024	2023
	\$	\$	\$	\$
11. PROPERTY, PLANT AND EQUIPMENT				
(continued)				
(a) Reconciliations				
Reconciliations of the carrying amounts of land and buildings, leasehold improvements and furniture and equipment at the beginning and end of the current and previous financial year.				
<i>Buildings on leasehold land – at cost</i>				
Carrying amount at the beginning of the year	44,658,094	46,930,655	-	-
Additions	2,160	-	-	-
Depreciation expense	(2,348,473)	(2,272,561)	-	-
Carrying amount at the end of the year	42,311,781	44,658,094	-	-
<i>Buildings on leasehold land – at deemed cost</i>				
Carrying amount at the beginning of the year	13,370,355	13,760,587	-	-
Additions	-	532,872	-	-
Net gain on fair value measurement of lease	-	-	-	-
Disposals	-	-	-	-
Depreciation expense	(938,271)	(923,104)	-	-
Carrying amount at the end of the year	12,432,084	13,370,355	-	-
<i>Property, plant and equipment</i>				
Carrying amount at the beginning of the year	7,815,350	8,286,149	1,214,223	1,167,639
Additions	3,028,881	28,313	879,169	235,297
Disposals	(590,973)	(110,411)	(405,955)	(29,432)
Transfer from Lathlain Facilities WIP	27,603	1,444,421	-	-
Depreciation expense	(1,906,588)	(1,833,122)	(197,088)	(159,281)
Carrying amount at the end of the year	8,374,273	7,815,350	1,490,349	1,214,223
<i>Work in progress</i>				
Carrying amount at the beginning of the year	118,308	-	-	-
Additions	3,888,733	118,308	-	-
Transfers to plant and equipment	(118,308)	-	-	-
Carrying amount at the end of the year	3,888,733	118,308	-	-
<i>Total Property, Plant and Equipment</i>				
Carrying amount at the beginning of the year	65,962,108	68,977,391	1,214,223	1,167,639
Additions	6,801,465	561,185	879,169	235,297
Transfer from Lathlain Facilities WIP	27,603	1,444,421	-	-
Disposals	(590,973)	(110,411)	(405,955)	(29,432)
Depreciation expense	(5,193,332)	(4,910,478)	(197,088)	(159,281)
Carrying amount at the end of the year	67,006,871	65,962,108	1,490,349	1,214,223

WEST AUSTRALIAN FOOTBALL COMMISSION INCORPORATED
NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2024

	Consolidated		WAFC Inc.	
	2024	2023	2024	2023
	\$	\$	\$	\$
12. INVESTMENT PROPERTIES				
Investment properties – at cost	5,516,806	5,100,244	-	-
Investment properties – at fair value	1,406,500	1,015,440	-	-
Closing balance as at 31 October	6,923,306	6,115,684	-	-
Investment properties opening balance	6,115,684	4,670,770	-	-
Additions	416,562	285,365	-	-
Fair value adjustment – independent valuation	391,060	-	-	-
Closing balance as at 31 October	6,923,306	6,115,684	-	-
13. INTANGIBLE ASSETS				
AFL licences	8,000,000	8,000,000	-	-

These licences have been determined to have infinite useful lives and the cost model is utilised for their measurement. The licences have been granted to WAFC by the AFL to field two teams in the competitions conducted by the AFL provided they meet certain terms and conditions of the licence agreement. There is no expiry date on the licences and evidence supports the Group's ability to meet the necessary terms and conditions set out in the licence agreements, allowing the Group to determine that these assets have an indefinite useful life. These assets were tested for impairment as at 31 October 2024.

14. TRADE AND OTHER PAYABLES

Trade creditors and accruals	14(a)(i)	15,648,149	13,323,113	3,014,381	1,732,306
Sundry creditors	14(a)(ii)	2,786,179	2,842,917	1,284,448	1,475,769
		18,434,328	16,166,030	4,298,829	3,208,075

(a) Terms and conditions

Terms and conditions relating to the above financial instruments:

- (i) Trade creditors are non-interest bearing and are normally settled on 30-day terms unless specified.
- (ii) Sundry creditors are non-interest bearing and are settled within 1 year.

15. INTEREST-BEARING LIABILITIES

CURRENT

NAB loan facility - secured	-	31,324	-	31,324
Lease liability	-	-	-	-
	-	31,324	-	31,324

NON-CURRENT

NAB loan facility - secured	-	148,920	-	148,920
	-	148,920	-	148,920

WEST AUSTRALIAN FOOTBALL COMMISSION INCORPORATED
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	Consolidated		WAFC Inc.	
	2024	2023	2024	2023
	\$	\$	\$	\$
16. PROVISIONS (CURRENT)				
Employee entitlements	6,894,092	6,599,769	1,208,143	1,191,491
Sustainability Fund	(20,981)	-	(20,981)	-
	<u>6,873,111</u>	<u>6,599,769</u>	<u>1,187,162</u>	<u>1,191,491</u>

17. CONTRACT LIABILITIES

CURRENT

Unearned revenue	8,402,963	8,375,126	1,479,147	2,101,579
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NON-CURRENT

Unearned revenue	17(a)	275,000	328,070	-	-
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(a) Unearned income represents the non-current portion of the Curtin University alliance agreement.

18. OTHER NON-CURRENT LIABILITIES

Unsecured notes	(a)	3,103	2,699	-	-
Subiaco lease finalisation – WCE	(b)	-	-	121,189	201,189
		<u>3,103</u>	<u>2,699</u>	<u>121,189</u>	<u>201,189</u>

(a) Unsecured notes - Terms and conditions relating to the unsecured notes

The unsecured notes are interest free, repayable at the discretion of the Commissioners up to the year 2075 and in any event not repayable before 30 June 2075. Each note has a full value of \$500 and 7,735 were issued as at balance date. This figure has been arrived at by the application of a discount rate of 15% to the date of redemption. These notes are unsecured and as such there is no collateral pledged as security.

(b) This amount represents the non-current portion of the Subiaco lease finalisation payable to the West Coast Eagles (WCE) over the next 7 years via a reduction in the royalty payable, discounted at a rate of 2%.

19. OTHER NON – CURRENT ASSETS

Lathlain facilities WIP – opening balance	33,764	167,051	-	-
Additions	-	1,311,134	-	-
MRP development	-	-	-	-
Transfer to Property, Plant and Equipment - Note 11(a)	(27,603)	(1,444,421)	-	-
	<u>6,161</u>	<u>33,764</u>	<u>-</u>	<u>-</u>

WEST AUSTRALIAN FOOTBALL COMMISSION INCORPORATED
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FOR THE YEAR ENDED 31 OCTOBER 2024

		Consolidated		WAFC Inc.	
		2024	2023	2024	2023
		\$	\$	\$	\$
20. PROVISIONS (NON-CURRENT)					
Sustainability fund		-	-	-	-
Employee entitlements		800,112	759,083	88,834	90,319
Allowance for capital works		-	592,011	-	-
		800,112	1,351,094	88,834	90,319
21. RESERVES AND ACCUMULATED SURPLUS					
Investments held for sale reserves	21(a)	29,428	(1,681,895)	-	-
Unsecured notes redemption	21(b)	97,847	98,099	-	-
Distributable profits	21(c)	732,786	742,435	-	-
WAFC Future Home Reserve	21(d)	2,748,968	2,758,111	2,748,968	2,758,111
WAFC General Business Reserve	21(e)	3,000,000	3,000,000	3,000,000	3,000,000
WCE Football Development Reserve	21(f)	3,528,827	3,719,394	3,528,827	3,719,394
Community Infrastructure Reserve	21(g)	2,469,093	2,826,550	2,469,093	2,826,550
FFC Football Development Reserve	21(h)	54,247	54,247	54,247	54,247
		12,661,196	11,516,941	11,801,135	12,358,302
Accumulated surplus	21(i)	134,628,923	133,424,902	1,720,439	3,048,663
(a) Investments held for sale reserves					
<i>(i) Nature and purpose of reserve</i>					
This reserve records movements in the fair value of available for sale investments.					
<i>(ii) Movements in reserve</i>					
Balance at the beginning of the year		(1,681,895)	(1,584,956)	-	-
Fair value movement		1,711,323	(96,939)	-	-
Balance at the end of the year		29,428	(1,681,895)	-	-
(b) Unsecured notes redemption					
<i>(i) Nature and purpose of reserve</i>					
The unsecured note redemption reserve is used to record the equity component of unsecured notes issued by a controlled entity. The reserve is reduced by the movement in the net present value of the unsecured note liability.					
<i>(ii) Movements in reserve</i>					
Balance at the beginning of the year		98,099	98,451	-	-
Fair value movement		(252)	(352)	-	-
Balance at the end of the year		97,847	98,099	-	-
(c) Distributable profits					
<i>(i) Nature and purpose of reserve</i>					
The undistributable profits reserve is used to accumulate profits arising from the West Coast Eagles Supporters Club.					
<i>(ii) Movements in reserve</i>					
Balance at the beginning of the year		742,435	836,521	-	-
Transfer to accumulated surplus		(9,649)	(94,086)	-	-
Balance at the end of the year		732,786	742,435	-	-

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FOR THE YEAR ENDED 31 OCTOBER 2024

	Consolidated		WAFC Inc.	
	2024	2023	2024	2023
	\$	\$	\$	\$
21. RESERVES AND ACCUMULATED SURPLUS (continued)				
(d) WAFC Future Home Reserve				
<i>(i) Nature and purpose of reserve</i>				
This reserve was established to fund a new home for WAFC when the Tuart College lease expires.				
<i>(ii) Movements in reserve</i>				
Balance at the beginning of the year	2,758,111	2,771,611	2,758,111	2,771,611
Transferred from accumulated surplus	-	-	-	-
Transfer of reserve funds consumed on expenditure back to Accumulated Surplus	(9,143)	(13,500)	(9,143)	(13,500)
Balance at the end of the year	2,748,968	2,758,111	2,748,968	2,758,111
(e) WAFC General Business Reserve				
<i>(i) Nature and purpose of reserve</i>				
This reserve was established to represent the balance of royalties received in the prior period which have been allocated into the general business reserve.				
<i>(ii) Movements in reserve</i>				
Balance at the beginning of the year	3,000,000	3,000,000	3,000,000	3,000,000
Transferred from accumulated surplus	-	-	-	-
Balance at the end of the year	3,000,000	3,000,000	3,000,000	3,000,000
(f) WCE Football Development Reserve				
<i>(i) Nature and purpose of reserve</i>				
This reserve was established under clause 9 of the royalty agreement, to capture excess amounts above the baseline and future home reserve.				
<i>(ii) Movements in reserve</i>				
Balance at the beginning of the year	3,719,394	3,889,658	3,719,394	3,889,659
Transfer from accumulated surplus	-	-	-	-
Transfer of reserve funds consumed on expenditure back to Accumulated Surplus	(190,567)	(170,265)	(190,567)	(170,265)
Balance at the end of the year	3,528,827	3,719,394	3,528,827	3,719,394
(g) WA Football Facilities Fund Reserve				
<i>(i) Nature and purpose of reserve</i>				
This reserve was established to allow for future investment into significant infrastructure projects and enhance the development of football around the state.				
<i>(ii) Movements in reserve</i>				
Balance at the beginning of the year	2,826,550	1,264,333	2,826,550	1,264,333
Transfer from accumulated surplus	-	1,666,667	-	1,666,667
Transfer of reserve funds consumed on expenditure back to Accumulated Surplus	(357,457)	(104,450)	(357,457)	(104,450)
Balance at the end of the year	2,469,093	2,826,550	2,469,093	2,826,550

WEST AUSTRALIAN FOOTBALL COMMISSION INCORPORATED
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	Consolidated		WAFC Inc.	
	2024	2023	2024	2023
	\$	\$	\$	\$

(h) FFC Football Development Reserve

i) Nature and purpose of reserve

This reserve was established under clause 9 of the royalty agreement, to capture excess amounts above the baseline and future home reserve

(ii) Movements in reserve

Balance at the beginning of the year	54,247	54,247	-	-
Transfer from accumulated surplus	-	-	-	-
Consumed during year	-	-	-	-
Balance at the end of the year	54,247	54,247	-	-

(i) Accumulated surplus

Balance at the beginning of the year	133,424,902	130,730,077	3,048,663	4,060,778
Net profit/(loss) attributable to WAFC	636,799	3,978,838	(1,885,391)	366,337
Total available for appropriation	134,061,701	134,708,915	1,163,272	4,427,115
Aggregate of amounts transferred to/from reserves	567,222	(1,284,014)	557,167	(1,378,452)
Balance at the end of the year	134,628,923	133,424,902	1,720,439	3,048,663

WEST AUSTRALIAN FOOTBALL COMMISSION INCORPORATED
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	Consolidated		WAFC Inc.	
	2024	2023	2024	2023
	\$	\$	\$	\$
22. EXPENDITURE COMMITMENTS AND CONTINGENT LIABILITIES				

(a) Expenditure commitments

Player expenditure commitments

- Not later than one year	35,523,998	31,576,444	-	-
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The Group acknowledges the contractual obligations of player contracts and the commitment to player expenditure. Due to contract terms varying considerably amongst players, it is not practical to estimate the future contingency under player contracts. The Group's minimum commitment is to pay 95% of the AFL imposed salary cap for both FFCL and IPL. The AFL imposed salary cap per club for 2025 is expected to be \$17,761,999 (2024: \$15,788,222).

In addition to the above, the Group has an estimated capital commitment of \$3,133,314 in relation to the finalisation of the expansion of FFCL's Elite Training and Administration Facility at Cockburn Central West. \$1,500,000 of this capital commitment will be funded via development revenue received from the WA State Government, with an additional \$300,000 funding from the AFL contribution and \$175,000 from the WAFC. The remaining \$1,158,314 will be funded via FFCL's cash reserves.

(b) Contingent liabilities

The Group had no contingent liabilities in 2024 or 2023.

23. RELATED PARTY DISCLOSURES

- a) The WAFC Commissioners during the year ended 31 October 2024 were:
 - Hon Wayne Martin AC KC (Chairman)
 - Amber Banfield
 - Dixie Marshall
 - Ian Callahan
 - Brian O'Donnell
 - Phil Lamb
 - Mark Hann
 - Michelle Fyfe APM
 - Martina Crowley
- b) The WAFC receive a royalty from IPL and FFCL. IPL and FFCL use the assets of the WAFC under a sub-licence agreement whereby football teams participate in the AFL competitions. The royalty amounts are based on agreed financial performance parameters within WAFC Royalty agreements between WAFC and IPL and FFCL signed on 17 December 2019, with a renewal amendment signed and dated 22 February 2022.
- c) In their role as Commissioners, there were no football related benefits provided by the WAFC to the Commissioners, for the year ended 31 October 2024 or 2023. The Commissioners are required to attend certain games during the year as part of their duties. The benefits applicable to the commissioners for 2024 and 2023 are travel costs for their spouse and partner to accompany them to attend the AFL Grand Final are detailed in the table below.

	2024	2023
	\$	\$
Hon Wayne Martin AC KC	3,700	2,283
Amber Banfield	1,980	2,396
Dixie Marshall	2,148	2,609
Ian Callahan	1,883	2,609
Brian O'Donnell	-	2,609
Phil Lamb	1,810	2,609
Mark Hann	1,810	2,609
Michelle Fyfe APM	448	2,500
Martina Crowley	1,783	0

During the financial year, the WA Football Commission engaged Marketforce Pty Ltd, of whom Dixie Marshall is an employee. The value of these transactions was \$150,653 (2023: \$135,572). The WA Football Commission also engaged Tactica Partners, of whom Mark Hann is an employee. The value of these transactions was nil (2023: \$4,750).

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23. RELATED PARTY DISCLOSURES (continued)

a) Compensation of key management personnel

Key management personnel are determined to be Chief Executive Officer, Executive Manager Operations & Capability, Executive Manager Football Operations, Executive Manager Game Development & Community and Executive Manager Country Football, Affiliates & Facilities

	2024	2023
	\$	\$
Short term employee benefits	1,144,582	1,184,534
Number of Key Management Personnel (Excluding commissioners) during the year	6	5

b) The directors of Indian Pacific Limited (“IPL”) during the financial year were:

E Gaines (Chair)
P Fitzpatrick
T Nisbett (resigned 15 January 2024)
R Jones (Deputy Chair)
T Bowen
J Langer
B Wyatt
N Moody
J Cooper (appointed 19 April 2024)

Director transactions with Indian Pacific Limited

A number of directors of Indian Pacific Limited, or their director-related entities hold positions in other entities that result in them having control or significant influence over the financial or operating policies of these entities. The terms and conditions of these transactions with directors and their director-related entities were no more favourable than those available, or which might reasonably be expected to be available, on similar transactions to non-director related entities on an arm’s length basis.

The aggregate amounts recognised during the year to directors and their director-related entities were as follows:

Director	Service	Income/(Expense) 2023 GST exclusive (\$)	Receivable/ (Payable) at 31 October 2024	Service	Income/(Expense) 2023 GST exclusive (\$)	Receivable/ (Payable) at 31 October 2023 (\$)
Paul Fitzpatrick	2 x A Reserve Memberships 3 x AFLW Memberships	1,564 136	-	2 x A Reserve Memberships 3 x AFLW Memberships	1,545 136	-
Trevor Nisbett	-	-	-	6 x A Reserve Memberships	4,691	-
Rowan Jones	3 x B Reserve Memberships 1 x Eagles Rising Star	1,550 41	-	3 x B Reserve Memberships	1,480	-

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23. RELATED PARTY DISCLOSURES (continued)

Remuneration of Indian Pacific Limited - Key management personnel

Key management personnel are determined to be the Chief Executive Officer, Chief Operating Officer, Chief Financial Officer, General Manager – Business Strategy & Growth, General Manager – Football, General Manager – Communications, General Manager – Special Projects & Technology, General Manager – Community & Game Development, General Manager - Marketing and General Manager – Supporter Operations.

	2024	2023
	\$	\$
Short-term employee benefits	3,508,190	3,275,615

c) The directors of Fremantle Football Club Limited (“FFCL”) during the financial year were:

C Sutherland (non-executive chairman)
D Alcock (retired 30 November 2023)
C Carter (retired 30 November 2024)
A Hall (retired 31 July 2024)
T Grist
C Hayward
J Clement
S Pental
G Kerr (appointed 19 April 2024)
N Ellery (appointed 19 April 2024)
J Farrell (appointed 1 August 2024)

No income was paid or payable, or otherwise made available, in respect of the financial year, or the previous financial year, to any director of the Company, directly or indirectly, from the Company or any related party. Each Director received four category two memberships for the 2024 and 2023 AFL Premiership Seasons with a market value of \$3,196 for each season.

Remuneration of FFCL - Key management personnel

Key management personnel are determined to be the Chief Executive Officer, Chief Operating Officer, Chief Financial Officer, General Manager – Football, Chief Commercial Office, General Manager, Media and Communications.

	2024	2023
	\$	\$
Short-term employee benefits	2,654,316	2,591,134

24. SUBSEQUENT EVENTS

No other matters or events have arisen since the end of the financial year which have significantly affected or may significantly affect the operations of the WAFC or the Group, the results of its operations or the state of affairs of the WAFC or the Group in subsequent financial periods.

Consolidated		WAFC Inc.	
2024	2023	2024	2023
\$	\$	\$	\$

25. AUDITORS' REMUNERATION

Amounts received or due and receivable by Ernst & Young Australia for:

- an audit or review of the financial report of the entity and any other entity in the Group	230,546	218,116	78,592	76,512
- other services in relation to the entity and any other entity in the Group	29,600	28,900	-	-
	260,146	247,016	78,592	76,512

WEST AUSTRALIAN FOOTBALL COMMISSION INCORPORATED

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 OCTOBER 2024

26. FINANCIAL INSTRUMENTS

(a) Interest Rate Risk

The Group's activities expose it to a variety of financial risks; market risk (including fair value interest rate risk and price risk), credit risk, liquidity risk and cash flow interest rate risk. The Group's overall risk management program focuses on the unpredictability of financial markets and seeks to minimise potential adverse effects on the financial performance of the Group. The Group's principal financial instruments comprise receivables, payables, available for sale investments, cash and short-term deposits.

Risk management is carried out by the Governance Committee under policies approved by the Board of Commissioners. The Commissioners provide written principles for overall risk management, as well as policies covering specific areas, such as mitigating interest rate and credit risks.

i) Consolidated:

The Group's exposure to interest rate risks and the effective interest rates of financial assets and financial liabilities, both recognised and unrecognised at the balance date, are as follows:

Fixed interest rate maturing in:														
Floating interest rate		1 year or less		Over 1 to 5 years		More than 5 years		Non-interest Bearing		Total carrying amount as per the Statement of Financial Position		Weighted average effective interest rate		
31 October 2024 \$	31 October 2023 \$	31 October 2024 \$	31 October 2023 \$	31 October 2024 \$	31 October 2023 \$	31 October 2024 \$	31 October 2023 \$	31 October 2024 \$	31 October 2023 \$	31 October 2024 \$	31 October 2023 \$	31 October 2024 %	31 October 2023 %	
Financial Assets														
17,579,774	32,594,524	-	-	-	-	-	-	-	-	17,579,774	32,594,524	1.15	1.15	
-	-	-	-	-	-	-	-	3,573,119	3,851,651	3,573,119	3,851,651	N/a	N/a	
-	-	-	-	-	-	-	-	1,865,020	696,078	1,865,020	696,078	N/a	N/a	
-	-	-	50,000	-	-	-	-	13,750	13,750	13,750	63,750	3.00	3.00	
-	-	44,383,000	43,375,000	-	-	-	-	18,332,000	10,713,000	62,715,000	54,088,000	8.69	8.69	
-	-	13,100,000	5,101,547	-	-	-	-	-	-	13,100,000	5,101,547	N/a	N/a	
-	-	-	-	-	54,167	-	-	8,750	22,500	8,750	76,667	N/a	N/a	
17,579,774	32,594,524	57,483,000	48,526,547	-	54,167	-	-	23,792,639	15,296,979	98,855,413	96,395,550			
Financial Liabilities														
-	-	-	-	-	-	-	-	18,434,328	16,166,030	18,434,328	16,166,030	N/a	N/a	
-	-	-	-	-	-	3,103	2,699	-	-	3,103	2,699	N/a	N/a	
-	-	-	31,324	-	148,920	-	-	-	-	-	180,244	2.65	2.65	
-	-	-	31,324	-	148,920	3,103	2,699	18,434,328	16,166,030	18,437,431	16,348,973			

WEST AUSTRALIAN FOOTBALL COMMISSION INCORPORATED
NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2024

26. FINANCIAL INSTRUMENTS (continued)

ii) WAFC Inc:

WAFC Inc's exposure to interest rate risks and the effective interest rates of financial assets and financial liabilities, both recognised and unrecognised at the balance date, are as follows:

Fixed interest rate maturing in:														
Floating interest rate		1 year or less		Over 1 to 5 years		More than 5 years		Non-interest Bearing		Total carrying amount as per the Statement of Financial Position		Weighted average effective interest rate		
31 October 2024 \$	31 October 2023 \$	31 October 2024 \$	31 October 2023 \$	31 October 2024 \$	31 October 2023 \$	31 October 2024 \$	31 October 2023 \$	31 October 2024 \$	31 October 2023 \$	31 October 2024 \$	31 October 2023 \$	31 October 2024 %	31 October 2023 %	
Financial Assets														
Cash assets	2,932,215	14,191,797	-	-	-	-	-	-	-	2,932,215	14,191,797	1.15	3.87	
Trade receivables	-	-	-	-	-	4,040,725	4,620,933	-	-	4,040,725	4,620,933	N/a	N/a	
Loan receivable - current	-	-	-	-	-	13,750	13,750	-	-	13,750	63,750	3.00	3.00	
Other financial assets	-	-	10,100,000	101,547	-	-	-	-	-	10,100,000	101,547	N/a	N/a	
Other non-current financial assets	-	-	-	-	-	2,110,946	2,110,946	-	-	2,110,946	2,110,946	N/a	N/a	
Loan receivable – non current	-	-	-	-	54,167	8,750	22,500	-	-	8,750	76,667	N/a	N/a	
Total financial assets	2,932,215	14,191,797	10,100,000	151,547	-	6,174,171	6,768,129	-	-	19,206,386	21,165,640			
Financial Liabilities														
Payables	-	-	-	-	-	4,298,829	3,208,075	-	-	4,298,829	3,208,075	N/a	N/a	
Other non-current liabilities	-	-	-	-	-	121,189	201,189	-	-	121,189	201,189	N/a	N/a	
Interest bearing liabilities	-	-	-	31,324	148,920	-	-	-	-	-	180,244	2.65	2.65	
Total financial liabilities	-	-	-	31,324	148,920	4,420,018	3,409,264	-	-	4,420,018	3,589,508			

WEST AUSTRALIAN FOOTBALL COMMISSION INCORPORATED
NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2024

26. FINANCIAL INSTRUMENTS (continued)

The following sensitivity analysis is based on the interest rate risk exposures in existence at the reporting date:

At 31 October 2024, if interest rates had moved, as illustrated in the table below, with all other variables held constant, post-tax profit and equity would have been affected as follows:

Judgements of reasonably possible movements	Post tax Profit Higher/(Lower)		Equity Higher/(Lower)	
	2024 \$	2023 \$	2024 \$	2023 \$
Cash				
Consolidated				
+0.50%	87,899	162,973	87,899	162,973
-0.50%	(87,899)	(162,973)	(87,899)	(162,973)
WAFC Inc				
+0.50%	14,662	70,959	14,662	70,959
-0.50%	(14,662)	(70,959)	(14,662)	(70,959)
Loan				
Consolidated				
+0.50%	-	-		
-0.50%	-	-		
WAFC Inc				
+0.50%	-	-		
-0.50%	-	-		

The method used to arrive at the reasonably possible change of 50 basis points was based on the analysis of the absolute nominal change of the Reserve Bank of Australia (RBA) monthly issued cash rate. Historical rates indicate that for the past five financial years, there was a bias towards an increase in interest rate ranging between 0 to 50 basis points, however financial markets have factored in a likely decrease in the current rate. It is considered that 50 basis points is a 'reasonably possible' estimate as it accommodates for the maximum variations inherent in the interest rate movement over the past five years.

(b) Fair values

All assets and liabilities recognised in the Statement of Financial Position, whether they are carried at cost or at fair value, are recognised at amounts that represent a reasonable approximation of fair value unless otherwise stated in the applicable notes.

(c) Financial risk management objectives and policies

The Group's principal financial instruments, other than derivatives, comprise bank loans, finance leases and cash and short-term deposits.

Credit risk

Credit risk arises from the financial assets of the Group, which comprise cash and cash equivalents, trade and other receivables, and available for sale financial assets. The Group's exposure to credit risk arises from potential default of the counter party, with a maximum exposure equal to the carrying amount of these instruments as well as \$nil in relation to certain unlisted available-for-sale investments – see Note 9 for further information.

The Group only trades with recognised, creditworthy third parties, and as such collateral is not requested nor is it the Group's policy to securitise its trade and other receivables. It is the Group's policy that major customers who wish to trade on credit terms are subject to credit verification procedures including an assessment of their financial position, past experience or industry reputation.

Risk limits are set for each individual customer in accordance with parameters set by the Commissioners. These risk limits are regularly monitored.

In addition, receivables balances are monitored on an ongoing basis with the result that the Group's exposure to bad debts is not significant.

There are no significant concentrations of credit risk within the Group and the financial instruments are spread amongst a number of financial institutions to minimise the risk of default of counterparties.

WEST AUSTRALIAN FOOTBALL COMMISSION INCORPORATED
NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2024

26. FINANCIAL INSTRUMENTS (continued)

Cash flow interest rate risk

The Group's exposure to the risk of changes in market interest rates relates primarily to the Group's long-term debt obligations with a floating interest rate.

Foreign exchange risk

The Group's exposure to foreign exchange risk is minimal.

Liquidity risk

Prudent liquidity risk management implies maintaining sufficient cash to meet commitments as and when they fall due. Management monitors rolling cash flow forecasts to manage liquidity risk. The only financial liabilities of the Group at balance date are trade and other payables. The amounts are unsecured and are usually paid within 30 days of recognition.

Independent auditor's report to the members of the West Australian Football Commission Incorporated

Opinion

We have audited the financial report of the West Australian Football Commission Incorporated (the 'Commission'), which comprises the Group consolidated and Commission statements of financial position as at 31 October 2024, the Group consolidated and Commission statements of comprehensive income, Group consolidated and Commission statements of changes in equity and Group consolidated and Commission statements of cash flows for the year then ended, notes to the financial statements, including a summary of material accounting policy information, and the Commissioner's declaration.

In our opinion the accompanying financial report gives a true and fair view, in all material respects, of the financial positions of the Commission and the Group as at 31 October 2024, and of their financial performance and their cash flows for the year then ended in accordance with Australian Accounting Standards - Simplified Disclosures and the Associations Incorporations Act (WA).

Basis for opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial report* section of our report. We are independent of the Commission in accordance with the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants (including Independence Standards)* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of the Commissioners for the financial report

The Commissioners are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards - Simplified Disclosures and the Associations Incorporations Act and for such internal control as the Commissioners determine are necessary to enable the preparation of the financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the Commissioners are responsible for assessing the Commission's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless the Commissioners either intend to liquidate the Commission or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an

audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

As part of an audit in accordance with the Australian Auditing Standards, we exercise professional judgment and maintain professional scepticism throughout the audit. We also:

- ▶ Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- ▶ Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Commission's internal control.
- ▶ Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Commissioners.
- ▶ Conclude on the appropriateness of the Commissioners use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Commission's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Commission to cease to continue as a going concern.
- ▶ Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.
- ▶ Obtain sufficient appropriate audit evidence regarding the financial information of the business activities within the entity to express an opinion on the financial report. We are responsible for the direction, supervision and performance of the audit. We remain solely responsible for our audit opinion.



We communicate with the Commissioners regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit

A handwritten signature in black ink that reads 'Ernst & Young'.

Ernst & Young

A handwritten signature in black ink that reads 'Gavin Buckingham'.

Gavin Buckingham
Partner
Registered Company Auditor
Perth
17 February 2025

THANKS TO OUR PARTNERS

Major Partners



Government and AFL



Official Partners



Broadcast Partners



Official Suppliers







West Australian Football Commission

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