



WEST END GIVES HOPE TO COMMUNITY FOOTY IN SA

West End Community Fund launches and announces major grant

A new community to community funding initiative was launched today and will bring new hope to local communities to assist with their water supply.

The West End Community Fund (WECF) has announced its first initiative will benefit some of South Australia's driest regional football fields.

Ten community football leagues from across the state will benefit from a donation of a 22,000 litre Team Poly water tank from the newly formed WECF. SA Water is also supporting the project, with a donation of up to \$1,000 per tank, per site. A total of 40 clubs will receive tanks over the next 18 months.

The West End Community Fund was set up on the premise of community to community giving. Funds received from the purchase of water at the iconic water fountain at the West End Brewery on Port Road will be used to give back to communities in need.

WECF Chairman and Lion Nathan SA Regional Director, Damien Mori said that this major funding initiative will give local sporting clubs a much-needed boost.

"Many sporting clubs across the state have fields that are so dried up and hard, they had to move their home games to other fields for the safety of the players," said Damien.

Working with the Community Football Board (SANFL), the WECF has selected ten SA clubs to receive tanks, supplied by Hills Industries and country football sponsor Team Poly. The first tank was assigned to the Peake Football Club, which operates in the Murray Mallee region.

SA Water Chief Executive Anne Howe said this project allow not-for-profit regional football clubs to capture their own rainwater and use it to help keep their ovals – and their local community - alive.

"SA Water is proud to be helping regional families to keep playing sport and remain active, by helping their home grounds survive the drought," said Anne.

“Our involvement with the WECF supports our *Community Connect* program to help build regional grass roots programs for the communities we serve across the State,” Anne said. “We look forward to working with the WECF to help keep regional football alive and kicking.”

According to David Shipway, Chair of the Community Football Board, community football is suffering not only in a falling number of players, but also under the impact of the drought.

“In some communities, local footy is the only regular social engagement,” said David. “Losing the chance to host a home game because of the state of the local ground is particularly disheartening for clubs and their players. This initiative will provide a real boost for local sport.”

The first ten clubs to receive the tanks have been selected and the Community Football Board hopes to encourage other clubs in need to apply.

“Local footy plays an important role in bringing South Australians together and promoting home-town pride,” said Damien Mori. “This is a perfect example of the kinds of solution-based initiatives the West End Community Fund is looking to support.”

For further information about the West End Community Fund and applying for a grant, see www.wecf.org.au

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ABOUT THE WECF

The West End Community Fund has been set up to manage the funds from the Water Fountain at the iconic West End Brewery, which has been dispensing fresh filtered water from natural aquifer underneath the brewery since 2000.

In 2002, after public consultation a charge was imposed, with funds going to South Australian charities and managed by the Adelaide Bank Charitable Foundation. In September 2008 this foundation closed due to the Bendigo Bank merger.

Today, the West End Community Fund hopes to assist communities in need with appropriate funding and solutions-based initiatives.

HOW DID WE CHOOSE THE FOOTBALL CLUBS?

General selection Guidelines and stipulations:

1. Allocated to Communities very reliant on water or in marginal or low rainfall areas
2. Spread over all the state
3. Only 1 tank per league in each proposed allocation and
4. All recipients have advised a need for increased water storage and value the need to conserve usage

THE FIRST 10 CLUBS:

The first 10 recipient clubs are all situated in low rainfall areas and in alphabetical order are:

1) Booleroo Melrose Wilmington – Northern Areas Football League – recipient BOOLEROO OVAL

This combined Club representing 3 small towns in the southern Flinders Ranges region is approximately 300kms north of Adelaide. It is a large agricultural area with low rainfall and a primary focus on grain and sheep.

2) Cleve – Eastern Eyre Football League

Although a relatively small town it is the largest town in Central Eyre Peninsula and relies on rainfall to support the main industry of grain growing in the surrounding area.

3) Goolwa Port Elliot –Great Southern Football League – recipient GOOLWA OVAL

Goolwa is located at the mouth of the River Murray which has shrunk in size dramatically in the lower region over recent years. This has had a negative impact on the town particularly its tourism. It has been a focal town used in 'Save the Murray' campaigns and the Club is also actively supporting the awareness programs for the plight of the river.

4) Loxton North – Riverland Football League

Loxton is situated on the River Murray in the northern reaches of the state and this citrus and fruit growing area has suffered in recent years with the reduction of water irrigation licenses.

5) Mallala –Adelaide Plains Football League

Situated approximately 60 kms north of Adelaide, the area is a major producer of vegetables and again in a low rainfall location.

6) Paskeville – Yorke Peninsula Football League

A small town situated inland at the northern end of Yorke Peninsula and farming of grain is the main industry in the location.

7) Peake -Mallee Football League

Is a very small town in the low rainfall grain farming mallee region in the eastern area of South Australia. They are a very proud club struggling with a decline in players but determined to survive.

8) Riverton Saddleworth Marrabel United – North East Football League – recipient RIVERTON OVAL

This Club represents 3 small towns about 100kms north of Adelaide in the Gilbert Valley. The area is predominantly an agricultural industry in a low rainfall area but also has many historical interests and attracts a number of tourists.

9) United Yeelanna – Great Flinders Football League – recipient KARKOO OVAL

The Club represents a sparsely populated area in central lower Eyre Peninsula which includes several very small towns. The club is located at Karkoo and reliant on cereal and sheep agriculture in a low rainfall area.

10) Whyalla (Bennett Oval) - Whyalla Football League.

This is the main oval in Whyalla and used every week by Clubs for matches . Whyalla is a large city with a relatively low rainfall and reliant on the Morgan to Whyalla pipeline for much of its water supply.