

WESTERN
BULLDOGS

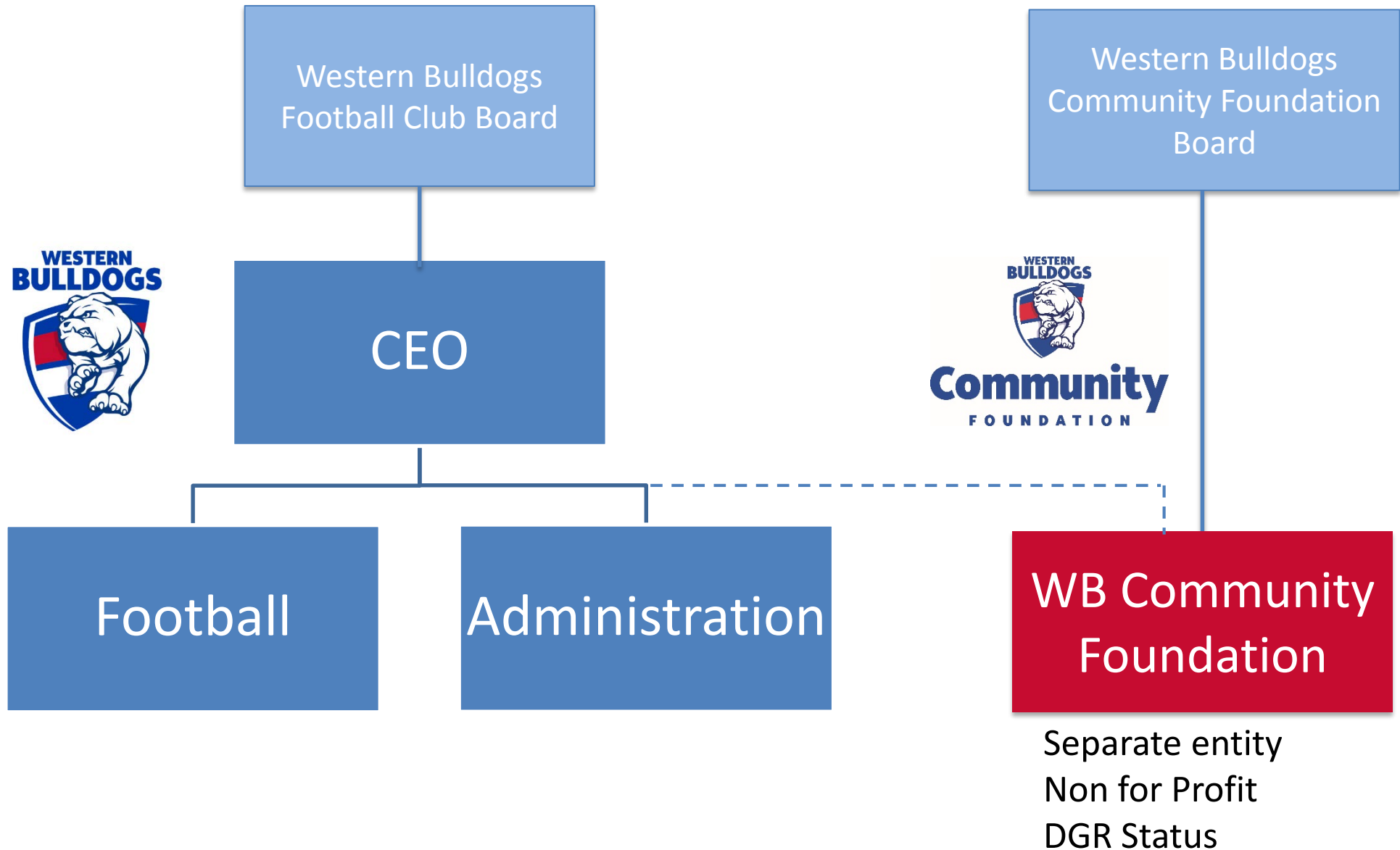


Community
FOUNDATION

Sons of the West Social inclusion and gambling

Alyssa Huxtable

WESTERN BULLDOGS COMMUNITY FOUNDATION





Our mission:
To be the community where people are at their best

WHAT WE DO

WBCF utilises the Bulldogs brand as a platform to engage and unite a wide range of groups

- Diversity and Social Inclusion
- Youth Leadership and Development
- Community Health & Wellbeing



HEALTH AND WELLBEING TEAM

- Partnerships with local councils, health services and peak bodies
- Collaboration through local initiatives and networks
- Daughters of the West women's health program
- Leadership Academy program
- Promotion of other social opportunities



SONS OF THE WEST PROGRAM

Weekly sessions incorporating education and physical activity

- Orientation
- Mental Fitness
- Nutrition
- Cooking
- Challenging Masculinity
- Diversity in the Community
- Prostate Health
- Gambling
- Heart Health
- In Your Backyard



SONS OF THE WEST (SOTW)

GETTING ACTIVE (Beginners):

- Low intensity exercise, for those with injuries

ACTIVE (Intermediate):

- Moderate level of intensity, group designed to make exercise fun again

ACTIVE ADVANCED (Advanced):

- High intensity, high cardio, 'boot camp style'



SOTW & GAMBLING

Education sessions in partnership with
Gamblers Help & ReSpin Speakers
Bureau

- IPC Health
- Banyule Community Health
- CAFS



SOTW: SOCIAL ISOLATION

How does SOTW address social isolation?

- Social health topics in education
- Creating inclusive environments
 - Shared values
 - Welcoming students/staff
 - Physical activity
- Walking groups to continue group interaction
- Leadership Academy volunteers support program participants



SOTW: SOCIAL ISOLATION

Connection to community

90% of participants agree they feel more connected to their community as a result of SOTW

Meaningful activity

"This is one of the highlights of my week that I really look forward to and prize. I feel valued and important"-
2017 SOTW Participant (Maribyrnong)

SOTW: WHO WE ENGAGE

Cultural Diversity

48% of participants were reported that they OR at least one parent were born in a country other than Australia

Occupation

60% employed; 35% retired

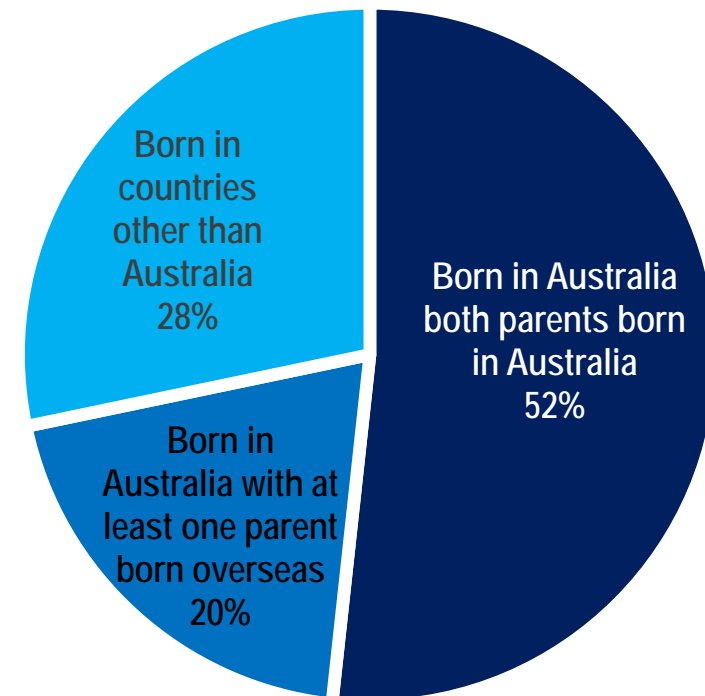
Age

Average 55 years old

Health

32% high risk participants

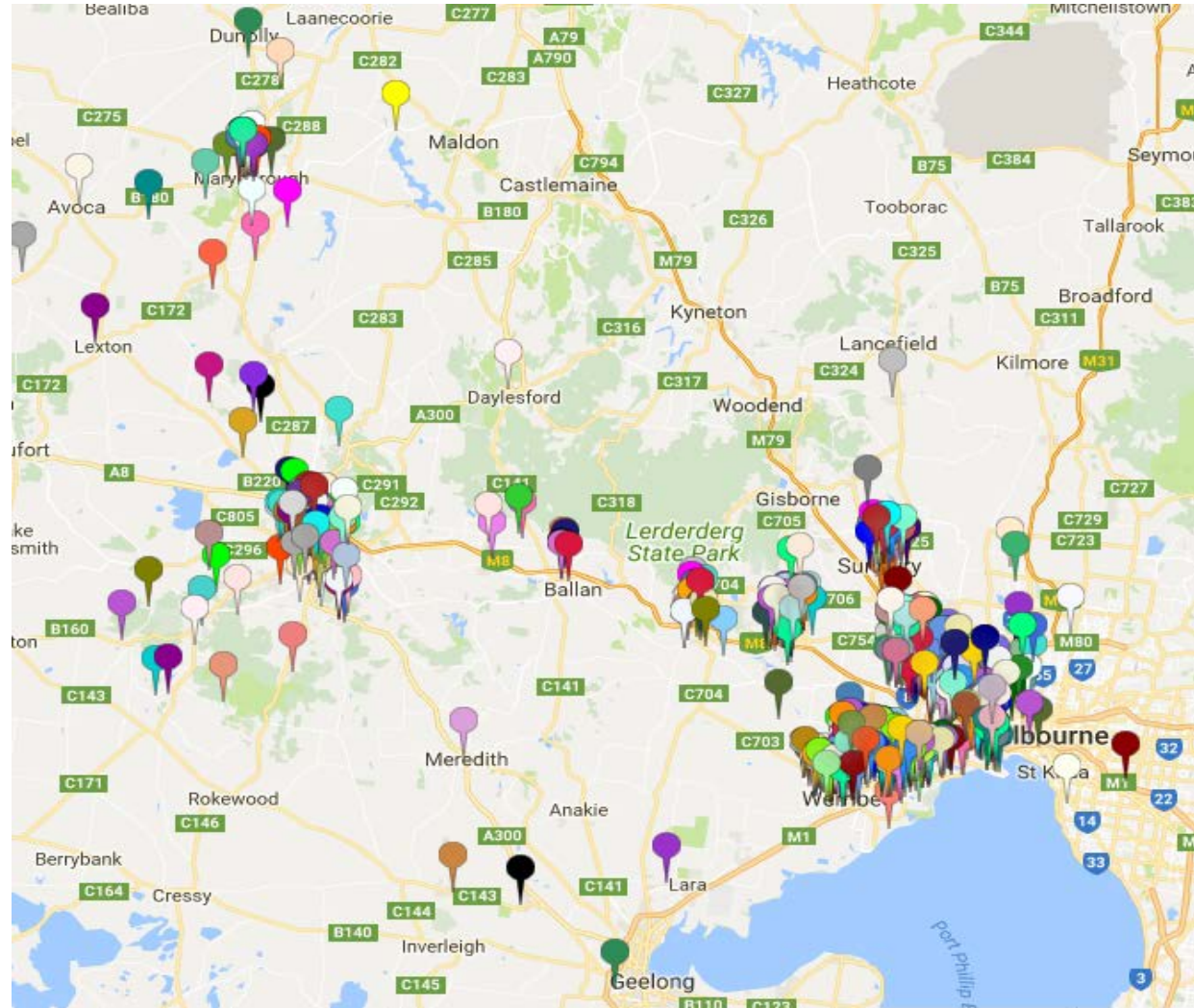
Cultural Diversity within the SOTW Cohort in 2018



SOTW: REACH

Delivered in 16 locations across nine municipalities:

- Brimbank
- Hobsons Bay
- Maribyrnong
- Melton
- Wyndham
- Ballarat
- Golden Plains
- Maryborough
- Sunbury



Approx. 1600 participants 2016 - 2017



SOTW: HOW WE ENGAGE

Partnership with local council and community health services

Referral from health services

Promotion through media, WBFC channels but most importantly - word of mouth

Incentives

- Merchandise
- Prizes/footy tickets
- Graduation





QUESTIONS?