



# STEPHEN MICHAEL

F O U N D A T I O N

*Reach high*

## STRATEGIC PLAN 2018 - 2021

*Supporting Young People To Become Valued Members Of Our Community*





## STEPHEN MICHAEL PROFILE

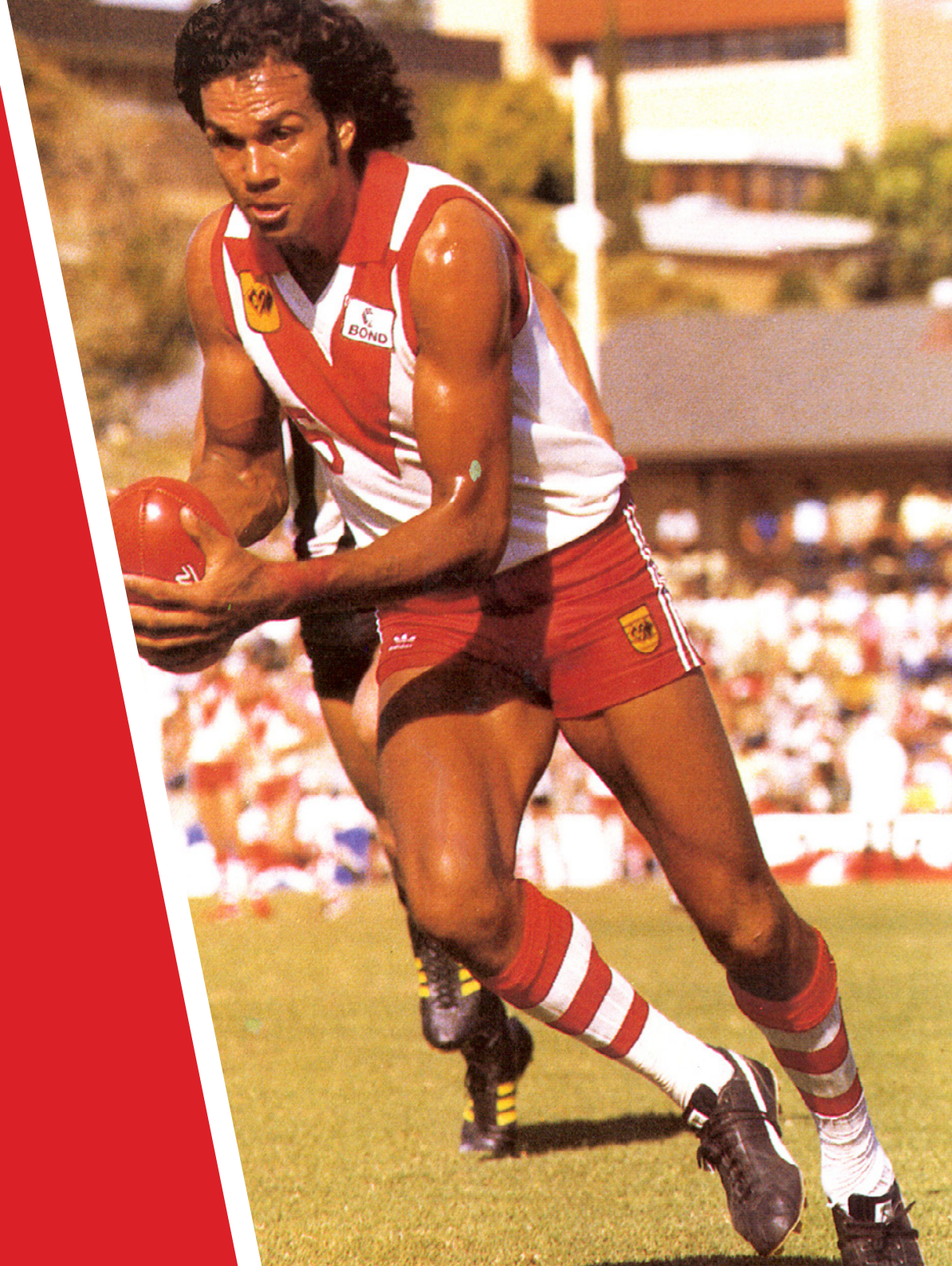
Stephen Michael is widely considered to be one of the greatest ever players from Western Australia and certainly one of the greatest in the history of South Fremantle Football Club. Throughout his life, Stephen has been a man of great values and integrity and is the perfect role model for which the foundation has been named.

A proud Aboriginal man, Stephen Michael was born in Wagin, WA and grew up in the southern Wheatbelt town of Kojonup before making his way to the South Fremantle Football Club where he became a legend.

As well as a record five Best and Fairest Awards, he won both the 1980 and 1981 Sandover Medal as the best player in West Australian football. Stephen Michael is also recognised in both the AFL and WAFL Hall of Fame.

### PLAYER ACHIEVEMENTS

- 243 Games South Fremantle Football Club
- 17 games for Western Australia
- 1980 & 1981 Sandover Medal
- 1983 Simpson Medal
- 1983 Tassie Medal
- 1983 All Australian Captain
- 1977,78,79,81 & 83 Best & Fairest
- 1980 Premiership
- Fremantle Football Club Hall of Legends
- Australian Football Hall of Fame
- West Australian Football Hall of Fame
- South Fremantle Football Club Hall of Fame
- Indigenous Team of the Century
- South Fremantle Indigenous Team of the Century
- Noongar Team of the Century





## OUR BACKGROUND

The Stephen Michael Foundation was formed by the South Fremantle Football Club (“SFFC”) to work in the communities within their recruiting regions of Metropolitan South, Upper Great Southern and Gascoyne. SFFC was established in 1900 and has been a successful club in the West Australian Football League (“WAFL”).

The Stephen Michael Foundation was launched in March 2017 and established key partnerships with the Department of Local Government, Sport & Cultural Industries, Town of Meekatharra and Fremantle College. The initial focus of the foundation is to develop programs to be implemented at targeted schools and towns within SFFC’s recruiting zones. Once these programs have been established the foundation will look to expand into other regions.





## OUR VISION

Communities are strong and inclusive with ongoing opportunities for young people to participate and grow.

## OUR MISSION

Through collaborative and sustainable sporting, education, employment, wellbeing and leadership programs, the Stephen Michael Foundation supports young people to become valued members of our community regardless of cultural background, gender or social circumstances.

## OUR VALUES

We aim to demonstrate and embed in our services, management practices and stakeholder relations, the following values:

- Respect
- Inclusion
- Empowerment
- Integrity
- Responsibility
- Collaboration





## KEY PILLARS OF ACTION

### **ENGAGED AND INCLUSIVE COMMUNITIES:**

Local communities are engaged and supported to deliver programs to youth from all cultural backgrounds, gender or social circumstances.

### **SUSTAINABLE LOCAL PROGRAMS:**

Communities are assisted to develop and maintain sustainable sports activities and programs.

### **STRONG AND HEALTHY YOUNG PEOPLE:**

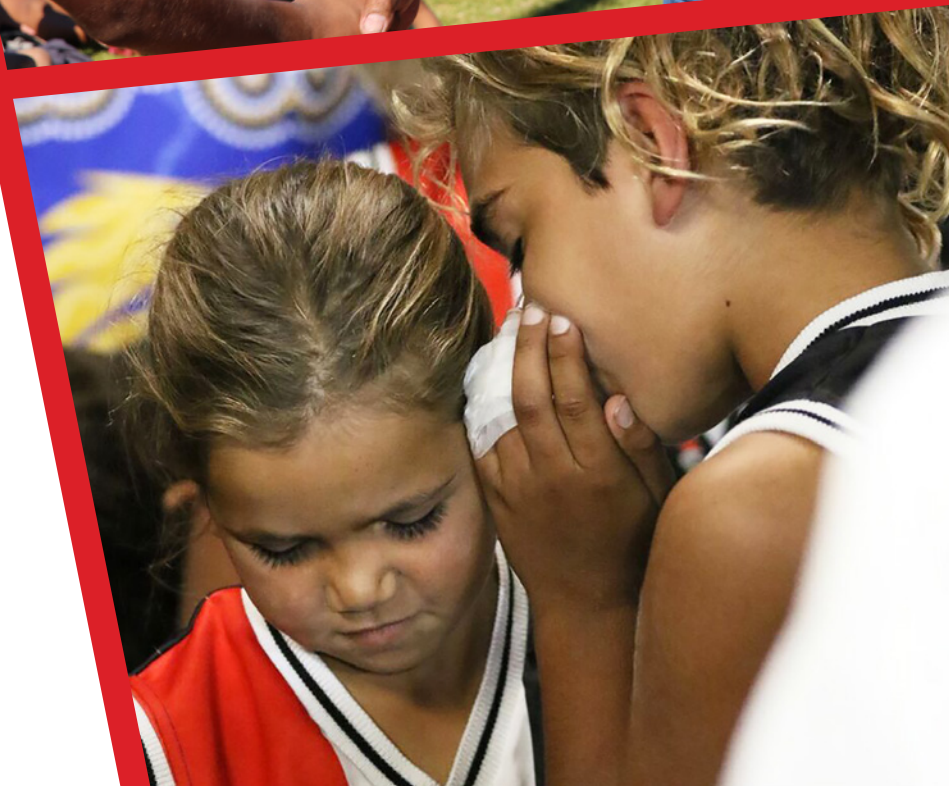
Young people's health and wellbeing is strengthened through engagement in sports activities, social support services and leadership opportunities.

### **OPPORTUNITIES FOR WORK AND EDUCATION**

Programs are designed with opportunities for young people to gain educational qualifications, job skills and employment.

### **QUALITY ORGANISATION**

SMF is a well governed and professional organisation delivering quality services to young people and communities in Australia.





## PILLAR 1: ENGAGED AND INCLUSIVE COMMUNITIES

Local communities are engaged and supported to deliver programs to youth from all cultural backgrounds, gender or social circumstances.

### KEY STRATEGIES

- Ensure that SMF Programs recognise the diversity of local cultures and seek to engage and include young people from all backgrounds in targeted communities.
- Harness the strengths of communities in program design, delivery and evaluation through engaging local knowledge, services and champions.
- Ensure that programs are available in metropolitan and regional communities, especially communities with disadvantaged youth and experiencing hardship.
- Develop and implement Cultural Awareness and Learning Programs for sporting clubs and associations and other community and private sector organisations.
- Ensure that a holistic approach to program development that strengthens identity, belonging and responsibility in the participants of SMF programs.



## PILLAR 2: SUSTAINABLE LOCAL PROGRAMS

Communities are assisted to develop and maintain sustainable sports activities and programs.

### STRATEGIES

- Develop and provide short-course sports programs which can be delivered in school terms and holiday periods as appropriate to local community needs.
- Work with local stakeholders to create sustainable sporting teams, competitions and carnivals in their region.
- Partner with other sporting codes to ensure maximal use of resources and minimise duplication of effort in local communities.
- Facilitate collaboration to build the capability of local communities by addressing the human and capital resource barriers to providing sustainable sports activities and programs.
- Build local capacity in recruiting and training players, coaches umpires, administrators and team managers.





## PILLAR 3: STRONG AND HEALTHY YOUNG PEOPLE

Young people's health and wellbeing is strengthened through engagement in sports programs, social support services and leadership opportunities.

### STRATEGIES

- Form partnerships with experienced local and state-wide social service organisations to deliver social support services and information workshops alongside SMF programs.
- Tackle barriers for young people from low-income and disadvantaged families to access partner support services and SMF programs.
- Develop and support a diverse pool of mentors and ambassadors (male and female, adult and young people) to assist in the delivery of SMF Programs.
- In partnership with local stakeholders, identify leadership roles and opportunities for young people to design and deliver SMF activities and programs.
- Create a player welfare program that can support young people and young adults who choose sport as a career pathway.





## PILLAR 4: OPPORTUNITIES FOR WORK AND EDUCATION

Programs are designed with opportunities for young people to gain educational qualifications, job skills and employment.

### STRATEGIES

- Partner with schools and support services to utilise SMF programs in support of improved school participation and educational performance measures.
- Develop and implement quality and accredited training programs for local people to gain work in sports jobs such as coaching, administration, umpiring and team management.
- Form partnerships with relevant employer organisations, training providers and job service agencies, to create job pathways for young people engaged through SMF programs.
- Ensure support structures for low-income and disadvantaged young people to pursue opportunities for work in sports.
- Identify and develop business enterprises to support independent revenue generation for job and training pathways for young people.





## PILLAR 5: QUALITY ORGANISATION

SMF is a well governed and professional organisation delivering quality services to young people and communities in Australia.

### STRATEGIES

- Maintain quality and efficient administrative, financial and management systems that meet the performance and accountability requirements of funders and regulators.
- Upgrade and maintain the Information Communication and Technology systems to provide the capability to meet client information, program performance and stakeholder engagement needs of the organisation.
- Actively recruit and support skilled staff that are recognised for their expertise and capabilities in service delivery, leadership, collaboration and achievement of results.
- Form strategic partnerships and alliances to support organisational sustainability, service growth strategies, diversified income sources and reduced business costs.
- Develop effective organisational governance structures that support avenues for member and stakeholder participation in the diverse activities of the organisation







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## FIVE Pillars

**ENGAGED AND INCLUSIVE  
COMMUNITIES**

**SUSTAINABLE LOCAL  
PROGRAMS**

**STRONG AND HEALTHY  
YOUNG PEOPLE**

**OPPORTUNITIES FOR WORK  
AND EDUCATION**

**QUALITY  
ORGANISATION**

## OUR VALUES

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Respect • Inclusion • Empowerment • Integrity • Responsibility • Collaboration







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