



WESTERN SYDNEY  
ACADEMY OF SPORT

CORPORATE  
PROFILE



“The Western Sydney Academy is a stepping stone that gave me the foundation for the challenges that lay ahead in my career”

**Paige Hadley**  
Academy Graduate  
NSW Swifts & Australian Diamonds



## THE ACADEMY

The Western Sydney Academy of Sport is a non-profit community based organisation that assists Western Sydney’s talented young athletes achieve their sporting goals, through the provision of quality development programs. Academy programs provide localised training and development opportunities not only for the young athletes of the region, but also for coaches and administrators.

The Academy’s programs have established benchmark standards and value in the officially recognised development pathway for athletes in sport.

The Academy collaborates with State Sporting Organisations, the NSW Institute of Sport, professional sporting clubs and local Associations to ensure our programs are fully endorsed and provide an integrated step in the pathway for talented athlete development.

The Academy’s holistic programs provide not only on field development opportunities, they also focus on educational and personal development of the athlete. Aside from laying the foundations for athletes to become better within their sport, foundations are also laid for the athletes to become better citizens within their communities.

The Academy receives funding from the NSW Government, but is not purely a government funded organisation. The Academy relies on the support of its major business partners, community partners and the partners aligned with each of the sport programs to continue to further develop and ensure the best possible service is provided to each and every young athlete, coach, official and administrator who progress through the organisation.





## OUR BRAND

The Academy's brand has become synonymous with quality - both in the standard of talented young athletes we deal with, and the quality of our program content.

Western Sydney Academy graduates include a number of athletes who have competed at a national and international level:

Jessica Fox - Dual Olympian (2012, 2016) and World Champion - Canoe/Kayak (Slalom)

Paige Hadley - Australian Diamonds Netball Squad

Kim Ravallion - Australian Diamonds Netball Squad

Amanda Spratt - Olympian (2012) - Cycling

Ian Borrows - Olympian (2016) - Canoe Slalom

Regional Academies of Sport across NSW contribute significantly to both the economic and social value of local communities. Western Sydney Academy currently contributes to the regional economy through:



Supporting over 240 sub elite athlete across a range of 11 sport programs

Facilitating over 4,150 volunteer hours which equates to 16 full time jobs

Creation of \$4.9m in economic & social value for the region

## OUR DIRECTORS



Alan Whelpton AO  
Chair, NSW Sports Hall of Fame



Rod Glover  
Director, Data Centre  
Operations, Digital Realty



Lindsay Crump  
Engagement Marketing,  
Western Sydney University



Peter Threlkeld OAM  
Retired Businessman



Clr Peter Gangemi  
Councillor,  
The Hills Shire Council



Melanie Morson  
Manager, Destination & Events,  
Ku-ring-gai Council



Peter Campbell  
Senior Client Director,  
Kelly + Partners



Andrew Robinson  
Community Facilities & Recreation  
Mnager, Penrith City Council



Clr Brad Bunting  
Councillor,  
Blacktown City Council



Julie Fitzgerald  
Head Coach, Giants Netball  
Netball NSW



# PATHWAYS TO ELITE LEVEL SPORT



## THE ROLE WE PLAY IN THE PATHWAY

The Academy exists to provide development support and opportunities within a unique and identified section of the overall pathway across a range of different sports.

Every sport is different, but all have a defined National and/or State development pathway that provides the basis for identifying and establishing where a Regional Academy of Sport program best fits within the overall structure.

The focus with our sport programs is to play our part within the overall development pathway by offering additional and localised support and development to athletes who are looking to progress to that next level within their chosen sport.

Before introducing a sport program, we take time to understand the overall structure within the sport and we work with the State and/or National body to formulate a program that will provide maximum benefit to our athletes.



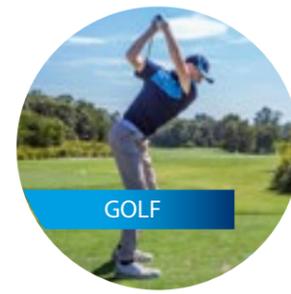
Jessica Fox  
 Academy graduate, six time World Champion and Dual Olympic Medallist

## DID YOU KNOW?

Historically the Academy has assisted in the development of three Olympians, over 20 athletes competing for National competition teams in AFL, NRL & Netball, over 200 State team selected athletes, 56 NSWIS scholarship holders, 85 National team athletes and 14 AIS scholarship holders over a 15 year period.



## SPORTS PROGRAMS



The Academy was established in 2004 with 79 athletes on scholarship during the first year of operation. The Academy has experienced continual growth and now provides over 230 scholarships across 11 programs.



## ACADEMY EVENTS

### Academy Games

Each year the Academy attends the 'Your Local Club' Academy Games. The Games showcase some of the States most talented emerging athletes. In 2019 over 110 Academy athletes and staff from five sports disciplines including AFL girls, golf, netball, softball and triathlon competed at the games. The Games bring together like minded athletes for two days of intense competition.

### Parliament House Reception

The 11 NSW Regional Academies of Sport come together each year for a reception held at Parliament House. Each Academy selects two athletes to participate in the reception. These athletes have the opportunity to meet local Members of Parliament and gain invaluable personal development opportunities.

### Council Receptions

Council receptions are held each year with the seven Local Governments within the Academy's catchment. These receptions give athletes the opportunity to be recognised by the Mayor, Councillors and other corporate partners for their involvement with the Academy.

### Annual Athlete Awards Dinner

The Annual Athlete Awards Dinner highlights the achievements of the Academy athletes throughout the year. Each year the athletes are treated to a special guest speaker who gives advice and inspiration to the aspiring athletes.

An athlete from each sport is recognised as the athlete of the year for each program – reflecting discipline, commitment, personal character as well as skills and development.

The Woolworths Scholarships are awarded to the highest achieving male and female athlete from within the Academy. The winners each receive a \$5,000 grant to assist with sports participation and educational costs.

The Team Athlete of the Year award recognises an individual with outstanding achievements from the Academy's squad based programs.



## OUR REGION

Western Sydney is a unique region bursting with talent, opportunity and potential. The Western Sydney Academy of Sport catchment area comprises of nine Local Government Areas including:

**Blacktown Blue Mountains Fairfield Hawkesbury Parramatta Penrith The Hills**

As a key growth region in NSW with over 2 million people, it is the home to more than one in 11 Australians – housing a population larger than those of South Australia, Tasmania, Australian Capital Territory and Northern Territory.

Western Sydney is a large, dynamic region, characterised by a young and diverse community, a strong economy and a unique natural environment. Its advanced infrastructure supports one of Australia's fastest growing urban populations.

The region has experienced strong growth over the past four decades and this trend is continuing with the population forecast to reach 2.96 million by 2036.

The region's residents are a shining example of Australia's multicultural society, with over half the world's nations represented in its population.

The population of western Sydney is younger on average than for Sydney generally with more than 1 in 3 people in western Sydney aged 24 years and under.

The resident community spans the social spectrum and includes areas of prosperity, enterprise and innovation and some areas of disadvantage. It has been described as having a reputation that blends economic opportunity with a comfortable lifestyle.



## PARTNER WITH US IN THE BUSINESS OF SPORT

The Academy strives to align with strong business partners and supporters who share the same common vision and core values.

We are in a fortunate position to receive fantastic support from a number of partners who provide generous contributions toward the overall operations and success of the Academy. Each of our individual sport programs are supported by their own unique group of partners, who have a keen interest and involvement in that particular sport.

Our growing list of official suppliers ensure that we can continually offer the best possible products and services to our athletes, coaches, officials and administrators with preferred pricing and discounted purchases. Without our highly valued major business partners, sport program partners, official venues and suppliers, we would not be able to continue to deliver our services to the talented young athletes of Western Sydney.



## PRINCIPAL PARTNERSHIP

**Investment Level: \$30,000 per annum (+gst)**

The Principal Partner is the highest level of sponsorship for the Academy and in turn provides the greatest level of engagement.

- Principal Partner Designation
- Category exclusivity among sponsors across all partnership levels
- Official launch event to announce Principal Partnership
- Recognition and promotion as a Principal Partner
- Co-branded media release announcing partnership
- Co-branded premium pop-up banner for display at your premises and at Academy events
- Co-branded and framed Academy training shirt / singlet for display at your premises
- Logo placement as Principal Partner in the Academy Annual Yearbook and on Academy marketing and promotional collateral
- Direct marketing and promotional opportunities through the Academy website, e-newsletter and social media platforms including Facebook, Twitter and Instagram.
- Prominent logo placement and direct website links through Academy website
- Logo placement on Academy Team App athlete communication portal
- Logo placement on e-mail banner signatures of Academy Staff
- Leverage opportunities for brand awareness through:
  - Presentation opportunities at Academy events including sport program events and Annual Awards Dinner
  - Presentation opportunities direct to Academy athletes, coaches and staff
  - Access to send electronic promotional offers to the Academy VIP database and athlete database
- Authorisation to use the Academy logo and Principal Partner designation for marketing activities
- VIP invitations to Academy major events including the Annual Awards Dinner and the Celebrity Sports Dinner
- Additional unique opportunities by mutual agreement.



### OPPORTUNITIES TO GET INVOLVED

**The Academy offers a wide range of opportunities for all levels of partnership.**

**All partnership opportunities have a genuine community focus and allow your business to be aligned with a business committed to making a difference to the young athletes of western Sydney.**

**Just like your business, we appreciate that your objectives are unique. We can tailor any of the following partnerships to meet your specific requirements.**



## SPORT PROGRAM NAMING RIGHTS PARTNERSHIP

**Investment Level: \$10,000 per annum (+gst)**

Each individual sport program offers a unique opportunity to secure naming rights as a major partner of one of our 10 individual sport programs including:

Cycling	AFL Senior Girls	Lone Star
Triathlon	Canoe Slalom	Netball
Golf	AFL Junior Boys & Girls	
Softball	Rowing	

- Naming rights partner for a specific Academy Sports program
- Prominent logo placement on all athlete, coach and program staff apparel specific to the particular Academy sport program
- Co-branded media release announcing partnership
- Co-branded pop-up banner for display at your premises and at Academy events
- Co-branded and framed Academy training shirt for display at your premises
- Logo placement and direct website link to Academy website
- Logo placement in the Academy Year Book and Print Newsletter and all other relevant marketing materials
- Logo placement on all Academy sport program documentation specific to the particular sport
- Direct marketing and promotional opportunities through the Academy website, e-newsletter and social media sites
- Access to send promotional offers to the Academy database of VIPs, current and past athletes and families
- VIP invitations to Academy Annual Awards Night
- Opportunity to utilise the Academy logo and Program Partner designation for promotions



## OFFICIAL VENUE PARTNERSHIP

**Investment Level: \$5,000 value in kind per annum (+gst)**

Official venue partnerships offer a great first-hand opportunity for involvement with the Academy.

A component of the value of this sponsorship may be provided as contra access to the venues such as on-field training facilities, educational and events usage.

Partnership benefits include:

- Designation as an official Academy Venue Partner
- Co-branded media release announcing partnership
- Co-branded pop-up banner for display at your premises and at Academy events
- Logo placement and direct website link to Academy website
- Logo placement in the Academy Year Book and Print Newsletter and all other relevant marketing materials
- VIP invitations to the Academy Annual Awards Night
- Opportunity to utilise the Academy logo and Venue partner designation for promotions





## AHLETE AMBASSADOR

**Investment Level: \$500 per annum (+gst)**

- Designation as an official Academy Ambassador
- Recognition of your business through marketing and promotional opportunities
- Logo placement on Academy website partners page
- Logo placement in the Academy Year Book in Academy Partner section
- Invitation to attend Council receptions for local athletes (gratis)
- 2 x VIP invitations to the Academy Annual Awards Night (ticket Cost)

## ACADEMY SUPPLIER

- Designation as an official Academy Supplier
- Logo placement and direct website link on Academy website partners page
- Logo placement in the Academy Year Book in Academy Supplier section
- Available to those offering significant concessions on supplied goods and/or services to the Academy



## OUR CORPORATE FAMILY

### Major Partners

- NSW Government – Office of Sport
- The Panthers Group

### Major Community Partner

- Your local club

### Local Government Partner

- Blacktown City Council
- Blue Mountains City Council
- Fairfield City Council
- Hawkesbury City Council
- City Of Parramatta Council
- Penrith City Council
- The Hills Shire Council

### Scholarship Partner

- Woolworths Limited

### Education Partner

- Western Sydney University

### Naming Rights Partner

- Digital Realty (Netball)
- Heartland Motors (Lone Star)

### Sport Program Partners

- AFL (NSW/ACT)
- Cycling NSW
- Jack Newton Junior Golf
- Netball NSW
- Softball NSW
- Triathlon NSW
- NSW Institute of Sport
- Fit 4 All
- Golf NSW
- Atmosphere Health & Fitness
- Nepean Rowing Club

### Business Partners

- ACEIT Sportswear (Clothing)
- Kelly + Partners (Accounting)
- Mode Media (Branding)
- Sydney West Sports Medicine (Health)
- Elite Travel (Travel)
- Holiday Inn St Marys (Accommodation)

### Official Venue Partners

- Blacktown International Sportspark
- Twin Creeks Golf & Country Club



# WESTERN SYDNEY ACADEMY OF SPORT

Station Street  
PENRITH NSW 2750

POSTAL ADDRESS  
PO Box 4357  
PENRITH PLAZA NSW 2750

For further details regarding partnership opportunities  
or information regarding the Western Sydney  
Academy of Sport please contact:

Martin Bullock  
Chief Executive Officer  
P: (02) 4732 4977  
M: 0412 284 205  
E: martin@wsas.com.au

Find us on



[www.wsas.com.au](http://www.wsas.com.au)