

8 September 2011



To Whom It May Concern

Via Email: ec.sen@aph.gov.au

RE: ABC TV Coverage of WAFL

The Executive of the West Australian Country Football League has been closely monitoring the situation regarding coverage of the WAFL competition past the current 2011 season. We have a very strong opinion that losing the coverage of the WAFL competition into regional Western Australia would have a significant impact on the development of Australian football regionally.

The WAFL maintains a significant profile within regional Western Australia and clearly demonstrates to young players within the football pathway an opportunity to progress through to their State League.

Zoning is an integral part of the culture of West Australian football with each regional area being allocated to a WAFL Club. Having the opportunity to see and witness the WAFL competition first hand by the ABC Broadcasts provides an aspiration point for players. It also provides families with the opportunity to watch their sons, grandsons and nephews who have progressed to elite State level.

We urge the key decision makers to strongly consider the impact their decision to remove this coverage may have on not only regional Western Australia, but also the broader football environment within Western Australia.

Sport, in particular football, holds a special place within rural communities and in some cases can be the glue that helps to build stronger and better communities. Losing an essential part of our football fabric could have significant impact on the growth of our game in Western Australia.

Please do not hesitate to call if you wish to have any further discussions regarding the WA Country Football League's position on this matter.

Yours sincerely

CAMERON KNAPTON
General Manager

cc: Mr Grant Dorrington, Director of Football, WAFL