

2018



alcoholthinkagain

ANNUAL REPORT





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Deane Pieters

West Coast Fever's 2018 season was an exceptional year and the Club's most successful season, both on-and-off the court.

On the court, the Club secured 11 wins, earning the right to host the 2018 Suncorp Super Netball Grand Final at RAC Arena. While the result didn't deliver a win, the support of the West Australian public was outstanding. In the game's preceding weeks, the City of Perth was transformed, with countless landmarks illuminated in the "Fever Green", and the media coverage was unprecedented and extraordinary. This resulted in a National League record of 13,722 spectators attending the RAC Arena to witness the game, with a further one million viewers tuning in on TV. Additionally, the Club finished the season with the second, third, fourth and seventh largest crowds in the League, averaging more than 7,000 people at RAC Arena in the regular season.

Off the court, our partnerships continue to experience strong growth. In late 2018, we welcomed Linley Valley Pork to the Fever Family as the Club's fifth Major Partner, and we're looking forward to building a strong and enduring relationship with them. Our Principal Partner Healthway, who have promoted the "Alcohol. Think Again" message, recommitted to the Club with a new "Live Lighter" campaign. Healthway have been with West Coast Fever since the Club's inception, and we're extremely proud and grateful for their support. Our Major Partners, including Di Bella Coffee, the University of Western Australia, the City of Perth and the West Coast Eagles, contributed to the Club, financially and also, helped find unique approaches to engage with our fans, adding value to their experiences. Thanks to the City of Perth, we will proudly play all our home games at RAC Arena this year and in future seasons.

Strategically, 2018 was a significant year for the Club, launching the 2018-2021 Strategic Plan and 2018-2022 High Performance Plan. Underpinned by five pillars; Performance, Community and Fans, Partnerships and Alliances, People, and Business Operations, the Strategic Plan outlines our commitment to achieve the vision to be "the best elite netball club on-and-off the court", whilst delivering on our promise to "inspire and make you proud." The High-Performance Plan has been established to deliver a clear direction and alignment of all Netball WA High Performance programs with shared accountability between West Coast Fever and the Netball WA Sport Development Unit.

In the first year of these Plans, we're pleased to report that we have made significant progress against the outcomes, and I would again like to thank everyone who contributed to their development.

Importantly, we continued to foster strong and meaningful relationships with the West Australian community. Our players regularly visited local Associations, showcasing the link between the elite and grassroots netball, and we successfully lobbied the League to run a full Indigenous Round for the first time. Our match against the Sunshine Coast Lightning featured a Welcome to Country that embraced both the West and East Coasts of the country.

Our Shooting Stars Round enabled us to continue to promote our work in the community, to drive greater engagement and attendance at school of young Aboriginal girls living in WA's remote communities and regional towns. This has been an outstanding program with strong financial support from the business and mining communities.

I am incredibly privileged to serve as the Chairman of this great Club, however it takes a significant team of dedicated and

passionate individuals to get the team on the court each week.

There is no doubt that our Head Coach, Stacey Marinkovich has been a critical part of the Club's success currently and into the future. Her commitment to not only Fever, but to netball in Western Australia is essential in promoting this sport, allowing it to grow and flourish and reach new heights.

I would also like to acknowledge the Club's inaugural Executive Officer, Tamara Sheppard, who was instrumental in the Club's early development and success. I would like to thank Tamara for her tireless work during her time at the Club.

I would also like to acknowledge the West Coast Fever Board, who possess an incredible wealth of experience across a number of industries. We welcomed our fifth Board Member this year in Suzanne Ardagh, who brings more than 30 years of international management experience in higher education, corporate and professional services associations. I would like to thank Suzanne, and fellow Directors Chris Massey, Simon Taylor and Kylie Chamberlain for their continued commitment to shaping the organisation's direction.

Another important part of the Club's success has been the off-court team who have delivered high level support to the players, Club and fans and who are also a critical part of the team, working towards our vision of being the best elite netball club on-and-off the court. There is an army of amazing people that believe in our vision, and each work tirelessly to inspire and make the Fever Family proud.

There is no doubt that this Club is certainly on an exciting trajectory, and I wish to thank you for your continued support and passion for our State's leading female professional sporting Club.

COACH'S REPORT

Reflecting on 2018, there is no doubt that we have been part of one of the most unique and substantial moments a professional sporting club can experience. It was a season filled with excitement, progression on and off the court, and verification that our Club has what it takes to achieve sustained success in the world's best domestic netball competition.

We cannot hide from the fact that our Club has been starved of success, but by the same token, we celebrate the fact that we played in a Grand Final in front of a record-breaking crowd. This game not only had a significant impact on the Club, but on our broader West Australian community. We turned a city green, a true Emerald City. We were greeted by enthusiastic and joyous fans at 11:30 at night when we returned from Sydney after securing our Grand Final berth.

Media coverage during the 2018 season was phenomenal. Three years ago, I presented to the group my own mockup of a back-page news article, the page was blank. It was symbolic in saying our story was yet to be told and that we were the creators of our future. This season we were not only back-page news, we were front, back and all pages in between. Our success both on and off the court has never been about "if" this will happen, but "when".

Our Club is bigger than 10 players, bigger than a game day experience. We connect people and communities, and the Fever Family has never wavered despite the ups and downs that come from being in a sporting landscape.

All teams start with zero wins next season, including us. There will be improvement in a range of bottom ranked teams, and we must exceed that improvement and that of other teams. We cannot sit back and think success will come our way because of our record in 2018, we all know we have to work that little bit harder.

There is always the risk of thinking success is deserved, not earned. We will never have that in our culture.

At the end of the 2018 season, we farewelled Nat Medhurst and Annika Lee-Jones. Nat was a

wonderful servant of our Club for a number of years, winning our MVP award on two occasions and serving named Captain. On behalf of the Club, I wish her nothing but the best for her time at Magpies Netball, and thank her for her contributions to our Club. Annika is a proud West Australian who was part of our environment for two seasons, and I would like to again thank her for her service to West Coast Fever and wish her the best for her time at the Sunshine Coast Lightning.

2018 also marked the first time we appointed a West Australian Captain in Courtney Bruce. Courtney's leadership, passion and respect for this Club is second to none and she has been a wonderful leader in her first year in the role.

I would also like to thank my coaching and support staff for their continued support and dedication. From our administrators, physiotherapist, doctor, sports psychologist, leadership support, nutritionist, massage therapist, podiatrist, and immediate coaches in Belinda Reynolds and Sue Gaudion, Team Operations Manager Suzanne Lennon, Athletic Performance Coach Liam Warwick and Performance Analyst Gary Dawson, all of you have individually contributed to the amazing season that was 2018.

Our Club is led by a wonderful group of people, particularly Chairman Deane Pieters and his fellow Directors on the West Coast Fever Board, as well as Netball WA CEO Simon Taylor. I would like to thank Deane, the Board and Simon for their continued support of myself and our high performance team.

I cannot say enough how incredibly proud I am of what our playing group achieved in 2018. Never have I been a part of a team that has been more disciplined, selfless and united. The team earned every one of their opportunities this year, and to see their growth in people and players has never been more satisfying.

Finally, to our broader Fever Family, particularly our Members, you have been unbelievable with your support, and on behalf of myself and the Club, I can't thank you enough for making this year such a memorable one.

Stacey Marinkovich

BOARD MEMBERS



DEANE PIETERS CHAIRPERSON

Current Netball WA President, and an accomplished sportsman and businessman, Deane was the Board's inaugural Chair in February 2017. A former freestyle swimmer who competed for Australia at the 1992 Summer Olympics in Barcelona, Spain, Deane is a former World Life Saving Champion (1990) and has won eight Australian Surf Life Saving Titles between 1990 to 1993. A graduate of the Stanford Executive Program as part of the Graduate School of Business, Stanford University, California, USA, Deane is also a graduate member of the Australia Institute of Company Directors (GAICD) and currently works as the General Manager of Business Strategy and Growth for the West Coast Eagles.



CHRIS MASSEY

The current Director of Student Life at the University of Western Australia, Chris is a foundation Board member appointed in February in 2017. Prior to his role at UWA, Chris had more than 12 years experience in the Education Sector encompassing secondary teaching, physical education, and managing an educational self esteem program within Australia and Singapore. Chris has also had more than 5 years experience in the Health Sector, including two years at the Cancer Council of WA and three years as part of the WA Senior Executive team in Medicare Australia.



SIMON TAYLOR COMPANY SECRETARY; MANAGING DIRECTOR

Simon has more than 20 years experience working in a wide variety of roles in Community, Commercial and Executive positions within a number of Sporting organisations including Australian University Sport, Queensland Rugby Union and the Reds, and Swimming WA where he was CEO. In his current role as CEO of Netball WA, Simon is responsible for driving the strategic direction of the of the sport in Western Australia with the many and varied key stakeholders of the organisation.



KYLIE CHAMBERLAIN NON-EXECUTIVE DIRECTOR

BCom (UWA); GradDipAppFin; GradDipCorpGov;
A current Director of Horizon Power, a WA State Government trading entity, and Director of Herman Property Group, Kylie possesses an exceptional knowledge of the corporate and finance sectors, having also previously worked for ANZ, Macquarie and St George Bank's. Netball also plays a prominent role in her life, as both a fan and former player of note, having been a member of the Perth Orioles team from 1997-98 and represented Western Australia in State open and underage teams throughout the nineties.



SUZANNE ARDAGH

Suzanne brings more than 30 years of international management experience in higher education, corporate and professional services associations. With an extensive background in corporate governance, business development, strategic marketing, communications and international affairs, Suzanne will use her role to build on the Club's position as a leader in elite women's sport. As a Director, Suzanne has served on both international and national Boards in the health sector, education, international aid development and the Arts.

GOAL 1 PERFORMANCE

WEST COAST FEVER

Squad List

- Jessica Anstiss
- Courtney Bruce
- Verity Charles
- Ingrid Colyer
- Shannon Eagland
- Jhaniele Fowler
- Stacey Francis
- Annika Lee-Jones
- Natalie Medhurst
- Kaylia Stanton

Training Partners

- Emma Cosh
- Jessica Eales
- Olivia Lewis
- Jessica Penny

2018 Results

Round 1: West Coast Fever 74 def Adelaide Thunderbirds 56

Round 2: West Coast Fever 68 def Magpies Netball 57

Round 3: West Coast Fever 56 def Sunshine Coast Lightning 55

Round 4: West Coast Fever 63 def NSW Swifts 54

Round 5: Queensland Firebirds 71 def West Coast Fever 61

Round 6: West Coast Fever 63 def Giants Netball 61

Round 7: Melbourne Vixens 74 def West Coast Fever 60

Round 8: West Coast Fever 76 def Adelaide Thunderbirds 56

Round 9: West Coast Fever 70 def Magpies Netball 57

Round 10: West Coast Fever 59 def Sunshine Coast Lightning 58

Round 11: West Coast Fever 74 def NSW Swifts 68

Round 12: Queensland Firebirds 60 def West Coast Fever 54

Round 13: West Coast Fever 68 def Melbourne Vixens 55

Round 14: Giants Netball 69 def West Coast Fever 66

Major Semi Final: West Coast Fever 63 def Giants Netball 57

Grand Final: Sunshine Coast Lightning 62 def West Coast Fever 59

League Awards

Suncorp Super Netball Player of the Year: Jhaniele Fowler

Young Star Award: Jessica Anstiss

Coach of the Year: Stacey Marinkovich

Leading Goal Scorer: Jhaniele Fowler

Team of the Year: Jhaniele Fowler (GS), Jessica Anstiss (WD)

Club Awards

Most Valuable Player: Courtney Bruce

Player's Player of the Year: Jhaniele Fowler

PerthNow People's Choice Award: Courtney Bruce

Coach's Award: Verity Charles

Club Person of the Year: Jerome Gillbard

WESTERN STING

Team List

- Sunday Aryang
Perth Lions Netball Region
- Natalie Bright
West Coast Netball Region
- Sloan Burton
Perth Lions Netball Region
- Alice Coakley
Perth Lions Netball Region
- Emma Cosh
Coastal Netball Region
- Tess Cransberg
Perth Lions Netball Region
- Jessica Eales
West Coast Netball Region
- Courtney Kruta
Coastal Netball Region
- Olivia Lewis
Coastal Netball Region
- Grace Parker
Coastal Netball Region
- Jessica Penny
Coastal Netball Region
- Lindal Rohde
Perth Lions Netball Region
- Helen Taylor
West Coast Netball Region
- Brittany Turnbull
Coastal Netball Region

Support Staff

- Head Coach: Andrea McCulloch
- Assistant Coach: Stuart Dent
- Manager: Suzanne Lennon
- Physiotherapist: Luke Tozer
- Performance Analyst: Gary Dawson

- Strength & Conditioning: Paul Goods

Results

Round 1: Western Sting 45 def
Tasmanian Magpies 43

Round 1: Tasmanian Magpies 58 def
Western Sting 40

Round 2: Western Sting 58 def
Territory Storm 52

Round 2: Western Sting 82 def
Territory Storm 40

Round 3: NSW Waratahs 44 def
Western Sting 37

Round 3: NSW Waratahs 49 def
Western Sting 43

Round 4: Queensland Fusion 47 def
Western Sting 40

Round 4: Western Sting 49 def
Queensland Fusion 48

Round 5: Canberra Giants 57 def
Western Sting 44

Round 5: Canberra Giants 62 def
Western Sting 38

Round 6: Victorian Fury 54 def
Western Sting 51

Round 6: Victorian Fury 53 def
Western Sting 45

Round 7: Southern Force 54 def
Western Sting 48

Round 7: Southern Force 56 def
Western Sting 44

WEST COAST FEVER ACADEMY

2018 was the inaugural year the West Coast Fever Academy operated in the new structure, working in close

collaboration with the West Australian Institute of Sport (WAIS).

The purpose of the Academy is:

- To support athletes progress to underage National teams & the SSN competition
- To provide athletes in WA with an opportunity to train & prepare at an elite level
- To create a program focused on individual athlete development & progression

2018 also saw Western Australia hold its highest number of nationally categorised underage athletes, with 14 training within the Academy. WA also held two non WAIS (categorised athletes) still considered to be in the Elite Netball WA Pathway.

2018 WEST COAST FEVER ACADEMY SQUAD

- Sunday Aryang
WCF Academy/WAIS
- Chelsea Bartlett
WCF Academy/WAIS
- Natalie Bright
WCF Academy/WAIS
- Sloan Burton
WCF Academy/WAIS
- Kate Bunten
WCF Academy/WAIS
- Riley Culnane
WCF Academy/WAIS
- Courtney Kruta
WCF Academy/WAIS
- Olivia Lewis
WCF Academy/WAIS

- Jessica Repacholi
WCF Academy/WAIS
- Ella Sigley
WCF Academy/WAIS
- Ella Taylor
WCF Academy/WAIS
- Giselle Taylor
WCF Academy WAIS
- Helen Taylor
WCF Academy/WAIS
- Molly Warne
WCF Academy/WAIS
- Grace Parker
WCF Academy
- Brittany Turnbull
WCF Academy

The categorised Academy athletes attended national 17's, 19's or Talls camps at the AIS throughout the year, all maximising their opportunities to develop further throughout the Netball Australia pathway.

Olivia Lewis was awarded a Suncorp Super Netball contract for 2019 with West Coast Fever off the back of a successful 2018 season, which included being named MVP of the 19U National Netball Championships, MVP of the WANL Grand Final, and winning the 2018 Jill McIntosh Medal. Sunday Aryang was also elevated to Training Partner with WCF for season 2019.

The Academy will continue to work alongside West Coast Fever as the underpinning high performance program for our underage netball athletes, with the support of the WAIS service providers.

GOAL 2 COMMUNITY + FANS

GAME DAY EXPERIENCE

2018 was a year of evolution for the West Coast Fever game day experience. Five games at RAC Arena provided a great opportunity to maximise the venue and integrate new ways to engage our members and audiences.

A survey conducted by Culture Counts across home games at RAC Arena demonstrated that customers felt game days were well put together, had a connection to WA and had a positive impact on physical health and mental wellbeing.

54%
NEVER ATTENDED
A GAME BEFORE

97%
SATISFACTION
RATE GAME DAY
EXPERIENCE

FAN ENGAGEMENT

The Club now holds the record for the biggest National League crowd, with 13,722 fans packing RAC Arena for the 2018 Suncorp Super Netball Grand Final, which sold out in 48 hours.

Membership recommendation is a key measure of fan engagement and, in 2017, Net Promoter Score (NPS) was measured for the first time. A score of 2% demonstrated a need to improve engagement with Members. A new strategy, revised engagement approach and product offering for the 2018 season increased this figure to 72%, demonstrating that these changes had a profound impact on member satisfaction.

The introduction of the Club's Media & Communications Manager, Nathan Drudi, as MC for home games had an immediate positive impact on fan engagement, with supporters acknowledging the impact via one of two game day surveys.

96%
INSPIRED & PROUD

9%
INCREASE IN MEMBERSHIP



SOCIAL IMPACT

Fever continued to play an active role with its Charity Partner, Shooting Stars, which uses netball as a vehicle to improve social and educational outcomes for Aboriginal girls living within WA's regional communities.

Program Ambassadors Courtney Bruce, Verity Charles and Jhaniele Fowler played a key role in engaging participants during 2018, conducting several regional visits throughout the year. These visits included appearances at Narrogin and Midwest sites, which had a positive impact on the young girls involved with the Program.

Further connection to the Program was demonstrated on 23 June, when Fever hosted the Adelaide Thunderbirds at RAC Arena in a dedicated Shooting Stars Round. A moving dress blessing was held by Roma Winmar as the Club unveiled their 2018 dress, designed by Noongar artists Peter Farmer and Kylie Graham at the State Netball Centre.

COMMUNITY

West Coast Fever established a new Strategic Plan in 2018, with a purpose that we inspire and make you proud. Our Members had an opportunity to share their view on the Club's progression towards this purpose. Of this group, 67% of Members stated they are very inspired and proud of Fever, with a further 29% somewhat inspired and proud.

In November, Fever was recognised as a Marketing Excellence Finalist for the AIM Pinnacle Awards. This recognised the We've Got Grit campaign, which was adopted by our fans and community, who shared their stories and engaged with the hashtag #GotGrit, throughout the season.

Fever's progression toward the Grand Final showcased the overwhelming support of the West Australian community. City landmarks and venues turned green, while Partners of the Club and Netball WA showcased their support, including an 8-page wrap of The Sunday Times and banners throughout the Perth CBD.

The Club continued to play an active role in the community during 2018, with strong engagement with the West Australian netball community through appearances at the Smarter than Smoking Association Championships and a full-team visit to the Fremantle Netball Association in May.

OUR STORY

The Club's Media and Communications Department have highlighted stories throughout 2018 that showcased Fever's five home-grown players, demonstrating that the wider netball community can aspire to play for Fever.

The success of Fever's latest signing, Olivia Lewis, was also a wonderful opportunity to showcase the Netball WA Athlete Pathway.

Media engagement for the Club has been heightened throughout the year, following a greater interest from local and national media.

SOCIAL MEDIA NUMBERS AS AT END 2018



20,653



11,961



23,753

Fever was also the most streamed Club on Telstra TV, with almost 4 million minutes viewed and 338,000 plays across the season, while more than 1 million people tuned into the Suncorp Super Netball Grand Final on Channel 9.



GOAL 3 PARTNERSHIPS + ALLIANCES

PRINCIPAL PARTNER



MAJOR PARTNERS



PARTNERS



PREFERRED SUPPLIERS



BROADCAST PARTNERS



CHARITY PARTNERS



PARTNERSHIPS

- 2018 saw us re-secure and grow a number of key commercial partners, namely the renewal of Healthway for a further two years.
- The growth of the City of Perth partnership has also allowed the Club to make the transition to RAC Arena as its permanent home for the 2019 season, a significant achievement against the Club's Strategic Plan.
- The Club also secured a number of new partners in 2018, including Grand Cinemas, Dinner Twist, Marketforce, Linley Valley Pork and Better Nature, which have all supported the growth of the Club's sponsorship base.
- New key partners and alliances were also formed to support the operations and systems of the Club, including Ticketek, Memberlink, and Michael Page.



GOAL 4

SUPPORT STAFF

Executive Officer: Tamara Sheppard
Head Coach: Stacey Marinkovich
Operations Manager: Suzanne Lennon
Assistant Coach: Belinda Reynolds
Defensive Coach: Sue Gaudion
Performance Analyst: Gary Dawson
Athletic Performance Coach: Liam Warwick
Doctor: Dr Gary Couanis
Physiotherapist: Cam Watkins
Leadership and Wellbeing: Jodii Maguire
Massage: Bernd Adolph
Sports Nutrition: Emily Eaton
Podiatrist: Darryn Sargant
Netball WA Chief Executive Officer: Simon Taylor
General Manager of Shared Services: Daniel Barker
Media and Communications Manager: Nathan Drudi



SUSTAINABLE BUSINESS MODEL

- Whilst the 2018 season presented a number of challenges, including a soft membership base off the back of the 2017 season, the strength of our game day experience and fan engagement initiatives across the season, saw us exceed our ticketing targets and deliver strong partnership engagement, which helped offset these shortfalls.
- Overall, the Club performed well, with the real success of 2018 to be realised in 2019, as we build toward a record membership and sponsorship base off the back of our team's success.
- The Club has been collaborative in its approach throughout 2018, with several forums of engagement allowing members of the Netball in WA Executive to collaborate on key areas facing the Club and opportunities for future growth.

MEMBERSHIP

9%
GROWTH IN
MEMBERSHIP

2,552
MEMBERS

78%
RETENTION

- The Membership survey demonstrated a strong connection to RAC Arena, with Members eager to see more games at the venue.
- Changes to Membership for 2018, which included new categories, flexible payment options, new member pack benefits, and improved card distribution were positively received by Members, with the Club's Net Promoter Score increasing to 72%, up from 2% in 2017.



FINANCIAL RETURN

55,291
SPECTATORS ACROSS
THE SEASON

55%
INCREASE
FROM 2017

- The Club sold more than \$550,000 (ex GST) in tickets in 2018, not including the Grand Final. This was more than any other season, and exceeded our annual target of \$424,000 (ex GST).

TECHNOLOGY

- 2018 provided new opportunities to connect with digital audiences, and our rise toward the Grand Final, including an augmented reality feature through Facebook, was well received and led by Marketforce.
- During the season, players engaged supporters via new podcasts in association with PerthNow and The Sunday Times, and turned the City of Perth green in the lead up to the Grand Final.

FINANCIAL RETURN



8,184 ▲ 38% FROM 2017
AVERAGE SPECTATORS
AT OUR SIX HOME GAMES
(INCLUDING GRAND FINAL)

4,400
AVERAGE OF TICKETS
PURCHASED PER GAME
AT RAC ARENA

- There was strong support from the Netball WA community, who secured over 8,500 tickets via special initiatives, with a vocal contingent attending a special round on June 2, connected to the Smarter than Smoking Association Championships.
- A large contributor to Fever's rise in 2018 has been the move to five games at RAC Arena. Not only a great venue for members and fans, RAC Arena has created new opportunities to engage audiences, particularly The Green Room and Fever Alley.
- Fever is set to play all seven home games at RAC Arena in 2019, thanks to renewed commitment from the City of Perth.

GOAL 5

**BUSINESS
OPERATIONS**

GOAL 6

GROWING OUR PARTNERS

GROWING OUR PARTNERS

- 2018 was the most successful year to date, commercially, for the Club. Off the back of unprecedented success during the Suncorp Super Netball season, West Coast Fever's road to the Grand Final had a direct impact on the pipeline for new corporate prospects.
- At the start of the season, new partners Grand Cinemas and Dinner Twist committed their investment and continuously committed support with increased sales in Centre Circle memberships and on-court activation opportunities. Grand Cinemas have recommitted their support in 2019, growing the investment further.
- The Australian Electoral Commission reached out to our sport mid-year to express their desire to harness our young female market and educate young women about the democratic process in Australia. Partnering with a West Coast Fever player to run over 20 clinics across the end of 2018 and into early 2019, the partnership has seen strengthened collaborations across our SEDA and schools program engagement.
- Mount Franklin has also committed to a new three-year partnership with an increasing investment and greater access to contra product.
- The City of Perth's support to enable all home games to be played at Perth's RAC Arena in 2019, alongside a renewed commitment from the Eagles, has all contributed to a successful commercial culture of growth in retention of partners across the Club. Never before had we sold more than 50% of our target in Centre Circle memberships before the end of December and this is a testament to the team's capabilities to engage professionally, tailoring relationships across the season.
- Towards the end of the year, new and renewed partnerships such as Linley Valley Pork, Better Nature, PKF and Marketforce have all signed as significant long-term partners with the Club. Importantly, each new partnership fits with West Coast Fever's values and behaviours, reflecting a healthy image that mirrors the philosophy of creating role models that have every opportunity to flourish in the West. Michael Page have also confirmed a new partnership with the Club to facilitate a broader scope for players to develop their careers.
- A major campaign refresh of the LiveLighter messaging with Healthway for the new season will no doubt create new conversations at the dinner table and amongst a sea of new corporate leads that will no doubt drive further successes in 2019.







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