



SWAS.

SOUTH WEST ACADEMY OF SPORT

COMMUNITY PARTNERSHIP DECK

The home of emerging, developing, and talented athletes in south west Victoria.



Our SWAS Team is built upon the potential of young people, their sporting dreams, and those who support them to make it happen.

We treat each other with respect, honesty, and integrity, and we celebrate the diverse cultures, experiences and ideas that contribute to developing successful athletes.

What is SWAS?

One of the six Victorian Regional Academies of Sport, SWAS reports to the Victorian Institute of Sport and Sport & Recreation Victoria.

Since its Incorporation in 2004, SWAS has assisted over 1000 athletes throughout the region through its subsidised holistic and whole of athlete programming.

SWAS aims to fill the gap between regional and state or national representation.



Success Stories

Penny Smith - Olympian: Corangamite Shire

Tessa Lavey - Olympian: Glenelg Shire

Madi Ratcliffe - Commonwealth Games: Warrnambool

Niamh Jones - World Championship: Southern Grampians Shire

Jaylen Brown - World Championship: Warrnambool

Zoe Addinsall - World Championship: Moyne Shire

Matilda Mason - World Championship: Southern Grampians Shire

Caytlyn Sharp - Oceania Para- Long Jump Record Holder: Corangamite Shire



SWAS Deliverables

SWAS focuses on the Key Factors for Performance:

PHYSICAL

Musculo-Skeletal
Screenings
Strength & Conditioning
Athlete Testing
Nutrition

PERSONAL

Elite Mentors
Goal Setting
PD

PSYCHOLOGICAL

Sport Psychology
Athlete Wellbeing
Resilience
Mental Fitness

TECHNICAL

Practical Sport
Coaching
Physical Literacy
InterAcademy
Opportunities

TACTICAL

Practical Sport
Coaching
InterAcademy
Opportunities

Athlete and Coach Talent ID, Progression and Preparedness

Future Representatives



2024 Victorian Commonwealth Games

Regional Victoria Games

Whilst the full schedule of sports is yet to be finalised, SWAS athletes are hopeful of being able to witness events held in south west Victoria.

We anticipate that this will be a key influence in future SWAS applications.

2032 Brisbane Olympic & Paralympic Games

The current SWAS athletes are likely to be at peak physical age in time for the 2032 Brisbane Olympic Games.

SWAS anticipates that the following athletes will be on the cusp of selection for 2032;

- Jaylen Brown
- Zoe Addinsall
- Matilda Mason

social media profile



Facebook
39% Male
61% Female

Instagram
42% Male
58% Female

2022 Facebook Statistics:
1879 Followers
Total Reach Jan - Sept: 31,237
Post Reach June - Sept: 20.2k
Post Engagement June - Sept: 1.6k



2022 Instagram Statistics:
555 Followers
Total Reach Jan - Sept: 719
Post Reach June - Sept: 512
Post Engagement June - Sept: 648





#01 SWAS



#02 Sport Programs



#03 Individual Athletes

SWAS is keen on creating meaningful partnerships. The following pages describe possible partnership opportunities, however we encourage potential partners to discuss their needs.

All dollar figures listed herein are GST exclusive

Possible Partnership Opportunities

Why support SWAS?

1. THE SWAS ORGANISATION

When Community Partners support SWAS, they are supporting the young aspiring athletes in our region to dream big, whilst giving them the tools to achieve big.

With increased funding, SWAS is able to increase the amount of high level services to our athletes in order to best prepare them to succeed, and keep them on par with athletes located closer to metro areas.



Impact of Funding on SWAS Services



2. Status Quo:

Maintain existing program
No new initiatives
No CPI

4. Donations/Sponsorship:

Increase athlete servicing and support
Active Talent Identification
Increase of athlete training aids
Increase access to elite coaches/mentors
Reduce athlete program costs



1. Loss of key support:

Reduction of SWAS staff FTE resource
Reduction in athlete service provision
Loss of athlete S&C servicing
Loss of athlete training aids (eg. TeamBuildr)

3. In-Kind Partnership:

Redirect funds to general service provision

5. Community Partnerships:

No increase to athlete contributions
Increase SWAS staff FTE resource
Increase athlete servicing and support
Increase sport data analysis
Increase athlete wellbeing/management
Active Talent Identification
Increase of athlete training aids
Increase access to elite coaches/mentors
Increase athlete training camps
Reduce athlete program costs

The above lists are indicative of the expected impact on services due to variations in funding levels



Bronze
\$1500 / yr
\$4000 3 yr deal

Silver
\$5000 / yr
\$12,500 3 yr deal

Gold
\$10,000 / yr
\$20,000 3 yr deal

	Bronze \$1500 / yr \$4000 3 yr deal	Silver \$5000 / yr \$12,500 3 yr deal	Gold \$10,000 / yr \$20,000 3 yr deal
Logo on Core Uniform		Shorts (approx. 100 items annually)	Polo, Training Tee (approx. 230 items annually)
Logo on Website	Yes	Yes	Yes - inc. Home Page
Logo on Awards Presentation	Yes	Yes - plus Performance Excellence Award	Yes - plus Overall Excellence Award & Holistic Achievement Award
Logo on Annual Report	Yes	Yes - plus half page advert	Yes - plus full page advert
Sponsorship of Education Sessions			Yes - 4x
Invitation to Presentation Evening	Yes - 2x tickets	Yes - 4x tickets	Yes - 10x tickets
Logo on SWAS Social Media Posts	Yes - 4x per annum	Yes - 12x per annum	Yes - 24x per annum
Offers to athletes (SWAS approval req)		Yes - 2x per annum	Yes - 4x per annum
Logo on Email Signature		Yes	Yes
Logo on SWAS Vehicle	Yes - 3 yr deal only	Yes	Yes
Logo on Pull Up Banner	Yes - 3 yr deal only	Yes	Yes

Why support SWAS?

2. SWAS SPORT PROGRAMS

SWAS Sport Programs exist to provide added coaching beyond what is available at a club level. SWAS coaching does not replace an athlete's existing coach, but is designed to compliment technical aspects with a tactical focus. Associated State and/or National Sporting Bodies support the program through direct input into content, match play and Inter-Academy opportunities.

Community Partners may choose to align with a specific sport program to ensure those athletes receive the coaching, training aids and support they require to succeed.

Whilst each program has unique needs, all sport programs require a minimum of \$5,000 to be adequately run.



Clay Target Shooting

Cost to Run \$8000+

Shells & Targets
Coaches
Competition Support
Shooting Jacket

Involved Parties

VCTA
Noorat Gun Club
Hamilton Gun Club

Naming Rights \$5000

Ammunition Supplier \$4000

Shooting Jacket \$2500

General Sponsorship \$1000+

All levels receive logo on CTS related social media posts, Awards Night Presentation, Annual Report, Website, 2x invite to Awards Night and group training session. Sponsors above \$2500 also added to shooting jackets.

Netball

Cost to Run \$5000+

Bibs
Court Hire
Coaches
Trial Support
HP Days

Involved Parties

Netball Victoria

Naming Rights \$5000

Equipment Supplier \$1000

General Sponsorship \$1000+

All levels receive logo on Netball related social media posts, Awards Night Presentation, Annual Report, Website, 2x invite to Awards Night and group training session.

Golf

Cost to Run \$5000+

Coaches
Tournament Support
HP Days

Involved Parties

Victorian Golf Foundation
Golf Australia
Warrnambool Golf Club

Naming Rights \$5000

General Sponsorship \$1000+

All levels receive logo on Golf related social media posts, Awards Night Presentation, Annual Report, Website, 2x invite to Awards Night and group training session. Golf related items may be incorporated.



Cycling

Cost to Run \$8000+

Racing Kit
Coaches

Involved Parties

Royal Bikes
AusCycling

Naming Rights \$5000 - ROYAL BIKES INCUMBENT

Racing Kit Supplier \$4500

General Sponsorship \$1000+

All levels receive logo on Cycling related social media posts, Awards Night Presentation, Annual Report, Website, 2x invite to Awards Night and group training session. Sponsors above \$2500 also added to Racing Kit.

Tennis

Cost to Run \$5000+

Balls
Court Hire
Coaches
Tournament Support
HP Days

Involved Parties

Tennis Victoria
Warrnambool Lawn
Tennis Club
Portland Tennis Club
Port Fairy Tennis Club
Hamilton Tennis Club

Naming Rights \$5000

Tennis Skirt Sponsor \$750

General Sponsorship \$1000+

All levels receive logo on Tennis related social media posts, Awards Night Presentation, Annual Report, Website, 2x invite to Awards Night and group training session.

Hockey

Cost to Run \$5000+

Balls
Pitch Hire
Coaches
HP Days

Involved Parties

Hockey Victoria
Warrnambool District
Hockey Association
WestVic Hockey
South West Country
Eagles

Naming Rights \$5000

Goal Keeper Tops \$750

General Sponsorship \$1000+

All levels receive logo on Hockey related social media posts, Awards Night Presentation, Annual Report, Website, 2x invite to Awards Night and group training session.



Why support SWAS?

3. SWAS INDIVIDUAL ATHLETES

Where SWAS does not have a sport program, athletes may be accepted as Individual Athletes. These athletes receive all core services of SWAS, minus sport specific coaching.

SWAS is opening up the opportunity for Community Partners to sponsor Individual Athletes as well as those involved in sport programs.

The aim will be to reduce the financial burden on these athletes, as well as create further opportunity to be connected to elite coaches, services and developmental opportunities.



SWAS INDIVIDUAL ATHLETES

SWAS.

State Level \$1000

- Subsidise SWAS athlete fee (\$200)
- Sponsor reference in each social media post involving your athlete
- Connected to athlete name on website
- Logo on Website
- Remaining funds used by athlete to attend state or national events (<\$500)
- Video and certificate of thanks from athlete

Developing \$500

- Subsidise SWAS athlete fee (\$200)
- Sponsor reference in each social media post involving your athlete
- Connected to athlete name on website
- Logo on Website





Other ways to support SWAS...

We acknowledge the challenges of operating over the past few years, and that some businesses do not wish to embark on full sponsorship arrangements.

For those who still wish to contribute to SWAS athletes, we encourage you to consider one of the following options;

Additional Options...

SWAS.

Australian Sports Foundation

Tax Deductible Donations made to SWAS through the Australian Sports Foundation.

<https://asf.org.au/projects/south-west-academy-of-sport>

SWAS Patron

A direct donation to SWAS.

Patron Donations above \$500 will receive acknowledgement on the SWAS website and a Certificate of Appreciation.

No GST is applied



SWAS.

Summary of Options

SWAS is keen on creating meaningful partnerships. We encourage potential partners to discuss their needs.

All dollar figures listed herein are GST exclusive



#01 SWAS
1 year = \$1,500 - \$10,000
3 years = \$4,000 - \$20,000



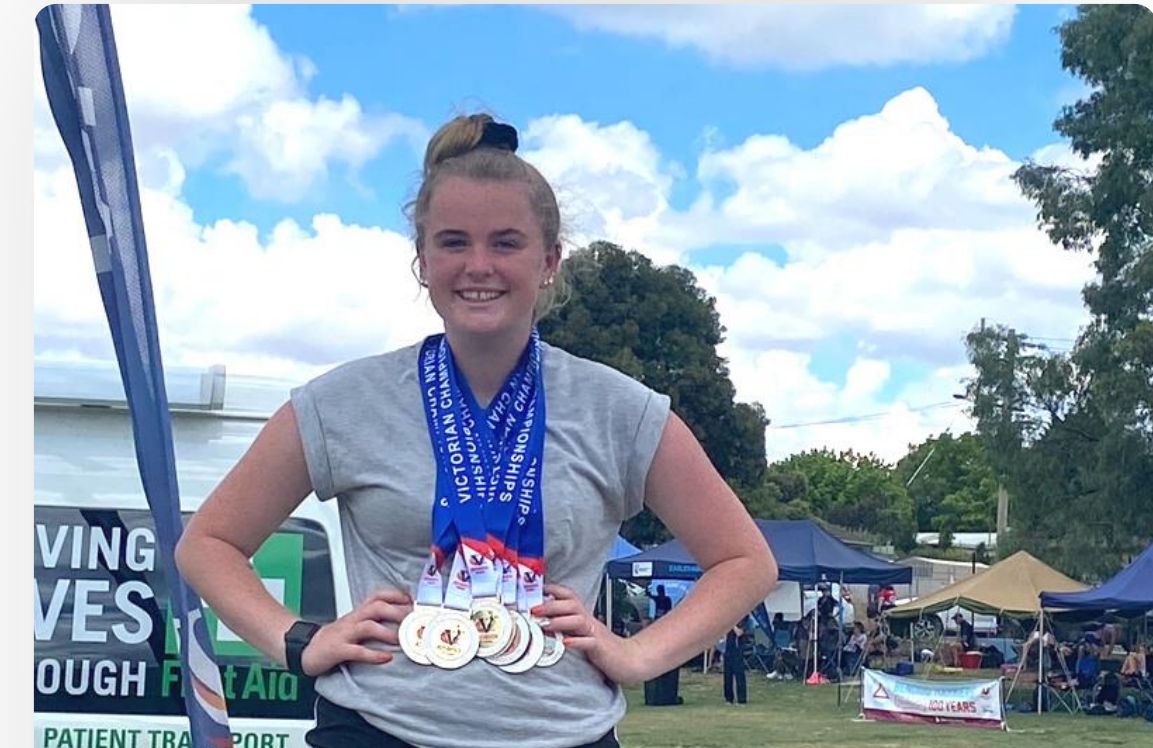
#02 Sport Programs
\$750 - \$5000



#03 Individual Athletes
\$500 - \$1000



#04 Australian Sports Foundation
\$500+



#05 SWAS Patron
\$500+

Thank you for your time

To discuss any of the aforementioned options,
or to tailor a package to suit you, please do
not hesitate to get in touch;

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