



FREMANTLE DOCKERS

**FREMANTLE DOCKERS
FOOTBALL CLUB**

Fremantle Oval, Parry Street
Fremantle WA 6160
PO Box 381, Fremantle WA 6959

Telephone (08) 9433 7000
Membership (08) 9433 7111
Fax (08) 9433 7001

fremantlefc@fremantlefc.com.au
www.fremantlefc.com.au

Fremantle Football Club Limited
ACN 066 055 249 ABN 830 660 552 49

10 June 2016

Melinda Edmunds
President
Australian Health Promotion Association
38 Surrey Road
Keswick SA 5035

Dear Melinda,

Thank you for taking the time to write to the Fremantle Dockers regarding our sponsorship with McDonald's, which is part of a tri-party agreement with the West Australian Football Commission and West Coast.

By way of background, I can assure you the club went through a due diligence process before entering into this partnership. McDonald's and its local licensees have a long history of supporting initiatives designed to get local children active and playing AFL at all levels of competition. During the past 10 years, McDonald's, through its equipment grant program, has given more than \$600,000 to junior West Australian sporting clubs. The partnership with Fremantle provides opportunities to inspire young footy enthusiasts through physical activities at fan zones and skills workshops, which are all designed to increase participation in football.

In turn, the Fremantle Football Club acknowledges the corporate and social responsibility to the community in which we live. The club's Community Goals programs facilitated 1,064 school and community visits in the last calendar year, impacting more than 200,000 children and youths. Our popular Freo Skills 4 School programs are designed to utilise the Fremantle Dockers resources and player expertise to assist students to make informed decisions for a responsible, healthy and active lifestyle.

Whilst we all understand McDonald's core business, the extensive choice now offered to McDonald's customers means we are comfortable promoting McDonald's as a food outlet and as part of a balanced diet and an active lifestyle.

We have also set guidelines around the 'Mac for a Match' promotion. The offer is not available to those under 14 and persons between 14 and 18 must have a parent or guardian with them in order to redeem the burger.

Yours sincerely,

Steve Rosich
Chief Executive Officer



June 7, 2016

Melinda Edmunds
President
Australian Health Promotion Association (WA Branch)
C/o 38 Surrey Road
KESWICK SA 5035

Dear Melinda

I refer to your letter regarding the McDonald's sponsorship with the West Coast Eagles Football Club.

For more than a decade, McDonald's have been industry leaders in providing a wider choice, including many healthy food options, for both adults and children. Like the West Coast Eagles, McDonalds are dedicated to promoting a balanced diet and provide the consumer the relevant dietary information including kilojoules with every item on their menu, ultimately providing the consumer with a considered choice.

The West Coast Eagles acknowledge the important role McDonald's play in the West Australian community. In addition to supporting the West Coast Eagles, McDonald's have been very active in supporting grass roots football at all levels through the West Australian Football League. Through their Community Grants Program, McDonald's have delivered significant funding over a number of years to junior sporting clubs throughout the State, helping communities that are in dire need of funding. This investment has also helped to promote healthy and balanced lifestyles, and encouraged active participation in community sport. Further, their commitment to the community transcends sport with their support of Ronald McDonald House Charities and their programs that directly help seriously ill children and their families.

The West Coast Eagles are proud to support McDonald's in engaging and bringing value to our fans and providing much-needed resources to the WA community.

Kind regards

A handwritten signature in black ink, appearing to read 'Trevor Nisbett', written in a cursive style.

Trevor Nisbett
Chief Executive Officer

cc: Maria Szybiak, LiveLighter WA
Jillian Abraham, Public Health Association of Australia (WA Branch)
Dr Melissa Stoneham, Public Health Advocacy Institute of WA
Tony Haselhurst, West Coast Eagles, GM Marketing

L11719TN:ad

AFL Premiers 1992 • 1994 • 2006

A division of Indian Pacific Limited ABN 31 009 178 894

Perth Office: Domain Stadium, Gate 12, 250 Roberts Rd, Subiaco WA 6008
Postal Address: PO Box 508, Subiaco WA 6904
Telephone: (08) 9381 1111 – Facsimile: (08) 9388 2541
westcoasteagles@westcoasteagles.com.au
westcoasteagles.com.au

Melbourne Office: Tenancy 4, Goods Shed North, Village St, Docklands VIC 3008
Postal Address: PO Box 23336, Docklands VIC 8012
Telephone: (03) 8199 0800 – Facsimile: (03) 8199 0899
melbourne@westcoasteagles.com.au
westcoasteagles.com.au

SGIO

bankwest