

**FREMANTLE DOCKERS
EMPLOYEE VALUE PROPOSITION**

OUR STORY

**FREMANTLE AS A CITY
WAS BUILT ON HARD WORK
AND TENACITY AND AS A
FOOTBALL CLUB IT WAS
VERY MUCH THE SAME.**





**FROM DAY ONE THIS
CLUB SURROUNDED
ITSELF WITH HARD
WORKING, PASSIONATE
PEOPLE AND AS A
RESULT, THE CLUB
DEVELOPED A
COMMUNITY AND
BROUGHT MANY
INCREDIBLE PEOPLE ON
THE JOURNEY. |**

**THERE'S A FEELING
AROUND FREO THAT
EXCITES THE PURPLE
ARMY WHETHER IT'S
SEEING OLD FACES OR
NEW ONES.**

**THE CLUB IS BUILDING
SOMETHING SPECIAL AND
IT'S SOMETHING YOU WILL
WANT TO BE PART OF.**





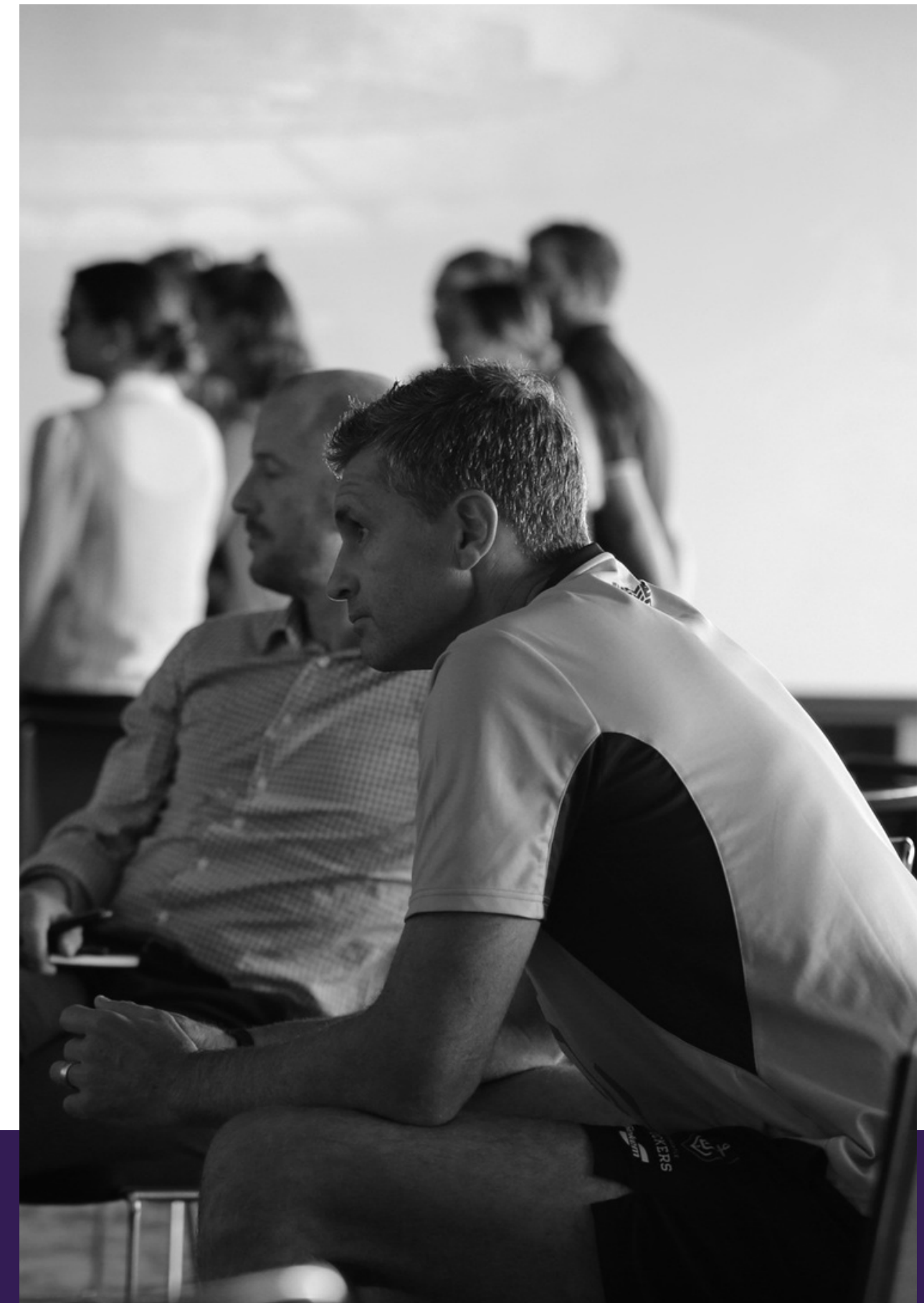
**BECAUSE TO BE PART
OF THIS CLUB IS AN
HONOUR AND
IF YOU'RE NOT ONE
OF US THEN YOU JUST
DON'T GET IT.**

**BUT IF YOU ARE, THEN YOU KNOW IT'S
NOT JUST THE PLAYERS THAT MAKE
THIS CLUB GREAT.**

IT'S EVERY COACH WITH A DREAM.

IT'S EVERY EMPLOYEE WITH A VISION.

AND EVERY FAN WITH A PASSION.



**WE ALL HAVE ONE
THING IN COMMON,
WE ARE ALL
FOREVER FREO.**



A group of athletes in a huddle on a field, overlaid with a purple gradient and the text "OUR PEOPLE".

OUR PEOPLE



SIMON GARLICK
Chief Executive Officer

Sport has a unique ability to unite communities, bring people together in camaraderie and competition and make a genuinely positive difference. It's really important to me to contribute to a healthy society through sport and in our country, nothing can do that quite like footy.

I have been fortunate enough to have spent my life in and around the game in a wide variety of roles and I'm really grateful to have been able to transition from playing to the administration side of the business. Those of us fortunate enough to be involved in the day to day running of the Club have a deep understanding of how important it is to so many of our members and supporters, the Purple Army. As custodians of the Club, we have the responsibility to represent the Freo Family and ensure we leave the Club in a better place than when we arrived and that is a honour and privilege that we don't take lightly.

Whilst we watch our men's team develop into true and consistent contenders in the league, it's also a most exciting time within the industry where the entire W competition, and our W team in particular, is really coming into its own allowing our women to be deservedly recognised for their amazing talent.

Having transitioned with my family from the East to the West, I can now proudly say with hand on heart that my wife, kids and I are now fully fledged, proud Sandgropers and for that we are incredibly grateful – Go Freo!



DALE ALCOCK
President

It is an absolute privilege to be the President of the Fremantle Dockers. Our indigenous game is the most successful sporting code in Australia.

It's about belonging to a tribe. Our shared journey includes different people with their own unique stories and sharing a common bond – our love for Freo. For me it's all about playing my role and assisting to build a strong and successful Club, both on and off-field. A Club with a positive culture, built from demonstrated shared values.

At Freo we're creating something very special and it's our shared story and legacy. Our biggest highlight is yet to come – our first AFL & AFLW Premiership.



PETER BELL

Executive General Manager of Football

The Fremantle Dockers have been a huge part of my life. I have been fortunate to have been involved with the Club for over fifteen years as a player, Board Member and now as an administrator.

Every day I am thankful for the opportunity to work at the Club and more specifically the Football Department to help our people be the best they can be in achieving our shared vision of Club success.

I am constantly inspired by the passion, dedication and care of the Fremantle Family.

Our Club greatly appreciates the support we receive from our members, commercial partners and supporters and we are so excited about what can be achieved together.





KASEY PASSMORE

Executive General Manager of Marketing, Communications & Community

I love footy. I love being creative. I love leading people.

How lucky I am to combine all three and help shape how the country engages with the Fremantle Dockers brand.

At the office, I have an incredibly talented team who are passionate and work for each other.

At home, my husband and I have two young kids who keep us on our toes and provide A LOT of laughs.

My son Ryder's favourite players are Sonny Walters and Tiah Haynes. And Koa... well she's not interested just yet but I'm working on it!



JOE BRIERTY

Chief Operating Officer

It's amazing to get the opportunity to mix my passion for sport and people, while working in a high performance environment. Being a part of the largest sporting code in Australia and sharing in the rich football history that Fremantle Football Club has is something that drives you to want to leave a legacy. I have a real desire to get the best out of our people and I am driven to create an environment that allows our people to thrive. Family is really important to me, so when I'm at home away from my Freo Family, it's great to spend time with my wife Jane and our three beautiful daughters Rose, Clementine & Adelaide. We try to spend as much time as possible in the South-West for holidays. Highlight of my time at Freo so far was our win in Geelong in 2013, when Hilly kicked that goal it was something I will never forget.



JUSTIN LONGMUIR

Fremantle Dockers AFL Senior Coach

Growing up in country WA football was a big part of my life from an early age. Not only was this a source of fitness and enjoyment but also a way of bringing the community together. This is where my passion for football grew.

All my adult life has been spent around football clubs. My first taste of AFL football came from playing at Fremantle and then as a coach. It was important for me to get other experiences at different organisations and this put me in a good position to return as Senior Coach.

I get great satisfaction out of helping people improve and reach their potential. This drives me to be the best coach I can be. It is really important to me that we invest in the people within our football Club and create an environment where everyone can thrive.





CAMERON TUOHY
Chief Financial Officer

I feel very lucky to work in an industry I am passionate about and a Club I love. The industry is dynamic and ever evolving and I have had the chance to work on some really exciting projects, including the move to Optus Stadium and our Elite Training & Admin Facility.

Outside of the office, I really value health & fitness which is one of the reasons the sport industry appeals to me.

I'm a long-term Freo supporter and when I previously worked at the AFL, I was the sole employee flying the purple flag!

One of my favourite Dockers moments is Jeff 'The Wiz' Farmer kicking a goal after the siren to win the match against Melbourne at Subi Oval back in 2002!



DENIS BICER
Chief Commercial Officer

There are aspects of working in a footy club, that you don't have the pleasure of experiencing when working anywhere else – and you have landed in a perfectly poised one. There is a certain togetherness that is so pronounced at the Dockers and one that stood out for me in the interview process, and in my time here. My experiences of the people and culture have been first class and I trust yours will be too.

I fell in love with the game like most, in the school yard – and footy has been a constant in my life ever since – from running the boundary as an 8-year-old for a pie and can of coke, to being part of the Freo family and so much in between.

Like you will be, I am an honoured custodian of the purple guernsey and I look forward to working with you to create a legacy for this club we can all be proud of.



LISA WEBB

Fremantle Dockers AFLW Senior Coach

My connection to Football began with my brother in the backyard kicking the football around and filling in for his Team when there wasn't a pathway for Female football. Fast Forward to 2017, Fremantle drafted a young* 33 year old as a Rookie and I haven't looked back. To be working in an organisation which is well connected, has strong emphasis on well-being and has a solid vision for Female Football, is really important for me. I have loved my journey from a Player to Coach and with my background in Teaching, I'm focussed on creating a positive environment where players are continually learning, being challenged and getting the best out of themselves both on and off the field.





CRAIG CARTER

Director

Footy clubs in Australia hold a truly unique tribal place, for generations of our families and communities. I grew up in Fremantle, and for my family, we all love Freo, we enjoy it together, and recognise all the great young men and women that make it happen on and off-field.

It is a huge privilege that I take very seriously – to be able to contribute to a passionate team and aid in shaping our Club towards a sustainable framework for lasting high performance. As for winning, the next four points is the best fun!



JAMES CLEMENT

Director

I'll be forever grateful for what the game of AFL has given me and for the deep connections I've made during my journey, both as a board member and past player. To sit on the FFC board has given me an amazing opportunity to give back and return to my roots.

Having come through the ranks of South Fremantle with its rich history, then on to the formative years of the Fremantle Football Club, I'm intrinsically linked to Freo footy and its community. My drive is to see the Club achieve sustained success!



TONY GRIST

Director

There could only be one team I could be a member of. The port city of Fremantle has a special place in WA's diverse and cosmopolitan history. It revolves around the ocean, which I have special affinity for.

Freo is a team that comes from somewhere, with a beating heart and an identity. The privilege of a position inside the Club, and observing the culture, and performance on field and off, is a valuable learning experience and case study.



ANDREA HALL

Director

Friends, family, connection, proud, hope, foundations, football. Football allows us to connect through our steadfast support of the Freo Dockers through thick and thin. Now as a family with adult children we all attend every home game together.

I am proud of our moorditj (strong) Indigenous player history and the wonder and awe we share for these players. Bounce down, roaring crowd, let the football begin.



COLLEN HAYWARD

Director

The good things in life are all about people – our families, the people with whom we work, the ones we teach and those from whom we learn. People connect us to our past, our here and now, and our future. For me FFC represents all those aspects.

I've always been avidly Fremantle, including through my own history with South Fremantle and my grandfather's playing days in the 1930's. Fremantle is my Club and I'm proud to be associated with it.



CHRIS SUTHERLAND

Director

My grandfather was the youngest of 11 children that stepped off a boat in Fremantle harbour in 1915 having sailed from the UK. I feel like I was born with Freo blood in my veins, through my grandfather and then father who attended Fremantle Boys high School, it's a strong and special history – and now mine.

I was involved in junior football throughout the Freo districts for many years forging strong connections with parents and players across all the teams which remain strong today. There was a never any doubt that I would become an inaugural member of the Dockers in 1995...for me Freo is football and football is Freo.

The background is a blurred industrial scene with a purple color overlay. A person is visible in the center-left, working at a machine. On the right, there is a large circular component, possibly a flywheel or a large gear, with some faint text on it. The overall scene is out of focus, emphasizing the text in the foreground.

OUR PROMISE



**FREMANTLE
DOCKERS**

STRATEGIC PLAN »» 2021-2025



OUR PURPOSE

To fight, inspire and win,
enrich our community
and make the Freo family proud.



OUR VISION

A brave, strong and successful Club,
leaving a powerful legacy
and holding true to the anchor.

OUR STRATEGIC PILLARS

FOOTBALL

Success through character,
culture and performance

CULTURE

One club,
one family

MEMBERS & FANS

The centre of all we do

PARTNERSHIPS

Driving our success

COMMUNITY

More than football

FINANCE & INFRASTRUCTURE

The foundation of our
independence and strength

OUR ANCHORS



CLUB FIRST

We collaborate for the ultimate success.
We play our role.
We stick together.



AUTHENTIC

Our words and actions are aligned, our approach is genuine.
We love who we are and where we've come from.
We embrace diversity and change.



HEART

We show our passion, care and support.
We have honest conversations with empathy and respect.



CONNECTION

We are open, accessible and engaged.
We communicate effectively,
and enhance our connections for shared success.



BEST SELF

We prioritise character in building a fulfilling work environment.
We achieve excellence through hard work, innovation and
a relentlessly determined, high-performance focus.

OUR DRIVERS »» INNOVATION - GOVERNANCE - TALENT - BRAND - DATA - PERFORMANCE

***WHEN YOU JOIN
THE FREO FAMILY,***

***WE MAKE YOU AN
UNBREAKABLE PROMISE.***



JANA GERNHOEFER

*Partnerships Account Manager
Commenced 2008*

WE PROMISE TO

PROVIDE YOU WITH WORK YOU CAN BE PROUD OF.

I'm really proud of my work to develop and execute our stretch Reconciliation Action Plan. One of the five dimensions of reconciliation is unity, as a non-Indigenous Australian I was humbled to play my part in working towards this through engaging with Aboriginal and Torres Strait Islander Peoples, learning more about their cultures and land, and applying this kaarditjin (knowledge).

WE PROMISE TO

SURROUND YOU WITH INCREDIBLE PEOPLE.

No two days are ever the same!! I am lucky to work at a Club that has a culture of respect and excellence. My relationship with players is rewarding and also reciprocal because they genuinely care for me and my family too.



MARK ANDERSON

Player Development Manager

Commenced 2015



BRAD WELLINGS

*Head of People and Culture
Commenced 2019*

WE PROMISE TO

SEE YOU AS A REAL-LIFE HUMAN BEING!

Whilst working FIFO had done wonders for my wallet and experience, it wasn't always conducive to a healthy work-life balance. Neither was it very rewarding to think about the limited contribution I was making to society. Now however, I can proudly say I have a healthier work-life balance and contribute to the quality of life and society."

WE PROMISE TO

CONSULT WITH YOU ABOUT IMPORTANT TOPICS IN AN OPEN AND TRANSPARENT MANNER.

I'm very proud of the strong drive to build a great culture within the Club. I feel really well respected by both the playing group and staff. I think sometimes it's poorly understood or underestimated how good the Club is at performing at an extremely high level in sometimes tough circumstances. Not everyone would be able to do what they do and still stay so level-headed, friendly and supportive to each other.



RENEE KENNEDY

*Sport Physiotherapist
Commenced 2019*



DAVID MCMULLIN

*Draft Manager
Commenced 2009*

WE PROMISE TO

***RECOGNISE AND VALUE YOUR CONTRIBUTION TO
OUR SHARED LEGACY.***

This is my 14th year at Freo and I don't think there's been a day that I haven't been excited to go into the office, I think that's because it's such a positive, fun environment where everyone works hard and is really driven by a common goal of wanting to help Freo get its first premiership.

WE PROMISE TO

SUPPORT YOUR PROFESSIONAL AND PERSONAL GROWTH.

I'm part of a team that rides the highs and lows, with the end result of all our hard work on display every week in front of thousands! It's a dynamic work place that thrives on pressure but above all else we all share a passion.

I have spent 10 years at the Club and what I'm most proud of is the friendships I've made and the network of partners and industry contacts I've developed. I have been afforded the opportunity to progress my career over this 10 year period and have been lucky enough to develop a wide range of skills.



ADAM NORTHOVER

*Head of Premium Sales, Retail & Licensing
Commenced 2010*

WE PROMISE TO

PAY AND REWARD YOU FAIRLY.

As an employee of the Fremantle Football Club, you will have access to:



Free Car Parking



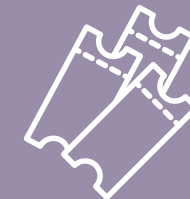
Fremantle Dockers Memberships



Annual wellness assessments, Skin checks, and Flu vaccinations



Additional 12 days of paid Time off in Lieu per Season



Tickets to the Doig Medal Presentation Dinner and various other events



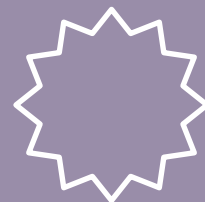
Discounted Toyota AFL Grand Final tickets, Team Store merchandise, and Cockburn ARC Gym Membership



Partner deals with Crown Perth, Daniel Hechter, Armando Sports, Hay Shed Hill Wines, Hoyts, RAC, and others



Paid Parental Leave



All of Club Bonus Scheme



Service Recognition Awards



Wharfies Social Club Events



Post-Game Function Room Events



Complimentary beverages

***JOIN OUR
CLUB TODAY***





FREMANTLE
DOCKERS



Proud Major Partners