

Becoming A Foundation Sponsor with Fiji's Foundation NSWRL *Team.*



It started as a dream...



PETERO CIVONICEVA

Following an incredibly successful professional career representing QLD and Australia, Petero Civoniceva elected to represent Fiji at the 2013 Rugby League World Cup.

Under his captaincy, the Fijian team were able to go all the way to the Semi-Finals, going down to Australia - the eventual tournament winners.

Petero saw what Fiji was capable of and experienced, first-hand, their passion for the game, and their indomitable spirit.

He saw their potential, and he knew, with the right guidance and the proper support, they could achieve anything.

The dream was born...



The Dream



A team of *Fijians* competing in one of NSW's *toughest* Rugby League Competitions - the *NSWRL Ron Massey Cup*.

The NSWRL Ron Massey Cup is one of NSW's Premier Second Tier Rugby League Tournament featuring clubs from **throughout NSW and now Fiji**. Eagerly followed by **a mass of dedicated fans in Fiji** and a growing army of ex-patriots around Australasia and across the globe, this unique fan base will help us **revel in this famous Rugby League competition**.



The Ultimate Goal



A team of *Fijians* hoisting the *ultimate prize* in second tier Rugby League – The Intrust National Final.

All this as the curtain raiser on the biggest day on the Rugby League Calendar – NRL Grand Final Day.

The Intrust National Final is Australia's Premier Second Tier Rugby League Game featuring the winners of the NSW and QLD ISP Competitions. Clubs that take part from **throughout Australia, New Zealand and PNG**. Eagerly followed by **millions of dedicated fans** around Australasia and across the globe, it is regarded as the most **prestigious day** on the Rugby League Calendar
– NRL Grand Final Day



GRAND FINAL



It's Confirmed.



NOTE: THE KAIVITI SILKTAILS WILL BE COMPETING IN THE 2021 RON MASSEY CUP WITH THE TEAM TO BASED IN SYDNEY, NSW PENDING INTERNATIONAL TRAVEL .



The NSWRL RMC

The Ron Massey Cup features the following teams:

- Windsor Wolves
- Mounties
- Cabramatta Two Blues
- St Mary's Saints
- Wentworthville Magpies
- Guildford Owls
- Blacktown Workers
- Asquith Magpies
- Hills Bulls
- Concord Wolves

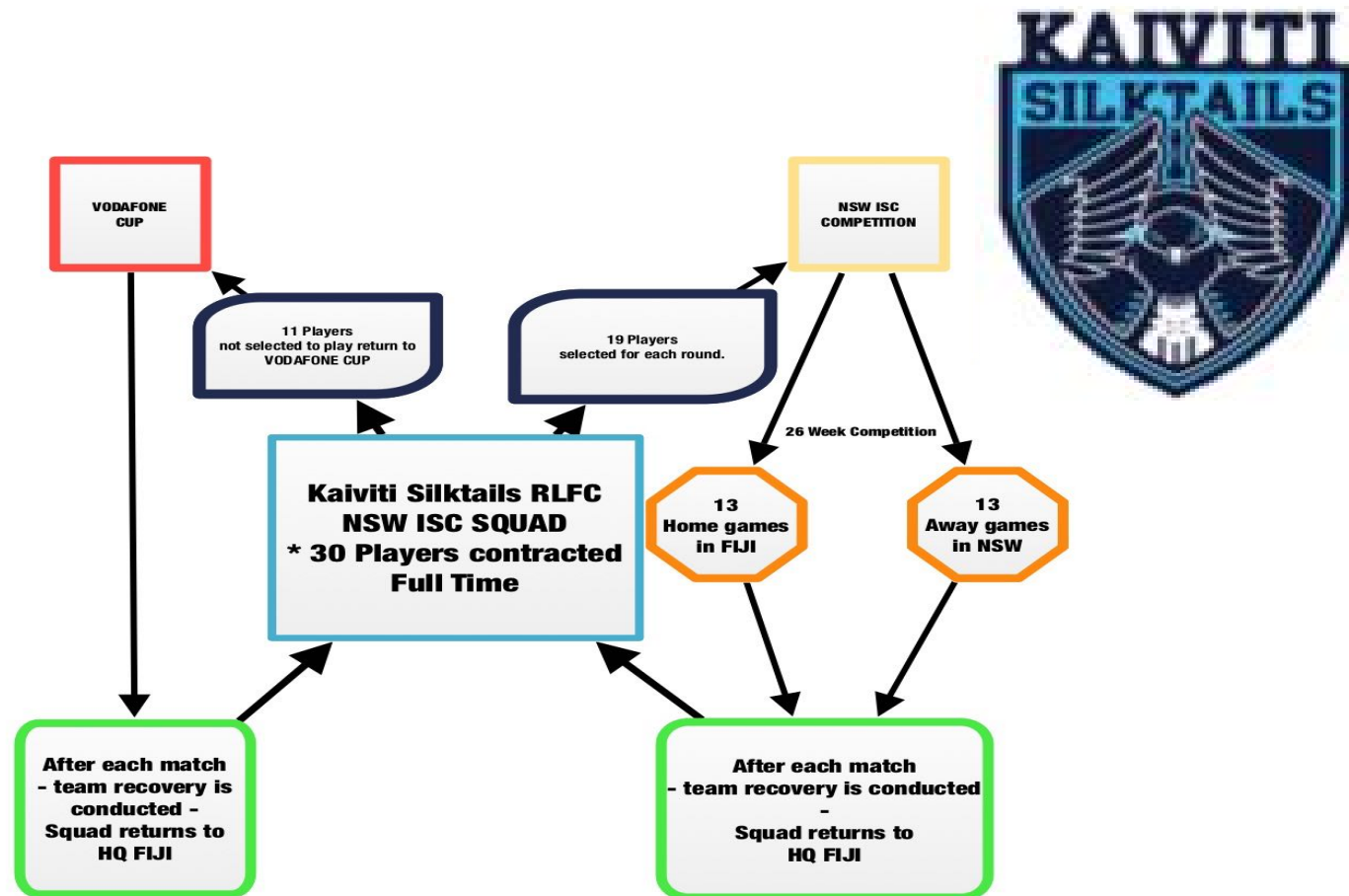


and in 2021 the Kaiviti Silktailes will be there too!



Creating a Rugby League Pathway

Our 1st Goal: Win. *A winning Team cannot be ignored.* In order to achieve this dream we need to do this with the first ever Fiji based sporting team to be contracted full time.



Establishing a Network of High Performance Training Facilities in Fiji and Australia.

As part of the Kaiviti Silktaails commitment to Rugby League in Fiji a network of High Performance Training Facilities were established including Fiji's first ever Rugby League Centre of Excellence in Lautoka officially opened by Australian High Commisioner John Feakes.

These facilities are located at:

- KSRLFC Centre of Excellence – Lautoka, Fiji
- FNRL Headquarters – Suva, Fiji
- Sigatoka Methodist College – Sigatoka, Fiji

Each Training Hub services 30 Elite Players in each zone from the Men's, Women's and Secondary Schools Competitions respectively.



Adding Resources and Infrastructure



KAIVITI SILKTAILS / FNRL ELITE NATIONAL PATHWAYS PROGRAM - ORG CHART



Silktales Strength and Conditioning Consultants to prescribe and co-ordinate training programs and distribution to Development Coaches.

Silktales Head Coach and FNRL Development Coaches to work with Clubs on implementing Silktales Coaching structures.

Development Coaches to implement S&C programs at Regional Training Venues in the East, South and West and liaise with respective Clubs for progress at Club Training.

East Development Coach:
Joe Rabele

Kaiviti Silktales / FNRL East
(Suva Region)
Elite Development Pathways
Squad
(approx. 25-30 players)

Kaiviti Silktales
Executive Management

Kaiviti Silktales Football Manager:
Jaque Shannon

Kaiviti Silktales Head Coach:
Wes Naiqama

South Development Coach:
Suliaisi Cakautabu

Kaiviti Silktales / FNRL South
(Coral Coast Region)
Elite Development Pathways
Squad
(approx. 25-30 players)

Silktales Head Coach to determine where players sit within the physical training frame work with S&C's to deliver to needs based programs relevant to the group and regional area they sit within.

Monthly Report to be presented at Monthly Meeting by Head Coach and / or Head of Performance and filed to assist with outcome reporting as part of DFAT funding.

West Development Coach:
Wes Naiqama / Linda Shannon

Silktales / FNRL West
(Nadi / Lautoka Region)
Elite Development Pathways
Squad
(approx. 25-30 players)

All Players listed within the Development Squad Framework to complete 3-4 Gym Sessions (at nominated regional venue) and 1-2 Field Sessions Per Week at (School or Club). All data from gym sessions to be collated via Training Application (eg Team Builder) or Shared File System (eg Drop Box).



Supporting the FNRL Vodafone Cup Competition

The FNRL Vodafone Cup is the local senior competition features 26 teams from:

- Western Conference
- Eastern Conference

In between the Vodafone Cup competition, there will be an introduction of a 3-series State of Origin between East Blues and West Maroons.

The first game will be played in September, the 2nd in October with the 3rd and final game in November.

The Following Junior Rugby League Competitions also run during the season:

- Mini League – Primary Schools
- Vodafone Trophy – National Secondary Schools Competition in all age groups



And in 2020, this will be where our Elite Development Pathway players have gone back to play and bolster the local competition. The Kaiviti Silktails and the Australian Government issued a \$22,000 grant to all the participating Clubs.



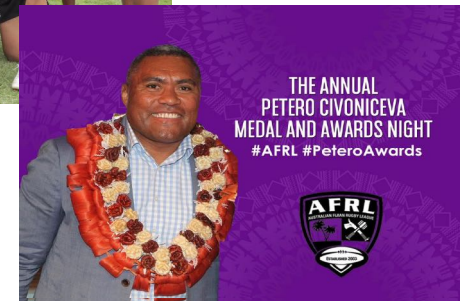
Supporting The Australian Fijian Rugby League

The Australian Fijian Rugby League is an organisation designed to benefit players of Fijian heritage currently playing or wishing to play Rugby League and residing in Australia. Former Foundation Sponsorship Player and Coach is the Chairman of this organisation.

The Petero Civoniceva Medal is held by the AFRL and is the highest honour given to the Best Fijian Rugby League player each year.

On the field the Australian Fijians now service teams in the u/16's, u/18's, u/20's and senior team age brackets both in men's and women's in various NSWRL sanctioned events.

In 2021 the AFRL and the Kaiviti Silktales will work together to form an A grade team to facilitate players not selected for the Kaiviti Silktales RMC games.



And in 2021, with the the Kaiviti Silktales based in Sydney and the Australian Fijian Rugby League will work side by side to create a unique Fijian Rugby League Club Environment across both organisations.



Vision of a Champion.

Our vision is based on a dream shared by *every* child in Fiji:

To represent their village, their province, and their country, playing the game they love.

And, most of all, playing it ***at the highest level possible.***

- Petero Civoniceva, Fijian born NRL Player



Part 1:

A Unique Sponsorship Opportunity...

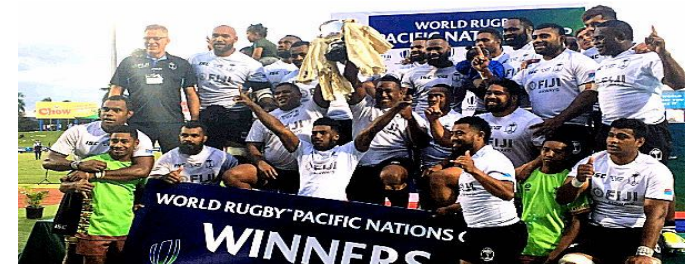


Current Fijian Alternatives

Currently, Fiji Rugby offers an approximate total of 23 weeks a year to watch professional Fiji Rugby Teams. Of these matches approx, 7 of these games are held in Fiji.

- FIJI IRB Sevens – 10 tournaments a year.
- Fijian Drua – 7 Matches per year.
- Flying Fijians – Approximately 6 Tests Matches a year.
- Super Rugby – Approximately 1 – 2 Matches a year. NOTE: These are non-Fijian Teams.

The Kaiviti Silktailes will play for a total of 30 weeks a year not including Finals Series. Of those 30 weeks 15 of those matches will be held in Fiji.



Our Unique Advantage

Our players are *ALL* Fijian!

Currently, the NRL Premiership features 22 Fijians represented throughout a variety of clubs and represent the only Pacific Island Nation to have reached 3 consecutive World Cup Semi-Finals.

Fijian players don't just "*make up the numbers*" – they become **GAME-CHANGERS**.

- Petero Civoniceva – The Most Capped Australian Forward of All Time and NRL Hall of Famer.
- Jarryd Hayne – Two Time Dally M Player of the Year Winner.
- Lote Tuqiri – Australia's First Ever Triple International (Kangaroos, Wallabies, Kangaroos).



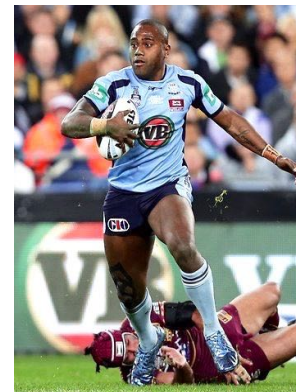
Our Unique Advantage

In recent times more and more locally based and Fijian born players have made the transition to the NRL and have gone to achieve big things such as win NRL Premierships, represent NSW, QLD or Australia in League and also receive Dally M Medals in their respective positions.

Every Fijian in the NRL is viewed with a sense of awe and admiration, as well as fear, should you be a member of the opposing team! Having a Fijian on the team, often provides the key advantage for a team's success.

For 30 weeks a year we will feature an entire team, with that advantage.

We want to present a team of the world's most naturally-gifted footballers competing on the stage that they deserve, playing for the country they love.



Praise for our Players

They're all try scorers. Every time they get the ball, the crowd are on their feet, and they're screaming. And that's what we want. It's frightening how much talent is over there

- Andrew Johns, NRL Legend

They're all athletes. Every Fijian kid, at six or seven years old, is an athlete.

- Brad Fittler, NRL Legend

During my time working with the Jamaican sprint team I shared with the Jamaican coaches that we have our very own Jamaica sitting right on Australia's doorstep in the Pacific. That place is called Fiji.

- Hayden Knowles, NRL High Performance Coach



Why the New South Wales Competition?

In 2011, the inner Sydney region rated as one of the top three areas where the Fijian Language is spoken. The biggest congregations of Fijian churches in Australia is in the Sydney Metropolitan area. Fiji Day Sydney is the largest of any celebration outside of Fiji and the Sydney Sevens attracts the biggest Fijian supporter group in Australia.

The Bureau of Statistics claim there are over 150,000 people of Fijian descent in Australia, more than half of which reside in NSW- that would be attracted to attend games in Australia and in Fiji.

This will boost Sports Tourism through millions of rugby league fans in Fiji, Sydney and across Australia, who are attracted to the Pasifika style of players and teams.

A full-time Fijian Rugby League professional franchise would play a majority of those games, to over 75,000 Fiji born people and their children in the Inner-West, Western and Greater Western Sydney Regions.

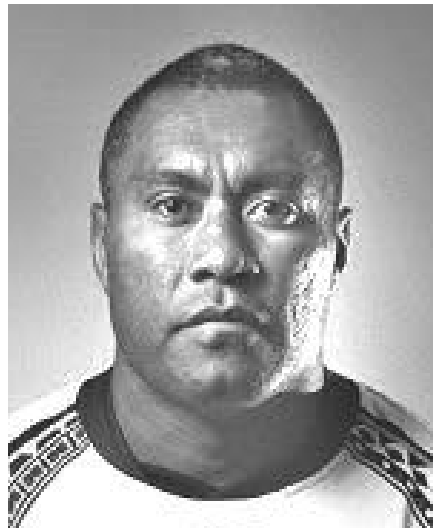


Part 4:

OVERVIEW...



Our Team Captain



PETERO CIVONICEVA

NRL Legend, Australian Rep, Fijian Rep, QLD Rep,

Petero Civoniceva is a former professional Rugby League footballer of the 1990s, 2000s and 2010s. A Queensland State of Origin and Australian international representative Prop Forward, in 2009 he broke the record for most international matches for Australia of any forward in history.

Civoniceva played his club football for the Brisbane Broncos, with whom he won the 1998, 2000 and 2006 NRL Premierships, as well as the Penrith Panthers, whom he captained.

Late in his career, Civoniceva captained the Fijian National Team in their 2013 Rugby League World Cup Campaign. It was then, while training with the team in Fiji, that the idea of a Team in the NSWRL would create the perfect development pathway for the local Fijian Rugby League Players.



Petero - How to Win

Petero Civoniceva knows Fiji has the talent. He knows Fiji has the mindset. He has experienced first-hand, the drive, and the determination that all Fijians possess and utilise to overcome seemingly insurmountable odds.

Petero however is also fully aware that skill, and determination is not enough. The dream shared by so many young Fijians - the chance to play Rugby and/or Rugby league at a highly competitive level, representing their region, or province, or country - is simply not a reality as they do not have access to the money or the resources required.

Fiji needs to shape its own destiny, and this is essentially our vision - to leverage our own success in an effort to improve the lives of everyday Fijians. And to ensure continued success by reinvesting in the development of the sport and encouraging greater access and wider participation.

Winning is the mission - but for us, winning is far more than just glory.

It is the platform upon which we can truly give back to everyone in Fiji - the players, the management and support staff, the technical staff, contributors, sponsors, and most importantly, our fans.



Core Team Members



PETERO CIVONICEVA
Chairman

PETERO CIVONICEVA, is an Australian former professional rugby league footballer of the 1990s, 2000s and 2010s. A Queensland State of Origin and Australian international representative prop forward, in 2009 he broke the record for most international matches for Australia of any forward in history. Civoniceva played his club football for the Brisbane Broncos, with whom he won the 1998, 2000 and 2006 NRL Premierships, as well as for the Penrith Panthers, whom he captained. Late in his career whilst playing for the Redcliffe Dolphins in the Queensland Cup, Civoniceva captained the Fijian national team in their 2013 Rugby League World Cup campaign. The Petero Civoniceva Medal is awarded to the Australian Fijian rugby league player of the year.



STEPHEN DRISCOLL
Interim CEO

Fijian born Stephen Driscoll was raised in the South Sydney area from the age of 4. Stephen has been in Rugby League as a player from the age of 6, was graded at the South Sydney Rabbitohs and also played for Leigh Centurions in the UK. Upon an early retirement in 2001 he entered into the Strength and Conditioning ranks and over 16 years has worked across three NRL Clubs – formerly the South Sydney Rabbitohs, Foundation Sponsorship, the Gold Coast Titans and NSW Origin Team. Steve has been a main stay with the Fiji Bati and Australian Fijian Rugby League set ups for over 10 years. In Business, Steve has 20 years working in the Facility Maintenance Sector and is the CEO of Pacific Facility Services, a majority Indigenous Owned National Facility Service Provider. Steve is the founder of its Indigenous Community Program – CommPAC.



Jacqui Shannon
Football Manager

Jacqui Shannon is a product of Lautoka with a background in Sport as a promising Hockey and Tennis Player. In recent times Jacqui has been at the fore front of the women's game in Rugby League and she doubles as the manager for the Fiji Residents Mens team and also for the Fiji Bulikula Women's National Team. During her tenor in the Bulikula's inaugural year she has been part of the teams success in defeating the PNG Orchids, a gold medal at the South Pacific Games and their recent outing against the Prime Ministers XIII where they led Australia at half time. This combined with her background working with Government and in Private Enterprise see her as the perfect fit Football Manager for our inaugural season.



Wes Naiqama
Head Coach

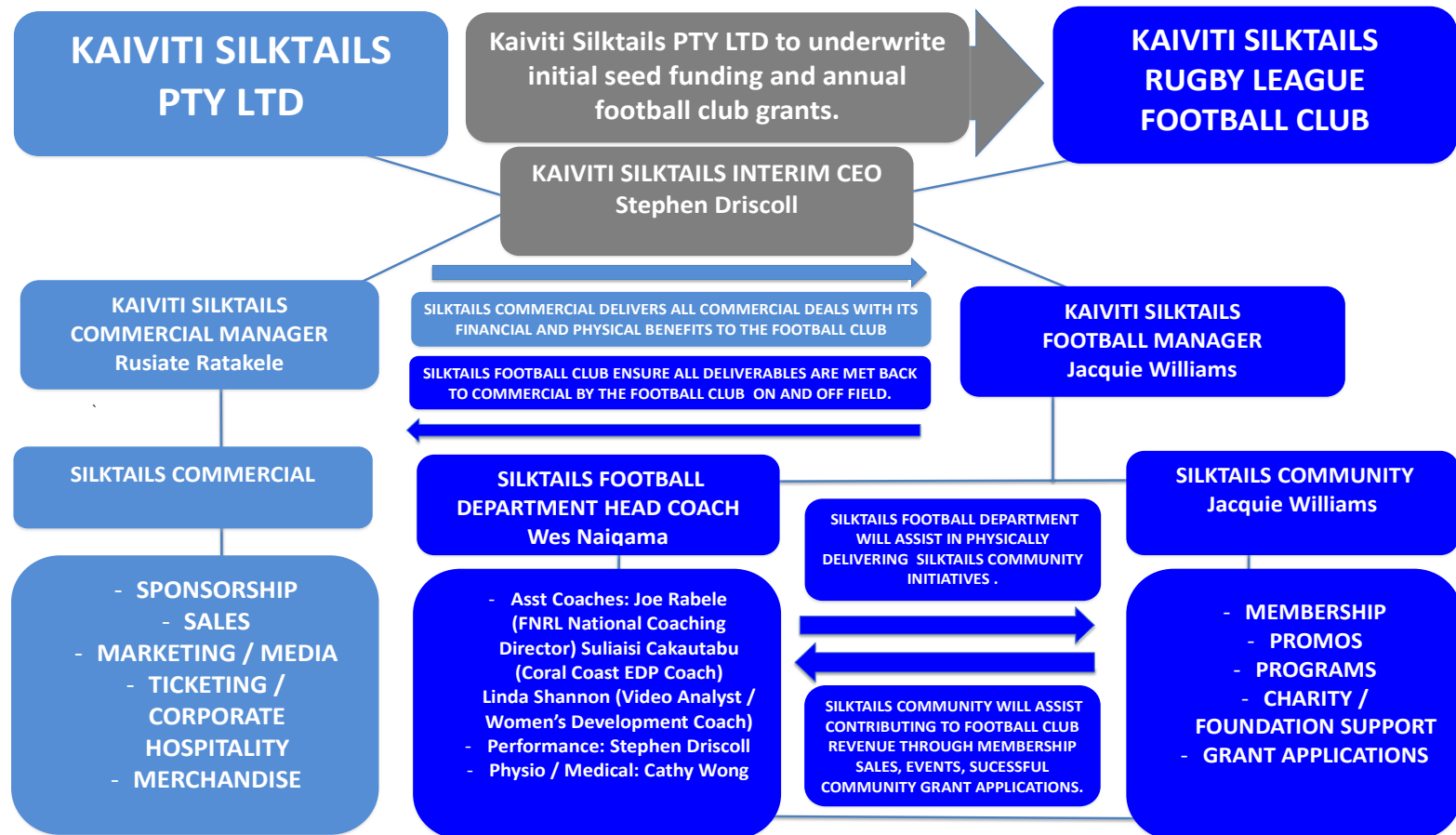
Wes Naiqama is a Fijian Australian former professional rugby league footballer who played 247 NRL and Super League Games. A former Fiji Bati Captain he won 14 caps for the Fiji national rugby league team. He primarily played as a centre, fullback and winger, but can also fill in at second-row. He is the older brother of Wests Tigers player and fellow Fiji international, Kevin Naiqama. Wes's coaching career has seen him work in the Newcastle Knights system and is currently the Fiji Bati assistant coach.



Kaiviti Silktails Over-Arching Structure



KAIVITI SILKTAILS OPERATIONAL ORG CHART



Part 5:

Foundation Sponsorship Plan...



Kaiviti Silktails Major Partners

Any partnership requires **commitment**. And the shared belief that **anything is possible**. This **belief and commitment** has been shared by our current partners listed below:

Pacific Aus Sports (DFAT)

Pacific Facility Services

Sydney Roosters

Lautoka City Council

Pacific Custom Sportswear

Technology People

Fiji National Rugby League

Australian Fijian Rugby League

Victor Sports



We would love to add Foundation Sponsorship to our family of sponsors. A Partnership here we believe is the platform to have the Kaiviti Silktails and the Foundation Sponsorship grow and ultimately **fly together!**

Numbers that matter

Relevant Broadcast, Online and Membership Outreach Numbers:

- More than 1.4 million page views were received by nswrl.com.au over the course of last years State of Origin campaign.
- 56,979 Fiji born people reside in Australia. 32,304 of those reside in New South Wales
- Combined Fiji Rugby League Social Media Pages currently has in excess of 150,000 Facebook likes, 30,000 Instagram and 9,500 Twitter Followers
- Between October 2019 and July 2020 our Facebook Page has had a combined post reach of 1,160,695
- The Oceania Cup series also where the Fiji Bati featured attracted 876,000 viewers across the 4 matches shown on GEM and Fox Sports nationally.
- The World Cup Nines where the Fiji Bati featured reached a total of more than 2.7m viewers watched on Fox league at an average of 117k per game.
- The Ron Massey Cup Clubs in which the Silktailes will play against have a combined subscription database of 291,106 members that Silktailes matches will be exclusively advertised to.

Ron Massey Cup Club	Club Membership Subscriptions
Guildford	9,883 Members
St Mary's	46,860 Members
Wenty Leagues	69,397 Members
Windsor Wolves	9,578 Members
Asquith Leagues Club	41,713 Members
Cabra Leagues	5,000 Members
Hills Sports Club	5,000 Members
Concord Burwood	2,500 Members
Mounties	101,175 Members



Why become a Foundation Plus Sponsor?

Never has there been a time where sponsors, members and fans have been so valued.

This unique Foundation Sponsorship opportunity will allow our Foundation Plus Sponsors to forever be recognised forever and for \$3,000 dollars you will receive:

- *Our Inaugural 2020 Signed and Framed Jersey with plaque with your company logo on it.*
- *Brand Name to our website on our exclusive Silktails Foundation Sponsor page.*
- *Social Media / Website Post to announce sponsorship to promote their business / organisation and a thank you message from Petero Civoniceva.*
- *Access to our Sydney Matches in our Sponsors Marquee for 4 guests for season 2021.*
- *10% Discount on all Silktails Merchandise.*
- *Exclusive B2B networking opportunities with Silktails Sponsors and network*

Becoming a Kaiviti Silktails Foundation Plus Sponsor allows you to be part of the Silktails Fabric forever for a team that provides so much opportunity on and off the field for young men and women from the villages in Fiji.



Opportunity knocks

The greatest winger we've ever seen, might be only 12 or 13 years old right now, living in Fiji somewhere. Sleeping on the floor, in some village...

All they're looking for is an opportunity.

- Andrew Johns, NRL Legend

This is the opportunity he is speaking of. That chance is **now**. And unlike other opportunities for Fijians in the NRL (and other championships), where individuals are recognised and rewarded, this is an **opportunity for an entire team**, that has additional positive implications for **everyone in Fiji**.



Join us as we unite
to inspire the
people of Fiji
through the Kaiviti
Silktails in Season
2021 and beyond.



Contact us.

Thank you for the opportunity to present our proposal. Should you have any questions or require more information, please let us know.

We eagerly look forward to the many exciting opportunities this partnership provides.

We look forward to you becoming an extended member of *The Kaiviti Silktaails Family*.

Kaiviti Silktaails RLFC

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