

## WorkSafe Victorian Country Football League - Testimonial

15 November 2011

The VCFL established *Pink Footy Day* (turned *Pink Footy & Netball Day*) with Breast Cancer Network Australia in 2009 to build a state based campaign that would encourage country football clubs and leagues to engage with their communities to support women and families throughout regional and rural Victoria who are on the difficult journey of breast cancer treatment and recovery.

For us, the Mothers Day weekend proved the perfect annual date for us to recognise, fundraise, and distribute information about breast cancer support for women and their families.

What we have seen in three years has been remarkable – not only have we raised a significant amount of money to support information and support for regional women, but we have created a meaningful way that clubs can get together in celebration and remembrance of the women in their club and community.

It is not just about the women however, as husbands and children go through their own difficult journey as the partner or mother when she is undergoing treatment and recovery. It is important to support those who support our women – and country footy clubs can do this by getting involved in *Pink Footy & Netball Day*.

Clubs have galvanized around the concept of *Pink Footy & Netball Day* to dress up their precinct, hold special functions, fundraise and celebrate the role women play in their clubs, and the importance of being sensitive to the needs and requirements of women, men and families on a breast cancer journey. We have seen whole townships get behind the local footy and netball club to spread the message, and we have seen the wonderful sense of country humour and community spirit in action.

*Pink Footy & Netball Day* has so many benefits to the football club, the football competition, families and the community at large.

I encourage your league or competition to get involved in a national push to put *Pink Footy & Netball Day* on the annual calendar.

Jock Allan  
Communications and Events Manager



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