

YOU DESERVE BETTER

As a valued member of the Emirates Western Force I wanted to write to you to acknowledge that you deserve better results from your team onfield.

The team's performance in recent years has been unacceptable and the Board of RugbyWA has invested in significant change to ensure that we do not relive the disappointments of years gone by. This change is not about finding a quick fix; it's about putting the structures and systems in place to develop a culture of long-term and sustained success of the Emirates Western Force.

New Coaching Staff – The Best in the Business

Last week our coaching staff for 2013 was announced. We set out to recruit the best coaching panel available and we could not be happier with the appointment of:

- **Michael Foley** as Head Coach.
- European Club Championship-winning coach **Steve Meehan** (Backs/Attack Coach).
- Queensland Reds championship-winning Strategy Coach **Phillip Fowler** (Rugby Strategist).
- Forwards Coach **Nick Stiles**, who continues to develop our pack with aplomb.

To support our new coaching panel we have recruited the most respected team manager in the country, **Chris Webb**, to oversee our professional program as General Manager of High Performance.

Rejuvenated Playing Squad

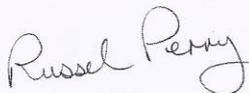
Our playing roster has received a significant overhaul. While our forward pack has been a strength of the side, we have **turned over 11 players** in our backline alone – eight of these players have been moved on while three players have been released from their existing contracts.

While releasing contracted players is an unprecedented step for the organisation, recruiting a playing group capable of creating the success that we seek must remain our top priority.

These significant changes signal the dawn of a new era for the Emirates Western Force that includes unveiling the new nib Stadium for our first home match against the Cheetahs on 23 March, 2013.

Personally, I am very excited about what the future holds for the Emirates Western Force. I look forward to updating you on the progress of further developments within the RugbyWA organisation.

Kind regards,



Dr Russel Perry AM
Chairman, RugbyWA