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MSWA and West Coast Eagles AFLW join forces in community-driven partnership

Western Australian neurological services provider MSWA has announced an official partnership with the West Coast Eagles ahead of the upcoming AFLW season, uniting one of the state's most trusted not for profit organisations with one of its most beloved sporting clubs.

MSWA Chief Executive Melanie Kiely said the partnership would open new pathways for Western Australians living with neurological conditions to feel seen and supported within their communities, recognising the powerful role sport plays in bringing people together across the state.

"With neurological conditions affecting WA residents in every corner of the state, MSWA has long been committed to ensuring our services and support reach beyond the metropolitan area," Ms Kiely said.

"The AFLW Eagles' community program has already established a strong presence in regional and remote Western Australia, with the team's work in the East Pilbara reflecting a shared commitment to reaching communities where access to services and support can be genuinely difficult to come by."

The announcement also carries significance in the context of women's health, with neurological conditions such as multiple sclerosis affecting a disproportionate number of women compared to men.

Research shows three out of every four people diagnosed with MS in Australia are women¹.

In championing women's sport at the elite level alongside longstanding support of men's basketball through the Perth Wildcats, MSWA is making a clear statement about its commitment to the full breadth of the Western Australian sporting and community landscape.

"We are incredibly excited to kick off our partnership with the West Coast Eagles AFLW and cannot wait to see what this season brings for their players, our Clients, and our communities," Ms Kiely said.

The sentiment was shared by West Coast Eagles AFLW CEO Don Pyke, who welcomed MSWA as an official partner ahead of what promises to be an exciting season.

"MSWA plays an incredibly important role supporting Western Australians living with neurological conditions, and we're proud to welcome them as an official partner of our AFLW program," Pyke said.

¹ <https://www.msaustralia.org.au/news/ms-risk-increasing-for-women/>



Life not limits

“Our AFLW team is passionate about using football as a way to connect with and inspire communities, and there is clear alignment with MSWA’s commitment to ensuring people feel supported, connected and included, regardless of where they live.

“We look forward to working closely with MSWA throughout the season and creating meaningful experiences for their clients, our members and the broader WA community.”

The partnership has also resonated deeply with MSWA Client Shannan Ferraro, who has been supported by MSWA for more than 20 years and has followed the West Coast Eagles with great commitment throughout that time.

“I have been a big fan of the West Coast Eagles for many years. It’s exciting to see MSWA and the AFLW joining forces, bringing together two important parts of my life. At MSWA, I’ve found a real sense of community and support through attending Connect, so I’m excited to see what comes next and the opportunities this partnership could create across WA,” Ms Ferraro said.

The AFLW season commences on 16 August, with MSWA set to feature prominently as the Eagles take to the field in front of their passionate fans.

Imagery available [here](#).

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About MSWA

MSWA provides vital support and services to people living with neurological conditions in Western Australia, striving to help Clients and the wider neuro community to live their best lives. This includes supporting people living with multiple sclerosis (MS), stroke, Parkinson’s disease, Huntington’s disease, motor neurone disease (MND), acquired brain injury and other conditions afflicting the brain and central nervous system.

In 2025, MSWA stepped in to support MS Society South Australia and Northern Territory and now operates as a singular organisation, strengthening support for people living with neurological conditions across Australia.

With a team of almost 1000 staff who all work passionately to provide the best possible care to people, MSWA supports Clients across the metro area and regional centres of Western Australia, as well as South Australia and the Northern Territory.

MSWA’s team of experienced nursing and allied health professionals provide information and a range of supports from the time of diagnosis. All MSWA programs are delivered in accordance with both the Disability Service Standards and our own service standards.

MSWA is a non-government, not-for-profit organisation. The money raised through its fundraising efforts, government grants and other income generating programs goes directly to providing supports and services to people living with neurological conditions.

In addition to its direct care services, MSWA also provides funding for vital research into neurological conditions having committed more than \$50 million to research to date.