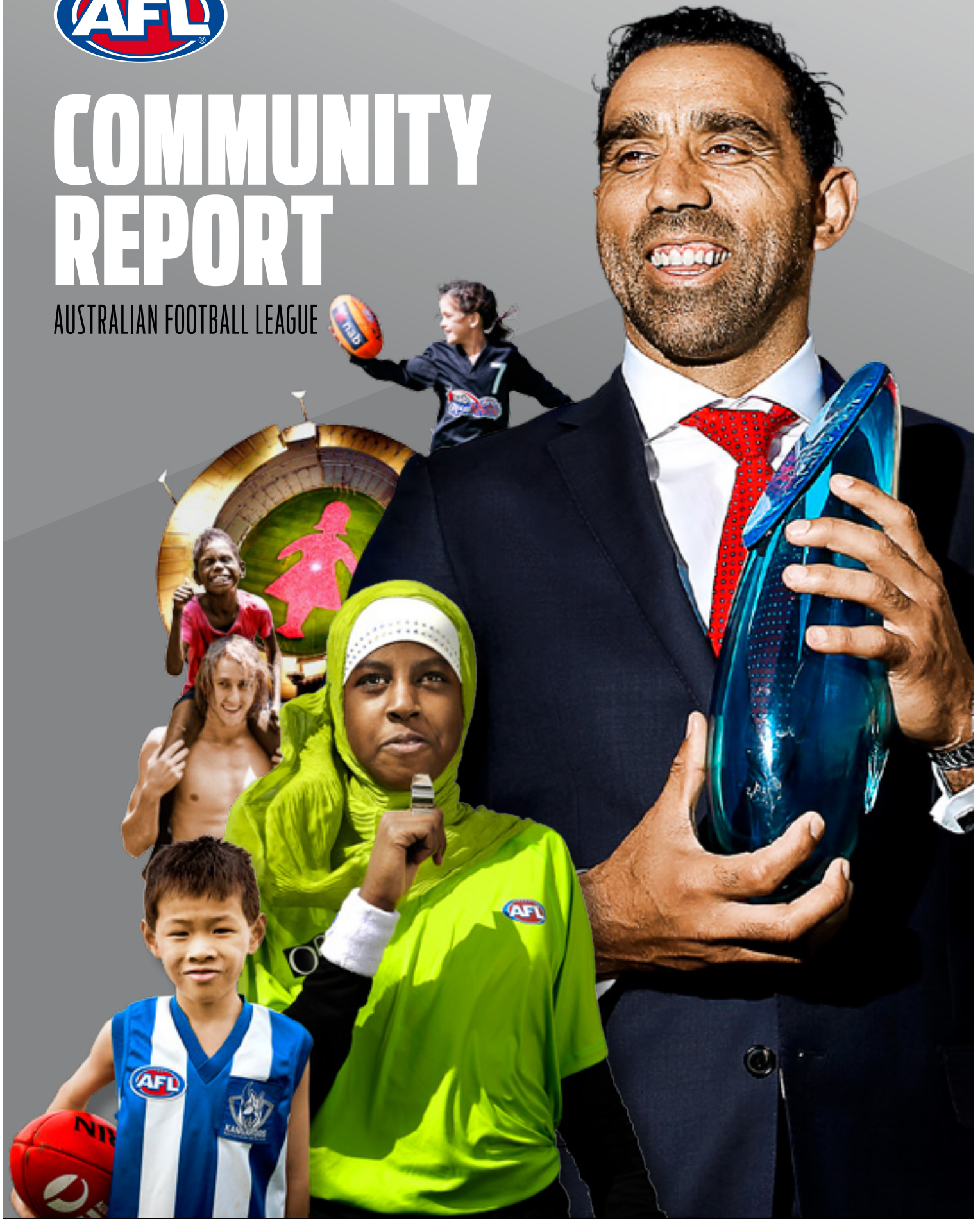




COMMUNITY REPORT

AUSTRALIAN FOOTBALL LEAGUE



Tayla Harris of Melbourne takes a high mark during the 2014 women's match between the Western Bulldogs and the Melbourne Demons at Etihad Stadium.



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AUSTRALIAN FOOTBALL LEAGUE



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Luke Hodge celebrates
after the 2014 Toyota
AFL Grand Final with
Auskick participants.

As our country's only indigenous game, Australian football has been built on a community foundation since its establishment more than 150 years ago.

The game has grown to become truly national while also developing a presence in more than 50 countries around the world.

At the pinnacle of our game is the AFL competition with Toyota AFL Premiership Season matches played in every state and territory and since 2013, on ANZAC Day in New Zealand.

I am proud to present this report which showcases how the 18 AFL clubs, their players, the AFL and the various state and territory football bodies contribute to communities throughout Australia.

The level of grassroots participation in our sport is fundamental to the strength of the AFL competition. Every season we benefit enormously from the efforts of countless players, officials, volunteers and passionate supporters at every level of our game.

In return, the AFL and our clubs seek to give something back beyond the on-field spectacle of matches every week. We take very seriously our obligation to be a positive influence in communities across the nation and the role we collectively play in supporting important charities and communities.

As I said when I had the honour of being appointed to my current role in April this year, I know how our game is an intrinsic part of so many people's lives – how important it is to people, to communities, in towns and cities.

I am accountable to the AFL Commission and our Chairman, Mike Fitzpatrick but ultimately I serve four masters – the supporters of our game, the community, clubs and players.

They have competing interests at times but I am committed to never prioritising one at the expense of the other.

This report outlines the broad range of community activities our clubs, and the AFL are involved in including:

- ❑ Promoting and celebrating diversity
- ❑ Campaigning against street violence
- ❑ Promoting education and health
- ❑ Tackling youth homelessness
- ❑ Investing in the development of the game at a community level
- ❑ Contributing to the development of facilities for community clubs



This commitment by AFL clubs and the AFL is based on the simple principle of giving back to communities which provide extraordinary levels of support to the clubs, players and the game throughout each Toyota AFL Premiership Season.

The foundation of Australian football at all levels is built on a national network consisting of:

- ❑ 2659 community clubs
- ❑ 13,305 club teams participating in competitions each week of the season
- ❑ 267 community leagues
- ❑ 2600 NAB AFL Auskick community centres
- ❑ More than 23,000 inter and intra school teams participating in Australian football competitions
- ❑ More than 150,000 volunteers

The development of the game at a community level is supported by an annual investment of more than \$90 million through a combination of game development grants to the states and territories from the AFL, funding allocated by the various state and territory bodies and programs managed centrally by the AFL.

AFL players devote almost 20,000 hours annually with appearances to support game development programs as well as many other worthy causes.

I hope this report provides you with an insight into how AFL community across every state and territory delivers on our heartfelt obligation to make a positive impact on people's lives away from the stadiums in which our great game is played.

Gillon McLachlan
Chief Executive Officer

❑ AFL CEO Gillon McLachlan interacts with young Indigenous participants from the AFL NSW program during the AFL Indigenous Round Launch in Sydney.

JIM STYNES COMMUNITY LEADERSHIP AWARD



2014 Jim Stynes Community Leadership Award winner Beau Waters with young West Coast Eagles fans.

West Coast Eagles defender Beau Waters was named the winner of the 2014 Jim Stynes Community Leadership Award at the Brownlow Medal Ceremony held in September.

Beau's long-standing and ongoing work with a number of community and charitable organisations in the youth and health sectors stood out to the selection panel.

Through his role as an ambassador for the Cancer Council WA over the past decade, Beau has been the catalyst for the West Coast Eagles raising almost \$1 million dollars for cancer research.

He is also an active board member for Youth Focus, an inaugural committee member of the Young Men's Project Committee, a regular Camp Quality volunteer and fundraiser and a committee member of the WA Healthy Awards.

In 2012, the AFL in partnership with the Reach Foundation introduced the Jim Stynes Community Leadership Award to acknowledge and celebrate the voluntary community work undertaken by AFL players.

The award was named in honor of the late Jim Stynes, a former champion player and Chairman of the Melbourne Football Club who passed away in March, 2012 from cancer.

The annual award commemorates Jim Stynes' tireless service and leadership across the community through the Reach Foundation which he co founded in 1994 with Australian film director Paul Currie.

Reach now has offices in Melbourne and Sydney and each year conducts workshops for 50,000 young people which promote mental health and wellbeing by supporting them to build skills including resilience and emotional awareness.

The Jim Stynes Community Leadership Award is bestowed annually to the AFL player who demonstrates the values of Jim Stynes in his commitment to helping others.

The inaugural winner in 2012 was Daniel Jackson of the Richmond Football Club who has dedicated much of his spare time to help Australia's youth through a variety of organisations.

He was appointed to the national board of Big Brother Big Sister, an internationally renowned youth mentoring organisation.

Daniel is also an ambassador for Headspace, Australia's national youth mental health foundation and supports campaigns promoting diversity and anti bullying.

His presentations to secondary school students include discussing mental health issues and strategies to avoid violent behaviour on behalf of En Masse and Step Back Think.

The 2013 award was won by Zac Smith of the Gold Coast Suns who has led the club's Horizons Program which focuses on ending domestic violence and youth homelessness.

He is also an active White Ribbon ambassador, the international campaign which encourages men to eliminate all forms of violence against women.

Zac also supports the One Punch Can Kill anti-violence program, indigenous communities through the No Boundaries partnership and families in need through the White Christmas Charity event.

As winners of the Jim Stynes Community Leadership Award, Daniel, Zac and now Beau have each received \$20,000 to be allocated to the charities of their choice.

“The annual award commemorates Jim Stynes' tireless service and leadership across the community”

AFL IN THE COMMUNITY

AN OVERVIEW OF THE AFL'S INVOLVEMENT IN THE COMMUNITY

✓ Rio Tinto AFL Footy Means Business Program perform the War Cry.



Australia Post AFL
Multicultural Ambassador
Nic Naitanui with
multicultural participants.



INVESTMENT IN THE GAME

More than \$90 million is invested annually into the development of the game at a community level in Australia by a combination of game development grants to the states and territories from the AFL, revenue generated or funding allocated by the various state and territory bodies and programs managed centrally by the AFL.

This investment helped participation in Australian Football increase by 10.6% in 2013 to reach 938,069.

Other highlights include:

Total participation in the following segments:

- Auskick – 172,548.
- Club football – 321,280
- School football programs – 402,562
- AFL 9s – 41,679
- Female participation – 169,292

NAB AFL Auskick

The NAB AFL Auskick program introduces thousands of children and their families to the game.

More than 172,000 children participate in the program at 2600 centres located around Australia while more than 23,500 NAB AFL Auskick participants were able to have the experience of a lifetime by playing at an official AFL venue on game day in the grid game program.

School Football

402,562 students participated in primary (266,591) and secondary (135,971) school competitions and programs greater than six weeks in duration.

Inter-School Primary and Secondary School Competitions (Male & Female)

More than 23,000 inter and intra school teams participate in Australian football competitions.

Carnivals & Knockout Competitions

In addition to inter and intra school competitions, the AFL development network conducts carnivals and knockout competitions involving over 199,000 students.

Promotional Clinics and Visits

Each year, the AFL development network conducts school visits and clinics reaching more than 1,492,000 children – many of these involve appearances by current AFL players.

Coles AFL School Ambassadors Program

The Coles AFL School Ambassador program assists an alliance between schools and the AFL development network. Nearly 6000 teachers are involved.

Other school programs include:

- AFL Learning Management System
- Professional Development funding for school teachers
- AFL Schools Grants Scheme
- AFL Schools Fantasy Dream Team and AFL Schools Tipping Competition
- AFL Quiz

AFL 9s

At the completion of its second full season, AFL 9s continued to establish itself as an ideal format to introduce new participants to the game and offer a non-contact alternative

“
More than
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community level
in Australia.”

to traditional football participation options with shorter matches, smaller fields and modified rules.

More than 11,000 participants play in regular community based AFL 9s competitions.

Club Football

Our game's community football infrastructure consists of:

- ▶ 267 leagues
- ▶ 2659 clubs
- ▶ 13,305 teams
- ▶ 321,280 players

Female Football

The participation of female footballers of all ages continued to rise with 169,292 women and girls involved in AFL 9s, Auskick, Club and School competitions in 2013, up 24.36 per cent from 2012.

Female participation by segment:

- ▶ AFL 9s – 11%
- ▶ Auskick – 17%
- ▶ Club – 7%
- ▶ School – 65%

These figures place Australian Football in the top four most popular sports among females of all ages and is underpinned by a focus on implementing new Junior (33 per cent growth) and Youth Girls (16 per cent growth) competitions.

The second AFL Women's Draft and exhibition game were staged in May and June, 2014 respectively

More than 5500 spectators at Etihad Stadium saw 50 of the best female players and coaching personnel represent the Melbourne and the Western Bulldogs Football Clubs in the exhibition game.

COMMUNITY PROGRAMS

Australia Post AFL Community Camps

The Australia Post AFL Community Camps saw more than 800 AFL players take the game to regional and rural communities across Australia, as well as overseas when St Kilda Football Club visited Wellington, New Zealand in January 2013.

Players carried out training sessions and visited schools, local football clubs, nursing homes and hospitals, as well supporting fundraising events to connect individuals and communities and importantly ensure Australia's game and its players are accessible to fans around the nation, particularly in regional locations.

Key outcomes from the 2014 Australia Post AFL Community Camps included:

- ▶ Number of primary and secondary schools visited – 405
- ▶ School students visited – 60,545



- ▶ Students visited at junior clubs – 3235
- ▶ Students participating in super clinics – 8020
- ▶ People visited in aged care/hospitals – 4440
- ▶ People attending official functions – 3365
- ▶ People attending community forums – 1850

▶ Matt Fuller teaches a young Darley Primary School student some skills at a clinic during the Western Bulldogs Australia Post Community Camp.

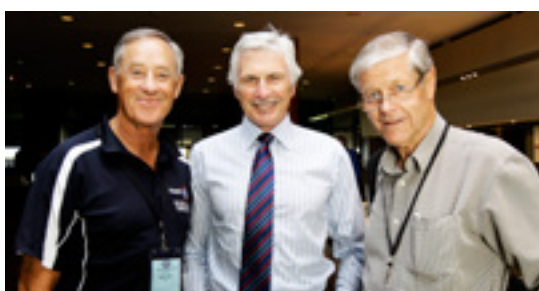
VOLUNTEERS

AFL FootyWeb

The AFL Footyweb system provides competition management, player registration, data storage and a network of community websites. Every player at community level is connected through this system which includes their playing history.

Coaching Development programs include:

- ▶ Accreditation Courses
There are more than 25,000 accredited coaches in Australian football (Levels 1,2 and 3)
- ▶ AFL Online Coaching Courses
- ▶ Identifying Talent Courses
- ▶ AFL National Coaching Conference
- ▶ Coaching Resources
- ▶ Concussion Management Resources
- ▶ Club Coaching Coordinator Program



▶ AFL Coaching Ambassadors Stan Alves (left) and David Parkin (right) joined Carlton coach Mick Malthouse at the 11th AFL National Coaching Conference at Etihad Stadium in February, 2013.

1 AFL goal umpires Chelsea Roffey and Rose O'Dea pre-game watching Field of Women 2014.



UMPIRING DEVELOPMENT

National Umpire Development Plan

In September, 2013 the AFL finalised the National Umpire Development Plan following five months of stakeholder engagement. The goal of the plan is:

“To increase the recruitment and retention rates of umpires to ensure all matches are officiated by appropriately accredited umpires. Through this we will be able to deliver a higher standard of umpiring across all levels of football.”

The plan is built on seven key pillars:

1. Environment & Respect
2. Umpire Accreditation & Resources
3. Umpire Coach Accreditation & Resources
4. High Performance
5. Talent Pathway
6. Promotion
7. Data, Research & Evaluation

A key aspect of the plan is to grow diversity in umpiring, specifically in areas of women, Indigenous and people from multicultural backgrounds. Other components of umpiring development include:

- 1 AFL Talented Umpire Pathway
- 1 AFL Umpire Coach Professional Development Program
- 1 AFL Umpire Promotional Appearances
- 1 Umpire AFL Social Media

COMMUNITY ENGAGEMENT – INDIGENOUS

Flying Boomerangs Leadership Program

At the end of the annual AFL KickStart camp, 25 Indigenous players aged between 14-15 were selected to participate in the Flying Boomerangs Leadership Program, supported by the Coles AFL Indigenous program.

National KickStart Championships

The National KickStart Championships is an annual event which sees more than 150 Indigenous players representing their state in a round-robin football carnival over five days.

In addition to playing at national level, players are developed off-field through engagement in educational sessions which focus on topics such as identity, pathway to excellence and reaching individual and team goals.

The KickStart Championships are also the pathway to the Flying Boomerangs.

Indigenous All Stars

The AFL Indigenous All-Stars, in conjunction with the AFL Players Association, invite all AFL Indigenous players from around the country to participate in a camp which focuses on career development and leadership.

Camps include cultural development sessions which identify and capture the particular dynamics of AFL and club culture and the intersection with Indigenous culture. During the week, players also attend training and vie for selection to play in the AFL Indigenous All-Stars match against an AFL club.

Footy Means Business

In partnership with Rio Tinto, the AFL recruits 50 young Indigenous men from all over Australia each year to participate in an employment and talent program.

National Female Kickstart

The inaugural Female Kickstart Championship was played in Victoria in 2013 with more than 100 Indigenous females representing their respective states in a national carnival.

Twenty-five of the best-performing participants throughout the championships were selected to represent the Woomearas team in the Youth Girls National Championships, held in Canberra.

Woomearas

The AFL Woomearas Program is a national female Indigenous development program. The program symbolises strength and power – launching the girls into their futures using football to engage and empower. The Woomearas competed for the first time in 2014 in the National Under-18 Female Youth Championships. The program enables the participants to be in an elite environment where they can work on their football skills, personal development and leadership skills.

Indigenous Coaching Academy

The AFL, in conjunction with the AFL Coaches Association, developed an indigenous coaching Academy in 2013 to fast track and further develop indigenous coaches in the AFL system.



■ In 2014, all 18 clubs wore jumpers with special Indigenous designs to celebrate Indigenous Round.

Indigenous Round & Dreamtime at the G

Indigenous culture and the contribution of Indigenous players is celebrated annually during the AFL's Indigenous Round. In 2014, the Dreamtime at the G game between Essendon and Richmond celebrated its 10th anniversary.

The 2014 Indigenous Round was launched in Sydney and for the first time, featured all 18 clubs wearing jumpers with special Indigenous designs.

The AFL and the 18 clubs partnered with Recognise to promote the campaign to Recognise Indigenous Australians in the constitution.

AFL Reconciliation Action Plan

AFL Chief Executive Officer Gillon McLachlan launched the AFL's inaugural Reconciliation Action Plan in May 2014, coinciding with National Reconciliation Week and marking the 10 year anniversary of Dreamtime at the G in Indigenous Round.

The key aims of AFL Reconciliation Action Plan for 2014-2016:

- **Improve participation:** Increase the overall level of Indigenous Australians who participate in our game as players, coaches and umpires;
- **Build Partnerships:** In partnership with the Recognise campaign, support the recognition of Aboriginal and Torres Strait Islander peoples in the Australian constitution;
- **Create employment opportunities:** Refresh the AFL Indigenous employment strategy to increase the number of Indigenous employees across the AFL industry; and
- **Acknowledge and celebrate Indigenous culture:** Continue to build understanding and respect for Indigenous customs, values and traditions through education and the AFL's ongoing focus on the Indigenous Round celebrations.

Mr McLachlan also announced that the AFL would appoint a National Indigenous Advisory Group as part of the Plan to provide strategic advice, guidance and support on Indigenous affairs and to drive positive outcomes.

The Reconciliation Action Plan can be viewed at: <http://www.afl.com.au/staticfile/AFL%20Tenant/AFL/Files/AFL-2014-RAP.pdf>

The Michael Long Learning and Leadership Centre

The Michael Long Learning and Leadership Centre will be officially opened in March 2015, a brand new \$15m facility at TIO Stadium that will harness the power of football to deliver long lasting outcomes to the people of the Northern Territory. Built to house school aged students from Territory remote communities, its key aims are to act as a catalyst for Indigenous children in remote schools to stay in school, to develop leadership and job skills and to keep active in sport. The facility is funded by the Commonwealth Government, the Territory Government and other sources including the AFL. The Michael Long Learning and Leadership Centre recognises the contribution of Mr Michael Long, one of the most recognisable Indigenous figures in AFL football.

■ The Woomeras competed for the first time in 2014 in the National Under-18 Female Youth Championships.



FROM 'THE GUARDIAN'



■ Rick Hanlon and players from Cape York House under-17 Eagles.
PHOTOGRAPH: PAUL DALEY / THE GUARDIAN

Program for Indigenous students in Cairns makes closing the gap a reality

Former footballer Rick Hanlon established Cape York House, but says it's not about developing footballers – 'it's about developing young men who'll have a chance at life'

Australian Rules football may well have been Rick Hanlon's salvation. But he is still the first to tell the young Indigenous men and boys to whom he is both a life mentor and a coach that being a great footy player doesn't make you a good bloke.

Hanlon, as those who know him well attest, is a rough diamond. A lean, fit 51-year-old, he still moves with the agility of the star centreman he was for the best part of two decades in the Northern Tasmanian Football League. He speaks equally quickly, espousing in a rat-a-tat-tat stream his uncompromising views about what young Australians – Indigenous or otherwise – need to succeed in life. Like much of what he tries to impart to his charges, he draws heavily on his own imperfect upbringing and the life lessons he's drawn from it.

In 1998 Hanlon moved to Cairns as the Australian Football League's regional development manager, charged with getting more young Australians to play – especially those in the remote Indigenous communities of Cape York and the Torres Strait Islands, where rugby league is the traditional game.

But 16 years later, having driven an impressive Aussie Rules take-up, he has exceeded the league's official brief by last year establishing AFL Cape York House (CYH) – a 48-bed residence set around an oval in Cairns, where students from remote communities can live while finishing secondary school.

It offers them a real chance to stick at school, to go on to tertiary study or into skilled employment and, most importantly, to invest in and empower their own communities. Along the way a few might even become elite Australian Rules footballers – a bonus but not the imperative for the AFL, Hanlon says.

"If it wasn't for footy I wouldn't be ... the man I am today. I made some bad decisions along the way. But that out there – the oval – that was my classroom," Hanlon says, as the Cape York House residents come in from school, grab afternoon snacks and prepare their football gear for a night match with their team, the under-17 Cape York House Eagles.

"And if I can achieve what I have achieved ... through football, why can't other kids? Because I came through a troubled family, I've seen alcoholic drinking habits, I've seen gambling habits, I've seen domestic violence ... so I get it. I've struggled. And if you haven't struggled to learn, you've got no idea how hard it is and how embarrassing it is and how degrading it is.

"I was a kid that struggled at school. I didn't have a mum that sat down with me and did homework or anything like that. My dad was too busy drinking ... and then my mum had to go out and work so we didn't have the power cut off. I didn't have the opportunity [at school]."

Hanlon, house manager Richard Stewart and education manager Rachel Elphick all insist it is "early days" when it

“If it wasn't for footy I wouldn't be ... the man I am today.”

comes to measuring the success of CYH. But so far the signs are most encouraging.

Last year, two students graduated from secondary school. One is now at James Cook University. All six year 12 residents are expected to successfully finish school this year; three plan to go to university, the others to enter career-oriented training or employment.

Considering Cape York House is home to young men from some of Australia's most disadvantaged Indigenous communities, including Hope Vale and Aurukun – where family dysfunction, substance abuse, welfare dependence, unemployment and life expectancy are among the worst in Australia – the early signs are more than promising.

All the students speak English as a second – sometimes even a third or fourth – language when they arrive at Cape York House, where they live while attending one of seven local schools. On arrival some 14-year-olds have the English reading, writing and comprehension ages of grade three children.

But the staff – and a stream of volunteers from James Cook University – tutor the students to ensure their literacy and numeracy give them a chance to learn in the mainstream education system.

In establishing Cape York House, Hanlon reached out to the Cairns public, first helping to secure a vacant block of land from the local authorities that he has transformed into the purpose-built accommodation, recreation areas and oval. The James Cook dental school looks after the students' oral hygiene. The involvement of the university is, Hanlon says, "a two-way cultural street" because some of the tertiary students will ultimately end up working in remote communities and are gaining early first-hand knowledge through their contact with Cape York House residents.

Hanlon was inducted into the Tasmanian Football Hall of Fame in 2010. He played most of his career for New Norfolk and later he won a reputation as a tough but galvanising junior and senior coach. He coached the Richmond champion Matthew Richardson (now a popular commentator with whom Hanlon remains close) and a young Ricky Ponting – a handy state junior player and, as it transpired, even handier cricketer.

Richardson says of Hanlon: "He is an inspirational leader and the results of Cape York House are an absolute credit to his dedication to wanting to change these kids' lives for the better."

When Hanlon moved to northern Australia, developing Australian Rules quickly took second priority to helping give young men and boys in remote communities a chance to finish school.

He would sit next to them on the bus during long trips to football carnivals. Many would complain about school, say they had no enthusiasm for finishing and wanted only to go home to communities where, often, there was little chance of finding meaningful work.

"The boys were all dropping out. I was seeing the kids coming through at 13, 14 and under-16 and then, when it came to under-17 and under-18 they were just gone ... back

into the communities and I'm saying 'what are you doing giving up this opportunity?' They'd say, 'Oh, I don't like it there, it's too hard' or 'they don't understand us' or they were intimidated by house parents and the teachers. Some of it might've been an excuse, absolutely ... but at the end of the day the bottom line was that they just weren't graduating."

Hanlon spent years persistently seeking funds to establish the residence – the AFL, the Queensland and federal governments, Aboriginal Hostels Ltd and local sponsors contributed.

"The average lifespan of a man in Araukun – we've got three boys from Araukun here – is 43. So, put that into context. These boys, at 13, statistically they've only got 30-odd years left. That's what I say to them – boys, if I was in your community chances are I'd be dead from abuse, violence, alcoholism, poor health. They are already men because almost half their lives are almost completed. It breaks your heart to think what their chances are ... I could die after them. And that's just not right," he says.



"Our aim is that when they leave us they will have enough knowledge and opportunity to decide how to live their lives. They can go straight back into their community if that's what they decide ... Or do they want to go back [later] and have a greater influence? Like when you play footy, you pick up the ball, you handball it forward – that's moving forward, having influence on the game.

"I ask them, 'What are you going to do when you go back into your community? What's the influence you are going to have on your people, on your family? What influence are you going to have on your kids? You're going to have to make sure they are looked after, go to school, get fed. Are you going to support them or do you want the government to fund you? Then they'll put it in the bank for you and then they'll tell you how to spend it – nobody tells me how to spend my money'. These are all choices I am encouraging them to think about while they are here."

Children in Hope Vale, where some of the footballers are from, help clean up debris in the town in the wake of cyclone Ita.

PHOTOGRAPH: DAN PELED/AAP



Our language here is always about high expectations. We expect nothing less of you than your best.

A good start, but more resources needed

Tutor-supervised homework and study sessions four to five nights a week are compulsory (90 minutes for the younger boys, up to three hours for the senior students). All staff at CYH provide informal pastoral care.

The Cairns community has rallied around the house. As an example, Hanlon, Elphick and Stewart decided they would start a book club to encourage further reading. Within a day they had been donated enough Kindles to make it happen.

But they say it is now imperative for CYH to employ tutors, rather than impose solely on dedicated volunteers, and to pay at least one counsellor to help students cope with some unique cultural and social issues.

Resources are already stretched. The AFL must decide if it wants to commit more funding and then determine if the model should be expanded into other areas and, most importantly, to cater also for girls and young women. Hanlon has helped oversee the development of the game for young women and girls in far north Queensland, and has plans for a similar residential house for them.

Queensland's housing and public works minister, Tim Mander, who opened CYH after his government contributed funding, said: "For kids coming from some of the most disadvantaged parts of the state, the opportunities on offer at Cape York House can be nothing short of life-changing."

Despite demonstrably being at the vanguard of bipartisan federal policies to "close the gap" between Indigenous and white Australia, Cape York House students are not entitled to the \$4,800 annual Abstudy under-16 boarding subsidy, because CYH does not meet the definition of a boarding school. The federal government is considering expanding the guidelines.

"That money would make a difference for the boys in terms of the support we could give them," Stewart says.

Stewart and Elphick, who is known to some of the students as "Aunty Rachel", act as de facto parents with the local schools.

"We go to every parent-teacher night – 36 kids, seven schools – and act as educational guardians on their behalf. We are absolutely the parents from hell. And we have to be," Elphick says.

She describes the educational and previous home environment of some of the students as "chaos, for many of them".

"In the first instance there may have been low expectations, which then generates apathy amongst them. We still battle with that culture in them. Our language here

is always about high expectations. We expect nothing less of you than your best. And we will fight the good fight on your behalf and we will advocate for you and we will support and look after you. But if you behave poorly or you don't try or don't complete work, we don't accept that ... that requires structure, to be able to do that," she says.

"We've got kids from communities and clan groups that historically don't get on. But they get on well here. I think the greatest thing about this place is that the football has allowed this to happen. They are teammates on the footy field and then they evolve as great mates looking after each other, especially the older boys looking out for 'the little ones' as they call them."

Indigenous boys are often initiated into manhood in early adolescence, after which the demands of community and family can be relentless. Balancing them with school, mainstream socialisation and, for some, elite football training, can be physically and emotionally onerous.

Indigenous success stories are legion in elite Australian football (Polly Farmer, Nicky Winmar, Adam Goodes, Buddy Franklin, to name a very few). But there are also frequent salutary reminders (most recently, perhaps, Liam Jurrah) of the potential incompatibility of professional football with clan responsibilities, especially when coupled with language and cultural barriers.

Ability that attracts the eyes of scouts

It is an overcast August evening and the Cape York House Eagles under-17s are tightly circling Hanlon on the edge of the floodlit oval at Trinity Beach, just north of Cairns.

The players jiggle, jump, stretch and huddle to ward off the cold that we southerners, bare-legged and short-sleeved, can't feel at all.

The captain, 17-year-old Glendon Woosup, from Injinoo on the northern peninsula of Cape York, is imparting some last-minute inspiration.

"We're brothers, together, here tonight. We're going into battle on the field now. Remember, we go in hard ... we go in there to win, always," he says.

And they do: the Eagles thrash their opponents 18.18.126 to 1.3.9. (The under-17s lost the grand final a few weeks later, while the under-15s won the premiership – exceptional results given both teams are new to the local competition.)

Woosup is a joy to watch. He proves deadly in the centre, clearing the ball time after time to the forwards and midfielders such as Malachi Songoro, 17, from Yam Island in the Torres Strait. Songoro has a rare, freakish ability to slow the game around him. Like the Collingwood captain, Scott Pendlebury, he slow dances and sidesteps like an elite basketballer, shifting the ball from hand to hand, buying time and breath before calmly stabbing his goals. Songoro (who scored 15 goals in a recent match) and Woosup both make it look effortless. At least another eight players clearly display ability that will attract the eye of talent scouts from the big clubs.

Woosup and Songoro have already trained and played with the Gold Coast Suns academy. Each has his eye on an AFL career and tertiary study.

✉ Laurie Nona shoots for goal during a training session at AFL Cape York House in Cairns.
PHOTOGRAPH: SAM DAVIS/PR



Hanlon gives them a good chance – although he likes to challenge each with: “Just how badly do you want it? I’m not sure you want it enough!”

He says: “I reckon we’ve got three or four boys in our under-15s who have real potential. If you’re talking about elitism [then] maybe half a dozen out of the 36. And you know, I’ve got kids who arrive here and can’t kick a ball. That’s OK. And that’s the point – this place is not about developing footballers, it’s about developing young men who’ll have a chance at life.

“So, yeah, we might have six or eight kids who are capable, but to me they’re not the important ones. Because they are six to eight with a capacity to earn a living out of the game. It’s the other 28 that won’t have the capacity to do that, that we’re equally focused on. And by living here, it is exposing boys to skills that they don’t learn in their communities. So they can become a little bit of a utility player – a person who can play in life anywhere. That’s what we’re trying to do here.”

Woosup plans to go to university in Brisbane and train with the Suns academy next year. He wants to be a health worker or physical education teacher, and ultimately return permanently to his community.

“When I’m done playing AFL and have my degree I could ... go back and share my experience and my knowledge. My story could also affect those from my community and other regions. For example, coming from a small community of less than a thousand people, moving to a boarding school, staying away from home, learning how to survive, being resilient then moving away again to a different place to live [Cape York House], play in the AFL – even if it doesn’t turn out exactly like that, my story can also inspire others. It’s a key to them thinking, if he can do it, I can do it.”

Suma Nona, 18, from Badu Island, has no plans to play AFL when he leaves Cape York House.

“Where I come from everybody plays rugby league. So I’ve only been playing [rules] since last year,” he says.

Asked what he thinks of Cape York House, Nona volunteers that he was previously an average student.

“When I started coming here my first report card was As and Bs. I was pretty proud of myself. It’s great. My marks have gone up. I used to skip school, get the work and do it at home. I’d go to school sometimes – maybe three days a week. And then stay home and do the rest. I’d get like Cs. I’m sitting on As and Bs now.”

Nona harbours the realistic ambition of going to university next year. He wants to study psychology and then return to country some time after graduation.

Hanlon is renowned as a tough coach. He builds confidence slowly, stresses the importance of healthy lifestyles that are anathema to some of the students when they first arrive.

“Discipline,” he says, perhaps echoing his own experience, “is something you do when no one’s watching.”

He constantly urges the Cape York House residents to challenge the stereotypes others might have of young



Tyrese Wallace celebrates the Eagles maiden Under 15s premiership in the club’s first season in the AFL Cairns competition.
PHOTOGRAPH: SAM DAVIS/PR

Indigenous men through polite, confident conversation with outsiders. He stresses the importance of eye contact and manners.

Sam Mostyn, who in 2005 became the first woman appointed to the AFL Commission, has visited Cape York House and describes Hanlon as “one of the most remarkable people I have met through AFL”.

“His personal commitment to Cape York House has been extraordinary and it comes about from his very long commitment to Indigenous young people in the Cape and the Torres Strait, and from the strong links he has made with the communities there. He has never been constrained by his football development role.”

Mostyn recounts travelling with Hanlon from Johannesburg to Durban on the 2006 Flying Boomerangs Indigenous youth tour of South Africa.

“I recall that after one of the boys disobeyed Rick’s direction and bought some junk food at a truck stop, several others followed. We were back on the road when Rick stood up at the front of the bus and raised the issue of the boys who had disregarded his directions about not buying bad food at the truck stop.

He directed his remarks to the boys who had followed the first boy buying junk food, and said something like: ‘Why did you follow him? Would you follow someone back in your communities if they suggested sniffing petrol, or taking drugs? I want you all to learn good decision making, and standing up for yourselves when others try to lead you into the wrong things. It’s not about the food, but I’m angry that many of you simply followed the first boy and didn’t think about your actions – you can’t afford to do that when you get home.’”

The last word belongs to Hanlon.

“AFL is a great game and it has absolutely helped make me what I am today. I owe it a lot. But all of this is really not about football. The football helps with what we’re trying to do here. But it’s not what we’re about,” he said.

“It’s about giving these young people a chance they wouldn’t otherwise have. And every kid deserves a chance.”

PAUL DALEY, THE GUARDIAN

“By living here, it is exposing boys to skills that they don’t learn in their communities.”



VIEW ARTICLE ONLINE

www.theguardian.com/world/2014/sep/21/sp-unique-australian-rules-program-indigenous-cairns

▶ Multicultural Round is celebrated with a performance by Bollywood dancers before the Round 18 match between the Western Bulldogs and Essendon at Etihad Stadium.



COMMUNITY ENGAGEMENT – MULTICULTURAL

Multicultural Round

AFL Multicultural Round is a themed round during the Toyota AFL Premiership Season to acknowledge and celebrate our game's cultural diversity, as well as welcome multicultural communities to enjoy our game as supporters, players, umpires or administrators."

The AFL Multicultural Round celebrates 'Many Cultures, One Game', highlighting the community engagement initiatives being undertaken by the Australian Football industry, as well as the many players from culturally diverse backgrounds who make up 15 per cent of AFL player lists.

Australia Post Multicultural Schools Program

The Australia Post AFL Multicultural program continued to grow in 2013 and the Multicultural Schools Program reached 280 schools nationally and more than 27,000 students.

More than 17,000 people from culturally and linguistically diverse community backgrounds attended an AFL game – many for the first time – and 300 multicultural children participated in a NAB AFL Auskick half-time game.



▶ Players in action during the annual Unity Cup.

MULTICULTURAL TALENT CAMPS

Unity Cup

The National Unity Cup was held in March in Melbourne, coinciding with the Victorian Cultural Diversity Week and following a series of round-robin tournaments contested by multicultural teams across the country in the lead up to the event.

The Unity Cup was supported by the Western Bulldogs, North Melbourne and Melbourne Football Clubs in addition to the Essendon Football Club who created the event with the AFL Multicultural program and the Australian Federal Police in 2008.

AFL and Australia Post Announce Multicultural Ambassadors

The AFL and Australia Post Multicultural Ambassadors are part of the Australia Post Community Inclusion Partnership.

The ambassadors who are current AFL players work with multicultural communities, schools, community football clubs, government and multicultural organisations on specific multicultural projects and deliver culture awareness sessions to community clubs and develop the multicultural strategy.

Multicultural Community Ambassadors

More than 150 community leaders from a range of cultural backgrounds have been inducted as AFL Multicultural Community ambassadors.

The program aims is to connect AFL staff with their particular communities and promote AFL as a vehicle for engagement and inclusion. The program also provides community leaders with an official platform to become involved in the introduction and coordination of AFL-related activities in their communities, as well as opportunities for professional development.

All Nations Cup

The Australia Post All Nations Cup is a feature event of the year for the Australia Post AFL Multicultural program. In 2014 six multicultural teams representing all states and territories competed in the inaugural All Nations Cup held in Coffs Harbour which was won by Victoria. To be eligible for the All Nations Cup Squad, players must have been born overseas and come from a non-English speaking background. The best performing multicultural stars of the All Nations Cup form the basis of selection for the Australian players in the World Team which compete in the NAB AFL Under 16 Championships, coached by Anthony Koutoufides.

Bachar Houli Program

Developed by the Australia Post AFL Multicultural Program and Bachar Houli, the program provides Islamic based schools and students an opportunity to play AFL. The program is supported by the Federal government and comprises of three components:

Bachar Houli Cup

The Bachar Houli Islamic Schools Cup is an opportunity for Islamic Schools to play Australian Football against other schools in a friendly, fun and safe environment.

The aims of the Bachar Houli Cup are:

To provide a football competition for Islamic Schools in in Victoria, New South Wales, Queensland and Western Australia

- To encourage students in Islamic Schools to make the transition from school football into community clubs
- To provide an opportunity for participants to be selected into the Bachar Houli Academy.

Bachar Houli Academy:

The Bachar Houli Academy is a high performance football talent camp for emerging junior players aged 14-17 years, who are from an Islamic background.

The Academy aims to fast-track the participant's football development, and provides genuine pathways for them to pursue playing football at an elite level.

In 2014 the five-day camp was held in Melbourne during Toyota AFL Grand Final week and involved mentoring from Bachar Houli, as well as education and leadership sessions encouraging participants to engage in their local communities and promote cultural and social inclusion.

Bachar Houli Medal

The Bachar Houli Medal was introduced in 2014 to recognise the outstanding contribution that Bachar Houli has made to the lives of Muslim Australians as an AFL player and as an Australia Post AFL Multicultural Ambassador.

The Medal is presented to the best and fairest player within the Bachar Houli Academy who displays leadership on and off the field, as judged by participants in the program.

Hisham Kerbatieh, a midfielder with the Calder Cannons was named the inaugural winner and was presented with the medal by Attorney-General, Senator the Hon George Brandis QC and AFL Chief Executive Officer Gillon McLachlan at a ceremony held at Richmond Football Club.



Hisham will be mentored by Bachar Houli for 12 months and will receive a \$1500 scholarship to support football development and a 12 month Good Life Health Club Membership.

■ Bachar Houli with Hisham Kerbatieh, inaugural winner of the Bachar Houli Medal.

International Cup

2014 marked the fifth AFL International Cup which saw 18 countries represented. The two-week tournament was held in Melbourne in August and saw 25 teams compete, including 18 mens and seven womens. For the first time a community round was played as curtain-raisers to local suburban, amateur and country matches. Papua New Guinea claimed the men's Division title, while Canada Northern Lights won the women's division. The International Cup is played every three years. Previous winners were Ireland (2002 & 2011), New Zealand (2005) and Papua New Guinea (2008).



■ Players from Papua New Guinea celebrate their win in the 2014 International Cup.

FROM 'THE GUARDIAN'



Players such as Lael Kassem are the backbone of the Giants.

PHOTOGRAPH: CRAIG ABERCROMBIE

How a women's Muslim Aussie Rules team stood tall

The Auburn Giants have battled prejudice, injuries and tough opponents to make their mark in Sydney's west

Australian Football is a prolific producer of underdog stories and this year one quietly unfolded deep in what Collingwood Chairman Eddie McGuire once dismissed as “the land of the falafel”.

I had read about the Auburn Giants Australian Football team, the first to be made up of Muslim women, and assumed it would disband when the grant money ended or the girls lost interest and fled back to their soccer DNA – an assumption that proved to be false.

The Giants were originally an offshoot of the Auburn Tigers men's Muslim team, which recently folded, leaving the ladies to carry the torch for Auburn's civic pride.

Earlier in the year I had stumbled upon a video which showed the Auburn Giants celebrating a win after a GWS Giants curtain raiser game at Spotless Stadium. In a unique post match celebration, the Lebanese drums banged amongst joyous whooping with each player taking turns to show her best Arabic dancing moves; it was certainly a sight to behold in an Australian football dressing room.

I decided to check out their last game of the season at Blacktown Sports Park where they were playing the Southern Power who were undefeated on 15-0 and one game away from a perfect regular season.

It turned out to be a tale of two cities. Southern Power proudly represent the Sutherland Shire, the land of

Cronulla, Scott Morrison and Puberty Blues: their players were mostly Anglo, strong, tall and athletic.

The Auburn Giants charged onto the field, proud players from the diverse City of Auburn, a land of 100 tongues and 1,000 dishes with a Turkish mayor and a population that according to the last census was 42% Muslim. The Giants, despite their name, were smaller than Southern Power, mostly Lebanese – the team also included Fijian, Anglo and Chinese players – some in black or white hijabs and others in tracksuit pants or long shorts, now acceptable as part of the new inclusive AFL uniform rules. A lone pram sat empty on the sidelines and a young baby was smothered in hugs and kisses by the interchange players.

Unfortunately, with Giants players down injured, the game descended into a mismatch with Southern Power winning 92-0. Pedigree had trumped passion.

The Giants coach, Christian Kunde, was philosophical. “It was really great to see they didn't give in. One thing I have tried to instil in them is to crack on no matter what. That's what they did today.”

He had reason to be positive. The Giants won four games in their first three years of existence and this year they had won seven to make the finals. No wonder the girls were so upbeat and seemingly immune to the loss.



In a unique post match celebration, the Lebanese drums banged amongst joyous whooping.

Kunde became the Giants coach almost by accident. He had volunteered to be the club doctor for 2014 but after an advertisement for a permanent coach failed to attract interest, he took on the position. His coaching model is unique: he phones and emails in the drills for each week's training from Albury, where he is based on a clinical attachment. He drives eight hours each weekend to visit his family home on the Central Coast and down the M1 to coach the Giants.

I asked Kunde what his biggest challenges were. He said they were still getting a mixed reaction from some of the players' families, and added that racism was still a problem. "We've lost 10 or 15 players who have left the game due to racism," he said.

The following week the Giants got their first taste of finals football as they took on the UTS Shamrocks in the women's second division elimination semi-final. Blacktown Sports Park was bleak, the sky gunmetal grey and spitting angry rain with spectators of both teams up close and personal in the dry covered area.

The first quarter was all Giants as they came out with finals intensity. Their No6, Lael Kassem, was everywhere, smothering and running the ball: football poetry in a white hijab. Kassem co-founded the team, her love of Australian football passed on by osmosis from her nine brothers.

After a head clash, the Giants' No5, Amna Karra-Hassan, was bleeding from the cheek but waved the stretcher away. She is a perfect example of the new generation of Australian Muslim leaders. She works for the Australian federal police as a community liaison officer and serves on the Youth Advisory Council for the Community Relations Commission.

Karra-Hassan is another co-founder of the Giants, and the story of getting the team sanctioned by the community is a triumph of persistence. Wishing to be respectful to her religion and elders, Karra-Hassan followed the appropriate processes to establish the team, which included engaging the local imams to gauge whether participation was acceptable.

The applicability of the Islamic legal concept of Maslaha (for common good) was discussed and it was finally agreed that a women's team would bring benefit to the community by removing players from wasting time or negative influences. Uniforms could be adapted for modesty and casual interactions with men managed through scheduling, including the absence of night games. The club was to be founded and run independently of men, which meant that they had to learn fast about how to run a footy club. With these guidelines in place, the Imams gave her approval and in 2011 the adventure began.

And here they were, the co-founders in torrential rain, side by side, fighting a muddy arm wrestle with the UTS Shamrocks. They were joined by Amna's sister Liali Karra-Hassan, number 32 also in a white hijab and team captain.

Kunde shook his head: "Liali's got a grade two ankle ligament tear and can't change direction. She was in a moonboot last week and shouldn't be playing but she insisted. She's hardcore, like all personal trainers. She introduced the ice water punishment at training for any major skill errors."

Liali and Lael had both been selected to play in the Sydney AFL Women's representative team this year, a huge leap forward for a community that did not have a single player five years ago.

The second quarter kicked off and quickly reverted to rugby style trench warfare, both teams ferreting for the ball in puddles. Brave and limping slightly, Liali sailed through the pack to collect a loose ball.

"That's over 20 possessions today, on one leg!" Kunde said with a wince and a smile. "We have four of our top five players out. One with a broken leg, another with a broken arm, but other girls have stepped up in new positions."

The security guard for the game was standing next to me in fresh fluro. "Mate, I can't believe it," he said out the side of his mouth. "I'm a Leb and I never seen this – Lebo women playing footy. Part of me says no good, another part says, why not?"

The siren sounded with the Shamrocks victorious 47 to 14. The Shamrocks had finally ground down their exhausted opponents and peppered seven unanswered goals. The fairytale was over.

As the brutal battle for Australian sporting hearts and minds moves into its next phase, the AFL's most important future asset is not the next draft pick from country Victoria but new immigrant converts like this group of women with Phar Lap-sized hearts. If you get a chance next season, check out this merry band of sister pioneers, who have overcome great barriers to play a game they have grown to love. It's an Australian story.

PATRICK SKEANE, THE GUARDIAN



One thing I have tried to instil in them is to crack on no matter what. That's what they did today.

✓ Auburn Giants players with GWS Giants midfielder Dylan Shiel.

PHOTOGRAPH: CRAIG ABERCROMBIE



VIEW ARTICLE ONLINE

www.theguardian.com/sport/blog/2014/oct/16/how-a-womens-muslim-aussie-rules-team-stood-tall



NAB AFL RISING STARS PROGRAM

The NAB AFL Rising Star program identifies and recognises young players by providing a pathway to an AFL career and includes the following elements:

- ▶ NAB AFL Rising Star
- ▶ NAB AFL Draft
- ▶ NAB AFL Combine
- ▶ NAB AFL Under-18 Championships
- ▶ AFL Academy
- ▶ NAB AFL Under-16 Championships

AFL Academy

The AFL Academy is a non-residential program over two levels selected from players participating in the NAB AFL Under 16 and Under 18 Championships each year and includes three camps and an international tour over a 12-month period.

The program is designed to prepare players to enter the NAB AFL National Draft and to pursue a career at AFL level.

International Combines

International Combines are conducted in priority development regions; Ireland, the United States, New Zealand and China with more than 100 players tested. Combines in Ireland, United States and New Zealand were attended by AFL Club recruiters.

- ▶ Jack Lonie performs a drill at the 2014 NAB AFL Draft Combine at Etihad Stadium.



COMMUNITY PARTNERSHIPS

AFL SportsReady

AFL SportsReady is a national employment and education company delivering education and traineeship opportunities for young people across Australia in fields such as sport and recreation, banking and finance, business administration, education and horticulture.

AFL SportsReady supported more than 640 trainees into roles across Australia in 2013.

Another 900 students have either completed or are in continuing studies with the education side of the business, SportsReady Education, since it was established in 2012.

AFL SportsReady's commitment to providing career pathways for Indigenous Australians has been backed by the corporate sector, with new partnerships leading to a 135 per cent increase in the number of opportunities provided to Indigenous young people since 2012.

In 2013, 225 traineeship opportunities were provided to Indigenous young people nationally, with partners including the National Australia Bank, ANZ, Commonwealth Bank, Westpac, Australia Post, Telstra and the Victorian and West Australian governments.

AFL SportsReady has worked in partnership with the AFL Players Association to provide training in a career beyond the football field through the Next Goal Career Transition Programs.

Today, one in four AFL players are involved in AFL SportsReady programs and the establishment of SportsReady Education has allowed the partnership to grow further.

During the past year, 187 AFL players studied with SportsReady Education in a range of courses including Sport Development, Business and Fitness.

SportsReady Education has also developed tailored education opportunities, which includes the Executive Certificate in AFL Management (Football Operations). More than 50 participants took part in the first two courses in 2013 and this year. After successfully completing the assessment task each participant received one unit of credit into La Trobe University's Masters Course.

The pathway into La Trobe University has been made possible through AFL SportsReady's partnership with the university. AFL SportsReady has also developed partnerships with Curtin University in Western Australia and Griffith University in Queensland.

The partnerships offer SportsReady Education students an opportunity to gain direct entry and credit towards a Bachelor Degree upon completion of their Diploma studies.

The Barrowan program, a partnership funded and supported by the Collingwood Football Club Foundation, began in 2012 as a traineeship program for young Victorian Indigenous jobseekers, and its quick success saw its expansion into a direct employment model.

So far 10 young Indigenous Victorians have undertaken traineeships across the City of Yarra, with five full time trainees working with AFL Victoria to increase Indigenous participation.



■ The Field of Women before the Round 8 match between Melbourne and the Western Bulldogs at the MCG.



■ Melbourne co-captains Nathan Jones and Jack Grimes pose for a photograph in the guernsey the Demons wore in Round 8.

The expansion of the program has resulted in another 35 Indigenous jobseekers being placed into direct employment roles over the next 6 months.

The partnership with Australia Post has not only supported more than 20 trainees into full-time and school-based traineeship roles, but has led to the development of the Executive Certificate in Mentoring, which assists the company's management to support our Indigenous trainees.

AFL SportsReady now also delivers Cultural Awareness Training to our partners, including corporate organisations.

AFL SportsReady also expanded into the arts and creative industries this year, with the development of a new program, ArtsReady, supported by the Federal Government. ArtsReady will mean young Australians eager to embark on a career in the arts will have a formalised training and education pathway into back-of-house, administration and support roles, allowing them to get a foot in the door to their dream job while gaining nationally accredited qualifications.

Ladder

The AFL industry has a long-standing reputation as a force for change. In 2014 the AFL continued to support Ladder – the AFL players' charity established in 2007 to tackle youth homelessness.

Every player participating in an AFL home and away match donates part of his match fee to Ladder.

Each year these donations amount to around \$150,000, which is matched by the AFL, resulting in a total contribution of \$300,000.

The AFL and AFL Players' Association are founding partners of Ladder. Ladder works with young people who have experienced homelessness to help them break the cycle of homelessness and to reach their potential.

Ladder has a vision to operate in every region that hosts an AFL team by 2020.

It costs Ladder just under \$40 a day to support a young person who is striving for a better future.

This provides around 119 hours of support a year, including health, wellbeing and fitness sessions, skills training, mentoring and one-on-one support.

Past and present AFL footballers are involved as volunteers, ambassadors and mentors. This is critical for young people to provide them with guidance, support and encouragement to find a way out of the debilitating cycle of homelessness.

Breast Cancer Network Australia

The AFL has continued its association with Breast Cancer Network Australia which began in 2005.

In April this year, the fourth Field of Women event in support of Breast Cancer Network Australia was successfully staged at the MCG before the Melbourne v Western Bulldogs game.

More than 12,000 women and men participated in the event which created the Pink Lady image on the MCG and most importantly, raised more than \$500,000 to support the work of BCNA.

In 2013, the AFL was a supporter of Shane Crawford's 'Tour de Crawl' ride to raise funds and awareness for BCNA.

Andrew Demetriou, AFL staff at AFL headquarters and NAB AFL Auskickers from Strathcona Girls Grammar said farewell to the NAB AFL Auskick national ambassador as he departed Melbourne for Perth on a 22-day marathon. Crawford was presented with a \$10,000 cheque from the AFL at the farewell event held outside AFL House in the Docklands.

“More than 12,000 women and men participated in the event which created the Pink Lady image on the MCG.”



Steven Motlop leads the war cry during an Indigenous Australian International Rules team training session at Gosch's Paddock. The players wore special t-shirts in support of the Recognise campaign.

White Ribbon campaign

White Ribbon is an international organisation working to prevent male violence towards women.

One in three Australian women over the age of 15 has reported experiencing physical or sexual violence at some time in their lives. The AFL and White Ribbon have had a long partnership which has primarily focused on working with players and teams to raise awareness for men's violence against women.

The partnership is linked to the AFL's respect and responsibility policy, which aims to create a safe and inclusive environment for women at all levels of the game.

A focus of the AFL competition's support for the White Ribbon Campaign to eliminate violence against women are matches between the Greater Western Sydney Giants and Sydney Swans with the winner of each game receiving the White Ribbon Trophy.

In 2013 the AFL were the platinum sponsor for the White Ribbon International Conference 'Global to Local', which featured expert speakers from around the globe on the prevention of violence against women. AFL Education Officers Luke Brennan and Luke Ablett presented at the conference on the AFL's Respect and Responsibility Program.

The AFL is also currently participating in the White Ribbon Workplace Accreditation Project that aims to recognise participating workplaces for the work they do in preventing violence against women, and to accredit them as White Ribbon Organisations.

Several members of the AFL executive are ambassadors for the White Ribbon Campaign, as is Sydney Swans champion and 2014 Australian of the Year, Adam Goodes and several current and former players as well as executives from AFL clubs.

The White Ribbon campaign is also promoted annually through the Brownlow Medal dinner.

Recognise

The AFL is proud to have an ongoing partnership with the Recognise campaign, which supports and focuses on the push to recognise Aboriginal and Torres Strait Islander peoples in Australia's constitution and to ensure there's no place for racial discrimination in it.

In 2013, the AFL became the first major sporting code in this country to become an official supporter of constitutional recognition of the first Australians.

The campaign's R symbol was painted in the middle of each AFL venue during the 2014 AFL Indigenous round, with Sydney Swans star and Australian of the Year Adam Goodes and former Swans champion Michael O'Loughlin among the AFL identities supporting the Recognise campaign.

The AFL's support led to a significant boost in awareness of the campaign, with more than 17,000 Australians signing up as supporters during the week of Indigenous Round.

AFL Chief Executive Officer Gillon McLachlan said the AFL's partnership with Recognise acknowledged and honoured the close links over a long period of time between Aboriginal and Torres Strait Islander communities and the AFL.

"Recognise is a campaign which has multi-party political support and we are pleased to play our role as a member of the community by supporting this initiative to ensure Aboriginal and Torres Strait Islander Australians are appropriately recognised in our nation's constitution."

Recognise is also officially supported by the Port Adelaide, Adelaide, Richmond and St Kilda Football Clubs.

Reach – Jim Stynes scholarship fund

The AFL and the Reach Foundation together established the Jim Stynes scholarship fund in 2012 in honour of the former Melbourne Football Club President and Brownlow Medallist, the late Jim Stynes.

As part of a partnership with the AFL, the Federal Government has provided \$3 million to establish the scholarship fund to help disadvantaged people pursue their sporting dreams and reach their potential.

The scholarships recognise Jim Stynes' contribution as an outstanding footballer, administrator, philanthropist, charity worker and writer.

Recipients receive funding towards football, travel and education expenses.

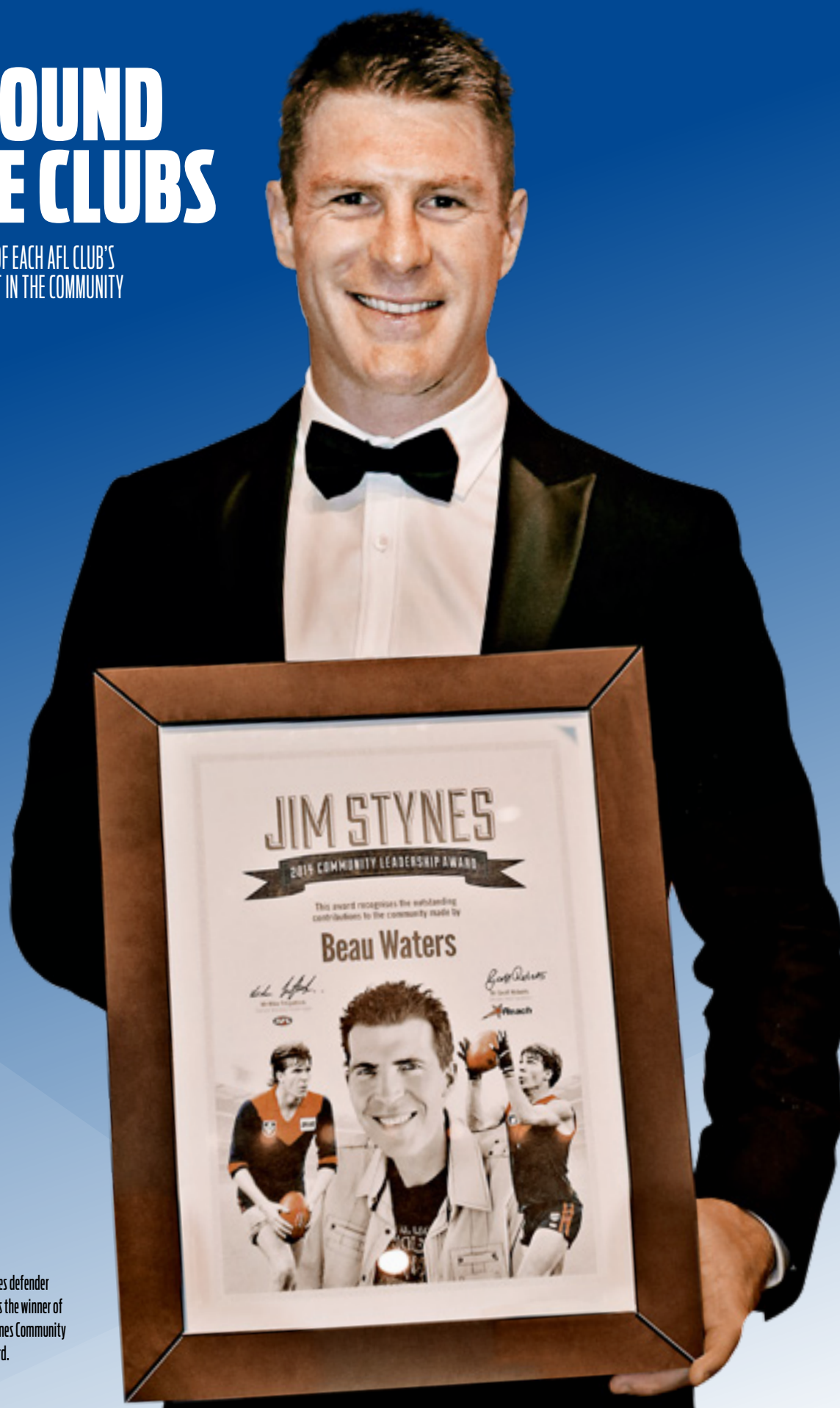
Each year the program will offer up to 37 scholarships with a value of up to \$20,000. Number 37 was Jim Stynes' original number when he joined Melbourne FC.



In 2013, the AFL became the first major sporting code in this country to become an official supporter of constitutional recognition of the first Australians.

AROUND THE CLUBS

A SUMMARY OF EACH AFL CLUB'S INVOLVEMENT IN THE COMMUNITY



▶ West Coast Eagles defender Beau Waters was the winner of the 2014 Jim Stynes Community Leadership Award.



ADELAIDE CROWS

From the AFC Great Footy Pie nights, to the APY lands, from local schools to country football clubs and supporting great charities, the AFC Community program kept our staff and players busy visiting the four corners of the state.





The Adelaide Football Club engages with more than 40,000 people per year and our players completed 288 community visits to Auskick Centres, School football teams, Primary Schools, Junior Football Clubs, Hospitals and remote communities in 2013. They also participated in our Crows Foundation and other community club events including the Crows in Clubs "sing off" and our Great Footy Pie night.

LIVE RIGHT FEEL BRIGHT SCHOOLS PROGRAM

Our Live Right, Feel Bright Schools Program each year provides more than 30,000 South Australian primary school kids with an opportunity to meet an Adelaide Crows Player and learn about the importance of healthy eating and being physically active. Participating schools receive three visits from the club where our community team run football clinics and conduct information sessions. To earn their visit from an Adelaide Crows Player the kids then complete food and activity diaries designed to increase their consumption of fruit and vegetables and increase the amount of exercise they are involved in. Evaluated through a unique partnership with The University of South Australia's Centre for Tourism and Leisure Management, research indicates the program is kicking goals for children's health. Key outcomes for the program included:

- 1 The number of children who had eaten three or more serves of fruit rose from 25% of students prior to our program to 34% of students after the program.
- 2 The number of children who recognised they needed to complete at least 60 minutes of exercise every day increased from 50% prior to our program to 80% after the program and the number of children reaching that 60 minute target rose from 36% to 44%.

BEACH ENERGY ABORIGINAL YOUTH LEADERSHIP PROGRAM

In the remote North West corner of South Australia is the Anangu Pitjantjatjara Yankunytjatjara (APY) Lands. One of the most picturesque places in Australia, where club Legend Andrew McLeod and wife Rachael are working closely with the schools to help kids with their education.

Four camps are held each year, with numerous visits by the McLeod's as part of the Beach Energy Youth Leadership Program. The camps aren't just a feel good exercise, participants study a Certificate II in Business, with a strong focus on leadership, mentoring and physical activity.

While in most of Australia, almost three quarters of children finish their year 12, the figure for Indigenous youth is far lower at around 38%. In the APY Lands this percentage is a lot less, with many kids leaving the schooling system around year 10. This is where the AFC's Indigenous programs are helping to kick some goals, by rewarding students for going to school and doing the right thing in the classroom. One of those students is Mark Campbell from Mimili has used the Beach Energy Youth Leadership program as a means to complete his SACE certificate and go on to further study in horticulture.

CROWS FOUNDATION

The Crows Foundation had a record year in providing cash support to South Australian charities working with children in need. The Crows Foundation contributed \$100,000 directly to three charity partners, Leukaemia Foundation, Asthma Foundation and Camp Quality and through supporting their fundraising activities raised almost \$200,000 in total for these great causes.



VISIT WEBSITE

www.afc.com.au/the-club/community



BRISBANE LIONS

The Brisbane Lions have established strong and meaningful partnerships that support our local community in Queensland. The club is committed to delivering positive and pro-active programs designed to engage community groups.





In addition to the club's partnership with the Mater Foundation, they have taken a particular focus on supporting junior AFL clubs through the Lions in YOUR Club program, and teaching leadership to upper primary school students through the Lion Hearted Leaders program.

LIONS IN YOUR CLUB

Lions in YOUR Club is a community program developed by the Brisbane Lions that is designed to further engage with the local junior football community.

A total of 70 junior football clubs from within the Lions' Academy Zones – which includes regions such as Brisbane, Sunshine Coast, Darling Downs and Wide Bay – are currently part of the program and, in turn, receive the following benefits:

Fundraising

Each club receives a Brisbane Lions team-signed leather Sherrin, which can be used to help raise funds through raffles, auctions or other such initiatives.

Player Appearances

Selected clubs will benefit from visits from actual Brisbane Lions players, who can perform a range of activities from assisting with training drills to appearing at important fundraising events.

Bernie 'Gabba' Vegas Appearances

The Brisbane Lions' official mascot, Bernie 'Gabba' Vegas, is also available to all junior clubs to appear at training sessions or important fundraising events.

Premier's March

All participating junior teams who win a premiership are invited to walk in a 'Premier's March' around the Gabba at half-time of the Brisbane Lions' first home match of the season.

Guard of Honour

Each junior club is given the opportunity to nominate five players aged 12 years or under, to attend a nominated Brisbane Lions home match and help form a guard of honour for the players to run through at the beginning of the match.

Volunteer of the Year Award

In partnership with McDonald's, the Brisbane Lions dedicate one home match each season to thank the hard-working volunteers from Brisbane Junior Clubs. Each club can nominate up to four volunteers to attend a pre-game function and watch the match from a corporate box, where one individual will be honoured with the AFL Brisbane Juniors Volunteer of the Year Award.

Free Tickets and Memberships

All Brisbane junior participants aged between 6 and 8 and 11 and 16 will receive four FREE tickets to attend a nominated Brisbane Lions home game. Participants aged between 9 and 10 will receive a FREE 3 Game General Admission membership for themselves and a parent to attend nominated Brisbane Lions home games. All participants that attend the games will receive extra match day experience activities and Brisbane Lions products.

Junior Clinic

All members of Bernie's Gabba Gang, who all play AFL at a junior level, are invited to take part in an annual junior clinic run by the actual Brisbane Lions players at the Gabba.



VISIT WEBSITE

www.lions.com.au/Club/community



CARLTON

The Carlton Football Club aims to strengthen communities through a respect and responsibility framework, which connects authentically to the history and heart of the Club. This framework aims to focus on key areas within the community including: 1) Diversity & Inclusion, 2) Health & Wellbeing, 3) Grassroots Development, and 4) Environmental Sustainability.

■ Players at Carlton Primary School as part of the Club's multicultural school program.

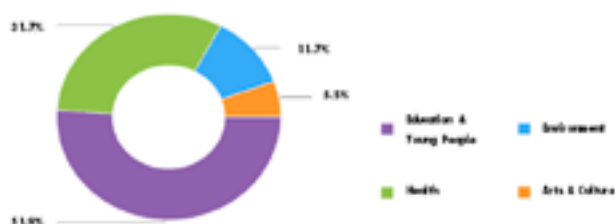


Allocation of Community Investment (includes cash, time and in-kind contributions)

Carlton Football Club is a member of the London Benchmarking Group (LBG).

We use the LBG internationally recognised approach to measure our community investment.

The graph outlines how we focus our community investment expenditure.



DIVERSITY & INCLUSION

Carlton respects all of the diverse communities that make up Australia and strives to be a respectful and responsible leader for inclusion and equality. Carlton delivers on this by facilitating diversity and inclusion programs through the Carlton Football Community Fund.

The Community Fund is a Public Benevolent Institution endorsed with Deductible Gift Recipient status. It delivers health and educational outcomes to individuals and communities experiencing disadvantage, or those at risk of disadvantage, with a particular focus on migrant, refugee and new arrival communities.

Our programs are run in partnership with the Pratt Foundation and the AFL Multicultural Program and include our Carlton High Rise Program, Multicultural School Program, New Blues Program and Interfaith Cup.

All of these programs use Australian football as a vehicle to bring diverse communities together with the overarching goal of creating a more inclusive and vibrant Australia.

HEALTH & WELLBEING

Carlton works with key community partners to achieve innovative health and wellbeing outcomes by raising awareness and funds for numerous community and charitable organisations.

Our major partners include the Richard Pratt Fellowships in Prostate Cancer, Peter MacCallum Cancer Foundation and the Jodi Lee Foundation. Each year Carlton raises awareness and funds in partnership with these organisations, contributing to cancer research and prevention.

Our players also hold various leadership roles within the community and as such we have ambassadorial relationships with Murdoch Children's Research Institute, Down Syndrome Victoria, Odyssey House Victoria, the Brotherhood of St Laurence and Banyule Community Health. Each year we support our players in their endeavours by promoting the great work they do in the community.

GRASSROOTS DEVELOPMENT

Carlton deeply respects its role at a grassroots level and understands its responsibility to give back to the diverse communities that have delivered it so many champions over the years. Our players, coaches and staff undertake much work in our heartland and across Australia, resulting in more than 1,000 hours of community service.

Our major partners in our grassroots endeavours are the Northern Blues Football Club, the Northern Football League and the Football Integration Development Association. Carlton supports both leagues by providing access to coaches, players, staff and our facilities, reaching some 2,500 players from across Northern Metropolitan Melbourne.

Carlton also donates more than 150 signed guernseys to community organisations, which are used to recognise and reward local volunteers and to raise much needed funds to help develop community football.

ENVIRONMENTAL SUSTAINABILITY

Carlton, together with Visy our Sustainability Partner, educates primary school students on the importance of leaving a positive environmental footprint. The Visy Enviromaniacs Program teaches kids about recycling, water management and energy saving. The program reaches some 2,500 students from 30 schools and involves more than 15 players annually.

Carlton has further demonstrated its commitment to environmental sustainability by ensuring green initiatives were embedded into the redevelopment of Visy Park. Environmental sustainability remains entrenched in our daily undertakings at our traditional home.

■ Jeanne and Anthony Pratt ahead of the Richard Pratt Cup which raises awareness and funds for prostate cancer research.



VISIT WEBSITE

www.carltonfc.com.au/club/community



COLLINGWOOD

The Collingwood Football Club remains steadfast in its dedication to community, driven by a desire to make a lasting contribution and become the leading philanthropic sporting organisation in the nation.

■ Young Pies supporter embraces her idol Luke Ball before a 2013 clash.





Since its establishment in 1892, the Collingwood Football Club has prided itself on caring for those less fortunate. The club, through the Collingwood Football Club Foundation is committed to continuing its proud history of support for the community. From the board, to the staff, to the players and volunteers, caring for the people in the community is part of every day at the Collingwood Football Club.

In 2014 the Collingwood Football Club Foundation connected with thousands of people through its various community projects and initiatives and in particular, its three key social projects that it is seeking to develop and expand – the CFC Community Centre, the Magpie Nest Program and the Barrawarn Program. In 2014 the Foundation also continued to support a wide range of ongoing community programs with partners including the Peter MacCallum Cancer Centre, the Robert Rose Foundation, the Epworth and Royal Children's Hospitals, Reclink and many others.

CFC COMMUNITY CENTRE AT VICTORIA PARK

In 2014 The Collingwood Football Club Community Centre was officially launched at Victoria Park. The centre is one of the biggest of its kind in Australia and many key partners, supporters and sponsors of the Community Centre came together to celebrate the completion of the three year project. Our partners Headspace, Evolve, Eating Disorders Victoria, AFL SportsReady, Artsready and Go Work Skills are all now operating from the centre and successfully delivering their programs and initiatives in magnificent surrounds with the support of the Foundation.

MAGPIE NEST

The Magpie Nest Housing Program is a ground breaking program providing a network of services designed to significantly reduce homelessness in Melbourne. The program is a key focus of the Foundation and now includes more than 25 houses and homes for 70 people. Magpie

Nest is run in partnership with the Salvation Army Project 614 team. Magpie Nest aims to make a genuine difference in the lives of the most vulnerable people in our community – people sleeping rough on the streets or living in unsafe rooming houses.

MAGPIE NEST AT HAMODAVA CAFE

In 2014 the Foundation embarked on one of its largest philanthropic projects to date – the sponsorship of a cafe located 69 Bourke Street Melbourne. The Magpie Nest at Hamodava Cafe provides a vital point of contact and link to services for people experiencing homelessness in Melbourne. The cafe provides free meals and drinks and also direct links to a range of support services including free legal, housing and mental health services. The sponsorship will help to expand and support the range of services being offered at the cafe and provide a direct link to Magpie Nest.

THE BARRAWARN PROGRAM

The Barrawarn Program is an Indigenous Employment and Education Program managed by the Collingwood Football Club Foundation in partnership with AFL SportsReady. The aim of the Barrawarn Program is to empower Indigenous Australians through employment and educational opportunities. Barrawarn is a Woi-wurrung word for Magpie.

The Foundation supports a range of indigenous trainees and is also working in partnership with the Department of State Development, Business and Innovation to provide full time employment placements. Collingwood and AFL Sportsready identify and support organisations to create new Indigenous Employment programs and have achieved 35 new work placement outcomes for Indigenous Australians over the past 18 months.

(clockwise from left) A group from the Yuendumu community came along to support Collingwood for Indigenous Round; The team were joined by 10-year-old Peter MacCallum patient, Jaxon for a training session prior to the Peter Mac Cup. Jaxon is pictured here during his press conference with Nathan Buckley; Nick Maxwell catches up with a young Collingwood family after training; Brothers Mitchell and Cooper were made Collingwood players for a day and presented with personalised jumpers by their favourite players, Travis Cloke and Jamie Elliott; Collingwood players during their annual Royal Children's Hospital Christmas visit.



VISIT WEBSITE

www.cfcfoundation.com.au



ESSENDON

Essendon Football Club is proud of its commitment and work to help strengthen communities through sport. Essendon understands its role and influence within the broader community, and is recognised as a leader in Australian sport.

Essendon players Dyson Heppell and Courtenay Dempsey play cool off with local children from Bathurst Island in the Tiwi Islands.





Essendon player Brendon Goddard celebrates AFL Multicultural Round with representatives from Essendon's increasingly diverse fan base.

Essendon is driven to deliver innovative and effective development opportunities across the community, and whilst operating primarily in Melbourne's north-west, the club's work and footprint spans across all parts of Australia.

The recent move to the club's new True Value Solar Centre, a high performance facility, has brought new opportunities for community program output. A dedicated learning and development space, The Flight Deck, contains contemporary technology and engagement tools, enabling the club to add value to its existing suite of engagement initiatives.

The Essendon community philosophy consists of four focus portfolios – Indigenous, Multicultural and Education programs, along with Community Partnerships.

The list of communities, organisations and partners that Essendon actively engages and supports runs deep. Essendon raises funds and builds awareness for important charities, brokers jobs for the Indigenous community, introduces new migrants and international students to the game of AFL and provides amazing learning and participation opportunities for students from Kinder to Year 12.

Indigenous and Multicultural programs are an area of club business for which Essendon has long been associated and is immensely proud of the contribution that continues to be made.

Essendon has a long-standing commitment to improving health, education and employment opportunities of Indigenous Australians. As the first sporting organisation in Australia to develop and implement a Reconciliation Action Plan, a responsibility to help 'close the gap' is evident by the club's multiple Indigenous targeted programs and partnerships.

Striking the appropriate balance between local and national priorities is an ongoing pursuit of the club. Our relationships with remote partner communities the Tiwi Islands and Wadeye, along with local activities such

as the Bombers' Bright Futures employment project, and the Lil Hume Bombers Indigenous AusKick centre, are examples of this work.

Embracing India is one of the latest and most important pieces of work being conducted at the Essendon Football Club – the key plank of the club's Multicultural engagement activities. Focusing particularly on Melbourne's north-west, Essendon's heartland, the club is enthusiastically pursuing the region's most emerging community, and is taking a relationship approach to this work.

The club's growing interaction with the local Indian community sets Essendon on the path to providing an increasingly accessible, inclusive and culturally supportive environment. Essendon has formed a Unity Cup side, the Bharat Bombers, and attends numerous Indian festivals and special events across the year to provide our support. In the past 5 years, Essendon's flagship Multicultural program, GLOBALL, has facilitated the opportunity for more than 15,000 people, representing 104 countries, to attend their first ever AFL match – an achievement the club finds rewarding and is intent on building for the future.



Zach Merrett during Essendon's recent trip to India.



VISIT WEBSITE

www.essendonfc.com.au/community



FREMANTLE

Through its school and education programs, Reconciliation Action Plan and long established charity partnerships, the Fremantle Dockers Football Club is committed to growing its contribution to the community.

■ Fremantle forward Chris Mayne and junior members and supporters get together at Fremantle Oval at a school holiday clinic.



The Fremantle Dockers Football Club understands it has a corporate and social responsibility to the community and in 2009 implemented its "Community Goals" initiative as the vehicle to achieve this objective.

"Community Goals" is all about giving something back to acknowledge the support the community gives the club.

"Freo Skills 4 Schools" is instrumental in achieving the aim of the Community Goals' objectives through a broad range of fun-filled curriculum based programs. This school-based initiative is designed to utilise Fremantle Dockers' resources and players to assist students to make informed decisions for a responsible, healthy and active lifestyle.

Each year more than 200,000 children participate in Freo Skills 4 Schools including:

Freo Fundamentals

With the emphasis on fun and enjoyment, young children in lower primary schools are introduced to fundamental motor skills through the structured learning program conducted by students from Notre Dame University and the club mascot, Johnny "The Doc" Docker. Freo Fundamentals culminates with a Gala Day conducted by the entire playing squad.

Welcome to Freo

Objectives of this program include:

- To assist students to develop an understanding of bullying, goal setting, healthy lifestyle, leadership and social responsibility.
- To introduce and engage culturally and linguistically diverse populations to Australian culture through Australian Football, the Fremantle Dockers Football Club and the AFL as well as engaging female participants.

West Australian Football Commission (WAFC)

The Freo Dockers Cup, Freo Dockers Shield, Freo House Footy, Freo Long Bomb, Freo Kwik Kick and Freo Fast Ball are school based competitions co-ordinated by the WAFC with the support of the Fremantle Dockers Football Club.

Partner Clubs / Partner Schools

More than 50 Football clubs and Schools from around the globe continue to grow the brand of the Fremantle Dockers through our Partner Club and Partner School Programs.

LIVE THE DREAM

Live the Dream, supported by Decmil is a once in a lifetime opportunity for 16 young Australians to become immersed in the culture of the Fremantle Dockers Football Club and "live the life" of an AFL player for five days.

Live the Dream offers participants a rare opportunity to develop skills and behaviours which can deliver long term benefits to the individual and their local community.



RECONCILIATION ACTION PLAN

In May, 2013 CEO Steve Rosich launched the club's inaugural Reconciliation Action Plan (RAP), which was developed with the support of our Indigenous Program Partner and major sponsor, Woodside.

Our vision for reconciliation is to strengthen our existing connections with the community, to acknowledge our proud Indigenous history and to demonstrate our commitment to reconciliation to a broader audience.

By realising this vision, we can join others in making a contribution to closing the socio-economic gap between Indigenous and non- Indigenous Australians.

EDUCATION

The Fremantle Dockers Sports Development program is a joint initiative between SEDA and the Fremantle Dockers. In 2014, Fremantle Dockers SEDA students assisted with school programs, curtain raisers, Purple Playground and various club events along with delivering a specially designed version of Freo Fundamentals in primary schools.

The Fremantle Dockers continue to enjoy a strong relationship with the University of Notre Dame Australia whose students once again assisted in the delivery of numerous community programs this season.

CHARITIES

In 2014, the club's formal charity policy saw RSPCA WA, The Centre for Cerebral Palsy, The Lung Institute of WA, The Premier's Summer Reading Challenge, The Leukaemia Foundation and Reconciliation WA join the club as Community Event Partners. They sat alongside the club's long-term principal charity partners: Starlight Children's Foundation, Redkite and Constable Care Safety Foundation.

■ Fremantle captain Matthew Pavlich and ruckman Aaron Sandilands participating in a puppet show and child safety lecture hosted by the Constable Care Child Safety Foundation, one of the club's three principal charity partners.



VISIT WEBSITE

www.fremantlefc.com.au/club/community



GEELONG CATS

The Geelong Cats' community program goes from strength to strength each year as it continues to build strong partnerships and programs that provide effective and lasting community value.



The Geelong Football Club is a highly visible member of the Geelong Community. Our players, our coaches and all our staff understand the importance of their public role and they take this added responsibility very seriously.

It is our vision to be world class in our delivery of community programs. Our goal is to be more than a football club and to give back to the community that has given us so much over the past 150 years.

We take pride in our community engagement activities.

In 2014 we responded to 300 requests a week for assistance and provided more than 15,000 items for fundraisers and special requests.

Our players visited 130 schools in the region spending time with thousands of future footballers through the Auskick program, and they also made regular visits to the Geelong and Royal Children's hospitals.

Our very popular Home of the Cats Tours welcomed more than 2000 people to see behind-the-scenes at Simonds Stadium.

Over the past three years our community programs have continued to grow. We have six major programs, all focusing on empowering young people to make good choices about their health and well-being. Our programs are BioCATS, Cyber Cats, Just Think and Closing the Gap, and we partner with the Read the Play and Ladder Geelong programs. The Club also engages and invests in community at grassroots level with our School Cats, Footy Cats, Cats Care, Cats Wishes, Cats Community Education Sessions and Cats Assist programs.

To deliver these programs we have developed partnerships with experts who ensure the programs are ethically sound: AFL, AFL Barwon, Barwon Medicare Local, Barwon Health, Barwon Youth, Batforce, Cottage by the Sea, Deakin University, Geelong & District Football League, Good Sports program, Headspace Geelong, Leisure Networks and Victoria Police. We also acknowledge our five community partners Barwon Health Foundation, Starlight Children's Foundation, Cottage by the Sea, Gateways Support Services and Give Where You Live.

None of this would be possible without the support of our generous Geelong Cats Community Foundation donors and our sponsors Deakin, Target, Telstra, Healthy Together Geelong and McDonalds.

MAT STOKES – BACK TO BACK COMMUNITY CHAMPION

The Club Community Champion is the player who is recognised for their outstanding interest in – and dedication to – community projects, both within the club and the wider community.

Mathew Stokes has been awarded this prestigious award for the second year in a row.

Mat has been instrumental in the review and development of our second Reconciliation Action Plan. His input provided a measured and considered insight about what the Club can do to meaningfully improve reconciliation amongst our players, staff, members and the wider community.



Mathew Stokes shares a laugh on Community Camp.



Mat continues to be the main driver of our Closing the Gap education campaign for local young Aboriginals. He chose to attend the Deadly Choices symposium held in Brisbane in March this year, in his own time, to present on the Cats' campaign and learn more about how this work can support young people in Victoria.

Mat regularly takes time to develop personal mentoring relationships with a number of local indigenous young people who identify Mat as an inspiration and role model to look up to.

In addition, this season, Mat has taken on the volunteer role of Aboriginal Liaison Officer within the club and also been instrumental in our Gathering Camp, held for 40 local Aboriginal young people from the Barwon South West. He travelled the region on his days off to build relationships with communities across the region.

Mat has also been back to the Northern Territory on numerous occasions this season to assist with various Aboriginal health messages and has met with Territory politicians to discuss the health issues for the local Aboriginal Communities.

DEAKIN CATS COMMUNITY CENTRE GOING GREAT GUNS

In 2014, the Deakin Cats Community Centre celebrated its first birthday with more than 16,500 people through the doors in the first 12 months of operation. The centre has become the hub for delivery of the club's community programs and a valuable resource to over 35 different community groups across the year.



VISIT WEBSITE

www.geelongcats.com.au/club/community

GOLD COAST SUNS

The Gold Coast SUNS are committed to supporting the Community, through meaningful relationships and innovative programs and activity.

Gold Coast SUNS SHINE schools program Ambassador with mascot SUNNY RAY and Grade 4 students at the SHINE carnival day at Metricon Stadium.





Winner of the Gold Coast SUNS Community Leadership award for 2014 Charlie Dixon with City Of Gold Coast Deputy Mayor Donna Gates and players from the Coomera Magpies in the North Gold Coast region.



Our promise is to continue to engage and develop sustainable community programs and activity that will exist and provide benefit, both now and well into the future.

The Gold Coast SUNS players and staff as part of this commitment have delivered over 20,000 hours of community service (5,000 per year) throughout the Gold Coast and Queensland within the first four seasons of being in the AFL.

Due to this commitment and hard work within the community, the Club and its players have been acknowledged through the following awards:

- 1 Zac Smith – winner of the AFL's Jim Stynes Community Leadership award 2013
- 1 Qld Police – Crime prevention award winners 2013 in conjunction with Gold Coast Police, local schools and charities through the Love Bites program
- 1 City of Gold Coast (Council) – Safer Suburbs awards winners (Business category) 2013
- 1 Jarrod Harbrow – finalist of the AFL's Jim Stynes Community Leadership award 2012
- 1 Gold Coast Business Excellence Awards – Mayor's award for Corporates Social Responsibility 2011

HORIZON PROGRAM

The Club has made the well documented and very firm commitment to three areas of social responsibility within the Gold Coast community. The Club will strongly support, engage in activity and assist in fundraising in three of the most challenging areas of social responsibility that the Gold Coast faces through the Horizons program:

Respect And Responsibility (Domestic Violence)

The Gold Coast SUNS strongly support a focus on respect and responsibility to both women and children and also within the wider community. A key component of this respect and responsibility pillar is supporting the area

of Domestic Violence awareness, where the Club works closely in programs, activity and fundraising with its four charities in this area; ACT for Kids, CEO Challenge, Paradise Kids and the Domestic Violence Prevention Centre Gold Coast.

Youth Homelessness

With a reported 1400 people officially homeless on the Gold Coast each night and over 300 of these being homeless youth, the Gold Coast SUNS have committed to working closely with the three key service providers in the area of youth homeless on the Gold Coast being: Gold Coast Youth Service, Project for Homeless Youth Gold Coast and YHES House. The activities the Club runs or supports in this area include the Youth Homeless Golf Day, Face your Fears Day, the Homeless Sleepout and Homeless Connect, which are both now held at Metricon Stadium each year.

North Gold Coast Region

With the Gold Coast continuing to expand at a rapid rate in the northern region of the Gold Coast, the Gold Coast SUNS have been heavily involved in activity and programs in the north Gold Coast region to assist this local community. The Gold Coast SUNS are working closely with schools and service providers and support three key charities in the region: Studio Village Community Centre, Oxenford and Coomera Community Centre and FSG (Coomera).

Outside of the Horizon program, the Gold Coast SUNS work in the heart of the community, encouraging participation and social inclusion through five main programs: education and schools, local AFL clubs, multicultural programs, indigenous programs and community support – fundraising, donations and events.

- 1 Horizon program Ambassador (Domestic Violence) Daniel Gorringer helping to launch the White Christmas Charity Event, which benefits over 3,000 needy Gold Coasters each year.



VISIT WEBSITE

www.goldcoastfc.com.au/community

GWS GIANTS

The Greater Western Sydney GIANTS are committed to being a strong community partner and provide programs that improve the lives of those in our community.

☑ Children from western Sydney participate in the Bridges to Higher Education program run at the GIANTS Learning Life Centre.





CAREERS FUTURES PROGRAM

Lend Lease and the Greater Western Sydney GIANTS launched an innovative program to boost education and employment opportunities for young Indigenous people in Western Sydney.

The Career Futures Program was developed in partnership with the GIANTS to deliver leadership and development programs to young Aboriginal and Torres Strait Islander high school students who attend schools located in Western Sydney.

The program was designed to build retention of students in years 9 and 10 that are identified as students at risk of withdrawing and dropping out of school.

Students attended weekly sessions covering various topics from leadership, self-confidence and public speaking to cultural art and interview skills. Students also learned life skills through dance with The Indigenous Hip Hop Project delivering their workshops every week.

SLATER & GORDON GENTLE GIANTS

This program saw GIANTS players deliver 500 hours of visits to hospitals across NSW, ACT and Victoria. The hospital visits by players not only brightened the day of patients, but also established meaningful connections for years to come.

The entire GIANTS playing list take part in these visits, often taking time out of their day after a game to visit hospitals across Western Sydney, in Canberra and Melbourne.

Slater & Gordon and the GIANTS donated children's furniture on these visits as well as 2750 GIANTS colouring-in books, footballs, blankets and pillows to add a little fun and comfort to their stay in hospital.

BRIDGES TO HIGHER EDUCATION

The Bridges to Higher Education project sees the GIANTS partner with the University of Western Sydney to improve academic outcomes, raise educational aspirations and engagement and increase the capacity to access higher education for students from low socio-economic and multicultural backgrounds.

More than 6000 students from 60 schools and educational facilities across Western Sydney took part in the eight-week Bridges to Higher Education program, partnering with over 25 community events reaching over 5000 parents, youth and children.

The programs offered to schools and community organisations include:

- 1 Educational excursions to Sydney Olympic park
- 1 Aspiration workshops with 'Save The Children'
- 1 Wise Up program with NSW Police
- 1 Youth Mentoring with PCYC
- 1 Juvenile Justice positive goals program
- 1 Parents University Tours
- 1 HAYAT House Youth Outreach Youth Workshops/Dinners
- 1 GIANTS Bridges goal setting and dedication to success workshops

LIFE LEARNING CENTRE

In 2014, the GIANT connection to the community has increased significantly with the completion of the Life Learning Centre at the new Training & Administration base at Sydney Olympic Park.

📍 (clockwise from left) Jon Patton and Heath Shaw pay a visit to the Sydney Children's Hospital as part of the Slater & Gordon Gentle GIANTS Program; Tom Scully is presented with a painting by a child at Mt Druitt hospital as part of a Slater & Gordon Gentle GIANTS visit; Dylan Addison visits his old school, Panania Public with Rory Lobb through the Lend Lease GIANT Community Footprint.



VISIT WEBSITE

www.gwsgiants.com.au/community

HAWKS HAWTHORN

Hawthorn Football Club's community programs can best be described as a rich patchwork quilt that includes and embraces families, children, adults, students, groups, organisations, foundations and government.

■ Hawthorn Indigenous Ambassador, Shaun Burgoyne with young Hawks fan Kevin on his recent trip to Katherine.





The one thing Hawthorn's many diverse community partnerships have in common is the objective to make a difference. Each year, the Club comes in contact with many individuals from all walks of life and aims to make a positive impact on their lives. This is done through a number of partnerships and programs Hawthorn has implemented across the country.

AFL CLUB PARTNERSHIP PROGRAM – HAWKS IN KATHERINE

They may be thousands of kilometres apart, but Hawthorn Football Club and the Katherine community in Northern Territory have built a special bond through the AFL Club Partnerships Program. Since the program was introduced in 2009, over 30 Hawks players, coaches and staff members have visited the region to promote healthy life choices to local indigenous children. The Club has also developed an affiliation with the local Katherine under 18 representative side the Big River Hawks; a team that encourages school attendance and employment. One of the most rewarding elements of this program is the reciprocal travel arrangement involved. Each year a group of students from the Katherine region is selected to take a trip of a lifetime to Melbourne, many often leaving the Northern Territory for the first time, as part of the program. The students travel by car, plane and bus to get from remote Northern Territory to windy Waverley Park to meet the players, coaches and staff at Hawthorn. They are billeted out to Auskick families, spend a day with the families' children at their local primary school, and play an Auskick grid game on the MCG at half-time of a Hawks' match.

HAWKS IN SCHOOLS

Closer to home, Hawthorn conducts a primary school program in the City of Monash region in suburban Melbourne.

Through a partnership with SEDA students, the Club delivers two healthy food and physical activity sessions in 16 primary schools annually to promote health and physical activity messages to grade 3 students. Two Hawks players visit each school for a session to reiterate the important messages. Students receive a workbook with a number of fun and engaging exercises with a focus on healthy choices.

COMMUNITY PARTNERSHIPS

The Club's major community partner is beyondblue and the two organisations work closely to help reduce the stigma of depression and anxiety through the community, particularly through the annual beyondblue Cup. In 2014, the Hawks players got involved with beyondblue's awareness campaign surrounding the beyondblue Cup urging the public to dig deep and help tackle depression and anxiety. Engaging AFL players to appeal to like-minded men to take action on mental health issues is an aptly targeted message that resonates for beyondblue and Hawthorn Football Club.

Hawthorn's major engagement partner, Starlight Children's Foundation is an organisation that aligns with the Club's strong values, culture and sense of community. Through this partnership the Hawks are able to provide memorable experiences to seriously ill children and their families each year.

TASMANIA

Hawthorn Football Club has enjoyed a long standing partnership with Tasmania and works closely with organisations and community members to deliver memorable experiences each year. The major event on the calendar is the annual Community Camp which sees the entire playing list travel to Tasmania participating in various activities across three days. The 2014 Camp saw 25 towns, 21 schools, 18 charities and 8 local sporting clubs visited throughout the trip. In season, the Club engages Cancer Council Tasmania and Give Me 5 For Kids as match day charities, raising awareness and much needed funds for these organisations.

■ (left) Hawks players hanging around with primary school children in Tasmania during the 2014 Community Camp. (above) Larryd Roughead meets a young fan at a Cancer Council Tasmania event following the 2014 Premiership.



VISIT WEBSITE

www.hawthornafc.com.au/club/community



MELBOURNE

Between the club's engagement with inner Melbourne and its partnerships with the Northern Territory and City of Casey, there are numerous opportunities for our players to participate in a range of community programs. The club prides itself on its commitment to its community pillars. These pillars include women in football, education, indigenous programs, grassroots football and charities.

✓ The 2014 Melbourne Football Club Women's team celebrates their victory over the Western Bulldogs.





WOMEN'S FOOTBALL

The Melbourne Football Club continues to be an industry leader in supporting women in football.

The club actively pushed for a women's national competition for a sustained period of time and saw their efforts come to fruition in the form of the inaugural AFL Women's Draft in 2013.

For the past two years, Melbourne has drafted some of Australia's best female footballers, with five of those players, including 2013 number one draft pick Daisy Pearce, also taking on roles as female AFL ambassadors.

Melbourne's women's team won the inaugural match against the Western Bulldogs in 2013 and backed up the performance in 2014. This year's match, played as a curtain raiser to the men's match on June 29, attracted a crowd of 5500, with a further 3274 tuning in via a live stream. The club is also the major sponsor of the Victorian Women's Football League (VWFL) and supports a number of other female initiatives.

EDUCATION - READ LIKE A DEMON

This year Melbourne Football Club players spent 460 hours in the community visiting primary and secondary schools. In secondary schools, this was achieved through a combination of leadership forums and football development strategies, while primary school students were targeted through the club's 'Read Like a Demon' program.

Read Like a Demon is an industry leading, primary school-based program that encourages children to develop a positive relationship with literacy. Now active in more than 30 schools in Australia, the program provides free access to a comprehensive interactive resource, which features lessons plans, student activities, video clips, book reviews, writing activities and links to Deezone – Melbourne Football Club's kids' website.

Five Melbourne footballers – Jeremy Howe, Colin Garland, Jack Fitzpatrick, Cameron Pedersen and Jordie McKenzie – have been named Read Like a Demon Ambassadors and heavily invest their time and energy into the program.

See www.deezone.com.au

CHARITIES

The Melbourne Football Club is committed to supporting the issues that impact our society. In fulfilling this vision, the Club has developed charity partnerships with The Reach Foundation, Berry Street, Melbourne City Mission, Fight Cancer Foundation and Breast Cancer Network Australia. In 2014, a number of key initiatives were supported including Sleep at the 'G, Field of Women, Berry Street Camp and Footy Colours Day. The Club and its players were involved in raising awareness, assisting with fundraising and becoming actively involved in key initiatives.

NT EXPERIENCE

In February this year, the Melbourne Football Club flew to the Northern Territory to carry out its annual Australia Post AFL Community Camp in Alice Springs, building further on its community work.

Over four days, the players and coaching staff participated in multiple community based programs. This included holding clinics for both juniors and women respectively, delivering the Read Like a Demon reading program, working on Boots for All, visiting Nyirippi, a remote community and visiting eight primary schools including Yipirinya Primary School where a Trachoma education session was delivered.

Since 2009, the Melbourne Football Club has been supporting the fight against Trachoma, a bacteria in the eye that causes blindness, through promoting and encouraging the health message to children of 'clean faces, strong eyes'. The work thus far has been hugely positive and has increased awareness, provided better knowledge and improved practice in relation to trachoma elimination.

■ (left) Bernie Vince and Chris Dawes run a Read Like a Demon session with children in the City of Casey. (middle) Jack Trengove visits the Royal Children's hospital in support of Footy Colours Day. (right) Neville Jetta washes his face at the Trachoma education session in the Northern Territory.



VISIT WEBSITE

www.melbournefc.com.au/the-club/community



NORTH MELBOURNE

The North Melbourne Football Club, through The Huddle, works to improve social cohesion by addressing the causes of disengagement among young people within the community.

North Melbourne girls team compete in the 2014 Unity Cup.





1 (clockwise from left) Daniel Wells and Lindsay Thomas with Tjuntjuntjara Remote Community School; Debney Meadows Primary represent NMFC in the Multicultural Schools Cup; Girls participating in Majak's First Kick.

THE HUDDLE

The North Melbourne Football Club, through The Huddle, works to improve social cohesion by addressing the causes of disengagement among young people within the community.

The Huddle, which opened in 2010, has been recognised for its outstanding work in 2014 with the Minister's Award for Community Sport and Recreation and as a finalist for this year's prestigious Melbourne Award. In 2013 it was presented with the Sports Leadership Award (National Migration and Settlement Awards), and in 2012 with the Victorian Premier's Award for Community Harmony.

Huddle programs reached 25,000 people in 2013 with activities taking place in the club's classrooms as well as in schools and communities throughout the north and west of Melbourne. Programs are developed and delivered by teaching staff, in conjunction with the North Melbourne playing group and young people from the local community. Technology, sport, positive education, team building, mentoring and role models are used to challenge and engage, to create active community participants and to develop young people into leaders. Recently, an independent evaluation of the Huddle concluded:

"The Huddle concept is a very powerful idea. (...) What is unique is that all Huddle programs are innovatively designed to foster the participants' sense of individual identity and self-esteem, a sense of place and belonging, improved health and wellbeing and the positive benefits of participation; whether it be on the sporting field or the classroom or even as spectators. The young person benefits, as do their parents and the broader community."
- Moira Schulze and Dr Sue Foster

Huddle Programs include:

- 1** A Schools' Program; helping children explore themes of community, self and sustainability in a unique learning environment.
- 2** A Sport program, increasing participation of migrants in sporting teams and clubs. Study support for young people including tutors, and internet access.
- 3** A Schools Football Program which uses football to reinforce the importance of healthy lifestyles, teamwork, and tolerance.

People in The Huddle:

The Huddle has the pleasure of working with extraordinary people every day. These are just some of the young people we worked with:

- 1 Agum Maluach** and her older sister arrived in Australia when Agum was just 15 year old, leaving behind their beloved parents back in Sudan. Now at age 20, Agum is a mother of three children and is finishing her senior studies at the River Nile Learning Centre in North Melbourne – which is where she was introduced to AFL through The Huddle. "I love footy because it's so athletic and it's just really Aussie and I'm Aussie too!"
- 2 Mohamed Mohamed** was born in Kenya to Somali parents who fled the civil war. Mohamed came to Australia at three years of age and has grown up loving AFL football. As part of three weeks work experience at North Melbourne in June, Mohamed helped conduct footy clinics, spent time with the club's recruiting staff and even hosted a segment for the Marngrook Footy Show.
- 3 Max Scoble** from Melton made new friends and improved his footy skills in the 2013 Blackwoods Indigenous Academy – and in the process, became more connected to other Indigenous kids his age. "I've loved meeting Lindsay Thomas and Daniel Wells and hearing their stories was really inspiring."
- 4 Imanuil Afiuo** immigrated to Melbourne from South Sudan in 2012. He attended his first AFL game with The Huddle in Round 4 to see Majak Daw's senior debut and a few months later met his hero at Arden St. Imanuil had his very own 'Majak' moment when he kicked his first goal for the Kensington/Flemington Junior Football Club this year.



VISIT WEBSITE

www.nmfc.com.au/huddle



PORT ADELAIDE

The Port Adelaide Football Club has embraced its community since 1870 and in 2014 revised their Mission Statement to reflect this – We Exist to Win Premierships and Make our Community Proud.

Port Adelaide's Indigenous players wearing the Power's inaugural Indigenous themed guernsey.





The Port Adelaide Football Club created a separate entity in 2011 to engage the community in South Australia and the Northern Territory. Power Community Ltd works in partnership with a range of partners and engaged nearly 100,000 people in 2014 across five audiences – Youth, Aboriginal, Multicultural, Female and Older Adults.

The work of Power Community Ltd is integrated into our game day themes and in 2014 we celebrated ANZAC Round, Indigenous Round, Women's Round and Multicultural Round.

DEFENCE RECOGNITION PROGRAM

The Defence Recognition Program engages the broader defence industry including veterans, current serving members and their families, and the various defence companies in Adelaide.

The defence family gathered at Adelaide Oval for AFL ANZAC Round, which included the RSL as the game day charity and the presentation of the Major Peter Badcoe VC Medal. Prior to the game, the Australian Defence Force played a curtain raiser against the Emergency Services, and Assistant Coach Matthew Nicks addressed both teams.

The Defence Recognition Program continued throughout 2014 with fundraising support provided to Legacy, the RSL and the Repat Foundation. We also delivered the Optimistic Kids program, a resilience and positive thinking program for children of defence families.

ABORIGINAL POWER CUP

The seventh Aboriginal Power Cup embraced 392 students from 35 schools across the state. All students who completed the required curriculum tasks, and demonstrated strong school attendance, participated in a three day carnival at Alberton Oval.

The carnival included 119 games of 9-A-Side footy, workshops and cultural activities, a career expo and team breakfast. The final of the Aboriginal Power Cup, featuring two male and two female teams, took place prior to Power v Hawthorn. The final was played at Adelaide Oval for the first time and the students performed a cultural dance prior to the game.



GIRL POWER

Power Community Ltd expanded Girl Power in 2014 and hosted our own AFL Women's Round. Girl Power is aimed at girls aged 13-16 years focused on healthy lifestyles, positive body image and self-esteem, leadership and career development.

Girls from targeted schools attended the Girl Power Leadership Forum prior to AFL Women's Round, where a range of successful women including Olympian Anna Meares shared their stories and leadership philosophies. The girls were also offered work experience opportunities with a range of female mentors across a number of industries.



SOCIAL COHESION PROGRAM

Power Community Ltd created a new Social Cohesion Program for the African community living in Kilburn. The Kilburn Football Club expressed interest in growing their junior participation and opened their doors to the local African community. A total of 55 African students participated in the ten-week program. Surprisingly, 40 of the 55 participants were female, allowing Kilburn FC to form an Under 16 Girls team. Since the program concluded the girls have been offered casual employment with Coles and participated in the YWCA Youth Parliament.

Our AFL Multicultural Ambassador, Alipate Carlile, allocated many hours to this program which included a pre-game parade and curtain raiser prior to AFL Multicultural Round.



VISIT WEBSITE

www.portadelaidefc.com.au/club/community



RICHMOND

Richmond recognises its capacity and responsibility to improve and enrich the lives of people throughout the community. The Club continues to develop trusted, sustainable and effective community programs and partnerships that support Indigenous leadership and employment pathways, multicultural community engagement, and keeping children safe from violence through its partnership with The Alannah and Madeline Foundation.

✓ Richmond footballer, Brett Deledio and young Ian at the Framlingham Aboriginal Mission in Western Victoria.



INDIGENOUS

Korin Gamadji Institute

The Korin Gamadji Institute (KGI) is a unique and innovative Indigenous space focused on leadership development, education and training, and career pathway development. The Institute delivers a range of activities, together with its pathway partners, to ensure positive outcomes within a space that celebrates cultural pride and supports our next generation of Aboriginal and Torres Strait Islander leaders.

The KGI's flagship program is the Richmond Emerging Aboriginal Leaders (REAL) Program, which is specifically designed for Aboriginal and Torres Strait Islander people aged 14 – 17 years. The program builds the leadership capacity of young people that have been identified as excellent young leaders in their communities. Throughout the REAL Program, participants engage in interactive sessions that focus on:

- 1 Leadership
- 2 Active participation – delivered in partnership with the Victorian Electoral Commission (VEC)
- 3 Health and wellbeing – delivered in partnership with the Victorian Aboriginal Health Service
- 4 Personal and career pathways
- 5 Cultural pride and affirmation

The REAL Program is proudly supported by the Australia Federal Government and the Victorian Electoral Commission.

Additional programs delivered by the KGI include:

Laguntas Program

The aim of the Laguntas program – which was an initiative of the Richmond Football Club – is to support the pathway to the AFL competition for young Aboriginal and Torres Strait Islander people, while providing training and education to support their off field development. During 2014 the program included:

- 1 40 young Indigenous men engaged in a high performance football development program to provide them with improved access to the AFL talent pathway in Victoria
- 2 10 Indigenous staff provided career pathway opportunities in team support roles to facilitate the management and administration of athlete preparation, education and coaching

The Laguntas Program is proudly supported by the Victorian Electoral Commission.

Aboriginal Employment Program

The vision of the KGI's Aboriginal Employment Program is to conduct various personal development and vocational training programs to assist Aboriginal people into the workforce and to create pathway and networks with employers committed to employ Aboriginal and Torres Strait Islander people. More than 200 Aboriginal people have completed certificate or pre-employment training, with more than 40 employment outcomes since 2013.



CHARITY SUPPORT

The Alannah and Madeline Foundation

Richmond's preferred charity partner, The Alannah and Madeline Foundation, is a national charity aimed at keeping children safe from violence and bullying, and its devastating impacts.

More than 2,500 schools throughout Australia participate in the Foundation's bullying prevention programs. Richmond supports the Foundation through fundraising activities, awareness building initiatives and sponsoring programs in selected schools.

In 2014, Richmond are sponsoring 15 schools for the Better Buddies program, and aim to increase this to 40 by 2020. The Club also committed a home-and-away match exclusively to the Foundation and its Stand Up for Our Kids campaign that reached more than 3 million people across Australia.



➡ (top) Richmond footballers enter the MCG at the Stand Up for Our Kids match day. (above) Team India proudly stands for their national anthem at the AFL International Football Cup.

MULTICULTURAL

Richmond plays an important role in the delivery of the AFL's Multicultural Program. The program aims to introduce young people from culturally and linguistically diverse communities to Australian rules football and to influence mainstream AFL clubs to embrace multicultural diversity as part of their ongoing operations.

Specifically, Richmond has focused its attention on building relationships within Victoria's Indian community. Throughout the past three years the Club has supported the international Indian football team, engaged in festivals, worked to create the Masala Football Club, and travelled to India as part of the State Governments trade mission.

The Club also supports the Islamic community through Bachar Houli and his role as AFL Multicultural Ambassador. This includes hosting more than 100 Islamic students for the annual Bachar Houli Football Academy and Islamic Football Cup, and managing Bachar's website, which educates people on his faith and pathway to football.



VISIT WEBSITE

www.richmondfc.com.au/club/community
www.kgi.org.au



ST KILDA

St Kilda Football Club strives to engage the community by promoting a diverse and inclusive program that is active in our local municipalities and aligns with our core values. We aim to achieve positive social and health outcomes, as well as enhance community spirit and resilience, through a number of community, school-based and charity initiatives.

✓ Rhys Stanley, Luke Dunstan, Jack Billings, Tom Hickey, Trent Dennis-Lane & Jason Holmes visit Rye Primary School as part of the 2014 AFL Australia Post Community Camp.





BAYSIDE STRATEGY

The Saints are heavily invested in the club's heartland region, having a strong focus on building relationships with Melbourne's bayside suburbs, from Port Melbourne to Portsea.

St Kilda's key fan development zone is the bayside wedge which comprises five Local Government Areas (LGAs); Frankston, Kingston, Bayside, Glen Eira and Port Phillip.

St Kilda significantly outperforms all other AFL clubs in these five key bayside LGAs, with more members in these LGAs than any other club.

The Club is continually evolving a 'Bayside Strategy', which identifies opportunities for fan development and community innovations and programs through its heartland.

COMMUNITY INITIATIVES

The Club has a range of initiatives that utilise the club's resources and networks to foster community involvement.

The Saints formalised an agreement with SEDA students through industry-based learning at a variety of activities and events. This program facilitates students to work in an AFL club while studying.

The Club is also working with Secondary Schools including Elisabeth Murdoch College, McClelland College & Westernport Secondary College to develop school-aged youth to pursue a career in sport.

The club is further developing the Angels Community program, which is organised through St Kilda's women's network, 'The Angels'.

The concept sees under-privileged and disadvantaged children sponsored to receive access into their local football club, ticketing to St Kilda games and partake in club activities.

This is a developing initiative and we hope will it will grow over time to include other opportunities for disadvantaged supporters.

CHARITY PARTNER PROGRAM

At the start of this year, the club reformulated the structure of our Charity Partner program to provide a well-rounded portfolio that provides mutual benefits for all parties.

The Saints are aligned with five core charities at a national, state and local level, and connects with traditional partners that promote our involvement with our heartland region.

Our association with the Trevor Barker Foundation reinforces our iconic historical ties and helps support young children suffering cancer, and their families.

Sacred Heart Mission also strengthens our historical relations and connects us to our original home base in St Kilda.

The Frankston Charitable Fund promotes our involvement with the local community and the Blue Ribbon Foundation is a state partner, recognises the role of Victoria Police members and ultimately supports fundraising for community hospitals etc.

Finally, Soldier On, recognising the role Australia's servicemen and service woman undertake. We have built an integrated recognition program for wounded soldiers to build awareness for their health and wellbeing, as well as promote national pride.

Through the networks of players, coaches, staff, directors and the wider community, we aim to grow the brand of the organisations in a reciprocal manner.

Through these alignments we work with a variety of community groups to address relevant social issues and drive positive results.

🚩 (top left) Students from Mahogany Rise Primary School meet Nicky Winmar. (top right) St Kilda players visit Frankston Special Development School. (above) Leigh Montagna and Daniel Markworth at Sandringham East Primary School.



🚩 Captain Nick Riewoldt and Soldier On Ambassador Liam Haven.



VISIT WEBSITE

www.saints.com.au/the-club/community



SYDNEY SWANS

The TeamSWANS community program continues to bring the Sydney Swans and the community closer together, while we were proud to align with our charity partners including Redkite, Cerebral Palsy Alliance, Goodes-O'Loughlin Foundation and beyondblue.

✓ Lance Franklin, Adam Goodes and Lewis Jetta – in the Swans inaugural Indigenous themed guernseys – proudly support the Recognise campaign.





COMMUNITY PARTNERS

In 2014 the Sydney Swans continued to build on its great work from previous years by taking an active role to encourage, inspire and install unity in the community space.

The club strengthened its ties with ongoing community partners Redkite, the Goodes-O'Loughlin Foundation, beyondblue and Cerebral Palsy Alliance whilst also welcoming RedCross to the club's portfolio.

The Swans were also proud to establish a relationship with Australian Technology Park who sponsored the club's Indigenous Leadership and Wellbeing Program.

Each of our partners has a special connection with the Swans and below are just a few highlights of the activities that the club was involved with this season.

Redkite

- 1 Redkite ambassadors Rhyce Shaw and Harry Cunningham undertook regular visits to the Sydney Children's Hospital by partaking in the Musical Therapy Program to support young children living with cancer.
- 1 The annual Redkite Cup took place at the SCG against Fremantle in Round 5 which also coincided with the Redkite Family Day and the pre-match Redkite celebrity fixture. All proceeds raised from the match assisted children and their families living with cancer.

beyondblue

For the first time in 2014 the Swans played Hawthorn for the beyondblue Cup at the MCG. Both clubs partook in various activities to raise awareness for depression and anxiety in the lead up to the fixture. The club also supported numerous other beyondblue events via various donations of signed memorabilia.

GO Foundation

- 1 Official match-day partner of the Indigenous Round fixture v Geelong.
- 1 Fundraising activities throughout the match supported by the club and Prime Minister ensured valuable funds were raised to provide Indigenous children with scholarships to quality schools.

SCHOOLS PROGRAM

The TeamSWANS Volkswagen Environmental Program continued throughout 2014 with overwhelming success.

The program was delivered to over 3000 primary school students within the Sydney metropolitan area ensuring the Swans reach kept growing with over 10 new schools visited from 2013.

Various players including program ambassadors Kurt Tippett, Lewis Jetta, Ryan O'Keefe, Jarrad McVeigh and Kieren Jack spoke to the students about key environmental issues and provided each student with the necessary resources to make a positive impact on the environment.

AFL COMMUNITY CAMP

The Swans took part in the 2014 Australia Post AFL Community Camp which saw the players venture far and wide across New South Wales throughout the first week of February. The camp provided many opportunities for rural Swans supporters to engage with the players and get involved in various activities which seldom come to these areas.

Swans players conducted numerous football clinics for thousands of kids at schools and local football clubs whilst also spending time with community leaders and local businesses.



VISIT WEBSITE

www.sydneyswans.com.au



WEST COAST EAGLES

The West Coast Eagles Football Club has been actively supporting the Western Australian community since the club formed in 1986. Recognising the club's position as a social and community leader, we are always striving to increase our contribution to our state.

Jack Darling, Josh Hill, Darren Glass, Jamie Bennell wearing the West Coast Eagles inaugural Indigenous Guernsey.





1 (L-R) 2014 Dig Deep Campaign for Cancer Council cheque presentation - Megan Alexander (Corporate Relations Co-ordinator, Cancer Council WA), Lindsey Picker (Circulation Retail Sales Manager, The West Australian), Josh Galati (Business Manager - Consumer Sales WA, Caltex Australia), Susan Rooney (CEO, Cancer Council WA), Andrew Gaff (West Coast Eagles Football Club), Trevor Nisbett (CEO, West Coast Eagles Football Club), Luke Shuey (West Coast Eagles Football Club), Jasmine Paolino (Eagles in the Community Co-ordinator, West Coast Eagles Football Club), Liam Roche (General Manager, Group Operations and Information Technology, The West Australian)

The West Coast Eagles Football is very proud of its support and contribution to the Western Australian community. A suite of 'Eagles in the Community' programs have been established around our four community pillars, which include schools and education, grassroots football, diversity programs and charitable partnerships. These programs are committed to achieving success off the field, while enriching the lives of the Western Australian community by utilising the club's profile to educate, support, motivate and inspire people to reach their potential and lead a healthy, well-balanced lifestyle.

Together with the wonderful support of the 'Eagles in the Community' Principal Community Partner BHP Billiton, we will continue to make a positive and lasting contribution to the Western Australian community.

For further information regarding the Eagles in the Community programs, please visit www.westcoasteagles.com.au/the-club/community/background

WHAT'S BEEN ACHIEVED IN 2014

- 1** We engaged with over 150,000 students at more than 750 schools in WA through Eagles Rock My School, the club's High School Program, as well as the Eagles Cup, Eagles Faction Footy and Eagles Schoolboys Cup competitions.
- 2** Over the last 10 years, the West Coast Eagles' annual Dig Deep Day has grown and has seen the club become the largest corporate donor to the Cancer Council of WA across the state. Eagles supporters got on board with Dig Deep Day in spectacular fashion this year, with the club donating over \$142,000, the highest in Dig Deep Day history, to the Cancer Council WA.



3 Eagles Rock My School Program at Midvale Primary School with students, Nic Naitanui and Rick the Rock.

- 3** Students were engaged for 22,350 hours through our diversity programs, including Kicking Goals, the BHP Billiton Indigenous Leadership Program and the AFL Multicultural Schools Program.
- 4** We launched the West Coast Eagles Football Club Reconciliation Action plan in May this year, with the team proudly wearing the club's inaugural Indigenous guernsey when hosting AFL Indigenous Round celebrations in June.
- 5** 6.8 tonnes of cans of food, providing over 9,100 meals or the equivalent of \$33,805, was donated to those in need through the Cans for a Cause campaign, in partnership with Foodbank WA.



VISIT WEBSITE

www.westcoasteagles.com.au/the-club/community



WESTERN BULLDOGS

While our core business at the Western Bulldogs is football, off the field we are just as focussed on our work in the community in the Western Region of Melbourne - earning us the reputation of the Community Club of the AFL.





For over 100 years the Western Bulldogs have been proud citizens of the West – forging genuine partnerships within our community to ensure we play our role as a community leader.

Our diverse community engagement initiatives are underpinned by a professional program and delivered by a dedicated Community Department – SpiritWest Services – that applies the power of sport to achieve social inclusion outcomes and to build stronger communities.

While the Club delivers a range of community initiatives we are particularly proud of our work that is focused on mitigating marginalization for different target groups within the Western Region.

The Western Bulldogs assist more than 3,000 refugees and migrants a year to settle in the West, through the Bulldogs' Settlement Programs. The only sporting Club in Australia to receive funding under the Federal Government's Settlement Grants Program, the Western Bulldogs are leading the way when it comes to supporting newly arrived Australians to successfully integrate into our community.

The Western Bulldogs Fresh program, delivered in partnership with Victoria University, provides struggling and disadvantaged young people in the West with a 'fresh start' and the opportunity to attain secondary education qualifications through a unique and tailored program.

While the Bulldogs have a suite of initiatives aimed at supporting people with disability throughout the Western Region, The Total Footy initiative provides people with a disability the unique opportunity to develop healthy living skills while learning how to play footy. The Bulldogs also provide work education training to more than 350 people with disability living in the West in partnership with Mambourin Enterprises, Annecto and Victoria University.

And finally the Dog's Nallei Jerring "join and unite" program applies the vehicle of Australian Rules football to help local indigenous youth explore their Aboriginal heritage and culture while supporting them to stay in school.



The Bulldogs take our responsibility as a community leader to heart and we proudly wear our reputation as the Community Club of the AFL on our Red, White and Blue sleeve.

The numbers tell the story:

- ▶ 350 people living with a disability supported through work education
- ▶ 600 Bulldogs FRESH students (since 2004)
- ▶ 10,000 newly arrived migrants and refugees supported by the Bulldogs every year
- ▶ 18,000 students attending Bulldog Friendly Schools
- ▶ 40,000 multicultural groups or individuals reached through Bulldogs' community engagement.



VISIT WEBSITE

www.westernbulldogs.com.au/community

ECONOMIC IMPACT OF AUSTRALIAN FOOTBALL

Australian Football is one of the major sports in Australia and is among the largest individual business sectors within the sports and recreation industry. It is:

- ▶ Australia's premier spectator sport, attracting 15.27 million spectator attendances in 2013. Of the total attendances, 46.9% or 7.19 million were at AFL matches.
- ▶ Australia's major football code in terms of regular participation with 938,068 participants.
- ▶ An industry sector which supports 5,415 full time equivalent jobs (excluding players and umpires).
- ▶ An industry sector which generated \$5.01 billion in financial contribution to the Australian economy in 2013.

Employment

- ▶ An estimated 167,301 Australian Football volunteers contributed 13.4 million working hours in 2013, worth the equivalent of \$267 million in labour effort.

- ▶ Australian Football peak bodies, leagues, associations and clubs employed 13,804 people in 2013 (excluding players and umpires):
 - › 24% full time
 - › 25% part time and
 - › 51% casual.
 This represented 5,415 full time equivalent jobs.

- ▶ The main occupational groupings of people employed by Australian Football leagues and clubs were:

› Events	27%
› Operations	29%
› Administration	34%
› Maintenance	10%

Financial Analysis

- ▶ The total financial contribution of Australian Football to the Australian economy in 2013 is estimated to be \$5.01 billion. This was \$518 million more than the \$4.49 billion financial contribution calculated in 2012, representing an increase of 11.5% (and an average annual increase of 6.6% since 2007). The State and Territory contributions in 2013 were:

› Victoria	\$2.784 billion
› Western Australia	\$0.666 billion
› South Australia	\$0.647 billion
› New South Wales/ACT	\$0.404 billion
› Queensland	\$0.318 billion
› Tasmania	\$0.119 billion
› Northern Territory	\$0.073 billion

✓ Action from the 2014 International Cup match between USA and Finland at Royal Park, Melbourne.





Additional Impacts

Of the \$5.01 billion in total economic contribution, the AFL including AFL clubs share of the total economic contribution in 2013 was 54.5%, or \$2.731 billion.

- ▶ The eighteen AFL Clubs made an estimated economic contribution of \$2.010 billion in 2013. The contribution included:
 - › \$1,188.4 million from club, player and member expenditure
 - › \$417.9 million from spectators, volunteers and other supporters
 - › \$403.9 million from business and multiplier effects.
- ▶ Australian Football organisations collected and paid an estimated \$420.7 million in taxes during 2013 comprising:
 - › \$362.8 million was for taxes collected on behalf of the Commonwealth Government (including net-GST \$90.7 million and PAYG for employees \$272.2 million)
 - › \$57.9 million was for direct taxes (payroll tax, bank taxes, FBT, rates, statutory charges and other taxes).

▶ In 2013, the estimated total net-economic contribution of all AFL matches to host cities was \$523.5 million, including:

› Melbourne	\$262.7 million
› Perth	\$76.3 million
› Adelaide	\$56.3 million
› Sydney	\$42.3 million
› Brisbane	\$19.7 million
› Gold Coast	\$14.1 million
› Geelong	\$21.8 million
› Launceston	\$10.8 million
› Darwin	\$ 3.3 million
› Canberra	\$ 5.8 million
› Hobart	\$ 4.5 million
› Cairns	\$ 2.2 million
› Other Regional Centres	\$ 3.8 million

▶ There were a large number of "interstate" AFL matches staged in 2013. Interstate matches are those in which at least one of the teams playing in the host city is from another state. The estimated net-economic contribution of interstate AFL matches in 2013 to the host cities was \$412.3 million (including \$34.9 million at the Toyota AFL Grand Final and \$56.8 million at other interstate finals matches).

▶ AFL matches in 2013 contributed to an estimated 261,227 domestic air tickets and 694,437 bed nights in commercial accommodation, for interstate and intrastate spectators attending the games.

▶ Port Adelaide hosted Richmond in the first ever Toyota AFL Final played at Adelaide Oval.



In 2013, the estimated total net-economic contribution of all AFL matches to host cities was \$523.5m.



AUSTRALIAN FOOTBALL LEAGUE
COMMUNITY REPORT