

BOMBER



GROWING OUR LEGACY

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CO-MAJOR PARTNERS



YEAR IN REVIEW

PAUL LITTLE, CHAIRMAN

Essendon Football Club continues to be a significant and positive contributor to its community. As a club that understands its role and influence across Australia, we are committed to leveraging our strong brand, resource base and relationships to help others.

There have been a number of notable off-field achievements by our club over the course of the 2014 season. The club's 'EFC Cares' campaign was a highlight, with Essendon launching a new charity partner, the Bully Zero Australia Foundation. Their work to raise awareness of bullying and to provide information and education to protect our society's youth hit a genuine chord with the club and in particular the playing group. We are proud of the charity work that Essendon supports, and the leadership that our club continues to take on the issues that matter.

I thank all of our many partners that support the club to deliver the high-volume of work that provides such high-value to the community.

The Victorian Coalition Government, notably the Department of State Development, Business and Innovation, Melbourne Airport, Strathmore Community Bank, Rio Tinto, and the Australian Federal Police have all been great supporters and advocates of Essendon's community pledge.

I also thank the efforts of our industry-leading community team. Thank you to Anita Fox, Cameron Britt, Michelle Murray, Gregor McCaskie, Salim Mahazi, Bernard Shephard, Arnel Davis and Anthony Tipungwuti. I also extend this thanks to The Long Walk team of Debby Walker, Kathy Braithwaite and Nicole Caulfield.

Our great club continues to be a leader - and innovator - in the area of social investment and contribution in Australian Rules football. I trust you'll enjoy reading of this work in the following pages.

Paul Little
Chairman, Essendon Football Club

CAMERON BRITT, HEAD OF COMMUNITY

Season 2014 was one of transition and change for Essendon's community department. The move to the True Value Solar Centre provided a new opportunity to be a genuinely 'open' club for our community. The move has offered greater access to our members and supporters and a greater ability to engage our community through programs and activities.

One of the foremost highlights for the club was experienced in May, with the 10-year anniversary of both the annual Dreamtime at the 'G match and The Long Walk charity. Both events were significant for the Essendon Football Club and will long be memorable for staff and players. Gundjtmara man, Thomas Day, created history when he designed our inaugural Dreamtime guernsey - a guernsey that was widely applauded by both Indigenous and non-Indigenous community members.

Our work to engage and support the Aboriginal and Torres Strait Island communities of Australia is embedded in our club culture and remains a source of pride and inspiration for our club.

A further highlight, emerging and innovative in nature, is our 'Embracing India' community engagement strategy. We continue to firm as the club of choice for Melbourne's vibrant Indian community, and have a strong desire to learn from a community that can offer our club so much by way of culture and support.

I would like to personally recognise the tireless efforts of our community program's volunteers Julie Hewes, Marie Peevers, Glenice Hood, Peter Binek and Oscar Anderson. Football clubs are truly enriched by their volunteer support base and Essendon's community volunteers are incredibly generous with their time, passion and expertise.

We look forward to season 2015 to explore further ways to ensure that Essendon maintains and builds upon its storied legacy as the club that cares for its community.

Cameron Britt
Head of Community, Essendon Football Club
@CamBritt1

TIWI AND WADEYE PARTNERSHIP

Essendon Football Club proudly continues its ongoing support of the Tiwi Bombers and Wadeye Magic Football Clubs.

Essendon provides both clubs with financial support and mentorship whilst continuing to engage directly with the local communities in both remote regions, through the much loved community visits by players and staff. Tiwi Islands are located approximately 80km north of Darwin, whilst Wadeye is located in the Thamarrurr region 420km south-west of Darwin.

Head of Community Cameron Britt said assisting the club's remote Indigenous partner communities remained a key aspect of Essendon's commitment to its community programs.

"We see our relationship with the communities of Wadeye and Tiwi as a really important part of the work that we do as a club within the broader Australian community," Britt said.

"Earlier this year, in a historic moment for football in the Northern Territory, the Wadeye Magic Football Club played its inaugural home game at Wadeye Oval.

"Both clubs received \$20,000 to invest in the development and growth of their football programs. It is not only this financial support that the club offers, but both teams benefited from mentoring and access to player role models.

"We see this commitment as helpful for ensuring that both communities continue to build successful and sustainable clubs."



Members of the Tiwi Bombers FC.



Young Bombers fan in Wadeye.

Tiwi Bomber Roy Kantilla has a shot for goal.

"...a really important part of the work that we do as a club within the broader Australian community."



BOMBERS' BRIGHT FUTURES

In partnership with the Victorian Government, the Bombers' Bright Futures program is designed to stimulate employment of Aboriginal and Torres Strait Islander residents in Melbourne.

The innovative program also supports activities that encourage and assist employers to provide sustainable employment opportunities.

Each participant in the program receives an online folio, an audit of academic and qualification history, referral to educational institutions and relevant organisations as well as assistance in sourcing job opportunities.

Project funded for:

51

Placements and is fully funded if a participant is engaged in employment for a minimum of 16 weeks.

Participants engaged for 16 weeks or more:

37

Finalised

Job placement/s:

48

*Note: As at September 11, 2014 all 11 outstanding completions are still employed.



Bombers celebrate a Dreamtime victory with club legend Michael Long.

Essendon celebrated the 10th Dreamtime at the 'G game against Richmond at the MCG in round 11 with a convincing 50 point win.

Fresh and firing after a bye, and boosted by the return of Paul Chapman from suspension, the Bombers set up their impressive result by booting the first four goals of the match.

Having been 27 points up at the first change, they extended the margin to 39 at half-time, were 51 in front at three-quarter time, then went on and won 15.14 (104) to 7.12 (54), improving their record to 5-5.

Midfielders Jobe Watson and Brendon Goddard and forward Ben Howlett, who booted a career-high five goals and gathered 25 touches, finished in a three-way tie for the Yiooken Award.

But Goddard won after the decision was referred back to the votes cast by the panel chairman, three-time Brisbane Lions premiership player Chris Johnson.

Joe Daniher, who was a late inclusion in the Essendon team after Michael Hurley pulled out with back soreness, also did plenty of damage for the winners on the scoreboard.

Daniher kicked three goals to go with his 12 disposals and seven marks.

Veteran defender Dustin Fletcher was another outstanding contributor on one of the biggest stages for the season.

The 39-year-old did most of his good work down back, although he snuck forward in the opening minute to slot the first goal of the game, which had the Bombers faithful dancing in the aisles.

It was a perfect way to celebrate a momentous occasion for the club in honouring the legacy of the Dreamtime spirit.



Brendon Goddard receives the Best On Ground Yiooken Award from Michael Long and Auntie Joy Murphy.



The traditional pre-game ceremony during Dreamtime at the G.

10 YEARS THE LONG WALK

This year marked the tenth anniversary of The Long Walk, following Michael Long's historic walk to Canberra in 2004 to get the lives of Aboriginal and Torres Strait Islander people back on the national agenda.

As part of the celebrations in 2014, The Long Walk hosted a series of exciting new events prior to the opening bounce of the annual Dreamtime at the 'G clash between Essendon and Richmond.

The Royal Botanic Gardens in Melbourne was the venue for the inaugural Fun Walk around The Tan, while the Wellbeing Concert at the Sydney Myer Music Bowl featured local and international artists such as Dan Sultan, Casey Donovan, Urthboy, Radical Son, Ellie Lovegrove and Maupower.

Ten years after the establishment of The Long Walk Trust, Long said he was proud of the work the charity does to support Aboriginal and Torres Strait Islander wellbeing.

"I have been reflecting on what we have achieved over the past ten years since I first felt the force of people power on the first walk," Long said.

"We have raised awareness and bridged many gaps between people across Australia and we will continue to build understanding and respect. We urge people to join us and continue walking."

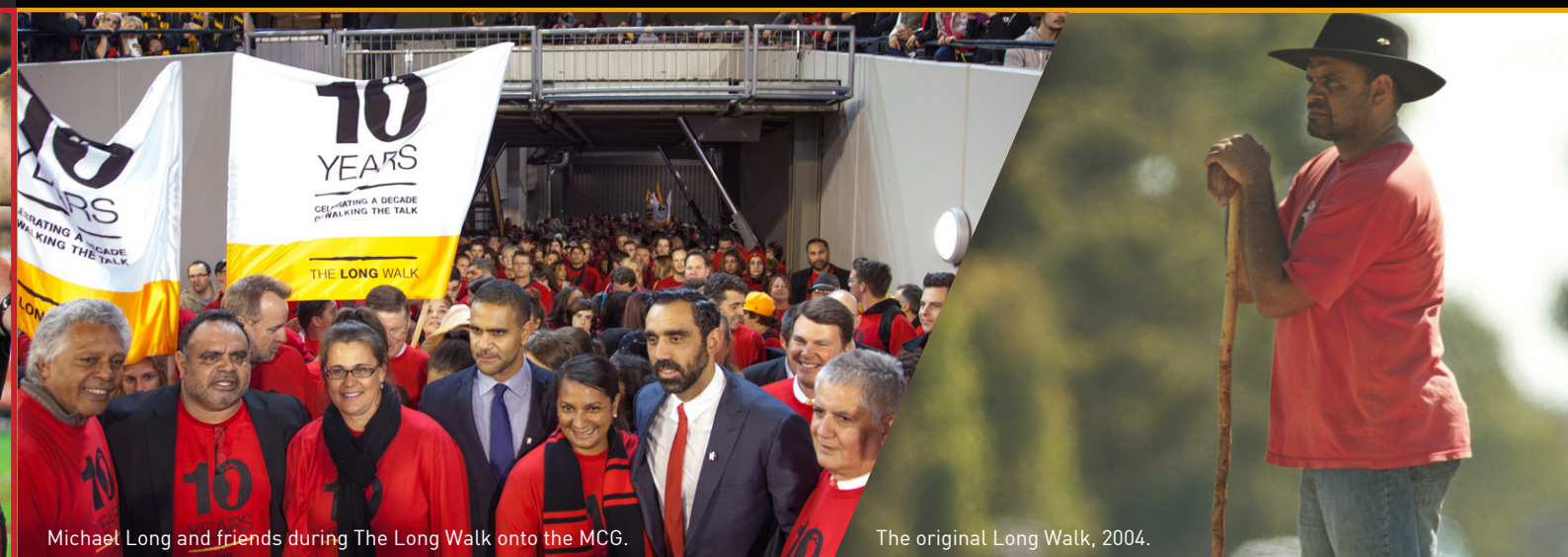
The Long Walk Chairperson Noeleen Cox said The Long Walk Trust was formed out of the overwhelming support for Michael's actions that came from everyday Australians from all walks of life.

"This year we celebrated 10 years of raising awareness for Aboriginal and Torres Strait Islander wellbeing," Cox said.

"We continue to uphold the actions of Michael Long and those who joined him in his walk to Canberra that started on 21 November 2004. When Michael walked to Canberra his actions spoke to the hearts and minds of thousands of people who agreed that Aboriginal and Torres Strait Islanders needed a fair go to become equal with the rest of Australia, while also recognising our unique position as the oldest continuing culture on this earth."

IN THE LAST 10 YEARS:

- Over 90,000 people have walked with Michael Long on The Long Walks around Australia to show their support for Aboriginal and Torres Strait Islander people and to celebrate The Long Walk's achievements.
- 6,000 people have shared stories at The Long Walk Women's Luncheons.
- Nearly 20,000 people have taken part in The Long Walk's education programs, connecting people from all walks of life with our rich culture and history.



Michael Long and friends during The Long Walk onto the MCG.

The original Long Walk, 2004.

FOR MORE INFORMATION ON THE LONG WALK, VISIT WWW.THELONGWALK.COM.AU

"We have raised awareness and bridged many gaps..."



EMBRACING INDIA

एसेंडन भारत को गले लगाते हैं

Essendon Football Club is continuing to work closely with Melbourne's vibrant and growing Indian community to provide opportunities to engage with Australian Rules football and enjoy all the excitement of supporting Essendon.

The club is particularly focusing on the North-West region of Melbourne, Essendon's heartland, and is buoyed by the healthy migration trends and Indian population growth within this area.

Significant steps were taken during 2014 to develop this relationship with a ground breaking Indian broadcast, the hiring of an Indian Content Producer and a trip to India to expose Essendon players to Indian life.

As part of the club's multicultural program and in partnership with Travel and Taste and Antler Luggage Australia, Joe Daniher, Dyson Heppell, Zach Merrett and David Zaharakis spent ten days travelling and embracing all that India has to offer.

The trip further strengthened the club's dedication to building a strong and sustainable relationship with the Indian community. The club took the proactive step to send its young leaders to immerse themselves in India's rich and diverse culture.

A key feature of the trip was a visit to SOS Children's Village in New Delhi in what was an eye opening experience for all involved. The village hosts children from all over the region who can no longer be supported by their families due to disadvantage.

"We met some fantastic people and teachers at the school who are making a difference in the lives of some amazing children. The school is giving these kids opportunities they wouldn't have had. A memory that will stick with me was meeting one young boy on crutches. He couldn't walk when he arrived at the SOS Children's Village, but with the help of the school he's getting around and walking with crutches which is great to see," Merrett said.

The highlight of a stop in the bustling eastern province of Kolkata was the AFL India super clinic held on the India/Bangladesh border. More than 200 young budding AFL players turned out on a local soccer field, complete with grazing cows, for a taste of Aussie Rules.

"I was really surprised how many young boys and girls turned out for the AFL India super clinic. They had some pretty impressive skills." Daniher said.

AFL India President and the India captain Sudip Chakraborty thank the club for their support.

"Essendon took the first step in coming over and helping us out here, all the boys and girls have never had training from a proper coach, this is a magnificent experience and hopefully we can do this every year," Chakraborty said.

"This is like Sachin Tendulkar coming to another country to teach people how to play cricket, to have these players here training us is out of this world."



INDIAN BROADCAST



Gurtej Singh, Manpreet Singh and Jobe Watson in the commentary box.



INDIAN CONTENT PRODUCER



INDIAN AUSKICK



Brendon Goddard supporting the Gurdwara Sikh Auskick Centre, Craigieburn.

As a feature of Multicultural Round, Indian AFL fans had the chance to watch Essendon's round 18 clash against the Western Bulldogs on FOX Footy with Hindi and Punjabi commentary by "pressing red" on your remote.

The broadcast of the game in two of the biggest Indian dialects featured broadcaster and presenter Manpreet Singh, radio broadcaster Gurtej Singh and special commentary from injured Essendon captain Jobe Watson.

Watson said he enjoyed being able to share the game with a new community.

"The club has a strong connection with the Indian community and I think it was a great way to not only embrace multicultural round but to make Australian football more accessible to a large portion of our community who clearly love the game," Watson said.

The club officially launched an Indian Content Hub on its website earlier this season featuring articles and videos in Hindi for the club's passionate Indian supporter base.

The club hired Amandeep Singh as Indian Content Producer to work within the communications department to produce engaging and entertaining content to connect with our passionate footy audience.

"I'm really excited to be a part of this new initiative taken on by Essendon Football Club, and I can't wait to provide the Indian community with rare insights into this great club. Given the growing Indian population in Melbourne, and their love of footy, the Indian Hub is a great way to engage with the Indian community," Singh said.

During 2014 Essendon Football Club made a conscious effort and commitment to service the new and emerging Indian community of Melbourne who had shown minimal participation levels in Australian Rules football.

Working with the committee members at the Gurdwara Craigieburn (Sikh Temple) the club came up with the idea of creating a local Auskick Centre called "Bombers Gurdawara Craigieburn Auskick Centre" which would give young Indian children the opportunity to participate in fun football activities free of charge.

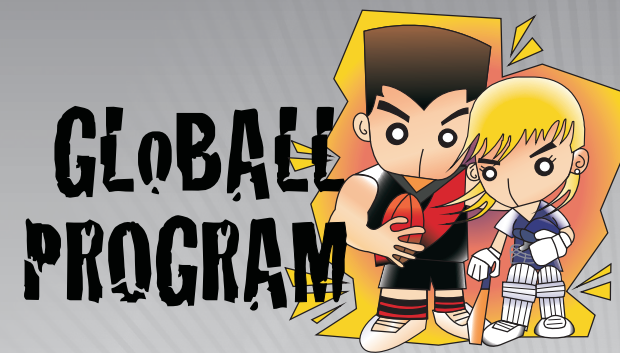
The program is open to all and aimed at engaging Indian and culturally diverse youth in the Craigieburn area into our footballing community.

Strengthening northern communities through sport.

We fuel the Essendon Football Club's *Flying Squad* initiative to run skills classes, talent camps and coaching classes in northern communities.

Find out more at
melbourneairport.com.au/community

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Helping communities take flight.



The GLoBALL program, coordinated by Essendon Football Club and Cricket Victoria, enables international students and new migrants to interact with the broader Victorian community through Australian Rules Football and cricket related activities.

International students are offered the opportunity to attend two Essendon games and two cricket games as part of Summer's Big Bash League (BBL) to both the Melbourne Renegades and Melbourne Stars T20 cricket games, all free of charge.

GLoBALL is proudly supported by the State Government of Victoria and Red Energy.

Head of Community Cameron Britt said the program promotes a sense of belonging, social inclusion and celebrates diversity for newly arrived migrants and students.

"The GLoBALL program was established to develop opportunities to engage people from diverse cultural backgrounds in the game of Australian football with the view to broadening both the participation and supporter base of the game," Britt said.

"New migrants engage in both football and cricket including attending matches with many opportunities to interact with EFC members, staff and players throughout the season."

To register as an ambassador or as a participant, visit global.com.au.

ESSENDON FOOTBALL CLUB 2014



Dyson Heppell and participants in the Unity Cup.

UNITY CUP

Since 2008 the Unity Cup has used a mutual appreciation of Australian Rules football to bring the community together. Founded by Essendon Football Club and the Australian Federal Police, the Unity Cup focuses on strengthening ties between Police, Muslim and other culturally and linguistically diverse communities (CALD).

After six years the Unity Cup continues to foster a mutual understanding and respect, highlighting the positive interaction between the Australian Federal Police and CALD communities. Essendon Football Club continues to encourage diversity of all forms in Australian Rules football.



Brendon Goddard teaching Essendon's newest fans how to kick a drop punt.



PENCIL O'REILLY

Essendon Football Club was excited to launch Pencil Learns to Fly, a new club exclusive picture book for children between the ages of 5-8.

Star Bomber David Zaharakis was on hand to officially launch the sequel to the club's first novella Pencil Learns to Fly at Melton Primary school earlier this year.



Dyson Heppell reads Pencil O'Reilly to students in the Flight Deck.

Zaharakis presented the students with free copies of the book and took a reading session with the young children.

Thanks to an enduring partnership with the Melton Country Club, grade two students at every primary school in the Melton region received a free copy of Pencil Learns to Fly from the Essendon Football Club.

Zaharakis said it was important to be positive role models for primary school-aged children.

"As players, we understand it's important to reach out to the wider community and we know that we're role models for younger children," Zaharakis said.

"Even just reading through the book with the kids, you could see the enjoyment on their faces and it was really nice to be a part of that."

The club's original book, Pencil O'Reilly, is currently up to its third reprint and continues to be a popular resource for primary school students in grades 3 to 6.



KIA KINDER CARNIVAL

The Kia Kinder Carnival once again delivered fun and fitness for kindergarten-aged children during 2014. In its third year, the program reached more than 1600 children across 34 kindergartens in the Hume City Council region.

The program is full of fun activities for kids to test their coordination as well as get to know their local football team.

Activities include the inflatable junior Bomber Challenge, hurdle run, balance beam, handball target, tunnel crawl and velcro catch.

Club mascot Skeeta visits the kindergartens and all children receive a red and black t-shirt and gift bag from the club.

FOR MORE INFORMATION REGARDING OUR YOUTH AND EDUCATION PROGRAMS PLEASE CONTACT ESSENDON FOOTBALL CLUB ON (03) 8340 2160.

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ESSENDON FOOTBALL CLUB ONCE AGAIN
VISITED THOUSANDS OF STUDENTS FROM
GRADE 5 TO YEAR 9 AS PART OF THE
ON THE BALL PROGRAM IN 2014.

The On the Ball program consists of three phases and aims at educating students at a middle school level about the challenges they are likely to face throughout life. This year the program was delivered to more than 2200 students in 24 schools.

Phase one of the program uses role models including Essendon footballers and Australian Paralympians to facilitate the program. The second phase is optional and involves students working on a multimedia project to teach young children about the issues relevant to their age group – topics include depression, drink driving, substance abuse and smoking.

All schools that participate in phase two can then participate in phase three which involves a judging panel selecting the best ideas to win prizes of up to \$1000 in value.

The club is proud to continue to provide this program in partnership with Strathmore Community Bank. Essendon young guns Nick O'Brien, Dylan van Unen, Martin Gleeson, Fraser Thurlow, Will Hams, Shaun Edwards and Cory Dell'Olio were proud to be involved in the program throughout 2014.



Marty Gleeson with On the Ball participants

Goddard and Pears illustrating how to Train Like a Bomber.

TRAIN LIKE A BOMBER

The Train Like a Bomber program is the club's senior school program to support the course content of VCE PE, VCAL, VET Sport and Recreation and selected year 10 electives. The program is divided into two components consisting of both theory and practical learning.

The first component is a classroom-based visual presentation utilising match day and training footage from the club.

The second session is practical and runs for approximately 45 minutes including a tour of the club's state-of-the-art training facilities, presentations by current EFC coaching staff and opportunities for a question and answer session.

In 2014 the club ran two different presentations, one on pre-season and the draft combine and the other on technology and the use of GPS in the AFL.

More than 11 schools and over 300 students took part in the program throughout the year.





The newest program in the club's youth and education portfolio is EFC Elite Training where clubs get the chance to participate in the ultimate AFL training experience.

The program gives clubs the opportunity to come and train at the new state-of-the-art True Value Solar Centre with an AFL skills coach and AFL strength and conditioning coach.

Players experience the same skills and fitness sessions that AFL players complete to give them the extra edge required to be successful.

EFC Elite Training offers your club the opportunity to complete a 30-40 minute training session with an Essendon coach, complete a 20 minute warm up session and a 30 minute fitness session with a strength and conditioning coach.

Following the session a complete GPS review of training takes place in the club's Flight Deck room.

To enquire further about our EFC Elite Training program contact Essendon on (03) 8340 2192.

EDFL/RDFL PARTNERSHIP



Essendon Football Club continues to maintain a strong relationship with the Essendon District and Riddell District Football Leagues. The primary goal of this partnership is for the club to continue to actively support the development of grassroots football within its traditional heartland of North-West Melbourne.

The club is proud to partner with Melbourne Airport to recognise the value of this community engagement initiative. With thanks to the support of Melbourne Airport, the club offered EDFL and RDFL clubs and their junior players the opportunity to participate in a number of inner sanctum experiences.

These inner sanctum experiences included an Under 14 Junior Talent Camp held at the True Value Solar Centre throughout the season as well as junior training sessions. The club also provided a Coaching Master Class with coaches from across both leagues given the opportunity to hear from EFC coaching staff about what it takes to become the best coach.



OUR COMMUNITY PLEDGE

YOU SUPPORTED ESSENDON TO ACHIEVE ITS PLEDGE

With thanks to your support, we raised \$90,000 that we will pledge directly into the community.

Congratulations and thank-you for supporting Indigenous communities and charities.

Essendon Football Club



OUR CHARITY PARTNERS

PREFERRED CHARITABLE PARTNER



CANCER COUNCIL VICTORIA



Essendon Football Club continued to support the important fight against cancer this year in partnership with Cancer Council Victoria.

A partnership in its ninth year, the annual 'Call To Arms' game took place against Sydney at Etihad Stadium in Round 9 and for the first time, produced a powerful match-day activation. Nearly every seat at Etihad Stadium had an A4 card attached to it, with supporters invited to write someone's name who they know has been affected by cancer. Prior to the first bounce, the crowd was prompted to stand as one and hold their cards up as a sign of respect and solidarity. The 'Call To Arms' game first originated after the club's players wore yellow armbands in support of teammate Adam Ramanauskas who was diagnosed with cancer in 2003, and again in 2006.

The Club also continues to participate in the Moonee Valley Relay for Life.

CHARITABLE PARTNER



BOOTS FOR ALL



Essendon Football Club is proud to support Boots For All – a charity that facilitates opportunities for active participation in sport through the collection of quality, second hand and new sporting equipment for redistribution to disadvantaged teams across Australia.

The club provides support as well as boots and equipment donations to assist Boots For All. Players are nominated as ambassadors for the program throughout the year to help generate awareness for the cause. Boots For All also has a strong presence at the club's annual Family Day Event.

CHARITABLE PARTNER



BULLY ZERO AUSTRALIA FOUNDATION



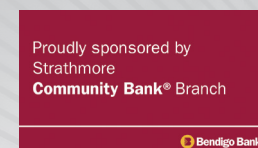
Earlier this year, Essendon Football Club formally announced its partnership with the Bully Zero Australia Foundation. Bully Zero Australia Foundation aims to protect and empower Australians to live a fulfilling life free from all forms of bullying.

All-Australian defender Cale Hooker is a proud ambassador of the charity and assisted with the promotion of a number of key initiatives, such as the 48 Hour Digital Detox, throughout the year.

The organisation exists to identify and empower bullying victims, to support and stand side by side with them, their families and friends in taking action and creating permanent positive change.

SUPPORTER THANKS

MAJOR COMMUNITY PARTNERS



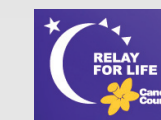
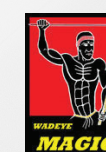
OUR CHARITY PARTNERS



SUPPORT PARTNERS



PROGRAM PARTNERS



CONGRATULATIONS

Cale Hooker

ON WINNING THE 2014 BILL HUTCHISON COMMUNITY AWARD

“Be the change that you wish to see in the world.”

- Mahatma Gandhi



We're proud to sponsor the "Youth and Education" program.

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