



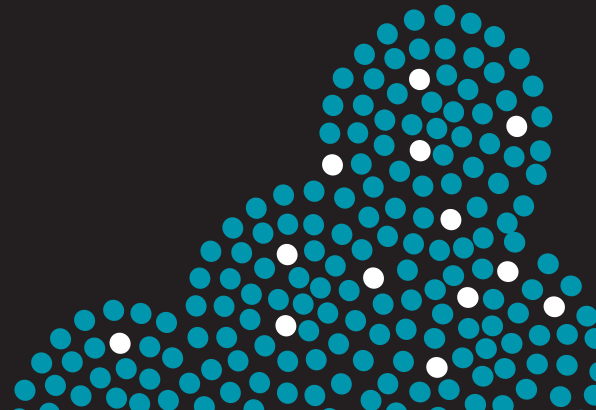
POWER COMMUNITY LIMITED







The Port Adelaide Football Club acknowledges the land on which we train and play, are based on the traditional lands of the Kaurna people. We respect their spiritual relationship with their Country. We also acknowledge the Kaurna people as the traditional custodians of the Adelaide region and that their cultural and heritage beliefs are still as important to the living Kaurna people today.



Welcome

FROM DAVID KOCH

Chairman, Port Adelaide Football Club



Community is at the heart of everything we do here at the Port Adelaide Football Club.

After all, the club was formed back in 1870 as a community and social club to serve the young men from the local district, most of whom cut their teeth on the wharves at Port Adelaide.

Since that time, the local community has been wired into the DNA of the Port Adelaide Football Club. Port Adelaide survives because of its community support, while the local community thrives on Port Adelaide's success on the field.

For decades the local community's spirit and morale would depend on how the Magpies fared on the weekend in the SANFL. The community would always walk taller after a win on the weekend by the Mighty Magpies.

This attitude now applies to both of Port Adelaide's representative teams – the Magpies in the SANFL and since 1997, the Power in the AFL. As the Port Adelaide Football Club has grown, so too has its commitment to the local community.

For nearly 20 years, Port Adelaide, with club legend Russell Ebert at the helm, has delivered the industry leading Power Community Youth Program to schools across South Australia.

The club continues to be a clear leader in the delivery of its suite of Aboriginal Programs underpinned by the Aboriginal Power Cup carnival, a carnival which uses football as a tool to keep Aboriginal students committed to their education.

Our Aboriginal Community Programs team covers a staggering 60,000 kilometres a year, which is one and a half times the circumference of the world, to deliver our programs in remote communities in South Australia and the Northern Territory.

Beyond these programs our Community team deliver resilience programs to children with parents in the Australian Defence Force. This same resilience program is delivered to offenders in South Australian prisons, so they can eventually assimilate more effectively back into society.

Port Adelaide's Community team also delivers a Power to End Domestic Violence program to educate male students in secondary schools across South Australia about the importance of respectful relationships.

Most recently, our club engaged workers and their families affected by the closure of South Australia's automotive manufacturing industry in workshops focussed on resilience and financial planning advice.

A lot of people ask me: Why do we invest so much time and money into the local community through our range of programs?

The answer for me is simple. It's the right thing to do. I go back to my earlier statements – Port Adelaide exists because of the passion, support and unyielding loyalty of its local community. Port Adelaide is indebted to the local community. Quite simply we wouldn't exist without it.

Therefore, as we grow into a globally recognised club through our push into China, we remain steadfastly committed to our local community, as we have for the past 148 years.

That's why our club mission statement proudly declares, "We exist to win Premierships and make our community proud".

A handwritten signature in black ink, which appears to be "David Koch".



FROM ROSS WAIT

General Manager, Power Community Limited

Power Community's unique point of difference is the power of its elite athletes who demonstrate leadership as role models within the community. As an organisation, we have a strong commitment to the community, and we want to inspire people to make good choices and live fulfilled lives. We want to empower our young people to develop a diverse range of skills, which given the right motivation and encouragement, can lead to a generation of healthy, socially active and engaged leaders.

Last year was an extremely exciting year for Power Community Limited with many fantastic outcomes achieved. Over the course of the year PCL engaged more than 61,000 people, travelled more than 200,000 kilometres and invested more than \$4million dollars into the community via our market leading engagement programs. Of the thousands of people we have reached this year, we are extremely proud of contributing to the 95 Aboriginal and Torres Strait Islander students who completed their South Australian Certificate of Education through the South Australian Aboriginal Sports Training Academy. We are also proud of the introduction of the Power Intercultural Program and the engagement of 84 different cultures involved in the program.

We would like to thank our community partners for their valued contribution. Their help ensures we can support young people within our community to achieve excellence in their health, education and career path.





**POWER
TO END
VIOLENCE**
INST MEN

**WE EXIST TO WIN
PREMIERSHIPS AND
MAKE OUR COMMUNITY PROUD**

“

Sport has the power to change the world. It has the power to inspire, it has the power to unite people in a way that little else does. It speaks to young people in a language they can understand. Sport can create hope where once there was only despair.

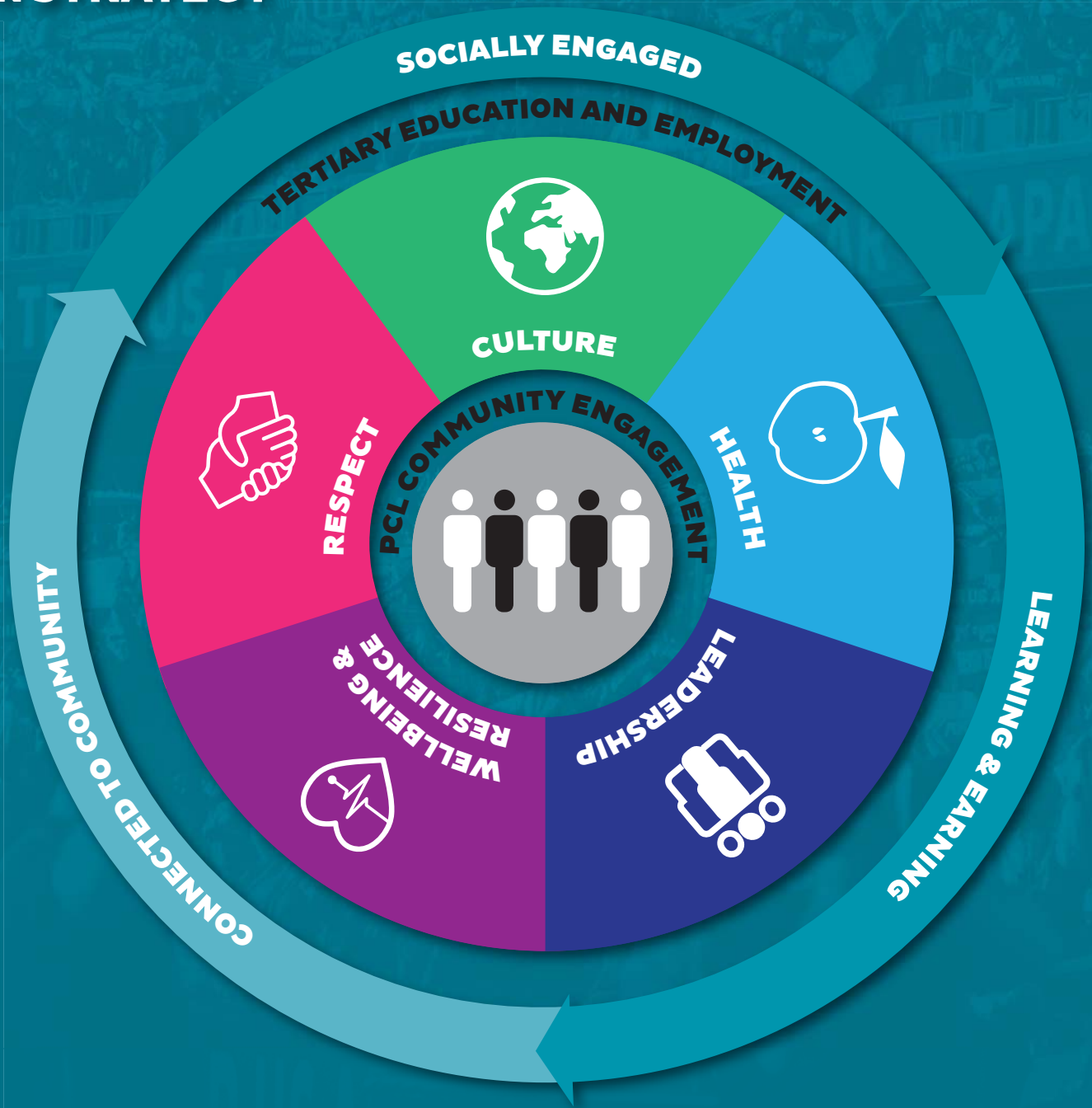
Nelson Mandela

”

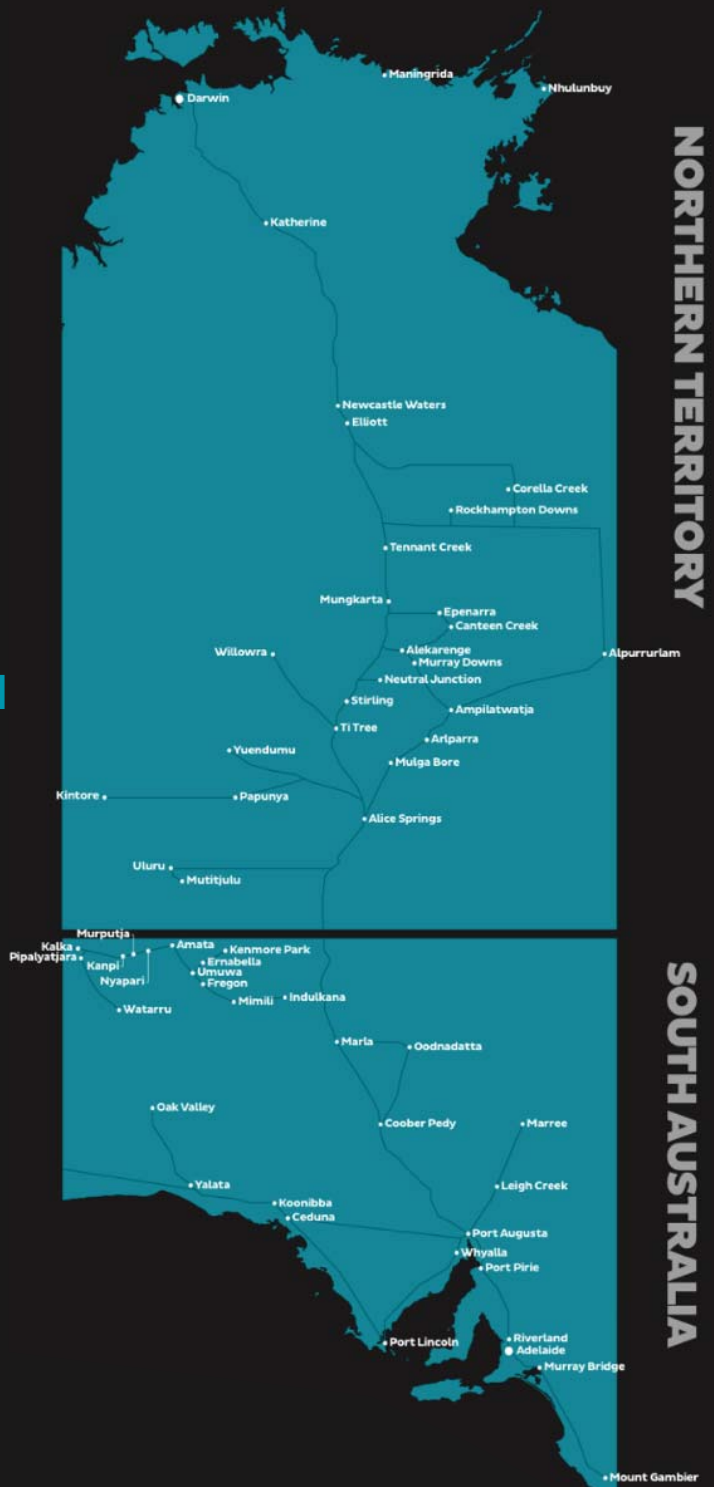
WHAT IS POWER COMMUNITY LIMITED?

Power Community Limited is an independent legal entity with the charter to leverage the power of elite football. With this charter we drive real social and economic change in our community through programs that create education and employment outcomes. Our programs cover some of the key issues confronting young people in society; wellbeing and resilience, respectful relationships, cultural awareness and reconciliation, youth education pathways and retention, and employment transitions. Programs are focused on Youth, Aboriginal and Multicultural program pillars.

OUR STRATEGY



Power Community Limited Educational Footprint in South Australia and Northern Territory



Power Community Limited IN NUMBERS



PCL PROGRAMS REACH OVER 61,000 PEOPLE EACH YEAR.

BREAKDOWN OF: 47,000 STUDENTS INVOLVED IN PCL PROGRAMS

14,000 COMMUNITY MEMBERS IN PCL PROGRAMS



PAFC Players spend over **2,412 HOURS** in the community

109 STUDENT placements to **employment** or **tertiary education**



27 SCHOOLS THROUGHOUT **43 REMOTE COMMUNITIES** AND **7 LANGUAGE GROUPS**

OVER 84 NATIONALITIES INVOLVED IN PROGRAMS

25 COMMUNITY VOLUNTEERS



7 Game Day experiences have been granted involving over 780 people.

OVER 13,700 educational work books are printed each year



43 TOURS, 1,153 PEOPLE, 33 SCHOOLS TOURS OF THE ALBERTON INNER SANCTUM



95 STUDENTS INVOLVED IN THE **ABORIGINAL POWER CUP** SUCCESSFULLY COMPLETED THEIR **SACE IN 2017**



205,776 kms WERE TRAVELLED OVER THE YEAR. THAT'S **OVER 5 TIMES** AROUND THE WORLD... COSTING OVER **\$172,434**

54 CHARITIES HAVE BEEN SUPPORTED



49,298 INDIVIDUAL ITEMS DONATED AROUND THE WORLD:

Over 5,500 to Community Groups
Over 4,000 to Sporting groups
Over 38,000 to schools
Over 500 to charities

4,500+ HOURS PER YEAR ARE SPENT IN THE COMMUNITY BY THE PCL TEAM



Santos

CORPORATE TESTIMONIALS SANTOS AND POWER COMMUNITY LIMITED: FOSTERING REAL SOCIAL CHANGE TOGETHER

In an age where corporate social responsibility is increasing in significance, developing effective two-way partnerships is the goal of many businesses, and community organisations across Australia.

Simply, how do you develop a partnership that benefits as many stakeholders as possible?

The partnership between Santos and Power Community Limited provides a template for building an effective, highly beneficial and long-term model for delivery at both ends of the corporate-community relationship.

Since 2008, Santos has been the major partner of the Aboriginal Power Cup, providing valuable funding to deliver its innovative program to over 400 students from metropolitan and regional South Australia in 2017.

As part of the partnership, Santos have been actively involved in the Aboriginal Leadership Program, which provides the opportunity to showcase employment pathways.

The program has also provided an opportunity for Santos employees to volunteer their time during the Aboriginal Power Cup 3 day carnival. This provides an opportunity for Santos staff to understand the benefit of the partnership, contribute to the community, connect with young Aboriginal students and test out their AFL umpiring skills.

“Santos has been a really strong, proactive partner for our programs, especially the Aboriginal Power Cup,”

“For us to have a long-term major partner involved in both providing valuable funding to run this program, but also able to identify the benefit of having our students take up employment opportunities with Santos and their community partners is important to us, because we want to have dynamic relationships with our commercial partners” says Port Adelaide’s Director of Aboriginal Programs, Paul Vandenberg.

Santos Managing Director and CEO Kevin Gallagher said Santos is proud to partner with Power Community Limited to help build a better future for young Aboriginal people.



Santos is proud to partner with Power Community Limited to help build a better future for young Aboriginal people.

The opportunity to play in the Power Cup on Adelaide Oval is a great motivator for Aboriginal students to put the hard yards into their studies, complete their education and develop skills for future employment. Santos is delighted to support the Power Cup and the role it plays to help young Aboriginal people reach their full potential and retain their connection with culture.

Kevin Gallagher
Santos Managing Director and CEO





CORPORATE TESTIMONIALS ADELAIDE AIRPORT



We believe the Empowering Youth program makes a real difference to the lives of young South Australians. We've been lucky to witness first-hand how the program helps disengaged students to develop leadership capabilities and aspire to achieve more. You can really see the difference it makes to the students at the end of each course, and we're proud to be part of such a rewarding program.

Sue Doyle
Executive General Manager,
People and Culture





CORPORATE TESTIMONIALS CENTACARE CATHOLIC FAMILY SERVICES

Centacare Catholic Family Services has worked in partnership with Power Community Limited over recent years, creating and facilitating programs for male secondary students, the aim being that of preventing domestic violence in our community.



We have found Power Community Limited and its staff to be professional, passionate and totally committed to the well-being of both the community and the individual who experience disadvantage or exclusion. We value our relationship with Power Community and the Port Adelaide Football Club and look forward to the continued success of our partnership for future years.

Dale West
Director,
Centacare Catholic Family Services



PARTICIPANT CASE STUDIES

Yogeshwar

“

The opportunities and support PAFC have provided me with have been incredible. My family is from India, so our knowledge within the community is limited. The mentoring that I have received from the club has broadened my knowledge, skills and enabled me to focus on my career direction. I was not very confident at all and the experiences that I have been provided with have assisted me in so many ways in my life. I will be forever grateful.

”

Empowering Youth

Yoge completed Empowering Youth in 2015. He was very shy and uncertain what career direction he would take. He had his sights set on attending university. During and after the program which included work experience and volunteering, he built confidence in himself, in particular public speaking. During his work experience he identified a passion for a career path in sports science due to mentoring available with the Port Adelaide Football Club. Yoge is now completing a physiotherapy degree, works on a casual basis for Power Community and also mentors within the programs.

Maddy

“

I learnt about my personal strengths and how we can do great things when using them. Power to be Positive showed me how I can change my negative thoughts into positive thoughts and how positive thoughts are much more helpful. I learnt ways I can stay positive such as keeping a gratitude journal, which makes me stop and think about all the amazing things in my life. I discovered ways of mindfulness that I can use in stressful times and my classmates participate in the program and they got a lot out of it too.

”

Power to be Positive

The Power to be Positive program welcomed the local Alberton Primary School to Port Adelaide headquarters to learn skills about resilience and wellbeing. Maddy was just one of the students to participate, and learn valuable skills she can use in the schoolyard, at home, and through her life as she gets older.

Matthew

“

The Powerful Futures Program helped me gain my first employment position after finishing school and relocating from Murray Bridge to Adelaide. Their support not only gave me access to employment opportunities with PAFC business partners, but provided the personal and emotional support needed during my transition from school to work and during relocating to Adelaide. The highlight was getting to talk about my journey in front of guests at the Governors House during the launch of the Powerful Futures program. My highest achievement so far as a result of my involvement with the South Australian Aboriginal Sport Training Academy, the Aboriginal Power Cup Program and the Powerful Future program is gaining employment with the South Australia Civil and Administrative Tribunal as a Community Access Officer!

”

Powerful Futures

Matthew graduated from Murray Bridge High School in 2015 and attended the first Powerful Futures expo at the end of that year. During the expo he met with PAFC business networks with jobs available for graduates of the program. The Accor group was impressed by how Matthew presented himself during the expo and he was asked to formally apply for a traineeship at one of their hotels in Adelaide. In addition to finishing school and starting a job, Matthew relocated from Murray Bridge to Adelaide. With the support of the Powerful Future Program, Matthew was able to make the transition smoothly.

YOUTH PROGRAMS



EMPOWERING
YOUTH

POWER
TO END
VIOLENCE
AGAINST WOMEN

POWER
TO BE POSITIVE

POWER
INTERCULTURAL
PROGRAM

PORT ADELAIDE
FOOTBALL CLUB
WELLBEING &
RESILIENCE
PROGRAM



ABORIGINAL PROGRAMS

WillPOWER

**ABORIGINAL
POWER CUP**

**CULTURAL
AWARENESS
WORKSHOP**

**ABORIGINAL
AFL ACADEMY**

**POWERFUL
FUTURES**

**ABORIGINAL
LEADERSHIP
PROGRAM**



YOUTH PROGRAMS

POWER COMMUNITY YOUTH PROGRAM

The Power Community Youth Program was established in 1999 and is the first educational in-schools program administered by an AFL club. The program is managed by four-time Magarey Medallist Russell Ebert and involves repeat visits to primary schools across the State from Port Adelaide Football Club players and female athletes from various sports.

Players and staff promote messages on healthy lifestyles and respect, along with lessons on science, technology, engineering and mathematics (STEM) linking in with the South Australian School Curriculum. Lessons are delivered to students in years 5 – 7 with a whole school assembly held for the final session.

As an addition to the program, participating schools are invited to attend an annual Wellbeing Carnival which encourages students to be active and experience a number of different sports including AFL, Netball, Tennis, Hockey, Cricket and Wheelchair Basketball, all aimed at promoting healthy lifestyles.



35,000
PARTICIPANTS IN 2017

 **93**
PRIMARY SCHOOLS
visited, 29 community
organisations


Over **11,000kms**
travelled to deliver
the program

636
HOURS
OF PLAYER TIME
SPENT IN SCHOOLS

Thank you for each of you guys giving your time and services to our school. I found this program to be highly engaging and perfectly linked to the curriculum.
Shane

One of my favourite activities that we did with the players was Brad Ebert's Maths Challenge. I really enjoyed the challenge as it made us all think about different problem solving strategies to solve football themed questions.
Kallan

An excellent program which helps to reinforce what is taught at school. A great experience for students to see their sporting heroes in a different light.
Linda



Power Community Youth Program makes a very valuable contribution to South Australia and specifically the lives of our school children. The program is so very successful because it gives students the chance to meet their sporting heroes and hear face to face important information that will help them live healthy, fulfilling and successful lives. I'm particularly impressed at the effort the program has put into making the subject material relevant and fun, such as teaching science, technology, engineering and maths by relating it to football. Given the community is the heart of the Port Adelaide Football Club, it's no surprise that it was the first AFL club to set up such an in-school educational program. I'm very thankful for what the program has achieved so far and the work this club continues to do with our students.

Susan Close,
Minister for Education and Child Development

YOUTH PROGRAMS

EMPOWERING YOUTH PROGRAM

Empowering Youth is an innovative program which works with disengaged young people across South Australia. The program aims to encourage them to take responsibility for themselves and others by making positive decisions in relation to their health, lifestyle, finances and career path.

The program covers a range of topics including healthy lifestyles, wellbeing and resilience, leadership, finances and career pathways with a goal of developing physically active and socially engaged young people in the community.

Program delivery takes place each fortnight over the course of one semester and involves a mix of class work, physical activity, excursions and a graduation ceremony with participants also completing 10 SACE credits for Community Learning when participating in this program.

The program also included two excursions over 12 months to the Royal Australian Air Force (RAAF) Base, Edinburgh, to work with Australian Defence Force Members from 7RAR. The focus of the day was on team work and resilience, where students experience a number of activities conducted by military personnel in the Royal Australian Air Force. The excursion is offered as a reward for attendance and participation across all weeks of the program.



The Empowering Youth program has helped me open up as a person. At the start of the year I had set myself some goals and I have found that the program has helped me to stay focused and has taught me new skills to help manage any setbacks while working towards these goals. Coming to the class every Tuesday was great for my motivation, it felt like a new start each week, it refreshed my outlook and helped me stay focussed on my school work. I have a part time job and learning about finance really put a lot of things in perspective for me and made me want to change how I manage my money. The Empowering Youth program has really helped me take more responsibility for my learning and has made me think about the decisions I can make to become more successful in the future.

Jackson



THE PROGRAM ENGAGED

260

DISENGAGED YOUNG
PEOPLE IN SOUTH
AUSTRALIA

91.4%

PROGRAM COMPLETION RATE
ACROSS ALL SCHOOLS INVOLVED OVER
THE PAST 12 MONTHS

\$1500

RAISED BY STUDENTS AS
PART OF THEIR FINANCE
MODULE TO DONATE TO A
CHARITY OF THEIR CHOICE



10 STUDENTS
COMPLETED WORK
EXPERIENCE
WITH THE PAFC

“

I found the program not only fun but found my self-confidence to try new things has improved greatly. This new found confidence has helped me to set a new goal of completing the Customer Service course which will then help me to move into retail.

Alysha

”



YOUTH PROGRAMS

POWER TO END VIOLENCE AGAINST WOMEN

The Power to End Violence Against Women program has been developed to raise awareness around the issue of violence against women and promote positive relationships to young men within our community.

Research on domestic violence shows that by the time they reach their teenage years, most young people have experienced or witnessed some form of domestic abuse.

Developed with Centacare Catholic Services and the Department for Education and Child Development, the Power to End Violence Against Women program provides young men the opportunity to discuss the issue of violence against women and explore respectful relationships. In doing so, the program provides the information and skills necessary for young men to make informed choices to prevent violent behaviours in society.

50 HOURS
OF PLAYER TIME
THROUGHOUT THE PROGRAM

“

The sessions were interactive and encouraged open discussion on some serious topics, like ethical decision making and recognising unhealthy relationships. There was also time for some fun activities and lively discussions, all aimed at teaching our young men some valuable life skills.

Sandra

”

21 SCHOOLS
participated
in the program

1580

YEAR 10 STUDENTS
ACROSS METROPOLITAN
AND REGIONAL
SCHOOLS IN SOUTH
AUSTRALIA



80% OF STUDENTS



INVOLVED FELT THEY ARE NOW MORE CONFIDENT TO SPEAK UP OR ACT IF THEY SEE OR HEAR INAPPROPRIATE BEHAVIOUR TOWARDS FEMALES.

100% OF STUDENTS



THAT ATTENDED THE DAY SAID THEY HAD A BETTER UNDERSTANDING OF VIOLENCE AGAINST WOMEN

55 YOUNG MEN

PARTICIPATED IN THE LEADERSHIP DAY



Leadership Day

Participating students are invited to attend the Power to End Violence Against Women Leadership Day as an extension of the school program.

The program is focused on positive bystander intervention and is designed to develop a student's knowledge, understanding, skills and confidence to have a safe and effective conversation with someone and/or group of people when they see or hear them engaging in behaviours that are directly and/or indirectly disrespectful to women.

Dad's & Son's Event

All participating students are invited to attend an annual Dad's and Son's Event which 88 people attended in 2017. The event included guest speakers such as Port Adelaide Football Club CEO Keith Thomas, Ken Hinkley, Travis Boak, Hamish Hartlett and Tim Ginever who discussed the importance of respectful relationships and the role we all play in ending violence against women.



The Power to End Violence Against Women program was a great experience for us who were presented with the opportunity to take part. The program educated and made us aware of the issues of violence against women and ways to stand up against it. Standing out the most to myself, is how violence against women is normalised in our society today and how often it occurs. Having people part of the AFL such as Travis Boak to talk to us about the issue was a great experience.

Deacon



YOUTH PROGRAMS

POWER TO BE POSITIVE PROGRAM

Resilience is an integral part of wellbeing and provides us an opportunity to make positive decisions in response to a problem. Building skills of resilience at a young age allows us to work better under pressure and promotes positive leadership within our lives. Developed by Power Community Limited in conjunction with the South Australian Health and Medical Research Institute (SAHMRI), the Power to be Positive program is based on Professor Martin Seligman's PERMA dashboard of wellbeing with additional elements added to provide a more comprehensive evaluation of individual and social wellbeing.

The PERMA+ model comprises nine key elements which include positive emotion, engagement, relationships, meaning, achievement plus optimism, physical activity, nutrition and sleep.

Curriculum areas include positive thinking, gratitude, mindfulness, growing from challenges and goal-setting. The program is delivered to young people from primary and secondary schools across South Australia and Northern Territory. The program is primarily delivered to students whose families are working in the Australian Defence Force (ADF).

Australian Defence Force families are invited to an annual Family Event along with the opportunity to attend the ANZAC Round game at Adelaide Oval to meet players and form the guard of honour on field.

“

I never thought that I would have anything in common with the players but after talking with them today I have learnt that we are quite similar and that they have experienced the same things that I have such as moving away from home and having to make new friends. I really enjoyed learning about how to be positive during hard times and how I can grow from challenges.

Lauren

”





26 STUDENTS

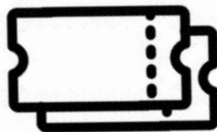
FROM THE PTBP PROGRAM
PARTICIPATED IN THE GUARD OF
HONOUR AS PART OF ANZAC ROUND.

THE POWER TO BE
POSITIVE PROGRAM
DELIVERED TO OVER
1200
PARTICIPANTS
OF VARIOUS AGES
THROUGHOUT THE YEAR



16
HOURS

OF PLAYER TIME
SPENT IN SCHOOLS
PARTICIPATING IN
THE PROGRAM



300+
AFL TICKETS GIVEN TO
DEFENCE FAMILIES



Travelled to
Darwin, Katherine
& **Penang, Malaysia**



11 SCHOOLS

were provided with the unique experience to complete the program at Alberton oval which included the program being facilitated in the community classroom as well as an inner sanctum tour of the Allan Scott Headquarters



YOUTH PROGRAMS

POWER INTERCULTURAL PROGRAM

In 2017, the Power Intercultural Program was launched, which is designed to celebrate the vibrancy of cultural diversity and expression, promote inclusion and build social cohesion by recognising the positive contribution of different cultures within Australia.

Sessions are conducted over a three-week period focusing on the below topics:

WEEK ONE: Understanding your personal identity

WEEK TWO: Exploring your own culture, Aboriginal culture and Australian culture

WEEK THREE: Identifying your personal strengths to build resilience

Sessions are delivered by past and current PAFC players including Alipate Carlile, current AFL Multicultural Ambassador Jimmy Toumpas, Emmanuel Irra and Chen Shaoliang.



**OVER
84
NATIONALITIES**



**EXPOSURE
to Australian Rules
for students and
their families**



If anything can transcend race, intolerance, discrimination or disadvantage... it is sport

Keith Thomas, PAFC CEO



We personally have been to many other sports events and have never felt that we meant something to society as much as we did when we participated in Gala day.

Hajar and Sarah



My favourite part of this program has been learning about all my class mates' cultures and bonding with class mates I don't usually talk to and making relationships with these people

Quadll





School guernseys designed and worn by students

POWER INTERCULTURAL GALA DAY WITH OVER

230

STUDENTS INVOLVED

Exposed the PAFC WORKFORCE to CALD customs and religious practices where opportunities may not have previously existed



14 Male teams and 7 Female teams played a 9-a side competition

210
STUDENTS



Awareness of different religions practised by students including

Islam, Sikh & Hinduism

100+
STUDENTS AND FAMILY MEMBERS CAME TO AFL MULTICULTURAL ROUND



YOUTH PROGRAMS

WELLBEING AND RESILIENCE PROGRAM

The Port Adelaide Football Club Wellbeing & Resilience program is run in collaboration with the South Australian Health & Medical Research Institute (SAHMRI) and is designed to provide participants with skills and knowledge necessary to demonstrate resilience when they are faced with adversity.

In 2017, this program was delivered to two main groups:

Department of Corrections – South Australian Correctional Facilities

Department of State Development – Drive Your Future initiative

DEPARTMENT OF CORRECTIONS

The program is facilitated to offenders in correctional facilities by the Port Adelaide Football Club players and Power Community staff, with a focus on offender management and rehabilitation. In doing so the program aims to address the South Australian Department of Correctional Services 10 by 20 strategic plan which targets a 10% reduction in the number of people who re-enter correctional services by 2020.

Sessions provide the opportunity to reflect on personal challenges and identify how to learn, recover and grow through purposeful action.

In 2017, the program reached 160 offenders across five prisons and four Community Corrections Centres in South Australia.

Prisons

Yatala Prison
Cadell Training Centre
Mobilong Prison
Port Augusta Prison
Port Lincoln Prison

Corrections Centres

Adelaide
Holden Hill
Elizabeth
Gawler

80
HOURS
OF PLAYER TIME
THROUGHOUT
THE PROGRAM

100%

OF ATTENDEES SAID THEY WOULD
USE THE SKILLS LEARNT
IN THE PROGRAM IN DIFFERENT
AREAS OF THEIR LIFE.

100%

FOUND THE SKILLS AND KNOWLEDGE
LEARNT IN THE PROGRAM TO BE BENEFICIAL



The program has assisted me in remembering that I have overcome many challenges in my life and when faced with new ones to take a step back and remind myself of this. It has helped me to look at challenges of life in a more positive way to assist me in preparing myself in overcoming them.

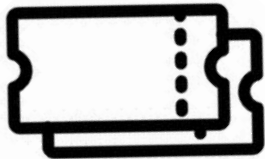
Prison Program participant



DRIVE YOUR FUTURE INITIATIVE

The program was delivered to employees and families who were affected by the Holden closure in South Australia. PAFC past and current players along with staff discussed with employees the importance of transferring skills for future employment, with a link to the cycle players face annually.

The program also included a finance seminar run by PAFC Chairman David Koch, sessions with students in schools whose families were affected, along with videos from PAFC current and past players sharing their unique stories of resilience.



311+

**AFL TICKETS
DISTRIBUTED**

**315
ATTENDED**

**THE FAMILY DAY
AND FINANCIAL
PLANNING SESSION**

Development of
1000
resilience resource
booklets provided
to all participants
of the workshops

**8 workshops
delivered**

Delivery of the
PTBP Wellbeing and
Resilience Program to
5 SCHOOLS

Schools selected were identified
as having the highest number of
AUTO WORKER PARENTS



The transition of the automotive manufacturing industry out of the city's northern and southern suburbs is an issue that hits home at Port Adelaide as we have high numbers of supporters living in these areas, and employed by these industries. We have a strong relationship with the Government of South Australia in delivering our successful wellbeing and resilience program through its education and correctional services departments, so it was a natural extension of this that we run this initiative for the Drive Your Future project. Our Chairman David Koch provided practical financial advice and our Power Community Limited team delivered its wellbeing and resilience programs to workers and children of affected families. It is important that Port Adelaide continues to participate in the community with meaningful and practical measures that benefit South Australians – we see this as an important initiative for state development and worker support. We are proud to make a contribution towards transitioning automotive workers to new opportunities.

Keith Thomas, PAFC CEO



ABORIGINAL PROGRAMS

ABORIGINAL POWER CUP

The Aboriginal Power Cup is Port Adelaide's flagship Aboriginal community program.

Established in 2008, this year marks the eleventh year of the program, which will see over 400 students from 52 schools in South Australia participate.

With a competitive football carnival as its centrepiece, the Aboriginal Power Cup focuses on engaging young people in Aboriginal culture, education, promoting healthy lifestyle choices and developing teamwork, leadership and life skills.

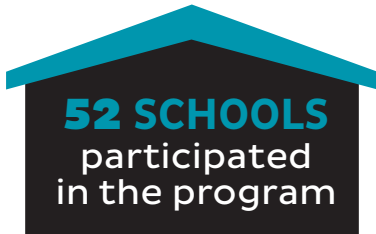
The grand finals of the Aboriginal Power Cup are played as a curtain-raiser to a Port Adelaide game at Adelaide Oval.

To reach the final, teams must meet the 80% minimum school attendance requirement, and rank highly in both the academic and football components of the program.


The Aboriginal Power Cup is run in partnership with the South Australian Aboriginal Sports Training Academy (SAASTA).

The Government of South Australia and Santos are Major Partners of the program, with support from Anglicare SA, Motor Accident Commission, SA Dental, Drug and Alcohol Services of SA (DASSA) and the South Australian Police.





52 SCHOOLS
participated
in the program

OVER
400 
STUDENTS
INVOLVED
FROM YEARS
10, 11 AND 12

95 STUDENTS
SUCCESSFULLY
COMPLETED THEIR
SACE IN 2017



Aboriginal Leadership Conference

The Aboriginal Leadership Conference is open to students from the Aboriginal Power Cup who are on the cusp of completing Year 12. Students spend 2 days with PAFC and external stakeholders who provide a range of tailored support mechanisms and workshops including:

- Aboriginal Culture and Identity
- Leadership skills
- Pre employment & resume / job interview preparation
- Entering the workforce and working in teams
- Information on career and further education opportunities
- Informal Q&A sessions with TAFE and Universities
- Sexual Health and Wellbeing information
- Substance misuse workshops

In 2017, we had 95 students attend and successfully complete the program. These students have now transitioned to our Powerful Futures Program ,with the aim to assist them to transition into further education or employment.



ABORIGINAL PROGRAMS

ABORIGINAL AFL ACADEMY

In 2014, the Port Adelaide Football Club in partnership with the South Australian Aboriginal Sports Training Academy established the Aboriginal AFL Academy. This partnership saw Port Adelaide become the first AFL club to house and dedicate its time to the educational success of school aged Aboriginal and Torres Strait Islander footballers.

The program invites a squad of 36 players into the Academy, where they attend a once-a-week education and training day at Alberton Oval during the school year.

Mentored by Port Adelaide staff, coaches and players, the Academy participates in a range of high performance activities. The players also complete a certificate three and four in a variety of disciplines such as fitness and Aboriginal studies.

Since the inception of the program four Academy members have been drafted to AFL clubs; Adelaide's Wayne Milera (2015), Richmond's Tyson Stengle, Carlton's Kym Lebois and Geelong's Brandon Parfitt (2016).

In 2017, the Aboriginal AFL Academy program featured:

- A squad of 36 students, including 20 Year 12 and 16 Year 11 participants
- Attendance at Alberton once a week for 33 weeks
- Football tours against other schools and Academy programs locally and nationally
- Participation in Port Adelaide's AFL Indigenous round tour to Melbourne
- Elite individual fitness and training programs for participants
- A cultural exchange to New Zealand



Over **37,000kms** travelled to deliver the program



100%
YEAR 12 STUDENTS
SUCCESSFULLY
COMPLETED THEIR
SACE IN 2017





“

Being part of the Aboriginal AFL Academy was special to me. I got to see and play footy with all the brothers who will always be family to me. My favourite times were; playing footy in Melbourne, being at PAFC every week and getting to play footy each afternoon. Being part of the Academy helped me go to school and work hard to get good grades to stay part of it. I also liked the craft sessions with the coaches and working one-on-one with my kicking, which helped me going into the draft and getting drafted by the Richmond Tigers. It was a great time and great to be part of it.

Tyson

”

ABORIGINAL PROGRAMS

WILLPOWER PROGRAM

The WillPOWER program is a prelude to the Aboriginal Power Cup and is delivered to students in Years 5 to 9.

WillPOWER works with younger children to provide guidance and positive reasons to stay engaged in schooling and complete secondary education.

WillPOWER is the strength to carry out one's decisions, wishes or plans.

We want students participating in WillPOWER to be determined, driven, disciplined, resilient and in control of their destination. Commencing in September 2013, WillPOWER expanded into regional and remote SA and the Northern Territory in 2014.

We employ a diverse curriculum to deliver education in-person and remotely, including:

- Face-to-face school visits with past and current Port Adelaide players and staff, and role models from other sports, such as Olympic volleyballer Taliqua Clancy
- In-school activities and student workbooks
- Remote video conferencing with Port Adelaide players
- Football carnivals as a reward for school attendance
- Invitation to tour Port Adelaide headquarters

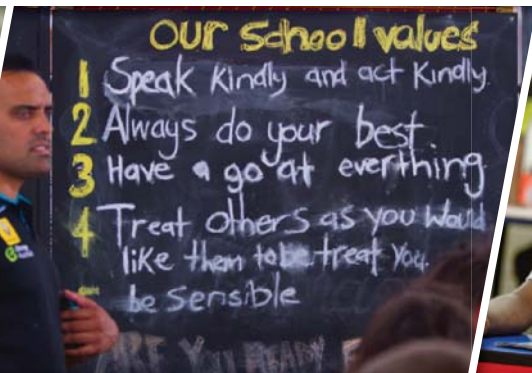
Our curriculum covers a range of subject areas:

- Culture and identity (Language)
- Healthy living: oral health and hygiene
- Leadership, respect and rules
- Keeping my community beautiful
- Positive decision making and self-motivation
- The risks of substance misuse
- Reflection, dreams and goal setting
- Road safety
- Cyber bullying and social media
- Numeracy and literacy

As an addition to the WillPOWER program, the Deadly Choices program will be run in unison to empower Aboriginal people to make deadly (excellent) choices. The program focusses on key educational elements; chronic disease, tobacco cessation, leadership, nutrition, physical activity, harmful substances, healthy relationships, and access to health checks.

Deadly Choices encourages Aboriginal people to participate in regular health checks with the aim to improve the overall life expectancy of Aboriginal people.





27 SCHOOLS
THROUGHOUT
43 REMOTE COMMUNITIES
AND **7 LANGUAGE GROUPS**

Travelled over
80,000kms
to deliver the program



800
STUDENTS

ABORIGINAL PROGRAMS

POWERFUL FUTURES PROGRAM

Powerful Futures Program is a school to work based program ran by the Port Adelaide Football Club through Power Community Limited and in partnership with Anglicare's Power Generation Program. It is the next step for students who have completed one of our programs and are ready to transition into the workforce or study. Working with our business networks and Universities, we source employment and training opportunities and work with our graduated students to help place them in those roles.

The opportunities come in the form of:

- Traineeships
- Apprenticeships
- Full time
- Part time
- Casual
- Study
- Work experience
- Mentoring
- Information days
- Facility tours
- Volunteering

Support is provided to young people in the form of resume writing, relevant clearances, personal appearance and a range of other family supports as provided by program partner Anglicare to ensure the graduates are employment ready. To participate in Powerful Futures, students need to complete their PAFC program, pass Stage 2 SACE and have a 90% or above attendance records.

Case Study

Paige was a participant with PCL's Empowering Youth program and proudly graduated in 2016. Through sheer determination she completed her SACE in June 2016 and a Certificate III in Business and was ready to transition into the work force. Working cooperatively with the Powerful Futures program, Paige was provided assistance with her resume to showcase her skills and attributes and enable her to be job ready. Setting up mock interviews and presentations prepared Paige for different scenarios and gave her the confidence to meet prospective employers.



The Empowering Youth program put a lot of things in perspective and it helped me improve my self esteem and confidence. Prior to the Empowering Youth program I almost gave up on school but participating in the program every week gave me a new outlook on my future.

Paige



75 students
have been
placed in
employment



**OVER
1230**

**GRADUATED STUDENTS
ARE REGISTERED WITH
POWERFUL FUTURES ALUMNI**


109
STUDENT PLACEMENTS
**34 STUDENTS PLACED INTO
UNIVERSITY OR FURTHER TRAINING**



WATER TREATMENT
Allwater

OIL & GAS
Santos
We have the energy

FIRE FIGHTER
Defence

CHEF
eostermilk

ABORIGINAL PROGRAMS

CULTURAL AWARENESS WORKSHOPS

Port Adelaide plays an active role in providing education to corporate Australia through the Cultural Awareness Workshop program. This program promotes the rich, living culture of Australia's First Nations peoples.

The interactive sessions are delivered by Aboriginal Programs staff and often include past and current Aboriginal and Torres Strait Islander Port Adelaide players. Demonstrations, tours of Alberton Oval, team bonding activities and lunches are used to give non-indigenous Australians a greater understanding of Aboriginal culture, and raise awareness of Aboriginal people and communities.

Themes include: Aboriginal values and belief systems, spirituality and the Dreaming, identity and communication, kinship, an understanding of Aboriginal history and contemporary issues affecting Aboriginal peoples, Aboriginal contribution to greater Australia, Aboriginal employment and cultural experience.

450+
PARTICIPANTS
15 SESSIONS
THROUGH 2017









MAKING OUR COMMUNITY PROUD



On the Horizon...

WAI PALYA!

Growing up in remote South Australia, I didn't realise my full potential or the opportunities that existed in the big wide world.

Living in a small regional or remote community, there are expectations that exist about what pathways one can take in life.

When my parents separated during my childhood, they were both very supportive of me, which was a positive at a difficult and confusing time. When my mother and I moved to Adelaide when I was 13, I was quickly exposed to the magnitude of opportunities and possibilities that were available to me.

These opportunities would not have existed without having the support of my parents – especially my mother with whom I lived, to help me walk through the doors that had been opened for me.

There is a sadness knowing many talented, bright family members and friends were unable to realise their true potential, because a strong support network did not exist, to help them migrate and thrive in Adelaide.

Aboriginal people have an important role to play in their communities. In a state which has no regional universities, nor specialised secondary schools, young people need specialised and culturally sensitive support to pursue the greater volume of opportunities that exist in major cities.

Power Community Limited and the Port Adelaide Football Club have the vision to continue to support young Aboriginal people with the construction of an Aboriginal Centre of Excellence (ACE). The ACE is designed to provide a bridge for Aboriginal young people to cross from remote and regional areas to the city, to provide a bridge from community to opportunity.

It will become a home-away-from-home for young people, in a supportive environment, so they can strive to excel and have opportunities to pursue their goals and dreams.

The opportunities I have been provided such as playing elite level sport, travelling the world and holding management roles wouldn't have been possible if I didn't have the support to move away from a remote community. It is the crucial, and often missing element for young people to succeed intrastate, and an opportunity the ACE can provide.

We believe that this facility will transform the lives of so many young Aboriginal students and build strong people, who are strong in culture.

Paul Vandenberg

Director, Aboriginal Programs
Power Community Limited



THE ABORIGINAL CENTRE OF EXCELLENCE

The vision is to create an aspirational environment, with culture at the heart of everything, that accommodates Aboriginal students to support them through completion of secondary schooling and set them up for every success in their future.

The Aboriginal Centre of Excellence (ACE) will be located at the home ground of the Port Adelaide Football Club (PAFC) at Alberton. It will have a boarding capacity of 50 students from metro, regional and remote South Australia for both male and female students.

Students will live at the Centre whilst attending mainstream schools in the local area. Wellbeing programs will be provided by PCL on:

- Resilience
- Health and fitness
- Recognising and developing respectful relationships
- Cultural awareness programs

Through being immersed in Aboriginal culture at a Centre with a focus on education, Aboriginal students will be equipped with opportunity, leadership and connectedness to the broader society to set them on a path to success.

Objectives of the ACE

1. Provide accommodation in a safe and culturally sensitive setting to support learning and wellbeing.
2. Support students to achieve their SACE qualification as the foundation for continuous learning and success.
3. Develop leadership skills in the young people to allow them to manage their own lives and influence the lives of others in their communities.
4. Provide the foundation and support to allow students to transition to further education and/or employment.
5. Provide educational programs on the importance of health and wellbeing including respect for others.
6. Provide improved community awareness and training on Aboriginal culture.

ON THE HORIZON...

CERTIFICATE THREE IN AFL ELITE PATHWAYS

The Port Adelaide Football Club and the Australian College of Sport have partnered to deliver a Certificate Three in AFL Elite Pathways for aspiring professional AFL players.

The PAFC is committed to excellence in sports science and for developing AFL athletes.

This course provides participants the opportunity to hear from the club's high-performance staff, players and facilitators at the home of the PAFC, Alberton Oval.

This qualification is available to eligible students who are undertaking Year 10 or Year 11 studies and are committed to their education.

A maximum of 40 SACE credits are available upon course completion.



WOMENS ABORIGINAL AFL ACADEMY

Based on the success of the Aboriginal AFL Academy for young men, the women's Aboriginal AFL Academy will be launched in 2018.

In the program's inaugural year it will see 30 female Aboriginal Students participate in a once a week training program for the school year.

Participants will gain 100 SACE credits for participation in the program.

The South Australian Aboriginal Sports Training Academy, Department for Education and Child Development, Department of Prime Minister and Cabinet and Energy Australia are committed to supporting this program that will make a difference in the Aboriginal Community.





Congratulations TO JACK HOMBSCH



Jack was awarded the 2017 Jim Stynes Community Leadership Award at the AFL Brownlow Medal, the Variety Australia Tom Hafey Heart of Football Award and the Port Adelaide Football Club's John McCarthy Community Award. Hombsch was recognised for his contribution and work with South Australians with an intellectual disability, which is inspired by his younger brother, Todd, who lives with Down Syndrome. Over his time with the PAFC, Hombsch has worked with numerous organisations and acts as an ambassador for bodies dedicated to engaging those living with intellectual disabilities. Those bodies include Inclusive Sport SA and Bedford.

"I don't believe in the idea of 'disability!'" Hombsch said at the time of his nomination. To me, five years spent working with various groups has shown me that everyone in our community has talents and skills that have meaning and value. The men, women and children that many groups serve in the community are deserving of dignity, respect and a chance to participate fully in activities and programs many of us take for granted. Having the chance to play AFL football is a rare privilege offered to just a few, and I believe that players have a chance to make a real contribution to their community beyond their feats on the field. I hope the small impact I can have working with these groups can enrich the experience of some of the most remarkable people I've had the honour of meeting over these past five years."



COMMUNITY PARTNERS

PORT ADELAIDE FOOTBALL CLUB AND POWER COMMUNITY LIMITED
WOULD LIKE TO THANK ALL OF OUR PARTNERS FOR THEIR SUPPORT



Santos



Government
of South Australia



Australian Government



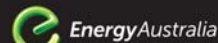
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STARservice
DEVELOPMENT PROGRAM

Making our Community proud

POWER COMMUNITY LIMITED IS A REGISTERED ACNC CHARITY

POWER COMMUNITY LIMITED PROUDLY SUPPORTS THE FOLLOWING CHARITIES

ANGLICARE SA



teaching deaf kids
to speak



CFS Foundation
For our local heroes





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This booklet has been published in line with Port Adelaide's commitment through its Reconciliation Action Plan to using Aboriginal and Torres Strait Islander businesses for procurement purposes.