



**CATS IN THE
COMMUNITY**

SEASON 2016
2012-2016 Program



WELCOME

The Geelong Cats community program has two main objectives:

To empower young people to make good choices – through the Geelong Cats Community Foundation

To invest in community and grassroots football – through our community engagement programs

Through our Foundation, we work with key partners to empower young people to make good choices around their health and well being. We identify key social issues and create long-term partnerships, to ensure the development and delivery of proactive programs that benefit young people and their health.

OUR COMMUNITY FOUNDATION PROGRAMS ARE:

CYBER CATS - To deliver a practical, industry endorsed program, to empower young people with the ability to make good, brave and balanced decisions when participating in the online world or online activities.

JUST THINK - To raise awareness and provide education to young people and the wider community about the impact of alcohol misuse. To offer a practical, industry endorsed schools program to empower young people with knowledge about alcohol and allow them to make safe and educated choices.

BioCATS - To provide an engaging and stimulating program in partnership with BioLAB that educates young people on the importance of a healthy lifestyle including nutrition, hydration and physical activity through a range of maths/science practical and interactive experiences.

CLOSE THE GAP - To work with local Aboriginal community members to promote Healthy Lifestyle Choices and encourage cultural connection with the aim of empowering Aboriginal young people from the Barwon South West region of Victoria. To provide a public platform to raise awareness of the Close the Gap messages to the wider community, as part of the Cats' Reconciliation Action Plan commitment.

The Cats are also proud partners of **Ladder Geelong** (tackling youth homelessness) and **Kempe Read the Play** (providing help seeking pathways for young people facing mental health challenges).

Our community engagement programs see us active in local schools, football clubs and charities as well as responding to local community needs via a determined assistance program.

Happy reading!

Simone Bellears

General Manager (Acting), Community Development



CLUB VALUES

Our Club values are the strong beliefs and consistent behaviours of people in our organisation. They describe the way in which directors, staff and players of the Club behave, interact and work together and determine the culture of the Club. Our values are held in high regard and protected by every member of the on-field and off-field team.

THE SIX VALUES ARE:

- Respectful
- Precision
- Adventurous
- Conviction
- United
- Commercial & Considered
- Integrity

CLUB MISSION

To be the greatest team of all; a club people can be proud of because of how we play the game, live our values, conduct business and engage with the community.

AFL PLAYERS CARE

The AFL Players' Association has launched AFL Players Care, allowing the league's players to donate their match payment charity contributions (\$50 per player, per game) to programs and issues important to them. Whilst half the money raised will continue to support Ladder to tackle youth homelessness, the Geelong Cats players will donate a further \$10,000 locally to the Geelong Cats community foundation to continue their work empowering young people to make good choices (\$5k) and Camp Quality (\$5k), as nominated by the club's current community champion, Corey Enright.

COMMUNITY CHAMPION AWARD

The Club acknowledges a player's outstanding community commitment by awarding the Cats Community Champion Award. The annual award is determined by the Club's community development department in consultation with the players and Clubs executive management team and announced at the Club's 'Carji' Greeves Medal Night.

CATS COMMUNITY CHAMPION AWARD WINNERS ARE:

- 2004 – Kent Kingsley
- 2005 – Kent Kingsley
- 2006 – Cameron Mooney
- 2007 – Tom Loneragan
- 2008 – David Wojcinski, James Kelly, Tom Harley,
- 2009 – Mathew Stokes
- 2010 – Travis Varcoe & Nathan Djerrkura
- 2011 – Joel Selwood
- 2012 – Harry Taylor
- 2013 – Mathew Stokes
- 2014 – Mathew Stokes
- 2015 – Corey Enright



CATS IN THE COMMUNITY

COMMUNITY FOUNDATION

Empowering young people to make good choices

COMMUNITY ENGAGEMENT

Investing in community & grassroots football



CATS COMMUNITY FOUNDATION PROGRAMS

Youth is an important time for establishing positive health habits and acceptable social behaviours. It is a time when young people are undergoing rapid emotional, physical and intellectual changes, and when they begin the transition from childhood to adolescence to independent adulthood.

Educating young people about the importance of a healthy lifestyle for their mind, body and spirit can inspire positive behaviour and affect change in the future of young people in our community.

The development of the Cats Community Foundation marks a significant new dimension for the Club who has a proud history of giving back to community that has supported the Cats throughout its 150 year history.

The Foundation supports the Club's commitment to meaningfully invest into strengthening and supporting our community, by focusing our efforts on empowering young people and enhancing their health and wellbeing.

THE CATS HAVE FOUR FOUNDATION PROGRAMS:

- **CYBER CATS**
- **JUST THINK**
- **CLOSE THE GAP**
- **BIOCATS**

We also work in partnership with the Ladder Geelong to tackle youth homelessness and Kempe Read the Play to improve mental health support for young people.

Further information and how to donate to our ATO approved programs can be found at www.geelongcats.com.au or email communityfoundation@geelongcats.com.au



EMPOWERING YOUNG PEOPLE

- One student in every four in Australian schools is affected by bullying
- Kids who are bullied are three times more likely to show depressive symptoms
- Bullying is one of the most common reasons young people seek help from youth health help services.
- The amount of time young people are spending online has increased from 3 hours /week (2006) to 13 hours/week (2013).

source www.abs.gov.au; www.amf.org.au



CYBER CATS

OUR OBJECTIVE

To deliver a practical, industry endorsed program, to empower young people with the ability to make good, brave and balanced decisions when participating in the online world.

WHAT IS IT?

Cyber Cats is a program aimed at addressing online safety with young people. The program is offered to year 7 students in the Geelong region and is run out of our Deakin Cats Community Centre. With social media and technology changing constantly, the program aims to continually adapt to the current trends as they emerge.

In developing the Cyber Cats program, the focus has been on young people to:

- 1) Build their resilience
- 2) Teach them about respectful relationships
- 3) Make sure they seek help if something goes wrong
- 4) Understand about privacy settings and their own digital footprint
- 5) Highlighting the role of the bystander in online bullying
- 6) The impact of gaming and gambling online

Cyber Cats is a program which arms our young people with these tools. The more support we can give kids to navigate the online world, the better equipped they are at living in it.

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WHY DO IT?

The community's growing concerns to protect our kids from harm online was amplified for the Cats after a young person close to the club took her own life after being bullied online. Members of the playing group turned to the club to see if anything could be done to try and stop this happening again. In 2012, in partnership with headspace Geelong, Cyber Cats - the pilot program was offered to four Geelong secondary schools and was run over a number of short weekly sessions. Cyber Cats is has now a full day program being offered to all secondary schools in the Geelong region.

WHAT'S NEXT?

- ▶ Cyber Cats full day program offered to all 24 secondary schools across the Geelong region
- ▶ The introduction of online gaming and gambling as topics in the program
- ▶ The production of a student directed cyber safety movie for each school

WHO'S INVOLVED?

- ▶ Telstra (major sponsor)
- ▶ Headspace Geelong (lead partner)
- ▶ Western Victoria Primary Health Network
- ▶ Victoria Police
- ▶ BATForce
- ▶ Deakin University

THE PLAYERS:

Corey Enright (ambassador) Cam Delaney, Patrick Dangerfield, George Horlin-Smith, Cory Gregson, Jackson Thurlow, Jed Bews, Josh Caddy, Josh Cowan, Lachie Henderson, Lincoln McCarthy, Michael Luxford, Pdraig Lucey, Rhys Stanley, Shane Kersten, Steven Motlop, Tom Ruggles, Zac Bates and Zac Smith.



The Issue



Just Think

- 40% of young Australians (aged 12 to 17) have had a full serving of alcohol
- The most common drug people seek treatment for is Alcohol (46%).
- Issues relating to alcohol abuse are costing our country \$15.3 billion each year, which is nearly twice the amount spent on illicit drug abuse.
- 1 in 5 Australian over the age of 14 drink at levels that put them at risk of alcohol-related harm over their lifetime.

(source: www.adf.org.au)

JUST THINK

OBJECTIVE

To raise awareness and provide education to young people and the wider community about the impact of alcohol misuse. To continue to explore partnership opportunities to allow us to educate specific audiences such as local year nine students and local football, netball club communities.

WHAT IS IT?

Just Think is all about safe drinking behaviours. The campaign aims to educate the community about responsible drinking and for people to “Just Think” before things get out of hand. There is a focus on young people in football and netball clubs as well as secondary schools across the Geelong region.

WHY DO IT?

The Just Think campaign originated in 2008 after Cats players Tom Harley, David Wojcinski and James Kelly watched a story on 60 minutes featuring James Macready Bryan, a young Cats fan who was assaulted in Melbourne on his birthday. From the increase in alcohol related violence the Just Think Campaign was born.

WHAT'S NEXT?

- ▶ A full day schools program to be offered to year 9 students
- ▶ Partnering with local leagues to implement the Just Think round for all local games linking with the Cats Just Think round
- ▶ Raising awareness of the Just Think messages through a Just Think match day for the Cats and across the three local football and netball competition
- ▶ The continuation of the Just Think message in the Kempe Read the Play sessions with local under 15 netball and under 16 footballers
- ▶ Just Think campaign will continue to promote healthy choices around drinking and highlight the consequences of alcohol fuelled incidents and the effects on young people and their loved ones.

WHO'S INVOLVED?

- ▶ Barwon Child Youth & Family
- ▶ Victoria Police
- ▶ Deakin University
- ▶ Australian Drug Foundation
- ▶ BATForce
- ▶ Kempe Read the Play
- ▶ AFL Barwon and GDFL

THE PLAYERS:

Ambassadors: Mitch Duncan, Zac Smith and Jimmy Bartel

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The Issue



CLOSE THE GAP

- Aboriginal Australians can expect to live 10-17 years less than non-Aboriginal Australians
- Aboriginal people experience higher rates of preventable diseases such as kidney, heart disease and diabetes.
- Babies born to Aboriginal mothers die at more than twice the rate of other Australian babies
- Nearly one third of Aboriginal children between 2 and 14 years of age are estimated to be overweight or obese. By the time children are aged 15 or over, about 66 per cent are overweight or obese.
- Culture plays a significant protective role in the health and wellbeing of Aboriginal people along with the social determinants of health

CLOSE THE GAP

OBJECTIVE:

To work with local Aboriginal community members to promote healthy lifestyle choices and encourage cultural connection with the aim of empowering Aboriginal young people from the Barwon South West. To provide a public platform to raise awareness of the Close the Gap messages to the wider community, as part of the Cats' Reconciliation Action Plan commitment.

WHAT IS IT?

In 2014, the Cats held their first "Gathering" camp with Aboriginal young people from across the Barwon South West coming together. The camp, now in its 3rd year, has activities centring on culture, healthy lifestyles, leadership and identity. The program is overseen by an advisory group made up of local Aboriginal community members.

WHY DO IT?

Due to years of dispossession, racism and discrimination Aboriginal Australians have some of the lowest levels of education, highest levels of unemployment and the poorest health outcomes. In 2008 Commonwealth and State and Territory governments committed to improve the health and wellbeing of Aboriginal and Torres Strait Islander Australians and to reduce the life expectancy gap. This is known as the 'Close the Health Gap' initiative.

The Geelong Cats developed their first Reconciliation Action Plan (RAP) in 2013 and since then has committed to contributing to "Closing the Gap". This commitment has seen the Cats support the delivery of health promoting messages to positively impact health outcomes for local Aboriginal people.

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WHAT'S NEXT?

- ▶ To work with local Aboriginal and Torres Strait Islander people and our partners Target Australia to develop programs for the region's Aboriginal young people including the 2016 'Gathering camp'
- ▶ Offer the Gathering to local Aboriginal young people from Geelong and Barwon South West in years 5 and 6
- ▶ Deliver the Close the Gap match day at a nominated home game in 2016
- ▶ To raise awareness of the health gap between Aboriginal and non-Aboriginal Australians.

WHO'S INVOLVED?

- ▶ Members of the local Aboriginal communities across the Barwon South West region of Victoria.
- ▶ Aboriginal Advisory Group
- ▶ DEECD Koori Education support officers
- ▶ Barwon Child Youth & Family
- ▶ Western Victoria Primary Health Network
- ▶ Deakin University Institute of Koori Education
- ▶ Narana Creations
- ▶ Kempe Read the Play
- ▶ Wauthaurong Co-operative

THE PLAYERS:

Steven Motlop, Zac Bates, Nakia Cockatoo. An important component of the National Close the Gap initiative is to recognise that the health of our Indigenous communities is a concern for all Australians and Reconciliation is 'everybody's business'. In that context, the Club is proud to welcome Darcy Lang to the Close the Gap program as an official ambassador in 2016.

Please note: Throughout this document, the term Aboriginal is used to refer to both Aboriginal and Torres Strait Islander people. Indigenous is retained when it is part of the title of a report, program or quotation



Bisinella

The Issue



- One in four Australian children are overweight or obese.
- Once children become obese they are more likely to stay obese into adulthood and have an increased risk of developing both short and long-term health conditions, such as type 2 diabetes and cardiovascular disease
- On average young people aged between 5 and 17 spend more time on screen based activities than physical activity every day. The gap between the two increases as children get older

(<http://www.aihw.gov.au>)

BIOCATS

OBJECTIVE

To provide an engaging and stimulating program in partnership with BioLAB that educates young people on the importance of a healthy lifestyle including nutrition, hydration and physical activity through a range of maths/science practical and interactive experiences.

WHAT IS IT?

BioCATS is an educational program for students in year 5 and 6, developed by the Geelong Cats and BioLAB: The Victorian BioScience Education Centre. The program is offered as an engaging full day session from the Deakin Cats Community Centre to schools across Victoria.

Students are engaged in hands on activities which focus on skills analysis, nutrition, physiology, material technology and the analysis of data. They gather real time GPS data on their speed in comparison to their favourite Cats players. BioCATS is an inquiry based program that is developed to engage, inspire and challenge students, making it enjoyable, and students physically active.

The program aims to encourage students to be physically active, eat well and look after their bodies while creating a passion for maths and science in everyday life. The day is split into two, with a behind the scenes tour of the club, physical challenges and team based activities going on throughout the day.

WHY DO IT?

Only a generation ago, children and young people would have the opportunity to be active most of the day. Western countries have been accused of “cotton wooling” our young people in the name of safety, resulting in an increasing number of young people who are inactive. Coupled with young people spending more time in front of screens and less time being physically, this inactivity together with poor eating habits is causing over 25% of young people to be overweight or obese. The Geelong Cats believes

we can play a role in re-educating families about the importance of getting active.

The BioCats program aims to educate young people about the importance of healthy eating, physical activity and appropriate hydration. The increase in overweight children is disturbing with obesity leading to not only physical health problems but mental health problems with bullying and low self-esteem as part of the problem.

WHAT'S NEXT?

- ▶ To offer over 80 sessions of BioCats to schools across Victoria
- ▶ Engage 2000 grade five and six students in the BioCATS program
- ▶ Special indigenous BioCATS activation to be delivered
- ▶ BioCATS to be offered to rural schools as an outreach program
- ▶ The introduction of a new Recipe book activity, based on healthy eating and our players

WHO'S INVOLVED?

- ▶ BioLAB
- ▶ Deakin University
- ▶ SEDA

THE PLAYERS

Harry Taylor – Ambassador

Joel Selwood & Jed Bews – Program Content

Players involved – Cory Gregson, Nakia Cockatoo, Pdraig Lucey, Tom Read, Jordan Cunico, Wylie Buzza, Tom Ruggles, Jock Cornell, Ryan Gardner, James Parsons and Matthew Hayball.

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SUPPORTS



The Issue

- One in four young people between the ages of 15-24 will experience a mental health problem in any 12-month period.
- 75% of mental illnesses first occur in people aged 15-24, yet only one in four young people with mental health problems receive professional help.

OBJECTIVE

To support the Read the Play program which uses the strength of peer networks to address the health and wellbeing of young people focusing on mental health, drugs and alcohol.

WHAT IS IT?

Read the Play is a mental health literacy program designed for under 16 football clubs and under 15 netball clubs within the three leagues in Geelong and the Bellarine Peninsula with coverage of over 2000 young people. IN 2016, Kempe Read the Play celebrates 10 years, providing this important service to our community.

The program is delivered by mental health workers, in conjunction with the local club's player wellbeing officer. The format of the program is interactive and designed to engage young people through a series of team games

WHY DO IT?

The Geelong Cats has had involvement in the Read the Play program since its inception in 2006 through the provision of player ambassadors Tom Harley, Brad Ottens and currently Nathan Vardy. Club Patron Frank Costa is also a Read the Play ambassador. By these sporting role models lending their name and voice it has helped raise the level of awareness around the youth issues in our community.

"When young people are in good health they are more likely to achieve better educational outcomes, make a successful transition to full-time work, develop healthy adult lifestyles, experience fewer challenges forming families and parenting their own children, and are more actively engaged citizens (Muir et al. 2009). Young people who are unable to make the transition to adulthood smoothly can face significant difficulties and barriers in both the short and long term. Youth is a critical period for the reinforcement of positive health and social behaviours, as behaviours at this age are strong predictors of behaviours in later life (Muiret al. 2009)."

This program is coordinated by Kempe Read the Play Inc.

PROGRAM PARTNERS

Please refer to the Read the Play website for more information. www.readtheplay.org.au

THE PLAYERS

Nathan Vardy (ambassador) Billie Smedts, Mark Blicavs, Lachie Henderson and Tom Read.

In 2016, all Geelong Cats players will deliver Kempe Read the Play program messages as part of their Junior Club night attendance.



SUPPORTS



The Issue

- On any given night in Australia 105,000 people are homeless. That's more than the capacity of the MCG! Nearly half of these people are under the age of 25.
- Between 2006 and 2011 homelessness in the Geelong region increased by 24%
- An estimated 6,117 (Homelessness Australia) young Victorians between the ages of 12 and 24 have nowhere to call home, which has a significant impact on a young person's ability to finish their education, find a job and earn an income.

OBJECTIVE

The Geelong Cats and Ladder have a commitment to work together to tackle youth homelessness. The partnership commenced in 2012 and 2015 marks its fourth year.

WHAT IS IT?

By leveraging a natural affiliation with the AFL industry, its players and networks, Ladder provides programs that aim to break the cycle of homelessness for young people aged 16-25. Through the AFL Players' Association, every player contributes \$25 per senior game to the Ladder program, which is matched by the AFL totalling \$320,000 per year.

The Cats are proud to be in a partnership with Ladder to deliver a meaningful health and wellbeing program with young people in the Geelong region.

WHY DO IT?

Unfortunately not having a permanent and safe place to call home is only one component of homelessness. Ladder is committed to providing sustainable, long-term solutions in partnership with other experts in the homelessness sector. To this end, AFL players also provide hands-on assistance through mentoring, encouraging healthy living and developing life skills. By improving life skills, supporting education, employment and training activities and linking young people to their communities, Ladder's programs and individual services have been specifically designed to grow their talents, skills and capacities and help them articulate their future goals.

PROGRAM PARTNERS

Please refer to the Ladder website for more information www.ladder.org.au

THE PLAYERS

Cam Guthrie (Ambassador), Josh Cowan, Darcy Lang, Josh Caddy, Michael Luxford and Jed Bews.



COMMUNITY ENGAGEMENT

To invest in community and grassroots football

The second tier of the Cats in the Community strategy is community engagement, and as the title suggests, this is about the Club's place in and relationships with the local community. It operates on the principle of partnership and ethically sound community investment.

There are four community engagement programs:

- ▶ School Cats
- ▶ Footy Cats
- ▶ Cats Partnerships
- ▶ Cats Assist

SCHOOL CATS

The School Cats program involves Geelong Cats players visiting schools each year in the Geelong, Bellarine Peninsula, Surf Coast, Colac and Western Districts of Victoria. The focus in primary schools will be to speak to the students about life as an AFL footballer, nutrition, exercise, and team work. The focus in secondary school will be to speak to the students on leadership, mentoring and resilience. These visits are coordinated in conjunction with the AFL Victoria.

COUNTRY GAME

Powercor Country Game is a partnership between the Geelong and Essendon Football Clubs to create a social movement, using football, to acknowledge the important role that the country plays for our nation. Both clubs will engage in a series of community engagement activities in a regional town (Shepparton in 2016), before celebrating country Victoria at the round 4 clash at the MCG. The Country Fire Authority has been chosen as the nominated charity for this partnership.



FOOTY CATS

In conjunction with AFL Victoria, the Geelong Cats players visit junior clubs and Auskick centres in our region. The club also hosts the annual Auskick Super Clinic at Kardinia Park.

Each junior club receives a fundraising pack including a team-signed Geelong Cats Guernsey, special edition ball and poster to assist with their fundraising.

Beginning in 2004 the Club has participated in a Community Camp held in a regional area in Australia on behalf of the AFL.

The program is about taking our elite level clubs, players and coaches to the community to help grow our game in regional Australia.

THE CLUB HAS VISITED:

2016 – Shepparton and Echuca

2015 – Surf Coast, Bellarine Peninsula and Mortlake

2014 – Colac/Otway

2013 - Cobram/Barooga

2012 – Portland

2011 - Port Fairy

2010 - Western Sydney

2009 - Surf Coast (Torquay/Lorne)

2008 - Gold Coast

2007 - Swan Hill

2006 – Warrnambool

2005 – Horsham

2004 - Gold Coast



PARTNERSHIPS

The Club is committed to bringing joy to those who need it most. The players make regular visits to the Geelong Hospital Childrens Ward and Andrew Love Cancer Centre as well as the Royal Children's Hospital through the Starlight Children's Foundation. The Club also partners with organisations that deliver to people with disabilities or are disadvantaged through Gateways Support Services, Cottage by the Sea and Give Where You Live.

From time to time the Club receives very special requests that fit outside the general request category. These requests come from organisations such as the Starlight Children's Foundation, Barwon Health Foundation and at times directly to the Club. Our aim is to bring joy to the lives of seriously ill and dying members and fans. We call these our Cats Wishes. Each 'wish' is individually tailored.

OUR PARTNERS

- ▶ Barwon Health Foundation
- ▶ Starlight Children's Foundation
- ▶ Cottage by the Sea
- ▶ Gateways Support Services
- ▶ Give Where You Live

The Geelong Cats are proud partners of the Cotton On Foundation's Run Geelong event which raises much needed funds for the Geelong Hospital. Our captain Joel Selwood is the face of Run Geelong.

CATS ASSIST

Cats Assist responds to community requests and community needs as they arise. These requests and needs are not likely to be programmatic in nature and may often be unpredictable and unplanned. They may be responses to circumstances and events that affect the whole community such as bushfires or floods, or they may be individual requests for help, support, encouragement or connection with the club and its players.

Often community assistance is sought in times of adversity, but we also see a strategic role for advocacy. Community advocacy is about taking the opportunity to influence the agenda, bring attention to an issue or add the Club's / players voice to the debate. At times a great cause will knock on our door outside of our community development and community engagement programs. The Club takes the opportunity to influence the agenda when we can. With due consideration the Club may choose to 'advocate' for selected worthy causes

Ambassadors:

- Daniel Menzel and Scott Selwood - Barwon Health Foundation
- Jimmy Bartel - Cottage by the Sea
- Joel Selwood - Run Geelong
- Harry Taylor - Gateways Support Services
- Corey Enright – Camp Quality
- Brian Cook – Wombat's Wish



THE BROOK COMMUNITY PARTNERSHIPS PROGRAM

The Brook on Sneydes is the Geelong Cats' hospitality venue located in Point Cook. As part of our support to the Wyndham community, the Geelong Cats has formed The Brook Community Partnership Program to assist local not-for-profit organisations to benefit and support the local community. This initiative supports the Club's values of respect and unity. To date The Brook has donated over \$400,000 to the local community.

For more information head to:
www.thebrook.com.au/brook/website/community

DEAKIN CATS COMMUNITY CENTRE

The Deakin Cats Community Centre is a state of the art, 800 square metre facility located on the ground floor of the Players Stand at the southern end of Simonds Stadium. The Centre hosts a large percentage of the Geelong Cats Foundation Programs as well as being available to our Community Access Partners (third party users).

THE KEY FEATURES INCLUDE:

- ▶ Deakin Cats Connect Lab
- ▶ Meeting room
- ▶ Multi-purpose area
- ▶ Memorabilia gallery showcasing our multimillion dollar collection of objects and images
- ▶ Office space and kitchenette

The Centre is available to community organisations that have a focus on improving health and wellbeing.

Since opening the doors in 2013 the Deakin Cats Community Centre has proudly hosted over 46,000 people in community, education and learning experiences in its purpose built rooms.

For further information or to enquire about a booking please contact 5225 2469 or communitycentre@geelongcats.com.au



**CATS IN THE
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SEASON 2016

2012-2016 Program

GEELONGCATS.COM.AU

