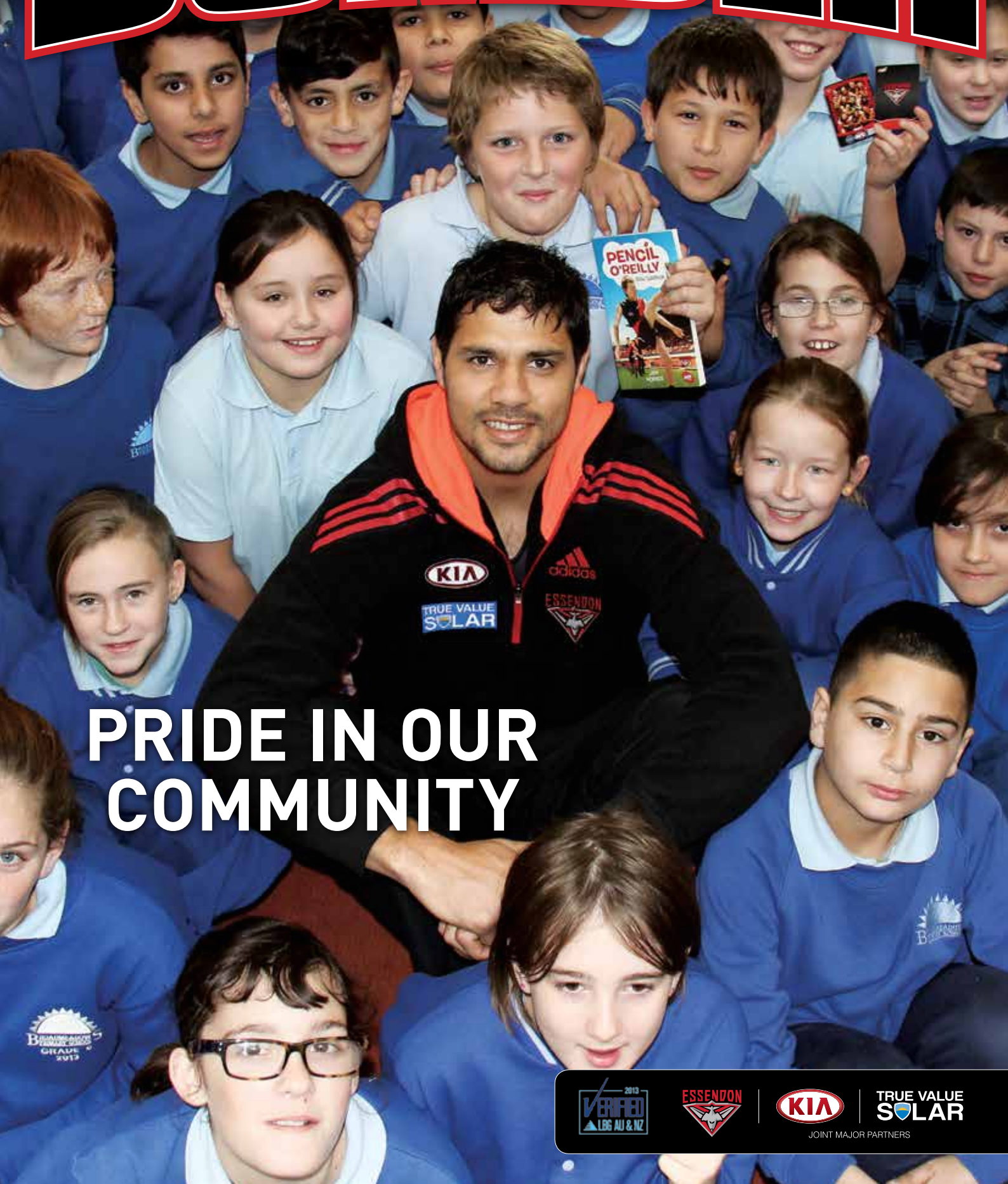


# BOMBER



**PRIDE IN OUR  
COMMUNITY**



JOINT MAJOR PARTNERS



# STRENGTHENING COMMUNITIES THROUGH SPORT

## YEAR IN REVIEW: PAUL LITTLE, CHAIRMAN

Welcome to Essendon Football Club's Community Magazine. Having supported the club my entire life, I have had a healthy appreciation of Essendon's commitment to the community. However it was not until I recently commenced in the capacity of Chairman that I came to fully understand the breadth and depth of the club's community engagement work. It is astounding.

As a club, we are proud to be a recognised leader in the AFL for our commitment to helping strengthen communities through sport. Essendon understands its role and influence within the broader community, and takes this responsibility very seriously. It's our community pledge.

There have been many highlights in a big and successful year for our community team. The club's multicultural 'GLoBALL' program reached a new level of engagement and was endorsed by a funding partnership with the Victorian Coalition Government.

The GLoBALL program, in partnership with Cricket Victoria and Netball Victoria, offers football, netball and cricket match-day experiences to international students in an inclusive and supportive manner. Essendon has delivered the program since 2009 and has directly impacted the lives of more than 15,000 participants representing 104 countries.

The club also launched its third Reconciliation Action Plan, having been the first sporting club in the country to create and implement such a club-wide doctrine. We are passionate about supporting Indigenous Australians and improving health and education. This is evident by our multiple Indigenous targeted programs and partnerships.

I thank all of our club community partners including the Victorian Coalition Government, Melbourne Airport, Bendigo Bank Strathmore, AFL, Australian Federal Police, Rio Tinto, Cricket Victoria and Reconciliation Australia. Their valued support allows Essendon to deliver meaningful and enduring community engagement activities.

I'd like to acknowledge the tireless efforts of our community team. Thank you to Anita Fox, Cameron Britt, Kim Kruger, Michelle Murray, Ben Brennan, Salim Mahazi, Gregor McCaskie, Jason Walker, Anthony Tipungwuti, Kathy Braithwaite and Nicole Caulfield. This also includes our donations and request area volunteers Julie Hewes, Marie Peevers, Glenice Hood and our great support from SEDA students.

I am increasingly proud of the significant activity that our great club delivers across the community and I trust you'll enjoy reading about this work in the following pages.

Paul Little  
Chairman, Essendon Football Club

### 2013 NUMBERS THAT MATTER

- 1 community pledge
- 4 key program areas
- 15,000 participants in The Long Walk prior to Dreamtime at the 'G
- 30,000 experiences in Essendon Football Club programs
- Up to \$1,000,000 raised for charities and sporting clubs

Cover image: Paddy Ryder with Broadmeadows PS Grade 5/6 Hume Cup participants.

Brendon Goddard celebrates AFL Multicultural Round with representatives from our diverse fan base.



## YEAR IN REVIEW: CAMERON BRITT, COMMUNITY MANAGER

Essendon Football Club embarked on an ambitious schedule of community engagement across season 2013, with the focus again upon our four key program areas - Indigenous, Multicultural, Youth and Education and Community Partnerships.

We are driven to deliver innovative and effective development opportunities across the community, and whilst we operate primarily in Melbourne's north-west, our work and responsibility extends across all parts of Australia. This is our community pledge.

The move to the club's new base at the High Performance Centre will bring new opportunities for the community department. A dedicated learning and development space, The Flight Deck, will see the most contemporary of technology and engagement tools adopted to add strength and value to our work. This is a truly exciting time for the club and for how we engage the community into the future.

We are extremely proud of our association with charitable organisations. We actively partner with the Cancer Council Victoria, Boots For All and The Bully Zero Australia Foundation. All three of these groups possess strong values and are undertaking important work in the community. We are privileged to align with them and contribute in some way to their ongoing success.

Our work with Indigenous communities is a significant feature of our club culture. The annual Dreamtime at the 'G game against Richmond continues to grow and is considered a genuine blockbuster match on the annual AFL fixture.

The Long Walk is a cornerstone of the event with 15,000 participants involved in the Walk in 2013.

A current focus is to increase our engagement with the local Victorian Indigenous community - our local community - and this includes using our brand and expertise to broker local employment outcomes via our new Bombers' Bright Futures project.

We acknowledge the fantastic support of our players for their contribution to the Essendon Football Club's community programs.

Thank you to:

- Paddy Ryder, Nathan-Lovett Murray, Courtenay Dempsey, Leroy Jetta - *Indigenous programs*
- Brendon Goddard, Dyson Heppell, David Zaharakis - *Multicultural programs*
- Cale Hooker, Kyle Hardingham - *Youth and Education programs*
- Michael Hurley, Scott Gumbleton, Tom Bellchambers - *Community partnerships*

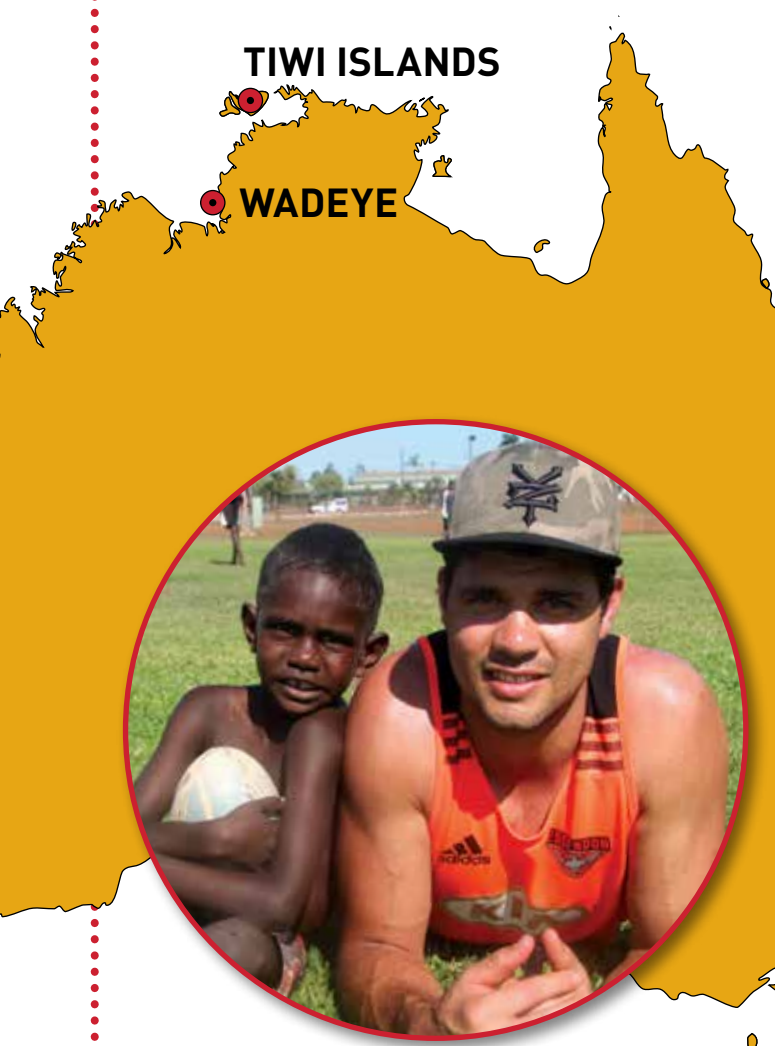
We now look forward to building and strengthening our work to ensure Essendon Football Club maintains its positive presence and contribution to lives in 2014.

Cameron Britt  
Community Manager, Essendon Football Club

@CamBritt1



# INDIGENOUS PROGRAMS



**“ESSENDON FOOTBALL CLUB HAS LONG BEEN ASSOCIATED WITH THE PEOPLE OF TIWI ISLANDS, PROUDLY REMAINING THE CLUB’S LONGEST INDIGENOUS PARTNERSHIP.”**

## TIWI AND WADEYE

Essendon Football Club has long been associated with the people of Tiwi Islands, proudly remaining the club’s longest Indigenous partnership.

With the evolution of the Tiwi Bombers Football Club, Essendon has implemented both financial and mentoring support and other programs to assist the people of the Tiwi Islands, located approximately 80 kilometres north of Darwin.

Represented by players who come together from a large number of Tiwi Island communities, the Tiwi Bombers Football Club was established in 2006 after being invited by the Northern Territory Football League (NTFL) on a trial basis. After initial success, the club was admitted in to the competition at the commencement of the 2007/2008 season.

The Tiwi Bombers created history in 2012 after winning its first ever premiership in the NTFL. The side was hoping to chase back-to-back NTFL premierships earlier this year when it faced St Mary’s in the Grand Final, however the Tiwi Bombers went down by 31 points despite a gallant effort.

Following their 2013 on-field campaign, Essendon stars including Paddy Ryder and Leroy Jetta visited Wadeye and the Tiwi Islands as part of a club tour.

Essendon Indigenous Programs Ambassador Paddy Ryder said he was proud to be associated with a club that is actively engaged in the wider Indigenous community, including the remote Wadeye region, a Bomber-loving community.

“The club understands its role and responsibility in supporting and engaging Aboriginal and Torres Strait Islander communities, which is an important pursuit for us all,” Ryder said.

Earlier this year, Essendon Football Club announced the VFL signing of former Tiwi junior star, Anthony Tipungwuti – a further example of the strong and continually evolving relationship between Essendon and the Tiwi Islands.

## BOMBERS' BRIGHT FUTURES PROJECT

In May this year, Essendon Football Club proudly announced a new partnership with the Victorian Government for the innovative Bombers' Bright Futures project.

Bombers' Bright Futures is directly benefiting Melbourne's north-west Indigenous community, supporting employers, business and local industry to assist in increasing employment opportunities for Aboriginal and Torres Strait Islander people.

The project supports activities that encourage and help employers to provide sustainable employment opportunities and encourages Aboriginal and Torres Strait Islander people to take up training and improve their future employment prospects.

In addition, the project helps communities, industry bodies and groups of employers to develop strategies that support local and regional economic growth, providing support to Aboriginal and Torres Strait Islander job seekers and community organisations and employers of Aboriginal and Torres Strait Islander people.

"Essendon Football Club will work directly with local businesses, industry and the community to generate long-term, sustainable job opportunities for young Aboriginal people," Minister for Employment and Trade Louise Asher said.

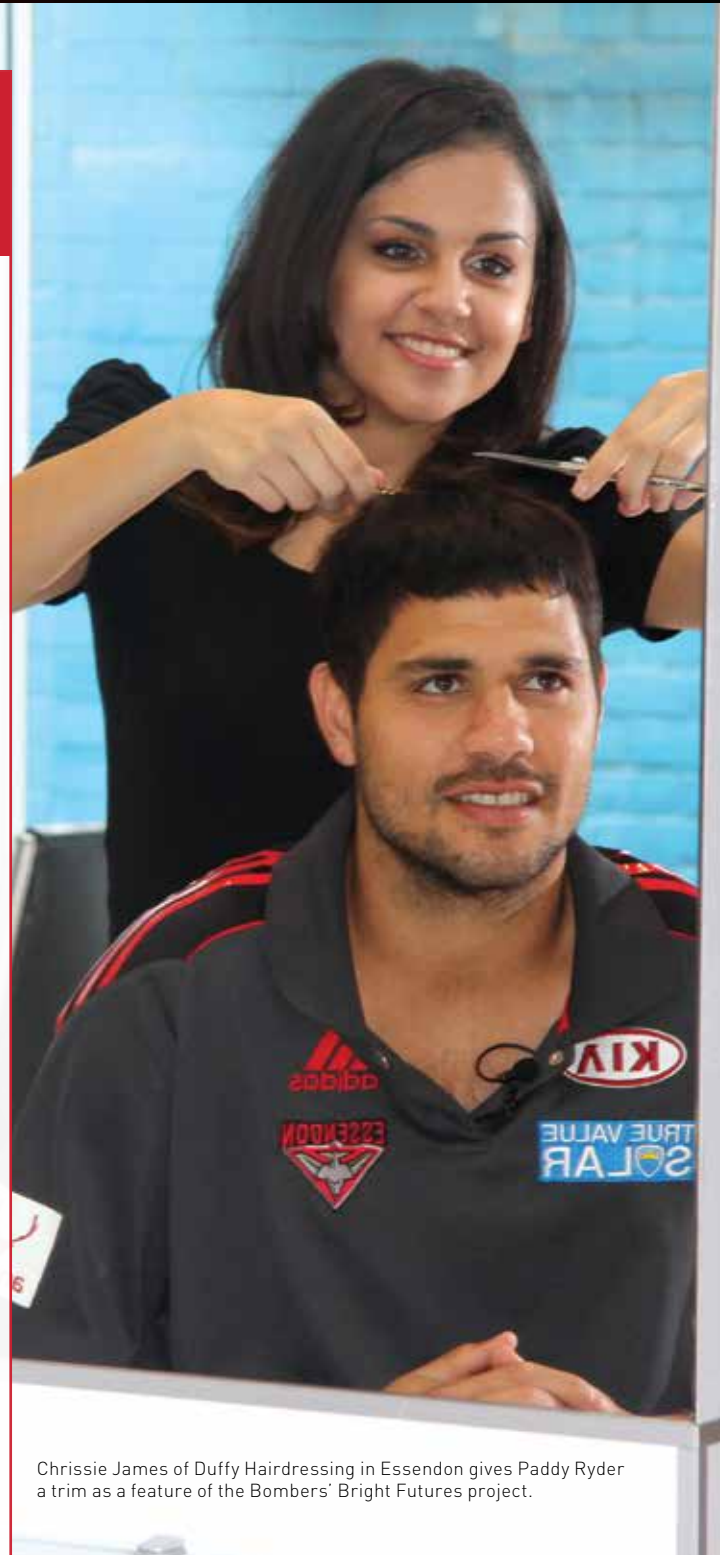
Essendon Community Manager Cameron Britt said the project was an important initiative in engaging the wider Aboriginal community in Victoria.

"Essendon Football Club has a long and proud history of supporting Indigenous Australia and we strongly believe the Bombers' Bright Futures initiative will be able to make a big difference," Britt said.

"As a club, we have benefited from the outstanding contribution of some remarkable Indigenous Australian talent such as Michael Long and Nathan Lovett-Murray, and it is vitally important that we continue to develop and engage with the Aboriginal community.

"The project will see the club play an important role as a broker for ongoing training, development and employment opportunities between jobseekers and local industry, club partners and associated networks."

The Bombers' Bright Futures project is a feature of the State Government's Employment Start Up for Aboriginal and Torres Strait Islander Jobseekers program.

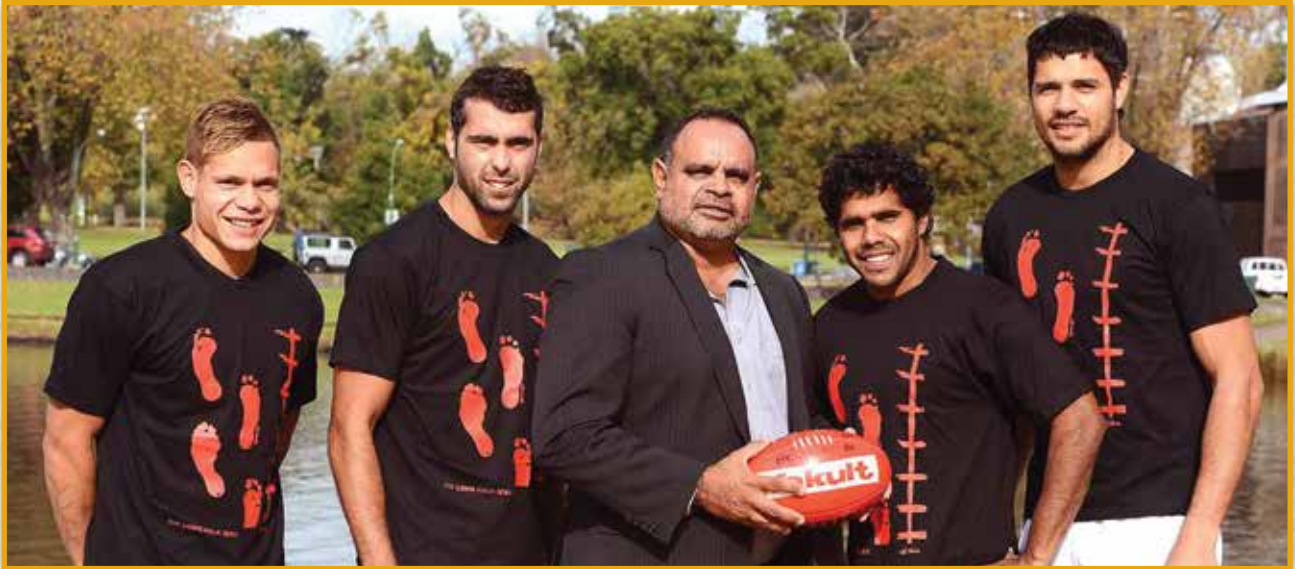


Chrissie James of Duffy Hairdressing in Essendon gives Paddy Ryder a trim as a feature of the Bombers' Bright Futures project.



**BOMBERS'  
BRIGHT  
FUTURES**

# THE LONG WALK



The club's Indigenous Programs Ambassador Michael Long helps promote The Long Walk prior to Dreamtime at the 'G in 2013.

**E**ssendon Football Club continues to be a key partner for The Long Walk that extends the impact of our Aboriginal and Torres Strait Islander programs.

The Long Walk is a charity which raises awareness to improve and support Aboriginal and Torres Strait Islander health, wellbeing and life opportunities.

It does this through its popular reconciliation events – The Long Walk and The Long Walk Women's Luncheon, as well as two educational programs – Walk the Talk, and The Long Walk Cultural Exchange.

Walk the Talk tells the story of Essendon Football Club legend Michael Long's historic walk to Canberra in 2004 in a bid to introduce Aboriginal and Torres Strait Islander studies in the classroom and encourage students to create change.

The launch of a dedicated website for Walk the Talk has made available free, high quality resources to schools and communities across Australia that link to the Australian curriculum. Visit the Walk the Talk website at [walkthetalk.org.au](http://walkthetalk.org.au).

Participation in Walk the Talk has inspired students to organise The Long Walk in Alice Springs this year with the event also held in Sydney for the first time alongside our established events in Melbourne and Darwin.

The combination of Walk the Talk and The Long Walk is building awareness for the next generation of Australians about Aboriginal and Torres Strait Islander history, people and culture. By nurturing this understanding, The Long Walk is helping to break down the barriers that harbour racism - a proven determinant of Aboriginal and Torres Strait Islander well-being. In its place it provides a platform for mutual respect through its popular and successful programs.

In 2014, The Long Walk will celebrate 10 years since Michael Long walked to Canberra and invites everyone to get involved with our exclusive anniversary events.

For more information on all our programs, membership or to make a donation, visit [thelongwalk.com.au](http://thelongwalk.com.au).



THE LONG WALK

## 2013 SNAPSHOT

- Over 17,000 people joined The Long Walk in Melbourne, Sydney, Darwin and Alice Springs.
- Walk The Talk – Over 12,500 students participated in our education program, employing five Aboriginal and Torres Strait Islander facilitators nationally.
- The Long Walk Women’s Luncheon – Over 1,000 guests broke bread in Melbourne and Darwin with performers Casey Donovan, Shari Sebbens, Vicki-Lee Knowles, Jessie Mabo, Tiwi Women’s Choir, Leanne Brooke, Aaron Pederson and Kylie Belling.



## DREAMTIME DESIGN COMPETITION

Renowned for its proud commitment to the Indigenous community, Essendon Football Club launched an exciting new initiative for Indigenous artists earlier this year.

In a club first, the opportunity was presented to all Indigenous artists to design Essendon’s 2014 Dreamtime Game guernsey and retail football.

The annual Dreamtime at the ‘G clash between Essendon and Richmond Football Clubs unites communities behind the colours of each club, encouraging all Australians to stand together and strive for reconciliation.

The specially designed guernsey will be worn by Essendon’s entire playing group on-field for the commemorative Dreamtime game in 2014. Both the guernsey and football featuring the winning designs will be produced and retailed exclusively through the club.

Competition winners will be honoured by having their name showcased within the design of the products as well as attending Essendon Football Club’s 10th Anniversary Dreamtime match at the MCG in 2014.

Winners of the inaugural Dreamtime Design competition will be announced in early 2014.

# RECONCILIATION ACTION PLAN

Essendon Football Club has continued its long-standing commitment to improving the health, education and employment opportunities of Indigenous Australians with the launch of the club’s Reconciliation Action Plan for 2013-2015.

Essendon was the first sporting club in Australia to develop and implement a RAP in 2009, and the club’s third edition continues to set bold actions and outcomes to help ‘close the gap’ between Indigenous and non-Indigenous Australian health and education indicators.

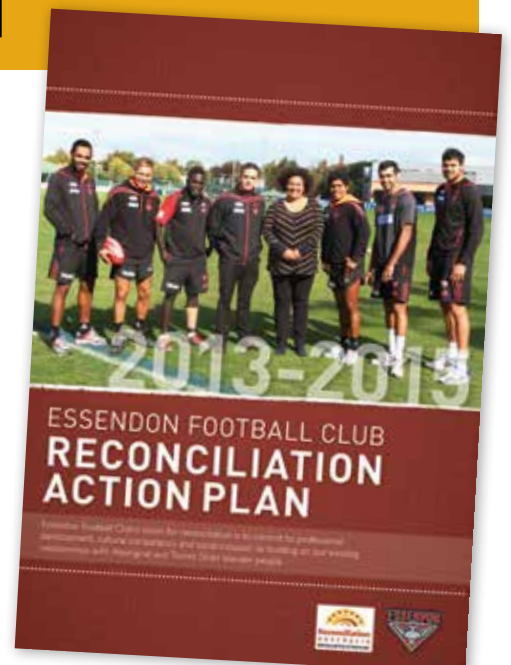
While the 2013-2015 RAP will focus on developing the club’s existing relationships with Wurundjeri Land Council, Wadeye and Tiwi Islands and The Long Walk, the club has also

sighted two key major actions.

The first will see Aboriginal and Torres Strait Islander activities and engagement work both locally and nationally. With a large and growing Aboriginal population in Melbourne’s north-west, there is great potential for the football club to better support and engage the local community – ‘our own backyard.’

The Bombers’ Bright Futures employment project, supported by the Victorian Coalition Government, and the Hume Lil’ Bombers AusKick are two examples of a club more visible and engaged in its local community.

The second will see Essendon continue to display imagery and messaging that acknowledges and embraces the growing diversity of



Aboriginal people and culture. Club-developed collateral, digital activity and events and functions will be significantly more representative and accessible to the community.

Download the 2013 RAP at [essendonfc.com.au/community/indigenous-programs/efc-reconciliation-action-plan](http://essendonfc.com.au/community/indigenous-programs/efc-reconciliation-action-plan)

# 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](https://melbourneairport.com.au/community)





## 'BOMBERS IN THE TERRITORY' DOCUMENTARY

As a feature of this year's annual Dreamtime Round, a special club documentary 'Bombers In The Territory' was proudly aired on Fox Footy and NITV.

Presented by Antler Luggage, 'Bombers In The Territory' highlighted the power of football and showcased the Essendon Football Club's important ongoing commitment supporting Indigenous communities.

The documentary provided a wonderful portrayal of life in remote communities and highlighted the difference football has made in helping prevent youth suicide and alcohol-related problems.

Six players, including young gun Dyson Heppell and running defender Courtenay Dempsey, visited the Tiwi Islands and Wadeye communities with Heppell describing the trip as a once in a lifetime experience.

"It was an experience I'll never forget," Heppell said.

"It certainly puts everything into perspective, given the way the Indigenous communities live and the history of their culture. It's amazing the way they learn from their elders and it's just so vastly different to how I was brought up in country Victoria."



## HUME LIL' BOMBERS AUSKICK CENTRE



Nathan Lovett-Murray and participants of the Hume Lil' Bombers Auskick Centre in Broadmeadows.

Essendon was excited to partner with the Centre in 2013 and will increase its support of local Indigenous youth engagement in 2014.

# MULTICULTURAL PROGRAMS



Essendon's growing relationship with the local Indian community is an exciting feature of the club's multicultural initiatives.

## EMBRACING INDIA

**E**ssendon Football Club embarked on an exciting new partnership in 2013 working closely with Melbourne's vibrant and growing Indian community to provide opportunities to engage with Australian Rules Football and enjoy all the excitement and camaraderie of supporting the Essendon Football Club.

The club particularly focused on the north-west region in Melbourne, Essendon's heartland, and is buoyed by the healthy migration trends and Indian population growth within this area.

EFC Indian Ambassador Dyson Heppell said he was pleased the club had recognised the importance of building a strong relationship with the Indian community.

"It is great to see the club continuing to build its relationship with the local Indian community," Heppell said.

"My short but memorable time in India highlighted to me the importance of Australians embracing Indian

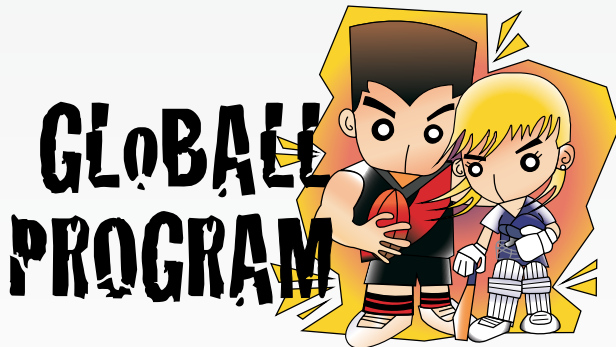


culture and it is great to be part of Essendon Football Club's lead role in this activity."

Essendon, for the first time in 2013, entered an Indian team in the Unity Cup competition. The round robin tournament ran over two days and involved players from a number of different cultural groups.

On Easter Monday the club joined Victoria's Indian community to celebrate Holi Mela festival at Sandown Racecourse.

Essendon mascot Skeeta and a number of EFC staff joined over 5,000 people at the colourful event.



**E**stablished in 2009 by the Essendon Football Club, GLoBALL is now jointly supported by Cricket Victoria and Netball Victoria to provide international students with free access to premium Victorian sporting events throughout the year.

In 2013 the club was pleased to announce the Victorian Government support for this important program.

GLoBALL enables international students to meet Victorians who, as GLoBALL ambassadors, will introduce students to the sports and make them welcome in Victoria. International students are also offered opportunities to connect with local cricket, netball and football sporting clubs.

Once again in 2013 the program was a huge success with record numbers showing up to the final football match of the program in Round 23 against Richmond.

535 international students and ambassadors were in attendance to watch the live AFL action, for the majority their first ever match.

Essendon Football Club Multicultural Development Officer Salim Mahazi said it is important to provide



Melbourne's vibrant international student community enjoy their first Essendon game courtesy of the GLoBALL Program.

opportunities for international students to engage with the wider community.

International students were offered the opportunity to attend four Essendon games in season 2013. The program also includes Summer's Big Bash League (BBL) season whereby students can attend Melbourne Renegades and Melbourne Stars T20 cricket games.

"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 broaden both the participation and supporter base of the game," Mahazi said.

"GLoBALL aims to promote a sense of belonging and social inclusion while celebrating diversity in our community."

To learn more about the program, or for International students or ambassadors to register, visit [globall.com.au](http://globall.com.au).

## UNITY CUP

**I**n 2013 Essendon entered the first Indian team, the Bharat Bombers, in the annual Unity Cup.

The Unity Cup is a round robin tournament run over two days and involving the participation of players from a number of different countries.

The Essendon Football Club Indian team was made up of Indians between the age of 15 and 19 who share a passion for the Bombers and football.

The event was created by the Essendon Football Club in conjunction with the Australian Federal Police in 2008 and is now supported by the AFL Multicultural Program, Western Bulldogs, North Melbourne and Hawthorn Football Clubs.

The Unity Cup has a key focus on strengthening ties with Victoria Police, the Muslim community and other culturally and linguistically diverse communities, through a mutual appreciation of Australian Rules.

After six years, the Unity Cup continues to foster mutual understanding and respect, highlighting the positive interaction between the Australian Federal Police and CALD communities with Essendon Football Club proud to be a founding partner.



The inaugural Bharat Bombers team were a popular and successful addition to the 2013 Unity Cup tournament.

# YOUTH AND EDUCATION



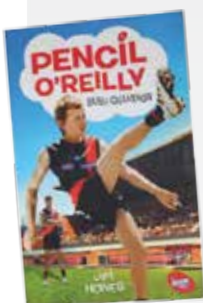
## PENCIL O'REILLY

Throughout the year Essendon's players took the time to visit school-aged children to host reading lessons with the club's exclusive novella – 'Pencil O'Reilly'.

The players visited schools including Assumption College, Broadmeadows, Broadmeadows Valley, Meadows and Campbellfield Heights Primary Schools, amongst a number of others.

Earlier this year, the club reprinted 'Pencil O'Reilly', delivering a free class set and teacher resources kit to primary schools in the north-west region of Melbourne.

A new club exclusive picture book for children between 5-8 years old is currently being written and developed, and is due to be released in 2014.



## KINDER CARNIVAL

The Kinder Carnival program places a key importance on fun, fitness and coordination for kindergarten-aged children. Club mascot Skeeta attends every carnival and involves all children in sports-related activities. All students receive red and black t-shirts and club gifts.

In just its second year, the Kinder Carnival has already made its mark in the Hume City Council region. In 2012, the program was trialed in four kindergartens, and in 2013 the program was delivered in 13 schools and to over 1,000 children. The exciting grassroots program reinforces the club's sustained commitment to the wider north-west region of Melbourne and its youth.



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**E**ssendon Football Club got the ball rolling again this year, with a revised On The Ball program.

A record number of schools participated in On The Ball in 2013, with almost 2,000 students across Melbourne contributing to the program.

Available to grade six students as well as secondary year levels, the three-phase program included new information on cyber bullying and drug awareness.

Using role models to facilitate the program, athletes from Essendon, Melbourne Vixens and the Australian Paralympic Committee led the charge.



Nick O'Brien and Dylan Van Unen with fellow On the Ball athlete facilitators.



Essendon's On the Ball program has a long history of positive youth engagement in Melbourne's north-west.

Essendon young-guns including Nick O'Brien, Jackson Merrett, Will Hams, Luke Davis, Martin Gleeson and Dylan Van Unen all proudly took part in the three-phase program which includes a visit from the elite athletes.

Students also work on a school-based project that uses multimedia to raise the awareness of issues relevant to them such as depression, drugs and alcohol abuse, cyber bullying and life choices.

In the next phase, winners of the school project will be finalised later this year with schools presenting their best ideas to a panel of judges at the club's new training and administration base at Melbourne Airport.

Supported by Bendigo Bank Strathmore Community Branch and The Bill Hutchison Foundation, Essendon Football Club is proud to continue its commitment to the On The Ball program.

## Essendon Football Club School Programs



For more information or to book these programs at your school please contact Essendon Football Club on **03 8340 2000** or visit [essendonfc.com.au/community](http://essendonfc.com.au/community)



# EDFL/RDFL SPONSORSHIP

**MELBOURNE AIRPORT**



**E**ssendon Football Club in partnership with Melbourne Airport continued to build on its relationship with the Essendon District and Riddell District Junior Football Leagues during 2013.

The partnership has been in place since 2011, with the aim of actively supporting the development of grass roots football within the north-west region of Melbourne.

Along with Melbourne Airport the club has been able to provide a number of exciting opportunities for the players and coaches of EDFL and RDFL clubs.

All junior clubs in the EDFL and RDFL were offered the opportunity to conduct a training session on the hallowed turf of Windy Hill.

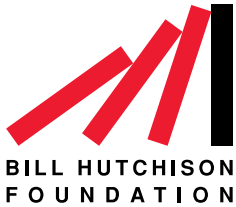
During the mid year school holidays one under 14 player from each EDFL and RDFL club was given the opportunity to attend a two day talent camp at Windy Hill.

The talent camp provided the participants with insights into the life of an AFL footballer through workshops with players, coaches, strength and conditioning and recruiting staff from the club.

The final opportunity for the year included a coaching master class offered to the coaches of the EDFL and RDFL junior league clubs and Auskick centres.

During the session Essendon Football Club coaching staff provided attendees with the most up to date tips, drills and insights.





# BILL HUTCHISON FOUNDATION



The great Bill Hutchison - fondly remembered by many in the Essendon community and by Bombers fans across Australia - played 290 games for Essendon between 1942 and 1957. He played in four Premiership sides, captained Essendon 122 times and won two Brownlow Medals. So when a group of Essendon supporters wanted to establish a coterie that would support the club's community initiatives they had no hesitation in calling it 'The Hutchison Club'. The Hutchison Club is one of the principal supporters of the charitable foundation subsequently set up, the Bill Hutchison Foundation (BHF).

In 2013, the BHF was co-sponsor of the On the Ball program, a flagship initiative of EFC community team's efforts to get young people involved in sport not just for fun but as a way of learning about lifestyle risks such as obesity, alcohol and drug abuse and cyber bullying.

One of the most positive elements of the On the Ball program is that it is led by Essendon players who are trained to deliver the program along with athletes from Netball Victoria and the Australian Paralympic Committee, our new co-tenants at Tullamarine. Essendon Football Club's significant work with young people and their families in Indigenous communities is also a focus of BHF support. In 2013, the BHF supported the club's remote partner communities of both Wadeye and Tiwi.

Donations over \$2 to the Bill Hutchison Foundation are tax deductible and can be made through the BHF website [bhf.org.au](http://bhf.org.au) or by cheque sent to the Bill Hutchison Foundation c/o the Essendon Football Club.

The Hutchison Club is also eager to recruit new members committed to supporting the BHF and enjoying membership in a club coterie, contact the club for more information.

## COMMUNITY PARTNERSHIPS

Essendon's hospitality venues, Windy Hill Social Club and Melton Country Club, are proud of the ongoing support they provide to the local communities.

This year alone over \$260,000 was contributed to local community organisations, including \$160,000 to assist 11 local Essendon sporting groups in the acquisition of much needed equipment, training and other facilities, with a further \$50,000 going to The Gap in Melton, a recreational facility for local youth.

Chairman of the Essendon Sporting Sections Committee, Ramon Collins, said the financial support was greatly appreciated.

"All the Sporting Sections are proud to be affiliated with the Essendon Football Club and are most appreciative of the ongoing support both financially and otherwise.

"I like to think that the affiliated Sporting Sections have also contributed significantly, over many years, to the Essendon Football Club and the general community," Collins said.



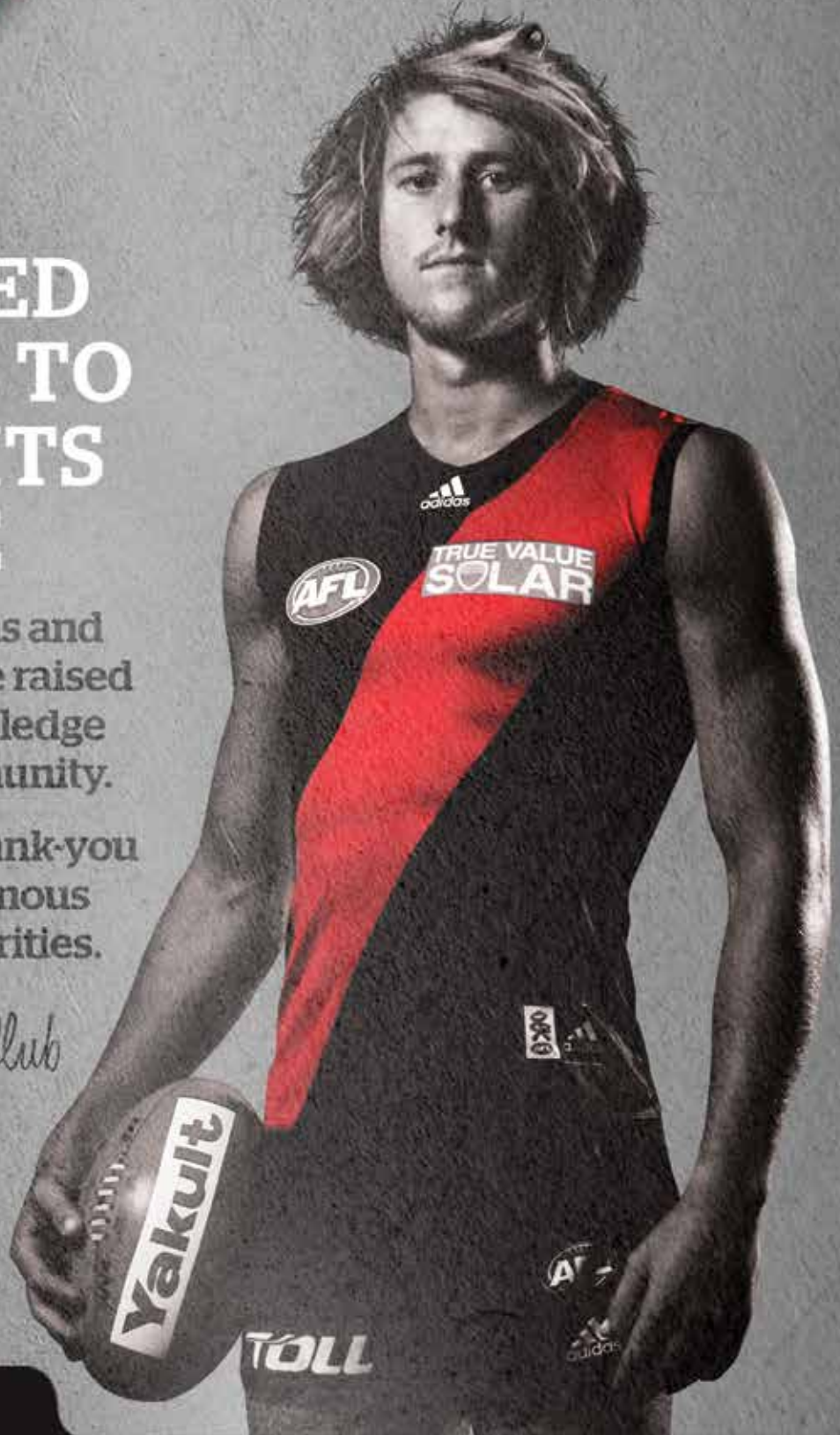
# OUR COMMUNITY PLEDGE

## YOU SUPPORTED ESSENDON TO ACHIEVE ITS PLEDGE

With thanks to our fans and business supporters, we raised \$50,000 that we will pledge directly into the community.

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

*Essendon Football Club*



TRUE VALUE  
SOLAR

JOINT MAJOR PARTNERS



# COMMUNITY CAMP

Recognising the commitment of regional communities to Australian Football, Essendon Football Club again embarked on the annual Australia Post AFL Community Camp in early February.

The Bombers ventured across Victoria's picturesque alpine region over three days visiting local primary schools, community groups and hospitals.

The club's playing group and coaches attended the camp which culminated in Essendon's Round 2 NAB Cup match against Richmond at the Wangaratta Showgrounds.

Kicking off the camp at the NAB Super Clinic with hundreds of children, Essendon big man Paddy Ryder said the camp was an important opportunity for the club to engage with its rural fans.

"It was great to see the kids come out, they were all having a great time," Ryder said.

"I think it was really important for us to make sure we spend time with our loyal fans not just in Melbourne but around the whole of Victoria and Australia."

From there, the Bombers were split up, making visits to community groups and schools throughout the areas of Bright, Beechworth and Myrtleford.

Essendon captain Jobe Watson said the community camp was an important part of giving back to the rural regions.



"Country people are very passionate about football and they support it not only by watching but also financially and a lot of them don't get the opportunity to come but they still support it," Watson said.

"With our training schedule, we don't get to do the visits as much as we would like to during the season so during our pre-season it's always good to get out to the wider community.

"The Australia Post AFL Community Camp is a great opportunity to achieve this and as a club we thoroughly enjoyed our visit to the greater Wangaratta region earlier this year."

The club also took part in hospital visits and a fundraising evening with funds being donated to the local community.

# OUR CHARITY PARTNERS

## PREFERRED CHARITABLE PARTNER



### CANCER COUNCIL VICTORIA

Fighting cancer through research, prevention and support, Essendon Football Club was again proud to be partnered with the Cancer Council Victoria this year.

This year was the eighth annual 'Clash for Cancer' game. The 'Clash for Cancer' game originated after the club's players wore yellow armbands in support of teammate Adam Ramanaukas who was originally diagnosed with cancer in 2003, and again in 2006.

The Clash for Cancer/Call To Arms campaign is a Cancer Council Victoria awareness program that encourages players, administrators and supporters from all sporting codes to wear a yellow armband and dedicate a match to raising funds to fight cancer in men.

Cancer Council Victoria Chief Executive Officer Todd Harper said the statistics around cancer in men were confronting.

"Some men consider themselves bullet proof, yet the statistics don't lie: one in every two men will be diagnosed with cancer by the age of 85," Harper said.

"At Cancer Council Victoria, we are working hard to tackle this disease and reduce its devastating effects on our entire community. It's fantastic that Essendon is supporting the essential work we do to raise money and awareness of cancer in men." For further details, visit [cancervic.org.au](http://cancervic.org.au).



## CHARITABLE PARTNER



### BOOTS FOR ALL

Essendon Football Club is proud to partner with 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 fundraising support as well as boots and equipment donations, with players nominated as ambassadors throughout the year. Boots For All also has a presence at the club's annual Family Day Event. For further details, visit [bootsforall.org.au](http://bootsforall.org.au).

## EMERGING CHARITABLE PARTNER



### BULLY ZERO AUSTRALIA FOUNDATION

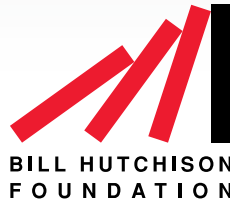
This year, Essendon Football Club consolidated its endorsement of the Bully Zero Australia Foundation – an organisation that aims to protect and empower Australians to live a fulfilling life free from all forms of bullying.

Earlier this year, the club appointed key defender Cale Hooker as the charity's Ambassador, endorsing the positive work the Bully Zero Foundation continues to implement across the community. The organisation delivers various programs to workplaces, schools and community groups including Rotary, Lions and sporting organisations throughout Australia. The Foundation is the only anti-bullying charity that operates a 24/7 hotline.

The club also provides important fundraising support and donations to the organisation. For further details, visit [bzaf.org.au](http://bzaf.org.au) or call 1800 0 BULLY (1800 028 559).

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*“Strength lies in differences, not in similarities”*

- Stephen R. Covey (Professor & Author)

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