



**WESTERN
BULLDOGS**



Community

F O U N D A T I O N

2018 ANNUAL REVIEW

A message from
GAYE HAMILTON



Gaye Hamilton — Chair

2018 has been a great year for the Western Bulldogs Community Foundation.

Using the strength and integrity of the Bulldogs, we have been able to deliver tailored programs to areas of need throughout our heartland and beyond. Although we have had personnel changes throughout the year, we have delivered an outstanding range of events and services to the community with a team who go above and beyond on a regular basis.

Our goal is to make a positive difference to our community and help everyone to be their best. We cannot possibly do that alone and so, to our partners and supporters, we say a very big thank you. Together we are a formidable team.

We have had some departures from our Community Foundation Board of Directors over 2018 and to each of Del Irani, John Williams and Bob Murphy, we pass on our best wishes and our gratitude for their immense contributions to the governance and success of the Foundation over the past few years.

I would also like to pass on my thanks to the Community Foundation staff, led by Kashif Bouns, who together with the staff of the Western Bulldogs, achieve so much for our community.

I look forward to an even more successful 2019 and to working with you all to continue to strengthen and extend the work of the Western Bulldogs Community Foundation.

A message from
KASHIF BOUNS



Kashif Bouns — General Manager

It has been a highly productive year for the Western Bulldogs Community Foundation thanks to our committed, hard-working and passionate staff.

It was a year of consolidation, where we continued to strengthen our core programs such as Sons of the West, Daughters of the West, Ready Settle Go and the Youth Leadership Project, while also creating new initiatives including the Social Enterprise Project.

Our community faced a substantial challenge in 2018, owing to the hysteria created around the incorrectly depicted 'African Gangs' crisis.

Through this, our Club and the Foundation – inspired by community members and our program participants – decided to take action.

We held wide ranging consultations with various community stakeholders and launched the Club's inaugural African Action Plan, which paved the way for us to pilot the GOAL mentoring program for

young African Australians. This program is currently underway, where young people from African backgrounds are being mentored by our AFL and AFLW players and community mentors.

I am looking forward to the outcomes that this program will deliver over the next few months and beyond, as we have already made great strides in this space.

We also strengthened our partnership with Victoria University to conduct evidence-based research and to provide Victoria University students with work experience within our programs. In addition, we were also able to set up a strategic partnership with Westgate Community Initiatives Group that will see us enhance employment pathways for our program participants.

This year looks set to be another exciting phase of the Foundation's journey, with a focus on launching a new four-year strategy to shape our work in Victoria's west.

We are incredibly grateful for all your support in 2018, and are excited by what 2019 holds.

BOARD AND MANAGEMENT



Ameete Bains
Director



Sue Clark
Co. Secretary



Adrian Fitzpatrick
Director



Judith Graley
Director



Ahmed Hassan
Director



Paul Henderson
Director



Jerril Rechter
Director



Jenny Taing
Director



"We acknowledge that we are on traditional lands of the Kulin nation. We offer our respect to the Elders of these traditional lands, and through them to all Aboriginal and Torres Strait Islander peoples past and present."



Our mission is to create experiences that connect and inspire our people and community.

WHO ARE WE?

We are more than just a football club.

The Western Bulldogs Community Foundation provides people living in the western suburbs of Melbourne and the western region of Victoria with the tools to succeed and thrive within their community.

We have a long, proud history as the community club of the AFL, delivering capacity building programs with substantial outcomes.

The Foundation plays a pivotal role in helping our people reach their full potential, ensuring they are accepted regardless of their background, gender, race or faith.

WHAT DO WE DO?

We exist to deliver innovative and engaging community services for individuals and families who live and work in the west.

Like our players, our community is courageous, strong and resilient, but some just need a hand to take the next step.

That's where we come in.

HOW DO WE DO IT?

We work in partnership with government, corporate and community agencies to deliver services and programs to over 5000 people annually through four streams:

Health and Wellbeing:

We empower men and women in the west to lead healthier lives by providing education, physical activity opportunities and a supportive social network through the *Sons of the West* and *Daughters of the West* programs.

Diversity and Social Inclusion:

We aim to build self-reliant and connected communities that participate in and contribute to our diverse society, through the *Ready, Settle, GO!* and *GOAL* programs.

Youth Leadership and Development:

We provide young people with hands on opportunities to become engaged in a learning pathway and grow as social leaders.

Community Advocacy:

We believe in, stand for, and work to promote community harmony and integrate with the entire community to promote inclusivity and equality for all, regardless of race, faith, gender or ability.





5000+
 people engaged
 with our programs.



15
 municipalities
 covered in the West.



902
 program sessions
 delivered.



78
 VU student placement
 opportunities.



100+
 program
 partners.



83
 people volunteered
 with the WBCF.

DIVERSITY AND SOCIAL INCLUSION

476

program sessions
 were delivered
 by the WBCF.

937

participants attended
 Diversity and Social
 inclusion programs.



Participants were from
 47 different countries
 and spoke 56 different
 languages.



Became the first AFL
 Club to launch an
 African Action Plan
 in 2018.

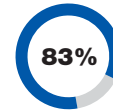
SONS OF THE WEST

680

men attended the
 program in 2018.



of participants
 graduated.



have developed
 strong positive
 attitudes towards
 gender equity after the
 SOTW program.



of participants now
 feel more connected to
 the community.

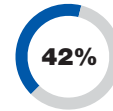
DAUGHTERS OF THE WEST

450

women attended the
 program in 2018.



of participants
 graduated.



of participants were
 born in a country other
 than Australia or had
 at least one parent
 born in a country other
 than Australia.



of participants now
 feel more connected to
 the community.

YOUTH LEADERSHIP

18

Indigenous youth
 attended the Nallei-
 Jerring Koori Youth
 Leadership Project.

122

young people
 participated in the
 Youth Leadership
 Project.

34

community projects
 were delivered.

136

program sessions
 were delivered
 by the WBCF.



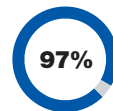
reported that the
 leadership program
 helped them
 understand their own
 leadership skills.



developed knowledge
 about current
 issues facing their
 local community.



felt that they have
 developed their sense
 of responsibility to
 help others.



have a better
 understanding of their
 own values/beliefs
 after completing the
 program.

LEADERSHIP ACADEMY

52

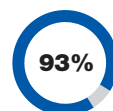
men and women took
 part in the Leadership
 Academy in 2018.

60+

men have volunteered
 with events and
 activities associated
 with the WBCF.



agree they now have a
 better understanding of
 community leadership.



agree they now feel
 confident to find
 volunteer opportunities.

DEBBIE'S STORY

DAUGHTERS OF THE WEST



Daughters of the West participant and 2018 Club Champion Award recipient Debbie Tamburrelli shares her experience with the Foundation's women's health program.

My journey with the Western Bulldogs Community Foundation started three years ago, when my husband, two sons, father-in-law and brother-in-law registered for Sons of the West.

After completing three years of the program, I saw a change in each one of them, which made me hope for a women's equivalent to this incredible health initiative. I joined the Daughters of the West pilot program in 2017.

The program allowed me to get back into exercise, something I had avoided due to complications with my iron levels for the previous five years. Every two weeks we enjoyed a different exercise program where I participated at my own pace – no pressure by staff, just support.

In week six, I found out that I needed a cornea transplant. I was finding it very hard to come to terms with the operation, but I knew it was something that I really needed.

The program provided me with support during this difficult time. I spoke with one of the psychologists from Victoria University in week eight, seeking some level of reassurance, which was kindly and respectfully provided.

I had my surgery in February 2018. So far, so good.

Daughters of the West 2018 was even better. I have enjoyed the program even more than the previous year.

I was involved in a few different events outside the program with the Western Bulldogs – an opportunity I never would have received without Daughters of the West.

As the weeks went by, the program proved to be very rewarding for many of us. You could see the change in our group. It's a great program and I continue to encourage many of my family and friends to become involved.

Hearing from Western Bulldogs AFLW player Libby Birch has inspired me to exercise each day. My routine is now a 30-minute exercise program at home and a 30-minute to one-hour walk each day. If the weather is not too friendly, I will go to a shopping centre and walk for 30 minutes.

I have also been taking the circuit class at RecWest Footscray on a Wednesday night and am feeling so much better each day.

At our graduation, to my surprise, joy and honour, I was awarded the 2018 Club Champion Award including a guernsey signed by the AFLW Premiership team.

I felt that all the Daughters of the West women equally deserved this recognition, as we are all champions.

FRANK'S STORY



Sons of the West third-year participant and 2016 Club Champion Award recipient Frank Vella shares his experience with the Foundation's men's health program.

I've always tried to be an active person, whether it be through football or the gym, but I did find that as you get older, you do start to become less and less active.

A good friend of mine was telling me about the Sons of the West program, as he was having some health issues himself. He said that in his first year he didn't put in enough time, but he had really hoped to commit more in his second year and encouraged me to come along with him.

I thought to myself, if I go and pick him up every week, that would make sure that he goes. So initially, I thought that I would go as a support for him.

The first day I got there I absolutely loved the program and the people and thought yep, I'm absolutely going to put everything into this.

I really enjoyed my first year here.

Not only was I getting some regular exercise, but it also reinforced some things I knew about diet and nutrition.

I found a lot of the guest speakers interesting and it allowed me to get some more information on things that blokes don't really focus on – things like getting check ups and looking out for your friends and family.

Sons of the West encouraged me to go and get a check-up.

I thought, I've never been sick a day in my life, I'll be fine – I then found out that I had a heart murmur. While it's not life threatening, if it's something that I don't monitor, it could cause problems down the track.

I never thought blood tests, prostate checks and things like that were important but now I do those things regularly.

Something else I found really powerful in the program were the sessions on mental health.

I've been quite fortunate and haven't been struck too harshly with mental health issues, but one thing I'm really grateful for, was being able to recognise some warning signs in a friend of mine.

One of my friends who had been hit pretty hard with a family tragedy was showing some of the early warning signs of depression that we learnt about in the program. So I encouraged him to see a GP, and he did. He's been on top of it ever since and it's really helped. That's something I never would have thought about or even noticed before Sons of the West.

One of the great things about the program is seeing how many men eventually open



up, because they feel comfortable in the group setting.

I don't think anybody ever leaves the session in a worse mood than when they arrived.

Sons of the West has given me a lot more social and cultural awareness – I think that's the biggest change I've noticed in myself after completing three years of the program.

There's just so much that is available by getting involved in the program, whether it be for yourself, or for someone else in your life.

If I could give any advice, it would be to come along to Sons of the West and just try it.

I guarantee you will find at least one thing helpful, whether it be for yourself, or to help someone else in your life. This program is so important, and I can't recommend it enough.



605

men and women have visited a GP for a health check since 2017 because of the SOTW and DOTW programs.

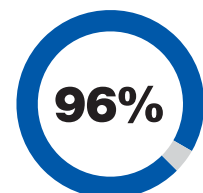


1100+

men and women attended the programs in 2018.



felt more connected to the community because of the programs.



of participants better understand services offered by local health services.

HAYLEY'S STORY



Joining the Western Bulldogs Leadership Project in 2017, followed by the newly created Social Enterprise Project in 2018, Stawell teenager Hayley Little gained the appropriate business skills and knowledge to successfully launch her first social enterprise – Positivitoys.

Born out of hope to encourage young people within the community to kick-start their careers, Hayley devised an idea to sell plush toys with a positive message attached, with the revenue raised to be put towards the development of hospitality courses at the Stawell Neighbourhood House.

“I wanted to do something to get young people in jobs, because in Stawell we have the highest youth unemployment rate, but also a very large amount of jobs available,” she said.

“Courses like First Aid, Food Handling and Responsible Service of Alcohol are all done through Stawell Neighbourhood House and sometimes those courses can cost between \$150-\$200.

“This means that a lot of young people whose parents are on welfare payments or a low income can’t afford to do that.

“That’s why I’ve stepped in to sponsor them.”

Five young people were identified within the community to complete a Food Handling course sponsored by Positivitoys, with two of those students receiving employment following their completion of the accredited course.

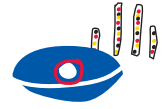
With the hope to continuously build on her leadership skills gained throughout both the Leadership Project and Social Enterprise Project, Hayley aims to grow Positivitoys in the near future, while continuing to spread a positive message within the local community.

“There were definitely skills that I gained from the Leadership Project that have helped me,” she said.

“The things we learnt about interacting with children and others within the community really helped me in delivering my Positivitoys school holiday programs.

“Opportunities like this I would have never dreamed of doing before my involvement with the Club and Foundation, so I’m extremely grateful for this opportunity.”

JAMES' STORY



nallei jerring (join and unite)
Bulldogs Koorie Youth Program



Nallei Jerring Youth Leadership Project participant James Mullet shares his experience from being involved in the program since 2017.

Once I heard about the Nallei Jerring Youth Leadership project, I knew I had to be a part of it.

I was desperate to learn more about being a leader in the Aboriginal community, particularly in Melbourne's western region. I am a young Gamilaroi man with ties to Coonabarabran, New South Wales, which meant that often it was difficult for me to place myself within another mob's land. The Nallei Jerring program helped me with this connection.

During my two years within the program, I was able to mature into a man.

A man who could help his Aboriginal community – not only directly to small communities, but to the one mob we are as Australia's first nations people.

In my second year of the program, I was able to develop a deeper understanding of what it means to be a leader in my community. Nallei Jerring has encouraged me to completely change my mind on many things, and I feel that over this journey, it has been a step into my initiation as a man and becoming a mature voice in the community.

Most importantly, the Nallei Jerring Youth Leadership program has taught me to push myself and my younger siblings to make the right decisions in our lives. The Nallei Jerring group and the Western Bulldogs have shown me that we need to continue educating young people in Australia, as they will be our future leaders.

To be able to have a day each week where I can speak to other young leaders about any concerns I have, while receiving advice on ways to combat any negativity at school or in the community, was incredibly important to me.

I greatly thank the Western Bulldogs for their complete dedication to the reconciliation of Australia's first nations people.

I truly hope I can be included in the future wherever I can, to help make this program bigger and better. I am amazed at the respect and willingness to learn that the Club and Foundation have shown by creating a Reconciliation Action Plan and promoting these important programs.

MEH POE'S STORY



Arriving in Australia in 2016 with his family, CALDplay participant Meh Poe didn't speak a word of English.

Spending the majority of his life within a Thai refugee camp, Meh Poe and his family travelled to Australia shortly after his eighteenth birthday.

"We lived in a refugee camp in Thailand for seventeen years," Meh Poe said.

"I worked all day outside the refugee camp from when I was 13 years old, then I would come back to the refugee camp and study health and community every night."

Unaware of his new surroundings, Meh Poe attended Victoria University to learn basic English skills, where he was introduced to the Western Bulldogs Community Foundation.

"I didn't speak English when I arrived, it was very difficult to learn," Meh Poe said.

"I learnt about the Western Bulldogs through Victoria University when they came to my school and taught us about CALDplay. I was very interested in football because I had never seen it before in my country."

Joining the CALDplay sports program in 2016, Meh Poe returned to CALDplay a further four times, while also participating in various school holiday sessions and the Leaders of the Pack program.

Crediting the Foundation for developing his English skills, Meh Poe said that being surrounded by others speaking English within the CALDplay program, further assisted his ability to comprehend the language.

"The program has helped me get experience and learn new skills. I met new people and new friends which made me confident to speak English," he said.

"Without the CALDplay program, I wouldn't be so confident in my English. It was very hard to learn, but now I am getting better at understanding people every day."

When considering his future in Australia, Meh Poe shared his plans to further develop his English skills in order to help others in the community who may be struggling to integrate into Australian culture.

"After I finish studying English, I would like to study community development so I can give back to the community," he said.

"I want to help people like me who don't totally understand English yet, help them do things like go to the doctors and understand how to use public transport."

"If I didn't have the Bulldogs' programs, I wouldn't know what to do with myself. It has really helped me settle into the country I now call home."

GOAL PROGRAM



In 2019, the Western Bulldogs Community Foundation launched GOAL, a mentoring program for young African Australians.

The program is aimed at supporting the community to improve engagement, employment and training outcomes for African Australian youth aged 14-18 years. It was borne from the Club's African Action Plan, which was developed in 2018.

The focus – which was developed through a co-design process and community consultation – is on a mentoring approach to support each participant's personal development and goal setting.

The GOAL program also aims to create social capital in connecting young people with successful Western Bulldogs players and mentors from the broader western region of Melbourne.

With 30 participants taking part in GOAL's inaugural year, ten players across both the Western Bulldogs AFL and AFLW teams were matched with participants in the early weeks of the program to build a steady relationship between mentor and participant.



Josh Dunkley



Billy Gowers



Isabel Huntington



Jason Johannisen



Lin Jong



Buku Khamis



Tom Liberatore



Celine Moody



Dale Morris



Bonnie Toogood

The Western Bulldogs players that joined GOAL in its first year.

COMMUNITY ADVOCACY AND ENGAGEMENT



We believe in, stand for, and work to promote positive social outcomes for our community.

The Western Bulldogs Community Foundation work with the entire community to promote inclusiveness and equality for all, regardless of race, faith, gender or ability.

We facilitate health and wellbeing events, family days and CALDplay Gala events, as well as participating in other key community events in the west.

AFLW PRIDE GAME

The Club was proud to lead and initiate the inaugural AFLW Pride Game against Carlton at VU Whitten Oval to celebrate inclusiveness, gender diversity and welcoming all people, no matter their sexual orientation.

Players from both teams wore specially designed Pride Guernseys and the match was broadcast by leading LGBTIQ+ community radio station JOY FM.

Bulldogs defender Hannah Scott said the initiative was immediately supported by the playing group and that its impact would be wide-reaching. “The possibilities are endless really,” Scott said. “There’s so many people out there that struggle through this every single day and it affects not just the person, but the family, the friends, it affects everything. This could change the course of history.”

HARMONY GAME

As part of the Club’s ongoing focus to reach and connect with our diverse multicultural communities, the Club launched the inaugural Harmony Game in partnership with North Melbourne.

The game attracted a total audience of 26,301 in which 4,817 (18.31%) had never been to a game before. A variety of cultural performers were positioned at each gate to the stadium, creating a welcoming atmosphere to the game which was then followed by a pre-game flag ceremony featuring the Australian Children’s Choir.

The stadium also introduced a range of new cuisines including Halal products, ensuring that all those who attended were catered for.

RAP

In August, the Club launched its first ever Reconciliation Action Plan (RAP), elevating its commitment to promoting reconciliation and building stronger links with the Aboriginal and Torres Strait Islander community.

The RAP launch coincided with the appointment of former player Brett Goodes as the Club’s inaugural Indigenous Program Manager who will help steer the practical and measurable actions identified within the Plan.



Our vision for reconciliation is to build a culture of equality, respect and recognition of the cultures, histories and contributions of Aboriginal and Torres Strait Islander peoples as the First Australians, and to stand as a beacon for the community around us.

The RAP details 18 actions and initiatives across the key pillars of Relationships, Respect, Opportunities, Governance and Tracking.

INDIGENOUS ROUND

The Club's 2018 Indigenous Guernsey for the AFL's Sir Doug Nicholls Indigenous Round was designed by young Wurundjeri –Yorta Yorta artist, Cooper Craig-Peters.

Cooper is an active member of the Aboriginal, Ballarat and Western Bulldogs community as a participant in the Next Generation Academy and graduate of both the Leadership Project and the Nallei-Jerring Koori Youth Leadership Project.

On the design Cooper said: "The design of the Guernsey takes you through my life's journey so far. The lines represent the many paths I have taken. Each circle represents an important event in my life. The footprints pay respect to my ancestors. The red, yellow and black circle proudly represents my Aboriginal heritage. The green, black,

white and blue circle represents the Torres Strait Islander community. This is my story and I'm proud to share it with you."

COMMUNITY ENGAGEMENT

The Club was active at over 40 community events, festivals and celebrations as we seek to connect and engage with new audiences throughout our local areas.

This included the annual Diwali Festival, Djerriwarrh Festival, Ballarat's Begonia Festival, Mother's Day Classic, Yarraville and Seddon Festivals and the Royal Melbourne Show among many others.

The Club's presence at these events has been critical to expanding the Bulldogs brand throughout the west and ensuring we continue to play an active and meaningful role as part of our wider community.

SCHOOLS

Thousands of students across Melbourne's west and Ballarat experienced a visit by our AFL and AFLW players throughout the year as part of the Club's schools engagement program.

The Bulldogs visited more than 100 schools in the region to help deliver both football participation and curriculum-based

programs, including Bulldogs Read in partnership with the City of Ballarat.

A new and innovative teacher-designed program, Everyone Matters, has also been developed and adopted by schools participating in our Bulldogs Friendly Schools program.

NEXT GENERATION ACADEMY

In a landmark year for the Club's Next Generation Academy (NGA), South Sudanese born Buku Khamis was added to the senior playing list as pre-selected rookie in November's Rookie Draft.

Buku became the Club's first NGA recruit having first moved to Australia in 2006.

Buku was first exposed to the Club as a participant in the Foundation's Ready, Settle Go program and earned All-Australian selection having represented Vic Metro at the Under-18 National Championships.

With Hubs located in Inner Western Melbourne, Ballarat, Warrnambool, Horsham and Hamilton, the NGA has connected in excess of 500 boys and girls aged 13-18 to a specialised football program, while providing additional support to ensure greater participation from underrepresented segments of our community within the West.





FUNDRAISING AND EVENTS

The outstanding work of the Western Bulldogs Community Foundation was acknowledged at the second annual Community Foundation Dinner in 2018.

Inspiring and heart-warming stories of courage, leadership and perseverance were a constant feature of a night which highlighted the importance of the Foundation's work in the west.

The crowd of 200 people heard from past and present community program participants, as well as Bulldogs' president Peter Gordon, Foundation chair Gaye Hamilton and former director Bob Murphy.

"The things that keep us connected to the west, to the Whitten Oval... they're not only the way in which our team and our players connect with, support and play to fulfil the hopes and dreams of our members," Gordon said.

"They're intimately connected with the Community Foundation. The club has always sought to give back.

"To all of you who participate in the programs, who support the programs, partner the programs and work in the programs, you make us so proud.

"We look forward to the tradition, the fibre, the character, the essence of the Western Bulldogs footy club, and what it means to its community, being carried on by a new generation."

Three graduates of the Foundation's Leadership Project - Hannah Farhall, Amy Zuell and Daen Sadhai - explained their social enterprise project Socks of the West, a program which aims to assist the homeless.

Sixteen-year-old Cooper Craig-Peters from Ballarat, who has participated in the Foundation's Nallei Jerring Koori Youth Leadership Program, unveiled the Club's 2018 Indigenous Round guernsey which he designed.

James Kot, Quang Hunyh and Ethan Nguyen spoke about the power of the Foundation's social inclusion programs in helping migrants and refugees settle and thrive in Australia.

And participant Phil Pollock, alongside his daughter Angela, gave an emotion-charged tribute to the Sons of the West men's health program for the amazing impact it has had on his life.

BENEFACTORS

Our Benefactors are a recognised group of individual and organisation supporters who value the work of the Western Bulldogs Community Foundation and believe in the value of sport to create positive change in people's lives.

If you would like more information, or would like to become a Benefactor, please email foundation@westernbulldogs.com.au

The Western Bulldogs Community Foundation would like to thank their 2018 Foundation Benefactors for their support:

Henderson Family Foundation – In Memory of Trish Henderson
 Leaper Family Foundation

MEDIA WRAP



Jul 2, 2018 1:13PM Share Tweet

Game Day | JJ talks 'Ready, Settle, Go'

Thanks to Channel 7, take a look at Jason Johannisen and Ready, Settle, Go Ambassador James Kot, on Game Day.



Johannisen hoping to inspire the next generation

Katie de Haer | Jun 19, 2018 4:46PM Share Tweet

Press Conference | Jason Johannisen (Rd14)

Jason Johannisen spoke to the media ahead of round 14 against North Melbourne.

South African-born Jason Johannisen, never dreamed he'd be an AFL player when he arrived in Australia as a seven-year-old.

Johannisen was born in Johannesburg and migrated to Perth with his family in 2000.

A Taste of Harmony

Mari G. 2018 3:04PM Share Tweet

Kennel Cook-Off

A couple of our Bulldogs took to the kitchen for A Taste of Harmony, where they came face-to-face with North Melbourne in a cook-off.

The Western Bulldogs and North Melbourne Football Club have come together off the field to support diversity and inclusion, through the Scanlon Foundation's 'A Taste of Harmony' cook-off.

Western Bulldogs Multicultural Ambassadors Jason Johannisen and Lin Jong

The strength and power of the community

May 11, 2018 11:38AM Share Tweet

James Kot between Lin Jong & Jason Johannisen at the WBCE's annual charity dinner.

The incredible impact of the Western Bulldogs Community Foundation's programs was on display at its annual charity dinner at Metropolis on Tuesday, 8 May 2018.

Inspiring and heart-warming stories of courage, leadership and perseverance were a constant feature of a night which highlighted the importance of the Foundation's work in the west.

The crowd of 200 people heard from past and present community program participants, as well as Bulldogs' president Peter Gordon, Foundation chair Gaye Hamilton and director Bob Murphy.

"The things that keep us connected to the west, to the Whitten Oval...they're not only the way in which our team and our players connect with, support and play to fulfill the hopes and dreams of our members," Gordon said.

Ramadan comes to a close

Emmo Francis | Jun 15, 2018 4:03PM Share Tweet

Today marks the end of Ramadan and the beginning of Eid al-Fitr, whereby many members of the Bulldogs community will be celebrating the festive season.

For Western Bulldogs Diversity and Social Inclusion Officer Hamza Ali, Ramadan is about celebrating, giving back and connecting with the community.

"To me, Ramadan is the holy month for the Muslim community," said Ali.

"It represents being peaceful and looking after others – such as the poor – and doing whatever you can to look after people in the community."

Ali said that the Western Bulldogs have supported him personally, while touching the lives of various members of the multicultural community through the Foundation's diversity and social inclusion programs.

"In the past couple of years, recognition (in the western suburbs) has definitely

Foundation to host Ujamaa Community Festival

Jul 21, 2018 3:30PM Share Tweet

Real Strength | In Search of Harmony

Ahead of the first ever Harmony Round, Footscray's Reuben William opens up on how the 'African gangs crisis' inspired him to move to Melbourne and join the Bulldogs in the latest instalment of the 'Real Strength' series.

This Saturday, the Western Bulldogs will come together with #AfricanGangs campaigners to celebrate the Ujamaa Community Festival at Victoria University Whitten Oval.

"Ujamaa", which means brotherhood in Swahili, will be led by the Foundation and will encourage the broader VFL community to engage in South Sudanese Culture.

The Ujamaa festival stems from the Club's African Action Plan and soon to be developed African youth mentoring program, which were announced earlier this month after a funding boost from the State Government.



BOOKING IT: Community College students Hannah Farhat's social enterprise program Socks of the West will see a pair of socks donated to the homeless for every pair sold through their website and at AFL games. Photo: Luke Jacobs

Sock project for good

BY MICHELLE SMITH
HANNAH Farhat has taken an innovative project to help the homeless from brainwaves to the broader base. The Damascus College student has founded Socks of the West, with the support of the Western Bulldogs, and for every pair of socks she sells, a pair will be donated to the homeless.
 Hannah took part in the Western Bulldogs Leadership Project last year and, as part of the program, had to create a project to help society.
 She was part of a group that chose to run a sock drive for the homeless, which ended up distributing 1500 pairs of socks.
 "Homelessness is everywhere. It's something we see. We know that we can't get rid of homelessness completely, and we wanted to help so we chose socks because socks are the least donated item," she said.
 After the success of last year's sock drive, and having

enjoyed the six month project, Hannah elected to be involved in the first Western Bulldogs' Social Enterprise Project this year, in which groups take on projects that make money in a socially responsible way.
 "We decided to keep going and open up Socks of the West. What we doing is we are making socks and selling them and for every pair of socks we sell donate another pair to the homeless," Hannah said.
 Hannah and two other students have designed their own socks, which feature dots, waves and socks, which are being manufactured in Melbourne.
 As part of the project she had to pitch their idea to the Western Bulldogs Administrative Board for approval to go ahead, and for financial sponsorship.
 "This week of the West website went live and they are waiting to hear if the AFL will give them the

green light to promote the socks at Western Bulldogs AFL games.
 "The website is where you will be able to buy socks and read more about what we are doing," Hannah said.
 "I really enjoy being a part of this new project, as I got to make a real impact, raise awareness of homelessness and I learn skills in how to be a leader. I also get to meet and interact with a wide range of people from around western Victoria, where I learn about them and the impact they are making in their communities."

MARIBYRNONG & HOBSONS BAY Bulldogs stars to mentor young African-Australians

JULY 20, 2018 12:00 PM BY BENJAMIN MELLAN



Western Bulldogs football stars will be mentoring young African-Australians as the club steps up its support of youth in the west.

The mentoring program, developed by the Bulldogs' Community Foundation, will match players including Jason Johannisen, Reuben William and Ellie Blackburn with African-Australian youth aged 14 to 18 to help them become role models for their peers.
 The program will be supported by a grant under an \$8.6 million funding boost from the state government in response to the 10-year African Communities Action Plan. The plan was developed by African communities in partnership with the government.
 The funding boost was announced in Footscray on Friday at the launch of the Western Bulldogs program.

Western Bulldogs Community Foundation general manager Kashif Bouns said as well as matching young people with mentors, the program will also include a number of leadership workshops.
 "It will allow us to take our work forward and help us create future role models that can inspire our next generations through our African mentoring program," he said.
 "We are lucky to have role models like Jason Johannisen and Reuben William at our club who have already done some work in this area."

Celebrating Africa Day at the Kennel

Katie de Haer | May 24, 2018 2:08PM



MELBOURNE, AUSTRALIA - MAY 23: Annet Bains CEO of the Western Bulldogs reacts as a South African performer spins a large dish during AFL Africa Day at VU Whitten Oval on May 23, 2018. (Photo by Michael Dodge/AFL Media)

The Western Bulldogs, together with the AFL, have celebrated Africa Day at Victoria University Whitten Oval today.

Africa Day (celebrated on May 25) is the annual commemoration of the 1963 founding of the African Union (AU). Africa Day provides an opportunity to acknowledge the achievements of the peoples of Africa.

Western Bulldogs running defender Jason Johannisen, Richmond's Mabior Chol, North Melbourne's Majak Daw, Hawthorn's Changkouth Jaath, Carlton VFLW player Alec Chuot and Footscray's Reuben William, who are proud representatives of the African Australian Community came together to mark the special occasion.

South African-born Johannisen, never dreamed he'd be an AFL player when he arrived in Australia as a seven-year-old. He said the day provided an important opportunity to acknowledge the achievements of Africans within the Australian



Terry Charles savours the benefits of the program, the foundation and the Bulldogs.

Program kicks goals

Delaney man Terry Charles credits the Sons of the West program with helping him through a tough time in his life, and he is encouraging more men to get involved.
 Mr Charles, 54, a Western Bulldogs supporter his whole life, said he was at a low point several years ago as he struggled with depression and the effects of heavy medication.
 He said it was Sons of the West, a free program for men focusing on healthy living and healthy lifestyles, that helped him out of a slump and gave him a leg-up.
 Mr Charles is now an advocate for the program, which welcomes men aged 18 and over to get involved.
 "Last year we even had an 85-year-old man with a broken leg join in the group - it's the can

do it, anyone can," Mr Charles said.
 "Get out there and do it. It's a lifesaver."
 The program gives men important health prevention strategies and what they can do to be on top of their health. It will run at St Albans Community Centre in St Albans, every Wednesday from 7:00pm until May 16.
 Brimbank mayor Margaret Gaudie said the benefits of the program were proven, and had a positive impact on the western suburbs communities.
 "Sons of the West doesn't just give men a boost to their physical health," Gaudie said. "Becoming part of a social group gives a sense of belonging."

Ewen McRae

MARIBYRNONG Dogs dish up healthy food

WESTERN Bulldogs fans cooked up a storm at the Maribyrnong Community Centre earlier this month as part of the football club's Sons of the West program.
 The initiative, which brings men together to learn about health, put on a cooking masterclass with players Aaron Naughton and Tim English. Almost 40 participants got involved creating quick, simple and healthy meals, such as chicken burrito bowls, Moroccan chicken,

Mediterranean salad and Thai noodle salad.
 "The club is doing some impressive work in the men's health space, it was great to see that first-hand at the cooking class," English said.
 The Sons of the West program has now wound up for the year.



Western Bulldogs players Aaron Naughton and Tim English with Sons of the West dietitians.



Jul 13, 2018 4:43PM

Foundation launch African youth mentoring program

The Western Bulldogs Community Foundation has stepped up its commitment to supporting African youth in the west after a funding boost was announced by the State Government today. A portion of that funding was dedicated to a mentoring program being developed by the Bulldogs' Community Foundation, which aims to assist young African people living, studying or recreating in Melbourne's west.

Dunkley to help set right tone in west

BY MELANIE WHELAN
 WESTERN Bulldogs boss Dunkley says it is great to learn how many of the club's community programs have made an impact on people's lives in Ballarat.
 Dunkley has started a part-time job with Western Bulldogs Community Foundation, helping to deliver the club's health, literacy and youth leadership work in the state's west. Four months in, Dunkley said the experience had already given him a clearer perspective on how sporting clubs could make a real difference off the field.
 "As players, we've been involved in these programs a lot. To give back to the community like this makes you feel good as a person," Dunkley said. "I've heard so many people who've come from the Sons of the West or Daughters of the West programs who have been through a bit in their lives and they're doing things that make them smile. Even though you see the Bulldogs emblem on their jumpers, it's more about building their social connections than it is about the footy club."
 Dunkley, who made his AFL debut in 2016, finished a diploma in business management last year and, moving into studying his advanced diploma, said work with the community foundation felt a great fit.
 He said right from the moment he arrived, the club made clear it was important to do something outside the football bubble.
 "Now, Dunkley can hardly wait to help the programs evolve in Ballarat.
 He spent time in the Bulldogs' 'Male Street' shop on Friday, meeting graduates from Ballarat programs and understanding how each program worked in with key community organisations.
 Ballarat is set to host its third year Sons of the West men's health program in Wundoochee and Sebastopol.
 For member Andrew Davis, who has been there from the start, the progression means he can apply to become a program leader next year. He urged other men to ease out of their comfort zones and join in.
 "Do it, it's worth it," Davis said. "You do learn a lot, meet

EDITORIAL Our success goes far deeper than a game

It is an incredible time to be part of Ballarat. We're seeing a lot of success in our community. Our success goes far deeper than a game. It's about the people we meet, the relationships we build, and the impact we have on our community. We're proud to be part of this journey and we're committed to making a difference in our community. We're not just a club, we're a community. We're here to support each other and to make a difference in our community. We're proud to be part of this journey and we're committed to making a difference in our community. We're not just a club, we're a community. We're here to support each other and to make a difference in our community.

Bulldogs celebrate CALDplay Gala

Jun 26, 2018 4:17PM



The Western Bulldogs Community Foundation's Social Inclusion stream celebrated their annual CALDplay Soccer Gala, last Thursday at VU Whitten Oval.

With over 170 students from community centres in the west, representing 30 countries or origin, the Gala allowed students to connect with other culturally diverse groups in Melbourne's western suburbs.

The Western Bulldogs Community Foundation's CALDplay sports program aims to provide students with social participation opportunities through the medium of sport and physical activity.

Western Bulldogs Community Foundation General Manager Kashif Bouns said that engaging cultural and linguistically diverse members of the community through sport, allows participants to create meaningful relationships, while developing healthy habits.

"Our Gala events are a fantastic way to celebrate the success of our CALDplay sports program," said Bouns.



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If you would like further information about Western Bulldogs Community Foundation, please get in touch.
If you have been supported by the Western Bulldogs Community Foundation, we welcome your feedback.

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