



POWER COMMUNITY LIMITED

**SOCIAL IMPACT
REPORT 2021**



**POWER COMMUNITY
LIMITED**



The Port Adelaide Football Club acknowledges the land on which we train and play, is based on the traditional lands of the Kurna People. We respect their spiritual relationship with their country.

We also acknowledge Aboriginal and Torres Strait Islander people as the traditional custodians of Australia and that their cultural and heritage beliefs are still as important to the living people today.





KEVIN OSBORN

CHAIR

On behalf of the Board of Directors I am pleased to present the Chair's report for the financial year ended 31st October 2021.

At the beginning of the year, The Port Adelaide Football Club launched a new strategy; Chasing Greatness and an integral component of this strategy is our Community Heart.

Community Heart represents the commitment to invest in the communities that are important to us and ensure we deliver powerful long-term programs that drive meaningful social change.

To align with this strategy, PCL refined our community programs to focus on a core suite that would maximise impact for communities in need. In a year that was continually affected by the COVID-19 pandemic we were able to continue our programs with a mixture of virtual and face to face sessions.

With this approach, we are extremely proud to have engaged a total of 28,138 community participants while delivering on outstanding outcomes across the year.

Key highlights of 2021 include:

- Delivery of our largest Santos Aboriginal Power Cup with over 500 students across 65 schools;
- 96% of students enrolled in the Santos Aboriginal Power Cup completed Year 12;
- Delivery of our annual AFL Community Camp through virtual platforms, engaging over 2000 students across the Limestone Coast;
- Expansion of our Community Youth Program, Power to End Violence Against Women, Empowered and Power Intercultural Program;
- Launched the inaugural ADF Veterans Program with 46 Veterans enrolled;
- Partnered with the South Australian Aboriginal Training Academy (SAASTA) to deliver the inaugural Power SAASTA Connect Carnival which engaged 207 students across 11 schools.

On behalf of the Board, I would like to sincerely thank our partners who provide us the opportunity to deliver life changing outcomes for our community participants and the PCL team for their passion, commitment and continued drive to deliver industry-leading community programs.

We look forward to building upon the success of this year into next, as we continue our commitment to longstanding outcomes in the community.

Kevin Osborn
Chair – Power Community Ltd

JAKE BATTIFUOCO

GENERAL MANAGER

As the not-for profit charity arm of the Port Adelaide Football Club, PCL has the opportunity to use the power of sport to educate and empower communities in need. I am extremely proud of our achievements this year which have delivered meaningful outcomes to participants across our programs.

This is a reflection of our dedicated and passionate team, who continue to focus on what is most important for our participants in order for them reach their full potential.

I would like to sincerely thank our partners who invest in our programs and are actively engaged in promoting collaborative outcomes.

Despite many challenges and uncertainty with COVID-19, our partners have continued to support us, which has enabled program sustainability and growth throughout the year.

I would also like to thank our Board and the Port Adelaide Football Club staff and players who demonstrate ongoing commitment and passion for our programs.

It is important to acknowledge our achievements this year would not be possible without the support of the schools and teachers. We are extremely grateful as they are integral to the outcomes we deliver to the young people involved.

We congratulate all of our community participants for their active involvement across the year. It is extremely rewarding to see their engagement, growth and results.

2022 presents an exciting year as we build upon the success of our current core programs and continue to drive meaningful social change.

Jake Battifuoco
General Manager – Power Community Ltd



BRAEDON TALBOT

COMMUNITY PROGRAMS MANAGER – ABORIGINAL

What an amazing year we have had in our Aboriginal Programs achieving incredible feats.

PCL recognises that through our programs we have an opportunity to celebrate and strengthen Aboriginal and Torres Strait Islander culture – as the world's oldest living cultures – through the next generation of leaders within our programs.

In its 14th year, the Santos Aboriginal Power Cup was our biggest to date, with over 500 students enrolled. The team put in a mountain of work to visit 65 schools across South Australia, from as far and wide as Ceduna to Mount Gambier leading into the annual carnival.

We are incredibly proud of all participants and in particular the Year 12 students who completed their SACE.

We were fortunate this year to launch the inaugural Power SAASTA Connect Carnival. This would not have been possible without the generosity of artist Elle Campbell who is the designer of our 2021 Port Adelaide Indigenousey Guernsey. Through Elle's donation from the Guernsey sales, we were able to deliver an annual carnival in partnership with SAASTA as a reward for students' commitment to schooling.

We know that if a young Aboriginal and Torres Strait Islander person attends school, completes Year 12 and transitions into employment or further education, they close the gap between them and a non-Indigenous person. Through our programs we are committed to closing the gap to improve life outcomes of Aboriginal and Torres Strait Islander peoples.

I would like to thank all of our partners who invest in our young people and congratulate all participants for their engagement this year.

We are excited for a big year in 2022.

Braedon Talbot
Community Programs Manager – Aboriginal



POWER COMMUNITY LIMITED

Power Community Limited (PCL) is the not-for-profit charity arm of the Port Adelaide Football Club. PCL uses the power of elite football to promote meaningful social change through education programs that empower communities in need.

Our programs cover some of the key issues in society including; health, wellbeing and resilience, gender inequality and respectful relationships, cultural awareness and reconciliation, youth education pathways and retention, and employment transitions.

Programs are focused on Aboriginal, Youth, Multicultural and Defence pillars and are delivered across metropolitan Adelaide through to remote communities in South Australia.



OUR PROGRAMS



Santos
ABORIGINAL
POWER CUP

POWER
INTERCULTURAL
PROGRAM



POWER
SAASTA
CONNECT



ADF VETERANS
PROGRAM

2021 ACHIEVEMENTS



28,138
PEOPLE ENGAGED



19,138
STUDENTS



229
SCHOOLS



36,897
KMS TRAVELLED



LAUNCHED
INAUGURAL
POWER SAASTA
CONNECT CARNIVAL



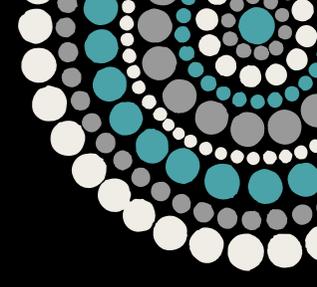
LAUNCHED
INAUGURAL
ADF VETERANS
PROGRAM

EXPANDED
RESPECTFUL
RELATIONSHIPS
EDUCATION TO
AN ADDITIONAL
500
STUDENTS



EXPANDED CYP
PROGRAM TO AN
ADDITIONAL
700
STUDENTS

96%
OF SANTOS
ABORIGINAL
POWER CUP
STUDENTS
COMPLETED
YEAR 12



Santos ABORIGINAL POWER CUP

The annual carnival was delivered across three days at both Karen Rolton Oval and Adelaide Oval.

Students participated in AFL games, careers and health exhibition, video production for a Think! Road safety campaign, awards ceremony and cultural performance on Adelaide Oval as a curtain raiser to the Port Adelaide v Fremantle game.

Delivered during National Reconciliation Week, the carnival aligns with the AFL's Sir Doug Nicholls Round which sees the AFL community celebrate and recognise Aboriginal and Torres Strait Islander people and their contribution to Australian Football.

To be eligible to attend, students must meet the 80% minimum school attendance requirement and rank highly in both the academic and behavioural components of the program.

Santos ABORIGINAL POWER CUP

The Santos Aboriginal Power Cup is an education-based strategy that uses Australian Rules Football to engage Aboriginal and Torres Strait Islander secondary school students in their education and workforce pathways.



65 schools
566 students

The program is delivered in partnership with the South Australian Aboriginal Secondary Training Academy (SAASTA) with direct alignment to the South Australian School Curriculum.

With a competitive football carnival held as its centrepiece, the program focuses on engaging young Aboriginal and Torres Strait Islander people in positive lifestyle choices, personal identity, exercise, career, lifestyle and Aboriginal culture.

The Santos Aboriginal Power Cup is the longest running joint education and AFL community program for Aboriginal students in the Australian professional sports industry.



“

I am a proud Indigenous person and will take any and every opportunity to share my culture with others. Growing up around strong Indigenous elders and participating in programs and events, such as the Santos Aboriginal Power Cup, have helped me to understand why being an Aboriginal person is something to never be ashamed of and should be celebrated. It has helped me to become the proud Indigenous person I am today

”

Santos

ABORIGINAL POWER CUP

2021 Winning Guernsey Design

North East Academy

Artist: Tamryn Walker

Title: Cherbourg

My design represents where my family is from and how I feel culturally disconnected to there. My Poppa, Jim Stanley was born in Cherbourg, Queensland but now lives in Adelaide as he was a part of the stolen generations. Our true family history is sad, Cherbourg was one of the many places across Australia where Aboriginal children were taken away from their families. They didn't learn about where their parents were from or who their ancestors were, they were disconnected from not just family and culture, but everything.

This has impacted my life because I am not sure where I am connected to, I only know it is Cherbourg. I haven't been there before, and I only know a small amount about Cherbourg and what happened to Poppa and his family.

My painting represents Cherbourg and what I have explored in my research. Cherbourg is outlined in the middle, painted in red to represent the land. I have also painted Aboriginal people covering the land to represent the traditional Waka Waka owners.



The vibrant colours surrounding the middle showing all different patterns including dots, lines and Aboriginal symbols such as watering holes and meeting places. The colours and patterns show that all Aboriginal people are different in their own way, and that there is more than meets the eye. Each shape represents the beautiful and diverse lands and countries of Aboriginal people living all over Australia. The brown area represents dirt with Emu and Kangaroo tracks and also a resting place. I drew inspiration from an artist named Richard Bell, as I liked how he brings colours together in his work and represents diversity of Aboriginal culture.

Making Cherbourg the focus of my painting is important to me because it shows the land that my Poppa's family was from. In my research I have been able to learn more about Cherbourg and the impact of the stolen generation, which has helped me to explore disconnection.



Santos

TESTIMONIAL

At Santos, we have a special relationship with Port Adelaide and the Santos Aboriginal Power Cup. We are proud to be a part of this wonderful initiative that is not just about football but is changing young Indigenous people's lives and driving real social improvements. The Santos Aboriginal Power Cup is about providing more opportunities and more incentives to young people to complete school and is recognised nationally as being best in class.



POWER SAASTA CONNECT CARNIVAL

Power SAASTA Connect builds upon the success of the Santos Aboriginal Power Cup and uses Australian Rules Football to engage Year 8 and 9 Aboriginal and Torres Strait Islander students in their schooling.

Key themes of the program include; positive lifestyle choices, developing team skills, goal setting, personal identity and Aboriginal culture.

In partnership with SAASTA, PCL delivered the inaugural Power SAASTA Connect Carnival which was held as an incentive to encourage school attendance outcomes and support students with preparation and transition into secondary school.

To be eligible to attend, students must meet the 80% minimum school attendance requirement and complete all assessment tasks.

POWER SAASTA CONNECT CARNIVAL

The carnival, held at Alberton Oval, was made possible with the support from 2021 Port Adelaide Football Club Indigenous Guernsey artist, Elle Campbell, who kindly donated all proceeds from Guernsey sales to establish the carnival.

Across the full day, students participated in AFL games, health and career exposure exhibition and a cultural painting activation with artist Elle Campbell.

 **11 schools**
205 students



ELLE CAMPBELL

“

I feel so honoured that I was able to play my part in this and give back to the Aboriginal community and work alongside Port Adelaide to achieve such an amazing outcome with the funds raised. I'm super excited to become an ambassador for the Power SAASTA Connect Carnival and with Power Community Limited and SAASTA, work with the students in such an amazing project.

”



“

In class we have learnt about Aboriginal language, art and history leading into the carnival. I had so much fun participating in the carnival and I can't wait until next year when I can do the Santos Aboriginal Power Cup in Year 10.

”



“

My favourite part of the Power SAASTA Connect Carnival has been seeing our team come together and push each other to do our best.

”



CYP

The Power Community Youth Program is an initiative of the South Australian Government and the Port Adelaide Football Club and was established in 1999 by four-time Magarey Medallist and club legend, Russell Ebert as the first educational in-schools program administered by an AFL club.

Port Adelaide Football Club players, staff and female athletes from a variety of sports promote messages on healthy lifestyle choices, encourage inclusive and respectful relationships and develop young people's understanding and skills in problem solving.

The program supports the South Australian Department for Education's Wellbeing for Learning and Life Framework and the National STEM School Education strategy.



38 SCHOOLS
13,855 STUDENTS

CYP INTERACTIVE EBOOK & VIRTUAL CLASSROOM

The CYP eBook and Virtual Classroom complements the delivery of the program. Both are also accessible online, providing an opportunity to connect with metropolitan, regional and remote schools.

Lessons are designed to be fun and interactive and include: healthy eating; physical activity; STEM; respect; smarter than smoking; identifying character strengths; goal setting and gratitude.

The website can be viewed at <http://www.powercyp.com.au>

In 2021, PCL delivered the annual AFL Community Camp online for the first time to cater for travel restrictions due to COVID-19.

The camp engaged 2,105 primary school students in 14 schools located across the Limestone Coast in South Australia.



variety **TESTIMONIAL**

“Variety – the Children’s Charity supports kids and families who are facing many challenges through sickness, disadvantage or living with special needs. We are proud of our partnership with Power Community Ltd which has enabled an additional 500 young people to experience the Community Youth Program. Together we are committed to providing meaningful outcomes for kids in need.”

Mark McGill

Chief Executive Officer
Variety – the Children’s Charity of South Australia



“

Throughout the program, I learnt a lot about the five food groups and how they can help us to make healthier food choices. I also really enjoyed the interactive STEM activities like the reaction test, which got my brain thinking, It was really cool.

”

POWER TO END VIOLENCE AGAINST WOMEN

The Power to End Violence Against Women program is a primary prevention program that raises awareness of the issue of violence against women and promotes respectful relationships to young men in Year 10 across South Australia.

Developed with Centacare Catholic Services and the Department for Education, the Power to End Violence Against Women program aligns with a vision for young men to foster healthy attitudes to relationships and to challenge entrenched attitudes that can contribute to gender-based violence.

In consultation with the Department for Education, the program complements the Keeping Safe: Child Protection Curriculum that is delivered in both primary and secondary schools.

 **28 SCHOOLS**
1,700 STUDENTS



LEADERSHIP DAY

The program aims to empower young men and women to be leaders amongst their peers and allies for social change.

Participating students were invited to attend two Leadership Days held as an extension to the school program.

Students were joined by industry leaders along with players of the Port Adelaide Football Club to understand and address the drivers of violence against women. Students who participated in the full day program were encouraged to share their learnings to the wider cohort at their respective schools to promote ongoing peer to peer teaching.

 **102 STUDENTS**

ROLE MODEL EVENT

Role modelling is a powerful tool to promote and teach appropriate and respectful behaviour.

All students who completed the program in their respective schools, were invited to attend an annual Role Model event with a role model in their life.

The event provides an opportunity for students to share their learnings, raise awareness of the issue of violence against women, and to discuss the importance of modelling respectful relationships.

Students and their role models were joined by Port Adelaide Football Club past players Shaun Burgoyne, Tyson Goldsack and Cam Sutcliffe.

 **51 STUDENTS & ROLE MODELS**



Centacare TESTIMONIAL

Prevention as a way of eradicating domestic violence is key. How do we begin to do this? We inspire boys before they are men, and we inspire girls before they are women, about living and loving in respectful relationships. This is exactly what happens in the Power to End Violence Against Women program. Centacare is committed to sponsoring this program because we can see the results already and it fills us with hope."

Pauline Connelly

Director - Centacare Catholic Family Services

EMPOWERED

Empowered works with female students in year 10 with a focus on promoting a positive sense of self and identity.

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

The program provides an opportunity to discuss the key drivers of violence such as rigid gender roles and stereotypes while exploring healthy and unhealthy relationships.

In doing so, the program not only empowers young women, but builds their capacity to understand and address the drivers of violence including warning signs, while providing access to resources for support.



8 SCHOOLS
265 STUDENTS





POWER INTERCULTURAL PROGRAM

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

The program is delivered to secondary school students in Years 10 and 11 from culturally and linguistically diverse (CALD) backgrounds.

Topics include:

- Exploring individual culture, Aboriginal culture and other cultures within the school community;
- Developing an understanding of cultural differences;
- Developing an understanding and skills of the game of Australian Rules Football.

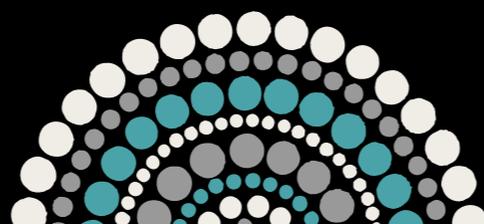
Participating students are also invited to attend an annual carnival, Leadership Program and Family Event.

In 2021, the annual carnival was delivered over two days at Karen Rolton Oval and Adelaide Oval. Students participated in AFL games, careers and health exhibition and activation on Adelaide Oval as a curtain raiser to the Port Adelaide v Sydney game.

Families of students were invited to attend the game at Adelaide Oval which has a focus on celebrating cultural diversity and inclusion.



**15 SCHOOLS
400 STUDENTS**



PROGRAM EVALUATION

The Centre for Islamic Thought and Education at the University of South Australia conducted an external review on the Power Intercultural Program to explore identity, culture and Aboriginal history.

Key findings include:

- Interaction with different age and background groups brings joy, patience, advances awareness and understanding and is a plus for developing personal skills
- The program is a venue for practicing calmness and patience for reflection and tolerance and an avenue for a joyful place that encourages better feelings
- The program provides a platform of awareness and interactions with different identities and helps in creating a feeling of belonging to a group.
- Through the program, identity becomes a bridge to interact, understand and respect people and a platform to eradicate identity misconceptions.

- The program helps participants to open up about their identity and cultural backgrounds as well as open their minds by giving more insights on different cultures and backgrounds
- The program helps participants to bring forward their own cultural backgrounds, to connect back with their own cultures
- The program helps participants to be proud of Aboriginal history and culture, eager to learn Aboriginal history and to respect and value Aboriginal culture
- Sport drives people to be committed, motivated and feel a sense of belonging while promoting teamwork

2021 WINNING GUERNSEY DESIGN

Underdale High School

Artists: Front of Guernsey - Arianna Kasumovic, Hannah Kasumovic and Julia Barone

Back of Guernsey - Ivan Bezbradica, Bojan Krstic, Milos Ljubic and Ryley Schroede



Front of guernsey:

The main feature of our design is the dove with the olive branches surrounding it. This is to signify peace and hope, while the red, yellow and orange wings represent the sun which we live under as one. The dove also pays tribute to past Underdale students who wore the dove on their guernseys in past Power Carnivals.

Connecting with the wings are Aboriginal dot paintings on the shoulders of the guernsey to highlight strength and energy.

Underneath the dove are some of the nations represented within our PE classes, connecting our personal culture to our peers.

The teal "V" shape acknowledges our partnership with the Port Adelaide Football Club, while the black, white and maroon school-coloured symbols represent our Indigenous meeting place at Underdale on Kurna land.

Underneath this, are Underdale's school values of Resilience, Optimism, Courage and Knowledge, connecting us to our school.



Back of guernsey:

The number 77 is worn on every students' guernsey, representing the cultural diversity of students at Underdale High School and showing how powerful we can be when we bring all of our ideas and beliefs together.

After learning about the treatment of First Australians throughout this subject, we wanted to create an image that paid respect to the challenges they have been through and continue to go through today. The wave pattern demonstrates how inspiring the First Australians have been in dealing with these challenges- riding the waves of change with humility, despite its twists and turns.

The gecko represents a similar idea. Agile, flexible and able to adapt to changing environment with resilience, optimism, courage and knowledge, just like Aboriginal Australians and new Australians seeking a better life.





ADF VETERANS PROGRAM

The ADF Veterans Program uses the power of sport to enhance health and wellbeing outcomes for Australian Defence Force Veterans while establishing community connections.

The program is designed to support recently discharged Veterans' transition back into civilian life and find their purpose and identity away from the ADF.

In doing so, the program draws upon similarities between the transition of ADF Veterans and AFL athletes providing the opportunity to share experiences and support.

Along with health and wellbeing outcomes, the program provides an opportunity for ADF veterans to connect and build relationships and support services.

ADF VETERANS PROGRAM

2021, was the inaugural year of the ADF Veterans program, which was delivered over a six-week program with a balance of theory and practical based workshops covering the below themes:

- Health and wellbeing
- Identity
- Values
- Goal setting
- Community and connection
- Transition and career

Sessions were delivered by PCL staff, past Port Adelaide Football Club players, coaches and high-performance staff along with current Ambassadors of the club.

As an extension to the six-week program, participants attended Port Adelaide Football Club home games at Adelaide Oval to support with strengthening connections and building positive relationships.

PARTICIPANT TESTIMONIAL

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BROTHERHOOD

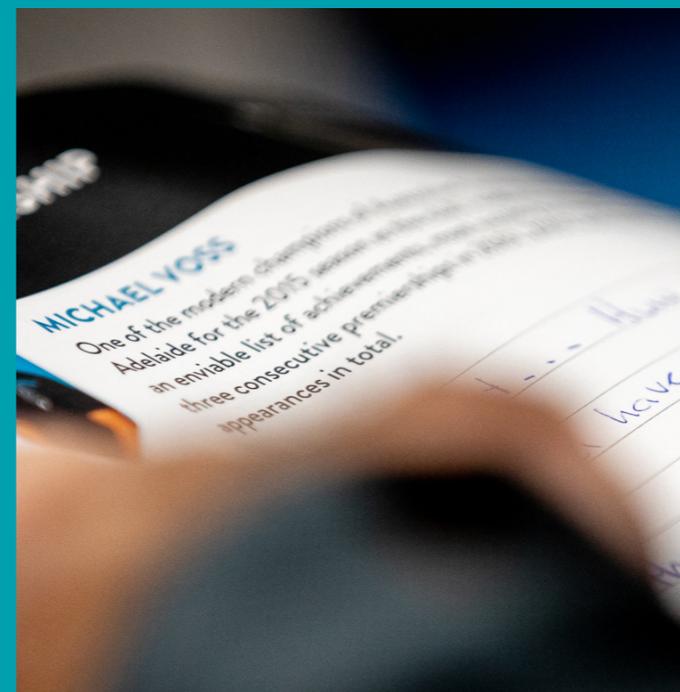
This single word sums up what I have seen from over this program. I have found the similarities between AFL football and Defence quite remarkable - something I never considered before. In Defence we can train all our career and never get deployed on active operations as AFL players can train for their club but never play in a game.

The dedication to be a Defence member sees you away from family and friends, posted to remote locations all detrimentally impacting the important elements of your life. In AFL the players need to focus on training, movements around Australia to play games and potential "postings" to other clubs has a similar effect on private lives.

These are just the examples of a series of observations which makes the forming of a bond between AFL and Defense seamless. What has concerned me is the mental health of Veterans attending the program.

Many are isolated, lacking in purpose and have no perceived ability to have friends outside Defence nor do they feel able to connect to their old defence colleagues. This is the incredible benefit of this program. It provides a safe space for Veterans to reconnect with each other under the credible banner of Port Adelaide.

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TRAVIS BOAK

Travis Boak was awarded the 2021 AFL Jim Stynes Community Leadership Award

Travis was chosen from the four finalists across the AFL competition for his work with the Childhood Cancer Association.

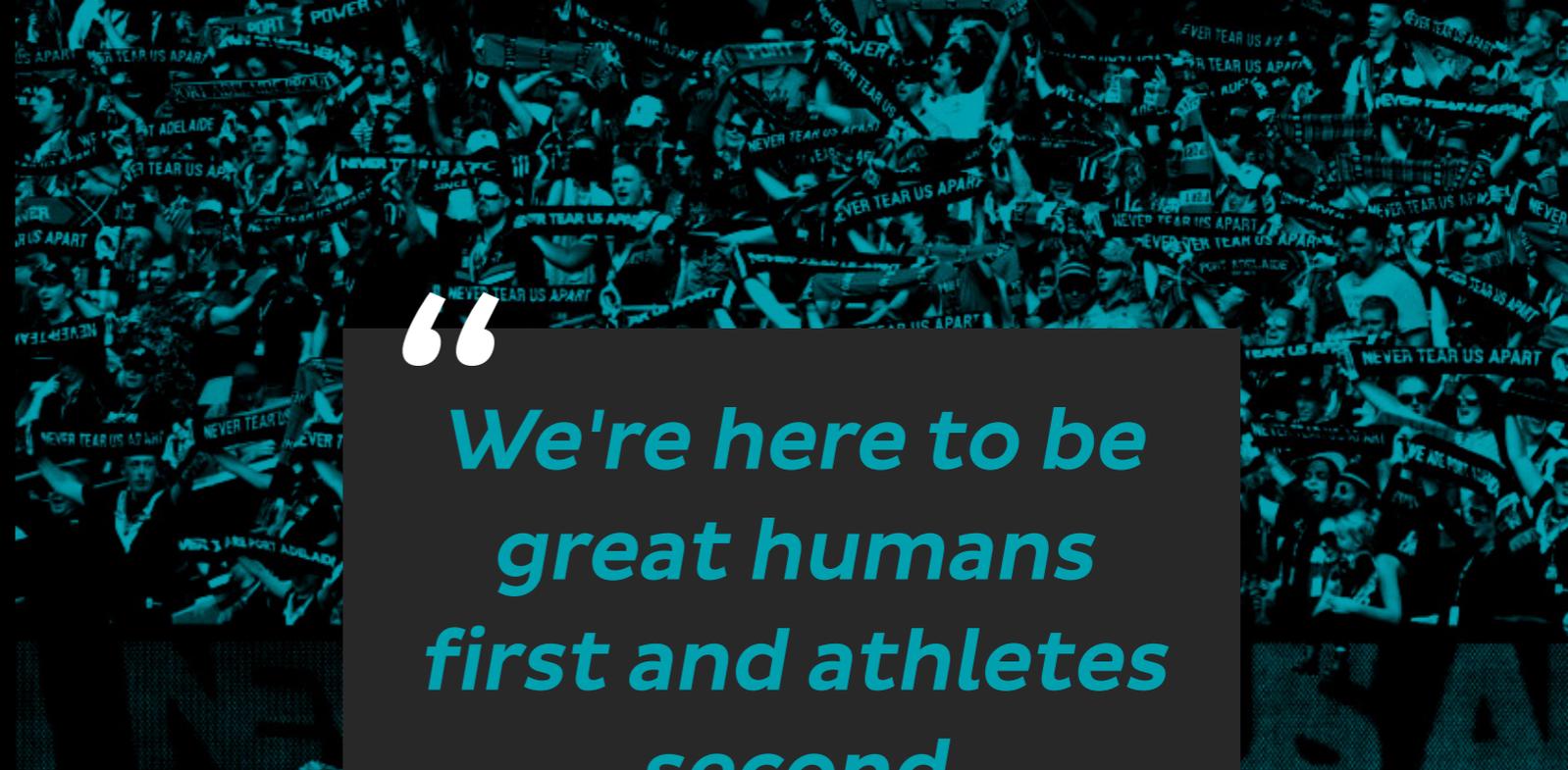
Motivated by his own experience of losing his father to cancer as a teenager, the 33-year-old has been involved with the association for nearly twelve years, visiting hundreds of children during 140 hospital appearances in that time.

The 300-game star attends fortnightly visits to the Michael Rice Centre for Haematology and Oncology to spend time with the children and provide a welcome distraction from the challenges they face.

In addition to his hands-on visits, Boak has helped the Childhood Cancer Association raise more than \$1million per annum and hosted three "Captain for a Day" experiences where young patients got to experience the inner sanctum and build up to a Port Adelaide game.

Despite the COVID-19 pandemic, Boak has continued to have a significant influence as a volunteer, connecting with the children and families virtually, while he has also been a key driver in the organisation's fundraising efforts. Through Boak's leadership, he has also initiated a charity partnership between the Childhood Cancer Association and the Port Adelaide Football Club which provides an opportunity to raise the profile of the organisation and allow for sustainable fundraising efforts.

The Jim Stynes Community Leadership Award is presented annually to an AFL or AFLW player who has best demonstrated the values of the late former Melbourne Football Club President and player Jim Stynes, in their commitment to the community, helping others and making a difference and the way they played and represented the game on field.



"We're here to be great humans first and athletes second"

- Travis Boak

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COMMUNITY & CHARITY PARTNERS

Port Adelaide Football Club and Power Community Limited would like to thank all of our partners for their support



Power Community Limited is a registered ACNC charity
Power Community Limited proudly supports the following charities



Government of South Australia





**POWER COMMUNITY
LIMITED**

For more information on Power Community Limited,
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