



MAKING OUR COMMUNITY PROUD

POWER



POWER



POWER
COMMUNITY
LIMITED



The Port Adelaide Football Club acknowledges the land on which we train and play, are based on the traditional lands of the 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.



Welcome

From David Koch, Chairman,
Port Adelaide Football Club



From Ross Wait, General Manager,
Power Community Limited



At the Port Adelaide Football Club, our mission statement proudly declares, "We exist to win Premierships and make our community proud."

As a community club formed back in 1870, community is at the heart of everything we do.

Port Adelaide survives because of its community support – its community is woven deep into its DNA.

And as The Club has grown from community and social club to SANFL powerhouse, and now to a challenger in the elite AFL competition, so too has its commitment to community.

The Power Community Limited team is so dedicated to reaching communities far and wide that it has travelled the equivalent of four times around the world delivering its programs in 2018. Led by club legend Russell Ebert, the Power Community Youth Program has been an industry leader for 20 years, visiting 90 schools in 2018.

The Club is also a leader in the delivery of Aboriginal programs and cultural awareness workshops across communities and organisations in South Australia and the Northern Territory.

The Aboriginal Power Cup, which uses football as a tool to engage Aboriginal students and keep them committed to their education, is now seeing significant

results in terms of students completing Year 12 and going into employment or further education, with help from the Powerful Futures program.

In its eleventh year, the Aboriginal Power Cup's annual carnival was so big – with 450 students from 72 schools – that it had to be moved away from Alberton Oval for the first time.

In its second year, the Power Intercultural Program is engaging with students from multicultural backgrounds to educate them about both Australian and other cultures, with sport – and football in particular – at its core.

Port Adelaide's community team also delivers wellbeing and resilience programs to children with parents in the Australian Defence Force. This program is also facilitated to offenders in South Australian prisons, to provide them the opportunity to reflect on personal challenges and give them strategies to make positive decisions.

The Power to End Violence Against Women program is educating male secondary students about the importance of respectful relationships and a recent study found it was having a material impact on changing behaviours and attitudes. This program was also recognised as a role model for other organisations by the Commonwealth Government.

Beyond these programs, The Club has built upon its Aboriginal AFL Academy

by launching a Women's Aboriginal AFL Academy, providing an educational and cultural opportunity, as well as a football pathway for talented young Indigenous men and women.

The Port Adelaide Football Club is incredibly proud of its programs and the work it does in the community.

The Club only exists because of the undeniable passion, loyalty and support of its local community.

We are forever indebted to the local community, so it only makes sense to invest so much time and money into it through our programs.

While we are being globally recognised through our work in China, we have always maintained that for every step we take on a global stage, we are committed to doubling down in our heartland and in our local community.

For 149 years we have been dedicated to our community and our steadfast commitment remains a key pillar of our future strategy.

David Koch

Chairman,
Port Adelaide Football Club

We are in a unique position as a club to use the power of elite football and athletes to create a positive impact on the community. As such we deliver a range of community programs to create social and economic impact in Australia. As a club we have had a presence in our community since 1870 and we are continuing to build on the work that has been happening in our own backyard since then.

Over the course of 2018, we have engaged over 70,000 community members across South Australia and the Northern Territory and managed to travel over 150,000 kilometres, or almost four times around the world.

We have 13 key programs that engage young people, including specifically targeting those who are Aboriginal or have Multicultural roots, with a focus on education, school completion and employment or further education.

Key themes from our programs include cultural awareness, leadership, healthy lifestyles, respect, wellbeing and resilience. In addition to this, it is important that we continue to evolve and strengthen our programs which will see the introduction of Science, Technology, Engineering and Mathematics (STEM) components which will encourage critical thinking and problem solving. STEM presents a huge opportunity for our young people and the heartland of the Port Adelaide Football Club.

Key highlights of 2018 include the introduction of the Women's Aboriginal AFL Academy (WAAA), a research project on the Power to End Violence Against Women program, employment of a full-time staff member to manage the Powerful Futures transition to employment program, Academy trips to East Arnhem Land, Garma and New Zealand, and the opportunity for student Zahraa al-Sarraf from our Power Intercultural Program to become the first female CEO for the PAFC, even if it was just for a day.

Credit must be attributed to the support of our funding partners, players, board and staff who continue to push the boundaries and drive us forward. We look forward to continued success and the opportunity to creatively impact our community.

Ross Wait

General Manager,
Power Community Limited





Wai Palya!

The Port Adelaide Football Club continues to support our young Aboriginal people across Australia

I have been lucky in my life to be given pathways and opportunities, and for that I will forever be grateful.

Unfortunately, this is not the case for many of my family members and friends, regardless of their talent and potential. I had many doors opened for me, and through the support of my parents – especially my mother with whom I lived – I was given the belief that I could achieve anything.

Aboriginal people play an important role in society but for too long have grown to believe that they are second-class and not worthy of opportunity.

At Port Adelaide we are aiming to change that perception and provide the pathways and opportunities that all young people deserve, regardless of where they come from or whether they identify as Indigenous.

Through football we are contributing to improved educational outcomes and creating the leaders of the future.

Power Community Limited and the Port Adelaide Football Club have long been proud of the contribution of our Aboriginal players and staff, and from a single program in 2008, we have built an industry-leading and award-winning suite of in-school and sporting initiatives.

We are combining education, health, wellbeing, leadership and cultural awareness and seeing positive outcomes for our participants.

We are incredibly proud of the work we have done so far with our Aboriginal programs but it is only the start.

From my own experience, growing up in Ceduna, I realise that opportunity tends to be even more limited for young people in regional or remote communities.

The next step for us is to provide an environment where young Aboriginal people from remote and regional centres can thrive away from their community.

We envision an Aboriginal Centre of Excellence (ACE) which will provide specialised and culturally sensitive support and training to remove many of the barriers these young people face to reaching their potential.

We want our next generations of Aboriginal leaders to dream big and pursue their ambitions, and we want to provide a state-of-the-art aspirational environment to help them do that.

I played elite-level sport, I have travelled the globe and I have held many management roles.

My life was transformed by

opportunity. Why wouldn't we give others the same chances?

Paul Vandenbergh

Director, Aboriginal Programs
Power Community Limited



COMMUNITY

WHAT IS POWER COMMUNITY LIMITED?

Having been firmly entrenched in the community since 1870, Port Adelaide Football Club's guiding mantra is simple: We Exist to Win Premierships and Make Our Community Proud. To deliver on this, the PAFC created an independent legal entity, Power Community Limited (PCL) with the charter to leverage the power of elite football. With this charter PCL drive real social and economic change in our community through programs that create education and employment outcomes.

Our programs cover some of the key issues confronting young people in society; health, wellbeing and resilience, respectful relationships, cultural awareness and reconciliation, youth education pathways and retention, and employment transitions, with a Science, Technology, Engineering and Mathematics flavour. Programs are focused on Youth, Aboriginal and Multicultural program pillars.



OUR STRATEGY



ENGAGEMENT

SOCIALLY ENGAGED & CONNECTED TO COMMUNITY



EDUCATION

SCHOOL ATTENDANCE, RETENTION & COMPLETION



EMPLOYMENT & TERTIARY EDUCATION

LEARNING & EARNING

KEY THEMES



RESPECT



CULTURE



WELLBEING & RESILIENCE



LEADERSHIP



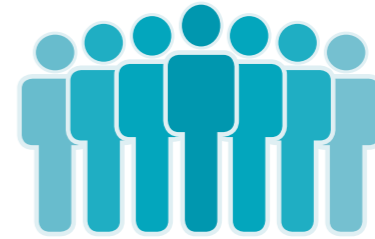
HEALTH



LEARNING

OUR PROGRAMS REACHED

70,652
PEOPLE LAST YEAR



769 SCHOOLS
VISITS THROUGHOUT
34 COMMUNITIES &
7 LANGUAGE GROUPS
ACROSS AUSTRALIA

82

STUDENT PLACEMENTS

INTO EMPLOYMENT OR TERTIARY EDUCATION IN 2018

191 TOTAL



10,000+

EDUCATIONAL WORK BOOKS ARE PRINTED EACH YEAR



42

CHARITIES HAVE BEEN SUPPORTED



81
STUDENTS IN YEAR 12 INVOLVED IN THE ABORIGINAL POWER CUP SUCCESSFULLY COMPLETED THEIR **SACE IN 2018**

45,219

INDIVIDUAL ITEMS DONATED AROUND THE WORLD:

Over 4,000 to community groups,
Over 3,000 to sporting groups,
Over 37,000 to schools and
Over 500 to charities

PAFC Players spend over
2,502 HOURS
in the community

5,750
TICKETS

DONATED TO ATTEND GAMES



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



150,000 kms

WERE TRAVELLED OVER THE YEAR. THAT'S **ALMOST 4 TIMES** AROUND THE WORLD....

49
FOOTBALL CLUBS ENGAGED

20,790+
HOURS PER YEAR

SPENT IN THE COMMUNITY BY THE PCL TEAM

121 SCHOOLS ENGAGED AT ALBERTON INCLUDING TOURS & SPORT CARNIVALS



KEY PARTNER TESTIMONIALS



Science, Technology, Engineering, and Mathematics (STEM) is in our DNA. We are passionate about accelerating STEM education through impactful partnerships, such as our one with Power Community Limited. The most inspiring STEM learning takes place when students put theory into practice and get hands-on experience with real-world science and engineering tools.

Naval Group has seen this inspiration in action firsthand within our programs across the world and here in Australia through the Community Youth and Power of STEM Programs. Naval Group is proud to help provide STEM experiences to students and inspire the next generation to help Australia maintain and build the skills that will ensure the protection of our national interests and support our future economy.

John Davis
CEO, Naval Group Australia

Partnering with Port Adelaide's Aboriginal AFL Academy has given EnergyAustralia the opportunity to engage with a program that enriches knowledge, understanding and respect of Aboriginal culture.

Through EnergyAustralia's support of the Academy, we are proud to have contributed to the educational success of the young men who have participated in this program.

Lauren Boland
Sponsorship Lead, EnergyAustralia

“...I felt like I was a part of something bigger...”



AN OPEN LETTER TO THE PAFC FROM ZAHRAA AL-SARRAF

The Power Intercultural Program has definitely changed me for the better. A stereotype about a female of my background is that she cannot do this, she doesn't have the capability to, and she is NOT ALLOWED to do this. Yet here I am, writing about how the Power Intercultural Program has helped me with my identity and understanding who I truly am. I had a life changing experience with the Port Adelaide Football Club earlier this year with becoming The Club's CEO for a day and I will never be the same after it because for once, I was in control. I got to walk around feeling proud and comfortable in my own skin.

I was making my parents proud of me, my family overseas talked about my experience for weeks and the Muslim community kept congratulating me for my success. I was the centre of attention and I found myself after this experience. I will forever be thankful towards the Port Adelaide Football Club for giving me the chance to discover my real identity. The Power Intercultural Program has helped me with my own cultural awareness. I see my culture a lot differently than what I once did. I never thought that I would get the chance to do everything that the program has helped me achieve. I was never shy or quiet so this was my way to put myself out there, being the centre of attention helped me become a part of my community. By extending the Power Intercultural Program students would have a lot more time to interact with other students. I personally made some friends in the half year that I was a part of this program and it's hard to face the fact that I probably won't see or be in contact with these friends anymore. If I had a year then I'd have been able to find a way to get in touch and talk about our new found interest in football.

I felt like I was a part of something bigger and for that half year that I was doing the multicultural program with Port Adelaide Football Club I was a part of a bigger family. If this extended to a whole year then I am certain that students would understand that being a part of a family/ community is a lot more heart-warming than some might think.

If I was given the choice to do this subject at school every year then yes! Sign me up please! Because why not. It'll go towards ones learning journey and then one day it might start to form a career path. After this program and the opportunities, I was given (CEO for a day), I feel as though I should restructure my future around a career path here. It is usually rare for schools to interact with each other for fun activities. It is usually a science or career expo and so to have this as a reason to interact with other schools really opened my eyes. I don't walk around and see groups of schools all in one corner of a room, I see them interacting with other schools. Instead of seeing a cluster of blue uniformed students, I might see red and brown and green uniformed students, talking and laughing and just getting to know each other. When I talk to my friends and we somehow run out of things to say we always sit and just recollect the memories we made when we had this program open. Inside and outside of the classroom, this memory has made something special between us.

WOMEN'S ABORIGINAL AFL ACADEMY STUDENT - TAMIA BLACKWELL

Woodville High School

"The Women's Aboriginal AFL Academy has provided me the opportunity to travel to New Zealand, I now have a passport that I can travel the world with and sisters that I will have for the rest of my life. I have a Certificate III in Fitness and have made connections that provide guaranteed positions in the workforce. I am forever thankful for the Power Aboriginal team who put their everything in, to open us Aboriginal and Torres Strait Islander youths to opportunities that will deeply impact our lives forever. The 2018 Women's Aboriginal AFL Academy trip to New Zealand was a trip of a lifetime, that I will never forget. The trip not only allowed me to travel overseas for the first time, but explore the Maori culture and traditions and practices that came with it. I saw similarities between Aboriginal and Maori cultures and therefore it was amazing to receive education from respected leaders in their own communities. Meeting with the Kahu girls has allowed us to make friendships and connections that we will hold for a lifetime and with this continue to learn about their culture and adapt to their practices in some cases. As a team we saw sides to each other that weren't seen throughout the four terms spent together. Being together for seven days in another country built upon our sisterhood as a team which really matters on and off the football field."

Women's Aboriginal AFL Academy

Tamia was lucky enough to take part in the first Women's Aboriginal AFL Academy (WAAA) across the AFL, where the PAFC staff, players and coaches dedicate their time to the educational and sporting success of school-aged Aboriginal and Torres Strait Islander female students. Tamia will complete her second year in the WAAA in 2019 as a leader across the program. She is aspiring to study a Bachelor of Public Relations and Politics and has a keen interest in STEM. Tamia led a workshop at the STEM congress in South Australia focussing on connecting STEM with culture and dance. She was selected to present to STEM educators at the ATSIMA conference in Melbourne and she currently delivers this to schools in SA.

POWER INTERCULTURAL PROGRAM

STUDENT - SHAWN LIU

Thomas More College

"The Power Intercultural Program (PIP) provided a great opportunity to explore Aboriginal culture and those other cultures that make Australia what it is today. The recognition of the Port Adelaide Football Club towards Aboriginal culture is very respectable, particularly organising a traditional cultural welcome for the PIP students at Alberton Oval. The PIP encouraged students from all cultures and backgrounds to come together united by Australian Rules Football. The experience of being at an AFL game was the most amazing experience, it was the first game I have ever watched, my first experience with 40,000 fans roaring and cheering for the PAFC and united as one!"

Power Intercultural Program

Shaun participated in the Power Intercultural Program in 2018. He was unaware that his school had students from 61 different cultures enrolled. The program enabled him and his peers to explore the diversity of the classroom. The program also provided an insight into the Aboriginal culture and the similarities between other cultures.



Case Studies

YOUTH PROGRAMS

ABORIGINAL PROGRAMS



EMPOWERING
YOUTH

POWER
TO END
VIOLENCE
AGAINST WOMEN

POWER
TO BE
POSITIVE

POWER
INTERCULTURAL
PROGRAM

WELLBEING &
RESILIENCE
PROGRAM

ABORIGINAL
AFL ACADEMY

POWERFUL
FUTURES

WillPOWER

ABORIGINAL
POWER CUP

CULTURAL
AWARENESS
WORKSHOP



POWER COMMUNITY YOUTH PROGRAM

The Power Community Youth Program is an initiative of the South Australian Government and the Port Adelaide Football Club and was established in 1999 as the first educational-based program administered by an AFL club. The program is managed by four-time Magarey Medallist Russell Ebert and involves repeat visits to primary schools across South Australia.

Port Adelaide Football Club players, staff and female athletes, from a variety of sports, promote messages on healthy lifestyles and respect, along with lessons on Science, Technology, Engineering and Mathematics (STEM). The program is aligned to the South Australian School Curriculum. Lessons are delivered to students in Years 5 – 7 with a whole school assembly held for the final lesson.

As an addition to the program, participating schools are invited to attend the annual CYP Statewide Super Cup which promotes healthy lifestyles and encourages students to be active.

In 2019, an interactive e-Book will be introduced for teachers and students which will be accessed via our website.



90 SCHOOLS
INVOLVED IN
THE PROGRAM



Over **12,381 kms**
travelled to deliver
the program



PAFC Players gave
710 HOURS
to the program

“Wonderful program that links strongly to the curriculum. The presenters always engaged our students. I loved the activity books. I also loved the way the staff interacted & treated the students.”

TOBY

“The program really made us think about what we are doing every day to ensure that we are living a healthy lifestyle. Our class really enjoyed the open discussion that the athletes and staff had, it gave everyone an opportunity to join in.”

JORDAN



EMPOWERING YOUTH PROGRAM

Empowering Youth is an innovative program that works with disengaged young people across South Australia. The program encourages students to stay connected with their education and to take responsibility for themselves and others by making positive decisions in relation to their health, lifestyle and career path. The program covers a range of topics including healthy lifestyles, wellbeing and resilience, leadership, finances, and career pathways with a goal of developing physically active and socially engaged young people in the community.

Program delivery takes place each fortnight over the course of one semester and involves a mix of class work, physical activity, excursions and a graduation ceremony. Students are also eligible to complete 10 SACE credits for Stage 1 Integrated Learning upon completion of the program.

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

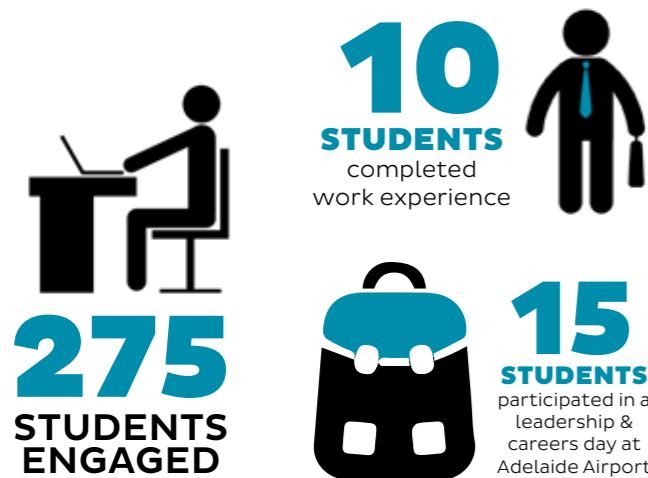
At the conclusion of the successful completion of the program, students participate in a graduation ceremony that is held at the Port Adelaide Football Club. Students' family and friends are invited to attend with the program's corporate and community partners to celebrate the success of their students.



"The Empowering Youth Program has helped me gain confidence in myself and encouraged me to become a more social person. The program has also helped me to work hard at school and as a result gain work experience with the Port Adelaide Football Club. Participating in work experience has helped me gain a better understanding of myself, the role of the program coordinators, and what amazing work the Club does within the community. Throughout the program I have really enjoyed what has been taught and the communication and interaction between the community staff and the students. The program teaches us about topics that are relevant to students our age. In particular, I have learnt more about respect and how this expands further than at home and school. It also relates to job opportunities, self-respect and how to reach out to someone and how others can help you.

The most important skill that I have learnt throughout the program is to have confidence in myself and to continue to work on my social skills. I had the opportunity to demonstrate this when I went to a school visit with the community team whilst on work experience. I spoke for the first time ever in front of other staff and students and led one part of the session where I asked students questions about the program and talked about myself and my experiences."

EBONY



POWER TO END VIOLENCE AGAINST WOMEN

The Power to End Violence Against Women program has been developed to raise awareness around the issue of violence against women and promote respectful relationships to young men in Year 10 across schools in South Australia.

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

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

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.

20 schools participated in the program which engaged a total of 1,595 Year 10 male students across metropolitan and regional schools in South Australia.

LEADERSHIP DAY

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

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

55 young men across 13 schools participated in the full day program and were then encouraged to share their learnings to the wider male cohort at their respective schools.

FAMILY EVENT

All participating students were invited to attend the Power to End Violence Against Women Event with their dad or male guardian held at Alberton Oval. 50 participants attended the event which provided an opportunity to raise awareness of the issue of violence against women, and to discuss the importance of respectful relationships.

Students were joined by Ken Hinkley, Travis Boak, Paddy Ryder and Emmanuel Irra along with the Assistant Minister for Domestic and Family Violence Prevention the Honourable Carolyn Power MP, Deputy Director of Centacare Catholic Family Services, Pauline Connelly & White Ribbon Ambassador Ivan Phillips.

"After being part of the program, I feel more comfortable to start a conversation with my mates about respecting women and the issue of violence against women."

ZAC



"The Leadership Day taught me about the qualities I need to be a positive role model such as confidence, loyalty and commitment and strategies to become an active bystander."

LIAM

95% 

OF PARTICIPANTS FELT THEY ARE MORE CONFIDENT TO BECOME AN **ACTIVE BYSTANDER** AND HAVE A BETTER **UNDERSTANDING OF VIOLENCE AGAINST WOMEN**



55 STUDENTS FROM 13 SCHOOLS PARTICIPATED IN LEADERSHIP DAY

50 PARTICIPANTS & THEIR ROLE MODEL ATTENDED THE FAMILY EVENT



20 SCHOOLS INVOLVED

1,595 STUDENTS EDUCATED

In 2018, the Australian Centre for Community Services Research at Flinders University conducted a research project on the program as part of investigating primary prevention programs across South Australia and the Northern Territory.

Results of the research program were extremely positive which included:

- The PAFC engage directly with men and boys to start important conversations and work towards challenging entrenched attitudes that can contribute to gender-based violence;
- The PAFC work with men and boys to become allies to support meaningful social change;
- It was identified that sport and sporting role models play an integral part with connecting with communities and schools;
- It recognised the importance of working within communities and schools;
- The PAFC successfully introduced positive bystander models with some early indicators of positive outcomes; and
- The PAFC identify and work with community and student members to become leaders of social change.

POWER TO BE POSITIVE PROGRAM

Power to be Positive is a wellbeing and resilience program facilitated by Port Adelaide Football Club players and staff to children in Australian Defence Force Families.

The program is based on Professor Martin Seligman's PERMA dashboard of wellbeing which includes positive emotion, engagement, relationships, meaning, achievement plus optimism, physical activity, nutrition and sleep.

Curriculum areas include positive thinking, gratitude, mindfulness, growing from challenges and goal-setting.

The Power to be Positive program is linked with the South Australian School Curriculum: Wellbeing for Learning and Life framework which focuses on supporting children and young people's development.

In addition to the school program, Australian Defence Force families are invited to an annual Family Event along with the opportunity to attend the ANZAC Round game at Adelaide Oval to meet players and form the guard of honour on field. This year the families were joined by the Australian Defence Force AFL All-Stars prior to their annual ANZAC Round Challenge game against the Australian Emergency Services. The ADF All-Stars delivered a fun football clinic with PAFC players for Defence families.

200
DEFENCE STUDENTS





200 participants
and their parents involved
in the Adelaide Oval
family day

1,000
TICKETS
PROVIDED TO
DEFENCE FAMILIES



20 STUDENTS INVOLVED
IN FORMING A GUARD
OF HONOUR DURING
ANZAC ROUND



14
SCHOOLS
INVOLVED




"The Power to be Positive program taught me the importance of having a positive mindset during difficult times and I also learnt the importance on reflecting on challenges that you might face in order to learn from them."

KERRY

"Speaking with my students after the program, it was brilliant to hear the students gained strategies to use when their parent was away from home, when they move to a new location, and for general wellbeing."

HOLLY

"With relocation, we have a lot of issues with uprooting and leaving all your family and friends and then the kids are sort of starting over again. Having these family days is a really good way to get them together and build those friendships and ultimately it builds the parents' friendships as well because they've been uprooted too and have got to make those new support networks. Sport, especially team environments, are huge in bringing people together and bridging relationships, and kids can make good friends and develop a stronger character as well."

DEFENCE PERSONNEL



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 both male and female secondary school students in Years 10 and 11 from schools across South Australia with large multicultural populations.

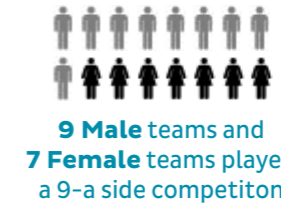
Sessions are delivered by current and past Port Adelaide Football Club players as well as female role models and are conducted over the first semester of 2018. Students are also eligible to complete 10 SACE credits for Integrated Learning upon completion of the program.

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.

As an extension to the program, schools are invited to attend the annual carnival day where students represent their school in a 9 a-side football competition and participate in additional activities which include an interactive careers exhibition, a cultural dance station and AFL testing.

Students and families are also invited to attend a Port Adelaide Football Club game at Adelaide Oval with the opportunity to participate in the AFL curtain raiser and pre-game cultural performance which celebrates cultural diversity and social cohesion.



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



WELLBEING AND RESILIENCE PROGRAM

The Port Adelaide Wellbeing & Resilience program is facilitated to offenders in correctional facilities by the Port Adelaide Football Club players and Power Community Limited staff with a focus on offender management and rehabilitation.

The program is designed to provide offenders the opportunity to reflect on personal challenges and identify how to learn, recover and grow through purposeful action. The outcomes are achieved through an increased knowledge, understanding and skills to demonstrate positive coping strategies, decision making and resilience that contribute to positive wellbeing.

In 2018 the program included multiple visits to Mobilong Prison and Cadell Training Centre with a total of 66 participants involved in the program.



66
PARTICIPANTS INVOLVED

100%
of participants now set regular SMART goals post program



TOPICS INCLUDED:

- How resilience was demonstrated to learn and grow;
- Defining personal brand to provide guidance and how this contributes to decision making;
- Setting SMART goals;
- Mind body connection; and
- Building optimism and looking to the future with hope through gratitude practices.



“By continually reading the handout booklet provided, I am able to set regular goals for myself in order to achieve a healthier lifestyle which gives me a much more positive outlook on life and a good direction as to where I am heading.”

PROGRAM PARTICIPANT

CERTIFICATE III PROGRAM

The Port Adelaide Football Club and Australian College of Sport partnered to deliver a Certificate III in Sport (AFL Program) for aspiring AFL players and students seeking a career in the sporting industry.

Students were based at Alberton Oval for one day per week over a 30-week period. Sessions were conducted by Port Adelaide Football Club staff, coaches and players providing a unique insight into an AFL environment.

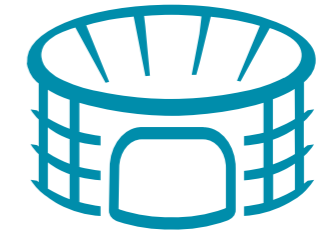
“Being involved in the course not only developed my football skills but provided me with the expectations needed to be an AFL player and the various opportunities available to me at an AFL club.”

RHYS



“The opportunity for students to learn from our coaches and players and train at our elite facilities has a significant advantage both on and off the field. The program not only supports football development but exposes students to the opportunities available to them in an elite sporting environment.”

NATHAN BASSETT
PORT ADELAIDE FOOTBALL CLUB ASSISTANT COACH



AFL game day experience provided to analyse PAFC player and team strategies

ABORIGINAL POWER CUP

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

Established in 2008, this year marks the twelfth year of the program, which sees over 450 students from 72 schools in South Australia participate.

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

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

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

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

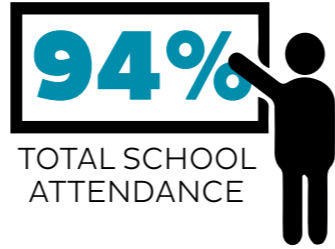
The Government of South Australia and Santos are Major Partners of the program, with support from Attorney-General's Department, Drug and Alcohol Services of SA (DASSA) and the South Australian Police.



81
STUDENTS
IN YEAR 12
INVOLVED IN THE
ABORIGINAL POWER CUP
SUCCESSFULLY
COMPLETED THEIR
SACE IN 2018



72
SCHOOLS
PARTICIPATED
IN PROGRAM



94%
TOTAL SCHOOL
ATTENDANCE



400+
STUDENTS
INVOLVED
FROM YEARS
10, 11 AND 12





ABORIGINAL AFL ACADEMY

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

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

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

Since the inception of the program five Academy members have been drafted to AFL clubs; Adelaide's Wayne Milera (2015), Richmond's Tyson Stengle, Carlton's Kym Lebois, Geelong's Brandan Parfitt (2016) and Gold Coast's Izak Rankine (2017).

In 2018, the Aboriginal AFL Academy program featured:

- A squad of 36 students, including 20 Year 12 and 16 Year 11 participants
- Attendance at Alberton once a week for 33 weeks
- Football tours against other schools and Academy programs, locally and nationally
- Participation in Port Adelaide's AFL Indigenous Round tour to Melbourne
- Elite individual fitness and training programs for participants
- A cultural trip to North East Arnhem Land to attend the annual Garma Cultural Festival as part of their Stage 2 Aboriginal Studies.

"The Aboriginal AFL Academy has provided great opportunities for us students not only to improve our football knowledge and skills, but also connecting us closer to our culture as young Aboriginal and Torres Strait Islander people."

TYRAN HILL - 2018 CAPTAIN





WOMEN'S ABORIGINAL AFL ACADEMY

In 2018, the Port Adelaide Football Club (PAFC) in partnership with the South Australian Aboriginal Sports Training Academy (SAASTA) established the first Women's Aboriginal AFL Academy (WAAA) across the AFL. The PAFC staff and coaches dedicate their time to the educational and sporting success of school-aged Aboriginal and Torres Strait Islander female students.

In its inaugural year, the program saw 29 young Year 11 and 12 female participants take part in the program. The students attend Alberton oval once-a-week during the school term(s) to undertake an elite curriculum, sporting and wellbeing program throughout the school year.

Students in 2018 completed a Certificate III in Fitness which equipped the students with the skills and fundamentals to work within a gym setting or sporting club as a Personal Trainer.

Week in and out the girls studied, trained and gained valuable insights into the elite AFL environment. Students also were exposed to many new and memorable experiences, including for many of them, their first International trip to New Zealand for a cultural exchange.

In 2019 students will study either a Certificate III in Sports and Recreation or Stage 2 Aboriginal Studies.

In 2018, the Women's Aboriginal AFL Academy program featured:

- Experiencing the RAAF Base at Edinburgh
- Hosting the Centralian Girls Academy from Alice Springs
- Playing a curtain raiser match at Adelaide Oval before a PAFC home game
- A cultural exchange to New Zealand experiencing the Maori culture
- 4 games throughout the year
- Skilled contractors/mentors and role models
- Health and Wellbeing elements



AUSTRALIA'S FIRST
Indigenous all female
Elite football program for
school-based students

100%
YEAR 12 STUDENTS
SUCCESSFULLY
COMPLETED THEIR
SACE IN 2018



students
in the Year 12 Academy
completed their
Certificate III
in Fitness



Over **8,700 km**
travelled to deliver
the program

THE WillPOWER PROGRAM

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

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

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

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

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

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

Our curriculum covers a range of subject areas:

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

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

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



"I think I speak on behalf of all of us when I say it's an experience that I'll never forget, and it's absolutely something that we'll recommend more of the playing group get involved in over the coming years."

HAMISH HARTLETT



"We had a great time in Adelaide for the WillPOWER SAASTA Carnival. We enjoyed the footy and meeting other kids from other schools. Semaphore Caravan Park was an awesome place to stay - we loved the swimming pool, jumping mat and walks to the jetty. Thanks for taking us to the Movies, Bounce, the Zoo, and for the games in the Park. Every day was great and thanks for the good feeds. Steven says *We are all little feet!*"

YALATA ANANGU SCHOOL



POWERFUL FUTURES PROGRAM

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

The opportunities come in the form of:

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


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

In 2018, PCL introduced a Powerful Futures careers expo at Alberton Oval. This event provided students the opportunity to meet and interview directly with potential employers.

 **130 STUDENTS**
HAVE BEEN PLACED
IN EMPLOYMENT

 **61 STUDENTS**
PLACED INTO
UNIVERSITY OR
FURTHER TRAINING

 **81 STUDENTS**
COMPLETED
THEIR SACE
IN 2018

 **191 STUDENT PLACEMENTS**
SINCE THE
PROGRAM STARTED

“During my year of completing Year 12 and even beyond, Braedon has guided me to career options. Whether that be employment, further study or both. When I was unsure about what I wanted to study at University, Braedon assisted me by finding my interests and piecing together what would best suit me. Once we worked together on my furthering of study, he then helped me find some part time / casual employment. Braedon has been such a big support for me during my involvement with the Women’s Aboriginal AFL Academy and has really helped me feel a little more confident and secure when entering adulthood after school. With all the hard work and effort from Braedon through the Power for Futures program, I can definitely see a bright future for myself.”

RIKIESHA MILLER

“Braedon has supported me through the Powerful Futures Program by helping me rewrite my resume, and also apply for a couple of jobs. He has helped me sort out my Centrelink payments, and Housing SA support.”

EVELYN GOLDSMITH



“Leaving school I thought getting a job was going to be a big challenge, however Braedon from the Powerful Futures program made it a lot easier than I thought it was going to be. With his support, hard work and guidance he helped me not only to find a job that was suitable for me but also get the qualifications I needed.”

BRENTON WATTS



CULTURAL AWARENESS WORKSHOPS

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

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

Themes include:

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

35
sessions
throughout 2018


1,400+
PARTICIPANTS

"It was by far the most engaging and informative cultural awareness training I have ever done (I've done a few). The guys from Port Adelaide were able to really connect with their audience and deliver their message about Aboriginal cultural awareness in a way that was educational, thought provoking and fun. I laughed, I cried, and I left the room feeling that I had learnt far more about Aboriginal culture than I had before. Thank you!"

SA WATER PARTICIPANT



On the Horizon...

POWER OF STEM

The Power of STEM program has been developed to provide Year 10 students the opportunity to explore possible career opportunities. The program links in with Stage 1 Personal Learning Plan (PLP) and has been created to help students make informed decisions about their personal development, education and training. The program is delivered with PAFC staff, Naval Group staff and other STEM focussed organisations to showcase future job opportunities for the students. Students will have the opportunity to explore pathways in areas such as Sports Science, Analytics, Engineering, Coding, Information Technology, Communication and Digital Media. The program can be delivered to approximately 100 students per school.

Power Community Limited is a member of the International Sport and STEM Education Alliance.


5 STEM
SPECIALIST
PRESENTERS


10
SCHOOLS

1,000+
STUDENTS 



John McCarthy Award for contribution to the community

JUSTIN WESTHOFF

Justin was awarded the 2018 John McCarthy award for his contribution to the community for the Port Adelaide Football Club. Justin has proved himself to be a worthy winner of this award due to his long-standing commitment to educating young people about sustainable living practices, healthy eating and community service, and because of his work with homeless people and those who have fallen on hard times.

Of his own accord, he has set up an educational program where children at three schools are taught to grow their own healthy foods to add to their school canteens and encouraged to consider donating excess food to those in the community who are in need.

2018 also marks ten years since Justin became an ambassador to Hutt St Centre, which aims to end homelessness. Justin regularly volunteers his time to prepare and serve meals at Hutt St Centre and for six years has taken part in its major fundraising program, Walk a Mile in My Boots. By lending his time and profile, he has helped raise vital funds and awareness of the issues surrounding homelessness.

Through an organisation he founded with a friend, The Forage Supply Co., Justin has begun employing clients from Hutt St Centre's Pathways to Employment program, giving them an opportunity to get back on their feet, working in a food truck at community events.

In the past two years alone, The Forage Supply Co. has donated more than 1,200 meals to clients at Hutt St Centre. He even set up an event, held four times each year, in which The Forage Co. donates clothing to clients from the AFLPA charity Ladder and then they are fed by students from his school-based educational program, using fruit and vegetables they have grown themselves.

There is no doubt that Justin upholds our club's values and lives our off-field mission of making our community proud.



Become a partner of **POWER COMMUNITY LIMITED**



Power Community Limited relies on the generous support of our program partners. If you are interested in supporting our ongoing commitment to the community in Aboriginal, Multicultural and Youth programs please contact us.

Your generous support will contribute to:

- Quality programs for the community
- Excellent events for the community
- Increased numbers of schools and participants
- Resources such as staffing
- Evaluation mechanisms

Opportunities for your organisation will include:

- A way to contribute to your organisation's Corporate Social Responsibility
- Branding & campaign support
- Positive media
- Employee engagement & volunteering opportunities
- Player appearances
- Game day opportunities

COMMUNITY PARTNERS



Making our Community proud
POWER COMMUNITY LIMITED IS A REGISTERED ACNC CHARITY



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

POWER COMMUNITY LIMITED PROUDLY SUPPORTS THE FOLLOWING CHARITIES



ANGLICARE SA





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