



CARLTON IN THE **COMMUNITY**

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**Carlton Football Club
acknowledges the traditional
owners of the land on which
IKON Park is located, the
Wurundjeri people of the
Kulin Nation.**

**The Club also acknowledges
and pays its respects to their
Elders past, present and
emerging and the traditional
owners of country across
Australia, where we play our
great game.**



CEO FOREWORD



The Carlton Football Club champions its responsibility to influence positive social change by creating a strong sense of connection and belonging within our community.

While 2021 has been another significantly challenging year for our members, supporters and the broader community, the Club maximised the opportunity to adjust to a new way of interacting with our community program participants and plan for growing the Carlton Respects program's impact and reach.

The Carlton Respects program continues to aim to be the most influential gender equality program in sport, with a vision to see an Australia free from violence through the delivery of an education program in schools and workplaces and by addressing the broader

community via awareness raising campaigns, including the Club's annual AFLW and AFL Carlton Respects Games.

Further, the Adam Saad Pathways program was established at the Club to create stronger football pathways for multicultural youth, while also providing off-field education in leadership, nutrition, cultural awareness and values.

Reconciliation with First Nations peoples also remains a strong priority. Finalising the Club's Innovate Reconciliation Action Plan (RAP) has been of primary focus in this space, to ensure the Club is 'walking the walk' as well as 'talking the talk', while building stronger connections with Aboriginal controlled organisations such as Clothing the Gaps.

The Club has also continued to engage with affiliated charities Richard Pratt Fellowships in Prostate Cancer, Peter MacCallum Cancer Foundation



and Inclusion Foundation, while providing support to a number of individuals and families by facilitating special requests.

Thank you to our funding partners VISY, ADCO, and our Workplace Charter members for supporting a special cause and doing their bit. Further thanks for the advice we receive from our Board sub-committee members, Blues Foundation trustees and RAP Working Group and Advisors.

We look forward to 2022 being a strong year.

Brian Cook
CEO Carlton Football Club





CARLTON RESPECTS



**EVERY
TWO MINUTES
AUSTRALIAN POLICE
ARE CALLED OUT
TO A DOMESTIC
VIOLENCE INCIDENT.**

CARLTON RESPECTS

Carlton Respects is the Carlton Football Club's flagship community initiative promoting gender equality for the prevention of violence against women. Established in 2016 in response to the alarming statistics around family and domestic violence in Australia, the initiative comprises a schools program, workplace charter and awareness raising campaigns.

The Club encourages all members of the community to speak up if they see or hear disrespect towards women.

If you are in a position to, a donation to the Carlton Respects program would be greatly appreciated to continue our important work in the gender equality space.

DONATE HERE

Schools Program



To find out more information

[CLICK HERE](#)

The Carlton Respects Schools Program was developed in 2016 to educate young Australian students about respect and equality as a tool for primary prevention of violence against women.

Developed with advice from Our Watch and La Trobe University, the program has historically been delivered within schools throughout Melbourne's northern metropolitan region.

The financial implications associated with the COVID-19 pandemic necessitated a restructure of the delivery of the program at the end of 2020. This enabled the Club to develop

the Carlton Respects Digital Learning Platform, not only allowing for the continuation of the program, but expanding its reach and impact by increasing its accessibility to all schools.

2022 will see the first full year of the Carlton Respects Digital Learning Platform to allow for rapid growth and uptake of the program across the state and country. Through the online platform, the Schools Program will continue to educate students aged between 10–14 on the importance of respectful relationships, equality, and deconstructing gender stereotypes, strengthening positive, equal, and respectful relations among young men and women.

The program will continue to comprise four key sessions, including the motion of emotions, bullying and help-seeking, being a buddy and gender stereotypes, and values and respect.



For schools looking to register for the Carlton Respects Program, please email your interest to Community@carltonfc.com.au

Workplace Charter

Proudly supported by **VISY**
FOR A BETTER WORLD



The Carlton Respects Workplace Charter aims to leverage the power of the workplace to play our part in creating an Australia free from violence.

The Charter provides a framework with actions, created in conjunction with Our Watch, to lead organisations to become a more gender equitable workplace. The charter also offers education to employees and provides them with the opportunity to be a part of key awareness raising campaigns. Most importantly, joining the Charter demonstrates that organisations are committed to tackling one of Australia's biggest social challenges.

In 2021, our Workplace Charter members were given the opportunity to hear from several different guest speakers, beginning with Tarang Chawla

who hosted our first webinar of the year. Tarang gave participants an insight into his personal story of the loss of his sister from domestic violence.

Our Workplace Charter members were also invited to our annual Carlton Respects Workplace Charter seminar, proudly presented by VISY. The seminar took place on Tuesday 19 October over Zoom and saw presentations from Our Watch Practice Systems Manager Jo Brislane, Daniel and Luke Mancuso from YiaYia Next Door, and a panel discussion with Carlton Football Club AFL Senior Assistant Coach Luke Power and AFLW player Gab Pound.

If your organisation is interested in being part of the Carlton Respects Workplace Charter in 2022, please contact us at community@carltonfc.com.au.

The Club would like to thank the following
 2021 Carlton Respects Workplace Charter
 members for their commitment to challenging
 gender inequality in the workplace.



CARLTON RESPECTS GAME DAY



On Saturday 20 February, the Carlton Football Club hosted its fourth annual AFLW Carlton Respects Game.

More than 2,000 football fans flocked to IKON Park to watch Carlton take on Richmond, with many sporting a touch of orange

and waving their orange flags to demonstrate their support.

To conclude a fantastic Carlton Respects match, the Blues overcame the fast-starting Tigers to record a five-point win.



On Saturday 7 August, the Carlton Football Club played its sixth annual AFL Carlton Respects game against the Gold Coast Suns.

In the lead up to the match, the Club launched a new campaign message, *'Disrespect grows louder surrounded by silence'*, encouraging everyone in the community to call out disrespectful behaviour, and highlighting the importance of speaking up to ensure this social issue doesn't continue to grow.

While COVID-19 restrictions meant there was no crowd in attendance at Marvel Stadium, Blues fans far and wide showed their support via social media by posting photos and adding a touch of orange to their usual Navy Blue.



Engagement on the Carlton Respects instagram account saw a massive jump in impressions in both February and August when the AFLW and AFL games were played.

AFLW
6,633
IMPRESSIONS
FEBRUARY

AFL
37,928
IMPRESSIONS
AUGUST

@CARLTONRESPECTS



**THE CLUB WOULD
LIKE TO THANK
THOSE WHO SHOWED
THEIR SUPPORT
AND RECOGNISED
THE IMPORTANCE
OF GENDER
EQUALITY FOR THE
PREVENTION
OF VIOLENCE
AGAINST WOMEN.**

ADAM SAAD PATHWAYS



Established by Adam Saad in 2018, the Adam Saad Pathways is a program that invites youth from culturally diverse backgrounds to participate in various football and personal development programs.

The program aims to create positive and healthy role models, both throughout the community and within respective households, by addressing disengaged youth and providing opportunities for participants to learn about their culture, religion and identity in addition to improving their football skills, while also providing career pathways preparing them for the future.

Divided into three parts, the program comprises the *Adam Saad Academy*, the *Adam Saad High Performance Program* and the *Adam Saad Schools Cup*. The Academy was the sole component of the Pathways program that was delivered at the Club in 2021, with plans to launch the remaining two next year.

The Adam Saad Academy

– a multicultural academy and high-performance program that welcomes youth aged between 12–15 years, living in Northern Metropolitan Melbourne from various cultural backgrounds and religions. The Academy uses football as a vehicle to equip participants with the foundations required to lead successful lives as they grow to become young adults. Coached by Adam Saad himself, the eight-week program consists of leadership, cultural awareness and educational sessions, as well as football skills development and an insight into a professional athlete's lifestyle. A game is also played in the last week against another multicultural academy, allowing participants to showcase their strengths.



"... THE ADAM SAAD ACADEMY HAS GIVEN ME MUCH MORE KNOWLEDGE IN ALL ASPECTS OF LIFE, SCHOOL, FAMILY AND MOST OF ALL, FOOTBALL. THAT IS WHY HE IS SUCH AN INSPIRATION TO US ALL."

PARTICIPANT

Adam Saad High

Performance Program – a program for six young athletes, selected from the Adam Saad Academy who undergo a similar program to Adam Saad's own AFL program, where they mirror the professional lifestyle of an elite AFL footballer. The program takes place over three consecutive days.

Adam Saad Schools Cup

– a primary school football competition held in Northern Metropolitan Melbourne where between six and 10 primary schools participate in the annual Adam Saad Schools Cup. The overall aim of the Cup is to connect participants with local sporting clubs to encourage participation in recreational sports.





"... HAVING BEEN LUCKY ENOUGH TO TRAIN WITH AND BE COACHED BY AN AFL SUPERSTAR AND A SUPER PROFESSIONAL, SUPPORTIVE TEAM IS UNREAL! IT MEANS A GREAT DEAL TO HIM AND IS HELPING HIM BOTH PERSONALLY AND WITH HIS FOOTBALL IN MANY WAYS."

PARENT

CARLTON INDIGENOUS PATHWAYS

COMMITMENT. RESPECT. OPPORTUNITY.

The Carlton Football Club officially launched their Innovate Reconciliation Action Plan (RAP) in 2019.

A RAP is a strategic document that supports an organisation's business plan. It includes practical actions that will drive an organisation's contribution to reconciliation both internally and in the communities in which it operates.

Our vision for reconciliation is to play our part as an elite sporting club and workplace in creating a nation that celebrates Aboriginal and Torres Strait Islander diverse communities and brings together all Australians to walk as one.



This year, the Carlton Football Club:

- Developed an Indigenous themed Guernsey, with proceeds being donated back to assist Indigenous foundations and charities.
- Participated in league-wide Indigenous rounds and celebrations.
- Ensured appropriate Welcome to Country or Acknowledgements of Country at official events were delivered.
- Established partnerships with local Indigenous organisations.
- Appointed an Indigenous Liaison Lead to create a flagship Indigenous Program with our community.

PLAYER AWARDS



Each year, in honour of the late Tom Hafey, Variety presents the Tom Hafey Variety Heart of Football Award to a current AFL or AFLW player who has inspired the children's charity by displaying outstanding commitment to Australian children. The Award recognises the player's selfless actions and dedication to children.

This year, **Adam Saad** was the recipient of the award for his outstanding contribution and commitment to the Adam Saad Academy.

Setting aside time outside of his football schedule, Saad delivered the program for the first time as a Blue in 2021, uniting 25 young athletes from a variety of cultural backgrounds.

Despite the sessions being disrupted by the COVID-19 lockdown and restrictions in Melbourne, with some sessions held at IKON Park and some virtually over Zoom, Saad commitment did not waver.

Since becoming a Blue during the 2020 trade period, Saad has immersed himself across all aspects of the Club, demonstrating a passion to helping the community, particularly by influencing youth from culturally and linguistically diverse backgrounds and having a positive impact on aspiring young footballers.

Carlton Head of Football Brad Lloyd said the award was a testament to Saad's character and his commitment to developing others.

"Adam is an extremely generous person who has a passion for helping others," Lloyd said.

"We are extremely proud to see him acknowledged for the commitment he has shown and the time he has devoted to helping youth who look up to him as a role model.

"Adam sets a very strong example across our football club both on and off the field, and we congratulate him for his efforts in making a difference throughout the community."

As the recipient of the Tom Hafey Variety Heart of Football Award, Saad received a \$2,000 donation from Variety to use for the Adam Saad Pathways program.

He now joins Eddie Betts, Andrew McLeod, Robert Harvey,

Harry Taylor, Scott Selwood and Gary Rohan as former recipients of the award.



"... ADAM IS AN EXTREMELY GENEROUS PERSON WHO HAS A PASSION FOR HELPING OTHERS..."

BRAD LLOYD

PLAYER AWARDS



Each year, at the Brownlow Medal night, AFL recognises an AFL/AFLW player for the Jim Stynes Community Leadership Award. Over the past five years, Nicola has been a big advocate for Dementia and has used her platform to assist the work of Dementia Australia to raise awareness and understanding of dementia within the community.

Nicola has supported various dementia awareness and fundraising events, including the annual Memory Walk & Jog event hosted by Dementia Australia (who Nicola is an ambassador). She has been vocal in the media for supporting families of people living with dementia and through her effort has recruited numerous volunteers and participants to raise money for the cause as well as raise awareness of the disease and reduce social isolation amongst carers.

Nicola was deservedly named a nominee for this year's Jim Stynes Community Leadership Award 2021, which was eventually won by Travis Boak.



CHARITIES

Inclusion Foundation

Inclusion Foundation is an organisation that aims to enhance lives and change perceptions of Down Syndrome within society. They do this through providing Australian-first, innovative dance and fitness programs for children and young adults with Down syndrome.

The Carlton Football Club partnership with Inclusion Foundation began in 2015 and has seen the two organisations come together to celebrate WDSD each year. This has included Carlton players participating in a Beat Fit™ performance at Federation Square, attempting to break a world record and a Moverthon at Federation Square.

Count Me In video

The main activation for the World Down Syndrome Day 21 campaign was a combined Carlton and Inclusion Foundation dance video. This video was

filmed on-ground at IKON Park with Blues players Sam Walsh and Matt Kennedy taking part in this challenge with a group of Inclusion Foundation students. The intention of the video was to promote social inclusion and create a viral campaign to bring awareness to both the cause and the charity. This video was then promoted across both the Club's and Inclusion Foundation's social channels, as well as being played during Carlton's Round 1 Match against Richmond.

Richard Pratt Cup

In 2009, in partnership with the Pratt Foundation and Collingwood Football Club, Carlton Football Club hosted the inaugural Richard Pratt Cup. The Cup has since been held annually in honour of former player, committeeman, major donor and president of the Carlton Football Club, the late Richard Pratt who passed with prostate cancer. The Richard Pratt Cup presents an opportunity each year to raise

awareness of the prevalence of prostate cancer and promote the importance of early detection.

This year, the messaging around the match centred around the importance of attending regular check-ups with your GP, with statistics demonstrating that due to the COVID-19 pandemic, not as many people were attending their regular check-ups.

The Pratt family

The Pratt family and guests were invited to take to the field during the pre-game player warm-up. While on the ground, the David Parkin prostate cancer video was played.

Three-quarter time acknowledgement

During three-quarter time, a 30-second applause occurred to recognise those impacted by prostate cancer.



Peter MacCallum Cup

The Peter Mac Cup began in 1993 and is the longest standing charity sporting relationship within Australia. The Cup plays an important role in raising awareness of the Peter MacCallum Cancer Centre's work in preventing, detecting and treating cancers, as well as encouraging support from the community.

This year's Peter Mac Cup was used as an awareness raising match for the Foundation's major event, Unite to Fight Cancer (UTFC).

Training session viewing

In the week leading up to the PMC, two patients from the Peter MacCallum Cancer Centre attended a Carlton Football Club training session.

This opportunity allowed the two patients, Michael, and David, to view the training session on-ground and interact with various players and coaches.

This session allowed the two boys to take photos, videos and speak with individual players. They also each received a Team Signed Guernsey at the end of the training session.

Trophy presentation

With Carlton defeating Collingwood, the Peter Mac Cup was presented to stand-in captain Jacob Weiring post-match.



REQUESTS

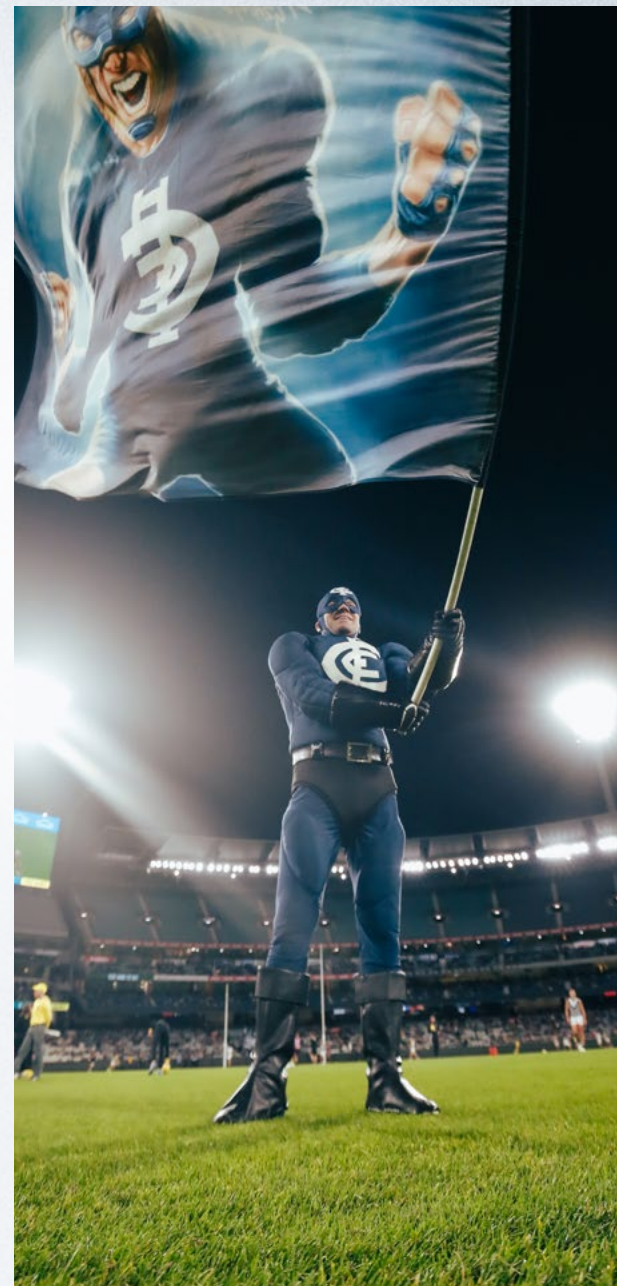
The Carlton Football Club greatly values its commitment to the community. We pride ourselves on being proactive in addressing and supporting the needs of the community with just over \$1.2 million invested annually into the community as verified by the London Benchmarking Group.

One way we are committed to the community is through our requests program. Through requests, as a Club we are able to provide support to individual's and organisations in need.

The Carlton Football Club assists with:

- Complimentary tickets
- Player visits
- Autographed items
- Special requests

To submit a request to the Carlton Football Club, please use the link found here. All requests must be submitted through this form to ensure your request is referred to the correct department.



Please note that the Club is not able to offer financial assistance, cash donations or monetary sponsorship.

[SUBMIT REQUEST](#)

SLATER



As part of the Club's community requests, in April this year the Blues were privileged to meet six-year-old Slater Clifton-Walker, giving him a one-day contract to be a part of the team.

Slater was a young Bluebagger battling a terminal illness and to thank him for cheering on the team despite everything he had been going through, he was

presented a unique opportunity to lead the boys out to training and be part of the team for a very special Navy Blue afternoon.

To learn more about Slater's experience:

[CLICK HERE](#)



THE CARLTON FOOTBALL CLUB THANKS OUR PLAYERS, STAFF, MEMBERS, CORPORATE PARTNERS AND FANS FOR THEIR SUPPORT OF COMMUNITY INITIATIVES IN 2021. WE LOOK FORWARD TO A STRONG AND IMPACTFUL 2022.



CARLTON COMMUNITY
2021 ANNUAL REVIEW