

CARLTON IN THE COMMUNITY.

CARLTON COMMUNITY 2022 ANNUAL REVIEW





**The 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 respects to their
Elders past and present
and the Traditional Owners
of country across Australia,
where we play our
great game.**







CEO FOREWORD



The Carlton Football Club strives to make positive social change by proactively addressing and supporting the needs of our community.

After another unconventional year of footy, the community program has continued to maintain focus, adjust its offerings to maximise reach, and strengthen its impact within the community.

The Carlton Respects program aims to be the most influential gender equality program in sport, with a vision to see an Australia free from violence against women. We work toward this vision through the delivery of education programs in schools and workplaces and by addressing the broader community in awareness-raising campaigns, including the Club's annual AFLW and AFL Carlton Respects Games. In 2022 we were pleased to launch our Carlton Respects Road to Respect digital leaning platform, hosted the AFLW season seven Carlton Respects campaign and unite organisations to strive for gender equality with our Workplace Charter.

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. It was a promising year for the program with the delivery of our second boys Adam Saad Academy and High-Performance program and our first ever girls Adam Saad Academy and Schools Cup.

Reconciliation with First Nations peoples remains a strong priority. 2022 was a year of learning for the Club. We focused on the development of our third Reconciliation Action Plan and continued partnerships and engagement with First Nations individuals, communities and organisations. First Nations art was a feature for the year, presented on the guernseys for the AFL Sir Doug Nicholls Round, the AFLW Indigenous rounds in season six and seven, and the installation of a largescale art piece that sits in the foyer entryway of our new facility at IKON Park.

The Club regularly engages 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.

A sincere thank you to our Carlton community, members and fans for your ongoing support to our Community programs. Thank you also to our funding partner ADCO, and our Workplace Charter members, our programs would not be possible without your involvement. Further, we are grateful for the advice and guidance from our Board sub-committee members, Blues Foundation trustees and RAP Working Group and Advisors.

We look forward to an even bigger and better 2023.

A handwritten signature in black ink that reads "Brian Cook".

Brian Cook

CEO Carlton Football Club





**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 of a Schools Program, Workplace Charter and AFL/AFLW awareness raising campaigns.

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

If you or someone you know is impacted by sexual assault, domestic or family violence, call 1800RESPECT on 1800 737 732 or visit 1800RESPECT.org.au. If you, a child, or another person is in immediate danger, call 000.

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



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: Road to Respect 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 across Australia.

The digital learning platform, aligned with the [RRRR curriculum](#), comprises four sessions- managing emotions, bullying and help-seeking, being a buddy and gender stereotypes, values and emotions and is targeted at students aged 8-14.

The Carlton Respects: Road to Respect program was launched in October 2022 alongside the AFLW season seven Carlton Respects campaign. As part of the launch, the Club along with AFLW players Breann Moody and Jess Dal Pos, entered Kingsbury Primary School, where students enjoyed the first session of the program.

2023 will see the first full year of the Carlton Respects: Road to Respect program.

To find out more,

[CLICK HERE](#)

For schools looking to register for the program, please contact community@carltonfc.com.au



Workplace Charter

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 gender-equitable workplace. The charter offers education opportunities for employees and provides them with the opportunity to be a part of key awareness-raising campaigns. Most importantly, joining the Charter demonstrates organisations' commitment to tackling one of Australia's biggest social challenges.

In 2022, our Workplace Charter members were given the opportunity to implement meaningful actions, attend key events and were provided with opportunities to network with like-minded organisations and workshop common challenges.

The charter continues to build and 2023 will see the addition of new offerings, educational tools, action plans and networking opportunities to ensure we tackle the issue together.

If your organisation is interested in being part of the Carlton Respects Workplace Charter in 2023, please contact us at community@carltonfc.com.au.

**The Club would like to thank the following
2022 Carlton Respects Workplace Charter
members for their commitment to challenging
gender inequality in the workplace.**





CARLTON RESPECTS GAMES

Each year the Club dedicates one round across both the AFLW and AFL seasons to raise awareness for Carlton Respects, with Carlton players switching their traditional navy-blue socks for orange ones in support of the cause.

As an awareness-raising initiative, the games allow the Club to promote the message of gender equality for the prevention of violence against women on a national scale, bringing attention to the prevalence of violence against women in Australia, where on average, one woman per week is killed by a current or former partner.

Both the AFLW and AFL Carlton Respects Games grow awareness of the Carlton Respects brand and contributes to their mission of being the most influential gender equality program in sport.

In addition, they drive financial support of the initiative through merchandise sales and donations.



AFLW

Season six:

On Sunday 6 February 2022, the fifth annual AFLW Carlton Respects Game was held at IKON Park. The 2022 campaign saw the Carlton Football Club play the Adelaide Football Club. The overarching theme for this campaign was 'Disrespect grows louder, surrounded by silence', highlighting the importance of speaking up to ensure this social issue doesn't continue to grow.

Walk for Respect and Equality:

Fans had the opportunity to be involved in the season six Carlton Respects AFLW game with the 'Walk for Respect and Equality' taking place before the Round 5 game. The walk was a way for the community to stand with victims of violence and raise awareness for the important social cause.

As part of this activation, the first 200 registrations were given a complimentary ticket to the game with thanks to the City of Melbourne.

Season seven:

On Friday 28 October 2022, the Carlton Football Club hosted the Western Bulldogs at IKON Park for the sixth AFLW Carlton Respects Game.

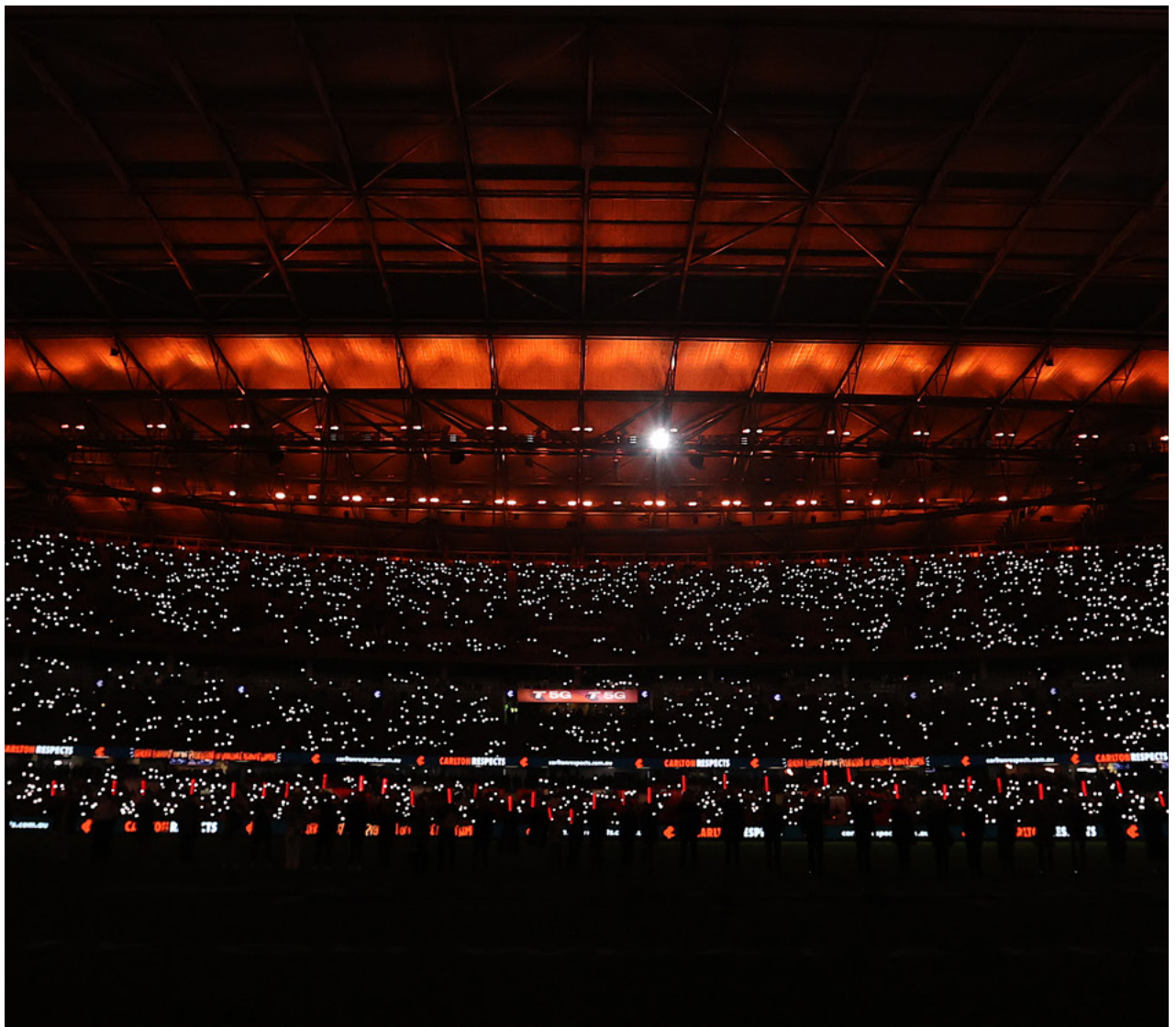
Season seven's campaign was primarily focused on the launch of the Carlton Respects: Road to Respect program which coincided with the week of the game. The game provided the opportunity for the Club to connect with the local community through an on-field activation for kids, and through the Carlton Respects game-day function which was hosted in the new events space.



AFL

On Friday 1 July 2022, the seventh annual AFL Carlton Respects Game was held at Marvel Stadium. The 2022 campaign saw the Carlton Football Club play St Kilda Football Club with an attendance of 43,194 and watched by 1,005,000 people nationally.

The overarching theme for this campaign was 'Walk a Mile in their Shoes', highlighting the importance of empathy and understanding what victims and families affected by inequality and domestic violence go through.



Walk a Mile in Their Shoes podcast:

As part of the 2022 campaign, the Club launched their first Carlton Respects podcast, Walk a Mile in Their Shoes, which tells the stories of those who have experienced or been victims of gender inequality and/or domestic violence.

Hosted by Tarang Chawla, the three-part series encourages listeners to take an empathetic approach to victims and put themselves 'in their shoes'.

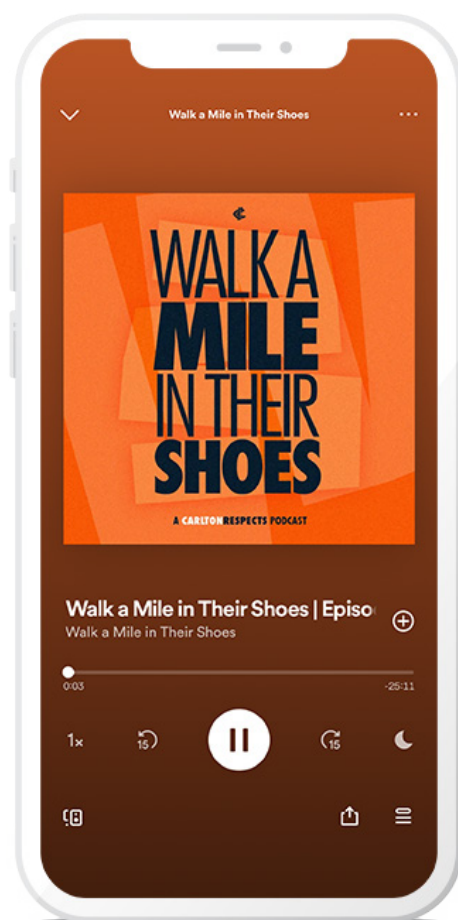
**MORE THAN 1000
LISTENS TO THE WALK
A MILE IN THEIR
SHOES PODCAST IN
ITS FIRST MONTH.**

*Click here to listen
to the podcast.*

CLICK HERE

Each episode covers a different theme, using the experiences of our guests to help show the complexity often associated with acts of gender inequality and domestic violence.

The show features Simone O'Brien, Daniel and Luke Mancuso from YiaYia Next Door and award-winning sports journalist Megan Hustwaite.





Click here to watch the
guernsey launch.

[CLICK HERE](#)

Carlton Respects Guernsey

For the first time, the Club launched its inaugural Carlton Respects guernsey which was worn by players in their Carlton Respects game against St Kilda. The guernsey featured the iconic navy blue with the Carlton Respects orange around the trim of the neck.

As part of the launch, vice-captain Sam Walsh and forward Charlie Curnow visited Carlton Gardens Primary School to surprise 20 grade 5/6 students with the guernsey.





ADAM SAAD PATHWAYS





The Adam Saad Pathways program encourages multicultural youth to participate in a football and personal development program.

The program's key purpose is to develop our participants into positive and healthy role models, both within the community and their households. This is achieved by providing opportunities for our participants to learn about culture, religion, and identity in addition to improving their football skills. We create career pathways for participants and equip them for future opportunities.

The Adam Saad Pathways is comprised of three programs, the Adam Saad Academy, Saad High

Performance Program, and the Adam Saad Schools Cup. 2022 saw Carlton successfully deliver the second year of the boys Adam Saad Academy and High-Performance Program, while also delivering the first girls Adam Saad Academy and Schools Cup.



Adam Saad Academy

A multicultural high-performance academy that invites 12 to 15-year olds, with various cultural and religious backgrounds from Northern Metropolitan Melbourne. For the first time in 2022, we successfully delivered an Adam Saad Girl's Academy, providing 26 girls the opportunity to experience a similar high-performance academy to that of the boy's academy. The Academy uses football as a tool to instill the foundations required to lead successful lives. Coached by Adam Saad himself, the six-week program consists of leadership, cultural awareness and other educational sessions tied into a football development training program to provide insight into a professional AFL player's lifestyle. As part of the academy, both the boys and girls get the opportunity to participate in an Next Generation Academy (NGA) gala day where they can display their footballing ability against three multicultural AFL academies. In 2022, our participants were treated with a game day experience at Carlton vs GWS and got to witness the team warmup first-hand and partake in the guard of honour.



Saad High Performance Program

A program that gives seven young players, selected from the Adam Saad Academy, the opportunity to participate in a three-day training program similar to that of Adam Saad's, replicating his football drills, gym sessions and recovery. This gives our young athletes the opportunity to mirror a professional training program and lifestyle of an elite AFL footballer.



Adam Saad Schools Cup

A primary school football competition, ran in collaboration with AFL Victoria, held at La Trobe University, where five primary schools participated in a round robin tournament. The primary goal of the Cup is to connect participants with local community sporting clubs to promote and encourage participation in recreational sports.

"... WHAT I REALLY ENJOYED ABOUT THE ADAM SAAD ACADEMY IS THE STRUCTURE OF THE PROGRAM BECAUSE IT GIVES US THE CHANCE TO NOT ONLY PROGRESS IN OUR FOOTBALL SKILLS BUT MEET NEW PEOPLE AND LEARN ABOUT HEALTH AND VARIOUS OTHER LIFE SKILLS ALREADY OUTLINED."

— PARTICIPANT —





"MY SON IS REALLY ENJOYING THE PROGRAM, THANK YOU FOR THIS AMAZING OPPORTUNITY. 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 ————

ABORIGINAL AND TORRES STRAIT ISLANDER ENGAGEMENT



The Carlton Football Club has a strong history of engagement with the Aboriginal and Torres Strait Islander community.

In 2022, the Club took strategic steps to ensure we are consulting, supporting and collaborating with community leaders, individuals and organisations. After a couple of years of activity restrictions, the Club successfully achieved various milestones while the third Reconciliation Action Plan was in development. The Club made it a priority to appoint a First Nations person to guide and lead our work across the whole club, with an Indigenous Liaison Lead commencing in December 2021.

Community Engagement

2022 was a year of learning for the Club, ensuring that we engaged and supported our First Nations communities while working in a 'culturally-appropriate manner.

A big thank you to Wurundjeri Elders Aunty Di Kerr and Aunty Zeta Thomson for supporting our work. We also acknowledge and thank Wurundjeri Traditional Owners Mandy Nicholson, Chenile Chandler and the Djirri Djirri dancers for sharing their cultural practices with our staff, players, Board and community.

Three important art pieces for us this year were the guernseys for AFL Sir Doug Nicholls Round, AFLW Indigenous rounds in season six and seven, and the large artwork on entry in the foyer of the redevelopment. A key element is the conversations that these pieces create and the education we can provide to our supporters. Thank you to Shanai Kellett, Brooke Sutton and Dixon Patten for sharing their stories and helping us advance reconciliation across Australia.

Carlton Football Club staff and players identified various community events and initiatives to support, which included The Long Walk, National Reconciliation Week and NAIDOC week.



Collaboration initiatives

In 2022, we collaborated with Aboriginal and Torres Strait Islander individuals, and community organisations.

Having formal and informal partnerships with First Nations people is an integral part of ensuring we are working appropriately with our community. This year, we provided unique experiences to Koori Youth Boxing and Fitzroy Stars Football Netball Club at AFL and AFLW home games. Participants went out on field during Indigenous-themed rounds for our quarter-time activations and got to share their programs with our crowds

and showcase their football skills to fundraise for community.

To further our commitment of connecting community, Carlton provided free entry to home games during Sir Doug Nicholls Round and AFLW Indigenous rounds in season six and seven for selected community groups.

We collaborated with Aboriginal and Torres Strait Islander artists for gift exchanges during AFL and AFLW Indigenous rounds. Thank you to Ricky Baldwin, Russellina Puruntatameri and artists from the Kimberley Region who all made fantastic traditional art and artifacts for us to tell stories with.







PLAYER AWARDS

Each year, at the Brownlow Medal night, the AFL industry recognises an AFL/AFLW player for the Jim Stynes Community Leadership Award. It is awarded to an AFL or AFLW player who best demonstrates their commitment to the community, helping others and making a difference in the community.

Over the past two years, Adam Saad has volunteered his time as a coach to the Adam Saad Pathways boys and girls academies, the high-performance program and the school's cup. He is very passionate about seeing school children from culturally and linguistically diverse (CALD) backgrounds participate in football and aims to create role models, both within the community and within respective households. Adam Saad Pathways focuses on having participants learn about their culture, religion, and identity.

Adam won the Tom Hafey Variety Heart of Football Award in 2021 for his contribution in the Adam Saad Pathways.

Adam was named as a finalist in the 2022 Jim Stynes Community Leadership Award, the Club congratulates Adam for his outstanding leadership in the space.





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 Inclusion Foundation's employment program, Impact21, provides meaningful and matched employment for employers and young adults living with Down syndrome.

The Carlton Football Club's partnership with Inclusion Foundation began in 2015 and has seen the two organisations come together to celebrate World Down Syndrome Day 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.

The 2022 campaign focused on two main activations:

World Down Syndrome Day President's lunch:

In the first campaign of 2022 the Club supported the Inclusion Foundation with the launch of their inaugural World Down Syndrome Day President's Lunch. This event saw both organisations work together to create an event that created increased understanding within the corporate community about the Inclusion Foundation and provided opportunities to fundraise for the Inclusion Foundation's key programs.

Game-day awareness raising campaign:

On Saturday 30 April, the Carlton Football Club ran out onto Marvel Stadium in support of the Inclusion Foundation and championing the inclusion of people with Down syndrome.

At the round seven game against North Melbourne, the Club assisted the charity to achieve their vision of an inclusive world where people with Down syndrome are equal, active, and respected members of society.

The game involved a range of activations to involve participants with Down syndrome and used the Club's

platform to encourage inclusivity. This included dedicated banner messaging, donation slides on big screens, tin-rattling, and on-field pre-game opportunities for Inclusion Foundation participants. Additionally, in the week leading into the game,

representatives from the Inclusion Foundation were also given the opportunity to go into the Club and present to players and staff on the importance of their work.



Richard Pratt Cup

In 2009, in partnership with the Pratt Foundation and Collingwood Football Club, the Carlton Football Club hosted the inaugural Richard Pratt Cup. The Cup is held 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 to raise awareness of the prevalence of prostate cancer and promote the importance of early detection.

This year, due to the fixturing of the Peter MacCallum Cup during Sir Doug Nicholls Round, Collingwood and the Peter MacCallum Cancer Centre approached the Carlton Football Club and the Pratt Foundation with the hopes of combining both charity matches for Round 23. With Carlton and the Pratt family agreeing, during the week of the game all parties fundraised for Peter MacCallum and played for the Richard Pratt Cup and medal on game day. Funds that were raised during the week went towards Peter MacCallum's ProSTIC Centre- performing state-of-the-art research to deliver new prostate cancer treatments.

The Pratt family

The Pratt family and guests were invited to take to the field during the pre-game player warm-up, observe the team entry and present the Richard Pratt Cup and medal post-match. The cup was presented to Collingwood captain Scott Pendlebury, with the medal presented to Carlton captain Patrick Cripps, who was named the best player on the ground.

Peter MacCallum

In the week of the game, both clubs united to raise funds for Peter MacCallum through a promotional video from senior coaches Michael Voss and Craig McRae, and a dedicated fundraising page with all funds going towards important cancer research.

On game day, Peter MacCallum were offered the opportunity for a representative to be present at the post-match cup and medal presentation.





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 support the community is through our requests program. Carlton receives a diverse range of requests from individuals and organisations which we endeavor to meet. In 2022 we received over 400 requests.

The Carlton Football Club assists with:

- Complimentary tickets
- Player visits
- Autographed items
- Special requests
(e.g. game day experience)

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 they are referred to the correct department.

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

[SUBMIT REQUEST](#)



RUBY



As part of the Club's community requests, in April this year the Blues were privileged to meet Ruby, a young Bluebagger living with Cerebral Palsy.


To thank her for always cheering on the team, Ruby and her family attended the Club's Captain's Run ahead of our game against the Gold Coast Suns in round four. Additionally, Ruby was presented a guernsey

from her favourite player, Patrick Cripps, who also extended a unique opportunity for her to run through the banner with him on game day.

To learn more about Ruby's experience:

[CLICK HERE](#)



A photograph of a crowd of people at a football stadium, overlaid with a solid orange color. The text is centered in the middle of the image. In the background, a stadium structure is visible with the word 'OPTUS' on a sign. A person in the foreground is wearing a dark jacket and a cap with 'CARLTON' on it.

**THE CARLTON FOOTBALL
CLUB THANKS OUR PLAYERS,
STAFF, COMMUNITY,
CORPORATE PARTNERS
AND FANS FOR THEIR
ONGOING SUPPORT IN OUR
COMMUNITY PROGRAMS.
WE LOOK FORWARD TO
AN EVEN STRONGER 2023,
WHERE WE WILL CONTINUE
TO MAKE A POSITIVE AND
MEANINGFUL IMPACT
WITHIN OUR COMMUNITY.**



CARLTON COMMUNITY
2022 ANNUAL REVIEW