



2024 SOCIAL IMPACT REPORT



POWER COMMUNITY
LIMITED



ACKNOWLEDGEMENT OF COUNTRY

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

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WHO WE ARE

As the not-for-profit charity arm of the Port Adelaide Football Club, Power Community Limited (PCL) deliver industry leading education programs that use the power sport to promote meaningful social change.

Our programs are focussed on four pillars:



First Nations



Multicultural



Prevention of gendered based violence



Australian Defence Force



Health, wellbeing, and resilience



Gender equality and respectful relationships



Cultural awareness and reconciliation



Youth education pathways and retention



Employment transitions



OUR PURPOSE

USING THE POWER OF SPORT, WE BUILD BETTER COMMUNITIES BY ADVANCING SOCIAL AND EDUCATIONAL OUTCOMES.



CHAIR AND GM REPORT

On behalf of the Board and the Power Community Limited (PCL) team, we are proud to present our 2024 Social Impact Report.

In 2024, we commenced implementing our three-year strategy aimed at fostering a stronger, more inclusive, and equitable community which encompasses our First Nations, Multicultural, Defence, and violence prevention pillars.

Focusing on growth within these pillars, PCL successfully engaged over 30,000 program participants through more than 500 dedicated workshops, representing a 40% year-on-year increase. Additionally, through strategic partnerships and community events, we reached more than 73,000 people, marking an 80% year-on-year growth.

A significant milestone this year was our expansion into regional and remote locations, including the introduction of the Santos Aboriginal Power Cup to schools in Wadeye and Alice Springs in the Northern Territory for the first time in the program's 17-year history.

Of the 295 schools engaged in 2024, 40% were in regional and remote areas as we remain committed to ensuring that location does not hinder participation in our programs.

We are incredibly grateful for the ongoing support from our program partners, whose contributions enable us to deliver meaningful, collaborative outcomes that address specific and relevant community needs. We look forward to enhancing these partnerships to continue our impact and expand our reach across Australia.

Recognising sport as a universal language that fosters connections and a sense of belonging, we extend our heartfelt gratitude to the Port Adelaide Football Club, its Board, staff, players, and coaches for their unwavering passion and dedication to our programs.

We also wish to express our sincere thanks to the many teachers across South Australia and the Northern Territory for their invaluable support of our programs and their commitment to

helping young people succeed through education.

As we anticipate the societal challenges and opportunities of 2025, we remain committed to meeting the growing demand for our programs, and we will have a focus on establishing strategic partnerships that enable continued growth and impact.

In addition to expanding our current programs, we look forward to launching a new national e-safety program, extending the Santos Aboriginal Power Cup interstate, and working with Australian Defence Force members in Penang, Malaysia.

Once again, we take immense pride in our 2024 achievements and extend our heartfelt thanks to all stakeholders for their ongoing support.

Rob Snowdon OAM
Chair
Power Community Ltd

Jake Battifuoco
General Manager
Power Community Ltd

2024 IN REVIEW

SIGNIFICANT GROWTH.

METRO, REGIONAL, AND REMOTE IMPACT.

INTERSTATE EXPANSION.



73,000+ PEOPLE

engaged through strategic partnerships and community events, up 80% YOY.



30,000+ PARTICIPANTS

educated via more than 500 dedicated workshops, up 40% YOY.



295 SCHOOLS

reached with 60% based in metropolitan locations, and 40% regional and remote.



NT EXPANSION

Interstate program expansion to the Northern Territory to engage schools in the Santos Aboriginal Power Cup.



3 NEW PROGRAMS

Implementation of three new programs: Keeping Safe Camps, Power to Thrive, Power Play.



2,000+ HOURS

of AFL and AFLW players delivering education workshops.



3 MILLION+ PEOPLE

reached via owned and earned media, including bespoke branded digital content.



HARNESSING THE POWER OF SPORT

Power Community's evidence-based programs provide a unique point of difference through the access and utilisation of Port Adelaide's AFL and AFLW players and coaches.

The use of high-profile athletes and coaches as role models to deliver critical program messages provides a unique ability to resonate with program participants, and plays a proven role in driving change, and building positive experiences that influence the trajectory of their lives.

In addition, Power Community leverages access to exclusive events and opportunities directly aligned to an AFL club to drive engagement, including inner sanctum experience, match day experiences, and volunteering initiatives.



Leveraging AFL and AFLW players and coaches to deliver key program messages and drive engagement.

Development and delivery of educational workshops mapped to school curriculum and national frameworks.



Access to the AFL brand and channels, inner sanctum experiences, and exclusive events aligned to the club to drive change.

Access to employment and volunteering opportunities through partnerships promoting meaningful pathways.

DIGITAL AMPLIFICATION

In conjunction with the Port Adelaide Football Club, Power Community created a series of bespoke content pieces to effectively share the impact of our programs across a variety of digital touchpoints, while subsequently increasing the exposure of our programs, partners, and broader charitable initiatives on a national scale.

Leveraging the football brand, high-profile player voices, the power of sport, and the clubs highly engaged online audience, the digital storytelling resulted in:



**1 MILLION +
IMPRESSIONS**
up 60% YOY



**60,000 +
ENGAGEMENTS**
up 26% YOY



**71
CONTENT
PIECES**
up 65% YOY



**530,000 +
ONLINE
AUDIENCE**





FIRST NATIONS PROGRAMS



SANTOS ABORIGINAL POWER CUP



 **58 SCHOOLS**

 **565 STUDENTS**

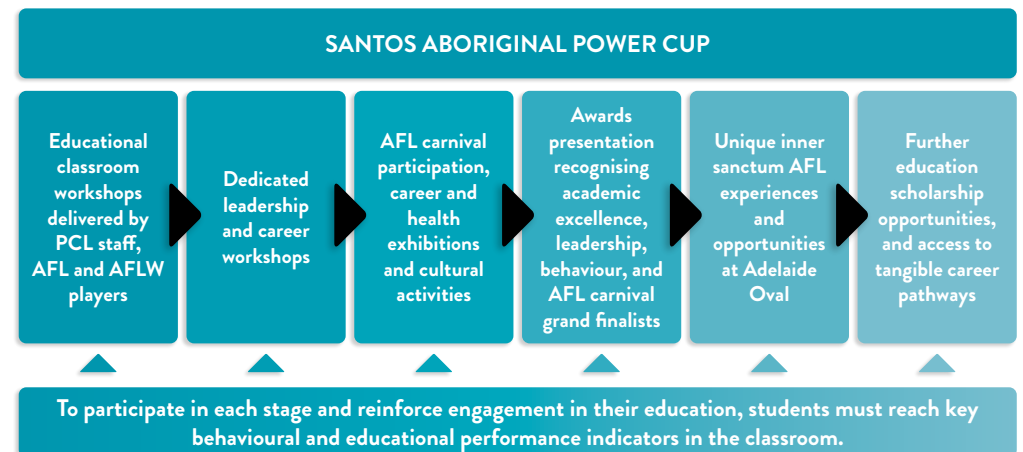
In its 17th consecutive year, the Santos Aboriginal Power Cup is the longest running joint education and AFL community program for First Nations students in the Australian professional sports industry.

Underpinned by a dedicated education-based strategy, the multi-faceted program engages First Nations secondary school students in their education and career pathways and culminates with students competing in an AFL carnival.

Labelled as industry leading, the program is delivered in partnership with the South Australian Aboriginal Secondary Training Academy (SAASTA) and explores and embraces Aboriginal culture and is carefully designed to address National Closing the Gap targets aligned to health, wellbeing, education, employment and economic participation.

HOW THE SANTOS ABORIGINAL POWER CUP WORKS

USING SPORT AS THE HOOK TO ENGAGE FIRST NATIONS STUDENTS IN THEIR EDUCATION.



Sophie has experienced significant academic and personal growth throughout her time in the program, gaining confidence and developing a clear sense of direction.

Through exposure to various industries and building connections with organisations, Sophie has set her career goal of becoming a nurse. Recently, she shared her aspiration to work as a nurse in remote Aboriginal communities, aiming to improve health outcomes for Aboriginal people.

I truly believe that Power Community and SAASTA have played a pivotal role in shaping Sophie's journey and supporting her aspirations."

PARA HILLS ACADEMY, COORDINATOR



THE IMPACT OF THE SANTOS ABORIGINAL POWER CUP

92%

of students indicated a positive benefit on their health and wellbeing

93%

increased commitment to school-based learning or vocational training

100%

gained confidence

90%

improved their connection to culture

100%

improved their engagement at school

100%

improved their peer-to-peer relationships

97%

would recommend the program to others



ANANGU PITJANTJATJARA YANKUNYTJATJARA (APY) LANDS

For the second consecutive year, schools from the APY Lands participated in the Santos Aboriginal Power Cup.

Indulkana and Ernabella participated in the program which was crafted to drive school attendance in remote communities, while providing unique opportunities for students to experience in Adelaide.

Power Community staff then reconnected with students in November with a trip to the APY Lands to reinforce key messages from the program and continue to drive school attendance outcomes.



NORTHERN TERRITORY EXPANSION INVESTING IN PROGRAM GROWTH.

17 years since inception, Power Community wrote an exciting new chapter in its history with the expansion of the Santos Aboriginal Power Cup into the Northern Territory, thanks to program partners Santos and Blooms The Chemist.

The program's expansion was a project developed across multiple years to increase school attendance and engagement in Northern Territory based schools, following the successful implementation of the program in South Australia.

The program was implemented as a pilot with Our Lady of The Sacred Heart Thamarrurr school located in Wadeye, and Yipirinya School located in Alice Springs, with the intention to expand from 2025 and beyond.



KEEPING SAFE CAMPS

The Keeping Safe Camps were a new initiative in partnership with the Office for Women and are designed and delivered to provide dedicated education on respectful relationships among students from the APY Lands.

Acknowledging the cultural significance of interpersonal wellbeing in the APY Lands, the camps are designed to address key themes related to:

- Navigating relationships.
- Understanding key drivers of violence.
- Digital footprint.
- Gendered power balances.

Power Community facilitated the inaugural camp in November with further camps to continue both in Adelaide and the APY Lands in 2025.





POWER SAASTA CONNECT CUP



29 SCHOOLS



400 STUDENTS

Power SAASTA Connect Cup aims to inspire First Nations middle school students to complete their schooling.

Using AFL as an incentive, this program provides a pathway into the Santos Aboriginal Power Cup, with the goal of making a positive contribution towards health, wellbeing and education outcomes.

Having completed tasks across semester two of the school year, students participated in a carnival day at Alberton Oval which included 9-a-side AFL games, careers and health expo and cultural activities.

HOW THE POWER SAASTA CONNECT CUP WORKS

A PATHWAY INTO THE SANTOS ABORIGINAL POWER CUP

Educational classroom workshops delivered by PCL staff and AFLW players.

Dedicated health and careers expo and cultural activities

AFL carnival participation with all participating schools

Santos Aboriginal Power Cup





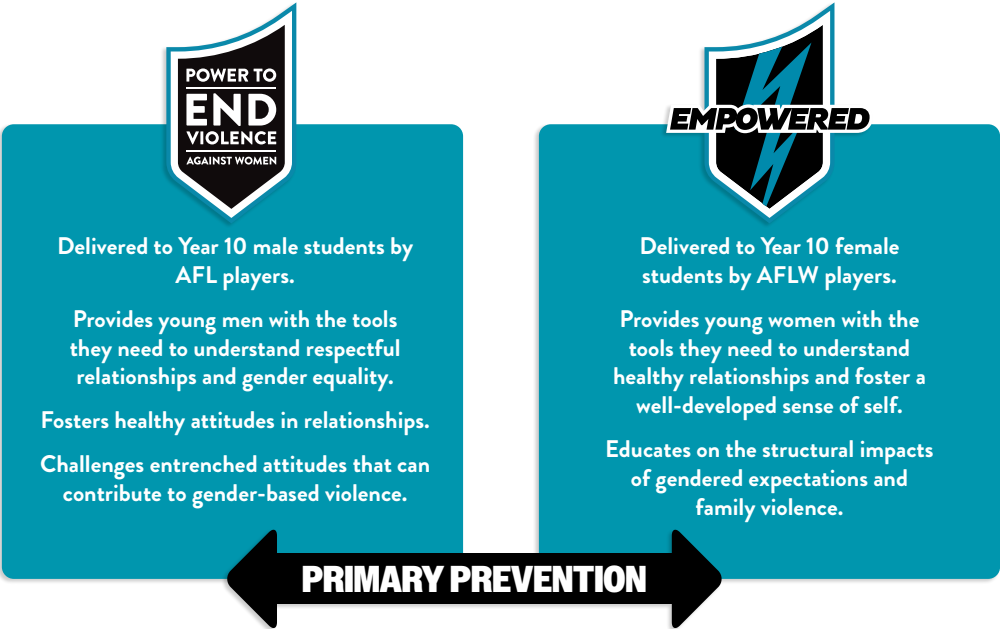
PREVENTION OF GENDERED BASED VIOLENCE

PREVENTION OF GENDERED BASED VIOLENCE

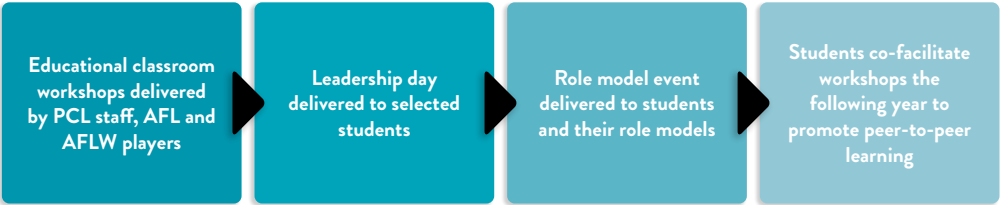
PRIMARY PREVENTION. GENDER EQUALITY. RESPECTFUL RELATIONSHIPS.

Power Community in partnership with Centacare Catholic Community Services and the Government of South Australia runs two primary prevention programs for young people in secondary schools across South Australia.

Both curriculums are designed to prevent gendered based violence and promote gender equality.



Both program offerings provide multiple opportunities for engagement to ensure continued education that reinforce key messages.





POWER TO END VIOLENCE AGAINST WOMEN



38 SCHOOLS



1,907 STUDENTS



76 EDUCATIONAL WORKSHOPS

Developed in conjunction with Centacare Catholic Community Services and the Government of South Australia, the Power to End Violence Against Women program aligns with a vision for young men to foster healthy attitudes to relationships and to challenge entrenched attitudes that can contribute to gender-based violence.

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

91%

can better differentiate between healthy and unhealthy relationships

90%

have a better understanding of violence and how it can be prevented

87%

feel empowered to model positive behaviours

85%

will reconsider the way they behave to others.



RESPECTFUL RELATIONSHIPS ON KANGAROO ISLAND

Power Community expanded our respectful relationship programs and messaging to Kangaroo Island for the first time in 2024.

Former Port Adelaide captain Tom Jonas, AFL great Shaun Burgoyne, and current players Logan Evans and Willie Rioli delivered powerful messages related to respectful relationships and safe driving to more than 300 locals.

Presented at Junction's Pass It On community awareness and education event at Western Districts Sports and Community Club, players and Power Community staff delivered an informal presentation on the importance of gender equality, and stamping out gender-based abuse.





EMPOWERED



38 SCHOOLS



1,821 STUDENTS



76 EDUCATIONAL WORKSHOPS

Empowered provides young women with the tools they need to understand healthy relationships and foster a well-developed sense of self.

The program empowers young women to make choices in their lives and their relationships with a greater understanding of the structural impacts of gendered expectations and family violence.

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

90%

have a better understanding of how violence starts and how it can be prevented

93%

can better differentiate between healthy and unhealthy relationship

83%

found the skills learnt useful

61%

feel more empowered to strive for leadership positions throughout their career



EMPOWERED LEADERSHIP EVENT

The third consecutive Empowered event was held with more than 300 students from schools across South Australia.

Made possible by the South Australian Women's Fund, the event rounds out the delivery of the Empowered program, and included a keynote presentation from social entrepreneur Eloise Hall, and an interview with Olympian Izzi Batt-Doyle.

A host of Port Adelaide AFLW players, including captain Janelle Cuthbertson, addressed students and took questions related to their individual journeys navigating a male dominated industry.

The event promotes a supportive environment where students can network, learn from successful female leaders, break down gender stereotypes, and gain valuable insights into diverse fields.



BREAK THE CYCLE CAMPAIGN



To address the disproportionate rates of family violence in First Nations communities, Power Community partnered with the Office for Women to expand our respectful relationships education to First Nations young people across South Australia.

The program is designed to have a specific focus on understanding the drivers of family violence, unpacking gender roles and stereotypes, and identifying healthy and unhealthy relationship dynamics including coercive control and digital footprint.

YOUTH ADVISORY COMMITTEE

With program demand soaring to address critical societal challenges related to healthy relationships and gender stereotypes, Power Community developed plans to establish a Youth Advisory Committee designed to help shape the future of the charity's respectful relationships programs, including Power to End Violence Against Women and Empowered.

The committee will be made up of students in grades 10, 11 and 12 in schools across South Australia and will commence in 2025.

ROYAL COMMISSION INTO DOMESTIC, FAMILY, AND SEXUAL VIOLENCE

Following Power Community's respectful relationships program delivery in schools for over a decade, General Manager of Power Community, Jake Battifuoco, was invited to provide evidence in South Australian Government's Royal Commission into domestic, family, and sexual violence.

Presenting at the public hearing on primary prevention in schools in December 2024, Mr. Battifuoco spoke on how the power of sport, and the use of high-profile players as role models to deliver important messages can drive meaningful change in young people across the state.



MULTICULTURAL PROGRAMS



MULTICULTURAL POWER CUP



 **14** SCHOOLS

 **42** EDUCATIONAL WORKSHOPS

 **410** STUDENTS

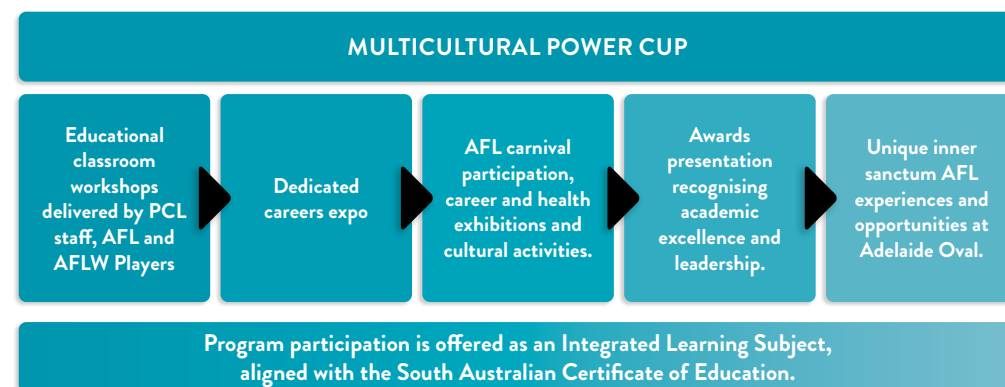
 **52** COUNTRIES REPRESENTED

The Multicultural Power Cup celebrates cultural diversity and expression, promotes inclusion, and builds social cohesion by recognising the positive contribution of different cultures within Australia.

Delivered to secondary school students from culturally diverse backgrounds, the program is offered as an Integrated Learning Subject aligned with the South Australian Certificate of Education (SACE).

HOW THE MULTICULTURAL POWER CUP WORKS

CELEBRATING CULTURAL DIVERSITY. BUILDING SOCIAL COHESION.



LITTLE AMAL

This year, Power Community welcomed global symbol for human rights, Little Amal, to the Multicultural Power Cup.

Little Amal, a 3.5-metre puppet of a 10-year-old Syrian refugee girl helped deliver the program to students at the Adelaide Secondary School of English.

Little Amal was welcomed to the Multicultural Power Cup school by students playing music, before presenting her with handmade gifts and participating in a football skills session with AFLW players.

In Australia for the first time after travelling through 15 countries, and connecting with more than 2 million people, the company behind Little Amal were drawn to Port Adelaide's not-for-profit arm, and the natural synergy to the values of Power Community, and what Little Amal represents.





AUSTRALIAN DEFENCE FORCE PROGRAMS

Mindset Matters:

AUSTRALIAN DEFENCE FORCE PROGRAMS

Power Community run two programs for the Australian Defence Force community, one to support Veterans, and the other for children of Defence Force Families.

Underpinning both the ADF Veterans and Power to Thrive programs are themes of connection and community, providing participants tools to connect with likeminded others, while finding a new sense of purpose and identity.



The ADF Veterans program draws on the similarities of transitioning from high-performing environments.

Ex AFL-players and ADF veterans come together to re-identify a sense of purpose and community connection.



The Power to Thrive program is a resilience and wellbeing program designed specifically for children from Australian Defence Force families.

The program offers a wide range of tools and resources that address the mental, emotional and practical needs of military families.

COMMUNITY AND CONNECTION



INVESTMENT IN DEFENCE COMMUNITIES

DEVELOPMENT OF NEW PROGRAMS.
ESTABLISHED ALUMNI NETWORK.
REGULAR CONNECTION EVENTS.

Following a significant funding boost from Veterans SA and the Australian Government in 2024, Power Community further invested in the program expansion and the Defence community through:



Established an ADF Veteran alumni network



Regular connection events for Veterans and ADF Families



Investment into development of new program, Power to Thrive



Volunteering opportunities at the Port Adelaide Football Club



Yearly subscription to the Calm app for Veterans



Dedicated breathwork workshops to combat negative emotions and feelings



Programs like this, run by great organizations like Power Community, is really transformative and what we want to see is to be part of a journey of things that make a difference and having trusted leaders, ex-footy players from Port Adelaide doing that, I think is a great thing.”

MINISTER JOE SZAKACS
MINISTER FOR VETERANS' AFFAIRS, MEMBER FOR CHELTENHAM

ADF VETERANS PROGRAM



70 PARTICIPANTS



13 EDUCATIONAL WORKSHOPS AND CONNECTION EVENTS

Drawing on the similarities of transitioning from high-performing environments, ex AFL-players and ADF veterans come together to re-identify a sense of purpose and community connection.

Delivered over a six-week period, outcomes seek to address challenges associated with transition, mental health, wellbeing, and relationships.



The ADF Veterans program was the most successful veteran activities that I have witnessed or been part of.

I had high expectations, and they were realised on night one. The quality of speakers and the contact they delivered was excellent. The footy time both on the oval and in the indoor facility was a great way to allow the team to bond and interact.

But for me, the true value came in the meal time where the groups that had formed while partaking in the physical sessions got together to be part of what naturally formed as a group therapy session. It was clear to me the program is mature and that all the initiatives have been refined.

The facilitators had great passion, experience and presented as highly invested and professional.”

2024 PARTICIPANT, CRAIG



POWER TO THRIVE



18 SCHOOLS



584 PARTICIPANTS



170 ADF COMMUNITY MEMBERS INVOLVED IN OUR FIRST CHRISTMAS EVENT

The Power to Thrive program is a wellbeing and resilience program designed specifically for students from Australian Defence Force families.

The program offers a wide range of tools and resources that address the mental, emotional and practical needs of children in military families.

These tools are intended to help students thrive in any situation by covering themes such as gratitude, confidence, community connection, self-esteem, goal setting and character strengths with all themes linking strongly to the Port Adelaide Football Club's player development program.



Being involved with the Port Adelaide community program has been an incredible experience for my family and I.

As a ADF member, it's been a meaningful way to connect with other like-minded families and create a sense of belonging.

Since 1870 The Port Adelaide Football Club has always been more than just about winning premierships, it's about community, history, and the shared stories of both veterans who have played for the club and those who have supported it.

Many of these supporters have deep connections with the club and the defence force.

My children love meeting the players and other kids, and it's brought us closer to the heart of something bigger than ourselves. It's truly helped families, like ours, step out of their comfort zones and feel part of a supportive, tight-knit community and culture."

ADRIAN
CURRENT SERVING MEMBER OF THE ROYAL AUSTRALIAN AIRFORCE

ANZAC WEEK

Through the Port Adelaide Football Club's strong relationship with the Australian Defence Force, Power Community held several activations across ANZAC Week which included:

- Annual ANZAC Challenge Game at Adelaide Oval between the ADF All Stars and Australian Combined Emergency Services.
- Three current serving members from Army, Navy & Air Force spoke to the playing team prior to the home ANZAC Appeal Round game.
- Hosted 1,000 ADF family members for our ANZAC Appeal game at Adelaide Oval including 20 children from ADF families in the guard of honour as the players entered the oval.

In addition to the above, for the first time, in partnership with the Port Adelaide Football Club, Power Community proudly launched a limited-edition hat to honour the clubs annual ANZAC Appeal Round, and importantly the 168 past and current players who served in the military.

The 2024 design drew inspiration from AFLW player, Maria Moloney, who balances her professional sporting career at Port Adelaide with serving for her country with the Royal Australian Air Force.

\$10 from each hat purchased was donated to the ADF Veterans program.





YOUTH PROGRAMS



COMMUNITY YOUTH PROGRAM



 **77** SCHOOLS

 **120** EDUCATIONAL WORKSHOPS

 **20,605** STUDENTS

 **60%** GROWTH YEAR ON YEAR

The Community Youth Program is a joint initiative with the Government of South Australia and endeavours to teach young people to make positive life choices for future success.

The longest running community program in the AFL, the healthy lifestyles curriculum is delivered by our AFL and AFLW playing group to primary school students across South Australia.

The program promotes inclusion, respect, and careers in Science, Technology, Engineering and Mathematics (STEM), and supports the South Australian Department for Education's Wellbeing for Learning and Life Framework and the National STEM School Education strategy.



POWER PLAY

 **15** SCHOOLS

 **1,465** STUDENTS

In a new partnership between Power Community, the SANFL and the AFL, Power Play was introduced in 2024 to drive grassroots engagement in football to inspire the next generation of stars and promote the benefits of being active.

Players from Port Adelaide's AFLW team delivered football clinics at primary schools across metropolitan Adelaide with more than 10,000 students taking part in the structured clinics run over four weeks.

As a reward for their efforts, participants were invited to Adelaide Oval to watch a Port Adelaide home game and meet AFL stars Sam Powell-Pepper and Trent McKenzie.





AFL COMMUNITY CAMP

Port Adelaide Football Club players and Power Community staff delivered the annual AFL Community Camp to over 4,000 students across the Fleurieu Peninsula, which culminated in a junior football clinic for kids aged between 5-15.

Educating in classrooms of over 20 schools, the players delivered messages on living healthy lifestyles while increasing AFL participation across all segments of the game.



AFLW COMMUNITY CAMP

For the first time Port Adelaide's AFLW players took part in a Community Camp, heading to the Barossa Valley to deliver education programs in schools and host a football clinic.

The inaugural event saw players engage with more than 2,500 students at 15 schools across the region, before running a clinic and signing session at the Nuriootpa Football Club.

Players and Port Adelaide Football Club staff utilise the visit to grow the game and spread messages around healthy lifestyles and respectful relationships.



HONOURING SIR DOUG NICHOLLS ROUND

Yartapuulti (Port Adelaide Football Club) and Power Community honoured Sir Doug Nicholls Round with a march to Adelaide Oval, a First Nations marketplace, and other special activations around the ground in 2024.

The march to Adelaide Oval honoured Sir Doug Nicholls who was a talented footballer, a prominent figure in the 1967 referendum, and the first Aboriginal or Torres Strait Islander person to be knighted and serve as Governor of South Australia.

Led by an emotive banner featuring a quote from Sir Doug Nicholls that read 'we want to walk with you. We don't wish to walk alone', the march was joined by past and current Port Adelaide players, club and Power Community staff, and Sir Doug Nicholls' daughter, Aunty Pam Pederson OAM.



SPIRIT FUN RUN

In 2024, a new partnership between Power Community and Nunkuwarrin Yunti was established to deliver the annual Spirit Colour Fun Run at the Port Adelaide Football Club's home, Alberton Oval.

The partnership further expanded Power Community's role in closing the gap aligned to health outcomes for First Nations communities, with the event designed as a vehicle to deliver Nunkuwarrin Yunti's Tackling Indigenous Smoking program which addresses the danger of smoking, particularly with the growing popularity of vapes amongst young people.



PARTNER WITH US IN 2025 AND BEYOND

Your investment will allow us to expand our in-demand programs, and subsequently:

- Advance reconciliation and contribute to the future of First Nations young people.
- Play a pivotal role in the prevention of gendered based violence.
- Celebrate cultural diversity, promote inclusion, and build social cohesion.
- Provide connection and hope for Veterans and Defence Force families.

Contact communityprograms@paafc.com.au for more information on partnership opportunities.

OUR PARTNERS

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



POWER COMMUNITY LIMITED IS A REGISTERED ACNC CHARITY

