



SOCIAL IMPACT REPORT 2022



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.



CHAIR & GM REPORT

2022 was a successful year for Power Community Limited (PCL) and on behalf of the Board and the PCL team, we would like to thank all stakeholders and present this report outlining our many achievements during the year.

We are all aware PCL activities during 2020 and 2021 were curtailed due to the COVID-19 pandemic and, whilst mindful of health and safety protocols, we were able to resume elements of “normality” during 2022 and delivered on all intended outcomes while adding significant value for the participants involved.

The full report takes you to the details, however, in summary, key achievements during 2022 included:

POWER COMMUNITY YOUTH PROGRAM (23rd consecutive year):

- 50 schools visited
- 16,255 students

SANTOS ABORIGINAL POWER CUP (15th consecutive year):

- 64 schools
- 497 students

POWER INTERCULTURAL PROGRAM (5th consecutive year):

- 13 schools
- 398 students

POWER TO END VIOLENCE AGAINST WOMEN (7th consecutive year):

- 23 schools
- 1,540 students

EMPOWERED (2nd year)

- 23 schools
- 1,435 students

ADF VETERANS PROGRAM (2nd consecutive year)

- 38 participants

POWER SAASTA CONNECT CARNIVAL (2nd consecutive year)

- 19 schools
- 260 students



The numbers again illustrate a high level of engagement during 2022, with over 20,000 students engaged across the year and an increased number of veterans reached through our ADF Veterans program.

All programs are evaluated throughout and we are proud of the outcomes our programs have achieved across the year.

A couple of standouts this year included our flagship Santos Aboriginal Power Cup delivered in the Anangu Pitjantjatjara Yankunytjatjara (APY) Lands for the first time in the program's 15-year history. Our Community Youth Program (CYP) virtual classroom was translated to Australian Sign Language (Auslan), our Power to End Violence Against Women program reached 10,000 students since inception and we delivered the inaugural Empowering Women Leadership Event.

We are incredibly grateful for the tremendous support from our corporate and government partners, not only the investment into our programs, but also the curriculum and content input to optimise the delivery of desired life-changing outcomes.

In conclusion, thanks again to our supporters, partners, and the many participants and school teachers for engaging with PCL in 2022.

A special thank you to the Port Adelaide Football Club and PCL Boards, Executives, staffs, players and coaches who supported and/ or participated in this year's programs, and a final shout-out to the entire PCL team, for their inspiring work – well done.

Bring on 2023!

A handwritten signature in black ink, appearing to read 'Rob Snowdon'.

ROB SNOWDON
Chair

A handwritten signature in black ink, appearing to read 'Jake Battifuoco'.

JAKE BATTIFUOCO
General Manager – Power Community Ltd

2022 NEW INITIATIVES

Across the year, the PCL team implemented a number of new initiatives to enhance program outcomes.

- ✓ **CONVERTED CYP E-BOOK TO AUSTRALIAN SIGN LANGUAGE (AUSLAN).**
- ✓ **SANTOS ABORIGINAL POWER CUP DELIVERED IN THE APY LANDS.**
- ✓ **SANTOS ABORIGINAL POWER CUP REGIONAL CARNIVAL DELIVERED IN PORT LINCOLN.**
- ✓ **WEEK LONG OFFERING FOR SANTOS ABORIGINAL POWER CUP STUDENTS.**
- ✓ **ONLINE LEARNING PLATFORM DEVELOPED FOR THE POWER INTERCULTURAL PROGRAM.**
- ✓ **INAUGURAL TAPS LEADERSHIP PROGRAM FOR FIRST NATIONS APPRENTICES.**
- ✓ **ANZAC CHALLENGE GAME DELIVERED FOR THE FIRST TIME SINCE 2019.**
- ✓ **EMPOWERED DELIVERED AS A FULL YEAR OFFERING.**
- ✓ **INAUGURAL EMPOWERING WOMEN LEADERSHIP EVENT.**
- ✓ **EMPLOYED EIGHT AFLW PLAYERS AND SIX PAST PARTICIPANTS OF ABORIGINAL PROGRAMS AS FACILITATORS.**
- ✓ **PAST PARTICIPANT OF THE ADF VETERANS PROGRAM CO-FACILITATED THE PROGRAM THIS YEAR.**





POWER COMMUNITY LIMITED

POWER COMMUNITY LIMITED



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

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

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

OUR PROGRAMS



OUR REACH



31,180
PEOPLE ENGAGED



261
SCHOOLS



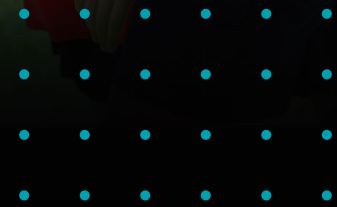
21,038
STUDENTS



43,038 KMS
TRAVELLED



922
ENROLLED IN
LEADERSHIP EVENTS





SANTOS ABORIGINAL POWER CUP

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

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

With a competitive football carnival held as its centrepiece, the program focuses on positive lifestyle choices, personal identity, exercise, career, lifestyle and Aboriginal culture.



64 SCHOOLS



497 STUDENTS



92% OF ALL STUDENTS
ATTAINED SACE CREDITS.



95% OF STUDENTS
STUDENTS INDICATED THE PROGRAM HAD A POSITIVE BENEFIT ON THEIR HEALTH AND WELLBEING.



100% INCREASED THEIR COMMITMENT TO SCHOOL-BASED LEARNING OR VOCATIONAL TRAINING WITH 33% DEMONSTRATING SIGNIFICANT IMPROVEMENT.



12 ORGANISATIONS
INVOLVED IN A PROGRAM NETWORK THAT DIRECTLY ENGAGED WITH STUDENTS TO PROMOTE EMPLOYMENT, EDUCATION OR TRAINING.



LEADERSHIP & CAREERS CONFERENCE

Leading into the Santos Aboriginal Power Cup carnival, PCL delivered a two-day Leadership and Careers Conference for Year 11 & 12 students enrolled in the Santos Aboriginal Power Cup.

The Conference provided an opportunity for students to build their capacity in leadership and explore potential pathways in both tertiary study and employment.



120 STUDENTS



APY LANDS

For the first time in the program's 15-year history, the Santos Aboriginal Power Cup was delivered to schools located in the Anangu Pitjantjatjara Yankunytjatjara (APY) Lands.

After a string of COVID-19 lockdowns and quarantine requirements, the program used AFL as the ultimate driver to re-engage students with their education.



5 SCHOOLS



125 STUDENTS



REGIONAL CARNIVAL

Unable to participate in the Santos Aboriginal Power Cup carnival held in Adelaide due to COVID-19 implications, PCL delivered an additional carnival in Port Lincoln to reward students after a long year of study and success in the classroom.

The carnival was held for students located in both Port Lincoln and Ceduna.



POWER SAASTA CONNECT CARNIVAL

The Power SAASTA Connect Carnival builds upon the success of the Santos Aboriginal Power Cup and uses Australian Rules Football to engage Year 7, 8 and 9 Aboriginal and Torres Strait Islander students in their schooling.

The program is delivered in partnership with the South Australian Aboriginal Secondary Training Academy (SAASTA) and addresses the widening gap of school attendance from Year 7 by providing a direct pathway for middle school students to transition into the Santos Aboriginal Power Cup.



19 SCHOOLS



260 STUDENTS



COMMUNITY YOUTH PROGRAM (CYP)

The Power Community Youth Program engages primary school students across South Australia providing education on positive lifestyle choices and Science, Technology, Engineering and Mathematics (STEM)

Key messages focus on health and wellbeing, inclusion, respect and careers in STEM while developing student's understanding and skills in critical thinking and problem solving.

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



“ The program is an excellent mix of information with hands on and activity-based lessons. Students enjoy the interaction of players and other staff as they feel comfortable to participate in any of the activities presented to them. Keep up the excellent work!

- MARY,
GRANGE PRIMARY SCHOOL



50 SCHOOLS



16,255 STUDENTS



INCLUSION OF AUSTRALIAN SIGN LANGUAGE (AUSLAN)

For the first time in the program's 23-year history, the Community Youth Program was developed as an offering for those who are deaf or hard of hearing.

In partnership with Deaf Connect, the virtual classroom online learning platform was translated to Auslan to complement the in-person school visits delivered by Port Adelaide Football Club players and PCL staff.

It is the first time an AFL club has made a program of this kind accessible for those who are deaf or hard of hearing.





POWER TO END VIOLENCE AGAINST WOMEN

Sport is an important part of the lives for many Australians and is a crucial platform in the shaping of social attitudes.

Power to End Violence Against Women 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.

The program complements the Department for Education's Keeping Safe: Child Protection Curriculum and is delivered to young men in year 10 across South Australia.



23 SCHOOLS



1,540 STUDENTS

91%

OF STUDENTS HAVE A BETTER UNDERSTANDING OF HEALTHY AND UNHEALTHY RELATIONSHIPS.

96%

HAVE A BETTER UNDERSTANDING OF HOW ATTITUDES, GENDER EQUALITY AND BEHAVIOUR CONTRIBUTES TO VIOLENCE AGAINST WOMEN.

96%

HAVE A BETTER UNDERSTANDING OF HOW VIOLENCE IS PREVENTABLE.

97%

FOUND THE SKILLS IN THE PROGRAM USEFUL.

96%

LEARNT SOMETHING NEW.



10,000 STUDENTS

Port Adelaide Football Club Captain and program Ambassador, Tom Jonas joined students at Blackwood High School to mark the 140th school visit and 10,000th student to participate in the Power to End Violence Against Women program.

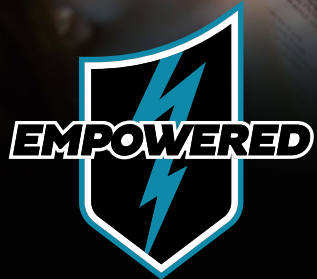
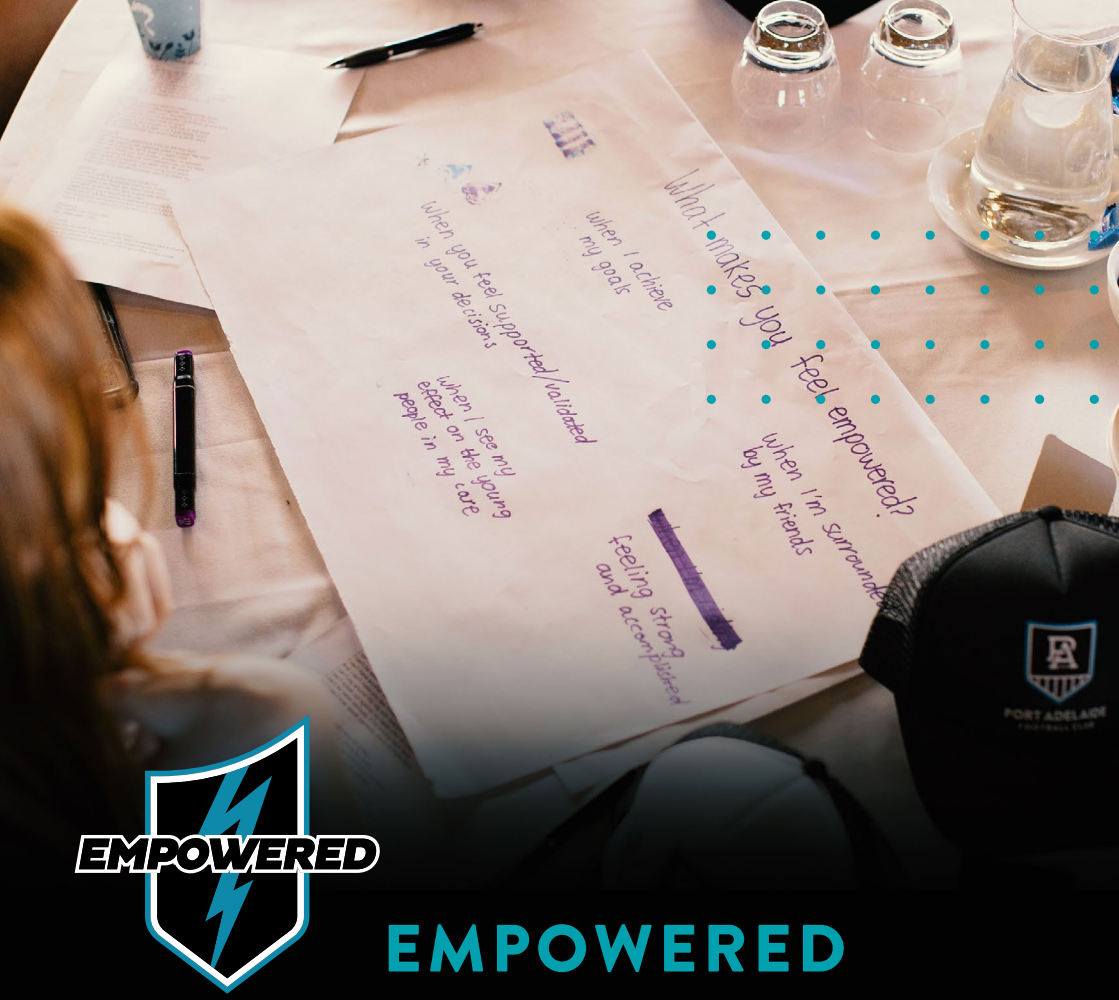
Blackwood High School has been a long-time participant in the program and has introduced peer-to-peer learning, where Year 11 students co-facilitate the program to the Year 10 contributing to a whole school- approach.



LEADERSHIP EVENT

Held at The Precinct at Alberton, the leadership event brought together 50 male and female students from across South Australia, to further their learning about gendered abuse, values, and how to be a positive bystander.

Students participated in a number of workshops encouraging students to challenge attitudes and beliefs that disempower women and girls.

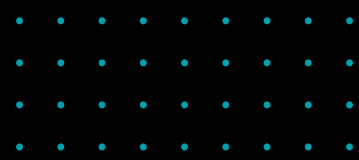


EMPOWERED

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

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.

Empowered provides an opportunity for students to discuss the key drivers of violence and strategies to identify healthy and unhealthy relationships.



23 SCHOOLS



1,435 STUDENTS

98%

OF STUDENTS HAVE A BETTER UNDERSTANDING OF HEALTHY AND UNHEALTHY RELATIONSHIPS.

97%

HAVE A BETTER UNDERSTANDING OF HOW ATTITUDES, GENDER EQUALITY AND BEHAVIOUR CONTRIBUTES TO VIOLENCE AGAINST WOMEN.

97%

HAVE A BETTER UNDERSTANDING OF HOW VIOLENCE IS PREVENTABLE.

95%

FOUND THE SKILLS IN THE PROGRAM USEFUL.

96%

LEARNT SOMETHING NEW.



EMPOWERING WOMEN LEADERSHIP EVENT

Female secondary school students across South Australia attended the inaugural Empowering Women Leadership event held at Adelaide Oval.

The event featured inspiring women across diverse industries who shared their stories and pathways to inspire the next generation of leaders.

Students were joined by the Honourable Katrine Hilyard MP – Minister for Child Protection, Minister for Women and the Prevention of Domestic and Family Violence, Minister for Recreation, Sport and Racing, Olympic and World Champion, Anna Meares OAM, Magistrate Jay Pandya and Port Adelaide Football Club players Erin Phillips, Gemma Houghton, Hannah Dunn, Liz McGrath and Tessa Doumanis.





RESPECTFUL RELATIONSHIPS EXPANSION

PCL expanded both the Power to End Violence Against Women and Empowered programs to students enrolled in the Santos Aboriginal Power Cup.

The programs raise awareness of the issue of violence against women and promote respectful relationships to young men across South Australia, and empower young women to build their capacity to understand and address the drivers of violence.



POWER INTERCULTURAL PROGRAM

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

The program is delivered to secondary school students from culturally diverse backgrounds across South Australia.

In 2022, PCL designed and developed an online learning platform for participating schools to enhance program delivery and outcomes.



13 SCHOOLS



398 STUDENTS



AFL GAME DAY EXPERIENCES

Students enrolled in the 2022 program participated in unique AFL Game Day experiences during the Port Adelaide v Sydney game at Adelaide Oval.



GRAND FINAL CURTAIN RAISER



GUARD OF HONOUR



LAP OF HONOUR



ADDRESS AT THE OFFICIAL PRE GAME FUNCTION



COIN TOSS



“

The Power Intercultural Program is fantastic as it fosters intercultural appreciation and respect through flexible and enjoyable assessment tasks and Aussie Rules Football.

The students are able to learn about cultural diversity and history while being creative and active. There are opportunities to teach one another about culture through dance, games, food, and the creation of dictionaries.

They are able to express their creativity through podcast, guernsey design, and Harmony Day assessments. The icing on the cake is the Power Intercultural Cup which allows students to build incredible memories and life-long friendships through an exciting two-day AFL carnival. The students love the program and are very proud of the work they accomplish and grateful for the amazing opportunities they are provided with

”

- PAIWAST AHMED,
AUSTRALIAN ISLAMIC COLLEGE



ADF VETERANS PROGRAM

The ADF Veterans program uses the power of Australian Rules Football to enhance healthy and wellbeing outcomes for Australian Defence Force Veterans.

The program draws upon the similarities of transitioning from high performing environments, where ex-players and ADF veterans come together to re-identify a sense of purpose and community connection.

As an extension to the program, PCL established a Connection Club for participants to connect with each other post program through a number of planned social events.

In 2022, past program participant, Ash Muir co-facilitated the program enhancing program outcomes through lived experience.



 **38 PARTICIPANTS**

“

Being a participant in the inaugural PAFC Veterans Transition program in 2021 has really helped me with creating a new identity post-military and opened doors to opportunities I didn't think were possible. One of those wonderful opportunities was being able to go from a participant of the inaugural program to facilitator of the program this year.

I took so much away from being a participant in the inaugural program and feel very fortunate that I have been able to give back to the club and share such a positive experience with the new participants, potentially giving hope that there can be a great life post-military.

The Power Community Ltd team have brought me in and made me feel very welcome. Being asked to facilitate the veteran's program really has given me purpose and a new focus for my future. It has helped me create new friendships and connections within the community, which has been fantastic. The club has made me feel like I am a part of the team which is something I lost when I left the military.

I feel very grateful to have had this experience and I look forward to remaining engaged with the club and being a part of the program as it evolves and continues to deliver excellent outcomes to veterans.

- ASH

”





ANZAC CHALLENGE GAME

For the first time in three years, after disruptions with COVID-19, the Anzac Cup Challenge returned as a curtain raiser to the Port Adelaide Football Club ANZAC Round game at Adelaide Oval.

Since 2004, the Port Adelaide Football Club has hosted the annual game which is played between the Australian Defence Force (ADF) All-Stars and the Australian Combined Emergency Services (ACES)



PAST PARTICIPANT EMPLOYMENT PATHWAY

PCL have established an employment pathway for past participants of community programs to transition into casual employment with PCL.

In 2022, four past participants from Aboriginal programs were employed with PCL to facilitate across community programs. The pathway aligns with program outcomes and national Closing the Gap targets.



COMMUNITY PARTNERS

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



Government of South Australia





**POWER COMMUNITY
LIMITED**

For more information on
Power Community Limited, please contact

**JAKE BATTIFUOCO
GENERAL MANAGER**

P: 0417 080 573

E: jbattifuoco@pafc.com.au

