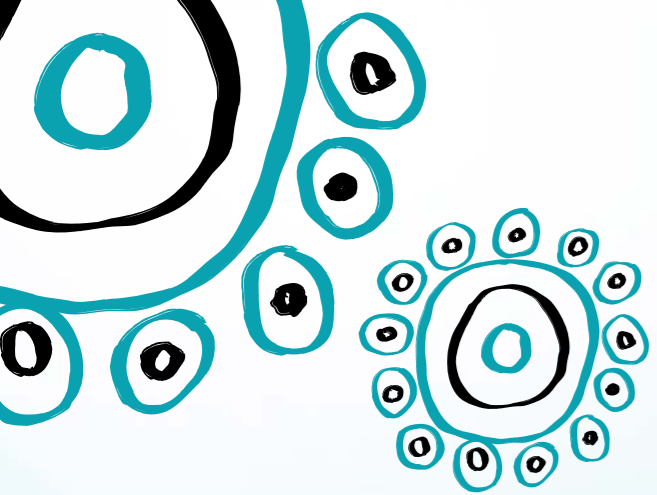


SOCIAL IMPACT REPORT 2023



POWER COMMUNITY
LIMITED





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.





CHAIR & GM REPORT

On behalf of the Board and the Power Community Limited (PCL) team, we are pleased to present our 2023 Social Impact Report.

It is with great pride that we reflect on the achievements, initiatives, and contributions which have made a meaningful impact in our community through strategic partnerships, innovative programs, and our passionate and dedicated staff.

In 2023, PCL had an unwavering focus on aligning our programs with the specific needs of the community, with each program underpinned by our purpose, mission and vision, while also ensuring our programs provided a sense of belonging, connection, and community pride.

We are proud to have connected with 41,316 people across South Australia, including in the classroom of 264 schools where we facilitated 315 educational workshops.

Across the year there were several key highlights that the team are incredibly proud of.

For the first time in the program's 16-year history, students from the APY Lands attended the Santos Aboriginal Power Cup carnival held in Adelaide. In addition, students also attended a Port Adelaide Football Club home game at Adelaide Oval – an experience we're told they will never forget.

The Power to End Violence Against Women program was delivered in our 150th school since inception in 2016, and 51 ADF Veterans enrolled in our ADF Veterans program, taking the total number of veterans to 133

across 3 years. These achievements, and the many more outlined in this report, wouldn't have been possible without the support of our strategic partners who provide the opportunity to deliver collaborative outcomes and meaningful impact.

Our partners have not only provided us the opportunity to sustain our programs, but amplify our impact through innovative initiatives, while broadening our reach to new audiences and students, particularly in remote communities.

In addition to our partners, we extend our sincere gratitude to the Port Adelaide Football Club and Power Community Limited Boards, staff, players and coaches for the passion and commitment to our programs.

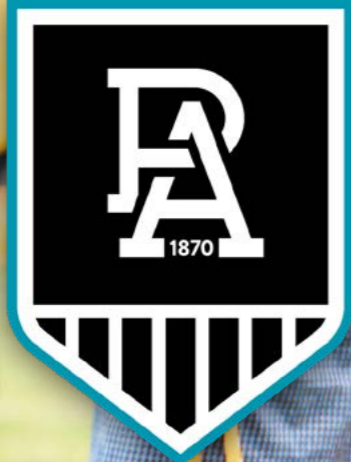
As the new year commences, we are excited to launch a new three-year strategy which has been carefully crafted to deepen our existing programs and outcomes, supported by new initiatives, including expansion interstate.

We have an exciting period ahead as we continue in our vision to create equal opportunities for all Australians and look forward to continuing to positively impact the lives of many in our community, alongside our program partners.

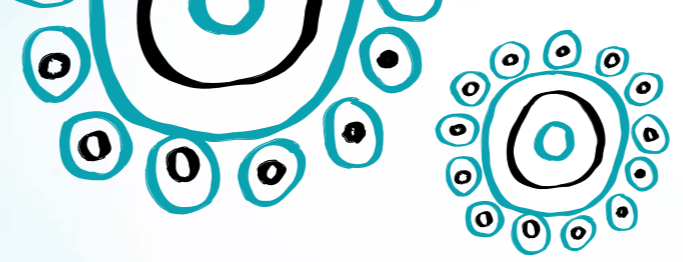
Rob Snowdon
Chair
Power Community Ltd

Jake Battifuoco
General Manager
Power Community Ltd





POWER COMMUNITY LIMITED



POWER COMMUNITY LIMITED

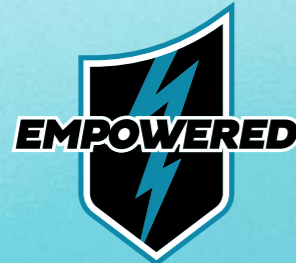
As the not-for-profit charity arm of the Port Adelaide Football Club, Power Community Limited offers education programs that use the power of sport to promote meaningful social change.

Our programs are designed to empower communities in need and address societal issues aligned to health, wellbeing, and resilience; gender equality and respectful relationships; cultural awareness and reconciliation; youth education pathways and retention; and employment transitions.





OUR PROGRAMS



OUR REACH



41,316
People Engaged



264
Schools



20,126
Students



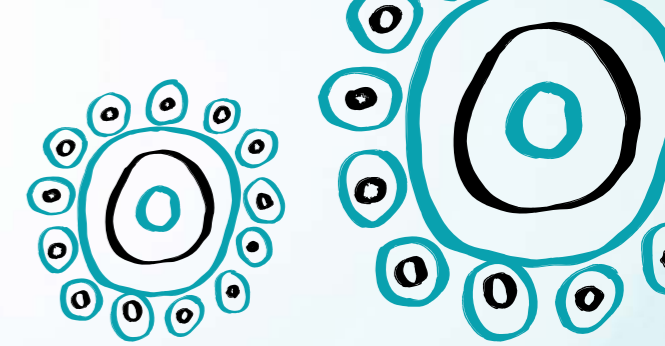
55,983
Kms Travelled



315
Workshops
Delivered



826
Enrolled in
Leadership Events





Santos

ABORIGINAL POWER CUP



SANTOS ABORIGINAL POWER CUP



The Santos Aboriginal Power Cup is an education-based strategy that engages First Nations secondary school students in their education, and career pathways, with a competitive AFL carnival as its centerpiece.

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

2023 was the 16th year of the program which saw it continue as the longest running joint education and AFL community program for Aboriginal students in the Australian professional sports industry.

STATS



62

Schools



482

Students



85%

of students indicated the program had a positive benefit on their health and wellbeing.



100%

increased their commitment to school-based learning or vocational training.



100%

gained confidence throughout the program.



100%

improved their connection to culture.



LEADERSHIP & CAREERS WORKSHOP

The Santos Aboriginal Power Cup Leadership & Careers Workshop was held at Flinders University, Bedford Campus. Students participated in several sessions focused on culture, career pathways through connection with industry, and respectful relationships education.

CARNIVAL

As a culmination of the program, students participated in a two-day carnival which included 9-a-side AFL games, careers and health expo, and cultural dance workshop with Aboriginal dance and cultural group, Yellaka.

The carnival was held during National Reconciliation Week, and students performed the cultural dance on Adelaide Oval.



AFL GAME DAY EXPERIENCE

2023 was a significant year for the Santos Aboriginal Power Cup Grand Finals as they were held on the opening round of the AFL's Sir Doug Nicholls Round. Importantly, this coincided with the Port Adelaide Football Club changing the club's name to Yartapuulti, the name Kurna people gave the land around the Port River.

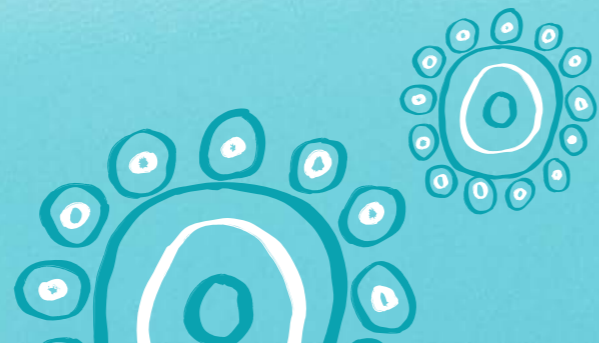
The decision to rename the Port Adelaide Football Club during all Sir Doug Nicholls Round games (AFL, AFLW and SANFL) was intended to further elevate First Nations culture and language onto the national stage to educate, generate awareness and encourage productive and meaningful conversations.

Students participated in on field Grand Finals at Adelaide Oval, a lap of honor, cultural performance, and game day mascots.

AWARDS PRESENTATION

To celebrate the student achievements, an Awards Presentation was held at Adelaide Oval prior to the Yartapuulti Football Club's Sir Doug Nicholls Round game.

Students were also joined by First Nations artist and winner of X-Factor Australia 2016, Isaiah Firebrace for a special intimate performance to celebrate this milestone in their education



ANANGU PITJANTJATJARA YANKUNYTJATJARA (APY LANDS)

For the first time in the Santos Aboriginal Power Cup's 16-year history, schools from the APY Lands participated in the annual carnival held in Adelaide.

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

PCL staff and AFLW players 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.





“

“Looking back at my experience as a student within the Santos Aboriginal Power Cup, I truly couldn’t be more thankful for being a part of such an empowering and impactful program.

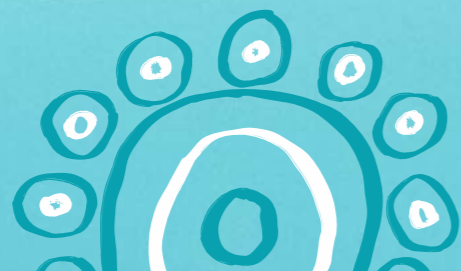
From sitting in my very first workshop as a student, listening to Braedon and the team talk about the importance of culture and identity is something I will forever reflect on and looking back at it pushes and motivates me to be just like them.

Knowing that I could do what they were doing to help young Aboriginal students just like me to finish school, strive for success and build their sense of identity is something I will forever be grateful for. Seeing the amount of work put in behind the scenes for the program to run so smoothly for the students and provide them with such opportunities is truly inspiring.

After finishing school and now being employed as a full-time Community Programs Officer with Power Community Limited, I can’t wait to be able to give back to community on a larger scale.”

TIM TUIKABA - Past Program Participant

”



“

Santos 15TH YEAR PARTNERSHIP

“Like Port Adelaide Football Club, our objective is to improve the living standards in the communities where we operate, building deep, long-lasting relationships that serve generations. Therefore, we are proud to support the expansion of this program through a trial in the NT, where we are deeply embedded into the community through our operations and continue to build on partnerships such as these that provide positive outcomes for Aboriginal people.”

KEVIN GALLAGHER - Santos CEO and Managing Director

”



POWER SAASTA CONNECT CUP

POWER SAASTA CONNECT CUP

Power SAASTA Connect aims to inspire First Nations middle school students to complete their schooling and was crafted as a dedicated and direct pathway into the Santos Aboriginal Power Cup.



400
Students



21
Schools



19
Workshops

CARNIVAL

Having completed set tasks and successfully completing the program, students were invited to Alberton Oval to participate in a carnival. The day included 9-a-side AFL games, careers and health expo, fun activity zones, and cultural activities.





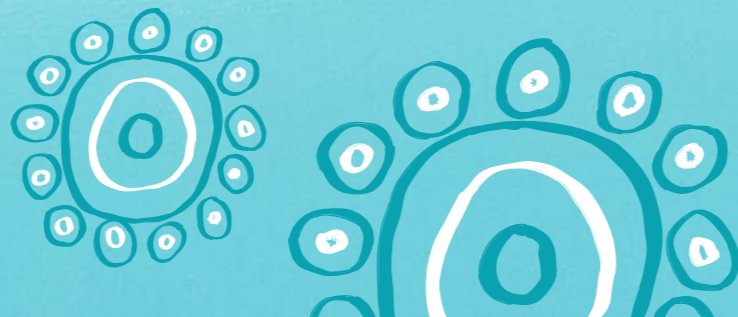
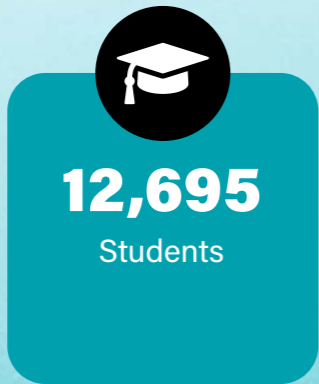
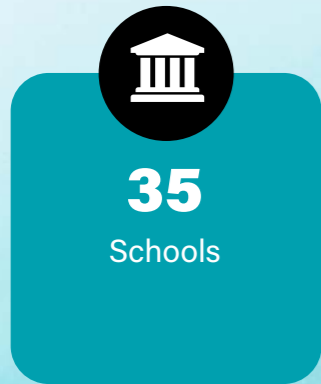
COMMUNITY YOUTH PROGRAM

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.

Delivered to primary school students across South Australia, the program uses Port Adelaide AFL and AFLW players to promote inclusion, respect and careers in Science, Technology, Engineering, and Mathematics (STEM).

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





HEALTHY EATING WITH CURTIS STONE

Students from Blair Athol North Primary School were joined by celebrity chef Curtis Stone as part of the Community Youth Program. Curtis delivered a session focused on healthy eating, being active, and a healthy eating cooking class.

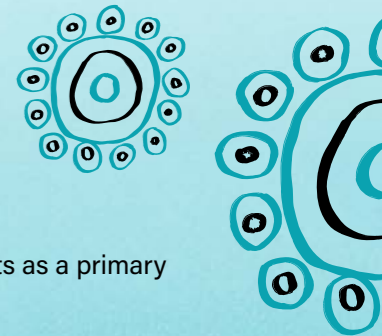




POWER TO
END
 VIOLENCE
 AGAINST WOMEN



POWER TO END VIOLENCE AGAINST WOMEN



The Power to End Violence Against Women program is designed specifically for year 10 students as a primary prevention program that promotes respectful relationships and gender equality.

Developed in conjunction with Centacare Catholic Family Services and the Department for Education, this program is underpinned by a vision for young men to foster healthy attitudes to relationships from a young age, while also challenging 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.



29

Schools



1967

Students



58

Workshops



93%

of students have a better understanding of healthy and unhealthy relationships.



96%

have a better understanding of how attitudes, gender inequality and behaviour contributes to violence against women.



95%

have a better understanding of how violence is preventable.



95%

found the skills learnt in the program useful.



96%

learnt something new.



"I learnt how to approach uncomfortable situations like confronting my mates about issues. It's ok to call your mates out if you hear something inappropriate"

- Past Program Participant



150TH SCHOOL

In 2023, the program reached a new milestone with the team delivering the program at its 150th school since inception in 2016. The workshop was delivered at Ocean View College, which was the same school the program delivered its first lesson eight years ago.

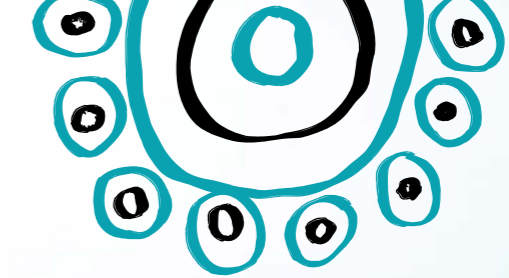
LEADERSHIP EVENT

Selected students who participated in both Power to End Violence Against Women and Empowered came together for a Leadership Day.

The event was designed with a core focus on leadership and values, becoming an active bystander, addressing barriers to gender equality, and the role young people have in driving social change.

Students were joined by Port Adelaide Football Club players Connor Rozee, Hannah Ewings, Kyle Marshall, Julie Teakle, Tom McCallum, Ash Saint, Xaiver Duursma, Yasmin Duursma, Brynn Teakle and Sachi Syme.





EMPOWERED

Empowered is a program that 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 with the tools they need to make positive 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.





29

Schools



1800

Students



58

Workshops



98%

of students have a better understanding of healthy and unhealthy relationships.



98%

have a better understanding of how attitudes, gender inequality and behaviour contributes to violence against women.



96%

have a better understanding of how violence is preventable.



95%

found the skills learnt in the program useful.



96%

learnt something new.



"I learnt that somethings I thought were ok aren't, like situations I would not have thought were manipulation or controlling behaviours"

- Past Program Participant



EMPOWERED LEADERSHIP EVENT

The second consecutive Empowered event was held with 285 students from schools across South Australia at Adelaide Oval at the end of 2023.

The event was designed to empower and inspire young women, equipping them with the necessary tools, knowledge, and confidence to succeed in various aspects of life.

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

This year, well known comedian and author Becky Lucas joined the event and was interviewed on her real-life experiences establishing a career in a male dominated industry, and how she navigated a friendship where her friend was suffering from domestic abuse.



OFFICE FOR WOMEN

In partnership with the Department for Human Services, Power Community Limited expanded our Respectful Relationships education, delivering workshops to First Nations secondary school students across South Australia.

The expansion forms part of the important Break the Cycle campaign which helps empower young people to break the cycle of domestic abuse.



62

Schools



580

Students



“

“I enjoyed the program because it showed me what a healthy relationship should look like and how to identify unsafe and toxic signs.

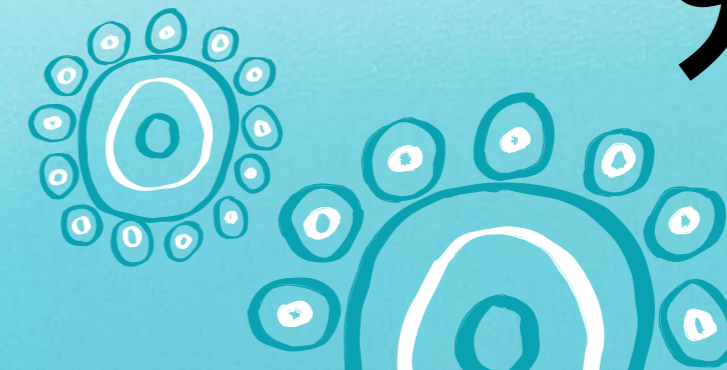
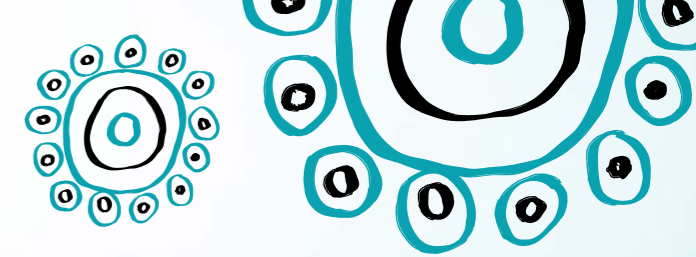
It helped me understand why Aboriginal kids and adults continue to form unhealthy relationships due to generational trauma.

I believe it's important for children to understand these things and use it to guide them through life to be able to make safe and healthy decisions.

The staff who spoke were inspiring by giving their own information and views on violence against women and gendered stereotypes. Hearing from players made an impact on my life and helped me to be confident to say no and know that I have a choice.”

- Program Participant

”





MULTICULTURAL POWER CUP



MULTICULTURAL POWER CUP

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).





15

Schools



580

Students



27

Workshops



94%

of participants increased their understanding and appreciation of cultural diversity within their school community.



90%

felt greater connection to culture and identity.



92%

felt the program provided the opportunity to celebrate their culture.



87%

developed a greater connection to other members in the program.



95%

felt the program was effective in promoting inclusivity and respect of diversity.

CARNIVAL

Workshops were delivered to all participating schools by Port Adelaide Football Club AFL and AFLW players supported by Power Community Limited Program Facilitators across semester one.

The carnival, a reward for the student's hard work, brings together all participants to connect and celebrate through 9-a-side AFL games, cultural activities, and a careers and expo.





AFL GAME AND AWARDS PRESENTATION

To culminate the program, all students and their families were invited to attend a Port Adelaide Football Club game at Adelaide Oval. Students had the opportunity to participate in unique game day experiences which included games on Adelaide Oval, lap of honour, coin toss, and guard of honour. The event celebrated the student's achievements across the year while providing families a connection to each other and the Port Adelaide Football Club.

“

Our link with the Port Adelaide Football Club allowed our students to develop new skills, interests and gain a greater appreciation of different cultures and backgrounds. It has also led to the creation of our Harmony Club, a student led forum where students work weekly to explore how they can create a more cohesive and inclusive school community.

Students who have participated in Port Adelaide's leadership events actively furthered their training resulting in school leadership roles, enrolment in the Charter Ambassador Program, speaking at assemblies and elections to the State Student Representative Council.

Students have advocated for the school to create a dedicated prayer space. The school has since met with a range of prominent community members and governing council to take steps towards providing a safe space for Islamic students to practice their faith.

The school and students are actively working together to create a culture of understanding by promoting diversity throughout our site. The partnership between the school and the Port Adelaide Football Club shows how community connections and working together, can pave positive and sustainable results.”

- Taylor Goodwin, Charles Campbell College

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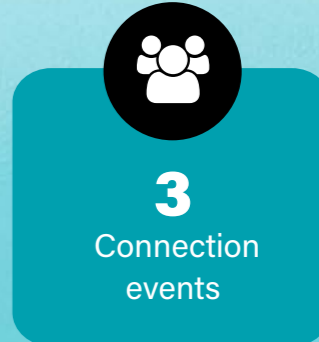


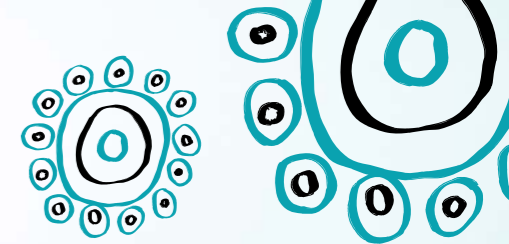
ADF VETERANS PROGRAM



ADF VETERANS

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.





MEET ANDY.

29 years in the Royal Australian Air Force.

Former Warrant Officer Loadmaster.

5 tours of the Middle East and was on the 2nd aircraft into Banda Aceh when the tsunami hit in 2005.

After transitioning from service, Andy enrolled in our ADF Veterans Program and upon completion, remains connected to the club as a volunteer with the AFL program.





“

It has been fantastic to be a part of the PAFC ADF Veterans Program this year. We have been able to see first-hand how relevant and useful the content of the program is to current and former serving ADF members, and it truly is an invaluable resource to the veteran community.

We look forward to seeing the connections made between participants continue as they continue or move through their transition journeys and how the tools gained through the program contribute to meaningful and successful lives post-service.

Chantelle Bohan - Director, Veterans SA

”

ANZAC WEEK

Through the Port Adelaide Football Club's strong relationship with the Australian Defence Force, we held several activations across ANZAC Week which included the annual ANZAC Challenge Game at Adelaide Oval between the ADF All Stars and Australian Combined Emergency Services.

In addition, our AFLW players joined forces with Invictus Pathways Program, SANFL, Australian Combined Emergency Services, and the ADF All-stars in wheelchair AFL Games.

Leading into the ANZAC Appeal Round AFL game, three current serving members from the Army, Navy, and Air Force spoke to the playing group, and PCL hosted over 1,000 ADF family members including 20 children who formed the guard of honour as the players entered the oval.



COMMUNITY PARTNERS

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



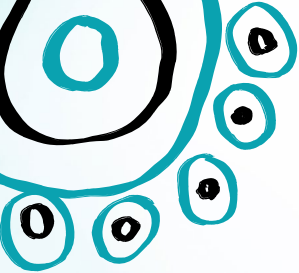
Santos



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LIMITED**

