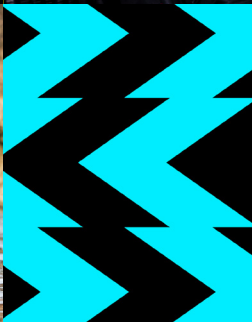


2025 SOCIAL IMPACT REPORT



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 Kaurana 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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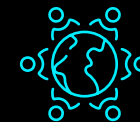
WHO WE ARE

As the not-for-profit arm of the Port Adelaide Football Club, Power Community Limited harnesses the power of sport, our brand, and positive role models to create opportunities for children, young people and ADF Veterans to build skills, resilience, and connections - empowering them to shape their future and contribute to a more just, inclusive, and equitable society.

Our programs are focussed on four pillars:



First Nations



Multicultural



Prevention of gendered based violence



Australian Defence Force

Through innovative, evidence-based and culturally responsive programs co-designed with communities, our programs address the following outcomes:



Increased confidence, wellbeing, and resilience among participants, leading to higher engagement in learning and improved health and wellbeing.



Greater gender equality, awareness and respect for diversity, contributing to safer and inclusive communities.



Enhanced cultural pride, mutual respect, and reconciliation, fostering a sense of belonging and unity.



Increased school attendance and engagement, academic achievement and attainment, and pathways to further education.



Enhanced career readiness supporting transitions from education to employment, lowering youth unemployment and underemployment.

OUR PURPOSE

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



OUR TEAM

ROB SNOWDON OAM
Chair

VICKY WELGRAVEN AM
Deputy Chair

HON HIEU VAN LE AC

KEVIN OSBORN

MATTHEW RICHARDSON

FIONA DORMAN

BRAD CHILCOTT AM

JAKE BATTIFUOCO
General Manager

BRAEDON TALBOT
Head of Programs

CHRISTINE GLENN
Community Programs Team Leader

WILL NORTHEAST
Community Programs Team Leader

EBONY NOACK
Community Programs Officer

DYLAN ERRINGTON
Community Programs Officer

GEORGIE JACQUES
Community Programs Officer

CHAIR AND GM REPORT

On behalf of the Board and the Power Community Limited team, we are proud to present our 2025 Social Impact Report.

This year, we reached over 30,500 participants through our community programs and an additional 30,000 people through community events, all aligned with our key strategic pillars.

This year we had a clear focus to advance our strategic vision, and with this, we developed our Theory of Change to clearly articulate the pathway between our activities and long-term impact, while strengthening our approach to resource allocation and evaluation.

In 2025, our impact has been recognised through numerous national and state awards and nominations across our community programs.

A particular highlight was Community Programs Officer Ebony Noack receiving both the 2025 Warumilang Trainee of the Year and NAIDOC SA Young Person of the Year awards. Ebony is one of 35 dedicated staff members whose collective efforts underpin our program success.

Together, our team delivered 588 workshops across the year, engaging over 270 schools throughout South Australia and the Northern Territory, which we are very proud of.

None of this would be possible without our valued program partners. We sincerely thank all who invest in driving change within communities that need it most.

These partnerships, built on mutual commitment and collaboration, are integral to the sustainability and continued growth of our work across both states.

We extend our gratitude to educators throughout South Australia and the Northern Territory whose dedication and ongoing support of our initiatives has been instrumental in fostering student achievement and creating meaningful educational opportunities.

Finally, we acknowledge the Port Adelaide Football Club, the Board, staff, players, and coaching staff for their continued support.

The involvement of high-profile athletes and coaches as role models provides a powerful platform for delivering program content that resonates deeply with participants, driving positive change and creating formative experiences that shape young people's futures.

As we look ahead, we remain deeply proud of what has been accomplished and grateful to all our partners and supporters for their continued commitment to our shared purpose of creating lasting positive social impact.



Rob Snowdon OAM
Chair
Power Community Ltd



Jake Battifuoco
General Manager
Power Community Ltd

2025 IN REVIEW

SIGNIFICANT GROWTH.
METRO, REGIONAL, AND REMOTE IMPACT.
INTERSTATE EXPANSION.

60,221

People engaged

588

Educational workshops delivered
across SA and NT

2,000+

Hours of Port Adelaide players
delivering programs

272

Schools visited

30,599

Program participants

29,662

Community members engaged
across 27 community events



ADF Veterans Program

Veterans Support Program of the Year -
Australian Defence Industry Awards



AUSTRALIAN
CRIME AND VIOLENCE
PREVENTION AWARDS

Power to End Violence Against Women

Silver Award - 2025 Australian Crime and
Violence Prevention Awards



Multicultural Power Cup

Community Sector Award - 2025 Governor's
Multicultural Awards



SOUTH AUSTRALIAN
CHILD PROTECTION
AWARDS 2025

Multicultural Power Cup

SA Child Protection & Family Support
Award - 2025 Community Service Award



Ebony Noack - Community Programs Officer

2025 Warumilang Trainee of the Year and
2025 NAIDOC SA Young Person of the Year



Amelie Borg - Community Programs Facilitator (Empowered)

Finalist, Tom Hafey award Finalist, Jim Stynes
Community Leadership Award

HARNESSING THE POWER OF SPORT THROUGH OUR THEORY OF CHANGE

THE CHALLENGE	IF WE...	BY...	THIS WILL LEAD TO..		THE BROAD GOAL
Children and young people in Australia are facing growing challenges that affect their health, wellbeing, and future potential. High rates of poor mental wellbeing, unsupported access to education and employment, economic, cultural disconnection, gender inequality, and a lack of visible positive role models are making it harder for them to build resilience, feel a sense of belonging, and fully participate in their communities. Research shows that First Nations, rural, remote, and marginalized youth experience these barriers acutely, with fewer opportunities, disengagement, and economic disadvantage. Without equitable access to education, employment pathways, and community support networks and services that encourage building healthy relationships, these gaps will continue to widen, limiting young people's ability to thrive and play an integral part in the development of their communities.	The strategies and assumptions to solve the problem/challenge.	The activities and steps required to deliver the strategies.	The measurable outputs	The measurable outcomes that are created from these activities	Power Community Limited harnesses the power of sport, the brand, and positive role models to create opportunities for children, and young people to build skills, resilience, and connections that empower them to shape their future and contribute to a more just, inclusive, and equitable society. Through strengths, evidence-based programs co-designed with communities, we amplify young voices, challenge negative narratives, and ensure they are seen, heard, participating and valued. By fostering confidence, improving health, wellbeing, and equipping children and young people with future-ready skills, we create sustainable pathways of opportunity, lead with purpose and actively shape their community. With the reach, credibility, and influence to break down barriers and drive systemic change, we collaborate with values-aligned partners to create meaningful pathways—ensuring every child and young person has access to the opportunities and support they need to realise their potential.
	Develop engaging, evidence-based, and trauma-responsive programs that reflect the realities of children and young people's lives and prepare them for the future.	Delivering programs that equip children and young people with the future-ready skills for mental and physical wellbeing, fostering healthier attitudes towards education, skills development, and storytelling rooted in lived experience.	# of participants (split into demographics)	Increased confidence, wellbeing, and resilience among participants, leading to higher engagement in learning and improved health and wellbeing.	
	Maximise the power of sport, players, and our brand to foster connection, build resilience, and inspire participation and leadership.	Measuring program effectiveness, adapting to emerging social issues, and using data and lived experience to advocate for meaningful change.	# of workshops or events (including co-design)	Greater gender equality, awareness and respect for diversity, contributing to safer and inclusive communities.	
	Continuously track, evaluate, and apply insights to improve program delivery, enhance accountability, and influence systemic change.	Strengthening belonging and identity, deepening cultural knowledge, amplifying marginalized voices, challenging bias and mutual respect and creating pathways to participation that break down barriers to opportunity.	# of programs	Enhanced cultural pride, mutual respect, and reconciliation, fostering a sense of belonging and unity.	
	Co-design with communities, children and young people, with future-ready skills, impactful programs that reflect lived experiences and address real needs.	Enabling clearer pathways to employment and education opportunities, providing positive role modelling, skills development and self-envisioning our partner network.	# of school partners	Increased school attendance and engagement, academic achievement and attainment, and pathways to further education.	
	Foster sustainable, values-driven partnerships to create long-term impact and opportunities.	Fostering deeper collaboration, increasing investment in long-term community-led pathways, and creating meaningful platforms through shared learning and sustainable cross-sector partnerships.	# of collaborators	Enhanced career readiness supporting transitions from education to employment, lowering youth unemployment and underemployment.	
	Leverage impact, storytelling and lived experience to shift perceptions, challenge social norms, and showcase possibility.		# of multi-year funders	Sustainable funding sources to deliver programs.	

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:



**2.7 MILLION +
IMPRESSIONS**

UP 321% YOY



**89,000 +
ENGAGEMENTS**

UP 70% YOY



**119 CONTENT
PIECES**

UP 83% YOY



**530,000 +
ONLINE AUDIENCE**





FIRST NATIONS PROGRAMS



SANTOS ABORIGINAL POWER CUP



69
Schools



684
Students

In its 19th 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.

SANTOS ABORIGINAL POWER CUP



Educational classroom workshops delivered by PCL staff, AFL and AFLW players



Dedicated leadership and career workshops



AFL carnival participation, career and health exhibitions and cultural activities



Awards presentation recognising academic excellence, leadership, behaviour, and AFL carnival grand finalists



Unique inner sanctum AFL experiences and opportunities at Adelaide Oval



Further education scholarship opportunities, and access to tangible career pathways

To participate in each stage and reinforce engagement in their education, students must reach key behavioural and educational performance indicators in the classroom.



“

Don't be shame to express yourself or your mobs. You are in a safe space where you can find interests and opportunities that will help and guide you.

- RIVERLAND STUDENT

Participating in the Santos Aboriginal Power Cup has been an incredibly rewarding experience. The Leadership Event at Port Adelaide Football Club was both inspiring and informative—it helped build confidence, encouraged teamwork, and gave us a clearer understanding of what strong leadership looks like both on and off the field. Hearing from Aboriginal leaders and role models made me feel more connected to my culture and community. The Carnival Days were full of energy and positivity. Competing in a fun and supportive environment allowed us to showcase not just our athletic abilities but also our pride in culture and identity. The emphasis on education and respectful behaviour throughout the event really stood out. Game Day at Adelaide Oval was unforgettable. Being on such a prestigious ground felt like a dream come true. It was a powerful reminder of what's possible when we stay focused, respectful, and committed to our goals. Overall, the Santos Aboriginal Power Cup strengthened my connection to culture, encouraged leadership growth, and gave me memories and lessons that will last a lifetime.

- SAILSBURY ACADEMY

91%

improved their health and wellbeing

93%

improved their engagement at school

96%

improved their confidence

80%

improved their connection to culture

99%

of students would recommend the program to others

100%

of teachers would recommend the program to others

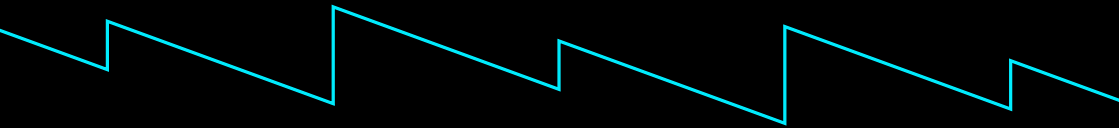
STUDENTS MAINTAINED 94% SCHOOL ATTENDANCE THROUGHOUT THE PROGRAM

ANANGU PITJANTJATJARA YANKUNYTJATJARA (APY) LANDS

For the fourth consecutive year, Power Community has strengthened its commitment to students in remote APY Lands communities.

Students from Indulkana, Ernabella and Mimili took part in the Santos Aboriginal Power Cup, travelling to Adelaide for the annual carnival and attending an AFL match during Sir Doug Nicholls Round.

In November, senior coach Josh Carr and AFL players Jason Horne-Francis and Jase Burgoyne joined the PCL team on a visit to the APY Lands, engaging students in their education. The visit reinforced key program messages and continued to support school attendance across the communities.

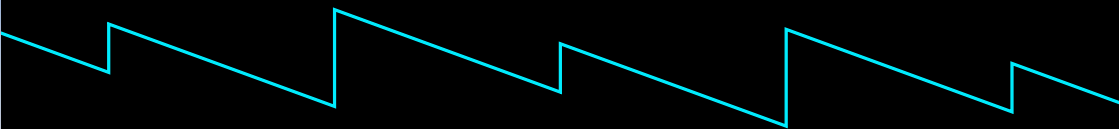


KEEPING SAFE CAMPS

For the second consecutive year, Power Community delivered Keeping Safe Camps in partnership with the Office for Women. The camps are designed and facilitated by Power Community's First Nations staff to educate students located on the APY Lands on respectful relationships.

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

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



NORTHERN TERRITORY EXPANSION

Investing in program growth.

18 years since inception, Power Community Limited continued its 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 in Wadeye, and Yipirinya School in Alice Springs for the second consecutive year, in addition to engaging Yirara College also located in Alice Springs.



OUR IMPACT IN THE NT

Hear about the impact of the Santos Aboriginal Power Cup from a teacher at the Our Lady of the Sacred Heart Thamarrurr school in Wadeye:

For around 60% of the students, this trip to Adelaide for the Power Cup marked their first time ever leaving Wadeye, and for most, their first time leaving the Northern Territory. It was more than just a sporting event. It was a transformative journey that created lasting memories, deepened cultural identity, and connected classroom learning to real-life experiences in powerful ways.

Despite significant challenges in the community over the last term including ongoing family fighting, the presence of the Northern Territory task force, and extended sorry business. We were incredibly proud to maintain a core group of students who regularly attended school in the lead-up to the trip with the expectations being high attendance, good behaviour and grades being a requisite to attending. Just getting the students to commit in their attendance alone was a major achievement.

One of the most important aspects of the trip was the opportunity to connect with other Indigenous students from isolated communities. In Wadeye, cultural protocols and skin group relationships can often restrict social interactions due to fear of shame or judgement. For our students to be able to safely and respectfully engage with peers outside their own community was incredibly significant. It opened doors to new friendships, built confidence in communicating with others, and helped them realise they're not alone in their experiences.

It's important to remember that many of our students face enormous daily challenges: chronic overcrowding, poverty, limited access to healthy food at home, illness, and the emotional and logistical toll of complex family and cultural dynamics. For most, English is not their first language, in fact, for many, it is their second or even third. This creates additional barriers to learning and communication, particularly in formal educational settings. Navigating an English-dominant school system (especially a formal qualification through SACE) while also maintaining cultural responsibilities and identity requires incredible resilience.

School attendance remains one of our greatest challenges, often affected by cultural obligations, family disputes, and broader social issues outside of students' control. That's why this trip mattered so deeply.

For perhaps the first time, we saw many of our students (and local teachers) truly happy, safe, and relaxed, smiling, laughing, and thriving in an environment where they felt respected and valued simply for being themselves. From both an educational and cultural perspective, the Power Cup experience was far more than a trip. It was a moment of transformation, of growth, connection, healing, and hope for these young future leaders of Wadeye, many of whom continue to carry heavy burdens every day.





CASE STUDIES

Student, Our Lady of the Sacred Heart Thamarrurr, Wadeye, NT

This student may jokingly describe himself as “quite possibly the worst football player Wadeye has produced.” A sentiment he openly and light-heartedly admits, but what truly sets him apart is his determination, humility, and unwavering commitment to his future. Despite knowing that football wasn’t his strength, he was determined to be part of the Power Cup experience. He made a personal commitment to improve his school attendance and worked consistently to meet the eligibility criteria, showing great maturity and drive.

This student is an exceptional role model in the classroom, with a deep curiosity and passion for learning. His dream is to one day pursue a career in medicine. This is a goal that he has held onto for years, despite limited exposure to real-world pathways. Growing up in Wadeye, and having only left the community a handful of times to see a long-lost sibling in Melbourne, he had very little access to role models or resources in the medical field.

That changed during our time in Adelaide. By complete chance, while staying at our campsite in Semaphore, we met two young Aboriginal men working for IAHA (Indigenous Allied Health Australia). They were preparing

to meet and greet students at Power Cup to talk about pathways for Indigenous people in health and medicine. This encounter turned out to be a pivotal moment for him.

For the first time, he met young professionals who looked like him, spoke like him, and had overcome similar barriers. They shared their journeys, including the challenges and the support networks that helped them succeed and laid out realistic, attainable steps for entering allied health careers - he was deeply inspired. What once seemed like a distant dream suddenly became a tangible goal.

Since that moment, this student has returned to school more focused and motivated than ever. He now understands that there are people and programs out there ready to support his ambitions. He’s begun asking questions about what he needs to do now to prepare himself for the future.

This story is a powerful reminder that meaningful connections and exposure to real-world opportunities can change the course of a young person’s life. He may not be a football star but in his own quiet, determined way, he is emerging as a leader, a role model, and a young man with the potential to make a lasting impact in his community and beyond.

Student, Our Lady of the Sacred Heart Thamarrurr, Wadeye, NT

Winner of the Northern Territory Student Excellence Award at the Santos Aboriginal cup, this student’s story is a powerful example of resilience, determination, and quiet leadership. Despite facing immense personal challenges including the long-term incarceration of both parents and growing up under the care of his elderly grandparents in a community marked by hardship, he continues to rise above his circumstances with unwavering commitment.

With a school attendance rate consistently above 90%, his motivation is fuelled by his love of football and the Power Cup program.

He successfully completed his Stage 1 Essential English LAP (SACE) in Term 1 and is on track to finish his Power Cup LAP, having already worked his way through two of the three assessment tasks. He is also making steady progress in Essential Mathematics and EIF.

While academic success hasn’t always come easily, his determination to show up each day (especially with Power Cup opportunities on the line) has allowed him to achieve beyond expectations. He leads through action rather than words, and programs like Power Cup have broadened his horizons, showing him a future full of possibility beyond Wadeye.



PREVENTION OF GENDERED BASED VIOLENCE

PREVENTION OF GENDERED BASED VIOLENCE

PRIMARY PREVENTION. GENDER QUALITY. RESPECTFUL RELATIONSHIPS.

Power Community Limited delivers primary prevention programs for young people in secondary schools across South Australia.

Program curriculums are designed to prevent gendered based violence, promote gender equality and encourage young people to be safe online.



Delivered to Year 10 male students by AFL players.

Provides young men with the tools they need to understand respectful relationships and gender equality.

Fosters healthy attitudes in relationships.

Challenges entrenched attitudes that can contribute to gender-based violence.



Delivered to Year 10 female students by AFLW players.

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

Educates on the structural impacts of gendered expectations and family violence.



COMMUNITY AND CONNECTION



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



Educational classroom workshops delivered by PCL staff, AFL and AFLW players



Leadership day delivered to selected students



Role model event delivered to students and their role models



Students co-facilitate workshops the following year to promote peer-to-peer learning





POWER TO END VIOLENCE AGAINST WOMEN



29
Schools



1,879
Students



45
Educational Workshops

Developed in conjunction with Centacare Catholic Community Services and the Department for Education, 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%

have a better understanding
on the issue of violence
against women

91%

have a better understanding
of the different forms of
violence and abuse

91%

can better recognise the
difference between a healthy
and unhealthy relationship

85%

are more equipped to
challenge harmful attitudes
and behaviours that
contribute to violence

81%

are more confident
discussing the issue
with others

81%

indicated my perceptions
of attitudes to violence
have changed

88%

can better identify behaviours
and attitudes that contribute
to violence

POWER TO END VIOLENCE AGAINST WOMEN COMMEMORATES TEN YEARS

Port Adelaide commemorated the 10-year anniversary of its Power to End Violence Against Women (PTEVAW) program during the club's Round 14 clash against Melbourne at Adelaide Oval.

To mark the milestone and spark meaningful conversation, nine of the 23 selected Port Adelaide players wore a special badge on their guernseys. The badge represented the confronting statistic that two in five women have experienced violent behaviour since the age of 15.

The emblem featured five circles - two coloured orange and three in teal - positioned on the lower left front of the club's traditional home guernsey.

Orange was chosen for its connection to the United Nations' global campaign to end violence against women, symbolising hope and a brighter future free from violence.

[**Click here to hear from Port Adelaide captain Connor Rozee**](#)



EMPOWERED



29

Schools



1,739

Students



45

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.

97%

have a better understanding on the issue of violence against women

84%

are more equipped to challenge harmful attitudes and behaviours that contribute to violence

99%

have a better understanding of the different forms of violence and abuse

93%

are more confident in making choices that support my wellbeing

94%

can better recognise the difference between a healthy and unhealthy relationship

94%

are more confident in supporting others who may be experiencing unhealthy relationships

91%

have a better understanding of how gendered expectations impact relationships





EMPOWERED LEADERSHIP EVENT

The third consecutive Empowered Leadership event was held with more than 150 students from schools across South Australia.

The annual event rounds out the delivery of the Empowered program and promotes a supportive environment where students can network, learn from successful female leaders, break down gender stereotypes, and gain valuable insights into diverse fields.

Students were joined by Port Adelaide Football Club AFLW players and inspiring female leaders across program partners.

POWER UP



333
Users



Schools engaged across South
Australia, Northern Territory
and New South Wales

2025 saw the launch of a new program, Power UP, designed to educate students on how to have a positive and safe experience online.

Power UP is an innovative online education platform and was developed in partnership with Centacare Catholic Community Services, the eSafety Commissioner, and CatholicCare Northern Territory, and is targeted at students aged between 15-17.

Comprised of ten modules, the program is aligned with the Keeping Safe: Child Protection Curriculum and National Education Curriculum Standards and has been carefully designed to leverage the club's AFL and AFLW stars to deliver important messages on consent, cyberbullying, and balanced social media use.

A priority when developing the program was to ensure it was accessible for remote Northern Territory communities, and subsequently two modules have been made available in Eastern Arrernte language.

BREAK THE CYCLE CAMPAIGN



13
Schools



437
Students



13
Educational Workshops

To address the disproportionate rates of family violence in First Nations communities, Power Community continued our strategic partnership 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.



MULTICULTURAL PROGRAMS

MULTICULTURAL POWER CUP

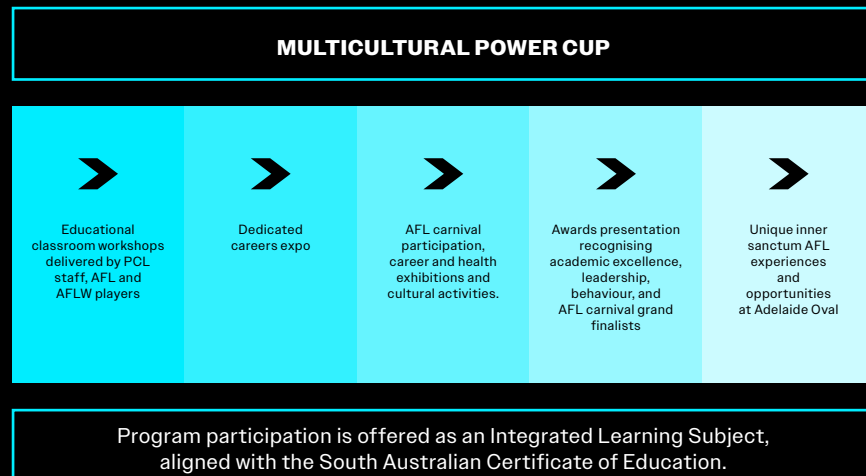


The Multicultural Power Cup celebrates cultural diversity and expression, promotes inclusion, and builds social cohesion by recognising the positive contribution of different cultures within Australia.

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).

HOW THE MULTICULTURAL POWER CUP WORKS

Celebrating cultural diversity. Building social cohesion.



81% indicated a positive change in mood, optimism and general wellbeing since participating in the program

84% are more positive about themselves

79% are prouder of their cultural heritage

91% developed meaningful friendships with people from different cultures

76% are more included and accepted at school

79% indicated that meeting and working with AFL players motivated them to work towards their goal





AUSTRALIAN DEFENCE FORCE PROGRAMS

AUSTRALIAN DEFENCE FORCE PROGRAMS

Power Community Limited delivers 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



ADF VETERANS PROGRAM



70

Participants

18

Educational workshops and connection events

270

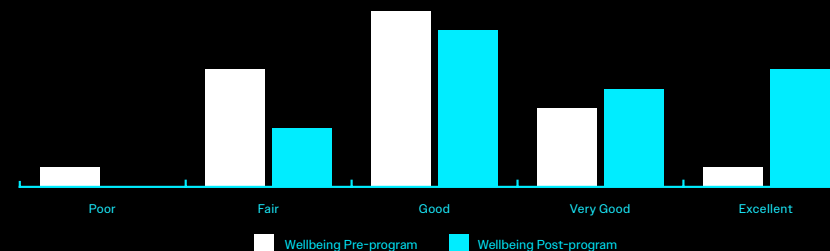
Veterans engaged through alumni events

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.

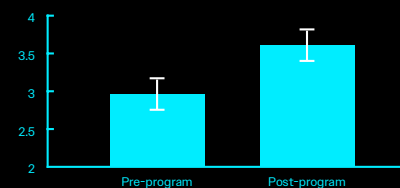
Following the six weeks, monthly connection events are held to engage the program alumni.

WELLBEING RESPONSES

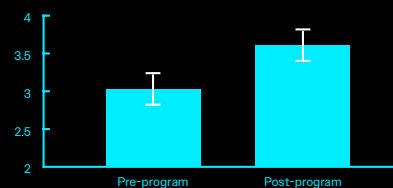


AVERAGE CONNECTION

Average self-reported connection (all survey participants)



Average connection (participants who responded to both surveys)



“

Through my career I have had many highs and many lows, during the lows I have questioned my value as a person and thought about who I was outside of the uniform. I am a Husband, I am a Dad, but what else? This program has provided me tools and resources, but more importantly it has provided me a network of people that I can lean on outside the workplace. It has put me in touch with people who have walked the walk separating from the military and are open to sharing past lessons learnt. By participating in the program sessions, it has allowed me to build on a foundation of skills, experiences, and a culture from within the ADF and prove to myself, my value as a person outside the uniform

- JASON

I found with every former player that came and delivered a session during this program was so raw with their experiences and it really allowed to drive home that us in the military who have lost our careers and our identities, we're not alone and there are so many other people out there including AFL players who go through the same things as we do

- STEVEN





POWER TO THRIVE



17
Schools



357
Participants

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.



My daughter said the program made her feel special that people understand how hard it is that parents are away all the time and that we get a “special reward” for having to have our parents away. Hearing from the AFLW players, she learnt that girls can do anything!

INTERNATIONAL PROGRAM EXPANSION

PCL expanded its Power to Thrive program internationally in 2025 - delivering it for the third time in Penang, Malaysia, to support the children of Australian Defence Force families living overseas, supported by funding from the Department for Defence.

Port Adelaide defender Esava Ratugolea joined the PCL team and helped deliver the program to children from ADF families based at RMAF Base Butterworth, located on Malaysia's northwest coast.

Drawing on tools and lessons adapted from Port Adelaide's high-performance environment, the Power to Thrive program helps foster a sense of identity, connection, and resilience among children who often live away from traditional support networks and move homes and schools regularly.

The international delivery in Penang included interactive sessions led by PCL facilitators, football clinics, and community activities designed to encourage teamwork, resilience, inclusion, while providing an important platform for connection.

Ratugolea also shared his lived experience with the children having moved from remote Victoria to Geelong and then Adelaide to pursue his AFL career, with each experience requiring him to form new support networks away from his family and friends on two occasions.

“

The last few days with Power to Thrive have been nothing short of exceptional. The session at the Hostie last night was one of the most uplifting, joy-filled evenings I've seen the kids involved in. Such a great mix of energy, laughter, and connection. And today's gratitude and mindfulness session at the school was absolutely brilliant. Watching the kids so engaged and open was just awesome.

“

My daughter came home from school, and she is having a hard time with some friends and said, "It was one of the best days I've had at school. I was made to feel special because I'm a military child — I've never had that before at school."





PORT ADELAIDE RENEW STRATEGIC PARTNERSHIP WITH THE AUSTRALIAN DEFENCE FORCE AUSTRALIAN RULES ASSOCIATION

The Port Adelaide Football Club is proud to announce the strategic partnership with the Australian Defence Force Australian Rules Association (ADFAR) has been renewed for a further five years, continuing the long-standing relationship between the organisations.

Underpinning the renewed agreement is both the club's rich history with the Australian Defence Force (ADF), and Port Adelaide's not-for-profit arm, Power Community Limited's (PCL) programs designed for the ADF community.

The continued partnership will see the club and ADFAR mutually support each other's objectives to continue driving positive outcomes within the ADF community including connection, identity and purpose.

It will also provide the ADF AFL All-Stars men's team and AFL wheelchair programs with access training facilities, and curtain raiser match opportunities.

ANZAC WEEK

Through the Port Adelaide Football Club's strong relationship with the Australian Defence Force, Power Community Limited 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.



Dr Dan Pronk, former SAS Doctor presented to staff on resilience & his own military journey.



Hosted 200 ADF family members at Alberton Oval.



1,500 complimentary tickets were redeemed to current serving members in South Australia to attend the game with their family.



For the first time, 3 participants from our ADF Veterans Program led the Port Adelaide team onto the oval in preparation for the game. A further ten program participants were invited into the changerooms post-game to share the experience with the Port Adelaide playing group.



Participants from our Power to Thrive program formed the guard of honour for the Port Adelaide entry on field.





YOUTH PROGRAMS



COMMUNITY YOUTH PROGRAM



75
Schools



21,279
Students



307
Educational Workshops

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 to 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.



After session one of the program, the students followed up with some good discussion about healthy eating and how to read food labels to see which food choice might be better when shopping/cooking

POWER PLAY



17

Schools



2,750

Students

In a partnership between Power Community Limited, the SANFL and the AFL, Power Play was introduced in 2024, and continued this year, 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 ran 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.





AFL COMMUNITY CAMP

Port Adelaide Football Club players and Power Community Limited staff delivered the annual AFL Community Camp to over 4,100 students across the Barossa Valley, which culminated in a junior football clinic for kids aged between 5-15.

Educating in classrooms at 23 schools, the players delivered two of the club's community programs, the Community Youth Program, and the Santos Aboriginal Power Cup.



AFLW COMMUNITY CAMP

Port Adelaide's AFLW players delivered the annual Community Camp, heading to the Adelaide Hills to deliver education programs in schools and host a football clinic.

The event saw players engage with more than 3,000 students at 14 schools across the region, before running a clinic and signing session at Handorf Community Football Club.

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



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

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@pafc.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.



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