

SYDNEY



FOUNDATION

BUILDING FUTURES ONE GOAL AT A TIME



ACKNOWLEDGEMENT OF COUNTRY

The Sydney Swans acknowledge the traditional owners of the country on which we walk, live, work and play.

We recognise their cultural and heritage beliefs are still important today.

We pay our respects to all Elders past, present and emerging.



WURI WURI (SUNSHINE)
BY JORDAN ARDLER, 2023





FROM THE CHAIRMAN

At the Sydney Swans Foundation, our mission is clear: to future-proof this great club on and off the field for generations to come. We are proud to be the philanthropic heart of the Sydney Swans, and even prouder of the impact we've made together with our supporters.

This prospectus outlines the bold vision we share for the future. It's a future built on nurturing elite talent through the QBE Sydney Swans Academy, driving innovation across our AFL and AFLW programs, and preserving the rich legacy of our club's 150+ year history.

None of this is possible without you. Your generosity fuels opportunity: for young athletes, for our teams, and for the broader community that rallies behind the red and white. Whether you're a lifelong supporter or new to the Swans family, your contribution helps shape the next chapter of our story.

Thank you for believing in what we're building. Together, we can ensure the Sydney Swans continue to inspire, unite, and lead, on and off the field.



Peter Ivany AO
Chair, Sydney Swans Foundation

FROM THE CEO

The Sydney Swans Foundation stands at the intersection of the club and our community, celebrating the club's past and is at the heart of our future and essential to the club's ability to thrive in an increasingly complex sporting landscape. The Foundation empowers the club to make bold, strategic investments which shape our future, allowing us to continue to bring joy to our community, set new benchmarks and champion new initiatives.

Ensuring our legacy continues and we inspire the next generation, the Foundation is built on a proud history of resilience, community, and excellence, offering members and fans a deeper connection to the club. Through the generosity of many of our Bloods family, the Foundation will continue to invest in elite player development and expand opportunities for young talent to pursue their dreams in red and white.

Beyond football, the Foundation empowers us to create lasting impact, supporting initiatives that reflect the values of our great club. Every contribution strengthens the Swans family, helping us build success today, while laying

foundations for sustained success tomorrow. Together, with the Foundation, we can ensure the Sydney Swans remain a powerful force in sport and society, inspiring pride for generations to come.

When you read this prospectus, I hope that you also share with me the great ambition of the Foundation and stand with us in building the future of the red and white.



Matthew Pavlich
Sydney Swans CEO

WHO WE ARE

At the Sydney Swans Foundation, we believe in the power of sport to shape futures. We are not just developing AFL players - **we are fostering leaders, role models, and future champions both on and off the field.**

ABOUT OUR ACADEMIES

Established in 2010, the QBE Sydney Swans Academy provides an important talent pathway for young AFL and AFLW hopefuls across NSW. Proudly supported by Principal Partner QBE, the Academy inspires young athletes – creating pathways and fostering the confidence, excellence and resilience needed to carry them on and off the field.

Launched in 2022, the ARA First Nations Academy was established to increase participation and involvement for First Nations People across the game. Since its inception, First Nations representation in the Academy has grown from 7 to 90 participants, a powerful testament to its impact.

Through dedicated coaching, mentoring, and education, the Academies provides over 700 young athletes across New South Wales with access to professional-level training and development, ensuring the future success of the Sydney Swans and the growth of the game in NSW.



“Only 27% of our players on the AFL list in 2025 were from New South Wales. We must keep investing and growing the Academy.”

MATTHEW PAVLICH
CEO, Sydney Swans



WHY YOUR SUPPORT MATTERS

Every great club needs a strong foundation – and that starts with its youngest players.

Your support helps us build bridges, connecting kids from all backgrounds to the game and the club. It means more boots on the ground, more coaches in local areas, and more chances for young people to grow through sport.

While we're proud to have the backing of corporate partners like QBE and ARA, their support alone doesn't fully cover the cost of running our Academy programs. There's still a significant funding gap – and that's where the Foundation, and generous supporters like you, step in.

Together, we're making sure every young person has the opportunity to dream big, train hard, and thrive – on and off the field.

TOGETHER, WE CAN CREATE OPPORTUNITY

We need your help to create the strongest talent pathway in Australian football, ensuring the Sydney Swans remain competitive for generations to come.



01 EXPANDING THE ACADEMY'S REACH

Your support helps us reach further – into regional communities, remote towns and underrepresented areas – so that every young athlete, no matter postcode or background, can access elite coaching.

02 INVESTING IN WORLD-CLASS COACHING & DEVELOPMENT

Great players are shaped by great coaches.

You can help us recruit and retain the best development coaches in Australia. With your contribution, we'll deliver cutting-edge training, sports science, and wellbeing programs, that prepare our athletes physically, mentally and personally for success.



03 LONG TERM PLAYER PATHWAY

The QBE Sydney Swans Academy is more than a pathway for elite development; it is a strategic pipeline for identifying, nurturing, and retaining home-grown talent. In a competitive national code, the Academy ensures that the best young athletes from New South Wales are developed within the Swans system and remain deeply connected to the club's culture, values, and future.

04 CHAMPIONING FIRST NATIONS TALENT

The ARA First Nations Academy is the cornerstone of our commitment for nurturing First Nations youth, combining high-performance football development with cultural connection and leadership growth. Since its inception, the Academy has engaged more than 400 boys and girls from across NSW including Sydney, the Central Coast and Hunter regions, Coffs Harbour, Port Macquarie, Kempsey and Shellharbour.



“

“There is so much you can get from the ARA First Nations Academy, whether its culture, connecting with nature, connecting with your mob or developing your footy. The coaches bring so much knowledge from every side of the game.”

”

Emily Hollingsworth

ARA First Nations Academy participant

YOUR IMPACT AT A GLANCE



More than

700

Athletes supported
annually

30+

AFL and AFLW
players developed



3,325

Players through the
QBE Sydney Swans
Academy since its
inception in 2010.

2025

2010



YOUR SUPPORT IS THE KEY TO THE FUTURE

Each time you give, you create real opportunities for young people across NSW.

01 BUILDING THE FUTURE TOGETHER

The Sydney Swans have always been more than a football club – we're a community, and you're at the heart of it.

Through your support, the Sydney Swans Foundation not only produces elite athletes but fosters character, leadership, and growth within young people across New South Wales. From community programs to Academy pathways, we bring people closer to the heart of the Swans and foster shared pride in our future.

Together, we can shape the leaders of tomorrow.



02 ELITE TALENT OUTCOMES

Your belief in the next generation fuels our success.

Every great player – Isaac Heeney and Amelia Martin, and those yet to come – started as a young dreamer. You help create the pathways that turn dreams into reality.

With your help, we can create pathways and secure talent that will continue to push boundaries and deliver success on and off the field for the Sydney Swans – cementing the foundations of the club's future for those who bleed red and white.



“The QBE Sydney Swans Academy is more than a pathway to elite football – it’s a place where young people grow, connect, and thrive. Your support is critical; it allows us to reach more communities, provide more resources, and ensure that every young person, regardless of background, has the chance to be part of something bigger.”

WAYNE CAMPBELL

Head of the QBE Sydney Swans Academy



THIS IS YOUR INVITATION

You have the power to create lasting impact.

Every contribution to the Sydney Swans Foundation is an investment in the future. In a stronger club. In a stronger game. In stronger young people.

Whether you're a lifelong member or a new fan, your generosity ensures that those who bleed red and white continue to inspire.

Together, we can build the future, one goal at a time.



CONNECT WITH US

For a further discussion about how you can support the Sydney Swans Foundation, contact the Foundation team



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