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FOUNDATION
BUILDING FUTURES ONE GOAL AT A TIME

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Giving back to the community through football and connecting members and fans to the club – not just the club today, but over the last 151 years.

JOSH KENNEDY

2012 Premiership Player & Sydney Swans Foundation Ambassador.



FROM THE CHAIR

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

The Sydney Swans Foundation is the philanthropic heart of the Sydney Swans.

Our purpose is simple but powerful:

To future-proof the Sydney Swans – on and off the field – for generations to come.

We're here to ensure the club's long-term success and to give every supporter, past and present, the opportunity to be part of our future. Through your support, we can continue to grow a strong, sustainable football club that will inspire and unite for generations to come.

The Foundation is your opportunity to deepen your connection to the club and its future.





WHY YOUR SUPPORT MATTERS

Right now, the Sydney Swans face a unique challenge.

Sydney is one of the most competitive sporting markets in the world. Our young athletes aren't just choosing between clubs; they're choosing between codes. Rugby league, cricket, and soccer all compete fiercely for attention and resources.

Without your support, our brightest young talent could be lost before they even imagine wearing the red and white.

TOGETHER, WE CAN CREATE OPPORTUNITY

With your generosity, the Sydney Swans Foundation focuses on **three core priorities**.



01 DEVELOPING ELITE TALENT

The QBE Sydney Swans Academy supports more than 700 young athletes across NSW, offering world-class coaching, mentoring, and development.

Since 2010, more than 50 players have graduated to AFL and AFLW lists, including stars like Callum Mills, Isaac Heeney, and Ruby Sargent-Wilson.

The Academy engages and inspires young athletes – creating pathways and fostering the confidence, excellence and resilience needed to carry them on the field and as leaders in the community.

Your support helps us identify and nurture talent, remove financial barriers, and keep future stars in red and white.



"The QBE Sydney Swans Academy is the cornerstone of our long-term success."



Peter Ivany
Chair, Sydney Swans Foundation



02 DRIVING INNOVATION AND HIGH PERFORMANCE

We are committed to supporting elite programs that give the club a competitive edge and help attract and retain top talent.

AFL

We invest in innovation and development projects that enhance our on-field performance, ensuring we remain competitive at the highest level.

AFLW

Our AFLW program is bolstered by fundraising efforts, including support for an embedded PhD student who provides a competitive advantage to our female athletes. Additionally, this research will contribute to the broader advancement of female sports in Australia.



"Invest in the football club and you will get back ten-fold."

Josh Kennedy
2012 Premiership Player and Sydney Swans Foundation Ambassador



03 CELEBRATING OUR LEGACY

At the heart of our club is a rich heritage that dates back more than 150 years. We are committed to preserving and celebrating this history.

We want to ensure that the Peter Weinert Museum at the Sellers & Colless Centre connects fans with the Bloods culture. The museum is an ever-evolving living tribute to our heritage, designed to educate and inspire future generations.

A FUTURE YOU CAN SHAPE

Your support fuels more than football. It builds confidence in young athletes. It ensures the club we love continues to thrive for the next 150 years and beyond.

With your help we will:

- ▼ Invest in **coaching resources** and experiences to ensure the Academy is **well equipped** to nurture aspiring athletes.
- ▼ Provide young athletes with **elite coaching, education, wellbeing support** and personal development skills that will set them up for success in life.
- ▼ Support high performance outcomes by **investing in innovation and technology**.
- ▼ Preserve our Museum collection and appoint a dedicated archivist to ensure the rich history of the Sydney Swans is **cherished, curated and proudly displayed**.



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

We welcome and look forward to a confidential conversation about how you can get involved with the Sydney Swans Foundation



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