

SYDNEY SWANS FOUNDATION

2023 IMPACT REPORT



FOUNDATION





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 important.

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





From the Chairman

PETER IVANY

Over the past year, our journey has been marked by remarkable milestones and achievements. The most significant among them is the completion of our new home at Moore Park, Sydney Swans HQ. This state-of-the-art facility stands as a symbol of our dedication to the growth and success of our beloved team and the broader community. It is a place where dreams are nurtured and where we come together to build a brighter future.

This year has seen tremendous strides made in our support for the AFLW program. As we enter our second season, we are delighted to have witnessed our first historic win. This accomplishment is not just a testament to the determination and talent of our players but also a reflection of the Foundation's commitment to fostering women's participation and excellence in AFL.

Furthermore, the growth of the QBE Sydney Swans Academy has been nothing short of extraordinary. With over 700 children participating, we are nurturing the future stars of the game. Our Academy has become a breeding ground for talent, with 16 Academy Male graduates currently on AFL lists and 8 Academy Female graduates on AFLW lists. These young athletes represent a powerful pipeline of talent, ensuring the enduring success of the Sydney Swans for generations to come.

The following report is a celebration of the collective efforts of our supporters, partners, and staff. In particular, the hardworking Sydney Swans Foundation Board and Sydney Swans Staff Amanda Thompson and Drew Arthurson. Your unwavering dedication has allowed us to achieve these remarkable milestones, and we are deeply grateful for your continued support.

As we look ahead, we remain committed to our mission of making a positive and lasting impact. We now turn our attention to the final stage of the capital campaign, the Sydney Swans Museum. The Museum will incorporate 150 years of evolution, development, crisis, and success. It will celebrate the people, events and the moments that have shaped the club. The Museum's completion will serve as the official conclusion of our capital campaign.

Thank you for being a part of the Sydney Swans Foundation family, we're building futures one goal at a time.

Peter Ivany
Chairman



From the CEO

TOM HARLEY

This year has been a special one in the history of our football club as it was the first in our new home, Sydney Swans HQ at the Royal Hall of Industries. Our new home was a long-term vision that had been many years in the making – and it was made possible thanks to the generous support of our donors.

Our new home has been a game changer for our football club. For our on-field teams, it has delivered a world-class training base with equitable men's and women's facilities, as well as a dedicated hub for our QBE Sydney Swans Academy. For our staff, it's an inviting space to work that they are excited to come into each day, and we have watched both our off-field and on-field teams thrive in this new environment.

For our members, Sydney Swans HQ has finally given them a place to call

home. We've enjoyed welcoming members before and after games, or during the week as they've stopped by to shop in the Locker Room or browse our display of Premiership Cups – a taste of what is to come as we embark upon the next stage of the project, which is to establish a museum.

Perhaps the most striking thing about this year has been seeing our red and white community come together time and again – at match days, at functions and at our new home – and feeling their genuine love of our club. That feeling of connectedness was evident for all to see in Round 24 of the men's season, when members and past players gathered for pre-match events at Sydney Swans HQ before 42,000 people came together at the SCG to farewell Lance Franklin. It was a truly memorable occasion and showcased the possibilities of our new home.

Likewise, the support we have was highlighted in Round 1 of the women's season at North Sydney Oval, when our team enjoyed their first glorious win. The sea of red and white embraced our new co-captains Chloe Molloy and Lucy McEvoy, as well as young stars like Ally Morphet. There's plenty to be excited about as we watch that team continue to grow and develop.

On behalf of everyone at the club I want to extend a heartfelt thank you for the role you have played in bringing the vision for our new home to life and for supporting our ambitions for the future. We will get there together, one goal at a time.

Tom Harley
CEO



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"The bloods culture is what I stay for."

– Lynn Ralph



ABOUT THE FOUNDATION

THE SYDNEY SWANS FOUNDATION EXISTS TO HELP THE CLUB SUCCEED, NOW AND INTO THE FUTURE.

Launched in 2005, the Sydney Swans Foundation is the philanthropic arm of the Sydney Swans. The Foundation was established to make a positive impact in the community.

Since launching, the Sydney Swans Foundation has proudly funded a range of projects aimed at fostering community engagement and promoting the success of the club, both on and off the field.

The Sydney Swans Foundation is proudly funded by generous supporters and benefactors. The generosity of our donors enables the Foundation to uphold the club's rich history, nurture a pipeline of talented athletes through the QBE Sydney Swans Academy and foster success for women both on and off the field. Your continued support plays a crucial role in achieving these objectives.

This past year, support from generous donors like yourselves has been directed towards the development of our new state-of-the-art training facility. Our new building is much more than a training facility. It is a meeting place, allowing Swans staff, players, and supporters to come together under one roof.

The facility has become the hub for both male

and female football. Our AFL and AFLW teams train alongside one another, with hundreds of aspiring young boys and girls engaged with the QBE Sydney Swans Academy.

Our ambition is only made possible thanks to generous supporters like yourselves.

We're building futures one goal at a time.



HOW THE SYDNEY SWANS IGNITED MY PASSION FOR GIVING

Having been introduced to AFL while living in Melbourne, I returned to Sydney and started attending games just after South Melbourne relocated. What started as a fun afternoon outing with friends, turned into a life-long passion.

Whilst there have been highlights during the years: the 1996 Grand Final, the 2005 and 2012 Premierships, the first AFLW game, there were also times when there were only 3,000 of us in the stands and 23 losses in a row, so why did I stick around?

For me, it isn't only about winning. What is truly special about our club is the Swans' culture. Win or lose, the Bloods culture is what I stay for.

Our culture of respect, honesty, persistence, commitment - which is evident both on-field with our men's and women's teams, and the QBE Sydney Swans Academy, as well as off field in

the administration of our club - is an exemplar to the whole Australian community of how we can be our best selves.

Being a member and a donor has brought me together with many wonderful people who are now life-long friends. It has given me something that I can be truly proud of - not to mention that wonderful feeling after a big win that carries me through the week!

Over the club's history, there have been pivotal moments when dedicated members and donors have put their hand in their pockets to help the club survive and thrive. We are entering the next stage of the club's history with the growth of the QBE Sydney Swans Academy, the establishment of our women's team and the move into the new Sydney Swans HQ.

We all know that feeling of joy and happiness after a good win. Now it's time for us to be a part of history and share the joy that comes from giving back to our club.

Lynn Ralph

Former Sydney Swans Board member, inaugural AFLW No. 1 ticket holder, Foundation Donor & 38-year member.

Home to 3 charity partners

GO Foundation,
Clontarf Foundation
and LifeBlood

\$20 million

of funding achieved
through Sydney Swans
Foundation

725

Virtual bricks sold

**2023
IMPACT**

Number of
lockers sold

**34 Female
24 Male**

43

Auditorium
seats sold

of Academy players
on AFL/AFLW lists

**415 Male
296 Female**

SYDNEY SWANS FOUNDATION KEY WINS 2023

After almost a decade in the making, staff and players moved to the new Sydney Swans HQ and Community Centre at the Royal Hall of Industries in January 2023. Housing a 60mx30m indoor field, altitude room, hot and cold plunge pools and communal Club dining within a heritage significant building, the new facility provides our players with the best opportunity for success. For the first time in our history, our female teams are able to train alongside our men's program in state-of-the-art, purpose-built facilities.

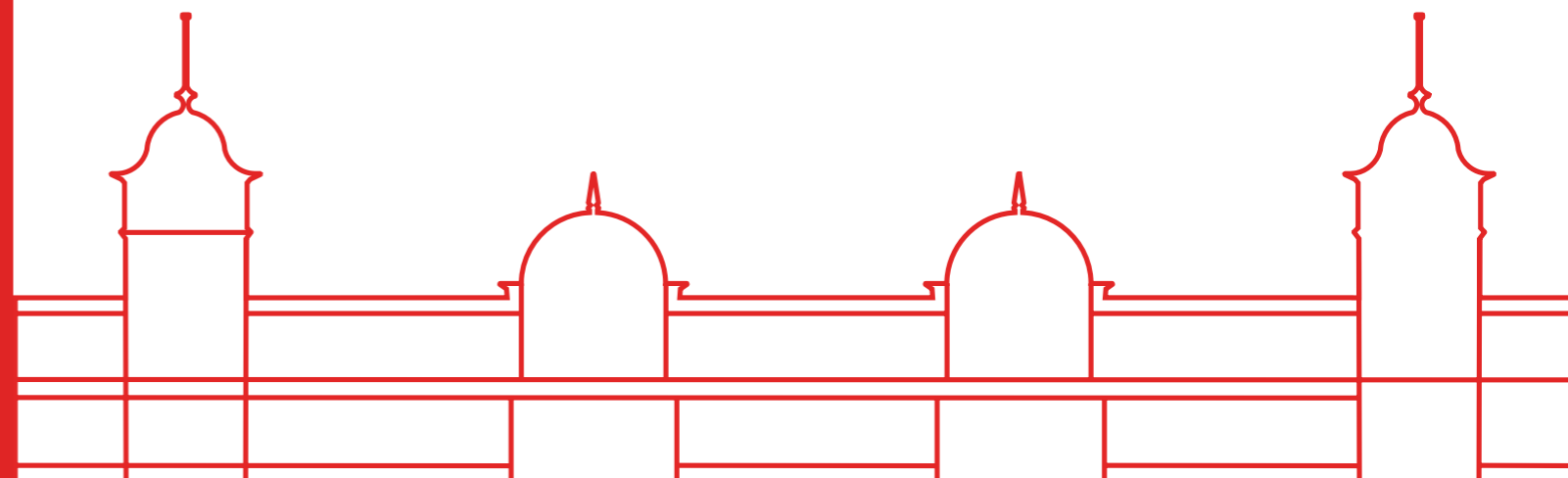
The world-class facility is our most significant undertaking since relocating from South Melbourne four decades ago. We couldn't have done it without the generous contribution from our supporters.

The Royal Hall of Industries has played home to the Royal Easter Show, a Defence Force camping

ground in WWI, emergency hospital for the Spanish Influenza, ice skating rink and hosted Mardi Gras parade after party.

Community sits at the core of the project – in addition to providing a new meeting place for the Swans community of more than 65,000 members and our more than one million fans, the Sydney Swans HQ will also be home to Indigenous focused not-for-profits' the GO Foundation and Clontarf Foundation. Australian Red Cross LifeBlood donor centre is also housed within the facility and is the first Australian blood donor centre located in a sporting complex.

It was only with the generous support of Sydney Swans Foundation donors and Members that this initiative was able to be completed.



BUY A BRICK

The Sydney Swans HQ at the Royal Hall of Industries is a game changer. For the Sydney Swans and our entire community. The Buy a Brick initiative, spearheaded by the Sydney Swans Foundation, invited members and fans to make a small donation to finish our new home.

The original facilities in the Sydney Cricket Ground were due for a makeover, with multi-level rabbit-warren layouts, some floors that could only be accessed by stairs, meeting rooms that echoed the sounds of weights being dropped from the gym and crucially, no space for amenities that would support an AFL Women's team.

Since launching the virtual Buy a Brick campaign in November 2022, the Sydney Swans Foundation

sold 725 bricks and raised a total of \$36,234.

The funds raised have supported the development of the SSHQ capital campaign and finishing the build of our new home. Our new headquarters now rank among the best, with facilities to support our every need.

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Number of Bricks
725

Number of Bricks
\$36,234

FIVE GENERATIONS OF SYDNEY SWANS SUPPORTERS

Win Hattam (née Dobbie) was destined to be a passionate South Melbourne supporter. Born and raised in Albert Park she attended home and away matches as a child, witnessing the early days of the VFL and the club's relocation to Sydney in 1982.

Win's commitment to the Sydney Swans was unwavering. She endured many lean years where the club found little success and attended matches at the SCG well into her 90s.

In September 2022, Win died at the remarkable age of 101, but not before she contributed to the Sydney Swans Foundation.



Daughter Louise Hattam explains Win insisted on donating because of the special place the club held for the family. Now in her 60s, Louise too holds fond memories of game day, attending matches with her family from a young age.

"The fact that I could be with my mother to experience the 2005 and 2012 Grand Finals is just amazing," Louise said.

"Mum wanted to make sure she made a contribution to the Sydney Swans Foundation, and she wanted to be here to see it happen, so she made the donation before she passed."

Win's legacy as a Sydney Swans member cannot be underestimated which she now leaves with her great grandchildren. Five generations of Swans supporters and members, now enshrined in a plaque in the auditorium of the new Sydney Swans HQ.

"Our family would like to thank the Sydney Swans and the Sydney Swans Foundation for honouring our late mother."

And the club thanks your family Louise, for your incredible commitment and support over the journey.

FUNDRAISING LUNCH

The Sydney Swans Foundation hosted the annual Fundraising Lunch earlier this year at Doltone House. This event served as an occasion to unite key stakeholders and Foundation supporters, all gathered with a shared purpose.

Guests came together, bound by their unwavering dedication to the Swans. The event was not merely a fundraising endeavour; it was a celebration of community, teamwork, and the enduring spirit of the Swans.

The resounding success of the Fundraising Lunch was a testament to the commitment and generosity of those who participated. With heartfelt contributions from passionate

supporters, the event raised over \$500,000 for the Sydney Swans Foundation.

The Sydney Swans Foundation extends its deepest gratitude to all those who attended and contributed, as their enthusiasm and dedication are integral to the ongoing success of the club and its mission to inspire, unite, and prosper. Together, this community has demonstrated the power of coming together to achieve remarkable goals and secure a bright future for the Sydney Swans.

We look forward to announcing the 2024 Fundraising Lunch shortly.





Photo: Phil Hillyard

QBE SYDNEY SWANS ACADEMY

After spending the first 12 months as Talent Director of the QBE Sydney Swans Academy I thought it was a great chance to reflect on what I have seen and admired about how the Swans Academy operates.

Covering such a vast area of NSW, searching for young talented athletes can have its challenges. But one thing I have noticed the most is the passionate people in all our different zones and regions willing to help develop, coach, and drive our young Academy kids to be the best version of themselves. This would not be possible without the contribution of the Foundation.

With over 70 part time coaches in our zone, finding these good people and making sure we have the right ones that can coach and lead our young talent is so important. Helping fund this operation is where the Foundation has been so crucial to the Academy in the past and going forward.

Giving the opportunity to the U/11 boy from Illawarra or the U/13 Girl from Coffs Harbour is the Academy's main priority especially when NSW has four strong sporting codes. We continue to put the game of AFL at the forefront of people's minds so they can see the enjoyment and excitement you can have by participating. Especially if you're in a Swans Guernsey.

Over our 14-year existence as an Academy we have produced 16 male players and 8 female players that have gone on and played AFL football at the highest level. With over 700 young boys and girls participating in our Academy in 2023 we are certainly leaving no stone unturned to find the next Errol Gulden or Ella Heads. And that wouldn't be possible without the Foundation's amazing support.



Leon Cameron
Talent Director
QBE Sydney Swans Academy

THE NEXT GENERATION OF SYDNEY SWANS

Carly Neyland and her three daughters, Alex (U16), Macey (U14) and Quinn (U12), have been involved with the QBE Sydney Swans Academy for four years.

Hailing from the Hunter Valley, 120 kilometres north of Sydney, the family can spend up to five hours commuting to and from Moore Park where the girls train at the Sydney Swans state-of-the-art facility.

There are 700 girls and boys who participate in the QBE Sydney Swans Academy across the state, providing a development program for athletes aged 11 to 19. There are currently 16 male Academy graduates on AFL lists and eight female Academy graduates on AFLW lists – which includes a total of 10 athletes across the men's and women's teams at the Sydney Swans.

"I would describe the Academy as a family," Carly said. "Everyone is here with the common goal to enjoy footy."

Outside of the pursuit for high performance, Carly says the impact of the Academy on her three daughters is far more profound. On the field

the girls are supported to develop their football skills through a high calibre of coaching, while beyond the boundary they learn independence, confidence, and self-motivation.

"It has never been about their future playing in the AFLW, it's about the kids pushing themselves to be the best that they can be," she said.

It's a common sentiment at the QBE Sydney Swans Academy and one that has driven enormous success. In 2023, six Academy athletes were selected to participate in the U18 Male Allies squad, which went on to win the Championship for the first time.

Such progress for the sport in NSW would not have been possible without financial investment. In addition to the generous support of principal partner QBE, the Sydney Swans Foundation plays a vital role in investing in the Academy's growth and development.

It's through the generous support of donations and bequests that the Sydney Swans Foundation is able to support the Academy and the development of young athletes in New South Wales.

"The children are really lucky to be part of the Academy, and anyone would be," Carly said.

Neyland family



FRANK BURTON SCHOLARSHIP

Frank Burton, a former employee of the Swans and passionate club member and fan for more than three decades, left a generous legacy to the Sydney Swans Foundation. The Foundation, at Frank's request, has allocated part of the legacy to an annual scholarship to assist two QBE Sydney Swans Academy players to further their football development.

The scholarship is awarded annually to help assist an Academy player with costs associated with their development. These are primarily regional players who are required to travel vast distances to attend training. First awarded in 2017, Olivia Morris and Caiden Cleary were the 2023 recipients.

17-year-old Morris hails from the Cherrybrook region and travels an hour-and-a-half to the Sydney Swans HQ every Monday and Wednesday to train with the Academy. Cleary, also 17, has been with the Swans Academy since U10s.

BASIL SELLERS SCHOLARSHIP

The Basil Sellers Scholarship Program, in its inaugural year, is aimed at the Academy's Top End players, which consists of under 18 and under 16 male and female players. These athletes' journey and experience in the Academy will give them every opportunity to fulfill their potential on and off the field.

The aim of the Basil Sellers Scholarship Program is to:

- Assist and develop talented, young footballers.
- Support a player's ambition to reach their full potential.
- Assist the player with education, training, employment, and personal development.

Four male and four female Top End players will receive the scholarship to assist in the areas of education, travel, equipment and medical expenses.



“I would describe the Academy as a family, Everyone is here with the common goal to enjoy footy.”

- Carly Neyland

THE NEXT STEPS

HALL OF FAME & MUSEUM

The Sydney Swans Museum will capture 150 years of evolution, development, crisis, heartache, and triumph. Where we have come from and who we are today. Our DNA. It will celebrate the people, the events, and the defining moments that have shaped our club. Our football club is one with a truly unique and rich history.

The Museum will deliver a spiritual experience. Visitors will not only to see and touch our history in a physical way – visitors will experience it in a profound and emotional way. Visitors will sense the presence of our heroes, both current day and greats from another time.

The space will allow fans and visitors to take a journey through the deep and rich history of the Bloods, from our inauguration in 1874 to today and beyond.

It will salute the club's resilience. Its ability to endure in the face of great adversity. Its longevity. Its courage. The courage to relocate to Sydney. Its values and what it stands for. Its strength to call out wrongs and lead by example. Its empathy and its caring. Its honesty. The honesty and accountability required to compete at the highest level for 150 years.

It will be our Field of Dreams. People will come and want to return. For this will be something unique, something special. The Swans faithful drawn by glorious memories; the next generation captured by a sense of discovery and the magic of the experience.

And all will know the Sydney Swans cares deeply
for its history and those who have worn its
famous colours. For the years teach much which
the days never know.

As the final stage of the build, the Hall of Fame and Museum will be a meeting place for fans, supporters and past players to come together to reminisce on the last 150 years and look forward to the next 150 years.

Dean Moore



Images are indicative and subject to change

We would like to thank our regular donors for their commitment in 2023:

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- Robert Critchley
- Roger Powell
- Steph Manefield
- Steve Miller
- Tina Clifton & Bruce Hogan
- Todd & Carolyn Coates

All donations, no matter the size, are greatly appreciated. Each and every donation in 2023 has helped make SSHQ possible and we thank you for your generous contributions.



Acknowledgement of Artist - Jordan Ardler, Wuri Wuri (Sunshine), 2023

Jordan Ardler, a member of the La Perouse Aboriginal community and identifies with the Bidiagal Clan group. Jordan's deep respect for her community and cultural heritage makes her the perfect choice to bring the Sydney Swans story to life in the Acknowledgement of Country.

Wuri Wuri

This artwork can be seen through multiple lenses. It is a reflection of the Sydney Swans community, surrounding areas and an acknowledgement to the Aboriginal lands on which the headquarters stands on. The design includes the input of the Sydney Swans who spoke about their emotions and connection to the space and the experience they want their players to have while at the club. It pays respect to players of the Swans and Elders of the local communities past and present.

The centrepiece symbolises the Sydney Swans headquarters, an inviting and inclusive meeting place for members of the community, radiating warmth and vibrancy. The dotted blue ripples, which join the central piece to the outer symbols, reflect the journeys, progress and learning experiences the players have through their journey during their time at the Swans. It is also a representation of the land and waters the space occupies with a connection to the Gadigal and Bidiagal clan groups. The white striped song line represents travel. "The Club relocated from South Melbourne in 1982 to establish a new home when times were challenging." Through another

lens it tells the story of the local communities Mullet Haul. Net gathering mullet to feed the community.

The four surrounding circular symbols represent progression and "built on years of hard work, commitment, belief and respect" which is what the Swans community and Aboriginal culture hold close to assure a sustainable community of togetherness. It is something they both hope to "nurture and protect". The reaching open arms at the bottom of the central symbol are a reflection of that protection.

The whales dreaming element is based on a Bidiagal story where the whale travels leaving its trail of five islands. There are 5 connecting red and white symbols cover the central symbol to show a spiritual and protective barrier around the space and community.

The artist's fingerprints throughout the piece are representative of the link between the artist, our space and the connection to the surrounding lands, people and culture. Her fingerprint emphasises togetherness and family, and builds on the story of communities coming together to connect and learn from each other.





FOUNDATION

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