

SYDNEY SWANS FOUNDATION

2024 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 still important today.

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





From the Chairman

PETER IVANY

As we reflect on the past year, I am filled with immense pride at the achievements and progress we have made together. The Sydney Swans Foundation continues to play a vital role in shaping the future of our club, and this year has been a testament to our shared vision, commitment, and passion.

On the field, both the men's and women's teams have continued to strive to be better each day, supported by the QBE Sydney Swans Academy, which continues to go from strength to strength. The Academy, which trains around 700 young players annually, has been instrumental in fostering elite talent, providing essential pathways for young athletes to pursue professional careers in Australian football. It has truly become a cornerstone of the Swans' strategy, ensuring the club's future success by nurturing the next generation of footballers.

Off the field, the Foundation has been committed to bringing to life the Sydney Swans Museum and Hall of Fame in the foyer at the Basil Sellers Richard Colless Centre. This museum will celebrate the rich history of the Sydney Swans and its deep community connections over the past 150 years. Thanks to your support, we are building a brighter future—one that embodies the spirit of the Sydney Swans and the enduring legacy of the Sydney Swans Foundation. Through your invaluable contributions, we have fostered positive change within our community, touching the lives of countless individuals and families. Your dedication has enabled us to create a lasting impact, not just within the world of sports but also more broadly.

Peter Ivany
Chairman



From the CEO

TOM HARLEY

Season 2024 was a special one for our football club, marking 150 years of the Bloods. This year's journey was marked by some incredible moments of joy – nail-biting wins, acts of on-field courage, and an SCG louder and prouder than we've ever heard before – as well as heartache at falling short of the ultimate success. It's a reminder of the emotional rollercoaster footy can take us on and the absolute privilege we have as custodians of the club to help bring joy to our community. As leaders, our board, executive and coaching staff take responsibility for setting the foundations and environment to ensure our athletes can be at their best. As donors, your contribution to building our future cannot be understated, so on behalf of everyone at the club I would like to extend a heartfelt thank you for your support.

The Sydney Swans Foundation has made it possible for our club to establish our home, the Basil Sellers Richard Colless Centre at the Royal Hall of Industries. And thanks to the Foundation the next phase of our home, a museum, is close to being realised. The museum will be an important centrepiece of our HQ as a place that educates and honours those who have come before us, bringing together stories and memorabilia from our foundations in 1874 to the present day. Thank you to everyone who has already donated to this project – it's certainly not too late to be involved.

In addition to building our home, the Foundation also plays a vital role in the ongoing support of the QBE Sydney Swans Academy. The Academy delivers an elite training program to 700 boys and girls at five centres across New South Wales, providing a pathway for those who aspire to be the next Isaac Heeney or Ruby Sargent-Wilson. While the talent outcomes are a focus of the Academy, our coaches also invest in helping our young athletes build life skills such as leadership, confidence and resilience. It's a program we are incredibly proud of, and again, one that wouldn't be possible without the generous support of donors to the Sydney Swans Foundation. Keep an eye out for our upcoming docuseries, Young Bloods, that will take you inside the QBE Sydney Swans Academy to witness the impact of the program and the connections it is building.

Success comes in many forms, and on many fronts season 2024 was a success. Thank you for the part you have played in that journey. I look forward to continuing to take the club onwards together.

Tom Harley
CEO

TABLE OF CONTENTS

FROM THE CHAIRMAN	4
FROM THE CEO	5
WHO WE ARE	7
ACHIEVEMENTS	8
OUR NEW HOME	9
JOSH KENNEDY SYDNEY SWANS FOUNDATION AMBASSADOR	11
THE APPLEBY FAMILY	12
BASIL SELLERS SCHOLARSHIP	13
TELAYA BLACKSMITH	15
MUSEUM	16
SYDNEY SWANS AFLW RESEARCH	18
FINDING COMMUNITY IN RED AND WHITE	19
KIMBERLEY FAMILY	20
THOMAS FAMILY	21
2025 SNAPSHOT	24
INTERSTATE	26
OUR DONORS	30
GET INVOLVED	33

Building futures one goal at a time

WHO WE ARE

At the Sydney Swans Foundation, we are more than just supporters—we are architects of the future. Our mission is clear: to ensure the lasting success of the Sydney Swans, both on the field and in the community.

Together, we shape the future

Your support goes beyond the scoreboard. Together, we are securing a legacy, ensuring that the Sydney Swans continue to inspire and unite for generations to come.

TRADITION

CONNECTION

INNOVATION

VALUES



9 Scholarships Awarded
 2x Frank Burton
 7x Basil Sellers

40k

Funding Provided via Scholarships

25k+

Visitors Since Opening Swans HQ

MARCH

Josh Kennedy as Sydney Swans Foundation Ambassador

This year we were thrilled to announce Josh Kennedy named Sydney Swans Foundation Ambassador. As a former captain and 2012 premierships player, Josh's role reflects his deep connection to the club and commitment to its future. His involvement will help increase awareness of the Foundation, supporting the growth of key programs and the club's rich legacy.

JUNE

QBE Goals for Good

The QBE Foundation hosted its annual Goals for Good event at Saturday's AFL clash between the Sydney Swans and Fremantle Dockers, resulting in a donation of \$75,000.

The initiative saw the QBE Foundation pledge \$3,000 for each of the 14 goals the Swans scored during the game at the SCG, but after the game the overall donation was rounded up to \$75,000. Funds raised will be split between QBE's community partners and the Sydney Swans Foundation.

Sydney Swans Foundation are thrilled to be part of QBE's Goals for Good event and are extremely thankful for their generosity.

719

Academy Players

434 Males
285 Women



300+
 Group Visitors

Including schools, multinational organisations, corporate and community partners

JULY

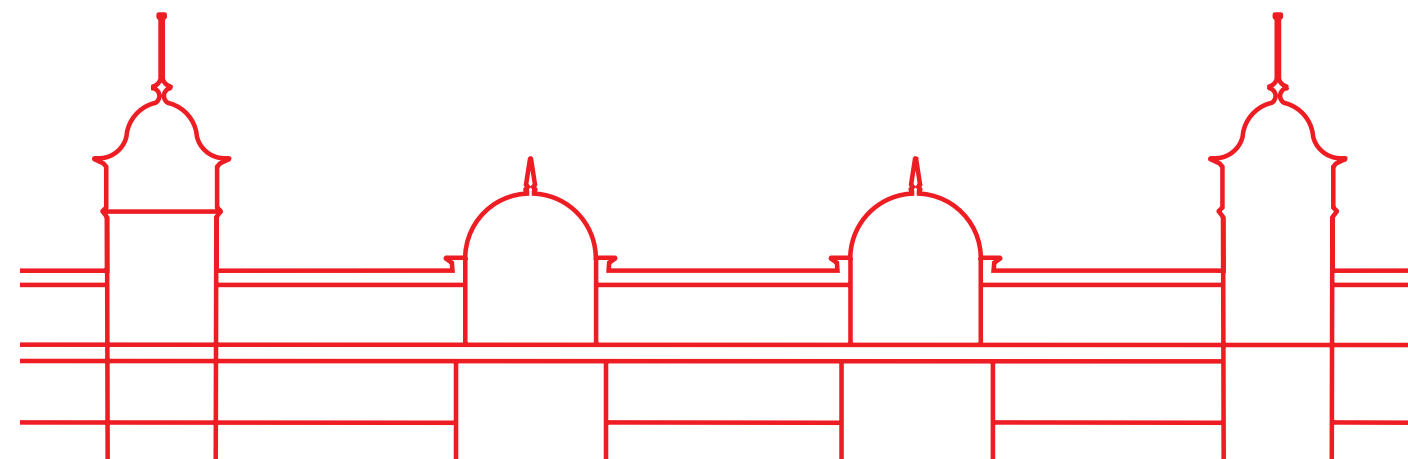
Foundation Match Day

Round 20 v Western Bulldogs – The Sydney Swans Foundation was proud to be the Match-day Partner for the Round 20 match against the Western Bulldogs at the SCG, offering exclusive access to the guard of honour, coin toss, and junior mascot roles for some of our donors. This special opportunity was our way of saying thank you to valued donors, acknowledging their support with this small but meaningful token of appreciation.

SEPTEMBER

Isaac Heeney celebrates his 200th game for the Sydney Swans

From Newcastle and the QBE Sydney Swans Academy to 200 games, the massively popular Swans star reached this major milestone having amassed 3625 possessions, kicked 258 goals, and polled 70 Brownlow Medal votes in 249 games.



OUR NEW HOME

“Sydney Swans HQ could only have happened with the efforts of those who dreamt of it, designed it, built it, funded it and now enjoy it. Those who use the building daily bring its bricks and mortar to life. In return, the building helps those who occupy it to reach their potential. This is what joining great buildings with great people can achieve: unlimited potential.” – Andrew Pridham

Sydney Swans HQ, located on Gadigal and Bidiagal land in the heart of Moore Park, is a world-class elite training and community venue. Home to our elite men's and women's teams, and more than 700 participants engaged in the QBE Sydney Swans Academy, it provides an inner sanctum hub for Sydney Swans members and enables our club to deliver important community programs.

Affectionately remembered by Sydneysiders as the Showbag Pavilion, the Royal Hall of Industries is majestic, grand and rich in history. Incorporating state-of-the-art high-performance training facilities and administration offices, this centre of excellence spans more than 12,000m² over two levels.

By 2014 the club's home base at the SCG was no longer conducive to creating a high-performance environment to meet the demands of a team competing in the national competition.

The facilities were under severe stress, and moreover, aspirations of a team in the AFLW competition would not be realised without change.

The Royal Hall of Industries was identified as the priority solution.

It was an ambitious and courageous undertaking, but it has established a new benchmark in sports and community facilities in this country.

The Basil Sellers Richard Colless Centre, our Sydney Swans HQ, is a transformational facility. It brings deep and immediate benefits and future proofs the club for years to come. It enabled the establishment of our AFLW team. It was only with the generous support of Sydney Swans Foundation donors that this initiative was able to be completed. Now, players, staff, coaches, members, and the broader community can truly benefit from and enjoy the success of this achievement.

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.

"I put four posts up in the back there, so Lauren could have something to practice kicking"

– Daniel, father of Lauren Appleby Academy player based in Moree

**SYDNEY SWANS
FOUNDATION
AMBASSADOR:**

**JOSH
KENNEDY**

I'm truly honoured to be named the Sydney Swans Foundation ambassador for 2024. For me, this role goes far beyond the game itself. Of course, winning premierships is a huge part of football, but being part of the Foundation allows us to make a lasting impact off the field. The Sydney Swans Foundation isn't just about the present success of the club; it's about the future. It's about ensuring that the Sydney Swans continue to grow, evolve, and make a positive impact for years to come.

The opportunity to give back to a club that has given me so much is something I take very seriously. From the moment I arrived, the Sydney Swans felt like family, and the bond with our supporters, members, and community has been unbreakable. Through the Sydney Swans Foundation, I have the chance to help build on that foundation and make sure future generations of players, fans, and members feel

the same sense of belonging that I have always cherished.

People often become ambassadors because of their strong personal ties to the club, a desire to give back, and a commitment to preserving the club's legacy. I'm proud to play a role in shaping the future—ensuring that the Sydney Swans not only thrive on the field but continue to have a meaningful and lasting influence off it as well. The Foundation's work is critical in keeping that vision alive, and I'm excited to help lead the charge.



– Josh Kennedy
Premiership player and former captain

THE APPLEBY FAMILY

From Moree to Moore Park Lauren Appleby travels over seven hours one-way in the pursuit of elite standards.

“It’s an opportunity that you really get once in your life – I think it’s important to take it.”

Hailing from Moree, 640 kilometres northwest of Sydney, Lauren Appleby and her father Daniel admit that opportunity for elite sport is rare in regional NSW. So, when playing with the QBE Sydney Swans Academy became possible, she grasped it with both hands.

Lauren travels over seven hours fortnightly to attend training at Sydney Swans HQ. At home, she practices her kicking on a field mowed into the back lawn.

“I put four posts up the back there, so Lauren could have something to practice kicking and that sort of thing,” Daniel said.

“I marked some lines, so she had an idea of how far out she was.”

Lauren admits that with the help of the QBE Sydney Swans Academy her skills on the field have improved drastically. Off the field, she’s learned independence and developed her social skills.

“What I love most about the Academy is the experience. Not only do I get to play the sport I love, but I get to meet new people and be in a different environment,” Lauren added.

Daniel echoed this notion, praising the people involved in the Academy’s Top End program.

“The staff involved have been really good. It’s a hell of an experience for someone coming from a

small town like Moree to be able to have that level of coaching.”

At the time of this interview Lauren had finished one of her final HSC examinations – and the commitment to juggling study, travel, and sport stands as a testament to Lauren and her family’s dedication.

While Lauren is unsure what the future holds, she continues to make the long trip to Sydney in the pursuit of professional sport.



BASIL SELLERS SCHOLARSHIP

One Year On



Joe Harrison

11 Games Played (3 Allies, 8 Academy) **22** Disposals **3** Tackles per game

Joe had an impressive year as captain of the U18 Academy, leading by example on and off the field. Despite missing two games due to a mid-season concussion, Joe’s clean ball-handling and sharp footwork in tight situations set him apart. He was rewarded with 3 Allies games, where he kicked 4 goals while playing as an inside midfielder and forward. His decision-making and composure with the ball were crucial to his team’s success.



Noah Chamberlain

12 Games Played (2 Allies, 10 Academy) **14** Disposals **5** Tackles per game

Noah’s development over the last year has been remarkable. His competitive spirit and tireless work ethic have made him a standout. Noah played multiple roles, primarily as a key forward, but also showed his versatility on the wing. With a powerful left foot and exceptional endurance, Noah reminds many of Jeremy Cameron (Geelong). He was a standout in the NSWACT U17 Futures game, and his potential as a player and leader is undeniable.



Lachlan Carmichael

14 Games Played (4 Allies, 10 Academy) **21** Disposals **6** Marks per game

Lachlan’s move from inside midfield to the half-back flank was a game-changer. His footy IQ and ability to read the play set him apart, making him one of the most consistent performers of the year. Averaging 6 intercept marks per game, his composure and vision often gave his team the upper hand. His maturity and work ethic make him a coach’s dream, and his future looks bright as he steps into his 18th year.



Emma Juneja

11 Games Played (3 Allies, 4 Coates League, 2 AFLW Academy, 1 VFLW) **15** Disposals

Emma’s speed, agility, and intelligent running patterns made her a crucial player across multiple competitions this year. Her hard work paid off as she excelled in the National AFLW Academy, Swans Academy, and Swans VFLW team. Emma was instrumental in the Allies’ memorable victory over QLD in the U18F National Championship and is now balancing her football with a double degree in Engineering and Commerce at Sydney University.



Alex Neyland

Position Key Defender

After completing her rehab, Alex has rejoined the high-performance squad. Known for her football intelligence and fierce determination, she dedicated countless hours to training on her family farm. Her rehab journey has seen her grow physically and mentally, and the Academy eagerly awaits her return to competitive play in 2025.



Kiera Yerbury

3 Games Played (Coates League) **17** Disposals

Kiera has had a powerful season, displaying her fierce competitiveness as an inside midfielder. Known for taking the game on, she has consistently delivered strong performances, despite missing one game due to injury. Now playing senior football in Sydney’s Premier Women’s competition, Kiera continues to be a dominant force, regularly featuring among her team’s best players.



Amelia Martin

7 Games Played (3 Allies, 4 Coates League) **15** Disposals **4** Goals per game

Amelia had a standout season, playing a pivotal role in the Allies’ historic victory over QLD in the U18F National Championship. As a key utility player, she made an impact in every contest, particularly in the backline. Amelia’s defensive pressure was key to resisting QLD’s dominance. Off the field, she has attracted interest from AFLW clubs and is focused on her academic goals, with plans to pursue higher education alongside her football career.

“Our support today means that in 40 years’ time, our grandchildren, and theirs, will, like us, experience the exhilaration of following a truly great football code and team, and all the joy and life lessons that that brings”.

*– Peter & Maree Thomas,
Former Number 1 Ticket Holders
and Major Donors*



TELAYA BLACKSMITH

ARA First Nations Academy and QBE Sydney Swans Academy athlete Telaya Blacksmith qualified for the 2024 Paris Paralympic Games. Blacksmith – a proud Walpiri woman originally from the Northern Territory – competed in the T20 400m sprint, setting an Australian record in her heat to qualify for the finals.

The teenager burst out of the blocks and managed to stay near the leaders for fifth in her heat in a personal best 57.96s. With her parents and supporters giving her a hug from the bottom row of the stands, Blacksmith found out she had qualified for a Paralympic final at her first Games.

Reflecting on the moment, “I was very nervous, very excited. It was such an amazing experience – I’m so happy I’m here,” she said.

“The stadium was so big and loud. I don’t know how I did it because I’m sure I used up all my adrenalin. And I thought I hadn’t made it and then they told me I had.

“At such a young age, I now feel like I can achieve anything if I work hard – it’s not impossible.”

Currently in Year 11 at Endeavour High School in Sydney, Blacksmith balances her studies with

Top End Academy commitments. The talented athlete has been with the QBE Sydney Swans Academy since 2020 and is a member of the First Nations Academy program.

Academy assistant coach Kristie Whittard praised Blacksmith’s achievements saying, “The Academy are so proud of Telaya and her achievements. Her journey to Paralympic qualification represents competitive spirit, hard work and resilience,” Whittard said.

“Telaya’s commitment has been extraordinary, balancing the Academy, athletics, and Year 11 studies and all whilst maintaining her cheeky sense of humour. She’s testament to what athletic ability, determination and exposure to elite programs can achieve”.

The QBE Sydney Swans Academy not only produces top-tier football talent, but it also develops strong-minded, resilient and humble individuals. Telaya Blacksmith’s story is a testament to this mission, and we are proud to witness her remarkable journey both on and off the field.

SYDNEY SWANS MUSEUM

The Sydney Swans was established as South Melbourne FC in 1874 and is one of the oldest football clubs in the world. A founding member of the VFL, the club's relocation to Sydney in 1982 was the genesis of today's AFL national competition. Our football club is one with a truly unique and rich history.

It is a story to celebrate, protect, and preserve for future generations. A story that must be told. 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.

The Museum will be named the 'Peter Weinert Museum', in recognition of the incredible generosity Peter Weinert has provided the club. This project would not be made possible without Peter's shared vision and steadfast commitment to the club.

A visit to our museum will deliver a spiritual-like experience. You will not only see and touch our history in a physical way – but you will also experience it in a profound, emotional way. You will sense the presence of your heroes, both current day and greats from another time.

The Museum will reflect the club's resilience. Its ability to endure in the face of great adversity. Its longevity. Its courage. Its values. Its honesty. The honesty and accountability required to compete at the highest level for 150 years. The Museum is set to open by mid-2025.

Please visit the Sydney Swans Foundation website to find out how you can support, or to make a tax-deductible donation today.



Images are indicative and subject to change



ADVANCING WOMEN'S SPORTS AND PERFORMANCE THROUGH SYDNEY SWANS AFLW RESEARCH

The AFL Women's (AFLW) league has rapidly become a prominent and influential platform for showcasing the talent, dedication, and athleticism of women in Australian Football. Despite its growth, there remains a significant gap in academic research focused on the AFLW, particularly in areas such as player development, health and wellbeing, performance analytics, and the socio-cultural impact of the league.

Sydney Swans Foundation are proud to offer funding for a PhD student to be embedded in the AFLW program from 2025 for 4 years, in partnership with UNSW.

The primary objective of this PhD research is to provide evidence-based recommendations that can inform training practices within the AFLW program.

As a first for the club, the Foundation is honoured to be seeking funding to enable important long-term high-performance findings to be investigated in our women's program

If you are interested in hearing more about this project, or are interested in supporting the program, please contact the Foundation team.

Studies have shown just 6 per cent of sports science research is dedicated to women athletes: in fact, most research is based on the body of a 70kg white male. This ultimately affects the performance, rate of injury, and eventual drop-out rate of women in sport. (Yu, 2023)

FROM SYDNEY SWANS SUPPORTER TO LOCKER DONOR, NICOLE MCKENNA FINDS COMMUNITY IN RED AND WHITE

Hailing from Victoria, Nicole McKenna has long been a supporter of the AFL, barracking for Collingwood as a child. But when she moved to Sydney's inner-city suburb of Paddington with two young children in tow, she felt drawn to support the Sydney Swans.

"I love the game. It's something that gives me a lot of joy, heartbreak and pleasure all at the same time," she says.

After years of support and becoming a self-confessed "die-hard fan", McKenna was introduced to the club's AFLW program during its early inception.

When the opportunity arose to take her support for the red and white to the next level, she found a sense of culture and community unique to the club.

"I knew the club needed people to donate and support the locker program — it seemed like a perfect fit for me. As a result, I got to know Lexi Hamilton."

The Hamilton connection was strengthened as McKenna was introduced to Hamilton's sister, fellow Swan Cynthia, along with their parents and grandmother.

"A locker is a very personal thing... it's almost like a little window into the essence of who they are," McKenna says.

"Being able to support that is a unique, tangible thing to be able to do."

McKenna's daughters are now in their early twenties. She says her support of the AFLW program is an example she wants to set for them, to show the importance of supporting women.

"My daughters are like me — they want women to be able to do whatever they want to do, whenever they want to do it," she says.



2024 EVENTS

Our donors are at the heart of everything we do, driving the impact of our work and helping us achieve meaningful change. It's their generosity and commitment that allow us to continue making a difference. As a way of expressing our deepest gratitude, we are dedicated to providing our donors with bespoke, intimate experiences. These events are crafted to not only show appreciation but also to foster a deeper connection to our mission and the communities we serve.

Each occasion is an opportunity to celebrate the incredible support we receive, and to offer a closer look at the transformative work their contributions make possible. Our success is truly a reflection of their unwavering support, and this success is only achieved through their support.

Read about a small snapshot of our events this year;

FUNDRAISING LUNCH

The 2024 Sydney Swans Annual Lunch brought together players, staff, and dedicated supporters in a shared effort to raise essential funds for the Sydney Swans Foundation. Thank you to Qatar Airways for partnering with us for the event. Your generosity was most appreciated!

United by their deep passion for the club, guests had the unique opportunity to win extraordinary and one-of-a-kind prizes. These items were more than just prizes; they were tokens of the club's rich history and future aspirations. With all proceeds going towards supporting the Foundation's vital work within the Sydney Swans community.

The success of the lunch is a testament to the generosity and commitment of those who purchased tables, secured seats, participated in the auctions, and bought raffle tickets. Every contribution played a significant role in advancing the Foundation's mission of securing the club's future.

The 2025 lunch is set to be bigger and better than ever before, ensuring it continues to be a highlight. We look forward to sharing further details soon.



TEMPERANCE HALL

Sydney Swans Foundation celebrated our 150th anniversary at Temperance Hall in March. Held ahead of our Round 1 match against Collingwood the event was not only an opportunity to celebrate the club's incredible progress but protect it for further generations. Previously known as the Emerald Hill Total Abstinence Society Hall, Temperance Hall was the place where the club was founded on June 19, 1874 by John Parry.

Bloods legend Peter Bedford, number one ticket holder Rebecca Skilton, premiership players and Hall of Famers John Heriot and Stevie Wright, chairman Andrew Pridham, former chairman Richard Colless, AFLW co-captain Lucy McEvoy, Dean Cox and John Longmire were also in attendance.

On display during the event were Bob Skilton's three Brownlow medals, Bedford's Brownlow, Josh Kennedy's 2012 grand final match worn guernsey, Dan Hannebery's premiership medal, and 1888 premiership cap on display – a sample of the items that may be displayed at the museum.



SEASON PREVIEW

In February we were thrilled to be joined by COO Drew Arthurson, EGM – Customer, Natalie Fagg and Senior Assistant Coach – AFLW & Youth Development Coach, Nick Davis for an inner sanctum deep dive into the administration and football programs. Each shared valuable insights into the commercial and strategic objectives for the year, providing guests with an overview of what to expect in 2024.



HIGH PERFORMANCE BRIEFING

In August, the Bloodliners coterie group were treated to a briefing with Athletic Performance Coach, Shane Lehane (now Head of Athletic Performance) and Damian Raper, Head of Physiotherapy and Medical Services. At an exciting time of the season, and heading into finals, Shane and Damian provided the Bloodliners with insights on the AFL athletic programs, recovery and rehabilitation to excel on the field. Both provided insights into the rehabilitation programs of Justin McInerney and Tom Papley.

AFLW BRIEFING WITH HEAD COACH, SCOTT GOWANS

The AFLW locker donors heard from Head Coach Scott Gowans in October. Scott provided the donors with a snapshot of the season from a coaching perspective, as well as individual player insights. He was transparent and honest about where the team is at and the improvements to be made for the remainder of the year and into the preseason in 2025.



THE KIMBERLEY FAMILY

For a family that has followed the varied fortunes of the Swans since the 1870s, it is fitting that the Kimberley name is among those backing the club's new museum, via the Sydney Swans Foundation.

Jason Kimberley is from a long line of Swans faithful. His children mark the eighth generation of Kimberley family support for the Bloods.

Father Craig Kimberley sits alongside the club's most important figures, as the first administrator inducted into the Swans Hall of Fame.

Jason's memories of his association with the Swans date back to the days of riding shotgun to his father's presidency of the club in 1975. Speaking at a Swans 150-year celebration event in Melbourne in August, he described the time as akin to Willy Wonker and Charlie running the chocolate factory.

He recalls sneaking into the changerooms at Lake Oval in Albert Park, with the help of doorman Jim Gull, the father of his favourite player, Stewart Gull.

"Stewy was the epitome of a Swans player at the time, he wasn't an A-grader by any stretch but he gave it everything," Jason recalls.

A pair of socks gifted by Gull to a young Jason remain in his possession.

And while Jason is excited by the future of the club in Sydney, there is no doubting his passion for the club's rich history, which will be on display as part of the Swans museum.

"Two cities, one team," he says.

"It's so important to recognise and honour the past – and then continue to build on those foundations.

"We want to appreciate where we have come from and the new museum at Sydney Swans HQ will be integral for that," he says.

The museum will chart the 150-year journey of the club and celebrate some of the most important moments and players in its history.

Curation of items for the museum collection has commenced with hopes the museum itself will open in 2025.

The Sydney Swans are lucky to have fans across the country who come together to provide support, often from afar.

WA SWANS

"Supporting the Sydney Swans from interstate is about more than just wanting to show pride in your team, it's wanting to be a part of the team. It's buying in to the Bloods culture.

As passionate fans from Western Australia, we embrace the Swans' rich history and resilient spirit that transcends geographic boundaries. The Swans represent a story of determination and success, from the grass roots of Lakeside to the now well-established headquarters of the Royal Hall of Industries.

The Sydney Swans produce players that become symbols of excellence in the AFL. Their commitment to community and inclusivity resonates far beyond Sydney, drawing in fans from all corners of Australia. When you cheer for the Swans, you're not just following a team; you're joining a nationwide community united by a shared love of the game.

This connection fosters a sense of belonging and pride, making the distance between Sydney and Western Australia feel insignificant. Supporting the Swans from afar is a celebration of football's power to unite and inspire. For us here in the west we feel we can celebrate and strengthen this connection through our relationship with the Sydney Swans Foundation."



The WA Sydney Swans Supporters Club were the proud winners of the Supporters Group of the Year at the AFL Fans Association – 2024 Fan Awards



ACT SWANS

"The Canberra Mob" as we sometimes call ourselves, began as a formal Interstate Supporter Group over 15 years ago. The formal group closed two years back, but our enthusiasm and love of our club continues. Many of us have been members or supporters for many years, some are newer recruits. We happily travel to Sydney mid-winter for night games, getting home in minus zero temps with bedtime of around 2-3 am. We get to every home game.

We get to club functions, dinners, presentation events, and attend AFLW games where possible. And we gather at our local Swans friendly club in Canberra to watch away games. Why? We love our club. We have made lifelong friendships.

The Canberra outpost of the Swans fan base is strong and determined to spread the red and white far and wide. The Swans flag flies high and proud in Canberra.



SA SWANS

The South Australian Sydney Swans Supporter Group has been running for over 20 years, providing supporters based in Adelaide and regional areas a place to meet with fellow supporters to watch, cheer, commiserate and discuss games together.

We now meet up regularly at the Arkaba Hotel to watch games, have some friendly competitions and run raffles etc to raise funds which go back to the club in the way of Redback Memberships and Auditorium seat sponsorships. This helps to give us a feeling of belonging and sense of connection to the club, as well as the satisfaction of making a contribution.

Our supporters here all help out in whatever way they can to build the group and welcome new members.

Sydney coterie groups & Infinity Club members

These dedicated supporters go beyond just attending games, actively contributing to the club's growth and future. In 2024, the SCG was louder than ever, with Sydneysiders coming in strong numbers to cheer the team on. Their passion and energy fill the stadium, creating an electric atmosphere

Melbourne Blood Brothers & Red and Whites

Our supporters in Victoria are known for their passionate dedication, bringing a strong sense of camaraderie to the city. With the Swans' roots in South Melbourne, their supporters maintain a deep connection to the club's heritage, and their loyalty continues to thrive, fostering a vibrant community that passionately supports the team



THE THOMAS FAMILY

We love the Australian football code and are steeped in its history and culture. Maree's roots are in 1950s, country Victoria, barracking for the Kyabram Bombers, and playing 'kick to kick' in the garden with the whole family. Peter's are in Melbourne's East, where from early days he went with a friend every Saturday, to support Fitzroy, at the old Brunswick Street Oval.

In 1971 we left Victoria and 'live' football for adventure, and greener career pastures in Sydney. And happily, in 1982 the South Melbourne Football Club relocated there. Our passion for the game grew as we adopted the Sydney Swans. Going to the footy together for over 40 years, creating new memories, was an important activity for our family. And now the third generation is inducted. You don the colours and become part of a tribe; you learn many lessons about life; you make wonderful friends and meet extraordinary characters; you see callow young men turn into icons, and others fail to realise their dream; you go to places and do things you could never have imagined; you know heroes and listen to legends; you laugh and even cry. Football has brought us so much.

In 2014 we were very proud to be the Sydney Swans Number One Ticket Holders. We travelled to every game We wrote our famous Number One News regularly for the Swans website, in which we recounted our adventures and the stories of the Swans supporters we met in exotic locations like the Pineapple Hotel near the Gabba, the Australian Rules Club in Wagga Wagga, the Blue and Gold Sydney University Lunch, the Rising Sun Hotel – our club's spiritual home in South Melbourne – and many more in Adelaide and Perth. It was a very special year for us.

In more recent years, supporting the Sydney Swans Foundation has been a tangible way of ensuring the future of our Club. The Foundation has enabled the building of world class facilities, academies to produce the next champions (girls and boys), and ensuring our club continues to prosper. Our support today means that in 40 years' time, our grandchildren, and theirs, will, like us, experience the exhilaration of following a truly great football code and team, and all the joy and life lessons that that brings.

1971

The Thomas Family moved to Sydney

1996

Final home-and-away match, at the SCG against West Coast, with drizzling rain and fog, and the eerie chant of 'Syyydney', 'Syyydney' reverberating for the first time around a misty SCG. Close to the end of the match, the scoreboard, with 'Sydney' on top of the ladder, flashed through the fog. We hugged everyone in sight. The Swans went on to win their first finals on Sydney turf; and we knew our team had arrived.

2023

At North Sydney Oval, when the Swans AFLW Team posted their historic, first-ever win. The joy in that moment, led by the Sydney men's team, was marked by such an outpouring of singing, whooping, and stamping of feet, that the Grandstand in which we were sitting, literally shook.

1982

South Melbourne Football Club moves to Sydney

2014

Number One Ticket Holders

“It’s so important to recognise and honour the past – and then continue to build on those foundations. We want to appreciate where we have come from and the new museum at Basil Sellers Richard Colless Centre will be integral for that.”

– Jason Kimberley

2025 SNAPSHOT

As we look ahead to 2025, we are excited to continue our support of the QBE Sydney Swans Academy, fostering the next generation of talented athletes and contributing to the future of Australian football. Our partnership with the Academy remains a vital part of our commitment to nurturing young talent and promoting the sport's growth.

We are also eagerly anticipating the completion of the museum at the Basil Sellers Richard Colless Centre. This project will serve as a celebration of the rich history and heritage of the Sydney Swans, providing a space for fans and

the community to engage with the club's storied legacy.

Additionally, 2025 promises to bring more thrilling moments in both AFL and AFLW. We look forward to supporting the continued success of our teams, as we share in the excitement of another action-packed year of footy.

To make 2025 more impactful, you can get involved with the Foundation in a number of ways:



Be part of the AFL or AFLW locker programs. Don't miss the chance to support the women's program as they make their mark on history.



Join a coterie group and gain unparalleled access to the inner workings of a football club.



Join the Infinity Club by leaving a gift in your Will and make an impact that lasts a lifetime.



Help us build the Sydney Swans Museum by making a donation today.

Connect with like-minded philanthropists investing in the power of sport. Any donation, no matter how big or small, helps us to continue our vital work.



The Foundation warmly thanks our regular donors for their ongoing generosity in 2024

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GET INVOLVED

- Be part of the AFL or AFLW locker programs. Don't miss the chance to support the women's program as they make their mark on history. Don't miss the opportunity to have your name etched alongside greats both past, present and future.
- Join a coterie group and gain unparalleled access to the inner workings of a football club.
- Let your legacy live on. Leave a gift and make an impact that lasts a lifetime.
- Help us build the Sydney Swans Museum by making a donation.

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