



FOUNDATION

PETER VEINERT MUSEUM

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In addition to the lure of outstanding success, South Melbourne was an enticing proposition to the club as it offered players the opportunity to earn a salary, health insurance, and the distribution of outstanding trophies. In 1950, the club played nine games on the South Coast and finished the 1950 season as a member of the Victorian Football Association. In 1951, the club received this stunning offer from the Victorian Football Association: a \$10,000 salary, health insurance, and the opportunity to win the premiership. The club accepted the offer and moved to Melbourne, Australia, in 1951.

South Melbourne centre half-forward Bob Doss won a VFL premiership during his first season in 1959. Following the win, Clarendon Street, along with 100 of his teammates received their premiership medals.

PREMIERSHIPS

THE STORY THAT SHAPED US

Established as South Melbourne FC in 1874, the Sydney Swans 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 – the story of the Swans is unlike any other.

It's a story of resilience, reinvention and unwavering spirit. One that spans generations, crosses borders, and captures hearts. A story not just to remember, but to protect. To celebrate. To pass on.

The Peter Weinert Museum, located at the Sellers & Colless Centre – Sydney Swans HQ in Moore Park – was named in honour of Peter Weinert, a Sydney Swans Patron, Life Member and former Number 1 ticket holder and president, whose contributions to the club have been immeasurable. The museum is a permanent home for the stories, artefacts and people who've defined the red and white.

For the first time, 150 years of football history – the heartbreak, the breakthroughs, the premierships, the people – are being honoured under one roof. This is more than a museum. It's our DNA, captured.



An iconic image of the Sydney Swans 1982 team on the steps of the Sydney Opera House.



On display in the museum: fan badges, footy cards, and membership items from as early as the 1880s.



Swans team of the Century Captain and AFL Hall of Fame Legend, Bob Skilton.



On display in the museum: the Swans Hall of Fame wall.



On display in the museum: The Sydney Swans' key to the City of Sydney and Warwick Cappers shorts from the 1980s.

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Preserving the essence of the Sydney Swans' journey is paramount; it's a testament to the roots that ground us, the moments that define us, and the legacy that continues to inspire the next generation of athletes and fans alike.

”



JOSH KENNEDY

Sydney Swans Foundation Ambassador and 2012 Premiership Player



Temperance Hall, the birthplace of the South Melbourne Football Club on June 19, 1874

WHY IT MATTERS

At the heart of every great club is its story. The Peter Weinert Museum ensures ours is never forgotten – a place where past meets present, and the future is inspired.

To ensure the continued **care, conservation and curation** of this remarkable collection, we are seeking to expand our archive and appoint a dedicated museum resource – someone who will champion the Swans' legacy with the respect and care it deserves.

This role will unlock future opportunities for guided tours, educational programming, and evolving exhibitions that bring the **red and white story** to life.



THE OPPORTUNITY: BECOME A HERITAGE HERO

We invite you to become a Heritage Hero – a passionate supporter committed to safeguarding our club's history.

By donating \$1,200 per year, or \$100 per month, you will join **Heritage Heroes** and join a group dedicated to the ongoing care and evolution of the Peter Weinert Museum.

As a Heritage Hero, you'll receive:

- ▼ Annual updates from the Sydney Swans historian, including insights into new memorabilia acquisitions
- ▼ Recognition on the Sydney Swans Foundation website and in our annual Impact Report
- ▼ And most importantly, the pride in knowing you're helping preserve the Swans' story for generations to come



The Sydney Swans Premiership Cup display.



Ted Johnson's match ball after kicking seven semi-final goals against Essendon in 1923.

THIS IS YOUR CHANCE TO BE PART OF SOMETHING BIGGER THAN THE GAME.



For a further discussion about how you can support this important part of Sydney Swans HQ, please contact the Foundation team:



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