FOUNDATION

SYDNEY SWANS FOUNDATION

2026 IMPACT REPORT



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

PETER IVANY

Reflecting on the past year, I am filled with an immense sense of pride and gratitude for what we have achieved together.

The Sydney Swans Foundation exists to ensure our club remains strong, competitive and connected to its community for generations to come. This year, thanks to the generosity and belief of our donors we have continued to make meaningful progress towards that vision.

This year has also reminded us that strong organisations are not defined solely by their successes, but by how they respond to challenge.

Recent events have tested everyone connected to the Sydney Swans and prompted important reflection across our club. While we do not shy away from those moments, they should not overshadow the tremendous impact created every day by the countless people who contribute to our organisation.

2026 was a year of both impact and momentum. Together, we exceeded our fundraising targets and strenghtened the Foundation's capacity to invest in the projects that matter most to the long-term success of our club. From supporting the growth of the QBE Sydney Swans Academy and the ARA First Nations Academy, to advancing opportunities for female athletes through the AFLW PhD, and preserving our rich history through the Peter Weinert Museum, you helped create opportunities that will be felt for years to come.

This year also reinforced something we have always known: the Foundation's greatest strength is the community that stands behind it. Whether you attended an event, supported a campaign, renewed a pledge or made a first-time donation, you have played an important role in helping future-proof the Sydney Swans.

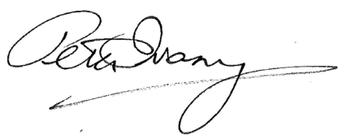
As we look ahead to 2027, our ambition remains clear.

We will continue to invest in pathways and opportunity through our Academy programs, deepen our commitment to preserving the legacy and traditions of our club, and strengthen the Foundation's long-term sustainability. We will also continue building the resources and future funding streams required to ensure the Sydney Swans remain a thriving and successful club both on and off the field.

Importantly, our work is never simply about funding projects. It is about creating opportunities, strengthening communities and building something enduring for future generations. Every contribution, large or small, helps shape the future of the red and white.

On behalf of the Foundation Board, I thank each and every person who has contributed to our journey this year. Your generosity, commitment and belief in our vision make this work possible. I'd particularly like to thank Matthew Pavlich, Drew Arthurson, Amanda Thompson, Grace Hull and Tony Morwood whose hard work ensures our vision becomes reality. To our board members, thank you for your dedication and commitment to the Foundation.

Thank you for being a part of the impact we're creating.



Peter Ivany
Chairman,
Sydney Swans Foundation



From the CEO

MATTHEW PAVLICH

As I reflect on my first year as Chief Executive Officer of the Sydney Swans, despite our recent challenges, I am filled with a deep sense of pride, gratitude and optimism for what lies ahead.

From our staff and volunteers to our members, supporters, and donors and most of our players, the Sydney Swans is a community united by a commitment to respect, courage, and curiosity in building something greater than ourselves.

Recent events have been deeply challenging for everyone connected to the Sydney Swans. For this we are very sorry. I feel it is necessary to emphasise that respect for women is fundamental to our values. This period has prompted important reflection across our club and served as a reminder that our people, our values, and the way we care for one another is what defines us. Moments like these test organisations, but they also present an opportunity to listen, learn, and continue to strive to be better.

Throughout this period, I have been incredibly grateful for the support shown by our members, supporters, donors, and partners. We have come together in support of one another and the club we all care so deeply about. That sense of connection and shared purpose gives me confidence in the future we continue to build together.

At the heart of that future sits the Sydney Swans Foundation.

The Foundation plays a critical role in shaping the future of our club. Through the generosity of our donors and partners, we can invest in programs, facilities and opportunities that strengthen the Sydney Swans both on and off the field.

Whether supporting the next generation through our Academy pathways, preserving our rich heritage through the Peter Weinert Museum, or creating long-term sustainability for future generations, the Foundation enables us to think boldly about what comes next.

The achievements highlighted throughout this report demonstrate the power of collective impact. Behind every initiative, every opportunity created and every milestone achieved are people who believe in the future of the Sydney Swans and are committed to helping shape it.

Together, we play a vital role in building futures, both on and off the field. The investments we make today will create opportunities for future generations of players, supporters, and communities, while ensuring the Sydney Swans remain strong, connected, and resilient for years to come.

As we look ahead, I am excited by the opportunities before us. We have a clear vision and an extraordinary community that continues to embrace our ambitions.

While this year has brought moments of celebration, it has also delivered challenges that have encouraged reflection and growth. Those experiences reinforce the importance of building a club that is strong and resilient for generations to come.

I am proud to work alongside so many passionate and committed staff and supporters, as we continue to build on our proud history.

Thank you for your generous support of the Sydney Swans Foundation and your belief in the journey we are on together. I look forward to all that we will achieve in the years ahead.



Matthew Pavlich,
CEO, Sydney Swans

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SYDNEY FOUNDATION











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.

Sydney Swans Academies updates

The Sydney Swans Foundation is proud to support the QBE Sydney Swans Academy & the ARA First Nations Academy, and their important work in growing the game in NSW, creating a talent pipeline and ensuring young athletes are well-equipped at a critical point in their development.

Legacy & Tradition

Our commitment to the storied history of South Melbourne and the Sydney Swans through the conservation and preservation of important memorabilia for display in the Peter Weinert Museum and the consistent upkeep of this important space.

Research and Competitive Advantage

We are a football club. Integral to that is consistent high performance and the pursuit of excellence. The Foundation enables bold and strategic investment in the programs and equipment that put us in the best position to win Premierships and support our athletes to be the best they can be.



SYDNEY SWANS ACADEMY

PATHWAYS & OPPORTUNITIES



WAYNE CAMPBELL

Head of QBE Sydney Swans Academy

What a season 2026 was for the QBE Sydney Swans Academy. Supported by the Sydney Swans Foundation and QBE Insurance, the Academy continues to provide young athletes with access to world-class coaching, development opportunities and pathways that help them realise their potential both on and off the field.

From a team perspective, our Under 18's boys and girls had an incredibly successful season. The boys went through the season undefeated, beating all Northern Academies and the Melbourne Talent League teams. The girls only lost one game to the Brisbane Lions and had some outstanding wins in Melbourne against strong Talent League teams.

At the end of our Under 18 season, 9 of our Under 18 boys debuted in the Sydney Swans VFL, 13 of our Under 18 girls were provided with an AFLW immersion experience and all our Under 19 girls became AFLW train-on's. This showcases the depth of talent in our Top End squads, as they trained alongside Academy alumni at the elite level. Our Under 16's boys and girls had strong wins as well, but most importantly improved enormously as the year progressed.

We had record number of players participate in the Under 18's National Championships Allies team with 9 boys and 11 girls representing us at the highest level of underage football in Australia. All players did us extremely proud.

We also had a number of players named as All Australians for 2026:

Under 18's Girls – Ash Barlow, Aurelia Russell, Charlotte Tidemann and Frankie Walsh
Under 16's Boys – Noah Keam and Ollie Sheridan
Under 16's Girls –Lily Davidson and Quin Neyland (under-ager)

We were particularly proud of the achievements of Mason McGroder who balanced football and athletics this season. As an Academy we mapped out a plan for the year with Mason's long jump coach, which gave him the best opportunity to excel at both sports simultaneously.

Mason played for the Allies and has been invited to the National Combine whilst also finishing second (by 1cm!) in the World Under 20's Long Jump held in Portland, Oregon in August.

We aim to support, not limit, our players' pursuit of multiple sports, and Mason's ability to manage both his elite sporting endeavours alongside his HSC is a credit to him.

We brought numerous players into the Academy under our Alternate Talent Program managed by Tony Elshaugh. Jake Medved is someone who wasn't playing football this time last year and has gone onto represent the Allies, make his debut for our VFL team and has been invited to the State Combine. We will continue to build this program, bringing talented athletes into the game of Australian Rules Football.

Our Youth Program had another terrific year with over 600 boys and girls across 10 hubs stretching from Coffs Harbour in the north to Illawarra in the south. They participated in 20 Monday sessions, 5 Squad training sessions and 4 Academy Cups, where they play small-sided games of AFL on Tramway Oval. This all culminates in the Super 24 Carnival in Albury against the GWS GIANTS in October.

One initiative we are quite proud of is the formation of a Hub in Gunnedah. We recognised that around 8 young boys and girls were making the 8-hour round trip into Newcastle for training. We found a coach in Gunnedah, set up training sessions and

that 8 players quickly turned into 15 young players running around an oval, kicking an AFL football in a Swans Academy training shirt. We will look to expand our hubs next year to ensure we continue to capture the best young talent across our Academy Region.

In April we moved our Newcastle hub to Newcastle University. This was a boost for the program in the Hunter region, giving the players access to a better field, with a gymnasium and pool also on site. AFL in the Hunter is growing by the year, and we will look to take advantage of the enormous athletic talent in this area.

Since our last Foundation Impact Report, we have had 16 Academy players and Alumni drafted across the 2025 AFL and AFLW National Drafts, AFL Rookie Draft, AFL Mid-Season Draft, AFLW Pre-Season Draft and as AFLW Injury Replacement Players. Additionally, we have had 12 Academy Alumni debut in the AFL and AFLW competitions. This is a testament to the hard work and dedication of our athletes, the guidance and knowledge of our staff and the support of the Sydney Swans Foundation and QBE Insurance.

To top off an incredibly successful season in the Academy, 7 players have been invited to the National AFL and AFLW Draft Combine and a further 4 invited to the State combine.

We managed to achieve all of this while also launching 'Academy Plus', an Australian first digital coaching program that we piloted with the Mosman Swans this year. We launched our 'Coach the Club' program in August and have already signed numerous clubs for 2027.

Academy Plus leans into two of our core pillars of the Academy; producing draftable athletes, growing the game and brand of the Sydney Swans. We think it will make a difference to AFL in NSW.

We look forward to continuing the success of the Academy into the 2027 season.

OUR ACADEMY HUBS



QBE SYDNEY SWANS ACADEMY GRADUATES

Every player featured here began their journey in the QBE Sydney Swans Academy, a testament to the power of investing in pathways and the next generation.
View this wall at Sydney Swans HQ, including more information on the clubs these players were drafted to.

2012



DANIEL ROBINSON
Rookie Draft #50



BRANDON JACK
Rookie Draft #55

2013



LLOYD PERRIS
Rookie Draft #55

2014



ISAAC HEENEY
National Draft #18

2015



JACK HISCOX
National Draft #38



ABE DAVIS
National Draft #70



JORDAN FOOTE
Rookie Draft #76



CALLUM MILLS
National Draft #3

2016



BEN DAVIS
National Draft #75

2017



JAMES BELL
Rookie Draft - Cat B



JAKE BROWN
Rookie Draft - Cat B



JACK BUCKLEY
Rookie Draft - Cat B

2018



NICK BLAKEY
National Draft #10



SAM WICKS
Rookie Draft - Cat B

2020



BRAEDEN CAMPBELL
National Draft #5



ERROL GULDEN
National Draft #32

QBE SYDNEY SWANS ACADEMY GRADUATES

2021



MARC SHEATHER
Rookie Draft - Cat B



LUKE PARKS
Rookie Draft #8



LACHLAN McANDREW
Mid Season Draft #12



JESSICA DOYLE
2021 AFLW Draft #49

2022



GEORGINA FOWLER
2021 AFLW Draft #59



ISADORA MCLEAY
2022 Replacement Player



JACOB BAUER
Mid Season Draft #10



WILLIAM EDWARDS
Rookie Draft - Cat B

2023



RUBY SARGENT-WILSON
2022 AFLW Inaugural Team Listed Player



ELLA HEADS
2022 AFLW Inaugural Team Listed Player



KIARA BEESLEY
2022 AFLW Inaugural Team Listed Player



CAIDEN CLEARY
National Draft #24

2024



INDHI KIRK
Rookie Draft - Cat B



MADELINE HENDRIE
National Draft #6



HOLLY COOPER
2023 Pre-Signing Period



JOEL COCHRAN
National Draft #47

QBE SYDNEY SWANS ACADEMY GRADUATES

2025



IMOGEN BROWN
2024 Replacement Player



AMELIA MARTIN
Rookie Draft #50



HARRY KYLE
National Draft #14



LACHLAN CARMICHAEL
Rookie Draft #50



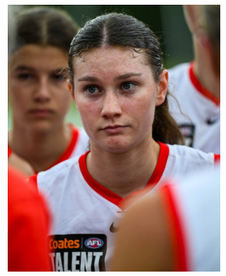
MAX KING
National Draft #49



ANGUS ANDERSON
National Draft #57



NOAH CHAMBERLAIN
Rookie Draft - Cat B



ELLIE VEERHUIS
2024 Replacement Player



KIERA YERBURY
National Draft #3

2026



ALEX NEYLAND
National Draft #6



MADELEINE QUINN
National Draft #19



MOLLY THOMAS
National Draft #47



YASMEEN JANSCHEK
National Draft #55



AMAIA WAIN
AFLW Pre Season Draft #4



SOPHIA GAUKRODGER
AFLW Pre Season Draft #10



CALEB MAY
Mid Season Draft #9



LIAM PUNCHER
Mid Season Draft #15



EMMA JUNEJA
2026 Replacement Player



GRACE PARSONS
2026 Replacement Player



2026 BASIL SELLERS SCHOLARSHIP

For a third consecutive year, eight up-and-coming athletes from the QBE Sydney Swans Academy have been inducted into the Basil Sellers Scholarship Program in an intimate dinner at Sydney Swans HQ late last year.

Funds received by the scholars will assist them to pursue their chosen sport alongside education, training, employment, and personal development. The program provides an opportunity for young athletes to excel in their chosen sport while receiving holistic support for their overall development.

Sydney Swans CEO Matthew Pavlich was in attendance and praised the important contribution to the next generation of AFL and AFLW stars, and growing the game in northern states.

"The Basil Sellers Scholarship has proudly entered a third year of fostering our up-and-coming athletes," Pavlich said.

"Only 27 percent of our players on the AFL list last year were from New South Wales. We must keep investing and growing in the Academy and the AFL's presence. That's why the QBE Sydney Swans Academy, and generous donors like Basil, are integral to the success of the game in this space."

Speaking to Sydney Swans Media, Academy athlete Grace Tracey said it was a "big honour" to be included in this year's scholarship group. Grace's parents Cindy and Mark echoed this, recalling her commitment to the sport after sustaining a significant setback in 2023.

"Looking out at the people before me that have received the Basil Sellers Scholarship and how well they've done - the boys who have been drafted and the girls I played with this year - I feel super grateful to have been recognised alongside them,"

– Grace Tracey, QBE Sydney Swans Academy Athlete

"As parents of Grace we feel honoured really to think that the Swans and Basil have the same belief we have in Grace," they said.

"She did her ACL 18 months ago and to come back and have the belief that you can come back. Just the commitment is huge.

"The money will go to her schooling but also assist with travel. It's a three-hour trip to attend training twice a week, and then she plays in Sydney as well so that's a huge help for her. Grace works hard at school. She's not just a player, she's not just AFL, there is another side to her."

The Academy has been successful for more than 14 years in helping young players improve their AFL skills. Over 700 kids are currently enrolled across NSW.

The Sydney Swans Foundation plays a vital role in funding to provide the Academy with the best opportunity to produce a pipeline of talent.

The Sydney Swans thank Basil for his leadership and ongoing generosity.

2026 BASIL SELLERS SCHOLARSHIP RECIPIENTS



GRACE TRACEY

Talented key defender and AFLW National Academy member, recognised for intercept marking, leadership and resilience following injury, while balancing significant travel commitments.



CHARLOTTE TIDEMANN

Dynamic halfback and wing who combines elite running, line-breaking speed and kicking efficiency, consistently performing at the highest junior representative levels.



ASHLEIGH BARLOW

Composed key defender renowned for one-on-one contests, decision-making and elite ball use from defence, with strong credentials as a future AFLW prospect.



AURELIA RUSSELL

Endurance midfielder with elite athleticism, clean skills and composure under pressure, consistently demonstrating dedication while travelling extensively to pursue development.



AIDEN McCARTHY

Powerful key forward and former Under 16 All Australian, recognised for elite running capacity, scoreboard impact and strong performances, including the Under 17 Futures game.



MASON McGRODER

Exceptional dual-sport athlete combining athletics and AFL, with explosive aerial ability, elite speed and power, projecting as a high-upside key defender.



GUY JENKIN

Elite runner with excellent football intelligence, composure and versatility, capable of impacting games across multiple positions while continuing to develop leadership qualities.



WILL JENKIN

Outstanding runner with strong game awareness and decision-making, excelling across midfield roles while emerging as an influential leader within the Academy program.

FRANK BURTON SCHOLARSHIP

QBE Sydney Swans Academy athletes Frankie Walsh and Tom Epis were named recipients of the 2026 Frank Burton scholarship, which recognises male and female footballers who excel on and off the field.

Frank Burton, a former employee of the Sydney Swans and a member for more than 30 years, left a legacy to the Sydney Swans Foundation to continue financial support for young athletes.

Walsh joined the Academy's U12 Youth Girl Squad in 2020 after progressing through the Open Athlete Assessment Trials.

Walsh played 123 junior games with the Glebe Greyhounds and now plays senior football with Sydney University Football Club, in addition to her Academy commitments. Last year, she was selected in the Allies U18 squad as a bottom-aged player and featured in three games at the U18 National Championships.

Head of the QBE Sydney Swans Academy Wayne Campbell said Walsh was a deserving recipient of the scholarship.

"Since joining the Academy back in 2012, Frankie has consistently demonstrated the qualities we value most within our program - commitment, dedication, coachability and an unwavering desire to improve," Campbell said.

"She is currently completing her HSC while balancing the significant demands of her football schedule."

"She reads the game exceptionally well, shows composure under pressure and makes sound decisions that allow her to execute precisely and set up forward opportunities for her team. Importantly, she is a team-first player who understands her role and consistently elevates those around her."

Epis joined the Academy as a 15-year-old through the Coffs Harbour Hub, where he lives in Ashby, a regional town 600km from Sydney. Last year, he played eight games for Sydney's U16 Top End team and represented the Swans in the AFL National Development Championships.

Epis recently impressed at the Rookie Me AFL Combine, recording the best vertical jump among his peer group and the second-fastest 20 metre sprint.

Campbell said the commitment from both Epis and his family has been substantial, measured in both time and financial investment.





"The commitment has been even greater when travelling to Sydney, a 7½-hour journey, to attend our Youth Program components and, more recently, to train within our Top End program," Campbell said.

"Tom is a strong and powerful inside midfielder who thrives in contested situations. As he transitions into his first year as a bottom-aged U18 player, we anticipate exposing him to roles across half-forward and half-back to broaden his development and enhance his long-term opportunities.

"Tom is also completing his HSC, balancing academic responsibilities with the demands of our development program, which requires extensive travel."

The Sydney Swans congratulate these deserving athletes on their selection.

The Sydney Swans Foundation are proud to provide funding to nurturing the pipeline of young athletes coming through the QBE Sydney Swans Academy, fostering on and off field success. If you too would like to show your support, consider donating today.

The Sydney Swans Foundation thank the Burton Family for their ongoing support.

ALL AUSTRALIAN SQUAD



For over 20 years, the Sydney Swans Foundation has shaped the next generation of red and white – proudly supporting the QBE Sydney Swans Academy and future stars of our game by providing crucial resources that allow them to thrive both on and off the field.

Recently, four Sydney Swans Academy players were selected as part of the All-Australian Squad: Aurelia Russell, Charlotte Tidemann, Ash Barlow & Frankie Walsh.

"To be recognised after all the hard work, dedication and sacrifices it has taken to get here makes it all worthwhile," Barlow said.

The ongoing connection and work between the Academy and the Foundation have supported all of these players to achieve success, including recent selection in the 2026 All-Australian teams. With Ash describing the Swans as "like a family. I have always been proud to represent and say that I am a part of the Sydney Swans Academy."

Some of these players have also received scholarships awarded by the Foundation that has helped in various facets of their young careers.

Frankie Walsh was the 2026 recipient of the Frank Burton Scholarship. A scholarship that honours and recognises Frank Burton, a former employee of the Sydney Swans and a member for more than 30 years. Frank's legacy is for the Sydney Swans Foundation to continue financial support for young athletes.

For Frankie, the scholarship has provided her with extra motivation to reach her dreams of playing senior football at the Swans and “especially at this stage in my footy career where everything's really critical for development, it just means so much,” Walsh said.

Both Aurelia Russell and Charlotte Tidemann were awarded the Basil Sellers Scholarship in December last year, a scholarship that aims to assist athletes with pursuing their chosen sport alongside education, training, employment, and personal development.

For Aurelia, who travels from the Newcastle region, the scholarship allowed her to purchase her own car, which has freed up time for her parents and also provided her with the opportunity to better manage her time as she aims to pursue a teaching degree in PE post-Year 12 graduation.

The Basil Sellers Scholarship has an ever-growing list of recipients who have gone on to join the AFLW side, including Alex Neyland, Maddie Quinn and Emma Juneja.

Now joining that list, Charlotte is honoured to be entrusted with their legacy and hopefully continue the strong connection from the Academy into the senior team. “It's so special to join a group like theirs and follow their journey. Even though they're young and it's still their first year, it's really inspiring,” Tidemann said.





FIRST NATIONS ACADEMY

ARA FIRST NATIONS ACADEMY TOUR THE RED CENTRE

Earlier this year, a contingent of the club's ARA First Nations Academy had a week long tour in the Northern Territory playing games in Alice Springs, Marn Gook with the Mutitjulu community and immersed themselves in culture.

For the second year running, players took part in games in Alice Springs and Marn Grook with the Mutitjulu community, while immersing themselves in the local culture and learning from the community, including visits to the remote town of Lilla, Kings Canyon and visits to Walpa Gorge and the Mala Walk (Uluru tour).

The program is a key component of the club's First Nations strategy, and Bloods Champion Michael O'Loughlin who joined the tour noted how special the week was.

"What an incredible time to be a part of the ARA First Nations Academy - getting to visit places like this," O'Loughlin said on the trip.

"It's been brilliant. The kids are getting a lot out of it, getting to know each other a bit more as well,"

"We're in a really special part of the world here at the moment, mixing with the elders and sharing stories so all these kids are going to get a lot out of it."

– Michael O'Loughlin, Sydney Swans Bloods Champion and Managing Director and Founder of ARA Indigenous Services

Lewis Jetta Junior, son of Sydney Swans premiership player Lewis Jetta, had also returned for his second year running. The two sons of Swans greats were two players in the 45-player squad named for the tour, committed to immersing themselves into community and culture while in the Northern Territory.

"It's good being here in community. It's different to what I'm used to, but it's been good to have everyone here playing footy and connecting," James O'Loughlin said

"My culture is from South Australia, but seeing the differences here, the community focus has been good....I would love to do the same as Dad and hopefully play AFL one day and have a good career. He was a good footy player, so he has a lot to teach me, but he's a good man as well so I've learned a lot about life from him too," James added.
"It's beautiful being in community. Seeing them all come together," Lewis Jetta Junior echoed.

"I love my culture and it's very important to me. How they connect here, it's very different to how we connect in WA....My dad is so strong and a very independent man so he has had a big influence on me, learning from him about culture and footy."

QBE Sydney Swans Academy talent Grace Morris was also part of this year's tour, selected for her second time in the program. The Academy graduate expressed how important football and the cultural knowledge she had gained from the trip had made such a big impact on her.

"Footy is a pretty big part of my life. I have been playing the last few years and I have most of my friends through it. Footy isn't just a game, it's quite social which I love," Morris said.

"I have gained a lot of cultural knowledge. From what it is like from where I am from in NSW and seeing how different it is, comparing the community and their way of life has been big,"



"I have learnt how much more involved they are in their culture and how it's a part of their everyday life which I hope I can bring back to mine."

– Grace Morris, QBE Sydney Swans Academy talent

The tour was only made possible through the support of the ARA Group, Sydney Swans Foundation, Redtails Pinktails Right Tracks Program, Voyages and the Mutitjulu Community.

The Sydney Swans Foundation is proud to support initiatives such as the Red Centre tour, ensuring First Nations Academy participants can access experiences that deepen cultural connection, strengthen identity and build confidence. We are incredibly grateful to our generous donors whose support helps make opportunities like this possible. Their investment in the ARA First Nations Academy provides young people with life-changing experiences grounded in culture, community and belonging, creating lasting impact both on and off the field.

"These kids will go away back to their homes bigger, stronger, more confident. They've seen a part of the world that might not necessarily have been before and we're really proud to be a part of that. But we are also just long for that journey."
Michael O'Loughlin added

Pictured: Field of Light exhibition, Uluru



DRIVING INNOVATION

CLOSING THE RESEARCH GAP IN WOMEN'S SPORT



SEAN HARDY

Head of AFLW
Athletic Performance

RESEARCH BY THE NUMBERS:

ONLY 6% of sport and exercise research is conducted in female populations

ONLY 3% focuses specifically on female athletes and female-specific performance and health questions.

The best women's sporting programs in the world are still forced to make critical decisions with limited evidence.

We are committed to helping change that.

WHY THIS MATTERS

This research is helping the Sydney Swans AFLW program:

- Prepare athletes more effectively
- Reduce injury risk
- Improve performance decision-making
- Build one of Australia's leading female-performance environments

2024 | PhD #1:

UNDERSTANDING THE DEMANDS OF ELITE AFLW FOOTBALL

- Informed training design
- Influenced game-plan development
- Delivered insights now being implemented across the program

Environments that explore the right research questions have the potential to unlock significant performance advantages. The proof is in the deliverables from this initial PhD.

2026-7 | PhD #2:

REDEFINING HOW AFLW ATHLETES PREPARE FOR PERFORMANCE

- AFLW-specific strength and conditioning methods.
- Individualised athletic preparation based on game style and performance demands.

Both PhD's are embedded within the AFLW program and provide a number of benefits:

Access to some of the best emerging sport science and strength and conditioning talent in Australia. Putting the full weight of the Sydney Swans expertise in high-performance behind their development. Practically this means that we are able to fast track top talent into our staffing structures and utilise the PhD period to make significant and meaningful contributions to the AFLW program.

Enables a far broader range of research questions to be explored. These questions may require access to our athletes across various points across their training and playing week, as well as making a meaningful impact on the quality of research conducted - our students are well and truly part of our team and highly connected to our mission to be the benchmark for female performance environments.

Long term the research pillar of the AFLW program will be fundamental to our sustained success as we build an evidence base that gives us an edge across football, athletic performance, and female health, and allow us to genuinely build a world class female performance environment at the Sydney Swans.





THANK YOU TO THE FOLLOWING DONORS FOR SUPPORTING THIS PROGRAM:

Cheryl Brennan
Annette Ellis
Nick & Josie Gurney
Kate Hayward
Karyn Johnson
Jan McDade
Shanthini Naidoo & Adrian Churchill
Bronwen & Michael Regan MP
Ruth Robins
Belinda Rowe
Lynne Saunder
Georgia Thomas
Stephanie Williams



Her Excellency the Honourable Sam Mostyn AC, Governor-General of Australia, with Karen James

A CHAMPION FOR CHANGE:
HOW KAREN JAMES HELPED SHAPE THE FUTURE OF AFLW AT THE SYDNEY SWANS

When Karen James was announced as the Sydney Swans' 2026 Number 1 Ticket Holder, it recognised more than two decades of dedication to the Club, women's football and the broader Swans community.

Karen wasn't an AFL fan growing up, and it wasn't until she was asked to join a local AFL team in 2001 that she had any contact with the sport. Initially rejecting the offer to play, Karen *"somehow played her first game in 2002... with a pair of footy boots on that she never owned before and after that she just got absolutely hooked after that game."*

"I fell in love with the sport," James said

In one sudden moment, the trajectory of Karen's life had changed; she became a Swans member in 2004 and saw the Bloods end their 72-premiership drought the year after in what *"was a pretty incredible time. There was such massive momentum with the club at the time."*

Over the years, Karen became one of the sport's most passionate advocates. She served on the committee of Sydney Women's AFL, contributed to Ladies at Sydney Swans and later joined the AFLW steering committee that helped pave the way for the Sydney Swans' inaugural AFLW program.

Karen's commitment to growing the game and creating opportunities for women and girls has left a lasting impact on the Club and the broader football community. In many ways, her efforts helped ensure the Sydney Swans became, as she describes it, a truly complete football club.

Karen's passion, love and work with the Swans are just a few of the reasons she would go on to be recognised as the Number One Ticket Holder at the start of 2026, a feeling that *"is up there with grand final wins"* in her eyes.

"When I got the phone call from Andrew Pridham, I was pretty overwhelmed and humbled and grateful because I love this club and that level of recognition is very special," James said.

Karen sees the work of the Sydney Swans Foundation and the QBE Sydney Swans Academy as a natural extension of the values she has championed throughout her life: creating opportunities, building community and ensuring young people can pursue their potential through football. *"The Foundation and the Academy just do some really, really great work,"* James said.

LEGACY & TRADITION
PETER WEINERT MUSEUM



EMILY JENIK
Club History Coordinator

Club History Coordinator, Emily Jenik is responsible for preserving and sharing the stories that connect generations of Swans players, members and supporters. She manages and conducts guided tours of the Peter Weinert Museum for public visitors, schools and private groups, helping bring more than 150 years of club history to life. She is also responsible for the ongoing maintenance and care of the museum and the Sydney Swans Collection – an archive of important historical items integral to the heritage of the club.

Emily has been a passionate Sydney Swans supporter since childhood, becoming a member in 1995 after growing up attending matches with her father, brother and sister. One of her earliest and most enduring football memories was taking the overnight bus to Melbourne with her family to watch the 1996 Grand Final at just ten years of age. Too short to see over the fence in the standing-room area, her dad organised a box for her to perch on. The first half looked promising, the second half less so, and the overnight coach ride home was truly awful. This character-building experience taught her a lot about resilience and loyalty, qualities that define the Sydney Swans as a club.

Since joining the Swans last September, Emily has had the opportunity to assist families of former players in researching their relatives' football careers, often uncovering previously undiscovered photographs, records and stories. She has also witnessed the pride and connection families feel when discovering the name of a family member honoured on our player wall in the museum. Emily is particularly proud of developing and launching the Sydney Swans History Tours earlier this year, creating new opportunities for people to engage with the club beyond game day.

Emily believes history plays an essential role in shaping identity and community. She is passionate about ensuring the stories of all those who have contributed to the Sydney Swans continue to be preserved and celebrated, with a particular focus on expanding educational programs and strengthening the recognition of First Nations players and the AFLW.

With a background in philanthropy in the performing arts, Emily is deeply appreciative of the role donors have played throughout the club's journey. Their support has been instrumental in preserving the Sydney Swans' heritage and ensures that the stories, achievements and spirit of the club can continue to inspire future generations.



HOW TO CONNECT WITH THE MUSEUM



Sydney Swans History Tours

Members of the public can now join Club History Coordinator, Emily Jenik, on a Sydney Swans History Tour. This experience explores the stories behind iconic moments in football history in the Peter Weinert Museum before stepping behind the scenes of the incredible training facility in the Sellers & Colless Centre, Sydney Swans HQ.

Since launching this offering earlier this year, Emily has run 8 public tours and several private tours for schools and colleges. All proceeds from tour bookings directly support the Sydney Swans Foundation.

Museum Updates

After a period of offsite storage, we have secured a temperature-controlled archive storage room onsite to house the Sydney Swans collection, and it is in the process of gradual transfer. As we work through the process of relocation, we are not actively seeking additional items to add to the collection, however items of significant historical value will always be considered.



Bob Skilton House

Melbourne-based supporters now have access to a small piece of the museum as we have recently installed an interactive display in our South Melbourne office. Located inside the retail shop, the display features two interactive screens with current player information and display case to house select South Melbourne artefacts.













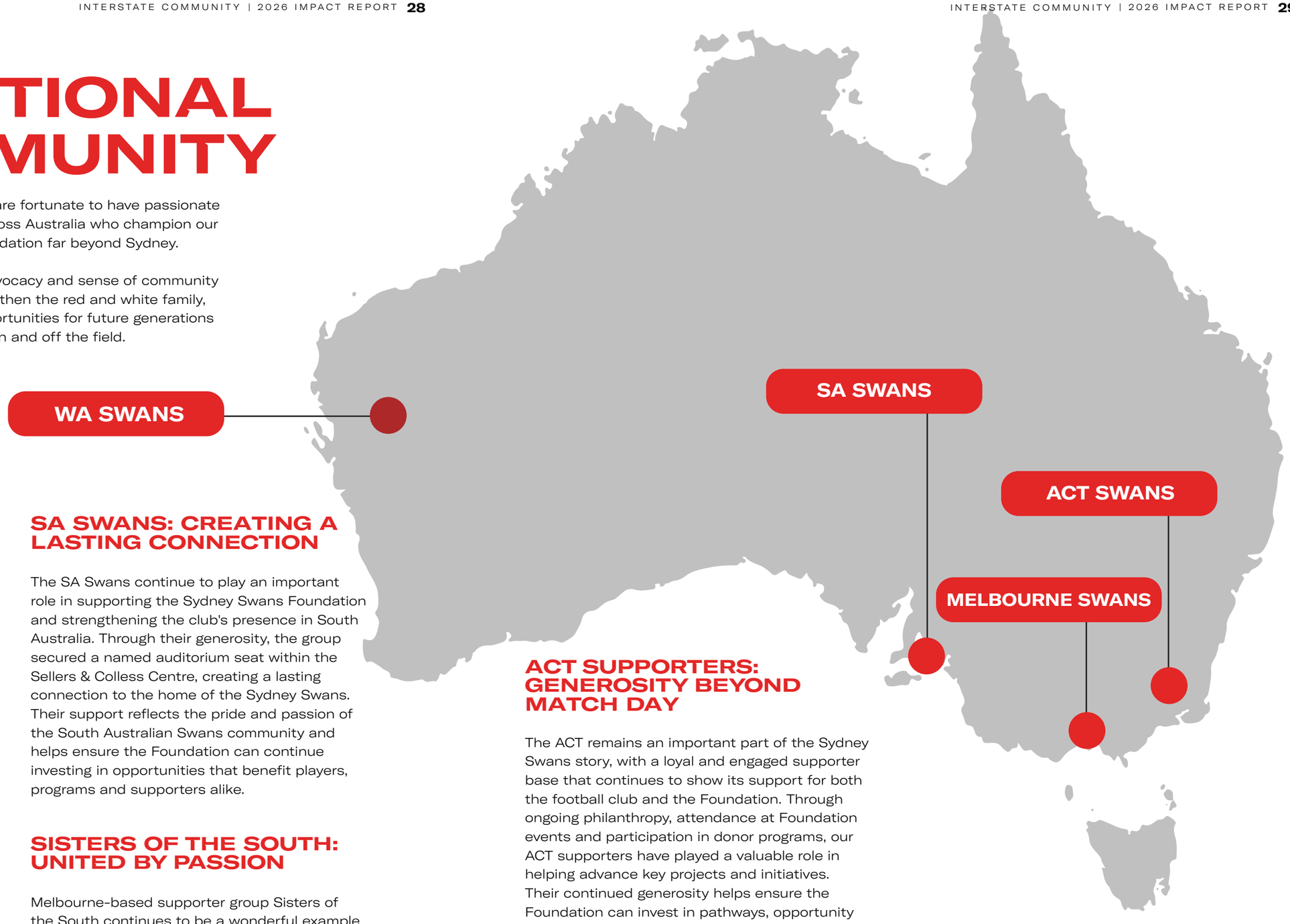




A NATIONAL COMMUNITY

The Sydney Swans are fortunate to have passionate supporters right across Australia who champion our club and Foundation far beyond Sydney.

Their generosity, advocacy and sense of community continue to strengthen the red and white family, helping create opportunities for future generations both on and off the field.



WA SWANS: A LEGACY OF LEADERSHIP

The WA Swans Supporter Group has once again demonstrated the power of community, bringing supporters together through events, fundraising initiatives and an unwavering commitment to the Sydney Swans. This past year, the group continued its strong support of the Foundation, including a donation presented at the club's annual Perth supporter event.

This year also marks the end of an era, with Daz Sommerville stepping down as President after 12 years of dedicated service. Under Daz's leadership, the WA Swans have built one of the strongest supporter communities in the country, while contributing more than $40,000 to the Sydney Swans Foundation over that period. His tireless efforts, along with Bec as Events Coordinator, have strengthened the connection between the club and our Western Australian supporter base and helped advance the Foundation's mission. We thanks Daz and Bec for their extraordinary contribution.

SA SWANS: CREATING A LASTING CONNECTION

The SA Swans continue to play an important role in supporting the Sydney Swans Foundation and strengthening the club's presence in South Australia. Through their generosity, the group secured a named auditorium seat within the Sellers & Colless Centre, creating a lasting connection to the home of the Sydney Swans. Their support reflects the pride and passion of the South Australian Swans community and helps ensure the Foundation can continue investing in opportunities that benefit players, programs and supporters alike.

SISTERS OF THE SOUTH: UNITED BY PASSION

Melbourne-based supporter group Sisters of the South continues to be a wonderful example of supporters coming together to make a meaningful difference. Driven by a shared love of the Sydney Swans and a commitment to supporting the future of the club, the group has backed the Foundation through its participation in the auditorium seat program, ensuring their contribution leaves a lasting legacy within Sydney Swans HQ. Their support is a testament to the growing contribution of women-led supporter networks across the Sydney Swans community.

ACT SUPPORTERS: GENEROSITY BEYOND MATCH DAY

The ACT remains an important part of the Sydney Swans story, with a loyal and engaged supporter base that continues to show its support for both the football club and the Foundation. Through ongoing philanthropy, attendance at Foundation events and participation in donor programs, our ACT supporters have played a valuable role in helping advance key projects and initiatives. Their continued generosity helps ensure the Foundation can invest in pathways, opportunity and community impact for years to come.

MELBOURNE SUPPORTERS: TWO CITIES ONE TEAM

Across Melbourne, many passionate Swans supporters continue to play an integral role in preserving and celebrating the club's rich heritage. Through contributions to the Peter Weinert Museum, the Grange Lunch and broader Foundation initiatives, Melbourne-based donors have helped safeguard the stories, achievements and history that define the Sydney Swans. Their commitment ensures future generations will be able to connect with our unique journey from South Melbourne to Sydney and appreciate the people, moments and milestones that have shaped our club.

FOUR DECADES IN RED & WHITE

Josh Maxwell's Journey from Junior Football to Lifelong Swan



Can you tell us about your connection to the Sydney Swans and how it began?

My connection with the Sydney Swans goes right back to when the club first moved to Sydney. I was playing football on the Central Coast at the time, and I still have some wonderful memories of Swans players such as Craig Holden, Dave Bolton and Stevie Wright coming up for training and promotional days with junior players.

As a young footballer, having VFL players spend time with us made a huge impression. I was then fortunate enough to play Under 19s with the Sydney Swans in 1989, which gave me an even stronger personal connection to the club.

So, for me, following the Swans has never just been about watching a football team. They have been part of my life since I was a teenager.

What role has the club played in your life over the years?

The Swans have been a constant throughout a large part of my life. There have been plenty of highs and lows on the field, but the club has provided an enormous amount of enjoyment, connection and some very special memories over more than four decades.

One period that particularly stands out was during COVID. My daughter Stef was completing her HSC during what was an incredibly difficult and uncertain time for young people. Football, and the Swans in particular, gave us something positive to look forward to each week and provided a genuine release from the stresses of everything happening around us.

In more recent years, I have become even more involved through the Premier Club, the AFLW Ruby Club and supporting the Sydney Swans Foundation.

It has allowed my relationship with the club to evolve from simply being a supporter to feeling that I can contribute in a small way to its future.

What inspired you to include the Sydney Swans Foundation in your Will?

For me, it is really about gratitude and giving something back.

The Sydney Swans have given me and my family an enormous amount of enjoyment over many years. From those early days as a junior footballer, to playing Under 19s, to attending games with my family and supporting both our AFL and AFLW teams today, the club has been part of so many stages of my life.

Including the Sydney Swans Foundation in my Will is, in part, my way of saying thank you. It also means that my support for the club can continue beyond my lifetime and hopefully provide opportunities for another generation of young people.

What do you hope your gift will help achieve?

I would particularly like my gift to help young athletes pursue opportunities that they may otherwise not have had.

I know from my own experience how powerful it can be for a young person to feel connected to a football club and to have people invest time and belief in them. Those experiences can influence much more than someone's ability as a footballer, they can build confidence, resilience, friendships and a sense of belonging.

If my contribution can help provide pathways, development opportunities or support for future generations of young men and women coming through the club, then I would be extremely proud of that.



What does leaving a legacy mean to you?

To me, a legacy isn't really about having your name remembered. It is about leaving something behind that continues to have a positive impact.

Football clubs are built across generations. Players, coaches, staff, volunteers, members and supporters all contribute something during their time, and eventually the responsibility passes to the next generation.

I like the thought that, long after my days of sitting in the stands supporting the Swans are over, something I have contributed might help another young person begin their own journey with the club.

There is a nice symmetry in that for me, I was once the young kid on the Central Coast excited to have Sydney Swans players come to our training session. Hopefully, my legacy can help create opportunities and memories like that for someone else.

What values have guided your decision to make a gift in your Will?

Loyalty, gratitude, community and giving back are probably the values that best describe it.

I have always believed that if an organisation, community or group of people has added something meaningful to your life, there comes a time when you should consider what you can contribute in return.

The Swans have provided me and my family with friendships, memories, excitement and a genuine sense of belonging for more than forty years. Supporting the Foundation, including through a gift in my Will, is simply an extension of that.

I hope it helps ensure that the opportunities and experiences I have been fortunate enough to enjoy through this club are available to generations of Swans people still to come.

If leaving a gift in your will is something you are interested in, please contact the Sydney Swans Foundation for a confidential discussion about your giving intention, or visit our website for further information.

BLOODLINES:

FOR CAROLINE MALONEY, SUPPORTING THE SWANS IS ABOUT FAMILY, MEMORY AND PASSING ON A LEGACY.

The legacy, history and stories of the Sydney Swans run deep in every member, fan, player, coach and staff member. Each has their own unique connection and story to the club, but the feeling of passion, community, euphoria and heartbreak is universally shared, whether that be in Sydney, South Melbourne or around the world.

For Caroline Maloney, the connection to South Melbourne and the Swans came through her late father, who shared stories of South Melbourne playing and training at Lakeside Oval, and hearing about the players, the characters and the history of the club.

"When I think about what the Bloods means to me, I don't think about premierships, I don't think about players, I don't even think about football. I think about my dad," Maloney told Swans media. *"My love of the Bloods didn't begin with a game; it began with him. He gave me this club long before I was old enough to understand what I've been given."*

Supporting the Swans wasn't the obvious team for Maloney or her family. Growing up 1,200 kilometres away from Sydney in a small town in the southwest corner of Portland, Victoria, the family did not regularly attend South Melbourne games, and it wasn't until the Swans moved to Sydney in 1982 that watching the Swans as a family became a weekly Sunday afternoon occurrence. *"Those early stories that he passed down are probably still some of my most treasured memories of supporting the Swans,"* Maloney said. *"He gave me a connection to the family history to South Melbourne and ultimately to the Bloods."*

Since the passing of her father four years ago, Maloney has found that her connection to the Swans has further deepened, and the stories he once told her are now a lasting legacy to her and are meant to be passed on to future generations.

"Every time I walk to a football ground, every time I see that red and white jumper, every time I hear the roar of the crowd, a little part of me is still standing beside him,"



With the hope of ensuring the memory and legacy of the previous generations, Caroline has been able to further her connection with the club and the wider bloods community beyond just the four quarters on the weekend. Created in 2021, Caroline played an integral role in the set-up of the 'Sisters of the South'.

The group is a Melbourne-based female supporters group that aims to highlight and celebrate the club's roots in South Melbourne, honour the history that brought the club to the modern day and give women a genuine sense of community around the club they love.

"What started as a conversation has grown into a wonderful group of women, so many great friendships and a real sense of belonging," Maloney said.

"I think we've created something that's bigger than I had initially imagined. The friendships and connections that have come from it have been one of the absolute most rewarding parts for me."

A recent event held by the 'Sisters of the South' saw over 80 women with varying connections to the club come together and celebrate their love for the red and white and share their history with the club as they continue to write the next chapter for fans of the 152-year-old club.

"We've had somebody whose dad was the scorekeeper at Lakeside Oval, somebody who ran the canteen, somebody's great-grandmother who used to wash the jumpers," Maloney said. *"That is what I wanted to change with Sisters of the South. I wanted to build a community where you could walk into the room and immediately know that everybody understood how you felt."*

"You don't have to explain the history that matters to you, why you care so deeply about a win or why a win can make your entire weekend. What's been really wonderful is watching our community grow. It's not just about watching the footy together; it's about the friendship, the shared experiences, remembering the past and creating those new memories together."



Caroline has also become an integral part of the Sydney Swans Foundation in recent years. Believing that the Foundation represents the future of the club. The Foundation has provided Caroline with the opportunity to ensure the legacy of her father, grandfather, and so many other generations is kept alive and that the club they love continues to prosper into the next generation.

"Supporting the Foundation feels like a way of giving back something to the club that's given me and my family so much," Maloney said.

"I'm a big believer in not letting generations after us lose the history of this club and being a custodian of that legacy. I'm so fortunate to have been a part of this club for so long, and I think there's something important about giving back when you receive so much.

"If we want the Swans to continue to be a club that people feel connected to for generations to come, we've all got a role to play in that."

2026 EVENT SNAPSHOT



February 2026
2005 Premiership Dinner

One of the most sought-after items from the 2025 Sydney Swans Lunch, the 2005 Premiership Dinner brought supporters together for an unforgettable evening celebrating one of the most iconic moments in club history. Guests enjoyed a three-course dining experience alongside premiership heroes Ben Mathews, Amon Buchanan, Brett Kirk, Ryan O'Keefe, Lewis Roberts-Thomson, Jude Bolton and Jason Ball. Hosted by Adam Spencer, the evening featured behind-the-scenes stories from the 2005 premiership campaign, plenty of laughter and a spirited trivia competition that tested guests' Swans knowledge.

March 2026
Foundation Match Day

The Sydney Swans Foundation proudly served as Match Day Partner for Round 1 against the Brisbane Lions, shining a spotlight on the ARA First Nations Academy and the pathways it creates through football, education and leadership. The day featured Academy athletes competing on the SCG, participation in the pre-match Guard of Honour and special donor engagement experiences, while Foundation Ambassador Josh Kennedy joined a panel discussion highlighting the impact of philanthropy across the club.





March 2026
Foundation Season Welcome

The Foundation Season Welcome brought together more than 125 donors, supporters, board members and prospective supporters at Sydney Swans HQ to celebrate the start of the 2026 season. Guests from across the Foundation's programs heard from club leaders, football staff and players about the Foundation's priorities and ambitions for the year ahead.



April 2026
AFL Locker Event

A highlight of the Foundation's donor stewardship program, the AFL Locker Donor Event welcomed supporters to Sydney Swans HQ for an exclusive evening with the players they support through the Locker Program. Guests enjoyed behind-the-scenes access to the locker room, photo opportunities with their supported player and a coaches briefing from AFL Assistant Coach, Ben Mathews, providing unique insight into life inside the football club.

All Access on the Road
Round 14 v Port Adelaide

The inaugural All Access On the Road experience saw 14 All Access members join Sydney Swans leaders and football department staff in Adelaide. Designed as the premier event within the All Access calendar, the three-day trip provided unprecedented behind-the-scenes access, including viewing the team's Captain's Run at Adelaide Oval, attending exclusive football briefings with Coaching Director, Simon Goodwin, AFL Assistant Coach, Ben Mathews, dining with senior club leaders including Chairman, Andrew Pridham, and experiencing match day from within the inner sanctum. Executive Director, Club Performance, John Longmire, and Sydney Swans Foundation Ambassador and 2012 Premiership winner, Josh Kennedy, the weekend showcased the unique connections and insider experiences that define the All Access program.





June 2026
Sydney Swans Lunch

The annual Sydney Swans Lunch brought together donors, AFL and AFLW players and club leaders for an afternoon celebrating the impact of the QBE Sydney Swans Academy and ARA First Nations Academy. Guests heard first-hand stories of the opportunities created through the Foundation's programs, while live fundraising activities helped raise more than $580,000 to support the next generation of athletes and young leaders across New South Wales.

The success of the lunch is a testament to the generosity of those who purchased tables, secured seats, participated in the auction and bought raffle tickets. A sincere thank you to the event committee members Chris Stott, Peter Meurer & Alex Harvey.



July 2026
Perth Business Lunch

Hosted by Sydney Swans Hall of Famer, Tony Morwood, the second annual Perth Business Lunch welcomed Western Australian business leaders and Sydney Swans supporters for an afternoon focused on the future of the club and Foundation. Featuring insights from Andrew Pridham and Matthew Pavlich, the event played an important role in growing the Foundation's presence in Western Australia and strengthening connections with current and prospective donors.

July 2026
Museum Event

Bloodliners and Museum donors were treated to an intimate Night at the Museum experience at Sydney Swans HQ. Hosted by Tony Morwood, the evening featured a behind-the-scenes discussion with Dean Moore on the creation and vision of the Peter Weinert Museum, alongside exclusive guided tours led by Club History Coordinator Emily Jenik. Through storytelling, history and rare insights into the museum's development, guests gained a deeper appreciation for the legacy, people and moments that have shaped the Sydney Swans.





August 2026
Historic Double Header

More than 16,000 supporters packed the SCG for a historic double-header, with Foundation guests joining the wider red and white faithful to cheer on our AFLW side as they secured their second victory of the 2026 season.















"I'm a big believer in not letting generations after us lose the history of this club and being a custodian of that legacy. I'm so fortunate to have been a part of this club for so long, and I think there's something important about giving back when you receive so much."

– Caroline Maloney

On supporting the Sydney Swans Foundation





BUILDING THE FUTURE

Our 2027 Roadmap

As we look towards FY27 and beyond, our ambition remains clear: to build a stronger, more sustainable Sydney Swans, and to create opportunities that will benefit our club, our people and our communities for generations to come.

One of our key priorities will continue to be strengthening and expanding the pathways that develop young people both on and off the field.

The QBE Sydney Swans Academy remains one of the most important investments in the future of Australian Football in New South Wales. As participation in the game continues to grow, the Academy plays a critical role in identifying, developing and supporting young athletes from metropolitan and regional communities, providing opportunities that might not otherwise exist.

Alongside this, the ARA First Nations Academy continues to create life-changing opportunities for young Aboriginal and Torres Strait Islander people.

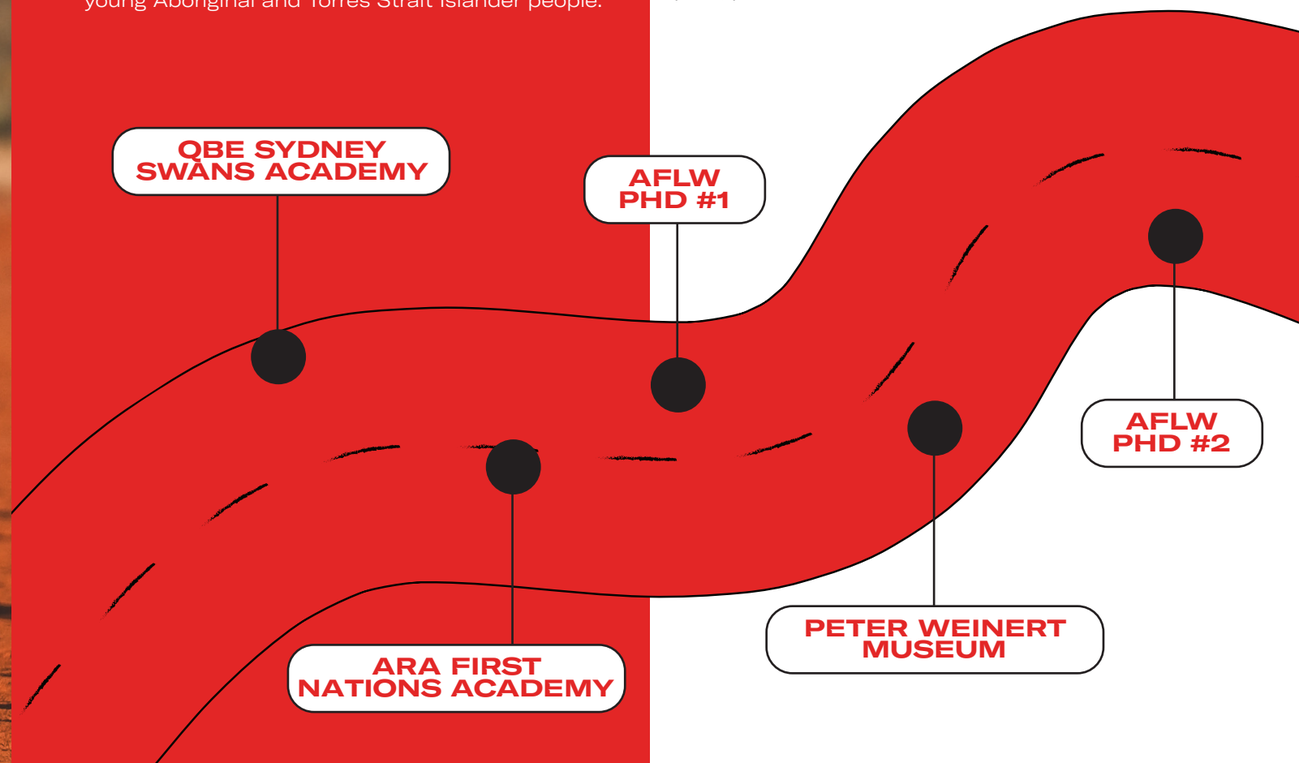
The program is about far more than football. It focuses on education, personal development, cultural connection and leadership, empowering participants to pursue their goals and reach their full potential.

As the program continues to evolve, our ambition is to deepen its reach across local and regional communities, ensuring more young people can access the opportunities and support they deserve.

The AFLW PhD has become an important initiative in driving meaningful research that supports the growth and development of women's football.

Looking ahead, we are excited by the prospect of establishing a second PhD scholarship, building on the success of the inaugural program and further strengthening the Sydney Swans' contribution to innovation, leadership and evidence-based progress in women's sport.

Preserving and celebrating our history is another critical part of our long-term vision. The Peter Weinert Museum has become a cherished home for the stories, achievements and people who have shaped the Sydney Swans throughout our proud history. As we move forward, ongoing investment in the conservation, preservation and expansion of the Museum collection will ensure these stories continue to inspire future generations. Through careful stewardship of our historical assets, we are committed to protecting the legacy of those who came before us while creating meaningful connections between the past, present and future of our club.





We are building a future where the Sydney Swans continue to lead both on and off the field; where young people are given opportunities to thrive, where our history is preserved and celebrated, and where innovation and inclusion create positive change across our communities.

None of this is possible without the generosity and belief of our supporters. Together, we are not simply funding today's initiatives. We are creating pathways, preserving legacies and building a stronger future for the Sydney Swans. The work ahead is ambitious, but with the continued support of our Foundation community, we are confident the best is yet to come.

The Sydney Swans Foundation is seeking funding to help bring these programs and projects to life. If this work resonates with you, we welcome the opportunity to speak with you about how you can play a meaningful role in creating lasting impact.

Please contact the Sydney Swans Foundation to start a conversation.

"Football clubs are built across generations. Players, coaches, staff, volunteers, members and supporters all contribute something during their time, and eventually the responsibility passes to the next generation."

– Josh Maxwell

THANK YOU TO OUR DONORS FOR THEIR ONGOING GENEROSITY

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- Frank & Rosie O'Halloran

Special thanks to QBE Foundation for including the Sydney Swans Foundation as a beneficiary for their Goals for Good campaign in 2026.

QBE Insurance kindly donates $1,000 for every goal scored by the Swans AFL and AFLW teams at the SCG and Henson Park to their community partners and the Sydney Swans Foundation.

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

sydneyswansfoundation.org.au

OUR BRAND



TARA FRAWLEY

Graphic Designer - Brand Lead

During the process of the Sydney Swans Foundation look and feel refresh, we considered how a graphic element could simply encapsulate the immense amount of work the Foundation has accomplished in the past, present, and into the future. Thinking of a timeline, we have pinpointed milestone moments across the club and the Foundation's history, such as the move to Sydney in the 1980s, the Foundation's formation in 2005, the formation of our Academies, and other football milestones such as grand final appearances and premierships.

Using triangular angles to represent milestones across a timeline, the graphic element naturally alludes to a heartbeat pulse trace. This connects to the Foundation being at the heart of the club, and continually providing a pulse to so many aspects of the organisation. The element also aligns smoothly to the Bloodliners and our integration of 'The Bloods'.





FOUNDATION

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