



FOUNDATION

Celebrating 20 years

SYDNEY SWANS FOUNDATION

2025 IMPACT REPORT

20TH ANNIVERSARY EDITION



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

This year marks a truly special milestone for the Sydney Swans Foundation – our 20th anniversary.

For two decades, the Foundation has provided vital support for the club, allowing our people and teams to dream bigger, reach higher, and achieve more both on and off the field.

Since our inception in 2005, we have shared in some of the most defining moments in our club's history, from record-breaking Membership and crowds to the expansion of our programs and facilities. Each achievement has been made possible by the generosity and belief of our donors, board and staff who have stood alongside us every step of the way.

Throughout these 20 years, the Foundation has been proud to fund projects that have transformed the way our club operates – from important investment in ageing facilities at the Sydney Cricket Ground to the development of our world-class headquarters where all programs are housed under the same roof, and the establishment and growth of the QBE Sydney Swans Academy, which is now producing some of the game's brightest male and female stars.

On behalf of the Foundation Board, I want to acknowledge the extraordinary contributions of our supporters, our partners, and the Sydney Swans staff. I'd particularly like to thank Drew Arthurson, Amanda Thompson and outgoing CEO, Tom Harley, whose hard work ensures our vision becomes reality. To our board members, most of whom remain active supporters and contributors today, thank you for your dedication and commitment to the Foundation.

The past two decades are a testament to what we can achieve together. As we look forward, our mission remains clear: to future-proof the Sydney Swans for generations to come. With your continued support, the next 20 years promise to be just as inspiring as the last.

Thank you for being a part of this journey. Here's to 20 years of building futures, and many more ahead.

Peter Ivany
Chairman,
Sydney Swans Foundation



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SHAPING THE FUTURE OF THE RED AND WHITE SINCE 2005

Established in 2005, the Sydney Swans Foundation was born with a clear and ambitious purpose: to invest in the future of the Sydney Swans by nurturing the next generation of talent.

Formed after the 2005 Premiership, the Foundation's core purpose was to enable the club to secure vital equipment and capital to attract talent and achieve competitive advantage. This included the QBE Sydney Swans Academy which came to fruition in 2010. This visionary program was designed to give young footballers across NSW the opportunity to develop their skills. It wasn't just about developing talent; it was about laying the foundations for a competitive and sustainable club.



From humble beginnings to bold ambition

What began as a targeted investment in youth development has grown into something far greater. Over the past two decades, the Foundation has become a driving force behind the long-term success of the Sydney Swans, both on and off the field.

Thanks to you, our generous donors, the Foundation has delivered on major projects, such as the construction of the world-class Sellers & Colless Centre and the Peter Weinert Museum. We've also supported innovation and competitive advantage initiatives, from securing important equipment to aid athletic recovery, embedding a PhD researcher in the AFLW program and supporting pioneering elite performance initiatives.



A legacy built together

We are deeply grateful to those who have been with us from the very beginning – the loyal supporters, visionary donors, and passionate advocates who believed in the Foundation's mission from day one.

Their commitment, generosity, and belief in the power of giving has shaped what the Foundation is today and continues to underpin its success into the future.



The heart behind the ambition

At its core, the Foundation is about connection – giving those who love the red and white a way to play a lasting role in the club's story.

We're here to ensure the strength, sustainability and future success of the Sydney Swans through philanthropy that's values-driven, and impact-focussed.

Today, 20 years after we started, the Sydney Swans Foundation remains committed to its founding vision: developing the future stars of the game, preserving the rich traditions of our club, and investing in innovation that secures our competitive edge for generations to come.



OUR IMPACT OVER TWO DECADES

Since we began, we are proud to have been a part of some groundbreaking initiatives:



The Sellers & Colless Centre, including the Peter Weinert Museum

The opening of the Sellers & Colless Centre marked a new era for the Sydney Swans.

This world-class facility is now the central hub for all football departments, administration, and community engagement. Made possible through incredible philanthropic investment, the Centre houses cutting-edge training amenities, player welfare spaces, and meeting rooms that support both elite performance and long-term development.

It is also home to the Peter Weinert Museum – a new cultural heart of the club that honours the Swans' rich history and inspires future generations.



QBE Sydney Swans Academy & ARA First Nations Academy

Since its inception in 2010, the QBE Sydney Swans Academy has given thousands of young athletes across New South Wales access to high-quality coaching, mentoring, and development

opportunities. More than 30 graduates have gone on to play AFL and AFLW, including stars like Callum Mills, Isaac Heeney, and Ruby Sargent-Wilson. Today, the Academy supports more than 700 athletes annually, shaping not just great footballers, but strong young leaders.

The ARA First Nations Academy, started in 2022, has created opportunities and a place for connection. It has also increased the number of First Nations kids progressing to the QBE Sydney Swans Academy. The program combines football training with cultural education and mental health support. Led by experienced coaches and mentors, it fosters football excellence, whilst also building connection, confidence, and community.



PhD Research and Innovation

As the AFLW program goes from strength to strength, we are proud to support new research that aims to enhance female performance in sport. While this initiative is still in its formative phase, it reflects a broader commitment to advancing evidence-based insights that will benefit not only the Sydney Swans but the wider landscape of women's sport in Australia.

Similar research has long been embedded within the men's program, and this new initiative reflects the club's commitment to ensuring our female athletes benefit from the same level of evidence-based support and innovation.

TWENTY YEAR SPOTLIGHT

3,325

Players through the QBE Sydney Swans Academy since inception.



MORE
THAN

\$ 45 MIL

RAISED

More than

10000

Donors



30

Athletes from the QBE Sydney Swans Academy who have graduated onto elite lists.



#AFLGF

Number of
Academy
graduates in the
AFL Grand Final

2022

4

2024

5

KEY DATES

...

2005

Sydney Swans Foundation is established off the back of the first Premiership in 72 years.

2013

Redevelopment of players' changerooms in SCG, including new lockers, showers and ice bath.

2017

The Foundation funds the extension of the Craig Kimberley Gym on Level 1 of the Brewongle Stand facility.

2022

The Sydney Swans AFLW team are introduced to the competition, and the locker program is established.

2024

As a first for the Sydney Swans, PhD candidate secured for the AFLW program, thanks to Sydney Swans Foundation and UNSW.

2010



The QBE Sydney Swans Academy established and the Foundation provides funding for lighting so that the Academy can train at night.

2014

Isaac Heeney becomes the first QBE Sydney Swans Academy graduate to be drafted to an AFL list.

2021

The first QBE Sydney Swans Academy players are drafted to an AFLW list.

2023

The Sellers & Colless Centre was officially opened on 28 June 2023, after more than 10 years of planning and development.

2025

The Sydney Swans Foundation celebrates 20 years of impact.

AUG 2025

Sydney Swans Foundation is proud to have facilitated the purchase of a property for the club.

JUL 2025

The Foundation supports funding for the first 'Red Centre' cultural immersion trip for 44 athletes in the ARA First Nations Academy.

APR 2025

The Peter Weinert Museum opens in the Sellers & Colless Centre.



KEY INFRASTRUCTURE

We are proud to have contributed to the ongoing success of our football programs by providing key equipment, including, but not limited to:

Protrac System – a player tracking and performance analytics platform to monitor and enhance athlete development. This system captured detailed movement and biometric data to provide a dashboard to support decision making around training loads, recovery and match fitness.

One of the first Alter G treadmills in Australia – designed to reduce the impact of gravity on the body, allowing athletes to walk or run with up to 80% less body weight. This helps get players back on their feet and training sooner.

Enhancing the club's recovery capabilities by building a state-of-the-art altitude room at the SCG facility. This room enabled athletes to train and recover in a low-oxygen environment, the altitude room helped improve cardiovascular efficiency, accelerate rehabilitation, and support peak performance.

20 YEARS 20 VOICES

“ A snapshot of connections and reflections over two decades of impact. ”



ANDREW PRIDHAM AO
CHAIRMAN - SYDNEY SWANS
AND FOUNDING DONOR

The Foundation is an integral part of our football club which serves to future proof the Sydney Swans for the next generation, and much more. Investment in the Foundation allows us to realise the dreams of NSW kids through the work of the QBE Sydney Swans Academy, develop world class facilities, and make our football club consistently successful.



PETER IVANY AO
CHAIRMAN - SYDNEY SWANS
FOUNDATION AND FOUNDING
DONOR

For two decades, the Foundation has been the philanthropic heart of our club, providing the vital support that enables the Sydney Swans to dream bigger, reach higher, and achieve more both on and off the field.



BASIL SELLERS AM
CLUB PATRON AND
FOUNDING DONOR

We're so lucky we've had Peter Ivany – he's done an absolutely super job in getting the Foundation to where it is today. You look at what they've done – the incredible facility and the Academy – the Foundation really has helped the Sydney Swans to become the great club it is today.



RICHARD COLLESS AO
LONGEST SERVING CHAIRMAN OF
THE SYDNEY SWANS

Congratulations to the Chair of the Sydney Swans Foundation, Peter Ivany, and the many directors who have served on the Foundation over the past 20 years. As well as the staff that have promoted the ideals of the Foundation to donors and prospective donors with such enthusiasm and conviction. From a germ of an idea the Foundation has become a critical piece of the fabric of our club.



PETER WEINERT
CLUB CO-PATRON, LIFE MEMBER AND
FORMER OWNER, CHAIRMAN, DIRECTOR
AND NO. 1 TICKETHOLDER

It is difficult to put in a few words the sense of pride I have in what the Sydney Swans have achieved over the last several decades in Sydney. The Sellers & Colless Centre is a testament to the magnificent work the administrations and Foundation have done over this time.

For the Swans Museum to carry my name, along with the indoor training field jointly with the Foundation's driving force Peter Ivany, are honours beyond anything I could ever have imagined since first becoming a member in 1984. To be recognised in these ways is truly humbling.



ANDREW IRELAND
FORMER CEO OF THE SYDNEY SWANS

Over the past 20 years, the Sydney Swans Foundation has been instrumental in shaping the club's success. From pioneering technology like the Ultra G treadmill, to funding vital recovery spaces and renovating their locker rooms, the Foundation has consistently invested in the wellbeing and performance of Sydney Swans players. Its early and ongoing support of the Academy, and generous contributions from donors, has helped to build world-class facilities that continue to serve the club and community today. The impact is lasting, and imperative to the club's long-term success.



FRANK O'HALLORAN

SYDNEY SWANS FOUNDATION BOARD MEMBER, FOUNDING DONOR & FORMER CEO OF QBE INSURANCE

I've always believed in the power of sport to shape lives, and the QBE Sydney Swans Academy is a perfect example of that. From the beginning, I was passionate about helping bring the Academy to life and giving aspiring young boys and girls an opportunity that I never had and I was proud to work alongside Richard Colless and Andrew Ireland to secure the sponsorship from QBE that made it possible back in 2010. The Academy has become a vital pathway for young talent, and its impact on the club, individuals and community has been profound. That's one of the main reasons why I accepted a role on the Foundation board; to help ensure that this kind of meaningful, long-term investment continues.



LYNN RALPH

FORMER DIRECTOR AND FORMER NUMBER 1 TICKET HOLDER

Being a member and a donor has brought me together with many wonderful people who are now life-long friends. It has given me something that I can be truly proud of.



JASON KIMBERLEY

CURRENT NUMBER 1 TICKET HOLDER

When one thinks of the Swans Foundation, one looks to the future and thinks about ensuring success. The best facilities. The best people. The best culture. All these things require continual financial independence and financial support. Contributing to our Foundation gives me hope for our collective future. The seeds we plant today are the trees for future generations to care for.



PAUL & KAREN MOORE

FOUNDING DONORS

Happy 20th birthday. Thanks to all who have contributed financially and/or through hard work in facilitating the objectives of the Foundation; supporting the club, the Academy and the broader community. Proud to be a part of it and looking forward to the next 20 years.



GREG PARAMOR AO

SYDNEY SWANS AND SYDNEY SWANS FOUNDATION BOARD MEMBER & VISIONARY DONOR

The creation of the Sellers & Colless Centre at Moore Park has been a defining moment in the evolution of our 150-year journey. I'm extremely proud to have been part of the team who steered this complex project from conception to its opening for the long-term benefits of our players, staff, supporters and the wider community



PHILIPPA POWER

FORMER NUMBER 1 TICKET HOLDER

Connection with the Foundation provides an association with a sporting club that contributes across NSW, VIC and national communities. Everyone who loves our club, our community and its values, can ensure the continuation of their combined legacy through the Foundation.



JOSH KENNEDY

2012 PREMIERSHIP CAPTAIN AND SYDNEY SWANS FOUNDATION AMBASSADOR

Understanding what the Foundation does at a deeper level really aligns to my values. Giving back to the community through football and connecting members and fans to the club – not just the club today, but over the last 150 years.



ROBERT K CRITCHLEY

RETIRED DIRECTOR AND VISIONARY DONOR

I am proud to be a donor and ongoing contributor to the Sydney Swans Foundation over a very long time. The Foundation's contribution to the Swans Academy has impacted many thousands of young men and women's lives. Not all will advance to play AFL/AFLW but the values, culture, discipline and dedication that they learn will hold them in good stead for their long careers going forward, in whichever vocation they pursue. The journey is still in the pioneer days for the Foundation.



JOHN LONGMIRE

SYDNEY SWANS PREMIERSHIP COACH AND EXECUTIVE DIRECTOR OF CLUB PERFORMANCE

The QBE Sydney Swans Academy was born from a simple but powerful idea: to give talented young athletes in New South Wales the opportunity to pursue their AFL dreams close to home.



MARK NELSON

CHAIRMAN, CALEDONIA, FORMER DIRECTOR

Being part of establishing the Sydney Swans Foundation board was a privilege, and it's been remarkable to witness the Foundation's evolution over the past 20 years. From investing in talent and facilities to deepening our community impact, the Foundation has truly shaped the Swans' journey and helped strengthen the visibility of the AFL in Sydney. I wish everyone involved the very best as the next chapter unfolds.



ISAAC HEENEY

QBE SYDNEY SWANS GRADUATE, 200+ GAME PLAYER AND TWO-TIME ALL AUSTRALIAN

Growing up in NRL heartland, I was one of very few kids at school who played AFL. Without the QBE Sydney Swans Academy, I would've chosen rugby league. Moving to Sydney was daunting, but the Academy, my host family, the Curran Family, and mentors Paul Roos, Nick Davis and Chris Smith gave me the support and belief to chase my dream. If it wasn't for that I honestly don't think I'd be wearing the red and white today.



TONY MORWOOD

HALL OF FAMER AND FORMER HEAD OF SYDNEY SWANS FOUNDATION

As a past player I experienced first-hand the lack of funding available to keep and recruit players, and for any development of facilities to sustain our future. In 2025, I am now extremely proud of position the club finds itself in, which could not have been achieved without the amazing support of the Sydney Swans Foundation and its loyal benefactors.



RUBY SARGENT-WILSON

QBE SYDNEY SWANS ACADEMY GRADUATE, INAUGURAL AFLW PLAYER & 15+ GAME AFLW PLAYER

Being the first player signed to the Sydney Swans AFLW team felt like a way to repay the faith that Nick Davis, Jared Crouch, and the club had placed in me- it was a moment of pride and gratitude for everything they invested in my journey.

The knowledge and support from Nick and Jared, especially their coaching approach and experience as ex-AFL players, was incredibly special and helped me see a pathway into the AFLW. Coming from a background in netball and touch football, their guidance was pivotal in my development as both a player and as a person.



SUZAN BURTON

SISTER OF FRANK BURTON (FORMER CLUB CFO AND BEQUESTOR)

My late brother Frank Burton was a passionate Swans supporter. In addition to supporting other charities in his will, he left the Sydney Swans Foundation a substantial bequest. I know he wanted to support aspiring young footballers, and I think his legacy has done that.





WHERE DREAMS TAKE FLIGHT

John Longmire

The QBE Sydney Swans Academy was born from a simple but powerful idea: to give talented young athletes in New South Wales a chance to pursue their AFL dreams close to home.

The Academy's impact on the growth of AFL in NSW has been immense. In the world's most crowded sporting market, it has made our game a top choice for young people, with AFL now played in more schoolyards and backyards than ever before.

The Academy has become a vital part of our club's future, a journey that would not have been possible without your support through the Sydney Swans Foundation. The Foundation's financial backing has helped to expand the Academy's reach, improve coaching, and create a development environment where young players succeed. We are incredibly grateful for this support.

As a coach, I've seen the calibre of talent firsthand. I'm most impressed not just by their skill, but by their discipline, work ethic, and hunger to improve. Not every athlete will have a professional career, but they will still have an enormous impact on our code at the community level.

The development of the Sellers & Colless Centre has been a game-changer. It's more than a facility; it's a home. Having our QBE Sydney Swans Academy, AFL, and AFLW programs under one roof has created a powerful sense of unity and purpose. It's a place where young athletes can dream big and feel part of something special. We're proud of how far we've come, and even more excited about where we're going.

John Longmire



2005 HEROES AND THE NEXT GENERATION

This year marks the 20th anniversary of the Sydney Swans' 2005 Premiership, a historic moment in the club's history that ended a 72-year premiership drought.

The Sydney Swans Foundation is also celebrating 20 years, its work instrumental in developing the next generation of stars through its support of the QBE Sydney Swans Academy.

Some of the kids making their mark in the Academy are the children of 2005 Premiership stars, Brett Kirk, Michael O'Loughlin, Amon Buchanan, and Nick Davis.

Speaking to Sydney Swans Media, the past players and their children reflected on the Premiership and the role of the Academy in their lives.

Michael O'Loughlin has seen the growth of the Academy since its inception, his son James now representing the Swans in the Coates Talent League.

"The Academy has just made huge inroads here over the 30-odd years that I've been here, kids who have never played the game before get an opportunity to do it in an elite environment," O'Loughlin said.

"And the Foundation's been a hallmark of the Swans now for a number of years, I mean, they've helped with the build of where we are today, they're always there to support, and their input with the Academy has been huge."

For Brett Kirk and his son Skout, the Academy has been a way to connect the past and the future.

"It's pretty cool, Skout gets to run around in the red and white and be part of the Academy," Kirk said.

"When I first came up here in the late 90s, it wasn't a thing, so now, for our club to invest in our younger players, our youth, it's pretty special."

Buchanan, who now works as an assistant coach at the Swans, emphasised the importance of the Foundation's support.

"They do such a great job at harnessing talent and providing a pathway for kids to come in from different sports around Sydney and the surrounding areas to access an elite talent pathway," Buchanan said.

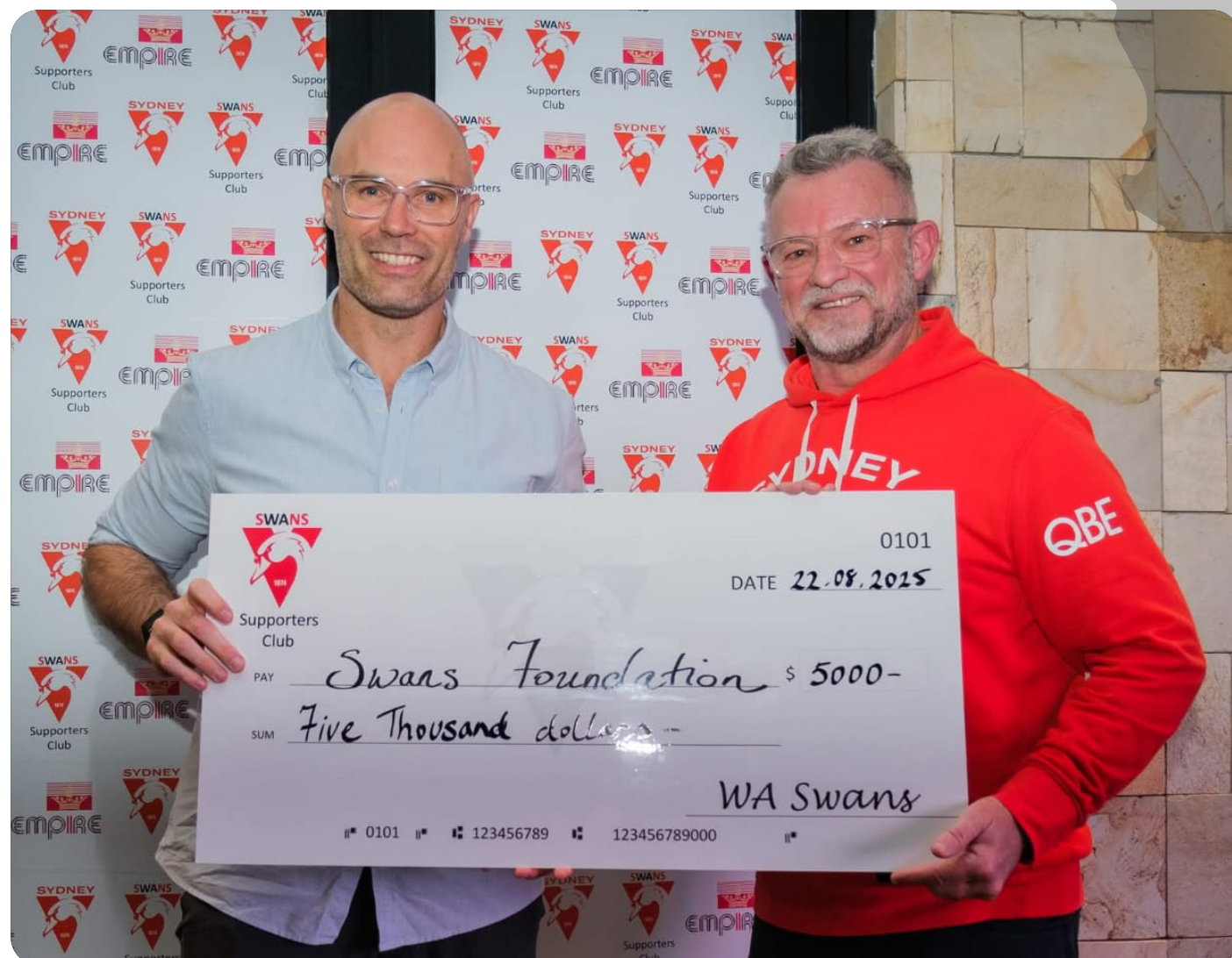
"We can't run this academy without the Foundation's support and the donations. It's absolutely important that people get behind it and continue to support an academy that's been so good for us, so that we can eventually harvest talent like we have at the moment with Errol Gulden, Isaac Heeney, Holly Cooper, Callum Mills, and these kids that are coming through."

THE SYDNEY SWANS FOUNDATION IS EXTREMELY LUCKY TO HAVE SUPPORTERS ACROSS THE COUNTRY.

WA SWANS Supporters Spotlight

SA SWANS

ACT SWANS



In 2024, the WA Sydney Swans Supporters Club proudly celebrated its place in the national Swans community, a connection that's only grown stronger in 2025. While last season brought on-field success, this year has highlighted the group's unwavering support through tougher times, showing they're here for the journey, not just the wins.

That passion translated into action, with the WA Swans making their largest single donation to date, \$5,000 to the Sydney Swans Foundation, following a surge of interest in the west. Their efforts were nationally recognised when they were named AFL Fans Association Supporter Group of the Year in 2024, shining a spotlight on their impact and drawing in new fans.

At the core of their support is a desire for connection. Contributing to the Foundation offers a tangible link to the club's future, and their events, held 4,000km from the team, create a powerful sense of belonging. As staff at Empire Bar, the Swans' Perth home, put it: "When footy season returns and your members start to flock in, it feels like family is coming home."

From cheering and fundraising to welcoming club legends like Brett Kirk, the WA Swans Supporters Club embodies the spirit of community. It's not just about football, it's about connection, impact, and being part of something truly special.



PHILIPPA POWER'S JOURNEY WITH THE SYDNEY SWANS FOUNDATION

For Philippa Power, a disappointing Swans loss to Collingwood in 2007 unexpectedly sparked a long connection with the Sydney Swans Foundation. Motivated to “reverse bad karma,” she reached out to then-CEO Tim Laing and became the Foundation's first \$25,000 donor. The Foundation's mission, to provide independent financial security and structural integrity for the club's future, deeply resonated with her.

Inspired by her mother Paula's saying, “It's an ill wind that blows no good,” Philippa saw her contribution as a way to turn a short-term loss into a long-term win. Her mother, a proud Sydney girl, had watched the 2005 Grand Final as her last game – a memory Philippa continues to honour through her support.

Over the years, Philippa has embraced her role as part of the “off-field team,” supporting initiatives like player sponsorships and locker programs. Locker 32, shared with her brother Damien, became a cherished connection to players like Lewis Jetta, who still treasures the original red metal locker they gifted him during the renovation of the SCG locker room.

Her passion extends to AFLW, which she describes as an evolution she couldn't have imagined as a young girl watching games at Lakeside Oval. She recalls a moment when a football dropped into a ladies' toilet and re-emerged in a perfect arc — prompting a fan to yell, “Sign her up!” Today, Philippa proudly

sponsors AFLW Locker 26, supporting Lara Hausegger and celebrating the growth of women's football.

In 2012, Philippa was honoured as the club's Number One Ticket Holder, a role that deepened her connection to Swans supporters across the country. “Our club unites footy followers in Australia's two major cities, Sydney and Melbourne” she reflects.

Philippa's family story is woven into the fabric of the Swans. Her father attended the 1933 Grand Final and the infamous 1945 “Bloodbath,” while her mother fell in love with both him and the club after WWII. Together, they raised five children who followed the Swans through every era.

Philippa's story is one of legacy, family, and unwavering belief in the power of community. “Everyone who loves our club, our community and its values can ensure the continuation of their combined legacy through the Foundation.”





A NEW ERA BEGINS WITH THE PETER WEINERT MUSEUM

The Sydney Swans was established as South Melbourne FC in 1874. Ours 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 captures 150 years of evolution, development, crisis, heartache, and triumph. Where we have come from and who we are today. Our DNA. It celebrates the people,

the events, and the defining moments that have shaped our club.

For the first time, the rich history of the Sydney Swans is celebrated under one roof, with the grand unveiling of the Peter Weinert Museum.

Located at the Sellers & Colless Centre – Sydney Swans HQ in Moore Park – the museum is named in honour of Peter Weinert, a Sydney Swans Life Member and former president, whose contributions to the club have been immeasurable.





Left to right: Jack Weinert, Tom Weinert, Ahita Weinert & Peter Weinert

ABOUT PETER WEINERT

Born in country South Australia, Peter Weinert grew up in Adelaide and attended Prince Alfred College, where he developed a passion for sports, especially Australian Rules Football. After playing for Prince Alfred Old Collegians in the Adelaide Amateur League for many years, he moved to the UK, then to Sydney in 1984.

The Swans being the only team in town, Peter immediately became a member and sponsor. Coincidentally, his old school colours were broadly red and white.

In 1988, he became one of the owners in the second private ownership group of the Sydney Swans, and in 1990, he took over as Chairman.

During a challenging period for the Swans, with rugby league dominance and declining support, Peter led efforts to secure AFL support to keep the club afloat. By October 1992, the Swans' survival was uncertain, leading to a crucial AFL Commission meeting. Peter had behind the scenes and unknowingly been negotiating and encouraging the support of many of the clubs

before making an impassioned speech and plea for administrative and financial backing, ultimately saving the Swans.

This pivotal moment transitioned the Swans from private ownership to a membership-based organisation. Peter stepped down as Chairman before Richard Colless took over. And the rest, as they say, is history.

Peter Weinert's amazing journey with the club has spanned more than 41 years. A member since 1984, he has also been a sponsor, private owner, shareholder, director, chairman, president, No. 1 ticketholder for 11 years, and today is a co-patron. Peter was appointed a Sydney Swans Life Member in 1993, which he considers one of his greatest honours, and he was inducted to the Swans Heritage List in 2015 as one of a group of five "True Believers", including Michael Willesee, Basil Sellers, Craig Kimberley and John Gerahty.

During the development of the new Sellers & Colless Centre – Sydney Swans HQ, Peter Weinert was a key financial supporter, with particular focus on the new museum. In 2025 he was honoured by having the museum named after him, while the club's indoor training field is named the "Ivany & Weinert Field."



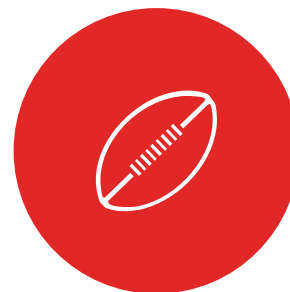
Basil Sellers with the 2025 scholarship recipients

QBE SYDNEY SWANS ACADEMY SPOTLIGHT 2025 SCHOLARSHIPS

Basil Sellers Scholarship Program

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

The aim of the Basil Sellers Scholarship Program is to:



Assist and develop talented young footballers.



Support a player's ambition to reach their potential.



Assist the player with education, training, employment and personal development.

BASIL SELLERS AND HIS PASSION FOR THE RED AND WHITE

Basil Sellers hails from South Australia and grew up a passionate North Adelaide supporter – a team that just happens to be red and white. And it was this connection and a chance encounter in 1983 that sparked a lifelong connection with the Sydney Swans.

Passing the SCG on his way to the airport, Basil stopped to watch a game featuring the newly relocated South Melbourne team. Seeing the red and white colours – identical to his beloved North Adelaide – he was instantly drawn in. “I had red and white through my veins,” he said. “As soon as I saw that, I said, I’ve got to be involved.”

Over the decades, Basil has remained deeply committed to the club. He has made significant contributions to the Sydney Swans Foundation’s work, particularly in supporting the QBE Sydney Swans Academy. His flagship initiative, the Basil Sellers Scholarships, focuses on nurturing talented young footballers while ensuring they are also prepared for life beyond sport. “You’re going to live to 80, and at 33, what are you going to do for the next 50 years?” he said. “Education is critical.”

His most visible contribution has been to the establishment of Sydney Swans HQ, now officially named the Sellers & Colless Centre, in recognition of the leadership and philanthropy of both Basil Sellers and former chairman Richard Colless. The high-performance and community facility serves as the club’s beating heart – home to the Sydney Swans men’s and women’s teams, the QBE Sydney Swans Academy, as well as community tenants including the GO Foundation, Clontarf Foundation, and a Lifeblood blood donation centre.



Funding such a major project required vision and belief. “The Swans Foundation was a major part of making it happen,” Sellers explained. “Without the Foundation and the people behind it, including Richard and myself, it wouldn’t have come together the way it did.”

The Sellers & Colless Centre represents the future of the club by providing world-class infrastructure to help athletes and staff thrive, as well as strengthening the connection with supporters by giving them a place to call home. “To have my name on this facility is a huge honour,” Basil said. “You really can’t get any higher accolade than that.”

For Basil Sellers, the Sydney Swans Foundation is about building a sustainable, community-focused club culture. “You’re not just giving to a Foundation,” he says. “You’re helping the team you love.”

His hope for the future is simple but profound: to see the culture of the club continue to thrive and for the Foundation to keep empowering the next generation.

“I KNEW SHE WAS GOOD ENOUGH...”

– BRAD MARTIN

Amelia was part of the first intake of girls to join the QBE Sydney Swans Academy all those years ago. Why did you choose to sign her up as a 10-year-old?

“I took Amelia to her first game in 2015 because I loved footy – she was only young. She was just amazed and she loved it, so we got an 11-game membership the next year. We went to every game; we went to the AFL Grand Final, and she just fell in love with footy.

We looked at her playing in 2017 and she had to start playing with the boys in the U11s as there was no girls program. Then the youth girls' program in the Academy popped up.”

What did the commitment to footy look like as she balanced school? What sacrifices were made?

“From U12s to U15s, if you wanted to be part of the Academy, you were in. It wasn’t taxing because it was just once a week in Wollongong, then once a month we would travel to Sydney and Amelia would play games against girls from the other areas. But during U18s she just loved it, and I didn’t mind doing it.”

Did your relationship with Amelia strengthen during that period?

“Because we’re based in Wollongong we’d drive to Sydney for games and training. We would get there early to miss traffic, and we’d kick the footy for an hour or more before and after the game.

By the time we were driving home, it was 12 o’clock at night, and she’d be sitting in the seat next to me, half asleep, chatting away. Especially when she was younger.



That was just an amazing time, just to listen to your little girl. It made my heart happy.”

How would you describe the culture of the Academy?

“Amazing. It’s about making them a good person for the world. It teaches kids commitment, resilience and hard work. So, if at any time Amelia got cut or hadn’t made it, it’d help her in getting a job. It’s given her those skills for the rest of her life.”

Talk to me about Draft night. Was the family expecting it?

“Amelia’s draft journey was different. Three months prior the best 90 girls across Australia were invited to the Draft Combine, and Amelia didn’t get invited. I remember picking her up from school that day, I was just dreading it, and she was in tears.

On draft night, we sort of didn’t really have any expectations and we had no indication she was going to be drafted. So, when she was ... I couldn’t sleep and it was just amazing. I knew she was good enough. We just didn’t think she was getting drafted at all, so that was a big, big surprise.”

Did you share any words of advice ahead of her AFLW debut in Round 2?

“I don’t think so, because I haven’t really been able to give her advice for the last couple of years, because she’s so strong-willed. What I did say was, ‘You’ve earned it — just try your hardest and have fun.’”

What would you tell other parents who are considering having their children join?

“There’s an opportunity. You’ve got brilliant coaches that care, you’ve got an organisation that embraces the girls and the boys, and it gives them skills for life. It’s great for local footy in the Sydney, Wollongong, Newcastle area. And for not just footy, but their life in general.”

FRANK BURTON SCHOLARSHIP

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

The scholarship is awarded annually to help assist an Academy player with costs associated with their development. First awarded in 2017, Kaiden McNamara and Molly Thomas were the 2025 recipients.

“The Frank Burton Scholarship is vital in supporting our Academy athletes both on and off the field. It eases financial pressures, enabling players like Kaiden and Molly to focus on development, education, and performance.

It's more than funding - it's recognition of their commitment and a powerful investment in the future of our club.”

– Anthony Cahill, Head of Academy Operations

Molly Thomas



YOUR LEGACY LONG AFTER THE FINAL SIREN

Leaving a gift in your Will (also known as a bequest) is a lasting contribution helping fund essential projects, from youth development programs to facility upgrades and honouring our club's tradition and heritage.

No matter the size, your bequest helps create a legacy that endures for years to come

Including a gift in your Will is a simple and meaningful way to show your support for the Sydney Swans. You can include a specific sum, percentage of your estate, or even a residual gift after other commitments have been fulfilled.

By notifying us of your intentions to leave a gift in your Will, you will be welcomed into the Infinity

Club, our special community of supporters who have chosen to make a lasting impact on the future, ensuring your love for the Swans lives on.

Further information can be found on our website or we welcome a confidential conversation with the friendly Sydney Swans Foundation team.



2025 EVENT SNAPSHOT

Our donors are at the heart of everything we do, driving the impact of our work and helping achieve meaningful change. As a small token of our appreciation for their generosity and support, we're dedicated to giving our donors unique and intimate experiences. These events are crafted to show our appreciation and foster a deeper connection to our mission.

A sincere thank you to Chris Stott, Frank O'Halloran and Peter Meurer for your hard work and dedication in planning this hallmark event year after year, and to Qatar Airways for their continued partnership in bringing this event to life.

Here's a small snapshot of our events this year.

2025 Season Welcome

Kicking off our 20th anniversary celebrations, the 2025 Season Welcome set the tone for a milestone year. The event brought together Foundation supporters, club leaders, past players, and new faces to reflect on how far we've come and to look ahead at the season ahead. It was a moment to reconnect with the Bloods spirit, hear about our plans for the year, and celebrate the incredible impact of our supporters in shaping the Sydney Swans story – on and off the field – for over two decades.

2025 Sydney Swans Lunch, presented by Qatar Airways

We held our annual lunch event in support of the QBE Sydney Swans Academy on Friday, June 13, at the Sofitel Wentworth. The event featured AFL and AFLW players, coaches, and staff, along with key personnel from the Academy.

Proceeds from the event support the QBE Sydney Swans Academy in creating pathways and securing talent that will continue to push boundaries and deliver success on and off the field for the Sydney Swans – cementing the foundations of the club's future.

Every dollar raised is helping us to nurture the next generation of talent through the Academy – a program that provides young athletes with elite coaching, education, wellbeing support and personal development skills that will set them up for success in life.

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. A sincere thank you to Chris Stott, Frank O'Halloran and Peter Meurer for your hard work and dedication in planning this hallmark event year after year, as well as Qatar Airways for partnering with us for this event.





AFL Locker Event

This inner sanctum experience for AFL locker donors matched them with their player. We were joined by Dean Cox who provided an exclusive briefing about the Collingwood game, including opposition analysis, insights into our preparation and the game plan.

This interactive session saw players get involved to explain their roles in the game, and how they prepared for the match.

AFLW Pre-Match Huddle

This season, AFLW locker donors enjoyed a pre-match get together ahead of Round 1 of the 2025 AFLW Season at The Greens in North Sydney. It was a great chance to connect and mark the start of the season. The group then watched the game together, with the team coming away with a convincing win against Richmond.



Sydney Swans Foundation Match Day

As match day partner for the Round 12 AFL match against Adelaide Crows, we were thrilled to share the guard of honour experience with QBE Sydney Swans Academy athletes. The Academy players cheered from the field as the team ran out and through the banner.

Inaugural Perth Business Lunch

Sydney Swans Hall of Famer Tony Morwood hosted the inaugural Perth Business Lunch before the final match of the season in Perth. Featuring guests Andrew Pridham and Matthew Pavlich, the event brought together business leaders to support the Sydney Swans Foundation and celebrate the club's legacy. A special thank you to Oliver Healy and Kurt Gillam for your work in putting the afternoon together.





RED CENTRE TOUR 2025

By Jarred Hodges, Manager – First Nations Strategy & Player Development

The ARA First Nations Academy is the cornerstone of the Sydney Swans' strategy for nurturing First Nations youth, combining high-performance football development with cultural connection and leadership growth. Since its inception, the Academy has engaged more than 400 boys and girls from across NSW including Sydney, the Central Coast and Hunter regions, Coffs Harbour, Port Macquarie, Kempsey and Shellharbour.

In July 2025, the Academy selected 44 players, supported by 13 staff, for the inaugural Red Centre Tour of the Northern Territory. Partnering with the Right Tracks – Redtails and Pinktails Program, the week-long football and cultural immersion experience across Alice Springs included visits to Hermannsburg, Uluru, Kata Tjuta and Mutitjulu. The tour aimed to strengthen identity, resilience, and leadership skills while inspiring athletic and personal excellence.

Highlights included matches against the Redtails and Pinktails Academy in Alice Springs, cultural visits to Hermannsburg and Ormiston Gorge, the Mala Walk at Uluru, and a Marn Grook game with the Mutitjulu community on the red earth. Players also experienced the Wintjiri Wiru Twilight show, guided walks, and cultural centre visits that deepened their appreciation of culture and country.

The program was supported by partners including the ARA Group, UNSW, Nike, Voyages and the Sydney Swans Foundation, and aligned with the Right Tracks Program, which links sport

to health outcomes through education, social and emotional wellbeing support, and leadership development.

Feedback from families and participants underscored the life changing impact of this experience:

“Jersey left a little anxious but has returned home sooooo grown up! The transformation in a week and hearing how much she gave of herself to this experience is unbelievable” – Ash Sloane (Parent)

“It has been amazing watching the kids turn into young adults. Each one of them adapted to the NT life and built strong connections with the communities and our culture.” – Binx Jade (Coach)

“Thank you for visiting Alice Springs and for the respect that you all showed both on and off the field. You have a great club that will support and take you higher to achieve and reach your personal goals.” – Auntie Christine Campbell (mother of former First Nations Swan - Fred Campbell)

The Red Centre Tour was more than a football trip; it was a journey of cultural pride, community connection, and personal growth. By combining elite sport with our First Nations culture, the ARA First Nations Academy continues to have a profound impact and create pathways for the next generation of First Nations leaders – on and off the field.



“Invest in the football club and you will get back ten-fold”

— **Josh Kennedy**

*Premiership player and
Sydney Swans Foundation
Ambassador*



HOW RESEARCH IS SHAPING AFLW PERFORMANCE

In a landmark collaboration between the Sydney Swans AFLW program and UNSW, the Foundation has proudly co-funded a four-year PhD project aimed at transforming high-performance sport for female athletes. PhD candidate Harry Harcourt is embedded within the AFLW program, combining academic research with hands-on performance support.

Harry's research is focused on advancing sport science for female athletes in Australian Rules Football. The project is building a specialised performance database using real-time health and training data from AFLW players, with the goal of tailoring insights to the unique demands of the women's game.

This work addresses a significant gap in sports science, where only 6% of research focuses on women. By embedding research directly within the Swans' AFLW program, the initiative is helping to shape more effective training protocols, improve athlete wellbeing, and inform long-term strategies for performance and recovery.

“The Sydney Swans AFLW program is incredibly proud to be running the embedded PhD research project with our senior women's team. The project will provide a much-needed contribution to the female athlete research evidence base

and will also deliver valuable insights into how to optimise both performance and health within our AFLW program.” - Sean Hardy, Head of AFLW Athletic Performance at Sydney Swans

“I am deeply proud and grateful for the opportunity to collaborate with the University of New South Wales and Sydney Swans. This experience offers a unique platform to enhance my theoretical and practical expertise through engagement with leading professionals in the field. The ability to contribute meaningfully to the progression of women's sport is a significant privilege, honour, and source of motivation.”
- Harry Harcourt, PhD candidate and AFLW Athletic Performance Assistant at Sydney Swans.

As the AFLW continues to evolve rapidly, the insights generated through this project have the potential to influence how clubs approach player development, injury prevention, and career longevity.

We thank the donors who are supporting this initiative and the important research it is supporting. If you are interested in learning more about this landmark research and how you can get involved, the Sydney Swans Foundation would be thrilled to share more details.

THE NEXT CHAPTER WHAT'S AHEAD



As we look ahead to 2026, we are excited to continue our support of the QBE Sydney Swans Academy, fostering the next generation of talented athletes. Our partnership with the Academy remains a vital part of our commitment to nurturing young talent.



We're also proud to expand our fundraising remit to include the ARA First Nations Academy – a program that blends cultural connection, football, and community. With a focus on increasing First Nations participation, this initiative reflects the club's broader commitment to inclusion and opportunity.



In 2026 we are thrilled to relaunch our bequest program, Infinity Club. This plays a vital role in ensuring the long-term sustainability of the Foundation and its impact.

All Access: The Ultimate Inner-Sanctum Experience

Next year, we're also excited to unveil All Access – a new coterie group offering the ultimate inner-sanctum experience for our most passionate supporters. This exclusive coterie group promises unparalleled connection to the club, with behind-the-scenes access and opportunities to engage with the club's executive. All Access is a front-row seat to the Sydney Swans, designed for those who want to be closer than ever to the action and the legacy we're building together.

2026 promises to bring more thrilling moments in the 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 2026 more impactful, we invite you to help shape the future.



Donate for
recognition on
an auditorium
seat



Join the AFL
locker program



AFLW locker
program –
allocation
exhausted,
waitlist open



Become part of a
coterie group



Leave a legacy
gift and join the
Infinity Club



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