



Mid-year Report



The Blues Foundation acknowledges the traditional owners of country throughout Australia and recognises their continuing connection to land, waters and community. We pay our respects to them and their cultures; and to elders both past and present.

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Kicking goals in the community

The Blues Foundation works with diverse communities, creates and delivers prevention programs, challenges social exclusion and strengthens communities, through the platform of football.

We believe prevention is the answer and being part of the solution.



Message from The Chair

Judy Mullen

We are excited about the projects and activities planned for the Blues Foundation in 2018. With the support of our generous donors and partners we will continue to create and deliver programs aimed to educate the community on issues around social exclusion, family violence and health, using the effective platform of Australian Rules football.

In 2017 our dedicated Community, Diversity and Inclusion department, successfully implemented three primary prevention education programs:

- **Carlton Respects**
Gender equality, for the prevention of violence against women
- **Sound Mind, Sound Body and Sound Community**
Building resilience in young people to prevent social exclusion
- **Leading with the Blues**
Developing leadership resilience

These programs helped to raise awareness of important issues and to make an impact in the community. In 2018, we intend to build on this base and deliver some new initiatives, including the Syd Jackson Program.

Highlights from our 2017 campaign can be found on our website at www.bluesfoundation.org.au.

We are particularly appreciative of the kind support of our community. Numerous benefactors assist the Blues Foundation to deliver its community education programs and awareness raising campaigns. A special thank you to our platinum donor, Banner Asset Management and gold donors - Ikon Services, MC Labour, Modern Baking, PwC and Reece Plumbing.

We believe it is critical that we continue our work in schools and the broader community using the strong connections to the Carlton Football Club and Aussie Rules, to bring about social change, and to do this, we rely on your continued support.

Thank you for your interest and contribution to the Blues Foundation, we are looking forward to helping make 2018 a positive and safe one for our community.



Judy Mullen
Chair, Blues Foundation

Our contributors

The Blues Foundation acknowledges the following contributors:



Our impact in 2017

Launch - 31 May 2017

20 December 2017

1,019

Community hours

2,128

2,677

Student participation

3,664

1,017

Community engagement

2,812

Calling for respect and equality

Community education program ([view here](#))

Carlton Respects is aimed at changing attitudes, behaviour and/or environments towards women to promote gender equality.

89%

89% of teachers believed the Carlton Respects education program, provided important adjunct to the school's Respectful Relationships program.

1,245

Educated 1,245 year seven and eight students from six high schools across Melbourne's metropolitan northern corridor, investing 512 hours into the community.



Success

Pre and post evaluation indicated that teachers assessed the program as being successful in both the classroom and playground environments.



Above: Carlton's AFLW coach Damien Keeping speaking to students.

Left: Jarrod Pickett playing his part in the classroom.

**CARLTON
RESPECTS**

Promoting gender equality

Awareness campaigns

2017 Carlton Respects Game

With your support, we urged everyone to sport their own touch of orange and join us to promote gender equality for the prevention of violence against women.

Media Coverage

Australian Traffic Control – Messages
Fox Footy Podcast – Interview
Fox Sports – News Article
AFL 360 – Interview
SEN – CEO Interview
Official AFL Record.

35,000

Game-day attendance

390,000

TV Viewership

Key Messages



One.

As a club, we want to encourage the strengthening of positive, equal and respectful relationships.

Two.

We have a role to play in educating and challenging gender stereotypes and roles.

Three.

The Club will play its part in educating and promoting positive, equal and respectful relationships.

Four.

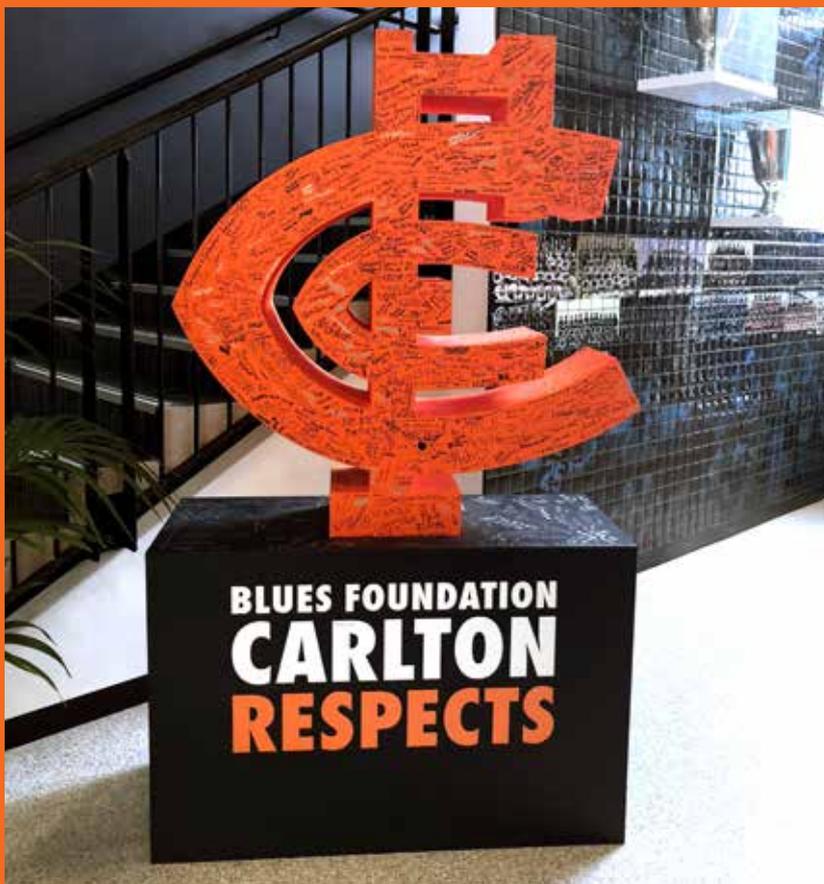
We want to create a sense of belonging, not just at the Club, but in the broader community.

Five.

The Club is realistic that we can't completely 'eliminate' family violence, but we can play our role in raising awareness about its prevalence in society.

Carlton Respects game

Carlton v Western Bulldogs



70,000

Viewed Nationally

Sam Docherty
and Tarang Chawla
interview on AFL 360.



49,806

People reached through Facebook

Right: Our men's and women's teams join together to show their collaborative support for Carlton Respects.



Embedding gender equality

It is possible to prevent violence against women before it occurs. Gender equality for the prevention of violence against women.



Carlton Respects video 2017

Tarang Chawla, Blues Foundation
Ambassador tells his story to a
selection of players after training.

f Facebook People reached

121,510

40,939 Facebook views

52,425 Total views

Carlton Respects President's Club Luncheon **Celebrating women and driving gender equality**

"Thanks for yesterday, I enjoyed the opportunity to catch up and to see how Carlton FC is progressing the work. I also enjoyed the opportunity to catch up with Mary, Kate, Terang, Darcy and Lauren too!

Well done to you, I can see how much work you are doing in quite different/unique circumstances. To have a room of 500 people (many of whom are very influential) listening respectfully to the information being shared is a great indicator that you are on track."

**Patty Kinnersly
Director, Practice Leadership
Our Watch**



1



2



1. Tarang Chawla, Carlton Respects Ambassador and guest speaker, tells his story about the importance of this cause and why it is so close to his family and himself.
2. Orange is the colour designated by the UN's UNiTE to End Violence against Women campaign.
3. Kate Jenkins, board member Carlton FC and Federal Sex Discrimination Commissioner, addressing the audience.
4. AFLW supporting the cause, Carlton forward Darcy Vescio with Tarang Chawla.
5. Carlton Respects President's Club Luncheon.

16 Days of activism

16 Days of activism against gendered violence campaign, began on 25 November 2017, the International Day for the Elimination of Violence Against Women, and ended on Sunday 10 December 2017, International Human Rights Day.

To mark the beginning of the 16 days, Carlton Football Club held a whole-of-club morning tea, including players and staff, as well as Blues Foundation corporate donors of the Blues Foundation and Carlton Respects program.

The morning tea was hosted by master of ceremonies Shelley Ware.



#MoreThanASpectator

Responses
were posted
on social media:



"Genuinely improving the culture of the club by undertaking these initiatives - will always positively impact the club, the players, their footy and eventually the results... great stuff blues keep it up."
- Kim Gregg



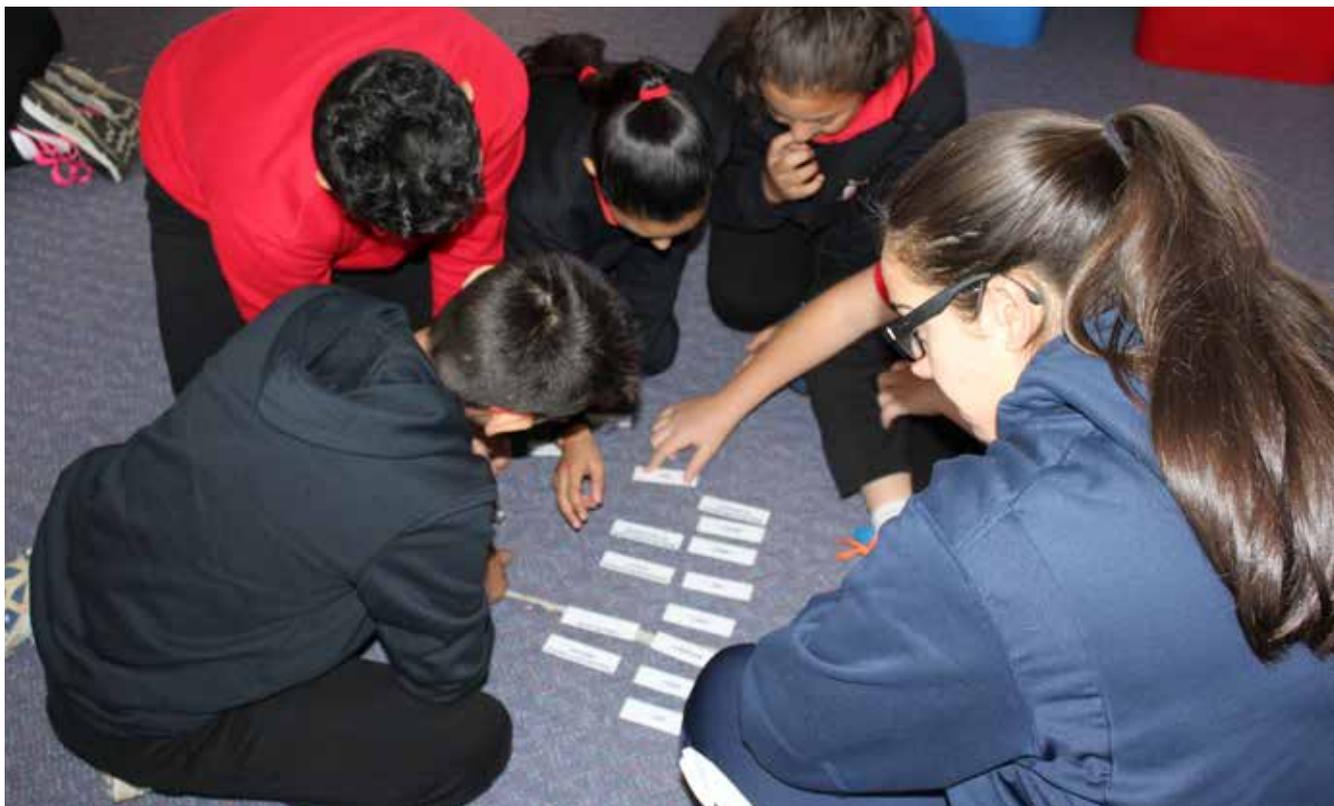
#Carlton Respects

"I support equal rights and respect for women, good on you blues, I am with you all the way."
- Geoffrey O'Day



Reinforcing health and wellbeing

[View video here](#)



Focuses on building resilience in young people to prevent social exclusion.

[Sound Mind, Sound Body, Sound Community \(SMSBSC\)](#) seeks to increase the health and wellbeing of young people, focusing on prevention and potential indicators of poor mental health, using football as the platform.

“Teamwork is a real issue at our school so it was beneficial having someone from a professional sporting team come in to talk about it.”

- Primary School Teacher



“Activities had students engaged, they were relevant to what the school was doing.”

- School Teacher



Kade Simpson
preparing his team

90% success

90% success rate as a result of the program. Students now understand how a sense of belonging has an impact on their health and wellbeing.

413 hours

995 grade five and six students across 11 schools, participated in the course, totaling 413 hours of investment into the community.

Leading with the Blues

Success with the pilot program

Leading with the Blues aims to motivate students to learn how to develop leadership skill sets, which assists in building resilience and setting goals, through a program using both on field football accomplishments and classroom activities.

The program targets grades five and six students and has been developed and facilitated by Brianna Davey, 2017 Carlton FC AFLW inaugural best and fairest winner and current captain.

237 students

Piloted with 237 students across three primary schools with a community investment of 73 hours in the community.

Above right: Carlton's AFLW captain and educator Brianna Davey delivering a class at Heidelberg Primary School.

Students of the program said:

"I have learnt that no matter how big or small your goal is you should always try and succeed."

"I learnt that everyone shows leadership in different ways and you don't need to be a leader to lead."





“Resilience is important to becoming a good leader”

- Primary School Student

100% effective

Effectiveness of the program rated at 100% by teachers.

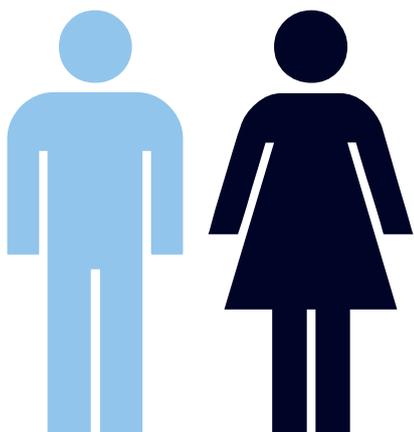


Kicking goals in community

**Blues Foundation Community
Champion Awards** ([view](#))

Blues Foundation Community
Champion Awards are nominated
by members of the public for their
outstanding work in the community,
by living out the Carlton FC values
and supporting the community
in the areas of:

- 1. Cultural inclusion**
- 2. Indigenous affairs**
- 3. Gender equality**



Round 1

South East Community Links

[Watch the interview](#)



Round 3

Gihan Senanayake (Carlton Junior Football Club)

[Watch the interview](#)



Round 4

Aiden King (Fortunate Footy Cards)

[Watch the interview](#)



Round 6

Professor Declan Murphy (Pratt Foundation)

[Watch the interview](#)



Round 10

Laura Thompson (Victorian Aboriginal Health Services)

[Watch the interview](#)



Round 15

Matt Janssen (Jodi Lee Foundation)



Round 16

Zoe Paulo (Student)

[Watch the interview](#)



Round 19

Osama Butti (AMES Australia)

[Watch the interview](#)



Thankyou!



**Because you
contribute,
we can continue.**



bluesfoundation.org.au