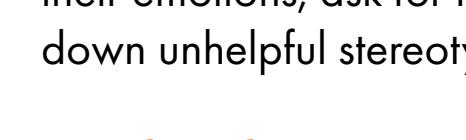




CARLTON COMMUNITY

2025 YEAR IN REVIEW

CARLTON RESPECTS



A free face-to-face and digital program that inspires primary students to build knowledge and skills to manage their emotions, ask for help, be an upstander and break down unhelpful stereotypes.

Teacher

“Wonderful program – students able to link valuable messages from the current playing group.”

Road to Respect

7,208

students participated in 2025

20,000 students since the program initiated in 2016

72

Net Promoter Score (considered world class)

3

AFLW players onboarded as R2R facilitators

99%

of schools increased their awareness and understanding of key lessons

What's next:

2026 will see the launch of Road to Respect 2.0 featuring a new platform, videos, activities and discussions. Helping us achieve a greater impact with more students.

10

2025 Workplace Charter members

6

members involved in the AFL on-field Shine the Light activation honouring the **78** women that lost their lives to violence in 2024

Carlton Respects Campaign

\$417K+

raised to help Road to Respect grow in reach and impact, while also supporting women and children directly affected by violence

6.2M+ **62%**

impressions for all CR socials content

of game attendees learnt something new about CR

200K socials interactions

44 total media mentions, including tv, radio, podcast, broadcast and more

57 R2R schools celebrated on the CR guernsey

“

Carlton Respects is extremely important to us. We want to win football games, but we also want to make our community proud. Our football Club was on show: I'm really proud.

Michael Voss
AFL Senior Coach

“

Loorende-gat Program

Providing emerging and established First Nations business owners opportunities to network, build skills and achieve business growth.



LOORENDE-GAT Business and Entrepreneur Program

STREAM 1

15 business owners

16% increase in business innovation skills

16% increase in ability and confidence to present to a potential partner

STREAM 2

7 emerging leaders in business

46% increase in ability to design a business plan

24% increase in business innovation skills

Gurnsey artwork by Yorta Yorta siblings and founders of Bayadherra, Luke and Siena Tieri.

Sir Doug Nicholls and Indigenous rounds

180 First Nations community in game day experiences

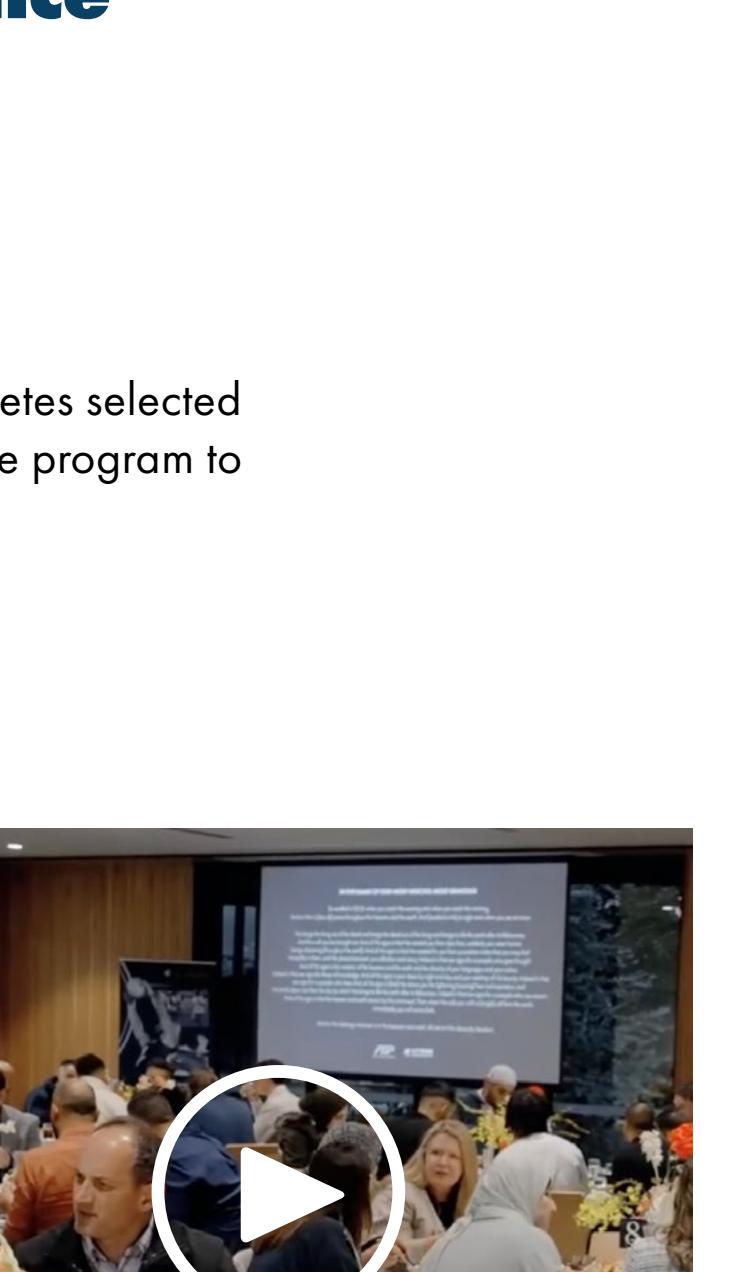
3.5M+ impressions on AFL and AFLW socials content

In Club activities

97% of RAP deliverables achieved.

150+ participants involved in the VACCA Little Long Walk at IKON Park

15 community consultations conducted with 25 First Nations stakeholders to guide future initiatives



High-performance program

20

Academy male and female athletes selected for a two-day high-performance program to elevate and refine skills

“

Iftar Dinner

150 guests celebrating Islamic culture and connection to Club

“

Was a great night. A really nice dinner and there was a great atmosphere in the room.

Guest

“

Academy

60 young male and female athletes

6 week on-field development program

88% of the participants felt they improved their football skills from on-field training

“

Thanks for running an excellent football program for the girls. My daughter managed to get into the YJFL U14 girls Div 1 team, I think the Adam Saad academy experience helped her to get into the YJFL.

Participant

“

2026 will see increased focus on mental health training and skill development.

“

Charities

Combining forces to raise funds and awareness for causes meaningful to the Club.

\$393K raised for Peter MacCallum Cancer Centre from the Peter Mac Cup

Peter Mac Cup

Peter Mac Cancer Centre Victoria Australia

\$16K+ raised for the Good Friday Appeal through player led activations



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