



CARLTON COMMUNITY

2025 YEAR IN REVIEW

Our vision

Set the standard in sport for connecting, inspiring and empowering communities.

Our purpose

To use our strengths as a Club to positively contribute to community through partnerships, education and awareness.

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.



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

Teacher

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.

Workplace Charter

Unite the Australian business community to take action, foster gender equality, and contribute to the prevention of sexual harassment and violence against women.

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+

impressions for all CR socials content

62%

of game attendees learnt something new about CR

44

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

57

R2R schools celebrated on the CR guernsey

200K

socials interactions



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



What's next:

Celebrating 10 years of Carlton Respects in 2026.



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



What's next:

2026 will see increased program accessibility for emerging leaders and new opportunities to connect participants

Fantastic program that really does help us mob be more successful in the business world.

Participant

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

Sir Doug Nicholls and Indigenous rounds

180

First Nations community in game day experiences

3.5M+

impressions on AFL and AFLW socials content

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



Guernsey artwork by Yorta Yorta siblings and founders of Bayadhera, Luke and Siena Tieri.



Adam Saad Pathways

A leading pathways initiative that engages, inspires and equips young athletes for a future in AFL/W and beyond.



Academy

60

young male and female athletes

6

week on and off-field development program

88%

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

16

cultural backgrounds represented

10

participants transitioned into the Carlton NGA, the highest yet

What's next:

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

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



HEAD COACHES ADAM SAAD AND AMELIA VELARDO



Schools Cup

An inclusive, fun environment connect young people to football through a round robin tournament.

300

primary school aged boys and girls

10

cultural backgrounds represented

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

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

\$16K+

raised for the Good Friday Appeal through player led activations



Camp

Connecting with the Bendigo community through football.

25

schools engaged in AFL camp

22

schools engaged in AFLW camp

3

key activities: coaches session, school visits, Centre for Non Violence visit

Other activities important to us

Requests

Creating special moments and memories for community experiencing hardship.

495

requests received
104 fulfilled, including:

- 6 game day and IKON Park experience
- 32 signed items
- 7 video messages
- 2 group ticketing offers



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