



PROJECTS IN FOCUS

2025

CARLTON FOOTBALL CLUB
FOUNDATION

FOREWORD FROM LAHRA CAREY

**CHAIR OF THE CARLTON FOOTBALL CLUB
FOUNDATION**

Our vision is for the Carlton Football Club to become the most admired football club in Australia. We want to use the Carlton brand to make a meaningful impact in all areas of our influence, for our social impact to sit alongside and inspire our relentless pursuit of high performance and on-field success.

Programs with purpose are the cornerstones that guide the direction of the Carlton Football Club Foundation. This purpose is underpinned by four key pillars, that serve to guide our strategic framework; Football Excellence, Elite Sporting Facilities, Social Impact, Heritage Celebration.

These pillars steer a direction in which we aim to take the Carlton Football Club to the next level, giving us a unique and rare edge in what is an equalised competition. These days there are few avenues available to find your competitive advantage in the AFL, however we truly believe we have found that edge in the Carlton Foundation.

That is why you can be the difference for the Carlton Football Club. In addition to playing a crucial role in contributing to our success, what can be guaranteed is a sense of belonging, your own place in a tight-knit, philanthropic community in which you will be celebrated and recognised for your invaluable support.

Now is the time to make a difference. Football waits for nobody, so when the door of opportunity opens there is only a short window to make the most of it. Don't wait in the background, be part of this journey with us, at the forefront in our pursuit of No.17.



Lahra Carey

THE FOUNDATION'S MISSION

The Carlton Foundation exists to support Carlton's commitment to be more than just a football club. The foundation works to ensure the Club is a leader through four key pillars; football excellence, production of state-of-the-art facilities, meaningful social impact and a proud, continued celebration of Carlton's rich history. These pillars drive our purpose for genuine impact and inspire our relentless pursuit of sustained excellence, in which every Carlton person has a role to play. All donations to the Carlton Foundation will go towards supporting the Foundation's four key pillars.

PILLAR I: FOOTBALL EXCELLENCE



PILLAR II: ELITE SPORTING FACILITIES



PILLAR III: SOCIAL IMPACT



PILLAR IV: HERITAGE CELEBRATION



THE IMPACT SO FAR



Carlton Academy
2024 saw Carlton Academy products Ben and Lucas Camporeale drafted into the AFL squad.



Medical Imaging Centre
The build of the state-of-the-art Medical Imaging Centre got underway in 2024.



Road to Respect
Over 4000 students participated in the Road to Respect schools program in 2024.



1970 Grand Final Documentary
"The Final Story" premiered in 2024.

UPCOMING PROJECTS IN FOCUS



PILLAR I: FOOTBALL EXCELLENCE

In 2025, the Carlton Football Club Foundation is seeking a total investment of \$650,000 (fully tax deductible) to support the ongoing development of the Carlton Academy.



THE CARLTON ACADEMY

To create a point of difference in identifying, nurturing and developing elite talent that are eligible for Carlton list concessions.

Project activities:

- Development and submission of a proposal for an additional regional talent zone (e.g. Bendigo)
- Academy technology expansion and development
- Increased Carlton Academy coaching hours
- Scholarship/sponsorship of players in need
- Dedicated Academy Talent ID and operational support
- Align medical support for Spirit of Carlton and Carlton Academy

Impact:

- Greater ability to identify talent that will qualify for future selection
- Increased opportunity to develop talent and maximise their potential
- More AFL ready
- Professional standard coaching
- Greater understanding of their capability before making recruitment decisions
- Increasing the appeal of Carlton as a destination club for eligible potential recruits



INTERNATIONAL RECRUITMENT

The AFL system allows for Category B rookies recruited from other codes who are neither Australian citizens or residents to be recruited outside of the draft, giving the opportunity to be first to market. These players are exempt from salary cap (TPP), allowing for unlimited investment potential.

Project activities:

- International scouting and recruitment trip
- Supporting relocation and visa costs of recruited players
- Set up recruiting network to identify the players at an earlier age

Impact:

- Access to talent directly rather than through the draft system. Enabling the Club to be at the forefront of talent selection ahead of other clubs
- Proven talent pool that's exempt from the equalisation parameters of the AFL

PILLAR II: ELITE SPORTING FACILITIES

INDUSTRY-LEADING MEDICAL IMAGING CENTRE

The Carlton Football Club Foundation is seeking \$2,500,000 (fully tax deductible) to support the build of an industry-leading medical imaging centre and allied health service at IKON Park.

The centre is being operated in a joint venture with Imaging Associates, a preeminent medical imaging provider. It will provide private, expert-led medical imaging (including MRI, CT, X-ray, ultrasound and mammogram) on-site for our athletes, while also providing high-quality healthcare to the broader community.

Impact:

- Further adding to the appeal of Carlton as a destination club with elite sports facilities
- Providing a sustainable non-traditional revenue stream for the Club that isn't impacted by on-field performance
- Supporting our AFLW and AFL teams, providing a greater level of privacy with direct back-of-house entry for emergency diagnostics, and putting athlete health and wellbeing at the heart of our facility
- Maximizing the time players are permitted to be at the Club per the AFLPA CBA
- Specialist focus into community women's health
- Research into injury treatment and prevention



PILLAR III: SOCIAL IMPACT

In 2025, The Carlton Football Club Foundation is seeking investment of \$650,000 (fully tax deductible) to support two of the club's social impact programs – Carlton Respects and Adam Saad Pathways.



CARLTON RESPECTS

Carlton's flagship social impact initiative supporting gender equality for the prevention of violence against women. Carlton Respects delivers educational programs in workplaces and schools centred around respectful relationships, stopping violence before it starts.

Road to Respect

The digital learning platform and face-to-face workshops, aligned with the Victorian Rights, Resilience and Respectful Relationships curriculum comprises of four sessions. These are managing emotions, bullying and help-seeking, being a buddy and gender stereotypes, and embracing your values. These workshops are targeted at students aged 8-12.

Impact:

- Carlton Respects aims to educate 6,000 Grade 3-6 students via the Road to Respect program across 240 classrooms in 2025
- Additional funding will help to rebuild the digital platform and align the educational framework with the new curriculum released



ADAM SAAD PATHWAYS

Aiming to correct inequality in representation in football, Adam Saad Pathways provides multicultural young people with opportunities and access to elite coaching and training facilities.

Adam Saad Boys and Girls Academy

A high-performance academy that invites sixty 12- to 15-year-old boys and girls, with various cultural and religious backgrounds from Carlton's Academy Zone to participate. Coached by Adam Saad, the six-week program consists of leadership, cultural awareness and sessions tied into a football development training program.

Adam Saad High Performance Program

A program that gives 12 young players, selected from the Adam Saad Academy, the opportunity to participate in a three-day training program, replicating elite football drills, gym sessions and recovery. This program also provides a potential direct pathway into Carlton's Next Generation Academy.

Impact:

- Increasing community participation for young people from multicultural backgrounds into AFL and creating pathways for future talent into the Club
- Using football as a tool to instil the skills and behaviours required to lead successful lives and careers

PILLAR IV: HERITAGE CELEBRATION

DIGITAL ARCHIVING

The Carlton Football Club Foundation is seeking investment of \$150,000 (fully tax deductible) to contribute towards the preservation, accessibility, and enhancement of historical information across club digital platforms.

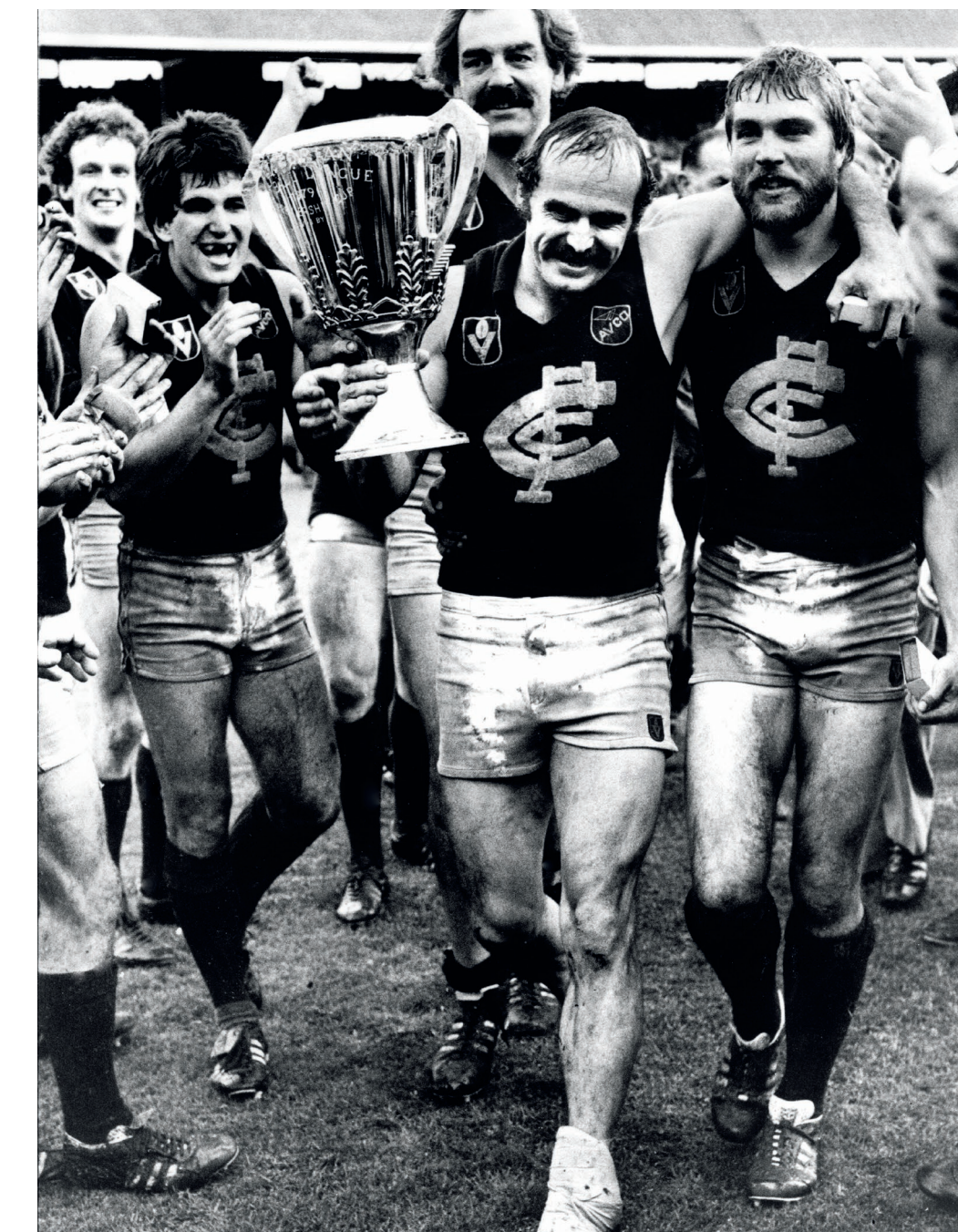
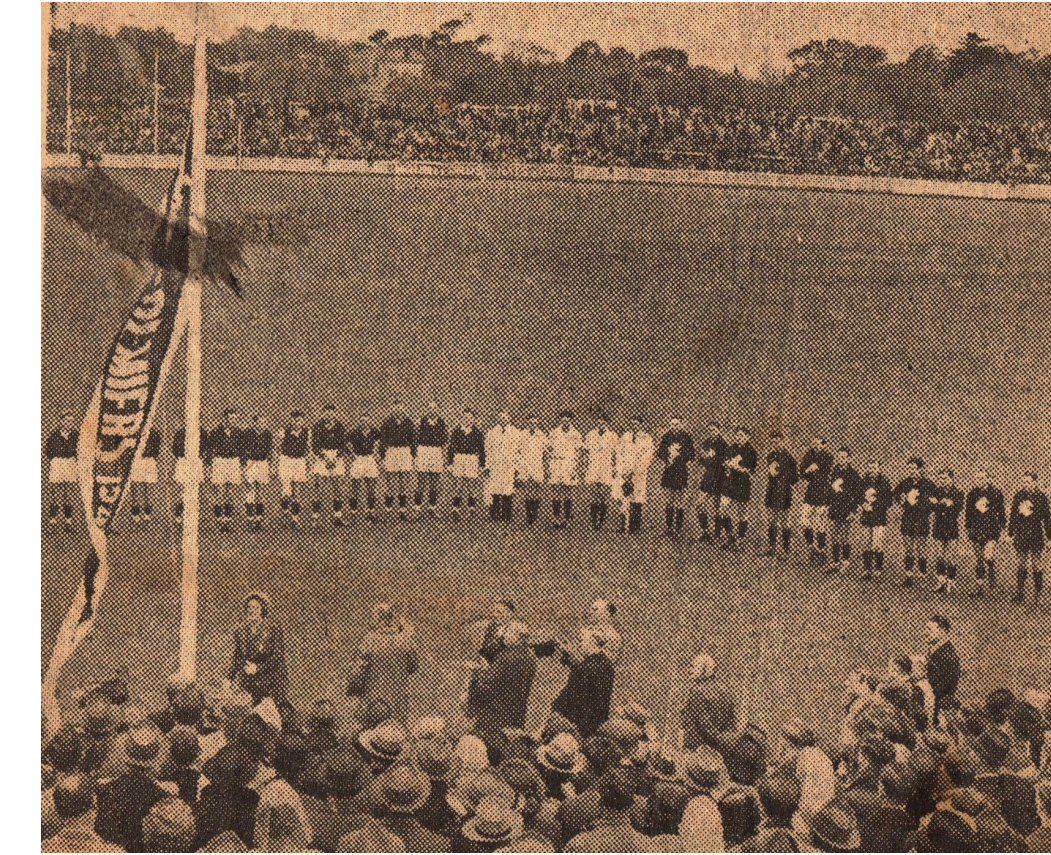
The Carlton Football Club has a rich history, creating joy, connection and belonging that spans 160 years. The heritage and tradition of the Carlton Football Club plays a significant role in contributing to our club's purpose and identity.

Through honouring and celebrating our history, our club has a competitive advantage, where we are well positioned to provide our supporters with a unique sense of community. This is elevated through a shared identity and association with our well-storied club.

Our history requires ongoing research and archival efforts to ensure it is preserved but also displayed in a means where it is inclusive and accessible to all. Our aim is to create an enhanced digital experience to celebrate the Club's past.

By updating our digital platforms that house our club's history we aim to:

- Protect our heritage from impending licensing and rights issues
- Deliver an engaging experience that provides a level of appreciation befitting our proud heritage
- Create a platform that offers deeper engagement and an immersion in our history for all Carlton people across the globe
- Ensure the Club's cherished moments, and unique stories, are preserved and accessible for current and future generations



THE FIRST 18

The First 18 is the Carlton Foundation's most exclusive group of supporters – with involvement at Carlton that is distinct from membership, sponsorship, or match-day attendance. And it's not just limited to 18 members.

The First 18 is built on a notion of collective giving, that all of us can make a real, strategic difference to Carlton to ensure long-lasting impact through philanthropy and fundraising. Those who belong to The First 18 support the Carlton Foundation through annual gifts of significance and are invited to connect their networks and their time to further the impact of the Carlton Foundation and its pillar projects. All gifts made as a part of The First 18 are tax deductible and every gift, no matter how small or large, is deeply respected and appreciated.

Naturally, each donation made to the Carlton Foundation as a part of The First 18 are recognised at an appropriate level, and in accordance with the members' wishes. First 18 Members are recognised for their support cumulatively over time. This recognition is designed to make members feel part of something greater than just themselves.

PREMIER

Cumulative Gifting Total: **\$5,000,000**

CHAMPION

Cumulative Gifting Total: **\$1,000,000**

CAPTAIN

Cumulative Gifting Total: **\$500,000**

BEST & FAIREST

Cumulative Gifting Total: **\$250,000**

CENTURION

Cumulative Gifting Total: **\$100,000**

LEADER

Cumulative Gifting Total: **\$50,000**

DEBUTANT

Cumulative Gifting Total: **\$25,000**

DRAFTEE

Cumulative Gifting Total: **\$10,000**



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**WE INVITE ALL CARLTON FRIENDS TO JOIN US AND GIVE A
GIFT THAT WILL MAKE A TRULY REMARKABLE DIFFERENCE.**

LEAVE YOUR LEGACY.

**START A CONVERSATION ABOUT THE IMPACT YOUR GIFT
COULD MAKE. TODAY.**

ZAC FRIED

Life Member, Former Director, Foundation Board Member

Carlton Football Club

Member of The First 18



CARLTON FOOTBALL CLUB
FOUNDATION