



MELBOURNE CITY FC

CITY IN THE COMMUNITY

2017/18 ANNUAL REPORT

**WITH THE SUPPORT
OF FANS, CITY IN
THE COMMUNITY
USES THE POWER
OF FOOTBALL
TO PROMOTE
SOCIAL INCLUSION,
EMPLOYMENT AND
PHYSICAL ACTIVITY.**

MESSAGE FROM THE CEO

SPORT HAS A UNIQUE ABILITY TO INSPIRE, EDUCATE AND CREATE OPPORTUNITIES.



“”

AS STEWARDS OF THE GAME, WE RECOGNISE THE POWER THAT FOOTBALL HAS TO HELP ADDRESS SOME OF THESE ISSUES AND THAT IS THE BELIEF THAT CITY IN THE COMMUNITY WAS FOUNDED UPON.

Last year, Melbourne City achieved much to celebrate on the pitch – winning the men’s FFA Cup, the women’s Championship and the youth Championship were highlights in our year and in our history. But off the field, the less-reported achievements give us much to be proud of.

Melbourne is known as one of the world’s best cities, but like anywhere, it faces social challenges. As stewards of the game, we recognise the power that football has to help address some of these issues, and that is the belief that City in the Community (CITC) was founded upon.

We see every day how football brings people together from every community in positive, healthy environments. Through CITC, we are able to use the sport to create education and employment opportunities, and to connect individuals and communities that feel isolated, all whilst offering countless mental and physical health benefits.

Over the last three years, 17 CITC Young Leaders have travelled to Manchester for a Young Leadership training program. The training they receive is built upon 30 years of community football knowledge from CITC Manchester, and designed to upskill young people with world-best-practice in community football delivery.

Albert Mambo, a graduate of the 2015 program, was recently employed as a Social Inclusion Officer for Melbourne City, and in November 2017, Young Leader Wilson Poni was awarded High Commendation for the Victorian Multicultural Commission Multicultural Youth Award at Government House. We are immensely proud, and they give us great optimism for the future.

Our community work is only possible with the support of a huge range of people, not least our fans. Melbourne City and Manchester City Supporters Clubs in Melbourne have raised thousands of dollars for City in the Community – testament to the character of our supporters and to the impact of CITC.

To all of our supporters, thank you for everything that you do for City in the Community. We hope you find this report valuable and inspiring.

A handwritten signature in black ink, appearing to read 'Scott Munn'.

Scott Munn,
CEO, Melbourne City FC

MEET OUR YOUNG LEADERS



FAISEL ADEN

“” MY GREATEST PASSION IN LIFE IS FOOTBALL; NOT JUST TO PLAY THE GAME BUT TO TEACH IT AND TO SHARE ALL OF THE BENEFITS OF THE BEAUTIFUL GAME.



ANNABEL FINCH

“” FOOTBALL IS ONE OF MY PASSIONS AND I WANT TO CREATE A SAFE AND WELCOMING ENVIRONMENT FOR ALL PARTICIPANTS TO COME AND ENJOY THE GAME.



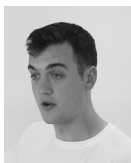
WILSON PONI

“” I AM PASSIONATE ABOUT HELPING YOUNGER MEMBERS OF THE COMMUNITY THROUGH OUR SHARED PASSION OF FOOTBALL.



CHLOE GATT

“” I WAS INSPIRED TO JOIN THE YOUNG LEADERS PROGRAM BECAUSE I WANTED TO MAKE A DIFFERENCE IN THE WORLD AND DO THIS BY USING THE POWER OF FOOTBALL.



ANTHONY MERCURI

“” I ALWAYS WANTED TO BE INVOLVED WITH A SPORTING ORGANISATION THAT HELPED THE COMMUNITY AND MELBOURNE CITY IS A LEADER IN THIS AREA.



TIMOTHY LAING

“” I WAS INSPIRED TO JOIN THE YOUNG LEADERS PROGRAM BECAUSE I WANTED TO MAKE A DIFFERENCE IN THE WORLD AND DO THIS BY USING THE POWER OF FOOTBALL.

GLOBAL YOUNG LEADERS SUMMIT

In June 2016, Melbourne City's Young Leaders travelled to Manchester for the third annual Global Young Leaders Summit, alongside their peers from City Football Group community projects around the world.

Young Leaders in their second or third year at the Summit graduated to the next training level allowing them to lead and facilitate the program for new attendees, and learn skills that they can apply in their own communities in Melbourne.

Over the last three years, 17 Young Leaders have travelled from Melbourne to Manchester to work and learn alongside other Young Leaders from 12 countries on five continents – including Colombia, India, China and South Africa.

“““

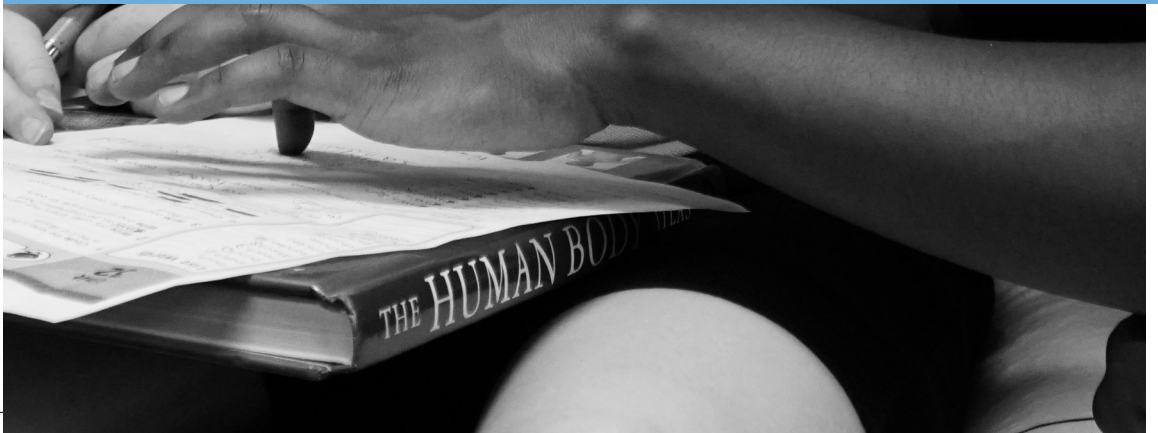
THE HIGHLIGHT OF THE PROGRAM WAS WORKING AS A TEAM ALL TOGETHER, AS A FAMILY EVEN, TO MAKE OURSELVES SUCCESSFUL IN ACTIVITIES THAT WE COULDN'T DO WITHOUT TEAM WORK OR COMMUNICATION.

Timothy, 18, Young Leader

Young Leader



EMPLOYMENT





I HAVE MORE ENERGY,
MORE MOTIVATION, A
BETTER UNDERSTANDING
OF THE EMPLOYMENT
INDUSTRY AND MADE
NEW FRIENDS.

Mohamed, 22, participant

OUR PROGRAMS

Together with partner, MatchWorks, City in the Community runs 10-week football and jobskills programs for disadvantaged unemployed young people.

City Pathways, funded by the Inner North Foundation, was a dedicated program for young people with a disability or suffering a mental illness in Darebin and Moreland.

City at Work, funded by the Scanlon Foundation, was designed for young migrants in the City of Whittlesea. The football sessions quickly bond the groups, helping to build social networks that last beyond the programs, and enhance physical and mental wellbeing.

ALMOST ONE-THIRD OF AUSTRALIAN YOUNG PEOPLE
ARE UNEMPLOYED OR UNDEREMPLOYED, THE HIGHEST
LEVEL IN 40 YEARS.

Generation Stalled report, Brotherhood of St Laurence. 2017

702

hours of training

676

hours of
mentoring

26%

higher job
placement
compared to
employment
services

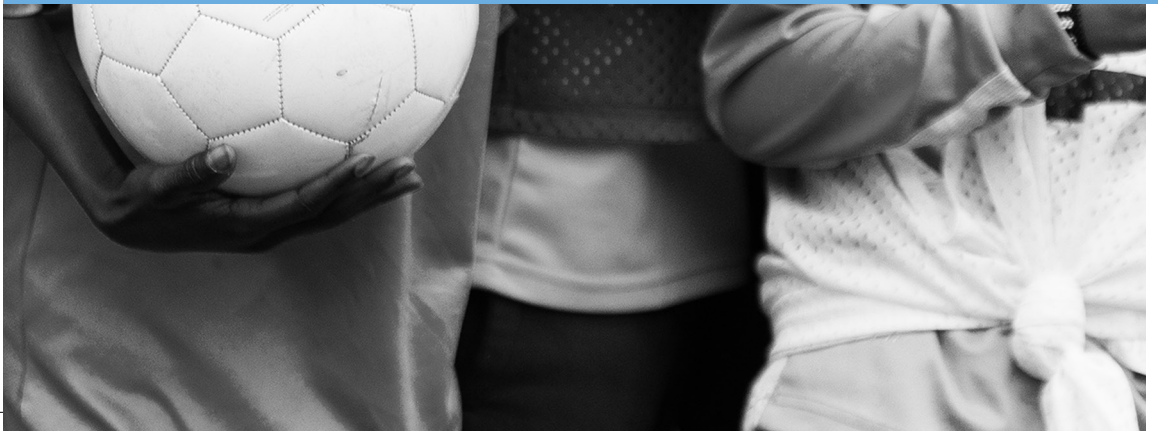
77%

gained work
or education
placements

City at Work (over 20 weeks)



INCLUSION





I CAN'T WAIT FOR THURSDAYS! I HAVE MADE LOTS OF NEW FRIENDS AT I SPEAK FOOTBALL.

Omar, 10, participant

OUR PROGRAMS

The Club's **I Speak Football** project uses the global language of football to create a shared sense of unity and community amongst young people from different cultural backgrounds across six Melbourne suburbs. Developed by Young Leaders, the project addresses and highlights issues including racism, discrimination and participation.

As part of the project, an annual tournament is held at the City Football Academy for every participant. I Speak Football is one of six projects voted on by fans of Melbourne City and its sister clubs around the world (Manchester City and New York City) as part of the Citizens Giving campaign.

Supported by the Westpac Foundation and the Manchester City Supporters Club, City in the Community ran a **Disability Awareness program** in schools using blind football activities to raise awareness and understanding amongst students of people living with a disability.

School holiday clinics for blind and vision impaired children were held with vision impaired coaches employed to work alongside CTC community coaches to deliver the programs.

49.1% OF VICTORIANS WERE BORN OVERSEAS OR BORN IN AUSTRALIA WITH AT LEAST ONE PARENT BORN OVERSEAS.

Victorian Multicultural Commission and 2016 Australian Census

96%

of participants reported increased interaction with diverse cultural communities

100%

of participants enjoyed taking part in the program

87%

of participants made new friends

288

year seven students participated in the disability awareness program

I Speak Football

Disability Awareness Program



HEALTH & PHYSICAL ACTIVITY





THE YARRA PATHWAYS PROGRAM HELPED ME JOIN A SOCCER CLUB SO I COULD PLAY REGULARLY AND I AM ALSO COMMENCING A DIPLOMA IN SPORTS MANAGEMENT AND COACHING.

Ismael, 18, participant

OUR PROGRAMS

Yarra Football Pathways is a weekly football training program for young men in the Fitzroy, Collingwood and Richmond housing estates, run in partnership with the City of Yarra. The program uses football to support young men to reach their full potential as healthy, responsible citizens.

In partnership with VicHealth, City in the Community delivers a walking football program, **City Strikers**, designed for older people from multicultural backgrounds to become more physically active and socially connected. Over 800 participants aged between 50 and 80 participated in weekly sessions.

REGULAR PHYSICAL ACTIVITY IS A KEY FACTOR IN PROMOTING GOOD HEALTH AND PREVENTING CHRONIC DISEASE, HOWEVER LESS THAN A THIRD OF AUSTRALIANS ARE GETTING ENOUGH TO BENEFIT THEIR HEALTH.

VicHealth, March 2017

100%

of participants reported they had learnt new skills and liked coming to the program

Yarra Football Pathways

78%

of participants were inactive prior to their involvement

City Strikers



BEING PART OF CITY CHALLENGE REALLY INSPIRED ME TO STEP UP IN MY OWN COMMUNITY - I FELT REALLY EMPOWERED AS A WOMAN IN SPORT AND I THINK THERE IS A HUGE OPPORTUNITY FOR POSITIVE CHANGE.

Emily, participant

CASE STUDY: CITY CHALLENGE

In 2017, we invited 25 young women aged 15-25 to join the City Challenge. Participants were tasked with identifying the barriers to female engagement with football – whether participation, employment or as a fan – and then create strategies and initiatives to overcome these challenges.

As a result of the program, we have held a media training workshop, mentoring sessions, and in 2018 will host a fundraising workshop. This initiative, which started here in Melbourne, is now being trialled across City Football Group.



For more information visit www.melbournecityfc.com.au