



AFL CAPE YORK HOUSE FOUNDATION



PARTNERSHIP PROSPECTUS

*“Building
positive futures
for young
Indigenous
Australians.”*

FOUNDER *Message*

Rick Hanlon

*AFL Cape York House
Foundation Founder*



AFL Cape York House Foundation was established to connect with philanthropic & corporate partners in the pursuit of supporting programs coordinated by AFL Cape York Ltd.

AFL Cape York Ltd has established itself as an organisation at the forefront of supporting young people from some of Australia's most remote Indigenous communities across Far North Queensland. The reach of its activities combining land and sea equates to well over 400,000 square kilometres.

Under its four key pillars: Wellbeing, Education, Culture and Career & Pathways, AFL Cape York's programs provide much-needed support for young people from across the region.

AFL Cape York House Foundation is proud to support ongoing opportunities that help guide young people through primary and secondary education, boarding life, employment, and tertiary engagement.

We need your support in continuing the Foundation's agenda, and urge likeminded organisations and individuals to come on the journey with us.

Giving back is giving hope.



2016

AFL Cape York House Foundation was born in 2016, however, our story is decades in the making. Since 2001, AFL Cape York has delivered the Australian Football League's Game Development program throughout remote communities in Far North Queensland. This sustained presence gave insights into the communities and it was clear that geographical remoteness is a key driver of educational disadvantage for young people in these areas, with more than 90% needing to board to complete their education. During visits to communities, it became apparent that the traditional boarding school model also posed challenges for Indigenous young people, often resulting in disengagement from learning.



The AFL partnered with Elders and families to identify the education barriers that students faced, and pioneer a blueprint for a purpose-built facility that enabled Indigenous young people to thrive in school and in life. In 2013, AFL Cape York House for Boys opened in Cairns and from its success AFL Cape York House for Girls followed in 2019. Today, AFL Cape York House is the preferred boarding model for Indigenous young people from regions in the Far North, including Cape York Peninsula, Torres Strait Islands and Gulf of Carpentaria.

AFL Cape York House Foundation is the charitable arm of AFL Cape York House. The Foundation was established to provide a meaningful way for the philanthropic community to support programs that deliver genuine outcomes for Indigenous Australians.

OUR Mission

AFL Cape York House Foundation supports AFLCY House boarding programs which aim to create opportunities for young people by improving social & emotional wellbeing, educational and employment outcomes. Being emotionally and physically healthy will enable our First Nations young people to have a positive education and boarding experience.

OUR Values

Respect: We are committed to compassionate leadership, ethical decision making, and nurturing positive relationships. We treat others with dignity, kindness, and understanding, even in the face of challenging situations.

Empathy: By listening with compassion and honouring the experiences of others we deepen our connection with our young people, their families and our stakeholders creating a shared vision and future we can all be proud of.

Inclusion: We actively seek to understand, appreciate, and integrate diverse perspectives, experiences, and talents for the betterment of the collective whole.

Empowerment: We support, guide and motivate individuals to realise their full potential as Australia's next generation of leaders and role models knowing their journeys will inspire change in others and the world around them.

Community: We recognise and are committed to our shared responsibility to walk with our young people on their journey. The principle of subsidiarity guides us in partnering with the communities we serve to best support our young people.

OUR Impact

A proven model

AFL Cape York House Foundation is committed to understanding and eliminating the barriers to education Indigenous young people face. Through our work we aim to shine a light on solutions that improve life outcomes for Indigenous Australians.

Education is often credited as the single greatest agent of change known to man. The ripple effect of education is seen in its immeasurable power to transform lives, not only for the individual, but for their families, their communities and society as a whole – across generations. From obstacle to opportunity, from distress to wellbeing, from struggle to prosperity.

“Research shows young people who complete Year 12 experience better life outcomes in general.”

This includes better health, higher rates of employment with less dependence on welfare, greater earning capacity and more career opportunities. Mental, social and emotional wellbeing is also improved. Year 12 graduates have better self-esteem and are more resilient, being better equipped to handle everyday challenges and contribute to their communities. The chances of a young person displaying antisocial behaviours or entering the justice system also dramatically reduce with education.

We have 96 current students residing across both our Boys and Girls Houses, attending any of our 11 partner schools across the public and private sectors.

Over the years we have seen around 500 young people benefit from our boarding program, and proudly, over 90% of our Boys & Girls House Graduates are now employed in industries such as Mining, Electrical, Defence Forces, Childcare and Education.

ACHIEVING EXCELLENCE

Approximately 90% of Indigenous children must leave their communities to complete their education. Education is the key to creating positive long-term outcomes for children from remote communities however homesickness and social and cultural isolation present significant barriers to this. 90% of Cape York residents have completed Year 12. AFL Cape York House’s nation-leading Model of Care enables young people to complete their education in a safe, culturally appropriate, ‘home away from home’ environment.



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**COMMUNITIES
SUPPORTED**



90%+

**YEAR 12
COMPLETION RATE**



90%+

**EMPLOYMENT &
EDUCATION FOR
SCHOOL LEAVERS**

Through a partnership with AFL Cape York House Foundation, your organisation can give Indigenous young people the resources they need to build positive futures and influencing broader social, cultural, economic and environmental outcomes.

1 Preserving culture

The AFL Cape York House Cultural Program helps to preserve and revitalise the rich cultural heritage of Cape York and Torres Strait Island communities. The program brings Elders and young people together for the passing down of customs and practices including traditional arts and crafting, dance and cultural performance and caring for country. This has a profound impact on the wellbeing of young people living away from home and also serves to safeguard invaluable cultural assets for future generations.



2 Protecting the environment

Traditional marine and land conservation knowledge continues to inform the future of Australia's environmental management response. This demand is fuelling a widespread need for Indigenous Rangers throughout government and public and private sector organisations. Indigenous Ranger Programs are proven to have positive long-term health and wellbeing, social, economic and environmental impacts for participants and their communities. Through the AFL Cape York House Marine Ranger Program we are readying the next generation of young people to answer this call and in doing so helping to secure Australia's environmental future.

3 Empowering communities

Research shows that when you educate a young person the benefit ripples out improving all areas of their life. This includes better health, higher rates of employment with less dependence on welfare, greater earning capacity and more career opportunities. Education brings economic stability to families and communities improving social outcomes. The chances of a young person displaying antisocial behaviours or entering the justice system also dramatically reduces. And, it all starts by giving young people equitable access to education, employment and opportunity

OUR Stories

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Yehusha Lifu



Yehusha is a former boarding student, graduating from AFL Cape York House for Girls in 2023. Yehusha demonstrated leadership qualities and determination from a young age. Hailing from New Mapoon, Yehusha completed her Cert II in Engineering Pathways through School Tech in years 11/12 (which included work placement at Penske and Pacific Hino) and is now employed by Rio Tinto Weipa. Yehusha enjoyed playing AFL and participating in cultural activities and was the boarding house captain and cultural dance leader. In honour of this exceptional young lady, AFLCY have named an Award after her; the 'Yehusha Lifu Cultural Award'.

Anthony Nicholls



A young man of Aboriginal and Malaysian heritage, from Thursday Island, Anthony was one of our first boarding students at AFL Cape York House for Boys. Graduating in 2013, Anthony went on to study at James Cook University and the University of Sydney, and is now pursuing a PhD while holding qualifications in physiotherapy. Anthony has remained well connected to AFLCY, providing educational support and mentoring to our boarders, and working as a game-day trainer for the Cairns Eagles AFL football club. Anthony has also gained experience working in elite sport, where he was employed with the GWS Giants AFLW team.

Mistee Sagigi



Mistee Sagigi is an aspiring young AFL player from Thursday Island. Despite only taking up the sport in 2023, she has quickly risen through the ranks thanks to her natural talent, determination, and leadership on the field. Mistee began her football journey through the AFL Cape York development program, and now boards at AFLCY House for Girls. Mistee has demonstrated her ability to navigate both her schooling and sporting responsibilities in a mature way. Identified via our talent pathway, Mistee is a current member of the Gold Coast SUNS Academy and has played several academy games against Giants, Brisbane and Fremantle.

BECOME A *Corporate Partner*

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AFL Cape York House Foundation is dedicated to improving the lives of Indigenous Australians by eliminating the barriers young people face to education. We empower young people with access to employment, training and meaningful life experiences and development opportunities.

Our nation-leading outcomes would not be possible without the support of like-minded corporate organisations. By partnering with AFL Cape York House Foundation, you are helping Indigenous young people access the education, support and opportunities they need today to build a brighter tomorrow and spearheading solutions that advance broader social, cultural, economic and environmental benefits.

Benefits of partnering with AFL Cape York House Foundation.

Engage your stakeholders, clients and staff in an inspired journey of co-creation as we work together to deliver lasting change and write a chapter of Australia's story we can all be proud of.

Corporate benefits are customised to ensure strategic partnership objectives are met. Depending on the level of support, they encompass the following categories:

1. Corporate Branding & Recognition
2. Media and Communications
3. Cultural Immersion Experiences
4. Corporate Stakeholder Engagement
5. Corporate Staff Engagement
6. AFL Queensland Opportunities

**Purpose-driven partnerships.
Life-changing outcomes.**



PROGRAM

Areas



Align your partnership with AFL Cape York House Foundation with goals that are meaningful to your organisation, stakeholders and staff. The AFL Cape York House programs are centred around four core pillars:

Wellbeing

Growing strong, resilient young people who can thrive in the face of life's challenges starts with building a solid foundation of wellbeing. We all know that when we feel well, we are happier and can achieve more. AFL Cape York House provides a 'wrap-around' wellbeing support system with programs that improve a young person's mental, social, emotional and physical health, giving them the resources they need to have agency over their lives and futures.

Culture

The AFL Cape York House Cultural program plays a vital role in the improving the social and emotional wellbeing of Indigenous young people by fostering a strong connection to home and family. The program brings Elders and young people together for the passing down of customs and practices including traditional arts and crafting, dance and cultural performance and caring for country. This has a profound impact on the wellbeing of young people and also helps to preserve cultural traditions for future generations.

Education

Life at home in Cape York and the Torres Strait Islands is very different to the boarding and school environments. For many young people, English is a second language. The AFL Cape York House Education team includes teachers, mentors and tutors who, in conjunction with our eleven partner schools, support young people to overcome knowledge gaps, adjust to the classroom and thrive in a learning environment.

Careers & Pathways

Our careers program helps young people discover a career that is right for them. Staff work with young people to create a roadmap, or Individual Pathway Plan, that ensures the student's education plan and career goals align. This includes intensive, pre-employment support to improve a young person's work readiness and access to employment or further education opportunities with ongoing support, coaching and mentoring.



PARTNERSHIP

Tiers

AFL Cape York House Foundation partnerships are designed to foster long-term relationships that drive meaningful change. We understand that each partner is different, which is why we offer a combination of standard inclusions, tiered benefits, and bespoke opportunities.

Standard Inclusions (All Partnerships)

All partners receive the following benefits:

Building Relationships

- Invitations to major events (eg. Graduation & Award Ceremony, Gala Dinner)
- Staff volunteering opportunities at AFL Cape York Houses for Boys & Girls
- AFL Cape York House student dinner attendance
- Updates on student impact stories and program milestones

Cultural Awareness

- Cultural education & immersion experience for company staff
- One annual dance performance for corporate events

Networking

- Access to AFL events in Cairns
- Invitations to connect with Aboriginal and Torres Strait Islander groups

Brand Recognition

- Acknowledgement on AFLCYHF website (linked logo)
- Recognition in newsletters and communications to families
- Use of Foundation branding and approved content for digital and print use

PARTNERSHIP Tiers

Program Partner \$10K+

Building Relationships

- 1 student dinner

Cultural Awareness

- 1 dance performance

Networking

- AFL events in Cairns

Brand Recognition

- Website, communications

Logo on Vehicle

- Logo on 2 vehicles

Program Partner \$25K+

Building Relationships

- 1 student dinner

Cultural Awareness

- 1 dance performance

Networking

- AFL events in Cairns
- Community CEO visit

Brand Recognition

- Website, communications
- Bespoke communications (media call, social media strategy)

Logo on Vehicle

- Logo on 3 vehicles

Program Partner \$50K+

Building Relationships

- 2 student dinners

Cultural Awareness

- 1 dance performance
- Cultural Awareness workshop

Networking

- AFL events in Cairns
- Community CEO visit
- Board-only private events

Brand Recognition

- Website, communications
- Bespoke communications (media call, social media strategy)
- Logo on Foundation's pull-up banner

Logo on Vehicle

- Logo on 4 vehicles

Program Partner \$75K+

Building Relationships

- 2 student dinners

Cultural Awareness

- 2 dance performances
- Welcome/Acknowledgement of Country

Networking

- AFL events in Cairns
- Community CEO visit
- Board-only private events
- Community travel opportunities (e.g. Chris Johnson & Angie Nadredre Cup in Bamaga)

Brand Recognition

- Website, communications
- Bespoke communications (media call, social media strategy)
- Logo on Foundation's pull-up banner
- Exclusive signage at major events, RAP acknowledgement

Logo on Vehicle

- Logo on 5+ vehicles

Bespoke Partnerships

We understand that strategic priorities differ across organisations. That's why we invite partners to co-design a bespoke package with our team - aligned with your values, goals, and level of involvement. Whether you're looking to support a specific program, engage your staff, or amplify your social impact - we'll build something meaningful together.

Agreement AFL CAPE YORK HOUSE FOUNDATION

SPONSORSHIP PACKAGES:

- Program Partner \$10K+
- Program Partner \$25K+
- Program Partner \$50K+
- Program Partner \$75K+

Sponsorship Category: ----- Sponsorship Value: \$ -----

Organisation / Business Name: -----

Contact Name: -----

Position Title: -----

Signature: ----- Date: -----

Address: -----

Tel: ----- Fax: -----

E-mail: -----

NEXT *Steps*

Thank you for considering a partnership with AFL Cape York House Foundation. Contact our Philanthropy team today to discuss partnership opportunities for your organisation.

Phone: 07 4054 5199 or email foundation@aflcy.com.au.

