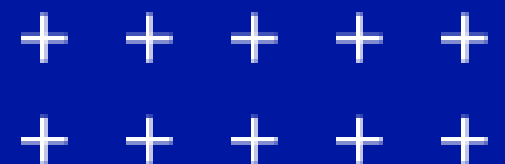




**Bulldogs
Foundation**

Uniting & Inspiring



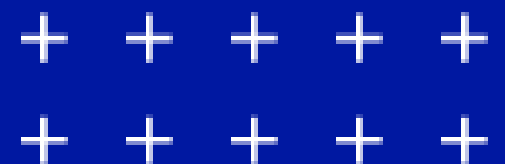


Our Mission

“

The Bulldogs Foundation is committed to ensuring long-term success for future generations of the Bulldogs family. We will achieve this through relentless innovation, pioneering elite development programs, advancing cutting-edge technologies, and implementing impactful community initiatives.

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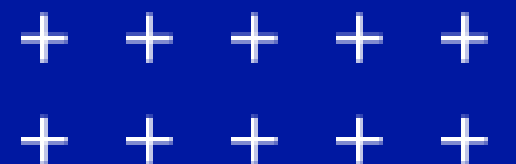


Our Vision

“

We envision a future where the Bulldogs Foundation is the benchmark of Australian sport. Our goal is to be the leader in innovation and sporting development, uniting and inspiring our community. Our ultimate ambition is to cultivate a legacy of excellence, resilience, and unity that empowers individuals and communities alike.

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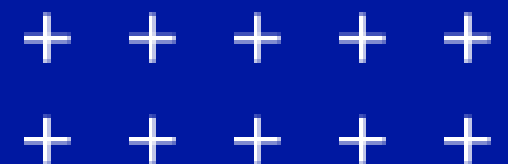
About The Bulldogs Foundation

Winning at the Canterbury-Bankstown Bulldogs doesn't just mean a team that succeeds on the field. It means a team that unites people, elevates their spirits and fosters a shared sense of pride, connection, and accomplishment among them. Ultimately, we see this as the winning formula for a more cohesive and harmonious community. The Bulldogs Foundation harnesses this powerful connection. By advancing football outcomes for success on the field through elite development programs and state-of-the-art technologies, we can create a ripple effect to positively impact the lives of our surrounding communities. Our goal is to empower the next generation of rugby league players and provide them with all the tools and resources they need to become winners on and off the field, and in turn, unite and inspire those around them.





Pillars Of The Bulldogs Foundation





Elite Development

At the Bulldogs Foundation, we are dedicated to developing the next generation of elite athletes through our significant investment in state-of-the-art male and female Academy Programs. Our strategy integrates advanced intelligence with high-performance training methodologies to provide top-tier mentorship and support.

Our Academy Programs offer emerging athletes the tools, resources, and guidance needed to reach their full potential. From personalised training regimens to mentorship from experienced professionals, each athlete receives focused attention and support, both on and off the field.





Elite development

The Bulldogs Foundation aims to develop a talent pipeline that excels on the field and represents the Bulldogs with distinction at the highest levels of competition. The goal is to optimise team performance and secure a competitive edge, setting new benchmarks for excellence in Rugby League. Our commitment to elite development will empower our athletes to achieve the fullest extent of their potential.





Innovation for Competitive Advantage

Dedicated to fostering excellence, the Bulldogs Foundation prioritises the development and provision of cutting-edge technologies for our elite academies. With the construction of a new multi-million dollar, three-level Centre of Excellence at Belmore Sports Ground, advancements in both our football and community programs will ensure that Bulldogs players of all grades and genders have access to top-tier resources and expertise.





Innovation for Competitive Advantage

Targeted advanced technologies that the Foundation aims to deliver with your support:

AI-powered tools for scouting, recruitment, and selection, as well as for coaching benefits such as tailoring training and game plans.

Real-time performance analytics to track and improve athletic performance and high-speed video analysis solutions for instant feedback and performance improvement.

Advanced, world-class facilities for optimal training, performance and recovery needs including, but not limited to:

- Climate-controlled indoor facilities for tailored and optimal training conditions.
- Advanced recovery facilities with cryotherapy, hydrotherapy, and infrared saunas.
- Smart fitness equipment that adapts to individual training requirements.
- Advanced sports nutrition facilities for optimal dietary planning and support.
- Motion capture systems to refine techniques and enhance training precision.
- Sensor-equipped training fields to monitor player movements and environmental conditions.
- Biomechanics labs for in-depth analysis of movement and injury prevention; and
- Augmented reality systems for enhanced tactical and situational awareness including virtual reality training modules for immersive skill development/game simulations.







Innovation for Competitive Advantage

“Through the Bulldogs Foundation we aim to not just provide access to the most premium resources, guidance and equipment, but also engender a culture of technological advancement and excellence. Essentially becoming a global leader of innovation in elite sport and a Club who fosters a competitive edge”

- Adam Driussi, Bulldogs Chairman





Innovation for Competitive Advantage

As part of the Bulldogs commitment to innovation, the Club has committed to building a new three-level Centre of Excellence at Belmore Sports Ground. The multi-million dollar development is being designed with the advancement of our football and community programs at the project's core. Besides promising to be the country's first Rugby League gender-equal high-performance centre with a 50-50 male and female facilities floorplan split, the structure is also being designed to integrate the aforementioned cutting-edge technologies, with the Foundation's aim being to provide a maximal competitive advantage for all of the Club's programs and players from pathways through to the elite.







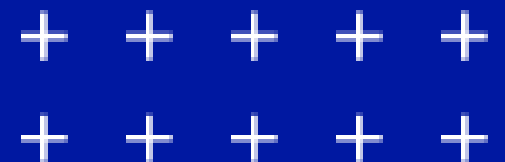
Community Impact

The Bulldogs Foundation aims to improve outcomes in the community across three key focus areas. As outlined below, our strategies for addressing these vital areas includes empowering individuals with tools, guidance, and knowledge to tackle underlying issues, take action and foster an overall more cohesive community.

1. Health & Wellness

2. Education

3. Multicultural





Community Impact

1. Health & Wellness

Encompassing physical, mental, and emotional wellbeing, our key focus is to promote healthy lifestyles, raise awareness about prevalent health issues, and provide access to resources for healthcare and preventive measures. Initiatives include:

- Assisting local community sports donations and funding.
- Running local League Tag Competitions.
- Boots for Brighter Futures: Providing Indigenous Youth with an opportunity to connect with their culture through sport.





Community Impact

1. Health & Wellness

In 2024 the Bulldogs, together with Canterbury League Club, proudly announced a junior Rugby League registration scheme. In the Canterbury Bankstown District Junior Rugby League we now have over 200+ plus teams across 12 JRL clubs. That's more than 3,500 kids and youth enjoying local, community sport in our area.

“

We want families in our local area to be able to access and enjoy the game, and the inherent sense of community that comes with it. This initiative aligns perfectly with our traditional family values and community-centric identity, and we can't wait to see more kids taking up the sport through this registration subsidy ”

- Bulldogs CEO Aaron Warburton





Community Impact

2. Education

Fundamental for individual growth and societal progress, we are committed to ensuring equitable access to quality education for all members of our community. This involves supporting educational institutions, providing resources for students in need, and offering programs that enhance learning opportunities. Examples include:

- Simply Your Best: An educational program in schools to inspire students to do their best in all facets of life.
- Community Awareness Campaigns: Targeted messaging promoting positive choices in education, health, and the environment.
- School to Work: An educational and employment program to support Indigenous Youths with work experience, mentoring, and leadership opportunities. Run by the NRL and supported by the Bulldogs.





Community Impact

3. Multicultural

Our commitment to multiculturalism involves fostering an inclusive environment where people from diverse backgrounds feel valued and respected. We organise cultural events, promote intercultural dialogue, and support initiatives that promote understanding and acceptance among different cultural groups including:

- Multicultural Exchange: Hosting various migrant groups to functions aimed at driving cohesion and building cultural awareness, such as the hosting of a Ramadan Iftar dinner.
- Multicultural Day: A festival celebrating cultural diversity with food vendors, performances, and cultural activities.



The Bulldogs Foundation represents multicultural Australia... because that is who we are!





Why Donate to The Bulldogs Foundation ?

Supporting the Bulldogs Foundation is your opportunity to contribute towards the future success of our Club all while investing in a brighter future for our community. Here's why your donation matters:

- Empowering the Next Generation: Your contributions help us develop the next generation of Bulldogs players, coaches, and staff, ensuring continued excellence on the field.
- State-of-the-Art Facilities: Donations will ensure our Centre of Excellence provides world-class training facilities that drive competitive success.
- Advanced Technologies: Investing in new technologies and intelligence systems will help keep the Bulldogs at the forefront of innovation in sports.
- Community Cohesion: A winning team fosters a sense of pride and unity, creating a more connected and engaged community.
- Positive Social Change: Through our community programs, we address critical social issues, improving lives and fostering a healthier, more inclusive society.
- 'It's Good To Give: While your donation helps support the future of the Bulldogs, it is also tax deductible. All donations made via the Australian Sports Foundation are eligible to be claimed as a tax-deductible gift.



Help us succeed on and off the field, and uplift the next generation.

[Donate Now](#)



How you can Donate

Tax deductible donations can be made via the Australian Sports Foundation, helping the club invest in key projects, strategic initiatives and growth opportunities that will support the next generation of Bulldogs players, coaches and staff



[Donate Here](#)



CANTERBURY BANKSTOWN



SINCE 1935.



**Bulldogs
Foundation**

UNITING & INSPIRING THE FUTURE.





#PROUDETOBEBULLDOG

KFC

I AM, YOU ARE,
WE ARE,
CANTERBURY
BANKSTOWN
BULLDOGS