# THE FINAL QUARTER

A SHARK ISLAND PRODUCTIONS FILM





































"ABSOLUTELY BRILLIANT"

- GERARD WHATELEY, AFL 360

"THE BEST AUSTRALIAN DOCUMENTARY EVER MADE"

- PROFESSOR MARCIA LANGTON AM

NEWS





- THE SYDNEY MORNING HERALD



- THE GUARDIAN

#### "EVERYONE SHOULD WATCH"

MARK ROBINSON, HERALD SUN

"A POWERFUL WORK THAT STIRS DEEP EMOTIONS"

- GARRY MADDOX, SMH

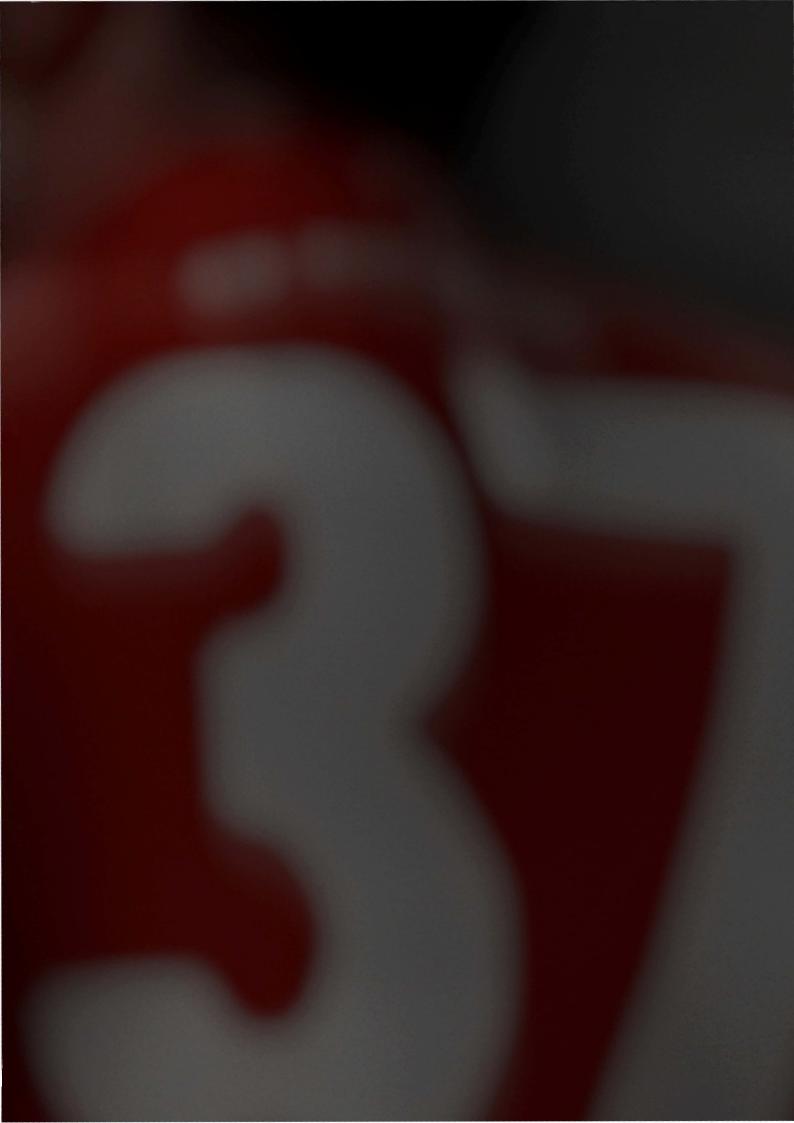


THIS IS WHAT WAS SAID. THIS IS WHAT WAS HEARD.

www.thefinalquarterfilm.com.au

**IMPACT REPORT AUGUST 2025** 

SHARK ISLAND
PRODUCTIONS



## Introduction



It has been a little over six years since THE FINAL QUARTER premiered at the Sydney Film Festival in 2019. Since then, the impact has been significant with over 25% of all Australian students studying the film in classrooms, as well as systemic change from grassroots to professional levels of the AFL.

Shark Island Productions and the AFL formed a major philanthropic partnership in 2022, which extended the legacy and impact of THE FINAL QUARTER and is helping to tackle ongoing issues of racism in sport.

The partnership enabled the AFL to implement the recommendations of the review of the Peek Rule (the AFL's anti-discrimination and anti-racism rule) which has resulted in the code significantly improving and enhancing its policies and procedures for addressing vilification and discrimination at all levels of football.

The AFL's Vilification and Discrimination module – made possible through this partnership – has been mandatory for all community football coaches, elite AFL and AFLW players, coaches and team officials, further promoting and enhancing the legacy of Adam Goodes and The Final Quarter. By the end of June 2025 around 21,000 community and elite coaches have completed it, and 13,000 elite AFL and AFLW players and team officials.

As a direct result of the philanthropic funding, the AFL has appointed additional full-time positions, including the Indigenous and Social Policy Officer and Peek Rule Manager. These positions are a result of the AFL matching and increasing the Shark Island contribution. We have been reassured by the AFL that the recent restructuring of the role of Executive General Manager - Inclusion and Social Policy, does not represent a lessening of their commitment and focus of this work.

A powerful message featuring all AFL Captains has been created, accompanied by a national campaign from the AFL (<a href="https://play.afl/clubhelp/safety-inclusion/vilification">https://play.afl/clubhelp/safety-inclusion/vilification</a>).

# Introduction cont...



In 2024 – for the first time in Australian sport – the new broadcast deals with Channel 7, Foxtel and Australian radio networks (which run from 2025 to 2031) include a requirement that broadcasters comply with the Peek Rule; invest in diverse talent and reflect diversity and inclusion in on-air commentary.

The impact of the film in education settings has continued with great strength. Teachers are continuing to consistently teach the free education resources, with over 1.2 million students being reached in classrooms. This represents more than a quarter of all school students in Australia.

We are very proud of what has been achieved in this impact campaign, the most meaningful project for Shark Island Productions, to date. This project has delivered a high return on social capital and the film is still making a difference in the way Australians understand racism and the positive change that can occur if we listen with open hearts and minds.



# **KEY OBJECTIVES**

- an ongoing national conversation about racism in sport
- creation of a targeted campaign to coaches and players of Australian Football clubs (community and elite)
- provision of education resources to promote long-term positive change
- make the film widely available over a minimum ten-year period to maximise its impact



# AFL and SHARK ISLAND PRODUCTIONS PARTNERSHIP

# The 2022-2025 AFL partnership

#### 2025:

- As a result of the Shark Island contribution being matched and increased by the AFL, there are now two extra full-time staff dedicated to discrimination, vilification and diversity and inclusion at the AFL.
  - Indigenous and Social Policy Officer. A full-time position with with a
     0.4FTE contribution funded by the Shark Island partnership
  - Peek Rule Manager. This is also a full-time position that the AFL has now decided to make permanent. This decision means the position is no longer reliant on Shark Island funding, showing real sustainability.
- The scoping of anti-racism education resources designed specifically for players aged 13 and under.

#### 2024:

- Development of online education module for community football coaches, addressing Indigenous Cultural Awareness to be distributed to the football community Australia-wide in 2025
- National anti-vilification communication campaign involving the creation of a dedicated website including a message from all AFL Captains (<a href="https://play.afl/clubhelp/safety-inclusion/vilification">https://play.afl/clubhelp/safety-inclusion/vilification</a>).
- For the first time in Australian sport, the new broadcast deals with Channel 7, Foxtel and Australian radio networks (which run from 2025 to 2031) include a requirement that broadcasters comply with the Peek Rule; invest in diverse talent and reflect diversity and inclusion in on-air commentary. If broadcasters fail to comply with Peek Rule obligations regarding racial and religious (and other) vilification, their accreditation to access change rooms, field of play, press conferences etc can be revoked.

# The 2022-2025 AFL partnership cont...

#### 2023:

- Development of online education module for community football coaches, addressing Indigenous Cultural Awareness (released publicly in December 2023/January 2024)
- The original online Vilification and Discrimination education module is adapted for use by elite AFL and AFLW players for the 2024 season.

#### 2022:

- Development of an online Vilification and Discrimination education module for community football coaches. The module is compulsory for more than 20,000 community football coaches each season and is also available to community umpires, players and officials
- Professional mediators engaged to conciliate complaints of racist and homophobic abuse at community football level
- AFL signed a Memorandum of Understanding with the eSafety Commissioner, who assist the AFL to implement systems and procedures to tackle online abuse, and raise awareness of its harm
- Consultation with Bruce McAvaney to discuss the development of an antidiscrimination standard bearer program that would offer education and training to members of the media.



"You have changed lives here.

You have shifted conversation and better informed many people on what exactly happened to Adam Goodes. You have better informed families who have talked about racism in Australia over the dinner table after watching this film, and given perspective to older generations who required support in responding to racism and the treatment towards Aboriginal people in particular, better than ever before.

You captured the admirable kindness and grace of this man during a time where he didn't need to be kind at all."

**COMMUNITY SCREENING NEW SOUTH WALES** 



# 2019-2025 Community Impact

#### **Broadcast Screenings**

Since the original broadcast, THE FINAL QUARTER has been broadcast across several different channels and subsidiaries and is now available via digital subscription services and platforms including Netflix, Stan, SBS OnDemand, NITV, and home entertainment platforms including DocPlay, AppleTV+, YouTube, GooglePlay, Fetch, Telstra TV, and the Windows Store.

The film is also made available to library users and universities through Kanopy.

International rentals and purchases are independently distributed through Vimeo.

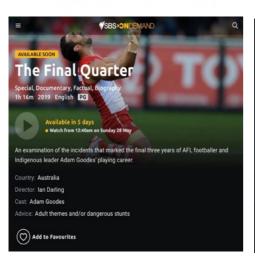
THE FINAL QUARTER also features in the National Museum of Australia's "Defining Moments in Australian History"







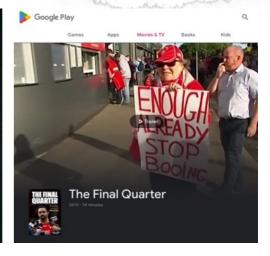
Channel 10 and WIN



Netflix



Stan



SBS On Demand DocPlay Google Play

# 2019-2025 Community Impact

#### **Broadcast Screenings**

Following THE FINAL QUARTER premiere at Sydney Film Festival and the Channel Ten broadcast, our focus has remained on building a coalition of support for the film's message through education and supporting community screenings.

National Reconciliation Week and NAIDOC are of course, busy times for the community in deepening their engagement with Aboriginal and Torres Strait Islander histories and cultures but pleasingly, we are seeing that engagement with THE FINAL QUARTER is not just one week a year, we see high engagement throughout the year.

Over the life of this project, we have facilitated many Q&As and postscreening discussions, a summary of the most notable is included below:

#### Peak Indigenous, race relations and social equity organisations:

Reconciliation Australia; Australian Human Rights Commission; Cool Australia; GO FOUNDATION; Indigenous Players Alliance; NAIDOC Committee; Goolum Goolum Aboriginal Corporation - Horsham Aboriginal Community; Federation of Victorian Traditional Owner Corporations; Koorie Education Support Officers, Geelong; Atlantic Fellows for Social Equity; PwC Indigenous Consulting; The Aurora Project; NTEU Aboriginal Caucus; AHRC Sports; Culture is Life Board; 33 Creative; Wirrpanda Foundation; Supply Nation.



# 2019-2025 Community Impact

#### **Broadcast Screenings**

#### AFL:

AFL Commissioners; AFL CEO and senior executive group; AFL Advisory Committees; AFL Media; AFL staff in Victoria, NSW, Queensland and Darwin offices; AFL Umpires Department; 200 West Australian Football League Umpires and staff

#### AFL clubs, players and staff:

AFL Indigenous All Stars Players Summit (70 players); AFL Players Association executive and staff; Adelaide Crows; Brisbane Lions; Carlton; Collingwood; Essendon; Fremantle; GWS Giants; Geelong; Gold Coast Suns; Hawthorn; Melbourne; North Melbourne; Port Adelaide; Richmond; St Kilda; Sydney Swans; West Coast Eagles; Western Bulldogs

#### **Sporting codes:**

NRL Referees; Football Federation Australia; Golf Australia; Hockey Australia; Netball Australia; Professional Footballers Australia; Rugby Australia; AlS Canberra; Swimming Australia; Sport Australia

#### **Corporate and Community:**

Donors, supporters and invited guests at private screenings in Sydney and Melbourne; Wilson Asset Management; Create NSW; Qantas; Logan Together; Energy Australia; Reserve Bank of Australia; Baker & McKenzie; Country Road Group and David Jones; Cancer Institute; Catholic Education Melbourne; University of Melbourne; UNSW School of Public Health; University of Canberra; University of Notre Dame, Sydney; National Film and Sound Archive; Woolworths NSW; Sydney Film Festival Panel Discussion; SPADA Conference (NZ); NSW Parliamentary Screening; Victorian Commission for Children and Young People; City of Sydney; Australian Curriculum and Reporting Authority (ACARA); Commonwealth Department of Foreign Affairs and Trade (DFAT); National Indigenous Australians Agency (NIAA); Royal Flying Doctor Service; Multicultural NSW; Victorian Responsible Gambling Foundation; KPMG; Octagon Sports Management; Business NSW.

My Year 10 Media Arts class have never written such impassioned responses to something they've viewed as they did last week after watching "The Final Quarter".

**TEACHER, South Australia** 

I have spent time this semester talking with classes about your powerful film. It is just incredible to be able to share your brilliant work with my students who did not have the opportunity to see it on TV.

Thank you so much for enabling this to happen.

**TEACHER**, Tasmania

**EDUCATION** 

# 2019-2025 Education

#### Strategy and engagement

Shark Island Productions partnered with the Australian Human Rights Commission, Reconciliation Australia and Cool.org to develop an education strategy for THE FINAL QUARTER that includes:

- the free provision of the film to all schools, sporting clubs, community organisations and corporates
- direct donation of DVDs to more than 4000 Australian secondary schools
- the development of a screening guide to support independent screenings
- the creation of 52 lessons (in partnership with Cool.org) aligned to years 5-12 of the Australian Curriculum
- additional classroom resources and screening guide materials from the Australian Teachers of Media (AToM)
- the film and all education materials made freely available at <u>www.thefinalquarterfilm.com.au</u> as well as free promotional materials



## 2019-2025 Education

#### Strategy and engagement

Schools are able to access THE FINAL QUARTER resources from a variety of sources.

As at 30 June, 2025 the reach of these resources has been extensive:

#### THE FINAL QUARTER Website

- Over 14,030 educator and community downloads of the screening guide
- Over 24,497 educator downloads of the AToM Guide
- Over 13,637 registered website viewers (the vast majority of which are teachers)

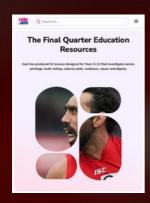
#### ClickView

- 2,536 schools
- Over 66,000 users
- Over 169,000 views

#### 52 lessons (aligned to years 5-12) hosted on the Cool.org website

- 65,384 individual resources downloaded by 8,448 individual educators and 204 individual parents/carers
- In the last 12 months, THE FINAL QUARTER lessons have been downloaded at a rate 153% higher than the average across the site
- Over the course of a year, Cool.org estimate that each lesson downloaded by an individual educator from is taught to an average of 186 students.
- To date, 1,220,450 students have been taught from the Final Quarter resources.





#### COOL.ORG:

52 lessons, Years 5-12
Racism, truth-telling, cultural pride, resilience, mental health





#### ATOM:

Study guide, Years 7-12 Aboriginal & Torres Strait Islander History and Culture, Civics and Citizenship, English, Health and Physical Education and Media Arts





#### **Australian Human Rights Commission:**

Let's Talk Race: A guide on how to have a conversation about racism





#### **Reconciliation Australia:**

Narragunnawali Racism in the Media Professional Learning module



# Synopsis and crew

Adam Goodes was a champion AFL footballer and Indigenous leader. In the final three years of his playing career he became a lightning rod for a heated public debate and widespread media commentary that divided the nation.

He publicly called out racism, was named Australian of the Year, was accused of staging for free kicks, and performed an on-field war dance celebration.

The cheers became boos as football crowds turned on him.

Using only archival footage aired at the time, *The Final Quarter* holds a mirror to Australia and is an opportunity to reconsider what happened on and off the football field.

Director lan Darling

Producers Mary Macrae & Ian Darling

Editor Sally Fryer

Executive Producer Malinda Wink

Executive Producer Mark Monroe

Executive Producers Mark Nelson & Will Vicars

Archive Researcher Lindy Boylan

Composer Paul Charlier

Sound Designer Wes Chew

Graphics Paul Ducco

Edit Assistant Andrew Hall

Media Director Jen McAsey

Education Director Alex Shain

Publicist Tracey Mair





# **Philanthropic Donors:**

The Caledonia Foundation Mark and Louise Nelson Will and Jane Vicars Paradice Family Foundation Rebecca Gorman and John Sevior **Gretel Packer** Hogan Family Foundation Wilson Asset Management **Darin Cooper Foundation Doc Ross Family Foundation** The Snow Foundation Warwick and Ann Johnson Christopher and Dilla White Nick and Sandra Fairfax **Nelson Meers Foundation South Coast Foundation** John and Libby Fairfax The Horizon Foundation Mim and Michael Bartlett **Anonymous** 

# A SHARK ISLAND PRODUCTIONS FILM









WINNER
RACISM IT STOPS WITH ME
AWARD

















BEST REPORTING OF AN ISSUE IN SPORT WINNER















# **IMPACT REPORT AUGUST 2025**

PRODUCTIONS