



**KICKING GOALS:** Kris Massie (left) and Andrew Crowell check out the plans for the building

## Stars to help youth climb the Ladder

**F**OR Kris Massie and Andrew Crowell, this is a goal more important than any they scored on the footy field.

The pair are heading up Adelaide's branch of the AFL Ladder initiative, which provides support and mentoring for disadvantaged youth.

They're presently up to their necks in a major redevelopment of the site where the old Black Diamond Hotel sat, on the corner of Commercial Rd and St Vincent St, Port Adelaide. The building was a government purchase as part of "The Place to Call Home" program.

AFL Ladder will oversee the creation of 23 self-contained apartments. "The aim is to improve their independent living skills with a view to getting them out into mainstream living," Crowell said.

The pair are recruiting a number of elite athletes, including leading Crows and Power players, to assist with mentoring.

"For some reason young people listen to elite athletes," Massie said. "It's the perfect stepping stone for me to make a difference and to assist other players to make a difference also."

AFL Ladder will lease out nine ground floor retail allotments to assist with costs. It has invited businesses to aid the cause with work experience and traineeships.