



QUEENSLAND RUGBY UNION

**SUBMISSION TO THE HOUSE STANDING
COMMITTEE ON ABORIGINAL AND TORRES
STRAIT ISLANDER AFFAIRS**

**INQUIRY INTO THE CONTRIBUTION OF
SPORT TO INDIGENOUS WELLBEING AND
MENTORING**

26th OCTOBER 2012

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TERMS OF REFERENCE

"The Committee will inquire into and report on the contribution of sport to Indigenous wellbeing and mentoring, with a particular focus on:

- *sporting bodies increasing opportunities for Indigenous participation, including opportunities for Indigenous women*
- *non-government organisations utilising sport as a vehicle to improve outcomes for Indigenous people, and*
- *the contribution of Indigenous sporting programs, as supplied by:*
 - a) the sporting codes*
 - b) the private and NGO sectors, and*
 - c) federal government assistance to Closing the Gap targets."*

EXECUTIVE SUMMARY

In making this submission to the inquiry into the contribution of sport to Indigenous wellbeing and mentoring, the Queensland Rugby Union seeks to assist the committee by demonstrating that through the delivery of the Queensland Reds Indigenous Program, sport (Rugby Union) is making a positive and meaningful contribution to the communities within which the initiative is being delivered.

Sports has long played an influential role in Australian society and culture and can provide a vital pathway to improving the social and economic well-being of communities.

Sport encourages a healthy and active environment, helps build stronger communities and provides opportunities to enhance cultural identity. It provides opportunities for different individuals and community groups to interact on a social level and advocates community and personal well-being and positive life choices.

Sport also plays a significant role in Indigenous Communities. It can help to break down barriers by encouraging participation, integration and diversity. Sport also contributes to building self-esteem and confidence; community cohesion and a sense of purpose; and awareness of the importance of a healthy lifestyle, school attendance and academic achievement.

The Queensland Rugby Union has a strong history of delivering best practice education and sports programming to our communities. As the Governing Body of Rugby in Queensland, the QRU assumes responsibility for the Community Game (180,000 participants, 200 clubs, over 500 schools and 40,000 volunteers) and an elite team the St.George Queensland Reds.

This unique sporting model enables Queensland Rugby to leverage each of these assets in delivering its Future Generation Strategy that is designed to secure and promote the ongoing success and growth of the Code and to create and sustain a social legacy in Queensland through initiatives such as the Queensland Reds Indigenous Program.

Throughout its rich history, Aboriginal people have played an important part in the evolution of Rugby and continue to play an integral part in the modern game. Queensland Rugby has a long association with Indigenous communities across the state and is committed to delivering initiatives that increase Aboriginal people's involvement and participation in Rugby and make a positive difference to community by providing genuine pathways and reinforcing the importance of education and wellbeing.

COMMUNITY DELIVERY MODEL

The Queensland Rugby Union understands that there are barriers for Indigenous people to participate in sport and that work needs to be undertaken to remove those barriers and increase participation. Through the delivery of targeted Indigenous programming, Queensland Rugby uses sport as a vehicle to Closing the Gap for Indigenous communities.

Queensland Rugby's Community Delivery model is a comprehensive three stage process that works with community to address their specific needs and challenges:

Stage 1: Community Consultation

Queensland Rugby understand that each community has its own unique set of circumstances and ambitions and that thorough consultation with community is necessary to ensure that programs deliver outcomes for the community that address their specific challenges.

The Queensland Reds Indigenous Program has adopted a "whole of community" approach with programs designed and delivered to cater for all, are relevant to local circumstances and supported by culturally appropriate policies and procedures.

This can only be achieved by ensuring all community stakeholders have been thoroughly consulted, their contributions valued and recommendations implemented where appropriate. An ongoing dialogue is critical to ensure the programs remain relevant to the communities and this is achieved by joining existing or creating interagency groups that work in community to ensure all programs across agencies are working with each other to deliver positive outcomes.

Stage 2: Program Selection

The Queensland Reds Indigenous Program contains three critical pillars of Community Engagement, Education & Employment and Growth & Sustainability to provide pathway, opportunity and stability for young Indigenous Queenslanders.

The program is underpinned by our charter to support and encourage Young Indigenous Queenslanders to live and healthy and active lifestyle, stay in school, seek employment and further training, make positive life choices and with this become a leader in their community.

Queensland Rugby through its consultation is able to identify which of the following programs will address each community's specific circumstances and needs.

Community Development Program

In partnership with DEEWR Queensland Rugby is working with the following communities throughout 2012 – 2014:

2012 (8)	2013 (9)	2014 (10)
Cherbourg Woorabinda Yarrabah Mornington Island Doomadgee Emerald Clermont Mackay	Cherbourg Woorabinda Yarrabah Mornington Island Doomadgee Palm Island Emerald Clermont Mackay	Cherbourg Woorabinda Yarrabah Mornington Island Doomadgee Palm Island Torres Strait Islands Emerald Clermont Mackay

The program has been developed to deliver the following back to the communities:

1. To promote and encourage a healthy and active lifestyle
2. To promote social and emotional development opportunities through group sporting involvement
3. To focus on and teach the key elements of basic motor skill development
4. Classroom based learning experience that teaches life values through sport

The Community Development Program has three clear outcomes for the community and program participants:

1. Use Sport to connect with the local community to address local issues of Truancy:

- Yarrabah
 - Attendance Rates = 74%
 - Target = 78%
- Woorabinda
 - Attendance Rates = 79%
 - Target = 81%
- Cherbourg
 - Attendance Rates = 82%
 - Target = 85%
- Mornington Island
 - Attendance Rates = 76%
 - Target = 80%
- Doomadgee
 - Attendance Rates = 68%
 - Target = 71%

2. To ensure we build a meaningful relationship with the community at various levels:

- Regular contact – 5 visits to each community within the year
- Endorsement from the School principal and teachers
- Acceptance from the community elders
- Acceptance from local council
- Participation in interagency group(s)

3. Use Sport to connect with the local community to address local issues of Healthy & Active Lifestyle:

- Support the local initiatives such as breakfast club to clearly outline the alignment of Healthy Lifestyle and sport
- Delivery of in classroom and out of classroom activities to engage the participants and deliver key messages on healthy lifestyle:
 - Rookies2Reds Program
 - Volunteer Education
 - Rewards Program

Reds Future Indigenous Leaders Program

The Queensland Reds Future Indigenous Leaders program has been designed to work in partnership with local schools and youth organisations in regional, remote and urban communities, to encourage and support students who have demonstrated consistency in attendance, showed improvement in learning and achieved excellence in performance both inside and outside of the classroom.

This Leadership Program is a state-wide initiative that brings together young indigenous leaders and facilitates their personal and leadership skills development.

The Program seeks to promote and reward the key values of:

- Leadership
- Teamwork
- Commitment
- Community involvement
- Cultural Integrity & Responsibility
- Positive Behaviour
- Active Lifestyle
- Healthy Living
- Education & Training
- Employment

Learn, Earn, Legend! Program

Queensland Rugby will work with the Australian Government (DEEWR) to deliver the Learn Earn Legend! Program to young Indigenous Queenslanders.

The partnership will promote the Learn Earn Legend! Message: to stay at school, get that job, and be a legend for themselves, their family and their community.

Queensland Rugby mentors Indigenous students across Queensland providing support through our players, staff and our corporate notebook to ensure they complete their final year of education and placement into employment or tertiary training.

Queensland Rugby has structured this program to ensure we have regular face-to-face contact with participating students. This approach is critical to building a strong relationship with the students, their schools and workplace or training institution. Ultimately this will ensure the best possible pathway to placement in employment or tertiary training.

Indigenous Employment Strategy

Queensland Rugby is committed to identifying employment initiatives for Indigenous people and has developed a partnership with Mission Australia to help achieve this.

Queensland Rugby will continue to work with key organisations such as Mission Australia that endorse positive employment initiatives and provide clear pathways for unemployed indigenous people to obtain employment.

The development of Queensland Rugby's own Indigenous Employment Strategy is a key component of the "Three Pronged Spear" approach and will ensure our programs are delivered and supported by culturally appropriate human infrastructure and resource.

Stage 3: Program Delivery

To ensure we deliver this program to the highest quality Queensland Rugby has engaged Indigenous specific human infrastructure to manage the program but has created accountability across the business for the programs to be delivered.

In 2012, Queensland Rugby has engaged two Indigenous Program Managers with the following skills matrix:

- High level of knowledge of modern issues facing Indigenous students
- Have knowledge of the local Indigenous community and ability to establish relationships and seek advice from the community
- Excellent interpersonal skills with the ability to evoke the cooperation of people across a wide range of organisations including government authorities/agencies, education institutions and corporate organisations
- Strong communication, negotiation and relationship building skills
- Strong time management, presentation skills and the ability to meet deadlines and prioritise tasks

The Indigenous Program Managers work within the Game Development business unit that drives the growth of our game and is accountable to deliver the following:

1. Participation programming
 - Recruitment and Participation Programs
 - Sevens Rugby Programs and Competitions
 - Indigenous Programs

2. Education for our volunteers
 - Coaches
 - Match Officials

3. Engagement of our Reds players and brand within the community

Queensland Rugby through its Game Development asset has state-wide human infrastructure integrated into our Indigenous Strategy through its network of Development and Education Officers who are placed in all major centres across the state.

The structure below highlights the roles and responsibilities across Queensland Rugby:

Figure 1: Queensland Rugby Union program delivery infrastructure

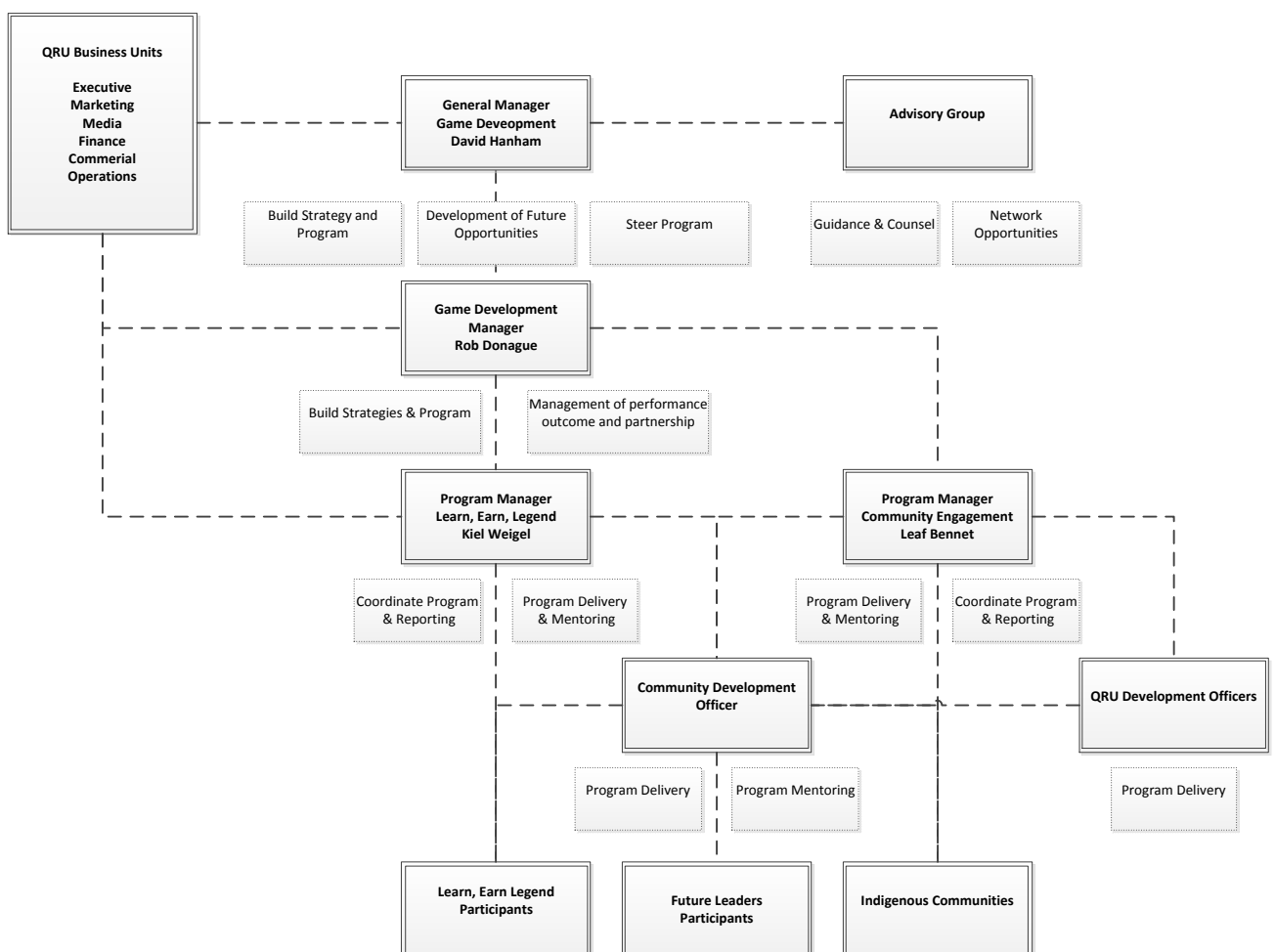
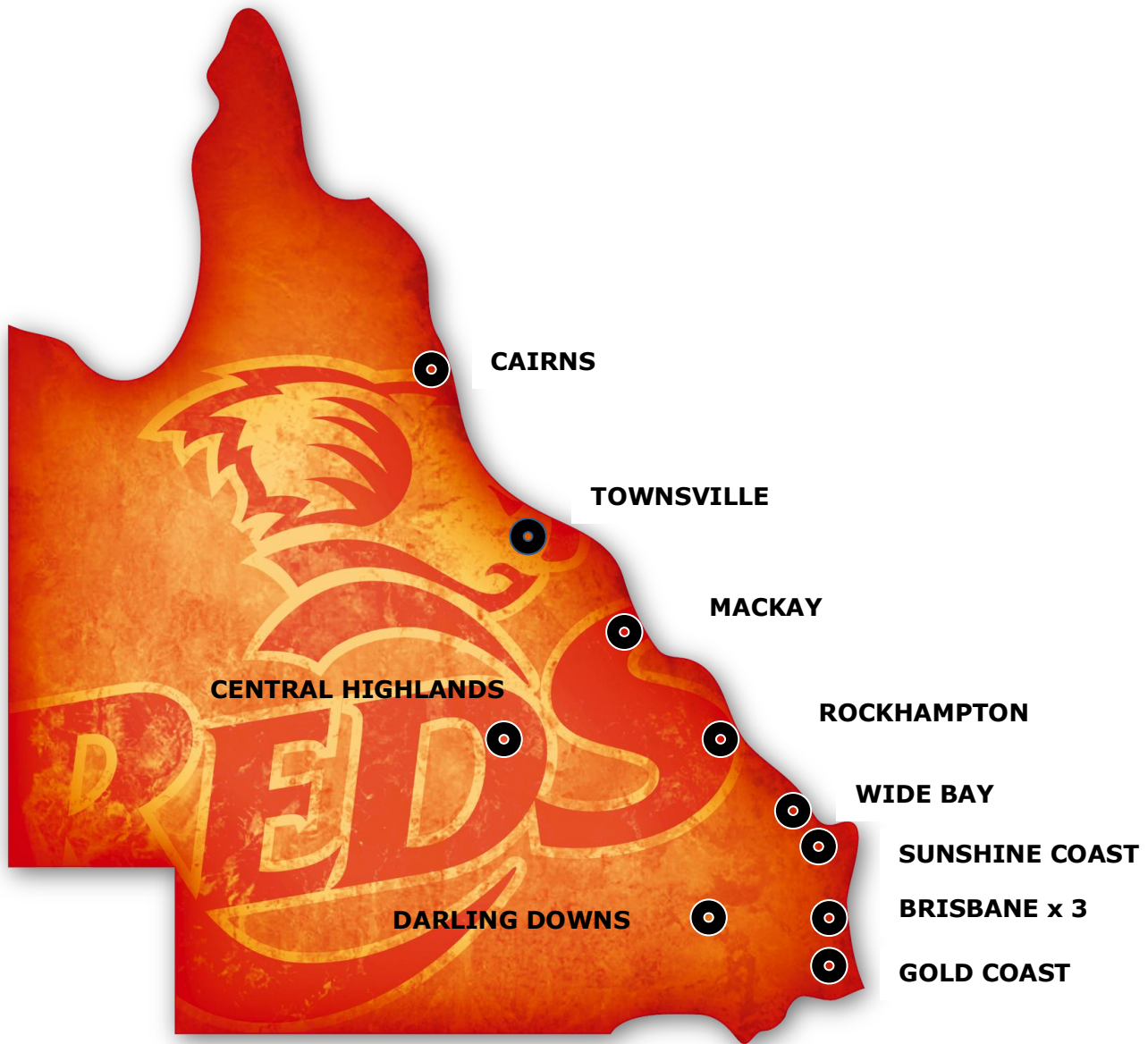


Figure 2: Queensland Rugby Union Development Officer Network



PROGRAM TARGETS AND OUTCOMES

In consultation with community the following targets are set to ensure positive outcomes are being delivered:

Community		
Program	Target	Responsibility
<i>Community Development</i>		
Rookies2Reds	No. Participants	Development Officer
Volunteer Education	No. accredited volunteers	Education Officer
Rewards Program	No. Students Achieved	Program Manager
<i>Future Leaders</i>		
Participants	No. Participants	Program Manager
Mentor Session	No. Sessions	Program Manager
NAPLAN improvement	% increase in each subject area	Program Manager
<i>Learn, Earn, Legend</i>		
Participants	No. Participants	Program Manager
% Complete Year 12	100%	Program Manager
% Placement in Employment or Training	100%	Program Manager
<i>Employment Strategy</i>		
% Placement in Employment	100%	Program Manager

Community Consultation Matrix

Status	Name	Industry	Organisation	Phone	Email	Face-to-Face Meeting
Community						

Legend	Stakeholder Relationship Status
	Unestablished – no relationship formed/initial contact yet to be made
	Formative Stage – initial contact made further consultation required to establish relationship
	Established – strong working relationship and support for the program

In summary, the above measures ensures that Queensland Rugby Union is accountable to each community to deliver meaningful outcomes. They also demonstrate a cradle to career approach with outcomes being achieved for the whole of community from 5 through to 18 years old and into adulthood.

APPENDIX 1: PROGRAM MODEL

