



Indigenous Football Activity Update

Football Federation Australia

30th November 2012

Football Dreaming (Indigenous Football Development)

In 2009, Football Federation Australia (FFA) launched the 'Indigenous Football Development Program' that was designed to promote, create awareness and encourage people of Indigenous heritage to become engaged in Football at all levels of the game.

Since 2009, the FFA, with the support of its Member Federations has been able to implement and facilitate the following Indigenous specific football activity:

- Three National Indigenous Football Tournaments
 - 2009 – Townsville, Queensland
 - 2011 – Alice Springs, Northern Territory
 - 2012 – Alice Springs, Northern Territory
- The introduction and implementation of six Member Federation facilitated 'State Indigenous Football Tournaments'.
- Underpinning football activity in the form of:
 - Football programs – delivered within schools
 - Come'n'trys – community based football clinics
 - Gala Days – community based small sided football events
- Delivered football experiences in metropolitan, regional and remote locations of Australia.
- Engaged with over 2,000 Indigenous youth aged between 10-16 years of age, both males and females.
- Provided all of the above listed football experiences at no cost to the participant, an investment and commitment demonstrated by FFA (with major financial contributions from Federal and State Governments).
- Two 'Indigenous Strategic Planning Forums', bringing together key stakeholders involved in the game, including Indigenous leaders, Indigenous players (past and present), FFA's Member Federations, State and Federal Government officials and supporting Non-Government Organisations.
- The appointment of a dedicated human resource at FFA (National Indigenous Football Coordinator) for a 12 month period. This role was supported by Federal government funding.

Additionally, FFA with the support of FIFA has hosted two FIFA Indigenous Grassroots Proactive Courses. A total of 42 coaches, either Indigenous or non-Indigenous (non-Indigenous coaches are involved with delivering Indigenous programs or initiatives) have participated in the courses and will be utilized in the future for further Indigenous football development opportunities.

In April 2012, the FFA released its first ever 'Indigenous Football Development Strategy', a blue print for the future direction and commitment the FFA have made towards making football more accessible and inclusive for Indigenous Australians. Coinciding with the release of the strategy was the re-branding of the Indigenous Football Development Program to what is now referred to as 'Football Dreaming'. The Football Dreaming logo and concept provides an improved reflection and connection with the Indigenous culture, history and is easily recognizable by Indigenous youth – FFA's primary focus group.

Indigenous Football - The Future

2.3% of Australia's population is identified as either Aboriginal or Torres Strait Islander. At present, there are approximately 2,500 registered Indigenous players across Australia, representing 0.5% of FFA's registered player population.

Recently, Federal Government funding has discontinued, raising concerns over the longevity and sustainability of FFA's Football Dreaming Program and continued implementation of the Indigenous Football Development Strategy. Furthermore, the funding for the dedicated Indigenous role has also ceased.

The FFA is currently seeking commercial or corporate support to help continue this vitally important area of game development.

FFA Participation Contact

Vito Basile – National Participation Manager

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