



Inquiry into the contribution of sport to Indigenous wellbeing and mentoring

Executive Summary

What the AFL contributes

The AFL is a leader in community and is committed to making Australian football as inclusive as possible for all Australians. We invest in the order of \$8million into dedicated Indigenous programs and staff. In addition the AFL in partnership with the Federal government is providing support to initiatives such as the Korin Gamadji Institute, Cape York House and the Michael Long institute.

AFL is the sport of choice for Indigenous Australia, who represent

- 6% of all participants
- 10% of AFL lists
- 3% of employees

In 2008 the AFL developed its Indigenous Framework to outline its philosophy, practice and programs with respect to development in Indigenous communities. The underpinning principle of this framework is partnership. The contribution and guidance of key Indigenous staff in leading our program development has been key to the AFL's success.

As part of our Framework the AFL welcomes the independent evaluation of our programs and strives to create a culture of continuous improvement in all that we deliver. In this spirit we have provided copies of all of the independent evaluations of our programs in this submission.

The benefits of our contribution

At the local level our programs contribute to community cohesion, health and fitness and social inclusion. At a national level our national programs contribute to building aspiration, enabling cultural expression and strengthening identity and self-determination through education and employment aspiration and achievement. The AFL has led the way in promoting a positive image of Indigenous Australia through initiatives such as Indigenous Round and Dreamtime @ G.

Contribution of AFL to mentoring

The AFL has provided mentoring through the Ambassadors for Life, Footy Means Business and AFL SportsReady programs. Mentoring has been successful when there are dedicated staff allocated to the mentoring function within a structured program. The use of current AFL players to mentor young people is very difficult to implement given the demands of their playing and training schedules. The informal mentoring, guidance and support provided by our staff to the participants in our programs at a local and national level has a significant impact on participants.

Increasing opportunities for participation

The AFL's Indigenous employment strategy has demonstrated the importance of employing Indigenous staff in increasing Indigenous participation. Since 2008 the number of Indigenous people in the industry has grown from less than 10 to over 80, equally our participation has grown from 29,000 in 2007 to 41,000 in 2012. Dedicated Indigenous sporting programs delivered by local Indigenous staff are key to ensuring Indigenous people have equal access to our game.



Increasing opportunities for Indigenous women

The AFL is currently developing an Indigenous Female Kickstart program. As with participation for males, a dedicated program run by Indigenous staff will assist in increasing participation opportunities for women. An overview of this program is included in this submission.

The capacity of AFL to use sport as a vehicle to improve outcomes for Indigenous people

Education

All of our participation programs are designed with the philosophy that school attendance is required for participation in our programs. This is monitored informally by our regional development staff who have frequent contact with our participants. Programs such as the NT Thunder, Footy Means Business and Flying Boomerangs, which formally monitor education and employment outcomes as a requirement of playing, have assisted in confirming this philosophy at a local level.

Employment

The AFL's employment strategy and AFL SportsReady program have demonstrated the power of using football as a vehicle to engage participants to develop transferable employment skills, to build aspirations and importantly to secure traineeships and real jobs for participants that meet their aspirations. AFL SportsReady have facilitated over 1000 complete traineeships.

Health

We are currently seeking partnerships with health organisations to include health screenings at our national Kickstart carnivals. The participants in our national programs undergo comprehensive medical screenings an Indigenous doctor who has been employed to establish a monitoring system for the health and well being of all our participants. This includes facilitating follow up health checks with the participants local AMS or other providers. A number of local carnivals already incorporate health screenings and we are seeking to grow this contribution at a national level.

The contribution of Federal Government to AFL programs

The AFL is proud of its partnership with the Federal government, which extends across several departments, with most of our activity supported by DEEWR, Aboriginal Benefit Account, FaHCSIA and Prime Minister and Cabinet. We have also been well supported by many Ministers over the last six years with attendance at and contributions to our programs.

Recommendations for Action

The AFL has outlined its major priorities to grow Indigenous participation and engagement outcomes in the next five years. We are seeking additional support from our partners, including the Federal government, to extend our reach to meet demand. The AFL welcomes partnerships to:

- Increase dedicated Indigenous sporting participation programs and increase staff to implement the programs in regional, urban and remote communities
- Further develop facilities for priority areas in Indigenous communities
- Pilot an intensive football and education model through the Laguntas program
- Pilot an executive leadership program for current and future Indigenous staff
- Establish a shared services mentoring program for current talented players to assist with player retention
- Commission a major research piece that is culturally appropriate and evaluates the impact of sport in Indigenous communities at a regional level. This would provide evidence to support increased delivery of dedicated sporting programs



The AFL – A leader in community

Australian Football is one of the major sports in Australia and is among the largest individual business sectors within the sports and recreation industry (Street Ryan, 2008). It is Australia's premier spectator sport, attracting over seven million attendees across the 2011 NAB Cup and AFL Premiership season. In 2011 there were over 700,000 members of AFL Clubs and over 2500 community clubs. The popularity of the game and our players affords the AFL a leadership role within the broader community. We have the capacity to influence social attitudes and add value to community development programs and initiatives. With over 700,000 participants and through our affiliates including AFL SportsReady, AFL Players Association, our State bodies and their regional development networks, the reach of our programs is extensive. Similarly the power of the AFL brand attracts a range of partners including corporate and broadcast partners, government agencies and community organisations such as Clontarf, The Long Walk, Rumbalara Football and Netball Club, Worawa Aboriginal College, Garnduwa Sport and Recreation. These partnerships enable a broad reach across Indigenous communities. Our substantial relationship with the community brings with it a responsibility to take a leadership role in influencing and implementing social policy.

The AFL is committed to making Australian football as inclusive as possible for all Australians. AFL Chief Executive Officer Andrew Demetriou has publicly stated his desire to see Australia become a 'compassionate, welcoming and generous nation' and under his stewardship the AFL has played an active role in promoting harmony and diversity. The AFL is aware the game has the capacity to make an impact far beyond the playing of the game and we are committed to ensuring that opportunities to play the game should be accessible to all. The AFL has a strong history of leading and advocating for proactive change to produce greater social cohesion.

Contribution of Indigenous sporting programs – AFL's contribution

The AFL contribute significantly to Indigenous communities With the support of government, corporate and community partners the AFL invest in the order of \$8million in dedicated programs and staff. Furthermore salaries of Indigenous players, in the order of provide a significant resource back into community.

In 2008 the AFL developed its Indigenous Framework to outline its philosophy, practice and programs with respect to development in Indigenous communities. The underpinning principle of this framework is partnership. The contribution and guidance of key Indigenous staff in leading our program development has been key to the AFL's success. A copy of our Indigenous Framework and Programs Summary is supplied in Appendix I. As part of our Framework the AFL welcomes evaluation of our programs and strives to create continuous improvement in all that we deliver. In the spirit of improvement as part of this submission we have provided copies of all of the independent evaluations of our programs.

In 2012 a snapshot of our National Indigenous programs is as follows:

National KickStart Championships

The second National Under-15 Kickstart Championships were conducted on the Gold Coast in April. The carnival involved 150 young men (up from 50 in previous years) representing their states and territories. Six teams competed (WA, SA, NT, QLD, Vic/Tas and NSW/ACT) with each having support staff of Indigenous umpires, doctors and coaches including ex-AFL stars Des Headland and Darryl White.



Western Australia defeated Queensland in the grand final which was played as the curtain raiser to the Round 24 match at Metricon Stadium between Hawthorn and the Gold Coast Suns.

Flying Boomerangs Leadership program

At the conclusion of the 2012 AFL Kickstart camp, 25 Indigenous players (aged 14-15) were selected to participate in the Flying Boomerangs Leadership Program. These participants participated in the National Championships in June and are currently preparing for their international tour to South Africa in February 2013.

The previous intake travelled to Tonga in 2010 to compete in the Oceania Championships, incorporating a two-match series against an Oceania Under-15 team and an Under-18 South Pacific team. Coached by Community Engagement and Talent Coordinator Andrew McLeod, the Flying Boomerangs' sixth tour included clinics in townships and played games in Nuku'alofa. The tour provided an outstanding sporting, leadership and cultural opportunity for young Indigenous players. The program's focus is to provide exposure to an elite training environment.

AFLPA Indigenous player camp & All-Stars match

The All-Stars Camp was conducted in February 2011 at the National Centre of Indigenous Excellence, in Redfern, Sydney. In partnership with the AFL Players Association, the biennial camp was attended by 70 Indigenous AFL players and Player Development Managers from 12 Clubs. The three camp included intensive cultural development learning and discussions about best practice for cultural leave. A highlight was the Under-15 Flying Boomerangs team teaching a "War Cry" to the All Stars. Throughout the program the Boomerangs were mentored by the players creating a fantastic two way learning environment. The players also visited schools in Campbelltown, Blacktown and La Perouse to promote the benefits of healthy lifestyles and school attendance.

Indigenous employment strategy

After three years of strategic program development the AFL industry now employs over 75 Aboriginal and Torres Strait Islander people. The AFL continues to educate the industry about the benefits of Indigenous contribution and our retention is above 80 per cent which is remarkable given comparable statistics across other industries.

In addition to traineeships and junior positions the strategy demonstrates the potential for Indigenous leadership in all areas of our business including coaching and senior management. Some of the successes of the strategy include: our first executive appointment Brett Mansell - AFL Tasmania executive team, our first Aboriginal woman executive appointment – Belinda Duarte to Richmond FC, AIS-AFL Academy coaching positions for Michael O'Loughlin and Chris Johnson and the first Aboriginal appointment to the West Coast Football Commission – Larry Kickett.

Using an innovative integrated approach our IES programs provide cultural and professional development for Indigenous and non-Indigenous people, educate Indigenous people about industry expectations and standards and provide opportunities for Indigenous people to easily integrate into the industry. Our IES programs include:

Footy Means Business™

In partnership with Rio Tinto, the AFL recruits 50 young men from all over Australia each year to participate in an employment and talent program. In addition to exposing players to the rigors of an AFL club environment and AIS high performance testing, we aim to build their employment aspirations and provide them with skills to deliver on their aspirations.



Workshops include CV development, interviewing skills, financial literacy, team building and communication as well as activities designed to strengthen identity and culture. The program includes an Amazing Race, site visits to Channel Seven and the Victorian Federal Police training facility.

Highlights of May Camp in 2012 included performing the War Cry to senior Rio Tinto and AFL executives at the Rio Tinto cocktail function and playing the curtain raiser to Dreamtime at the G, where the South narrowly defeated the North.

AFL Club Partnership

With the support of funding from FAHCSIA, this program facilitates partnership between the AFL, AFL Clubs and remote Aboriginal communities to achieve the following objectives:

- Cultural and professional development for AFL players and staff
- Build the aspiration of local community members
- Strong local partnerships
- Strengthening delivery of structured football competition by the local community

Communities include Wadeye, Tiwi Islands, Groote Eylandt and Gove, Katherine, Alice Springs and surrounds, Ceduna and APY Lands

AFL Infrastructure

The delivery of structured football including Auskick, Kickstart, junior and football senior competitions and other participation programs by our State affiliate bodies has an important role in building social cohesion in Indigenous communities. Coaching, umpiring and administration training is delivered to up-skill local Indigenous people to run football in their own communities, however this is an area that we can continue to grow. It should be noted that our development staff play a key role in mentoring – albeit in an unstructured program- for all the participants in our programs.

Our reach into Indigenous communities has grown over the last few years, particularly in remote communities in the Northern Territory, however there is still significant opportunity in regional areas in Queensland and New South Wales where the majority of the Indigenous population is located.

Our national programs are run by a national team of 16 staff supported by the regional development managers; the AFL have over 400 development staff who work with local communities. Currently Indigenous people make up 6% of our participants, this has grown from 4% in 2008.

Our local and state based programs include:

NT Thunder

The NT Thunder U18s and U16s teams have been established by AFL NT to compete in the NEAFL. The Club is unique in that its strict rules on eligibility - all players required to be engaged in work or study in order to play – are monitored by a dedicated staff team of 8 paid employees. 30 volunteers also support the Club and 55% of the team are Indigenous. In 2012 NT Thunder won the NEAFL Grand Final and 30 young Indigenous men have been assisted to find jobs. This program has high media exposure through the Foxtel Cup, which helps to spread the philosophy of education and employment complementing football achievement.



No School No Play

Under the project name 'School then Play' the AFL targeted three areas of high Indigenous population and work to link schools with clubs in promoting school attendance. These areas included:

- Cape York
- Rockhampton – Woorabinda
- Fitzroy Valley - Kimberly

The AFL identified schools in each region with high indigenous enrolment and the program targets participants in Year 7 as these participants are recognised as at risk. A new competition the 'AFL School then Play Cup' has been run in these three areas. In addition education and coaching sessions that included AFL School Ambassadors and the relevant coaches of club teams presented to the participants.

Contribution of sport to Indigenous wellbeing - the benefits of what AFL contribute to community wellbeing

The importance of sport has been identified as playing an important role in social cohesion in Indigenous communities. Sport and recreation has the potential to influence social and health outcome indicators. Beneforti & Cunningham (2002), Sellwood, Dinan-Thompson & Pembroke (2008), Penny, Taggart & Gorman (2004) have all produced studies outlining the positive outcomes for Indigenous communities. Sport is beneficial for developing transferable skills such as discipline, self-esteem, time management and teamwork that are useful in the workplace. However further research should be undertaken in this area to support the business case for increased investment in dedicated sporting programs.

At the local level we believe our programs contribute to:

- Community cohesion
- Health and fitness
- Social inclusion

The value of the community club supported by a local Regional Development manager position in Wadeye has been evaluated by Colmar Brunton. This report can be found in Appendix II.

The evaluation found that:

- The AFL Program is very successful at engaging community members
- The Program is helping to break down negative media stereotypes of life in Wadeye
- The Program is strengthening community cohesion and sense of community pride and achievement
- The Program gives young men sporting opportunities and something to aspire to
- The Program has a very strong senior AFL competition
- The Program teaches transferable leadership qualities and builds social capital
- The Program is helping to restore and strengthen local Aboriginal authority
- There are early signs of improved engagement in school attendance, training and employment-
- Wadeye Magic's participation rules may be helping a few young men stay out of trouble



At a national level our national programs contribute to:

- Build aspiration
- Enable cultural expression and strengthen identity
- Self determination - Education and employment aspiration and achievement

In 2011 the AFL's Indigenous youth program, the Flying Boomerangs was recognised internationally when it was awarded the Beyond Sport award, judged by former British Prime Minister Tony Blair this award signified prestigious international recognition from over 400 entries from more than 125 countries.

Promoting the image of Indigenous Australians

The AFL has led the way in promoting a positive image of Indigenous Australia.

Dreamtime at the G - The centrepiece of the AFL Indigenous themed round:

2012 was the eighth year the event has been staged as a joint project between the AFL, Essendon and Richmond Football Clubs. The event includes;

- Spectacular pre-match entertainment featuring high profile Indigenous and non-Indigenous artists and a local Indigenous dance group
- 5000 tickets distributed throughout the Victorian Indigenous community – importantly, the use of these tickets was tied directly to community development outcomes.

The AFL works with the local Victorian community to ensure as many Indigenous people as possible are employed in the production. Local Indigenous people and production companies have been engaged and we are working with these individuals to develop their capacity in productions involving live broadcasts. We take the opportunity to showcase as much Indigenous talent as possible.

AFL Indigenous Round:

Each year the AFL dedicate an entire weekend of matches to celebrate the contribution of Indigenous players to the elite game. The weekend included a range of sporting, cultural, educational and entertainment activities across the country including:

- A traditional Welcome to Country Ceremony conducted prior to all 8 matches – a form of casual employment for Indigenous elders
- A curtain raiser prior to an AFL match in each state featuring Indigenous community based teams – to promote participation
- Significant media and PR coverage in the month leading up to the round and across the weekend
- Integration of a number of other key AFL Indigenous programs across the weekend – Flying Boomerangs mentor program, a tour by the AFL Indigenous Academies from Western Sydney and various AFL KickStart centres

Both these initiatives enjoy significant Club, industry and government support, and most importantly strong support from and participation of the relevant local Indigenous communities from around Australia. The AFL recognises engagement of the community is integral to the success and integrity of the events.



Contribution of AFL to mentoring

Mentoring has been trialled in our Ambassadors for Life and Footy Means Business programs. Details of these programs have been evaluated by Community Solutions and KPMG (see Appendix III and IV). It should be noted that mentoring is an ill-defined term and means many things to different people. Structured mentoring by players no longer occurs in AFL programs as it is too resource intensive. AFL SportsReady has over six dedicated mentoring staff who mentor the trainees in their program.

Ambassadors for Life

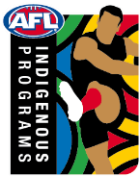
In 2010, the AFL received funding from FaHCSIA under the The Ambassadors for Life program to provide mentoring services. This funding contributed to former AFL players Michael O’Loughlin, Chris Johnson and Malcolm Lynch performing a mentoring role for the Indigenous participants in a number of our programs including:

- Flying Boomerangs Tour
- Footy Means Business
- Kickstart Camp
- Footy Means Business
- AFL SportsReady Indigenous Trainees

Chris Johnson engaged a number of current Indigenous players to attend our programs and community events throughout the year including traineeship celebrations, the Deadly awards and a Presentation day at Worawa Aboriginal College. However the AFL players’ demanding training schedules continues to be a major barrier to coordinating mentoring activities. The funding also supported the leadership coaching facilitated by an Indigenous Leadership coach. This training was designed to build the capacity of our Indigenous staff including the former AFL players as well as to provide messages around strengthening identity, goal setting and positive decision making to the participants in our programs.

The mentoring in 2010 produced the following outcomes

Program	No of young people who were mentored and who received leadership training	Age range	From locations
Flying Boomerangs Tour, South Africa, February	25	U16 males	All over Australia including remote, regional and urban communities
Footy Means Business Melbourne, May	45	U24 males	All over Australia including remote, regional and urban communities



Kickstart Camp, Sydney, August	50	U15 males	All over Australia including remote, regional and urban communities
Footy Means Business, Sydney, October	46	U24 males	All over Australia including remote, regional and urban communities
AFL SportsReady Indigenous Trainees	100	U25 males and females	All over Australia including remote, regional and urban communities

Footy Means Business – Mentoring Component

The mentoring provided under FMB was structured around group work and the stretch goals.

At the commencement of the program each of the participants were placed in a group with one to two AFL staff who were then to act as their allocated mentor. The reflection and group work that is structured into the camps allows for mentoring relationships to develop. Each of the participants is responsible for identifying and recording their stretch goals during the course of the first week of the camp. These are discussed with the mentor and with their small group. The mentors then follow up with phone calls between the two camps to ensure players are on track with these goals.

An internal review of the mentoring program found that:

- It was difficult for some of the AFL staff to devote a large amount of time to chasing up their mentees as they have other employment responsibilities;
- It was difficult to balance the message of taking responsibility with accountability. It was emphasized to the participants that it is their responsibility to contact their mentors but the majority fail to make the first contact and some fail to call their mentors back.
- It was identified that our staff also needed further training in mentoring, particularly given some of the difficult issues that many of our participants are facing. The AFL and Rio Tinto have facilitated mentoring training delivered by the Indigenous businesses. Further training particularly regarding crisis management and suicide prevention etc would be beneficial for the program.

Since this review it has been judged that the mentoring component is too resource intensive and the program manager will consider a referral service to AFL SportsReady for those participants who are interested. A review of this program was conducted by KPMG. A summary of this review can be found at Appendix IV.

Overall it is difficult for sport to service a structured mentoring program unless it has dedicated staffing resources to deliver a program. However the informal mentoring that happens through our staff's engagement with players cannot be underestimated. Particularly at a local level, dedicated staff spend hours encouraging Indigenous young people and assisting them to stay at school and at work and to meet their aspirations.



Increasing opportunities for participation

The AFL's Indigenous employment strategy has demonstrated the importance of employing Indigenous staff in increasing Indigenous participation.

Since 2008 the number of Indigenous people in the industry has grown from less than 10 to over 80. Equally our participation has grown from 29000 in 2007 to 41000 in 2012, an increase of 15% per annum compared with our annual growth of 6% for mainstream participants. This provides strong evidence that dedicated programs and staff produce a significant growth in participation. It is important to note that issues of access are just as acute in regional and urban areas as they are in remote. Dedicated Indigenous sporting programs must be delivered by local Indigenous staff across Australia, and particularly in NSW and QLD, to ensure Indigenous people have equal access to our game.

Increasing opportunities for Indigenous women

The AFL is currently developing an Indigenous Female Kickstart program. As with participation for males, a dedicated program run by Indigenous staff will assist in increasing participation opportunities for women. An overview of this program is included in this submission in Appendix V.

The capacity of AFL to use sport as a vehicle to improve outcomes for Indigenous people

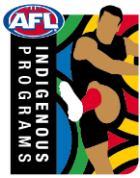
Education

All of our participation programs are designed with the philosophy that school attendance is required for participation in our programs. This is monitored informally by our regional development staff who have frequent contact with our participants. Programs such as the NT Thunder, Footy Means Business and Flying Boomerangs which formally monitor education and employment outcomes as a requirement of playing, have assisted in confirming this philosophy at a local level.

Employment

The AFL's employment strategy and AFL SportsReady program have demonstrated the power of using football as a vehicle to engage participants to develop transferable employment skills, to build aspirations and importantly to secure traineeships and real jobs for participants that meet their aspirations. AFL SportsReady have facilitated over 1000 completed traineeships.

DEEWR supported the AFL to develop its overarching Indigenous Strategy. An overview of the strategy is as follows.



Phase I of the AFL's Indigenous employment strategy was designed to ensure that all opportunities for employment across the AFL and State Affiliates are made accessible to Indigenous people. It illustrated the benefits of employing Indigenous people to our State Affiliates and Clubs. The AFL needs the contribution of Indigenous people to meet the following objectives:

1. Our industry has a demonstrable growth opportunity. In 2008 Indigenous people were 2.5% of the population but made up 4.2% of all participants. 90,000 people were engaged by Australian football programs, or 5.6% of the Indigenous population. In the Northern Territory 14.3% of the Indigenous population were engaged by AFL programs. New South Wales and Queensland, which have the highest percentages, had 1.9% and 3% of Indigenous people respectively participating in AFL programs. Increased employment leads to improved engagement of the community. This in turn translates into increased awareness of and participation in AFL programs.
2. To leverage the wealth of experience in our community, our business needs to be reflective of the community and players we represent. In each state and territory Indigenous people participate in greater numbers when compared to their percentage of the population. Our strategy aimed to improve the diversity of the AFL and its Affiliates' staff and our ability to be responsive to Indigenous people.
3. In the way we have seen exhibited on the football field, Indigenous people bring a different perspective, creativity, ability and skill set to the workplace. Indigenous people have a different perspective on life generated by 60,000 years of practicing culture; a practice that continues today. Viewing the Australian football business through the lens of an Indigenous perspective allows us to identify issues in our current strategic planning. Additionally, Indigenous people are young and provide a growing employee market to meet the needs of Australian businesses.

The first phase of our employment strategy focuses on providing access for the AFL Indigenous community to employment opportunities across our State affiliates. The strategy aimed to:

1. Strengthen our existing Indigenous programs by providing human resources to meet increasing industry demands and to support and resource State Affiliates to grow their programs
2. Provide access to flexible employment opportunities for local Indigenous communities. These opportunities will be from both within our Indigenous programs and more broadly across the industry. These opportunities will include casual, part-time, contract and full time positions. The Federal government is focused on generating real job opportunities for Indigenous people to achieve economic and social advancement. Ongoing employment, particularly after a traineeship, is important if we are looking to invest in our Indigenous youth.
3. Ensure the AFL and State Affiliates are culturally respectful environments for Indigenous people
4. Educate the Indigenous community about Industry opportunities and standards
5. Ensure the AFL is a role model for other organisations in the industry

The AFL set a three year target - 4% Indigenous off-field workforce across AFL, Clubs and State Affiliates to reflect our current participation figures.

In the last year the achievements of the Indigenous Employment Strategy have included:

- Indigenous employment strategies produced for all State Affiliates
- Diversity training integrated into AFL Learning and development program
- Footy Means Business Program – partnership with Rio Tinto scoped and secured and program now in third year of delivery. This program provides employment opportunities to 50 young



men from all over Australia each year. This program has facilitated over 30 better jobs for participants including 12 positions within AFL industry and 9 with Rio Tinto

- Acquitted 70 employment outcomes across the industry to complete the requirements of the contract.
- The number of Indigenous people employed within the AFL is now over 75 or 3% of our workforce. We are on track to meet our target of 4%.
- Our retention rate for Indigenous employees is over 80%
- National staff team dedicated to Indigenous programs, including those in our State Affiliates has grown from four to nine in the period of the DEEWR contract. Our national team of Indigenous staff includes 16 people, the majority of whom are Indigenous.
- Review of the Indigenous employment strategy after three years has been completed to advise further areas of growth including Phase II working with AFL Clubs and AFL media, as well as consolidating and integrating Indigenous programs into all managers KPIs within the AFL and State Affiliates.

Health

We are currently seeking partnerships with health organisations to include health screenings at our national Kickstart carnivals. The participants in our national programs undergo comprehensive medical screenings Dr Ngiare Brown, an Indigenous doctor has been employed to establish a monitoring system for the health and well being of all our participants. This includes facilitating follow up health checks with the participants local AMS or other provider. A number of local carnivals already incorporate health screenings and we are seeking to grow this contribution at a national level.

The contribution of Federal Government to AFL programs

The AFL is proud of its partnership with the Federal government, which extends across several departments, with most of our activity supported by DEEWR, FaHCSIA and Prime Minister and Cabinet. We have also been well supported by many Ministers over the last six years with attendance at and contributions to our programs.

Currently FAHCSIA support regional development programs in

- A number of communities in NT including: Galiwinku and Wadeye
- APY Lands
- Kimberly
- Cape York
- Club Partnership Program – Wadeye, Tiwi Islands, Katherine region, Alice Springs region, Groote Eylandt and Gove, APY Lands, Ceduna

The Aboriginal Benefits Account supports regional development programs in Ngukurr, Lajamanu, Hermannsburg, Gapuwiyak and Maningrida

DEEWR currently supports a number of programs including

PACE – APY Lands

Indigenous Employment Program – KGI Real Camps, NT Thunder, AFL State Affiliates

Learn Earn Legend – Sydney and Coffs Harbour

In addition the AFL has partnered with the Federal Government to develop the Michael Long Institute, Cape York House and the Korin Gamadji Institute – all significant projects.



Recommendations for Action

The AFL has outlined its major priorities to grow Indigenous participation and engagement outcomes in the next five years (see Appendix VI). We are seeking additional support from our partners, including the Federal government, to extend our reach to meet demand. The AFL welcomes partnerships to:

- Increase dedicated Indigenous sporting participation programs and increase staff to implement the programs in regional, urban and remote communities
- Further develop facilities for priority areas in Indigenous communities
- Pilot an intensive football and education model through the Laguntas program – an outline of this program can be found in Appendix VII.¹
- Pilot an executive leadership program for current and future Indigenous staff
- Establish a shared services mentoring program for current talented players to assist with player retention
- Commission a major research piece that is culturally appropriate and evaluates the impact of sport in Indigenous communities at a regional level. This would provide evidence to support increased delivery of dedicated sporting programs

¹ Please note this is a work in progress and additional detail needs to be provided for the education component of the program



Bibliography

Beneforti & Cunningham (2002), Investigating indicators for measuring the health and social impact of sport and recreation programs in Indigenous communities, Australian Sports Commission

Penny, Taggart & Gorman (2004), Extending 'at risk' students' participation in school life: A case study of progress within a Specialist Sports School, Edith Cowan University, Western Australia

Sellwood, Dinan-Thompson & Pembroke (2008), A Kickstart to Life for Indigenous Youth, James Cook University of North Queensland, Tropical Public Health Unit Queensland.



List of Appendixes

Appendix I Indigenous Framework and Programs

Appendix II Wadeye Evaluation

Appendix III – Club Partnership Evaluation – Colmar and Brunton

Appendix IV – Summary of KPMG Evaluation

Appendix V – Female Kickstart

Appendix VI – AFL and Indigenous Australia

Appendix VII – Laguntas program