

HOCKEY QUEENSLAND INC.
REMOTE AND INDIGENOUS COMMUNITIES
HOCKEY PROGRAM



CONTRIBUTION OF SPORT TO INDIGENOUS
WELLBEING AND MENTORING

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

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1.0 Executive Summary

On the 20 September 2012 the Minister for Families, Community Services and Indigenous Affairs, The Hon Jenny Macklin MP, and the Minister for Sport, Senator The Hon Kate Lundy, asked the House of Representatives Standing Committee on Aboriginal and Torres Strait Islander Affairs to inquire into and report on the contribution of sport to Indigenous wellbeing and mentoring.

The Committee will 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:
 - > the sporting codes
 - > the private and NGO sectors, and
 - > federal government assistance to Closing the Gap targets.

In response to this request, Hockey Queensland is submitting this report on the Remote and Indigenous Communities Hockey Program (RIHP HOCKEY), which has been in operation throughout Queensland for the last 11 years.

The report outlines the development of RIHP HOCKEY, the subsequent emergence of the world's first Indigenous hockey team (The Rubies) and the success of the program – which has become a model and case study for the development of Indigenous hockey programs in other states of Australia. It also addresses RIHP HOCKEY's successful community outreach and media campaign, which has resulted in national and international recognition of both the program and The Rubies Team.

Finally it highlights that through this process, a Centre for Indigenous Learning, Education and Hockey Excellence is being proposed that brings together sport, indigenous well-being and mentoring in a structured and strategic approach which supports Closing the Gap targets.



Above: The RIHP HOCKEY Rubies, the first Indigenous hockey team to represent Australia internationally

2.0 Introduction to the Remote and Indigenous Hockey Program

2.1 Background

The Remote and Indigenous Hockey Program (RIHP HOCKEY) is a whole of community Hockey Development Program, designed to increase the participation of remote and Indigenous communities in Queensland and delivered by Hockey Queensland Inc. Established in 2001, the program has successfully utilised the sport of hockey as an effective tool to promote social change in remote communities throughout Queensland.

Over the last ten years, this program has developed from an introductory hockey program (2001) to an inclusive state-wide program (2012) which has been used as a model for other states, involving a range of partners that support health, education, employment and cultural outcomes.

From humble beginnings, when the remote and Indigenous areas of Queensland had no hockey programs and a low awareness of the sport, RIHP HOCKEY has developed from strength to strength by delivering effective programs over vast distances and building a solid network of partners throughout the state.

Below: Images from the RIHP HOCKEY program



2.2 Foundation Principles

RIHP HOCKEY believes sport is an important tool that can be used to support and reinforce social change. It supports the *Closing the Gap* policies of the Commonwealth and Queensland Government and works with health, education and employment programs to provide opportunities within these policy areas.

It is important to note that RIHP HOCKEY only delivers programs where it is possible to develop a partnership with the local indigenous community, as community ownership is a cornerstone of this approach.

RIHP HOCKEY builds its programs around the following platforms:

- Embrace Diversity
- Respect Culture
- Look for local solutions to local problems
- Small steps to success
- Building partnerships
- Make Hockey stronger

Using these platforms and through the program delivery it has worked hard to identify best practices across the program. In 2012 the Australian Sports Commission acknowledged RIHP HOCKEY as best practice in the delivery of rural and remote sports programs.¹ The RIHP HOCKEY Program Model² is an example of this best practice. This was developed from the combined learning of:

- Program Participants
- Community Engagement
- Partner Feedback
- Mentoring Programs
- Past sporting program delivery across remote communities
- RIHP HOCKEY Plans and Reviews
- Outcomes and Reports

2.3 Growth and development

Throughout the decade that RIHP HOCKEY has been in operation, it has accumulated significant data on the growth and development of the program. Data has been obtained through

- (a) Data base Information
- (b) RIHP Hockey local information data
- (c) Feedback from Workshops, clinics and courses run by RIHP Hockey
- (d) Reports compiled as part of the RIHP Hockey Program

¹ A Copy is annexed and marked as Annexure

² A copy of the model can be found at <http://www.remotehockey.com/about-us/2012-program/Draft%20Program%20Delivery%20Model%20-%20%20%20HQ-RIHP%20indigenous%20design.pdf>

The map below compares the delivery region in Queensland, from 2002 and 2012, highlighting a significant increase in participation.



Figure 1: RIHP distribution area comparison, over 10 years (2002 to 2012).



The chart and table below detail the development of program outcomes over the ten years that RIHP HOCKEY has been in operation in Queensland.

Figure 2: RIHP HOCKEY comparative chart on program outcomes, over 10 years (2002 to 2012).

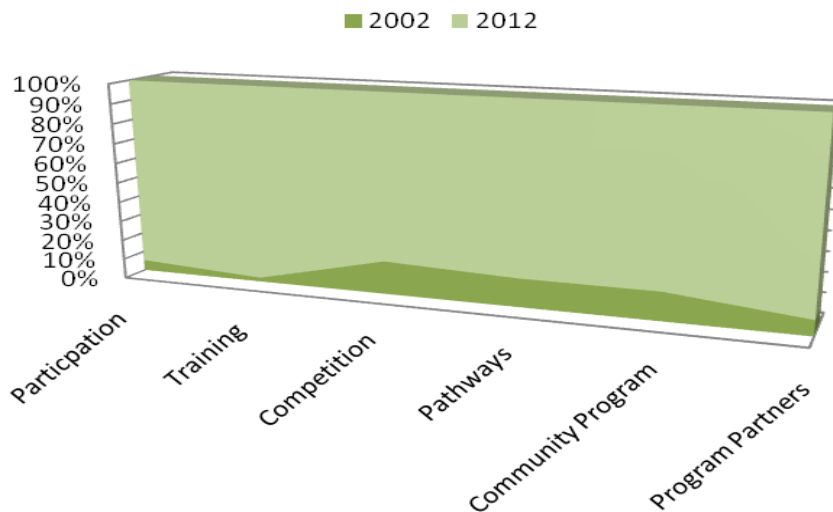


Figure 3: RIHP HOCKEY comparative data table, over 10 years (accumulated from RIHP HOCKEY Reports from 2002 to 2012 inclusive).

Program Outcomes	2002	2012
Participation across all local programs	200	3500
RIHP HOCKEY Trained and Accredited local indigenous community members	2	130
Regional Hockey Competitions	1	5
Program Partners	2	24
Local Indigenous Community Hockey Programs	5	49
Local Program Partners	1	6

2.4 Today

RIHP HOCKEY is now a well- respected community sport program, which has recently been invited to create programs in some of the most isolated communities of Queensland.

In 2012 RIHP HOCKEY is expected to meet the following outcomes:

1. Delivering across nearly 1 million sq.km , 5 regional programs and 48 communities
2. Touching over 3000 participants
3. Accreditation and Training of over 150 coaches and umpires
4. Supporting 5 regional competitions – 400 participants – talent and mainstream pathways
5. Identification and Support of RIHP HOCKEY Rubies and RIHP HOCKEY Blaze – indigenous hockey development programs
6. Supporting communities in health/education and employment opportunities
7. Mentoring 5 staff
8. Strengthening and Building relationships with over 24 partners

RIHP Hockey supports and complements the Hockey Australia indigenous programs. RIHP Hockey programs pre date the Hockey Australia National Indigenous Hockey Program. Each program supports the other with Hockey Australia recognizing the model program and endorsing it as part of its national program.

Hockey Australia’s involvement in RIHP Hockey has escalated in the last two years and it has been able to seriously see the benefits in conducting a well organised integrated indigenous program. The blue prints and templates that we have seen from RIHP Hockey experience has lead us to looking at an expansion of this successful and decorated program to other parts of Australia.

The lessons from RIHP Hockey help us understand that only long term sustainable programs with trained people on the ground give any worthwhile outcomes. Attached hereto and marked as Appendix G here-to contain further details of the National Indigenous Hockey Program and letter of endorsement of Hockey Queensland RIHP Hockey from Hockey Australia Inc.

3.0 Developing a Model Program

The strength of this program is the support it enjoys from its partners and the community. To deliver a sports program to almost 50 remote and isolated communities, spread over an area of 1 million square kilometres, requires significant co-operative partnerships. Engaging upwards of 3300 in active skill development activities, competitions and pathways could not be done alone. For this reason, local engagement in skill development/active participation/competition and pathways is critical.

RIHP Hockey has never enjoyed the profile of the professional sports especially those delivering into indigenous communities. RIHP Hockey has always accepted its limitations in budget and resource support. As a result the strategies and development plans had to address engagement, recruitment and retention of local community support as the platform from which all other programs are built.

3.1 Increasing Participation

RIHP HOCKEY has spent the last 10 years developing and refining a model program, which includes the following steps:

STAGE	DETAILS
Stage 1	Engage the local community and form a partnership with an outcome to build community capacity while building the hockey program from grass roots. Identify partners that can be assisted through sport and partners who can assist sport programs.
Stage 2	Embrace Diversity and modify programs to suit the local needs of the community rather than trying to change the community to suit the program being delivered.
Stage 3	Prioritize local hockey training and ensure delivery is designed to up skill local community volunteers and supporters in those relevant skills and aspects of the game practical to the environment. Modify language and if English is not the first language try and deliver in primary language to avoid confusion – lost or altered in translation.
Stage 4	Negotiate a commitment with the community, partners and the participants to be part of every aspect of the program to offer ownership and management of the local program to local supporters. Support these programs but do not take over- nurture its development – do not control its development.
Stage 5	Design pathways of opportunities to allow personal growth, skill development, leadership roles and life skill development to support the growth of the hockey program, the community and the individual connected to each.
Stage 6	Celebrate the successes along the way and learn and gain knowledge from those decisions/processes and programs that did not achieve success.

3.2 Using sport as a vehicle for other outcomes

While sport is known for its ability to improve an individual's physical activity skills, general fitness and strength, there are often unseen advantages which can affect the entire community.

Sport programs can often lead to positive outcomes in the areas of personal health, safer communities and increased governance and leadership – which are three of the Closing the Gap 'building blocks'.

RIHP Hockey works with community in a holistic approach and incorporates in its model program

- (a) Improved wellbeing**
- (b) General health, sports skills, standard of fitness, physical strength, self -esteem.**
- (c) Celebrating Indigenous culture**
- (d) Reinforcing a 'sense of community'**
- (e) Indigenous Pathways Support Program**
- (f) Mentoring**
- (g) Role models**
- (h) Building Community Skills - Coaching/Officiating**
- (i) Employment and Training**
- (j) Building Social Change**

It has taken a decade for the indigenous community to embrace hockey but now it is a legitimate sport of choice and one that can provide lifelong benefit.

The programs listed below, all fall within the LEARN LEAD ACHIEVE³ support program, provide specific examples of how RIHP HOCKEY has been used as a tool to build social change in Indigenous communities (also see Appendix 2).

RIHP HOCKEY has reflected this in their support program LEARN LEAD ACHIEVE including:

- Score Goals for Good Health – highlighting the long term benefits of regular physical activity and good healthy eating choices through involvement in hockey/sports programs
- No School No Play – highlighting the benefits of regular school attendance and encouraging increases in school attendance through engagement in hockey/sports programs. This is a partnership program with Hockey Australia

³ See also Appendix 3, for reports on these four LEARN LEAD ACHIEVE programs, or www.remotehockey.com.

- Positive or its Pointless – promoting positive behavior in junior sport and the benefits it provides to young children involved in sport/hockey
- Hit Goals not Each Other - assisting and supporting young people to make choices in respect and responsibility and to understand the choices and support available if subject to abuse/violence/bullying
- Leading the Way – a leadership and mentoring program designed to support opportunities for young Indigenous girls.

Below: Programs delivered across the Western Cape and Gulf Savannah regions



3.3 The value of community support and partnerships

Over the 10 years that the RIHP HOCKEY program has been delivered, it has prioritised the development of community partnerships at all levels to support the sustainable outcomes offered by the program.

Below is a list of partnerships which support these community programs.

Partners	Program	Region
Australian Government – Indigenous Sport and Recreation Program	RIHP HOCKEY - LEARN LEAD ACHIEVE – delivery of sport and recreation programs to remote indigenous communities	Cape York and North West Queensland and Gulf Savannah
Australian Government – No School No Play – DEEWR	RIHP HOCKEY – LEARN LEAD ACHIEVE - designed to increase school attendance in indigenous youth through commitments included in sport and recreation programs	Cairns and Tableland Torres Strait Islands Cape York and North West Queensland and Gulf Savannah
Australian Government – Indigenous Employment Program –	RIHP HOCKEY – LEARN LEAD ACHIEVE – designed to provide opportunities and employment for indigenous youth within the RIHP HOCKEY Program. RIHP HOCKEY employ and train up to 4 full time indigenous development	Cairns and Tableland Torres Strait Islands Cape York and North West Queensland and Gulf Savannah

DEEWR	officers and use a strong mentor program	
Hockey Australia – Indigenous Pathways Support Program No School No Play partner	RIHP HOCKEY – LEADING THE WAY – encourage young indigenous hockey players to increase skills and be selected for more regional, state and national programs through Rubies and Blaze programs and supports this with mentoring and leadership opportunities	Queensland wide
Hockey Australia and Australian Sports Commission – HOCKEY ED	RIHP HOCKEY has modified the HOCKEY ED Program to ensure it is designed to meet the needs of the indigenous communities we deliver to. RIHP HOCKEY Hockey delivers in traditional languages where possible to ensure indigenous participants have increased opportunities of learning and understanding and feeling comfortable	Cape York, Torres Strait Island, Gulf Savannah and North West Region
Australian Sports Commission – AASC Program	RIHP HOCKEY delivers a 8-10 week AASC hockey program and the partnership assists with regional competition opportunities and community pathways.	Cape York, Gulf Savannah, NPA, Mount Isa, Cairns and Tableland
Queensland Government – Indigenous Sports Program	LEARN LEAD ACHIEVE – delivering participation, training and competition and pathways into indigenous communities	Cape York, Torres Strait Islands, Gulf Savannah
Queensland Government – Active Inclusion Program	LEARN LEAD ACHIEVE – delivering participation, training and competition and pathways into indigenous communities	Mount Isa and North West Queensland
Queensland Government – Healthy Eating Choices Program	SCORE GOALS FOR GOOD HEALTH PROGRAM – interactive workshops and training programs highlighting good and healthy eating choices to increase health and wellbeing and achieve success in sport and life	Cairns and Tableland Torres Strait Islands Cape York and North West Queensland and Gulf Savannah
Queensland Government – Positive or its Pointless	Part of the LEARN LEAD ACHIEVE Program and highlights the importance of positive behaviour in junior sport. Focus on limiting negative/bullying behaviour at junior competition	Cairns and Tableland Torres Strait Islands Cape York and North West Queensland and Gulf Savannah
Queensland Government – Education Queensland	Part of the LEARN LEAD ACHIEVE incorporate programs to give indigenous students opportunities to learn new skills and compete in competitions designed to increase self-worth, self-confidence and team building	Cairns and Tableland Torres Strait Islands Cape York and North West Queensland and Gulf Savannah
Cairns Regional Council	Hockey in the Park – part of the Councils Community activities – RIHP HOCKEY delivers into areas where indigenous population is high and delivers modified programs that seek to incorporate participation, training and health and education outcomes	Cairns Regional Area
Shire Councils in Gulf	RIHP HOCKEY delivers Holiday Hockey Programs to reaffirm positive messages through participation and learning new	Normanton, Karumba, Croydon, Burketown,

Savannah Region, Cape York and NPA Regions	skill. Healthy eating Choices, Breaking the cycle of Bullying, importance of Regular Physical Activity and how to be stronger, confident and a leader	Mornington Is, Doomadgee, Georgetown
Mount Isa City Council	Delivering workshops – CHALLENGE OF CHANGE – involving indigenous women to become involved in creating and developing junior hockey competition in the region	Mount Isa and North West Regions
Gulf Sport and Recreation Association Inc.	This organization works with indigenous groups and organizations in the area of the Gulf Savannah and incorporates the RIHP HOCKEY programs into supporting community participation, training, competition and opportunity across employment and education	Gulf Savannah
PCYC	This organization works with the indigenous communities to develop new opportunities across sports and RIHP HOCKEY participation, training and competition and pathways to support building of local sustainable programs	Cape York, Gulf Savannah, NPA, Mount Isa, Cairns and Tableland
Tropical North Queensland TAFE-Indigenous Studies	This training organization uses RIHP HOCKEY to provide support and training in their Community Recreation and Fitness Courses. Indigenous students from remote communities undertake the Tafe courses and also obtain hockey coach and officiating training and accreditation, strength and conditioning training to support their skills and when they return to the communities, they can be involved in emerging hockey programs in the region	Across Queensland
PASS Australia	This supports vocation education for grade 11 and 12 indigenous students attending high schools and RIHP HOCKEY trains and provides coaching and officiating training for these students to increase opportunities for future employment and assist with credits towards High School certificates	Cairns Region
Just Hockey Inc.	This business supports the Hockey Art Program which gives indigenous artists commercial opportunities of painting hockey sticks for special occasions. Increases employment experience and expands awareness across all of the hockey community not directly involved with RIHP HOCKEY	Queensland
SKYTRANS	This business assists with providing transport to remote communities to deliver programs that up-skill and build community capacity and wellbeing.	Cape York, Gulf Savannah, Mount Isa and North West
ENERGEX-POWER SAVVY PROGRAM	RIHP HOCKEY works with Energex in the indigenous communities to assist and support indigenous members understand how to reduce their power bills. Workshops and Programs are coordinated with young people and parents to reinforce this message and assist in learning budgeting and choices that impact the family budget	Cape York, Torres Strait, Gulf Savannah, Mount Isa and North West
HEALTH AGENCIES	Where possible we incorporate additional health messages like addressing diabetes in Torres Strait, Ear and Eye issues	Cape York, Gulf Savannah, NPA, Mount Isa, Cairns and

<p>ACROSS THESE REGIONS</p>	<p>in Cape York, eating choices in Gulf Savannah and drug, alcohol and tobacco issues</p> <p>These are incorporated in the HOOK IN2 HOCKEY Programs and are addressed within the 60-90 min program delivered 2 times a week for up to 8-10 weeks</p>	<p>Tableland</p>
<p>Local Community organizations and businesses includes North Queensland Sports Foundation – Sports Education Tours</p>	<p>RIHP HOCKEY works to support these partnerships around regional competition and pathways. The Sports Education Tour provides a vehicle for RIHP HOCKEY to reaffirm and reinforce the connection between active hockey opportunities and positive community programs</p>	<p>Cape York, Gulf Savannah, NPA, Mount Isa, Cairns and Tableland</p>

Below - example of the strength in partnerships



Below are our partner logos, along with the Rubies (girls) and Blaze (boys) team logos:



3.4 Widespread Recognition

The program has been acknowledged for its best practices in both sporting and non-sporting arenas (referred to later in more detail):

- ASC
- Local, regional and national media coverage
- James Cook University – Involved in Research Paper
- Beyond Sport Award
- WomenSport Queensland Award
- Women’s Health magazine (award nomination)

4.0 Emergence of the world’s first Indigenous hockey team

With hockey programs becoming more popular within the indigenous communities, a pathway was necessary to assist and support young indigenous people to gain selection in regional, state and national hockey programs. Hockey Australia and Hockey Queensland RIHP HOCKEY set about creating the Indigenous Pathways Support Program which has as its outcome – providing support for young indigenous players to increase their hockey skills and gain selection in regional, state and national programs.

An unexpected outcome of this was the development of elite Indigenous athletes, who have become recognised outside Australia by reputable international sports organisations and associations through the RIHP Rubies Program.

4.1 Objectives

The RIHP HOCKEY Qld Rubies was borne out of the need to create this pathway. The RIHP HOCKEY Rubies became the first indigenous hockey team to compete internationally. RIHP HOCKEY decided it was time to challenge social and sport community norms by developing a high performance women’s team before a men’s team.

This Hockey Program is used to increase awareness of available opportunities, sport can be used to promote role models and young people in leadership positions – all designed to show that young indigenous people either in remote or provincial communities can challenge themselves to achieve greatness.

4.2 Foundation

The foundation of the entire program is the strong support provided by parents and the community, in addition to a celebration of Indigenous culture.



4.2.1 Family and Community Support

Early in the development of the program, family engagement was identified as crucial to the ultimate success and sustainability of the program. Therefore, strategies were developed to ensure that families and the community were included and enjoyed a sense of ownership. We are proud to see that the program has now come full circle, with many children who started as hockey players 10 years ago returning now as adult supporters.



4.2.2 Celebrating culture

Celebrating the importance of local and Indigenous culture is integral to the success of The Rubies program. Indigenous culture is brought into all aspects of the team, including uniforms, branding, logos and even hockey equipment. Below are some examples of items produced by the Australian hockey merchandise producer and distributor, Just Hockey⁴, which are also used by The Rubies in national and international competition.



⁴ See online catalogue at

http://www.justhockey.com.au/index.php?action=prodcatalogue&form_name=view&category_id=131&pageID=8133§ionID=0



The on-going involvement of families and the local community also reinforces an appreciation and celebration of Indigenous culture.



4.2.3 Developing the Team

Young women involved in the Remote and Indigenous Hockey Program were encouraged to develop their potential as elite and high performance athletes, within a talent identification program in the Indigenous Pathways Support Program. The development of the Rubies team was designed to assist and support an increase in active participation, skill-development, competition and pathway programmes across 44 remote, isolated and disadvantaged communities.

Members of The Rubies team are consistently given opportunities to develop advanced hockey skills, physical strength, conditioning and game sense via advanced programs which are delivered out of season, in an effort to make both players and coaches eligible for selection in regional, state and national programs.

RIHP invited the team members to take ownership and involve themselves in the project. These young indigenous women were very positive with their response and became involved in many aspects of program development, including promotion and media outreach (e.g. interviews, filming, interview preparation and script development).

Below is a list of The Rubies team members (2011-2012):

Name	Centre	Role
Carmen McPhee	Cairns	Rubies Captain
Shannaiyah Ferns Tatipata	Cairns	Player
Kiona Jones	Cairns	Player- leadership group
Samantha Morganosn	Mackay	Leadership Group/Player
Awhina Nepia	Mackay	Player
Jocelyn Nepia	Mackay	Player
Shyneal Saunders	Rockhampton	Player
Jasmine Cleland	Rockhampton	Leadership Group/Player
Lucretia Willie	Rockhampton	Player
Wes Ferns	Cairns	Coach
Ena Waianga	Cairns	Manager
Dalassa Savage	Cairns	Asst Coach
Matthew Cook	Cairns/Sunshine Coast	Asst Manager
Julie McNeil	Cairns	Tour Manager and State Program Manager



4.3 Achievements

The RIHP hockey program, originally established as a grassroots amateur hockey league for the rural areas of Queensland, now covers 1 million square kilometres and provides thousands of girls with the tools, skills and encouragement to start establish own teams. Within ten years, we reached our modest goals and we realised how powerful sport can be in making a positive impact on socially and geographically isolated communities.



The program has now achieved successes we could never have imagined back in 2001, as listed below.

4.3.1 Program expansion

In 2012 the RIHP has expanded from an estimated delivery at the start of 2012 of 43 separate communities to currently having 49 and a detailed list in report at ATTACHMENT 4. This additional interest and willingness to participate has meant that RIHP Hockey is reviewing its strategic plan to ensure the program can provide ongoing support, program deliver and pathway opportunities and additional growth across the program. RIHP has identified that the confidence in the Model Program, the respect built by the RIHP program, the involvement of indigenous hockey development officers, the increase in awareness and the RIHP Rubies DVD and direct involvement in programs as well as the strengthening partners all combine to create the ongoing development and growth of the program.

4.3.2. Increased confidence and self esteem – team members

The development of this Indigenous hockey team resulted in significant improvements to the player's self-esteem, confidence and self-worth. In addition to the benefits that the hockey program and the development of team provided, the players' self-worth was reinforced as they realised they had become effective and inspiring role models to Indigenous youth throughout the country.

Throughout the development of the team, all players were encouraged to take ownership and involve themselves – particularly in media training and community engagement opportunities.

During the development of 3 promotional DVDs, the young women were very positive about their involvement in interview preparation, conducting interviews, filming, audio production and script development. Staff noticed that during the production of these DVDs there was an increase in personal confidence and that teamwork was enhanced as the players supported and encouraged each other in this new endeavour. The positive feedback received by family and team members was incorporated into these DVDs.





This increase in self-esteem led to some significant changes in the player's lives, as they were more confident to make strong, positive choices for their own future. This year (2012) two of the Rubies who were formerly uncertain of whether they were capable of pursuing their career choices (due to a lack of confidence and self-worth) are completing their final year of high school. Both of these girls are now driven to set ambitious career goals as they pursue tertiary study in medicine. Another player, who had wanted to become a paramedic but doubted her own potential, had decided to study nursing as a compromise. After her experience as a Rubies player, she changed her preferences and is now training as a Paramedic.

Further to the experiences of the Rubies in Australia, their experience of representing their country in Singapore and London has boosted their belief in themselves and what they are to achieve in the future .



4.3.3.RIHP Rubies - Summary of Project

Using the indigenous young women involved in the Indigenous Pathways Support Program, members of RIHP HOCKEY, local community partners, parents and volunteers, Hockey Queensland produced a DVD which supported the following general outcomes:-

- (i) Capturing the learning of the program for future program development



- (ii) Capturing the athletes, coaches and official's commitment and effort together with the choices they make through the journey from squad member to international team competition.
 - (iii) Promoting the positive messages and successes within the journey
 - (iv) Delivering a product that can be used across the programs to highlight the successes, promote the positive outcomes and generally widen the scope of opportunities offered to indigenous youth making the choice to play hockey
- RIHP Hockey managed and administered the program, developing operational plans and budgets and working with community organizations

4.3.4 Representing Australia

All the effort, time and organisation that went into developing The Rubies team has been well rewarded. One bonus of creating the team has been its unexpected success in representing Australia overseas, both within international sport competition and as cultural ambassadors.

The Rubies were the first women's Indigenous sports team from Australia to compete in an international competition, when they visited Singapore to participate in the *Singapore International Sixes Hockey Tournament* in March 2012. Aware of the history-making aspects of this achievement, they travelled with their own documentary film crew and have included their experiences in a DVD titled *Leading the Way*⁵ (referred to later in more detail).

Below: The Rubies pose for a photo on the playing field of the Singapore Cricket Club



⁵ See Appendix D

4.3.5 Our 'Firsts'

The creation of the Rubies represented a range of 'firsts':

1. The first recognised Indigenous hockey team to compete in an international competition
2. The first time a girls hockey league team was created before a boys team (in this demographic, which was an innovative and courageous move)
3. The first time an amateur team has been nominated for the *Beyond Sport* Team of the Year shortlist
4. The creation and success of the team itself has also challenged and broken down both ethnic and gender barriers

5.0 The Rubies as inspiring role models

5.1 Behavioural change, attitude change, Role models, increased Indigenous well- being.

5.1.1 Coaching

Coach/Manager and Sport Science Mentor Programs have been designed to assist and support the expansion of the RIHP program throughout Queensland. These positions are being filled by indigenous staff as part of professional and personal development opportunities.

- International success/travel/competition/recognition
- Celebrating Indigenous culture
- Youth leadership

5.1.2. Leadership and Role Model

RIHP Learning and Leadership Hockey Camp joined the RIHP Rubies, RIHP Indigenous Development officers and the Talent Identification Squad for 3 days of interaction and involvement all designed to promote self confidence, self worth, discipline and direction – RIHP Rubies were highly regarded as role models in this program.

RIHP Rubies themselves developed and displayed real leadership qualities as evidenced by these video highlight links across community based programs.

<http://www.youtube.com/watch?v=HVM88G4WNQ0&feature=plcp>

http://www.youtube.com/watch?v=ByEHM_j_Inw&feature=plcp

http://www.youtube.com/watch?v=K3B1XPOGy_s&feature=plcp

<http://www.youtube.com/watch?v=EnLcYjiSj5M&feature=plcp>





5.1.3 Mentoring – increased self-esteem and confidence

RIHP Rubies has highlighted the positive benefits sports can bring to indigenous well-being and mentoring. Recently over 2000 indigenous community members in NPA Cape York attended a community film screening of LEADING THE WAY which provides opportunities and inspiration to exceed expectations and challenge yourself to achieve dreams.

<http://www.youtube.com/watch?v=EnLcYjiSj5M&feature=plcp>

4 young girls under protection orders advised RIHP Hockey that they saw the DVD and wanted to be Rubies. These girls changed their behavior, attended school and learned hockey skills, were making good choices to stay away from social distractions, stopped smoking and as a result improved to such a degree that they were selected in the talent identification squad.

5.1.4 Mentoring – sportsmanship, positive environment, bullying in sport

In partnership with Sport and Recreation Services, RIHP and the RIHP Rubies integrate practices to highlight and focus on ways to ensure junior sport is positive and fun. Children, parents, spectators, officials, coaches and volunteers all have an important role to play in making sure junior sporting environments are safe, fun and inclusive.

RIHP Rubies includes sessions to highlight

- (i) Practicing good sportsmanship on and off the field
- (ii) Including parents and spectators in workshops to highlight the importance of positive messages
- (iii) Engage the students directly on bullying on and off the sports field and how adults can assist in reducing the incidents during sport

Positive or its Pointless messages are promoted and reinforced by the RIHP Rubies in workshops with talent identified players from across the RIHP Programs, their coaches and managers in workshops with the Rubies as well as reinforcing the messages in small game practices.

5.1.5 School Based Mentors Graph and Photos

These Rubies have become Ambassadors for the RIHP Program and continue to provide support and inspiration to young people in remote indigenous communities involved in RIHP Hockey.

School-based mentors

Mentor Name	Region	Role
Shyneal Saunders	Rockhampton Region	Provides leadership and mentoring to Indigenous youth
Jasmine Cleland	Rockhampton Region	
Samantha Morganson	Mackay Region	
Bec Fatnowna	Cairns Region	



Samantha Morganson



Shyneal Saunders



Jasmine Cleland and Bec Fatnowna



Part of the additional mentoring assisted in being appointed Sport ambassadors for Australia through the RIHP Hockey and their international recognition and Media training and DVD production (promoting their work and taking pride in their achievements)

5.2 BENEFITS OBTAINED FROM THIS PROJECT

The RIHP Nth Qld Rubies program as part of the Indigenous Pathways Support Program is an overwhelming success. Outcomes under this program include:-

- i. 9 talented young indigenous female hockey players successfully completed the Rubies Program and on review all team members had increased their strength, fitness and hockey skill levels.
- ii. The RIHP Rubies as a team finished equal third in the International Singapore 6's Hockey Competition
- iii. 4 members of the team transitioned from local club competition to play in regional teams in state championships in 2012
- iv. 1 member of the team transitioned and was selected in the Queensland Schoolgirls Team in 2012
- v. 3 players were selected into Under 18 State Hockey Squads in 2012 and 2013
- vi. 1 player transitioned from Under 18 2012 State Squad to the Hockey Qld Under 18 State team in 2012 and became national champions,
- vii. 2 players were selected to play in the Hockey Australia national Under 21 Country Team
- viii. Indigenous coaches and managers were appointed to this team and were provided an extensive mentoring program supporting their professional and personal development

Associated Benefits obtained from the increase awareness of the RIHP Hockey through the DVD and associated promotions.

5.2.1 Giving back to the program that nurtured their own talent, drive and dreams.

- i. Rubies team members assist and support delivery of active participation, skill-development, competition and pathway programmes across 44 remote, isolated and disadvantaged communities. Thus, this amateur hockey team that spurred out of rural Australia is now covering 1 million square kilometres, reaching thousands of girls and providing them with the tools, skills, and courage to start their own teams. This unique example of how a sport team can impact a socially excluded population convinced the Beyond Sport Judges to celebrate the Rubies alongside professional clubs from around the world.
- ii. Parents and Community fully supportive of the program and young people who started in this program 10 years ago have returned to be adult supporters.

6.0 Promoting the Program

6.1 Media approach

The Media approach and supporting strategies consisted of traditional media outreach, social media development and the production of 3 DVDs.

RIHP Trainee and Indigenous Dev Officers involved directly in the social media, promotions and awareness strategies and programs – additional skill development programs to build capacity and mentoring.

6.2 DVD

Leading the Way documentary is 43 minutes in duration and captures the journey of the RIHP Hockey Program and team members from their grass roots community competition in rural and provincial Queensland to the international city of Singapore. The story encompasses the challenges faced by young indigenous women, the support from family, the importance of culture, the difficulties of distance/remoteness, building as a team, dealing with problems, showing leadership as a group to overcome the problems and thereafter emerging as strong young women comfortable in their positions as emerging leaders and future role models and mentors.

<http://www.youtube.com/watch?v=EnLcYjiSj5M&feature=plcp>

RIHP Hockey successfully met the Outcomes under the DVD Agreement with Queensland Government

- i. 3 minute advertisement promoting healthy eating and healthy activities was produced successfully
- ii. 43 minute documentary DVD was produced successfully
- iii. Queensland Government agreed to provide limited funding support to ensure the DVD project could proceed.
- iv. Adrian Estridge. - Film Maker, Direction and Post- Production. Adrian is a former partner-teacher-co-ordinator of the RIHP program with longstanding experience of the program. Adrian Estridge was contracted as the Director of this Film. Adrian was known to RIHP Hockey and for a number of years, he was directly involved in program delivery in remote communities in the capacity of program partner – teacher and local program coordinator. Adrian resigned from the Education Department to pursue his career in film making and had been working as a film maker for 2 years prior to RIHP Hockey making contact. As a result of the relationship with RIHP Hockey – Adrian was very anxious to be involved in this program and donated much of his time to the project. He also recruited many of his colleagues in the film and TV industry to assist and these people also volunteered their time and experience to the program.



Rubies with the DVD Director Adrian Estridge

6.3 COMMUNITY SUPPORT

This Project is a partnership between government, sporting organizations and community organizations working together in a coordinated program to produce the quality DVD production capturing the ambit of human emotion and endeavour in the journey towards individual and team successes.

- (i) Community Partnerships – coordinated by the Hockey Qld. Remote and Indigenous Program
 - ✓ Tropical Nth Qld Tafe – preliminary planning/production support/some filming/post production assistance
 - ✓ Adrian Estridge – filming/production support/post production
 - ✓ NITV/SBS – equipment/distribution advice
 - ✓ Major League Marketing – film distribution and promotion
 - ✓ Hockey Australia – promotion/distribution support
- (ii) Communication – RIHP set about inviting parents/family/community and hockey organizations to engage directly with RIHP and the DVD Production team. This allowed us to deliver a clear and consistent message, we were able to obtain all consents required, we were able to answer any questions in relation to the level of intrusion, any issues of concern we addressed. Partners assisted with this process. Copies of the script were distributed to all parties and partners involved. Each time the group got together, RIHP ensures family and partners were updated with any changes and comfortable prior to filming.
- (iii) The Torres Strait Island Hockey Development Squad attended and met later with the Rubies. Invited guests from Queensland Government, Cairns Council, Sport and Recreation Services, Indigenous Community Organizations, Australian, State and Local Hockey community members as well as family and friends provided strong positive feedback on the quality of the production and the strength of the message.



- (iv) NITV has been an active supporter of the Rubies and the RIHP Program. A Sydney journalist and cameraman flew up to cover the RIHP Rubies DVD screening, the RIHP Rubies in workshops and clinic with the Torres Strait Island Hockey Squad and interview Des Abbott and Joel Carroll from the Kookaburra's. NITV continues showing an interest in screening the DVD and is currently talking to SBS in relation to screening rights.
- (v) Gavin King MLA – Member for Cairns congratulated the Rubies of a professional production, highlighted the leadership shown from the team and congratulated the team and the families for being brave enough to participate.
- (vi) The RIHP Rubies DVD – Leading the Way has been uploaded to the RIHP Hockey You Tube channel and be available for viewing very soon. 30 copies have been delivered to Sport and Recreation Qld.as part of the funding agreement. Hockey Queensland has provided copies to all local Associations as part of the program to increase youth participation and to increase the number of indigenous players in hockey. Hockey Australia will also receive copies to promote indigenous youth playing hockey, opportunities for young women and incorporate in part of cross cultural training and the national indigenous hockey program.



Melanie Mitchell – Welcome to Country as part of the DVD Screening

- (vii) DVD Launch in Cairns

Through the assistance of the Queensland Government – Sport and Recreation Services, RIHP Hockey invited a cross section of the hockey and indigenous

community with connections to youth leadership programs to the premier screening of the DVD.

Over 80 people accepted the invitation to attend the Cairns Botanical Gardens Visitors Centre Venue and everyone came to see how the journey of the Rubies unfolded.



Standing Room only - Guests at the DVD launch – Leading the Way – Cairns 2012

Details the invitation and guest lists which highlight the interest in this leadership program⁶.

6.4 Public Health DVDs

RIHP Hockey engaged the RIHP Rubies and International players and obtained interviews which contain references to nutrition and diet to support the Healthy Eating Programs RIHP delivers through-out the 5 regions with support from Queensland Government Inclusion Programs.

The RIHP Rubies have made a public health video, titled *Get Out and Play – Goals for Life*, which highlights the importance of a healthy lifestyle and being good to yourself (eat healthy, drink water, get out and play). It reinforces the Healthy Lifestyle Choices component of the RIHP Program and can be viewed at:

<http://www.youtube.com/watch?v=SVwDdiuqfR0&feature=plcp>

This DVD will be used as part of the mentoring and community support programs especially those directed to opportunities available through sport for young women and girls in particular young indigenous women and girls.

<http://www.youtube.com/watch?v=SVwDdiuqfR0&list=PL844E105809A6E1E7&feature=plcp>

⁶ Refer to Appendix D4

Below: Joel Carroll and Des Abbott of the Kookaburra's eating mud crab after the Cairns test match against the New Zealand Team- part of the RIHP healthy life choices program being delivered during Kookaburra week.



7.0 Tracking our Success

In tracking our success, we have addressed the following three areas: program development, national and international recognition and media coverage.

- i. RIHP Hockey You Tube Channel has received almost 10000 hits since this project began. Statistics show us that young women between 12 and 18 are the highest users and these users come from a significant number of communities under the RIHP Hockey program
- ii. The advertisement is now incorporated in our GOALS FOR LIFE program which sees young people accessing this advertisement as part of any regular hockey program. From the 2012 data- we can confirm that over 1500 young people in remote and indigenous communities see this on a regular basis.
- iii. The DVD is now being accessed by schools within the regions of RIHP Hockey and are incorporating the DVD in their school and after school programs.
- iv. The DVD is currently the subject of discussion between RIHP and SBS with the view of SBS televising the documentary on free to air program. A copy of the correspondence is attached to this report at ATTACHMENT 4. This will certainly assist the hockey program, by increasing awareness of the program, promoting the opportunities available to participants, reinforcing the leadership skills acquired and highlighting the positive input of its role models.
- v. Indigenous and Mainstream Media has supported and continues to support the RIHP Rubies and promotes the hockey program state and nationally. I have provided copies of and links to these articles and programs⁷

⁷ See Appendix D

- vi. RIHP has been contacted and developed additional partnerships as a result of the increased promotion and awareness. Details of these additional partnerships⁸

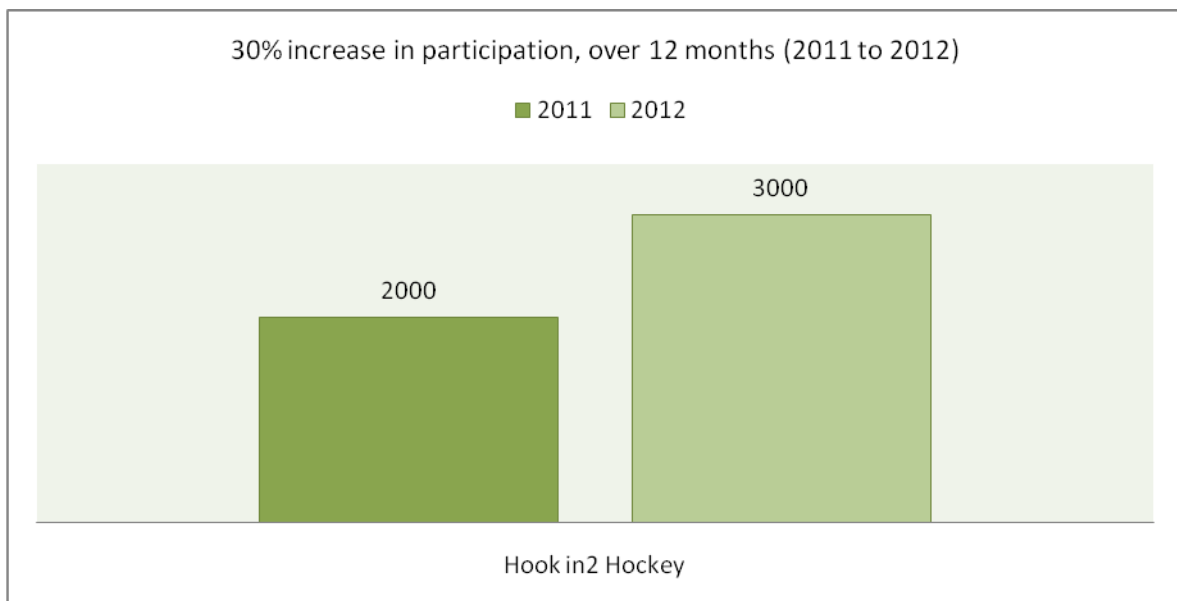
7.1 Program development

7.1.1 Continuing to increase participation

It isn't often that we receive swift and direct feedback on the impact of our programs, however in 2012 we were able to identify and capture such feedback, through the *RIHP Hockey Gulf Regional Hockey Competition*.

This feedback revealed that:⁹

- Over 120 participants from 6 communities within the Gulf Region
- Over 40 community supporters attended the competition
- Local Councils have now included *Leading the Way* in their public film screening schedules, to highlight the positive opportunities that an involvement in hockey can provide
- 16 students were included in the talent identification process and selected for further hockey training
- Healthy Eating Workshops
- Training and leadership Workshops



⁸ See Appendix D

⁹ More details in 2012 Gulf Savannah Hockey Program as Appendix E

In previous years prior to the DVD and the RIHP Rubies Program increases were on average estimated at 20% . Community and Participant Feedback has shown us that the DVD and supportive promotional and awareness opportunities within hockey has transitioned into whole communities becoming comfortable with hockey and thus more open to supporting it. The ability to have secure longer term funding also assists in presenting strong development and operational plans for future development which offer community ownership and the support from RIHP to build he grass roots community capacity to secure sustainable hockey development. This area has seen the greatest increase attributed to the RIHP Rubies and DVD at an estimated 20% interest over and above the expectations prior to the DVD and RIHP Rubies Program.



7.1.2 Continuing to attract community support

Parents and Community fully supportive of the program and young people who started in this program 10 years ago have returned to be adult supporters.



7.1.3. Continuing to attract partners

Mid –way through 2012 SKYTRANS Regional Airlines agreed to become a program partner and assist with FOC seats on aircraft traveling to some of the more remote communities in the Gulf Savannah and Western Cape York.

SKYTRANS has highlighted the RIHP HOCKEY on their blog with 3 separate articles from August to October 2012 and RIHP Hockey is currently in discussions to expand the assistance into the future.

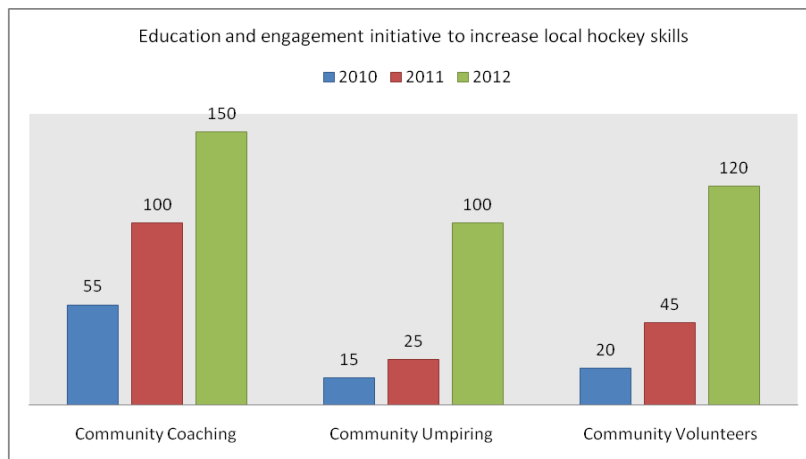
<http://www.skytrans.com.au/blog/>

7.1.4 Education and Training

- *Indigenous Employment Program*

RIHP Hockey in 2012 provided mentoring and professional development to the group of indigenous development officers and mentors by providing an opportunity to travel to London for an international conference on sport as a vehicle for social change where the Rubies were nominated for an international award.¹⁰

- *Local Hockey Skills – Education and Engagement Program*



The involvement of indigenous coaches/managers and the involvement of family as part of the RIHP Rubies and DVD production has highlighted the opportunities available on and off the field. Feedback has been obtained and highlighting the levels of accomplishment that can be attained through support and proper training has highlighted to interested people through-out the program of the necessity to be involvement in programs to better teach/coach and develop local hockey opportunities. This has seen an additional 20% interest over and above the expectations prior to the DVD and RIHP Rubies Program



Local officiating



Local coach mentoring



Local volunteer involvement

¹⁰ See Attachment 5 – Report on the London Trip 2012

- *Media, Promotion and Social Awareness Program*¹¹

RIHP Trainees and Indigenous Development Officers are directly involved in our social media, promotional and awareness strategies and programs. These provide opportunities to develop additional skills, increase personal capacity and develop mentor relationships.



- *Mentoring and training*

The RIHP program has been able to develop a range of opportunities for mentoring and training. In addition to developing The Rubies themselves as mentors and coaches, we have also provided employment and training opportunities for administrative, officiating, government liaison and sport partnership staff.

Providing mentoring and training opportunities for others

RIHP was able to use the RIHP Rubies and DVD to progress and advance training and mentoring. RIHP bought together the following people involved in the RIHP Rubies and DVD to assist in mentoring and training programs. This Program was then coordinated and connected to the Indigenous Employment Program being delivered through RIHP and the following Mentors continue to work within the RIHP Program These participants include:-¹²

RIHP Program Mentors

Mentor Name	Region	Mentor Specialty	Duties
Leanne Bell	Cairns	Program Admin	Supporting the Trainees in their Tafe Commitments
Kevin Edmondstone	Cairns	Working with program partner	Supporting and mentoring the trainees in culture and sport partnerships
Troy Fraser	Mt Isa/NW	Government	Supporting and mentoring the

¹¹ Articles and References are highlighted in Appendix D

¹² More information on the RIHP Hockey Indigenous Employment Program is included in a Report at Annexure 7 hereto

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		agencies	trainees in government liaison
Wes Ferns	Cairns	Program Coordinator	Supporting and mentoring the trainees in hockey specific activities Wes has agreed to become a trainee and up skill within the program.
Shae Alley	Western Cape	Western cape program	Supporting and mentoring trainings in Western Cape Region No longer in the program
Elaine Devent	Western Cape	Western cape program	Supporting and mentoring trainings in Western Cape Region
Nola Lewin	NPA	NPA Program	Supporting and mentoring trainings in Northern Cape Region
Dawn Baida	Torres Strait	Torres Strait Island Program	Supporting and mentoring trainings in Torres Strait Region

Full-time Development Officers Under Mentor Training Programs

Trainee Name	Program Delivery Region	Study Course	Outcomes
Ena Waianga	Mt Isa/NW/Torres St/Cairns	All Development officers have undertaken Tafe Certificates to support the program	Developing experience to be able to advance professional opportunities
Dalassa Savage	Gulf/Torres St/Cairns	Course includes: (a) Community Recreation	Developing experience to be able to advance professional opportunities
Manatu Neliman	Gulf/NPA/Torres St/Cairns	(b) Workplace Training and Assessment	Learning new skills
Matt Cook	Mt Isa/NW/Cairns/Western Cape		While not Indigenous himself), Matt plays an important role in cross

			cultural and reconciliation practices The program highlights opportunities for male/female/indigenous/non indigenous each time we deliver programs and provide a great example of the pathways available to young people.
Wes Ferns	Cape York and Cairns Regional Area		Wes has transferred from the Mentor Program to this Program, to upskill himself for future career advancement.

Supportive Links

Introducing Rubies member: Bec Fatnowna

<http://www.youtube.com/watch?v=4fSlrzJMvdo&feature=plcp>

Pormpuraaw Hockey Clinics

<http://www.youtube.com/watch?v=Y1XQStZnep4&feature=plcp>

Messages of support to the Rubies (coaches, MPs, Indigenous community)

<http://www.youtube.com/watch?v=BGIHiyVmKwk&feature=plcp>

Torres Strait Hockey Program –squad training camp in Cairns

<http://www.youtube.com/watch?v=UyJKaOI7N1U&feature=plcp>

7.1.5 Cross Cultural Awareness

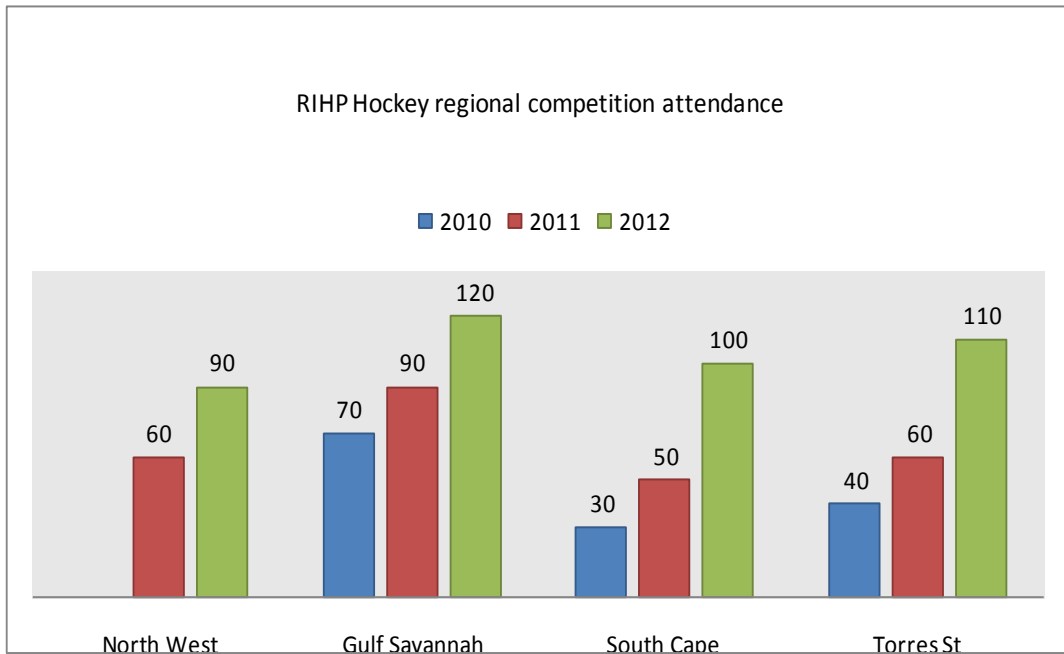
Cross Cultural Awareness programs in coaching and management is being included to support the ongoing development programs to increase the number of indigenous people playing or involved in hockey across Queensland

7.1.6 Hockey Competition and Pathways

Talent Identification and high performance development pathways from local hockey programs into regional competition and then from regional competition to mainstream hockey opportunities is one of the building blocks that reflect the strength of the hockey program and is crucial to the sustainability of these programs in remote and disadvantaged communities. RIHP Rubies and the DVD highlighted the extent of these pathways and how



being involved in local hockey programs could provide opportunities for players/coaches/volunteers in the future. Direct feedback and the social network data has confirmed that the RIHP Rubies and viewing the DVD has made it real and having access to the DVD and supporting programs through the RIHP You tube channel means they can revisit and remind themselves what can be achieved. This has seen the an additional 15% interest over and above the expectations prior to the DVD and RIHP Rubies Program and further advances are expected over the next 2 years.



Below: The Rubies compete at the Cairns Hockey Centre against a Cairns 9s team, prior to the Test between the Kookaburras and New Zealand Black Sticks.

Photo credit to: Murray Wenzel of the Cairns Post.



7.1.7 National and International Recognition



ASC Recognition

In 2012, RIHP Hockey was recognized by the Australian Sports Commission as providing best practice in sports delivery across rural and remote communities. A copy of this report is attached as [Appendix 2](#). The model program which has been piloted and tested with high levels of success across 2 vastly different regions within the RIHP program remains integral to its overall success.

JSU

RIHP Hockey was invited to take part in a research paper through James Cook University.

Beyond Sport

Within ten years, we reached our modest goals and we realised how powerful sport can be in making a positive impact on socially and geographically isolated communities. The program has now achieved successes we could never imagine, as listed below.

This unique example of how a sport team can impact a socially excluded population convinced the Beyond Sport Judges to celebrate the Rubies alongside professional clubs from around the world.¹³

RIHP Hockey was nominated for Beyond Sport – Team of the Year - an international Award highlighting the best practices in community sporting program from around the world. RIHP was shortlisted as a finalist for this prestigious international award and representatives travelled to London to take part in the International Summit where RIHP was invited to run a workshop. RIHP did not win the International Award but highlighted below is the reasons why the international panel shortlisted this program. *Beyond Sport is a global organization*

¹³ Beyond Sport <http://www.beyondsport.org/>

that promotes, develops and supports the use of sport to create positive social change across the world. There are 12 categories for the Beyond Sport Awards 2012 covering the entire sporting spectrum associated with health, Social inclusion, corporate and social responsibility. RIHP Nth Qld Rubies was nominated as team of the year and in May 2012 received notice that RIHP Hockey has been shortlisted for the Award. Here is why the Beyond Sport Judging Panel short listed RIHP Hockey.

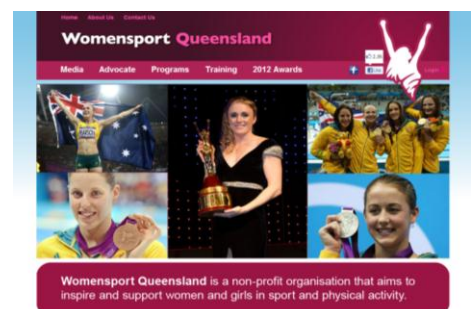
Rubies team members assist and support delivery of active participation, skill-development, competition and pathway programmes across 44 remote, isolated and disadvantaged communities. Thus, this amateur hockey team that spurred out of rural Australia is now covering 1 million square kilometres, reaching thousands of girls and providing them with the tools, skills, and courage to start their own teams. This unique example of how a sport team can impact a socially excluded population convinced the Beyond Sport Judges to celebrate the Rubies alongside professional clubs from around the world.

The Rubies were runners up to the US NBL Team Memphis Grizzlies whose foundation was able to build and open a school in Memphis for disadvantaged youth. I have attached the London Report for your perusal and consideration.



WomenSport Queensland Awards

RIHP Hockey was nominated and won the category of “services to sport” at the recent Womensport Queensland Awards, which acknowledged quality and professionalism of our programs and the recognition we have received from the sporting organizations of the high quality and sustainable program outcomes it is achieving.



Women’s Health Awards

Australian Women’s Health magazine RUBIES INDIGENOUS HOCKEY The North Queensland Rubies are really something special. In March 2012, Australia's first indigenous hockey team were selected to travel to Singapore to compete in the open women's section of the Singapore 6s hockey competition against six-a-side teams from all over the world. The Rubies finished third - beating Manchester City, San Francisco 49ers and the New York Rangers on the way.

Go girls. <http://au.lifestyle.yahoo.com/womens-health/fitness/galleries/photo/-/14775845/i-support-women-in-sport-2012-a-team-of-the-year-nominees/14775856/>



7.1.8 Conclusion - Media coverage

Our proactive media outreach campaign – encompassing traditional media, social media and DVD production) has resulted in an increased awareness of RIHP, both nationally and internationally.

(a) Extended media outreach and media training through to 2013.

A media awareness program has been included in the 2013 RIHP Rubies Program to continue the work started by the DVD and increase the skills of young indigenous hockey players being able to communicate message to media and be confident with their own ability in this area.

(b) Traditional Media

The table below outlines the increase in mainstream media coverage (local, regional, state and national) from 2010 to 2012. It refers to local print and radio media in remote regions, regional radio coverage in provincial centres, plus print and TV media in state and national regions.



2010	2011	2012
<ul style="list-style-type: none"> • Some Local Coverage • Minimal Regional Coverage • No State or National Coverage 	<ul style="list-style-type: none"> • Some Local Coverage • Minimal Regional Coverage • No State or National Coverage 	<ul style="list-style-type: none"> • Regular Local Coverage (at hockey delivery times) • Regional Hockey Carnivals covered by local and regional outlets • RIHP Hockey and RIHP Rubies receive state and national coverage



The table below illustrates the increase in media coverage in the last 12 months, across specific media outlets.

Media Outlet	2011	2012
Local Press	Limited	Increases to regular updates, when hockey program is active Torres News

		Gulf Chronicle North West Star
Regional Press	Limited	Increase to regular when RIHP Rubies was active Includes references on social media and on line <ul style="list-style-type: none"> - Cairns - Townsville - Mackay - Rockhampton
Capital City Press	Minimal if any	RIHP Rubies and RIHP was mentioned on 2 occasions in the Courier Mail
Regional Radio	Very minimal	Increase to regular when hockey program is active ABC Regional – Mount Isa Torres News ABC Far North – Cairns Torres St Radio Rubies Coach and Players invited for interviews and regular sessions
Regional TV	Nil	Increased and regular coverage was given to the RIHP Rubies when the program was active WIN Regional across North Queensland Channel 7 Regional across Cairns
State TV	Nil	Nil
National TV	Nil	SBS mentioned the Rubies and took parts of from the NITV coverage SBS are in talks with RIHP to broadcast the DVD on free to air
Indigenous Press	Nil	RIHP Rubies and the production of the DVD was supported by both the Koori Mail and NIT
Indigenous Radio	Nil	RIHP Rubies players and coaches were interviewed regularly Bumma Bipperra Aboriginal & Torres Strait Is. Corp Torres St Radio
Indigenous TV	Nil	NITV has run a number of articles on Barefoot Sports They continue to maintain contact with us

Below: Images from episode 3 of Barefoot Sports program 2012 – ‘The North Queensland Rubies’



Across the globe sport has inspirational stories on how it contributes to indigenous wellbeing and mentoring – here are some of the examples RIHP Hockey has been directly related ¹⁴

In my life I have heard a lot people say that family was their first priority under God. An athlete would always say thanks to my "family" for their huge support without them I would not be where I am today. Well I have heard an opposite story today; a little boy in Uganda 16 years ago wanted to play football (Soccer), the coach asked him, do you go to school? He replied no, the coach then asked him, where are your parents? He said my parents are both in prison. The coach then asked who you live with?, he replied "My older sister (Drug Addicted) . This little boy had a few diseases but anyways the coach took him aboard and gave him education through sport. Today this Uganda boy is in college, playing professional football to further his career and educating younger children about success through sport. This all happened with HOPE & FAITH of the coach."

Ena Waianga – RIHP Hockey Development Officer

(c) Social Media

RIHP has been quite successful in utilising social media to promote the program, its benefits and the DVDs. via our website, You Tube Channel, Facebook, Twitter and blog we’ve been

¹⁴ More information can be found in Attachment 5 – Report on the London Trip 2012

able to create and sustain interest in our program, particularly in our key market – the youth demographic.

You Tube – RIHP Hockey Channel has received close to 10,000 hits since being established in January 2012. This interest illustrates the fact that people are seeking information on this program, particularly those in remote and disadvantaged communities.

The release of our DVD materials, via You Tube, provided a significant boost to our social media campaign and resulted in a 30% increase in traffic.

Media Outlet	2011	2012
Web Site www.remotehockey.com	Remote hockey website was accessed regularly	This website was upgrade and direct links on the front page to <ul style="list-style-type: none"> - RIHP Hockey Channel through You Tube - Direct access to the RIHP Facebook Pages
You Tube Channel	Nil	http://www.youtube.com/user/RIHPHockey?feature=guide Close to 9000 hits from February to September 2012 alone
Facebook	Nil	http://www.facebook.com/#!/pages/NQ-Rubies-documentary/229985613743010 http://www.facebook.com/#!/pages/Remote-Hockey/240981416918 Both these sites now promote awareness within the hockey program regularly after the RIHP Rubies and documentary site. Significant network across regional Queensland through this medium
Twitter		https://twitter.com/RIHPHockey This is used to promote the program in a broader sense with over 80 followers within Australia
E Blogger		http://t.co/YCNjnUOn This is used to increase awareness across the whole community through social media services



DVD promotion inspires further program development

As a direct result of the production and promotion of our 3 DVDs, our existing programs have received a boost and a number of new programs have been developed.

1. The state hockey organization, Hockey Queensland, recognized the benefit and worth of the program and agreed to support the RIHP Program as a longer term pathways program.
2. As a result of the reviews and feedback received from this project, the RIHP Rubies program will expand its delivery and extend opportunities to young indigenous female hockey players aged 14-19 years across the entire state of Queensland.
3. Hockey Queensland has confirmed that a new team RIHP Blaze will be created in 2013 to provide similar opportunities to young indigenous boys aged 14-19 similar basis to the RIHP Rubies.
4. RIHP Hockey is undertaking reviews and updates of its Strategic Plan to include these new and emerging programs.

Ongoing media interest in DVDs

Our ongoing promotion of the three DVDs has resulted in modest media attention, at the regional, state and national level.

1. RIHP Hockey and the Rubies were broadcast on national television via *NIYV Barefoot Sports* on two separate occasions in 2012. See the video at: <http://www.nitv.org.au/fx-story.cfm?sid=0986A7D8-E0C6-3508-C544A82C46D119AF>

2. Australia’s multicultural broadcaster, *SBS* (Special Broadcasting Service), has recently confirmed an interest in purchasing the DVD *Leading the Way* for national broadcast.
3. The public health video *Get out and Play – Goals for Life* has been broadcast on NITV and promoted widely on social media part of the Healthy Lifestyle Choices component of the RIHP Program. See the video at:
<http://www.youtube.com/watch?v=SVwDdjuqfR0&feature=plcp>

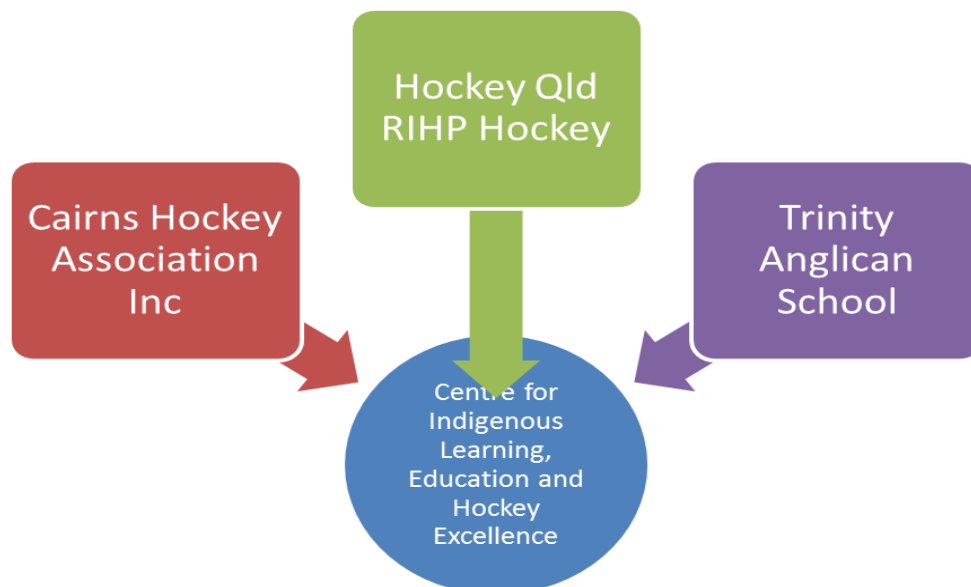
8.0 Centre For Indigenous Learning, Education and Hockey Excellence

This Project is in its preliminary stages of development. There is a need across Northern Australia to provide a service and facility to assist and support the building of strong programs for young indigenous athletes excelling in Sport /Hockey, Education and Life

The Centre for Indigenous Learning, Education and Hockey Excellence will complement the CLOSING THE GAP Policies across Education, Employment and Health Outcomes.

Details of the current proposal under current planning is attached hereto and marked as Annexure H in the schedule

Partners in this Project



9.0 Conclusion

9.1 Re-iterate that sport in a positive way effects change across health, safe communities, governance, leadership, education and employment-

- I. RIHP Hockey believes that the data and supporting evidence contained in this submission unequivocally affirms that sport makes a positive contribution to indigenous wellbeing and mentoring.
- II. RIHP Hockey seeks to be active and effective in the social partnerships that together work in Closing the Gap Programs and Policy. RIHP Hockey is an example of how sustainable programs are successful in spite of the disadvantage.
- III. RIHP Hockey is recognized by the indigenous and non –indigenous mainstream community alike and has spent 10 years building this respect and recognition through specifically designed strategic and development planning and initiatives. Innovative partnership building and effective and efficient program delivery has built a sports program using hockey to build community capacities and become a tool for positive social change across remote and grass roots indigenous programs through regional and life choice pathways to elite opportunities.

9.2 Re- iterate how this RIHP Hockey works in a positive way to engage and support potential improvements

- I. Comprehensive definition of ‘sport’

RIHP Hockey shows that sport has no one language, has no one religion but rather sport is its own culture. The sports culture can be delivered across mainstream and non-mainstream sports and with appropriate planning and support, can successfully become sustaining.

- II. Widespread recognition and encouragement of successful programs –

RIHP Hockey has a strong history of being able to deliver successfully and is treated as a strong partner by those organizations that know us but yet we are unknown across many relevant departments that manage and administer Closing of the Gap Programs. RIHP Hockey Programs could assist in a greater capacity if Government Programs across all levels and Closing the Gap Programs could be coordinated from one designation. The site indigenous.gov.au is very helpful but our program although successful and internationally recognized has little recognition outside of the Australian Sports Commission. Unlike our professional sports counterparts of AFL and Rubgy League, Hockey Australia does not have a strong presence in the indigenous community and as a result RIHP Hockey despite its successes is not well known across all government departments and programs.

III. Long Term Investment

Community and Participant Feedback has shown us that the DVD and supportive promotional and awareness opportunities within hockey has transitioned whole communities becoming comfortable with hockey, opening hockey to significant local support. The ability to have secure longer term funding also assists in presenting strong operational plans for future development. RIHP Hockey believes community ownership and building community capacity from the grass roots secures sustainable hockey development.

9.3 Acknowledgments

RIHP Hockey is and continues to be an overwhelming success at all levels and across any reasonable measurements of success. It acknowledges and recognizes the significant contribution of the Queensland Government, through Sport and Recreation Services, in the overall success. RIHP Hockey would also like to acknowledge and thank our partners for the support and assistance they provide. Without them – RIHP Hockey, RIHP Rubies and the subsequent DVD – Leading the Way would not have been possible. Hockey Australia and Cairns Hockey played significantly different roles but without them both, this program might not have ever been conceived.

RIHP Hockey has the confidence to challenge the social norms and engage and recruit local and specialized support to embrace these difficult issues with the unconditional support of our member communities, partners, players and supporters. RIHP Hockey looks forward to a future where our Program can be transportable across state boundaries managed, administered and delivered to extend the opportunities to all indigenous Australians. RIHP Hockey seeks this support in a coordinated local, state and national approach to elevate community sporting programs inclusive in its practices as a nationally recognized opportunity to motivate and support positive social changes.

This submission was written by

Julie McNeil

Hockey Qld RIHP Hockey State Manager

Mobile 0418880147

Email julie.mcneil4@bigpond.com



Appendix A	RIHP HOCKEY Rubies Singapore Report
Appendix B	RIHP HOCKEY Model Program
Appendix C	<p>Four reports on the Learn Lead Achieve program</p> <ul style="list-style-type: none"> (i) Migi Kokan Torres Strait Island Hockey Program (ii) Mount Isa and North West Qld Hockey Program (iii) Sports Ed Tour Hockey Report (iv) Gulf Savannah Hockey Report
Appendix D	RIHP HOCKEY Rubies DVD Report, <i>Leading the Way</i>
Appendix E	RIHP HOCKEY in London Report
Appendix F	Australian Sports Commission Best Practice Document
Appendix G	Hockey Australia National Indigenous Program and Letter of Endorsement of RIHP Hockey
Appendix H	Current Development Proposal submitted for the CENTRE OF INDIGENOUS LEARNING, EDUCATION AND HOCKEY EXCELLENCE incorporating the RIHP Australia Regional Hockey Academy