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23 October 2012

Committee Secretary  
House of Representatives Standing Committee  
On Aboriginal and Torres Strait Islander Affairs  
PO Box 6021  
Parliament House  
CANBERRA ACT 2600  
Email: [atsia.reps@aph.gov.au](mailto:atsia.reps@aph.gov.au)

Dear Sir/Madam

**ADELAIDE FOOTBALL CLUB SUBMISSION TO THE HOUSE OF REPRESENTATIVES STANDING COMMITTEE ON ABORIGINAL AND TORRES STRAIT ISLANDER AFFAIRS**

We thank the Committee for the opportunity to provide a submission to this Inquiry regarding the contribution of sport to Aboriginal and Torres Strait Islander wellbeing and mentoring.

The Adelaide Football Club (AFC) in collaboration with ABLE Solutions (Managing Director former AFL player Andrew McLeod) and Yourkids (Managed by APY Lands Program Manager Frank Leonard) have initiated a program for remote Indigenous youth that we believe, through sport, can create a positive social change in the areas of education, health and wellbeing, and with this hopes to change the landscape of Indigenous programs within Australia.

The program is targeted towards remote Indigenous youth commencing in year eight and aims to support participants through to successful completion of their South Australian Certificate of Education (SACE). Beyond that, participants are provided with education and mentoring to help produce the required skills and motivation needed to transition into employment at the completion of their schooling.

There is no doubt that many Indigenous people are at a disadvantage regarding opportunities in education, health, employment, sport, communication and travel. It is our belief that the best way to address this imbalance is to provide Indigenous youth with the necessary education and leadership skills that will enable them to become leaders among their people and assist in closing the gap of disadvantage faced in remote communities. One only has to work in or live with Aboriginal communities for a short time to understand and realise their capacity and willingness to learn and be positive and effective community members.



**The team for all South Australians**

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 **TOYOTA**  
Major Partner of the  Army Crows

Over the last decade, the Adelaide Football Club has employed the playing services of a number of outstanding Indigenous footballers including Andrew McLeod, Graham Johncock and Richard Tambling. These players have not only represented the Club with distinction but have, over their period of involvement, always been prepared to act as role models and visit Indigenous communities both remote and metropolitan. Sport is universally loved by Indigenous people and it is a wonderful experience to be present when athletes visit a community and see how community members respond so positively to their words of wisdom and encouragement.

It should be recognised that presently there is no Indigenous program of this kind in South Australia. The specific focus on the mentoring component and the continual monitoring of students whilst at school makes this a unique program within Australia. Furthermore, we have the support of the schools and the Elders of the APY Lands which we believe is imperative to the success of the program.

The Adelaide Football Club Aboriginal Youth Leadership & Governance Program will consist of 3 components, namely:

- The Andrew McLeod Challenge (AMC) – years 8 and 9;
- The Youth Leadership and Governance (YL&G) program – year 10; and
- The Future Leaders (FL) program – years 11 & 12 and post year 12 (University, TAFE, apprenticeships, employment etc).

Through the funding support of the Commonwealth Government Agency FaHCSIA, we were able to deliver the first module of the Youth Leadership and Governance program component from 2<sup>nd</sup> - 5<sup>th</sup> October 2012. This part of the program involved the selection and teaching/coaching of 27 Anangu females and males aged from 14 to 16 years from the APY Lands in remote South Australia.

The participants spent a week in Adelaide undertaking sport specialist coaching, education and mentoring sessions under the guidance and care of qualified personnel. The participants will now undertake three additional modules over the course of the year that, we believe, will allow them to realise and embrace the importance of education and, after the successful completion of their schooling, embark on a guided course to a worthwhile and appropriate career.

The mentoring component of the Program will fall under the guidance of Andrew and Rachael McLeod. Andrew is highly respected in the Aboriginal community and in January, addressed the United Nations in Geneva about the challenges of growing up as an Aboriginal youth. Rachael is a qualified Social Worker and Counsellor having worked with youth, mental health and Indigenous programs for many years. Both Andrew and Rachael are extremely passionate about the importance of a structured mentoring program and will lead the selection and recruitment of local Aboriginal mentors in the communities. The relationship between Andrew as the lead mentor, and his local mentors will be crucial.

Andrew has also designed a Certificate IV in Aboriginal and Torres Strait Islander Mentoring which is in the final stages of being approved by the Australian Governing Body. The Certificate will be offered to all local mentors, enabling them to become valuable assets to participants as well as people in their wider communities.

While it is early stages, our Club is genuinely excited about this program and we are looking forward to seeing some successful outcomes for participants. Having said that, to continue beyond the current year, and expand the program to include the Andrew McLeod Challenge and the Future Leaders Program, we will require further support through the provision of additional funding.

Please find attached appendices that explain our program in further detail. We have also provided three (3) CD's detailing media coverage the launch of this program has received. We look forward to presenting to the Inquiry Committee should the opportunity arise.

Yours sincerely  
ADELAIDE FOOTBALL CLUB LTD

Steven Trigg  
**CHIEF EXECUTIVE OFFICER**

Andrew McLeod  
**MANAGING DIRECTOR**  
ABLE SOLUTIONS

**AIMS OF THE PROGRAM**

**ANDREW MCLEOD CHALLENGE (AMC):**

- Make year 8 & 9 Aboriginal students (boys and girls) aware of the need for and the benefits of schooling and education
- Help ensure year 8 & 9 Aboriginal students enjoy school, attend school and join in all aspects of school life
- Prepare year 8 & 9 Aboriginal students for successful enrollment in the Youth Leadership and Governance component and to start the preparation for a successful year 12.

**YOUTH LEADERSHIP AND GOVERNANCE (YL&G) PROGRAM:**

- Identify Aboriginal students in year 10 that have displayed the necessary behaviour, motivation and enthusiasm to be successful in this YL&G component of the program
- Continue with each student's personal education program with a focus on SACE preparedness and involvement
- Develop a program that helps Aboriginal youth to improve their skills and knowledge in leadership and governance
- Have the successful students act as role models for incoming students and participate successfully in the school and community environment
- Have students graduate from the 12-month program demonstrating fundamental skills and knowledge within their schools to enhance their lives and provide opportunities for growth within their communities.

**FUTURE LEADERS (FL'S) PROGRAM:**

- Support all YL&G graduated Aboriginal students while they are at school to further develop their skills and knowledge in leadership and governance
- Support the students to complete a successful Year 12 and find suitable employment or undertake further training
- Continue the education process for Aboriginal students who have not yet enrolled in a higher learning institution (University, TAFE, etc) or found appropriate employment, by enrolling into the SANFL APEP or Remote Traineeship programs
- Continue the monitoring process of all participating Aboriginal students for at least 5 years after they leave school
- To give Aboriginal students the social skills and knowledge that will ensure they develop appropriate behaviours, thereby decreasing the chances of participating in criminal activity and making poor lifestyle choices
- Promote skill development in the following ways:
  - Effective communication
  - Thrive in an ever changing world
  - Develop and embrace tolerance, acceptance of diversity and cultural understanding
  - Recognise similarities, and accept differences in others
  - Positive and lasting impact on individuals, families, future generations, and the communities in which they live.

**ANDREW MCLEOD CHALLENGE**

**Selection Process**

- The Management Team (MT) will identify receptive and appropriate schools in each region
- Schools (or a combination of schools) will select approximately ten Aboriginal male students from years 8, 9 & 10 who have demonstrated positive school behaviour and a keen interest in football to participate in two 'live in' camps during the year
- Schools (or a combination of schools) will also select approximately ten Aboriginal female students from years 8, 9 & 10 who have demonstrated positive school behaviour and a keen interest in netball or softball to participate in two 'live in' camps during the year
- Schools to select only those students who are prepared to receive support from and communicate with a local mentor.

**Participating Students will be required to:**

- Attend both camps
- Behave appropriately during both camps
- Participate in all aspects of the camp – including both sporting and educational sessions
- Receive support from their school – excellent attendance and educational success is essential
- Communicate periodically with local mentors until acceptance into the year 10 YL&G program has or has not occurred
- Be part of a case study if necessary.

**Graduation**

Students who:

- Complete all aspects of the AMC program successfully;
- Display appropriate behaviour at school, sports and in their community; and
- Attend the AMC graduation

may be selected to participate in the Youth Leadership and Governance program.

**YOUTH LEADERSHIP & GOVERNANCE PROGRAM****Selection Process**

The management team, in consultation with schools and local mentors, will identify approximately 30 year 10 Aboriginal students (males and females) who have demonstrated the motivation to be a positive school/community member and desire further education and training in leadership within their community.

The selection process will focus on:

- Attendance at both camps in year 8 & 9 – (4 camps over two years)
- Appropriate behaviours displayed at school, sports and in their community
- Successfully completing the requirements of all camps attended in years 8 & 9
- Demonstrating good citizenship and being a positive community member
- Dedication and above average skills in sports, recreation, or music pursuits
- Ability to work and live away from home for short periods of time
- Ability to study independently and complete assessments on time
- Above average attendance at school.

Please note, that although we refer to participants as Year 10 students, the YL&G component will officially commence during October of their Year 9 schooling year.

**Participating Students will be required to:**

- Attend all 4 camps
- Behave appropriately at all camps
- Complete assessments on time
- Be involved in sporting and/or recreational activities
- Receive support from their school – excellent attendance and educational success is essential
- Communicate effectively with their local and senior mentors throughout the program
- Be part of a case study if necessary

**Graduation**

Students who:

- Complete all aspects of the YL&G program successfully;
- Display appropriate behaviour at school, sports and in their community; and
- Attend the YL&G graduation

may be selected to participate in the Future Leaders program.

**FUTURE LEADERS PROGRAM**

**Selection Process**

- The **continuation** of approximately 25 students who have successfully completed the Year 10 YL&G component
- Schools are supportive of their continuation.

**Participating Students will be required to:**

- Attend at least one camp per year
- Behave appropriately whilst at camp
- Be involved in a community program as a volunteer (Governance awareness)
- Receive support from their school – excellent attendance and educational success is essential.
- Focus on the successful completion of their SACE subjects
- Be willing to act as a mentor for students in the first two parts of the program
- Be involved in at least one sporting and recreational activity
- Continue to communicate with their respective senior mentor or the mentoring manager
- Be part of a case study if necessary.

**Graduation**

Students who:

- Complete their SACE certificate successfully;
- Complete their mentoring responsibilities effectively; and
- Attend at least one camp

may graduate as having completed the AFC Youth Leadership Program

The continual **monitoring** (including collection and storage of data) of **successful** students whilst completing their SACE, joining the SANFL APEP program, finding suitable employment (preferably with AFC corporate partners), or continuing further study at a higher level education/training institution, will allow the management team to develop suitable case studies which will determine the long term success of the program.

**MEDIA FROM ANNOUNCEMENT AND CAMPS**

Please refer to the three (3) CD's provided, labeled:

ABC 7.30 Report - 12 October 2012

FiveAA radio snippets and camp photos - 4 October 2012

Channel 7 Crows APY Camp Seven News Story - 3 October 2012