

CONTACTS

For further information regarding the AFL Kids First program, please contact your state/territory-affiliated body.

NEW SOUTH WALES /ACT

AFL NSW/ACT

PO Box 333,
Strawberry Hills, NSW 2012
Phone: (02) 8333 8000
Fax: (02) 9360 2255
Website: aflnswact.com.au
Email: email_us@aflnswact.com.au



TASMANIA

AFL Tasmania

PO Box 520,
North Hobart, TAS 7002
Phone: (03) 6230 1800
Fax: (03) 6234 3577
Website: footballtas.com.au
Email: admin@footballtas.com.au



NORTHERN TERRITORY

AFL Northern Territory

PO Box AFLNT 1,
Casuarina, NT 0811
Phone: (08) 8945 2224
Fax: (08) 8945 0069
Website: aflnt.com.au
Email: aflnt@aflnt.com.au



VICTORIA

Football Victoria

GPO Box 4337,
Melbourne, VIC 3001
Phone: (03) 8663 3000
Fax: (03) 9650 4194
Website: footballvic.com.au
Email: execoffice@footballvic.com.au



QUEENSLAND

AFL Queensland

PO Box 1211,
Coorparoo, QLD 4151
Phone: (07) 3394 2433
Fax: (07) 3394 4977 (fax)
Website: aflq.com.au
Email: admin@aflq.com.au



WESTERN AUSTRALIA

West Australian Football Commission

PO Box 275,
Subiaco, WA 6904
Phone: (08) 9381 5599
Fax: (08) 9388 1764
Website: wafc.com.au
Email: exec@wafc.com.au



SOUTH AUSTRALIA

South Australian National Football League

PO Box 1,
West Lakes, SA 5021
Phone: (08) 8424 2220
Fax: (08) 8424 2270
Website: sanfl.com.au
Email: foundation@sanfl.com.au



AFL

Australian Football League

GPO Box 1449N,
Melbourne, VIC 3001
Phone: (03) 9643 1999
Website: afl.com.au
Email: general@afl.com.au



Australian Government
Australian Sports Commission

ACKNOWLEDGEMENT

The AFL acknowledges the AFL Queensland Parents for AFL Program, upon which AFL Kids First has been based, and the Australian Sports Commission for its continued support and guidance with Codes of Conduct.



AFL & parents
combining
for our kids



We're
not playing
for
Sheep Stations!



WHAT IS AFL KIDS FIRST?

Today's parents have an important role in the delivery and support of sporting activities for their own and other children. With it comes a clear responsibility to act in a constructive and encouraging manner at all times.

Barracking and wanting your child to perform well is human nature, but it is critical that this should be done in a responsible manner avoiding the ugly parent syndrome at all times.

The AFL invests over \$23 million annually in strategies that support the participation of 450,000 players throughout Australia. AFL Kids First is a program that has been designed for leagues and associations to guide parents so that both they and their children obtain the maximum benefit and enjoyment from their participation in junior programs and matches.

AFL Kids First includes recommendations for leagues, associations and their clubs to manage situations where parents become over-enthusiastic and risk having a negative impact on their children's activities.

The basic principles of AFL Kids First are to remind parents that:

- Sport for children is a vital part of their growing up.
- Children like to win, but more importantly, they want to have fun.
- Parents need to set the right example at the sports ground, not just at home.
- Parents should be proud of their child's efforts irrespective of the result.
- Sport is important to children's self esteem.

The AFL has produced an operational manual for leagues, associations and clubs to drive these principals, and to remind parents of the vital responsibilities and to outline appropriate procedures in the event problems arise.

The manual outlines the program's objectives, presents the code of conduct appropriate to all parents, describes the education process for junior leagues and associations, and the conduct of an information session, the appointment of a coordinator to manage process, and the role and duties of the coordinator, parents, and administrators.

We are proud of the work we have done to develop this program, and we are confident that working together – leagues, clubs, communities, and parents – we can be sure that our common objective will be met: to put our kids first.

This brochure has been distributed nationwide to parents of junior footballers. It has been distributed to introduce you to our policy, and to provide a first view of our preferred code of conduct (opposite). I commend the program to you, and urge your support, and cooperation for the good of all our children.

Andrew Demetriou
Chief Executive Officer
Australian Football League

PROGRAM OBJECTIVES

1. Provide a formal framework in which leagues, associations and clubs can encourage constructive parent behaviour.
2. Develop parental understanding of the importance of setting the right example in junior sport.
3. Increase parent/guardian ownership in providing a quality sporting environment.
4. Promote good social behaviour in junior sport.
5. Promote appreciation and foster increased respect for the role of the umpire.
6. Promote encouragement of all children in both teams.
7. Decrease the number of conflict situations at junior matches.

CODE OF CONDUCT



THE AFL ASKS PARENTS TO OBSERVE
THE FOLLOWING CODE OF CONDUCT:

- 1 Remember that children play sport for their enjoyment, not yours.
- 2 Encourage children to participate – do not force participation upon them.
- 3 Focus on the child's efforts and self esteem rather than whether they win or lose.
- 4 Encourage children to always participate according to the rules.
- 5 Never ridicule or yell at a child for making a mistake or for the team losing a game.
- 6 Remember that children learn best by example – applaud the efforts of all players in both teams.
- 7 Support all efforts to remove verbal and physical abuse from sporting activities.
- 8 Show appreciation of volunteer coaches, officials and administrators, without whom your child could not participate.
- 9 Respect umpires' decisions and teach children to do likewise.
- 10 Remember that smoking and the consumption of alcohol is unacceptable at junior sport.