



# NAB AFL Auskick Start Up Meeting

**WESTERN REGION Tuesday 26 February 2013** 

Whitten Oval, Western Bulldogs FC



#### **NAB AFL Auskick - Welcome**

- Auskick Coordinators (new and returning)
- Auskick Coaches
- District Managers
- Western Bulldogs
- North Melbourne
- Essendon
- Guests:
- Chyloe Kurdas
- Natasha Feore
- Adam Fyfe
- Yahye Fitaax
- Josh Eaton
- Ben Brennan
- Ryan McKee
- Troy Heenan
- Mark Smythe
- Mykall Johnson







## **NAB AFL Auskick - Objectives**

- NAB AFL Auskick is the AFL's key introductory program for primary school-aged children and their families.
- NAB AFL Auskick allows children to play sport in a relaxed environment where making friends, having fun with their parents and improving their skills are given equal weight. It also provides excellent social value.
- All children, regardless of their ability, should have as many opportunities to touch the ball and use it effectively as the next child.
- NAB AFL Auskick provides a strong base for kids to move into sport on a competitive level.
- Including children with a disability or from different backgrounds is good practice coaching and administration.
- Parents are the driving force behind NAB AFL Auskick. Their role as coordinators, coaches and volunteers is fundamental to the success of the program.
- But it's not all giving. Parents have the opportunity to learn about football, parenting skills and make new friends through their involvement in NAB AFL Auskick.





# NAB AFL Auskick - Major Sponsor National Australia Bank (NAB)

- NAB supports the Auskick program because it's all about encouraging families to enjoy an active and healthy lifestyle while building self-esteem and teamwork.
- NAB are also involved in the Auskick program to develop relationships and to have a positive impact on communities Australia wide.
- Should you require volunteers to assist at gala days or other events, your local NAB contact may be able to help out. They may also be able to help you with financial advice, fundraising ideas and support with local media to promote your centre or upcoming events.
- NAB will continue to run competitions that add value to our program in 2013 such as the NAB AFL Auskicker of the Year competition.
   Enter online via the NAB AFL Auskick website.





# NAB AFL Auskick - NAB - Official Sponsor of the NAB AFL Auskick Program

NAB are the official sponsor of the NAB AFL Auskick program.

NAB hold exclusive naming rights to the NAB AFL Auskick program, including all half time NAB AFL Auskick activities, and we cannot have any other sponsors promoted alongside the NAB AFL Auskick brand. This includes on the ground during half time.

Centers can use the NAB AFL Auskick name when referring to their centre (e.g. 'Burwood NAB AFL Auskick Centre').

The NAB AFL Auskick name and/or logo can only be used if it is an officially endorsed initiative by the AFL. Such circumstances would require any group wanting to use the logo to go through the AFL's brand approval processes.

The NAB AFL Auskick logo may not be redrawn or altered in any way, under any circumstances.





## **NAB AFL Auskick – Responsibilities of Centre Coordinators**

Ensure the sponsorship exclusivity of NAB from conflicting sponsors (e.g. banking institutions), products or signage at NAB AFL Auskick Centres and events.

Display and use official NAB AFL Auskick resources, signage and logos on publications at all centres.

Ensure NAB AFL Auskick centres do not use equipment that carries any previous sponsor's logo or name or wear any apparel that carries a previous sponsor's logo or name.

Official NAB AFL Auskick resources are to be used at NAB AFL Auskick Centres.

In the event that a centre wishes to purchase additional equipment, other than those available through the AFL or AFL Victoria, the use and reproduction of the NAB AFL Auskick logo must be discussed in consultation with the Region Development Manager prior to implementation.





## **NAB AFL Auskick Centre Sponsors**

AFL Victoria support local NAB AFL Auskick centres seeking sponsorship to assist in various areas of the programs they run at the local level.

If seeking additional sponsorship through local community businesses, NAB AFL Auskick centres must ensure the sponsorship exclusivity of NAB and ensure the NAB AFL Auskick logo has the dominant visual presence at the centre.

NAB are a protected AFL sponsor so any photos you take or choose to use to promote your centre cannot be associated with NAB AFL Auskick or create any impression that a sponsor has an association or agreement with NAB or the NAB AFL Auskick program.

If a centre has a sponsor at a local level and use photos of the participants in the NAB AFL Auskick program to promote a sponsor or relationship with a sponsor the sponsor cannot leverage off the AFL or NAB AFL Auskick brands to do this.

Any companies or sponsors that want to associate themselves with the NAB AFL Auskick brand need to do so via the AFL's brand approvals department and the processes they have in place for such applications.

To use the NAB AFL Auskick logo any sponsor, company or similar body would need to become an AFL licensee and pay a royalty fee. Any manufacturers wanting to retail items with AFL IP need to become an AFL licensee.



## **NAB AFL Auskick - Registration and Benefits**

- Registration fees for 2013 will be \$60 which represents a slight increase after the price has been held steady since 2010 (i.e. this is the first price increase in three years).
- AFL Victoria has worked hard to maintain NAB AFL Auskick's affordability in recent years by absorbing program delivery cost increases associated with packs, resources and apparel.
- The \$60 registration fee will enable us to further reinvest in the program and, in particular, the volunteer network, of which you are part, which supports the program.
- All registrations and payments must be done online. No paper registrations accepted in 2013.
- Online registrations reduces everybody's workload.
- All participants who pay online by <u>Monday, April 15</u>, are eligible for the AFL Gameday offer of four free tickets to a selected AFL game. The offer has been extended by an extra two weeks in 2013 from late March to mid-April.
- Ensure you know the difference between registration and re-registration



#### **NAB AFL Auskick – Areas of Investment**

- The new registration fee will enable AFL Victoria to commit to initiatives that will strengthen the NAB AFL Auskick program, specifically by investing in the people who volunteer their time to deliver the program. Areas for investment include:
- Creation of a grants fund for centres identified as needing additional support, such as in resources (i.e. footballs, handball targets, etc.)
- Increased recognition of the program's volunteer network (i.e. NAB AFL Auskick District Managers, Centre Coordinators and Coaches)
- Enhanced professional development for NAB AFL Auskick District Managers, Centre Coordinators and Coaches to improve the NAB AFL Auskick environment and the quality of coaching at the centre level to ensure a high quality program is delivered
- Improved access to the NAB AFL Auskick program for low socioeconomic groups
- Strategies aimed at growing the number of Indigenous, Multicultural and female NAB AFL Auskick participants,
   Coaches and Centre Coordinators
- Improved transition strategies surrounding the movement of participants from the NAB AFL Auskick program through to junior football clubs



#### NAB AFL Auskick – 2013 Rookie Packs

#### Rookie Benefits Pack Includes:

- Synthetic Sherrin football
- Awesome backpack
- NAB AFL Auskick cap
- Footy pump
- Drink bottle
- Pencil set
- NAB footy ladder magnet
- Team Zone footy cards
- Team Zone pocket album
- Team Zone activity book
- Zaidee's Rainbow Foundation shoelaces courtesy of embracia







## NAB AFL Auskick - 2013 Pro Packs

- Pro Pack Includes:
- Synthetic Sherrin football
- Awesome sports bag
- NAB AFL Auskick cap
- Footy pump
- Drink bottle
- NAB footy ladder magnet
- Team Zone footy cards
- Team Zone pocket album
- Team Zone activity book
- <u>Zaidee's Rainbow Foundation</u> Shoelaces courtesy of embracia





## **NAB AFL Auskick - Pack Accountability**

- Count and check all deliveries of packs, apparel and equipment carefully. Report any issues immediately to your Region Development Manager.
- To return a 'damaged' or 'faulty' pack you must complete a 'Damaged Pack Return Form' and return the form with the pack and all its contents to your District Manager or Region Development Manager for assessment
- A damaged ball will not constitute a faulty pack and only the ball itself will be replaced if you have problems with the ball
- NAB AFL Auskick Centres will be charged for all unreturned packs all packs need to be accounted for
- Centres will be charged for lost packs
- NOTE: If you give packs onto another NAB AFL Auskick centre it will be your responsibility to notify your Region Development Manager in writing
- All packs need to be accounted for so please keep accurate records and notify District Managers of any issues as soon as they arise

#### DELIVERY DATES:

- Friday 15 March 12 centres
- Wednesday 20 March (TBC) 5 centres
- Monday 25 March 28 centres



## **NAB AFL Auskick - Footballs**

- Centre footballs will be provided by the AFL at a ratio of 1 ball per 4 participants
- AFL Victoria will further subsidise this to reduce the ratio to 1 ball per 3 participants
- Prep-Grade 1, orange soft touch football
- 7 years and older, orange synthetic (Size 1)
- 9 years and older, orange synthetic (Size 3)





#### **NAB AFL Auskick – Sherrin Recall**

- Sherrin has recalled all affected Auskick balls from 2011 and 2012.
- Sherrin has kept the AFL informed about its response to serious issues related to the manufacture of their synthetic footballs and we support their decision to recall all affected balls.
- Please note it is only NAB AFL Auskick 2011 and 2012 balls that are being recalled in this instance.
- As centres may have a large number of centre footballs affected by the recall, the AFL has been working with Sherrin to finalise the most efficient solution for centres.
- Please <u>download and complete the form</u> available on the NAB AFL Auskick website and return to <u>recall@russellcorp.com.au</u> with the subject "Auskick Centre Recall". Sherrin will then thoroughly check your footballs and return these to you once they have passed the inspection.
- We encourage you to return this form and the footballs promptly to assist with the recall process.
- If you have queries, please contact Sherrin directly at <a href="mailto:recall@russellcorp.com.au">recall@russellcorp.com.au</a> or call the Sherrin customer service hotline 03 9765 5956.



## **NAB AFL Auskick – Apparel**

- Complimentary apparel will be provided to NAB AFL Auskick centres as per previous years. Each centre will receive:
- 3 Auskick caps
- 1 Auskick polo shirt
- 2 long sleeve Auskick t-shirts
- 1 hooded jumper
- Additional resources and apparel can be ordered through the NAB AFL Auskick website (<u>www.aflauskick.com.au</u>) at a cost to the centre

State Region Company Cost Centre User Name Password
 VIC WESTERN VIC AK-VWV REGION ADMIN VWV





# **NAB AFL Auskick – Online Payment Facility**

- All registrations and payments are online in 2013
- NAB are now involved in the banking system which means NAB AFL Auskick centres will get their money on a regular basis whereby it is deposited directly into their account; centres will not have to wait for AFL Victoria to process payments
- This means NAB AFL Auskick centres can have money in their accounts before the season starts if participants from their centre have registered and paid online prior to the season starting
- Centres will need to ensure they provide correct bank details to ensure there is no delay in the processing of payments
- Hand out registration forms on how to register online
- As per previous years, all online payments incur a 3.48% surcharge but participants get access to the AFL Gameday ticket offer if they register and pay online by <u>April 15</u>.



# **NAB AFL Auskick – Gameday Program**

- The AFL Gameday program will continue in 2013.
- AFL Gameday offers two adult and two child tickets to an AFL game for participants to see a live AFL game at the MCG. Where possible, the tickets will be offered to a game involving the participant's team of support but this is not guaranteed.
- The last date for online registration and payment to receive free tickets will be Monday, April 15
- Please highlight this date to parents through your communication with them (i.e. through newsletters or emails) to avoid any confusion
- Queries in relation to the offer should be directed to AFL Gameday as this offer is put in place by AFL Gameday, who operate independently from Auskick
- Participants eligible for free tickets will be contacted via email in due course (i.e. After April 15) with instructions on how to access their free tickets
- For any further queries, email <u>aflgameday@afl.com.au</u> or contact the AFL Gameday hotline on (03) 9643 1750 from 9am 5pm, Tuesday, Thursday and Friday, excluding public holidays.



#### **NAB AFL Auskick – Centre Details**

- Clinic information needs to be updated for the season ahead as soon as possible on Sporting Pulse/Footy Web, including venue, start date, times, contact details and any other relevant information
- Need to ensure all contact information, venues, costs and start dates are correct on the database; if this information is correct it will significantly reduce the number of enquiries in the lead up to the season starting
- The information that appears on the site is gathered for reporting purposes so it is vital we have this up to date
- Sporting Pulse offers individual NAB AFL Auskick centres the ability to create reports on participants and send group emails.; reports can be created on age, Grade breakdown, gender, school attended, etc.
- Registration details from last year's participants are in the system touch base with any that don't return to see if they are still interested in being involved; sometimes a phone call is all it takes!



## **NAB AFL Auskick – Bank Accounts and Monies Owed**

- Check bank account balances
- As much money as possible should go back into the centre in the form of, for example, footballs, equipment, registration subsidies, coaching courses, volunteer/coaching apparel, etc.





## **NAB AFL Auskick – Insurance Details and Claim Procedures**

- Certificate of Currency available from RDMs
- Insurance company is Marsh Pty Ltd
- Insurance Details and Claims Procedures covers children, coaches and parent helpers





## **NAB AFL Auskick – Half Time Matches**

- AFL Victoria does all it can to maximise half time opportunities for NAB AFL Auskick participants.
- Half time games are a privilege and not a right.
- The number of Auskick participants far outweigh the number of opportunities so any half time match allocations are a privilege.
- If your centre is offered a half time opportunity and have an issue with the day, time or venue of the game you can pass on the opportunity as around 40,000 participants miss out on playing at half time each year so the opportunity won't go to waste.

R	Venue	Date	Н	A	Day	Time	District
1	ES	30/3	WB	BL	SAT	1:40PM	B/W
4	MCG	19/4	RICH	COLL	SAT	2:10PM	В
5	ES	27/4	WB	GEE	SAT	7:40PM	W
12	ES	15/6	ESS	GC	SAT	7:40PM	HB/MEL
13	ES	22/6	WB	RICH	SAT	7:40PM	НВ
15 PRE	ES	7/7	ESS	PORT	SUN	4:40PM	MAR
20	ES	10/8	CARL	WB	SAT	4:40PM	MEL
21	ES	18/8	WB	ADL	SUN	4:40PM	MAR/GIR

## **NAB AFL Auskick – Auskick Rules and Grid Game Match Policy**

- Grid Game participants must be in Grades 2, 3 or 4
- Auskick Rules participants must in Grades 4, 5 or 6
- Preference should always be given to older Grades (i.e. a Grade 6 participant should always be selected ahead of a Grade 5 participant)
- Grid Games have a maximum of 12 participants per grid
- Auskick Rules matches have a maximum of 20 participants per team, with a maximum of 18 players on the field at any one time





# **NAB AFL Auskick – SEDA Program**

- SEDA (Sports Education and Development Australia)
- Students are required as part of the curriculum to visit Auskick centres for a minimum of 4 weeks
- Whether or not your centre will have a SEDA student depends on the location of your centre
- SEDA attempt to assist as many centres as possible
- Some students may choose to continue throughout the season
- Werribee Paul D'Orio <u>pauld@sedagroup.com.au</u>
- Sunshine Torin Baker torinb@sedagroup.com.au





## **NAB AFL Auskick – AFL Player Visits**

- Player visits are a privilege for any centres that receive them and not all centres will get a
  visit
- There are far more Auskick centres than there are players available so when demand exceeds supply it means not all centres will get a visit; it also means not all centres will receive a high profile player
- When players arrive at centres it would be good if centres had some sort of plan in place for what they want the player to do often a Q&A session is best. In essence, the player is there to appear and not run the session
- If centres have ideas on how they can integrate the players into the Auskick session then
  it would be best to offer the opportunity to the player and share your thoughts on how they
  might be able to be involved
- We need to be understanding that players like all of us have strengths and weaknesses and not all players are skilled enough to run sessions or speak publically; they are on an AFL list for their ability to play football and it may take time for some players to develop the necessary skills to appear at Auskick centres
- Evaluation forms to be returned on completion of visits
- North Melbourne Super-clinic Tuesday 19 March @ Arden St & Werribee (4:30pm-6pm)
- Essendon Bombers Super-clinic Saturday 11 May @ Windy Hill (10am-11:30am)
- Western Bulldogs Super-clinic Tuesday 21 May @ 4 locations –TBC (4:30pm-6pm)





## NAB AFL Auskick - Level 0 and Level 1 Coaching Courses

- Level 0 Coaching Course dates for the upcoming year
  - . Please see your District Manager for details
- Level 1 Coaching Course dates for the upcoming year
  - . Sunday 2 June @ Maribyrnong College (9am-6pm)
  - . \$155 (\$135 for females)
  - . Must also complete AFL Online Coaching Course
  - . Alternatively coaches can complete Junior Course
  - . Tues 23 April & Tues 21 May @ Whitten Oval
  - . Must attend both nights from 6pm-10pm (\$185)
  - . Course registration is on Western Jets and WRFL websites
  - . https://reg.sportingpulse.com/v6/regoform.cgi?aID=7418&formID=26416





# **NAB AFL Auskick – Working With Children Check**

- A WWCC is the mandatory minimum standard for assessing suitability of people working with young people
- WWCC are managed by Department of Justice
- All Auskick Centre Coordinators must hold a current WWCC
- A WWCC is also required by coaches or assistants who are involved in groups that do not directly involve their child
- Under legislation parents do not have to apply for a WWCC if their child is involved in the immediate group/activity

# Applying for a WWCC

- Available at Australian Post Outlets
- Detail on Department of Justice Website
  - www.justice.vic.gov.au/workingwithchildren

Applications are free for Volunteers



## NAB AFL Auskick – Who Needs a WWCC? Are there any exemptions?

### Who needs a WWCC?

Anyone who engages in child-related work. A person is considered to be engaging in child-related work (and must apply for a WWC check) if they:

- Work or volunteer in a role that brings them in contact with children under 18; and
- Volunteer or do this work on a regular basis; and
- Have direct contact with children under 18 which is not directly supervised; and
- Does not qualify for one of the exemptions in the legislation (and subject to AFL V guidelines)

## **Exemptions**:

- Persons under the age of 18
- Sworn Members of the Victorian Police (where not suspended from duty)
- Teachers registered with the Victorian Institute of Teaching (sighting of teacher registration is required)
- Parents do not have to apply for a WWCC if their child is involved in the immediate group/activity



## **NAB AFL Auskick – Girls in Auskick**

- The number of girls involved in the NAB AFL Auskick program in Victoria grew from 3,288 in 2011 to 3,566 in 2012
- The growth in girls participating is a positive for the program and AFL Victoria are keen to support NAB AFL Auskick centres in encouraging more girls to be involved in the program and creating an environment that supports female participation
- In 2012 for the first time we had a half time game filled with only girls at the Round 17 Hawthorn v Collingwood game at the MCG
- Victoria Police supported the half time game with 8 female Police Officers involved which attracted a great deal of interest and generated some terrific discussion around female involvement in NAB AFL Auskick
- Victoria Police will again be involved in this year's half time games during Women's Round





#### **NAB AFL Auskick – Girls in Auskick**

- Several all-girl Grid Games were played at the Hawthorn v Melbourne NAB Cup game at Etihad Stadium in 2012, which was again a first for the program and great experience for the girls
- In 2012 Melbourne Football Club ran an all-girl clinic at Gosch's Paddock which was supported by several Melbourne players and their mascot
- Melbourne Football Club also supported AFL Victoria in promoting football to NAB AFL Auskick-aged participants with school promotions where they ran a clinic and provided giveaways to all participants as well as a signed jumper to the school





## NAB AFL Auskick - Girls in Auskick 2013

- On the back of the popularity of the pink and purple girls pack in 2012, the AFL has again produced a pack which will appeal to many girls involved in the program and some boys!
- The striking colour of the 2013 fuchsia Rookie pack for girls has been a huge hit and will again be very popular
- Of course, any girl who wants the standard yellow Rookie pack can have that instead of the fuchsia pack (the pack contents of each are the same, it's just the colour that varies)





## NAB AFL Auskick - Girls in Auskick 2013

- In 2013 AFL Victoria is keen to see more girls join the NAB AFL Auskick program and have as many girls as possible who participated last year return to the program
- The Victorian NAB AFL Auskick 2013 season will be launched at an all-girl Primary school in March with a Super Clinic involving AFL players from Melbourne-based clubs as well as NAB AFL Auskick Ambassador Shane Crawford being part of the day
- Victoria Police will again support half time games during Women's Round where we will again look to fill all half time games with girls which will build on the successes of 2012





# NAB AFL Auskick – How can I get more girls involved at my centre?

- In 2012 a number of NAB AFL Auskick centres ran all-girls groups at their centre which gave girls the opportunity to participate together, side-by-side with boys
- Some of the centres that ran all-girls groups included South Melbourne Districts, Malvern District and Warrnambool. Toorak College also ran an in-school NAB AFL Auskick program for girls which was a huge hit
- Where centres have run small all-girl groups it has potentially created a better environment than putting one girl in amongst a larger group of boys
- There has been a lot of positive feedback where centres have run all-girl groups with the girls having positive experiences which they, and their families, have then go on to tell their friends about
- The more positive and inclusive we can make the environment at our NAB AFL Auskick centres for girls more likely girls are to participate in the program and return tot he program each year
- AFL Victoria will again offer opportunities for girls to participate at half time of AFL matches during Women's Round this year and it would be great if an all-girl group from your centre was one of the groups involved





## **Western Region Female Initiatives 2013**

- In 2013 we will be trialling new Female Participation Initiatives.
- Centres are asked to form (where possible) "Girls Only" groups within centres.
- Extra resources will be provided from AFLV for those centres who have Girls Only groups.
- Each centre will have credit for free registration of one participant into Level 1 Auskick Coach Course.
- Also the 3 centres with highest percentage of female participation will receive extra AFL Half-time opportunity.
- Chyloe Kurdas AFLV Female Development Manager <a href="mailto:chyloe.kurdas@aflvic.com.au">chyloe.kurdas@aflvic.com.au</a> (8341 6042)





## NAB AFL Auskick - Links with Local Clubs and Schools and Transition

- Auskick centres are encouraged to create a link between their centre and local Junior Football Clubs
- Auskick centres are encouraged to remain financially independent of Junior Football Clubs and Senior Football Clubs
- Creating a link between your centre and local clubs aims to give you access to more resources (i.e. facilities, equipment, coaching, etc.)
- Creating a link between your centre and a local junior club will also give your participants a participation pathway to
  follow whereby they will hopefully transition from Auskick to junior football when the time is right
- Links with local Primary schools are a very good way to promote your centre and recruit participants
- Use NAB AFL Auskick posters and flyers to promote your centre and the program at schools, clubs, etc.
- There inevitably comes a time when coaches, coordinators and other key members of each Auskick Centre's community move on to other activities so it is always a good idea to invite other onto the committee and have a transition plan of sorts
- The aim is to create a pathway for continued participation
- Sharing of resources and facilities to reduce costs
- Two-way relationship



#### **AFL Club Contacts**

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Schools & Clubs Coordinator
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Western Bulldogs

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For further information about the club,

please visit: nmfc.com.au

