



INCREASING ABORIGINAL AND TORRES STRAIT ISLANDER AUSKICK PARTICIPATION



Increasing Indigenous Participation in Auskick

There are a lot of things that we can be doing within our local clubs and Auskick centre's to ensure that we are making Auskick accessible and creating opportunities for participation.

Tailoring programs or developing bespoke opportunities that are suited to a specific demographic is a great way to increase participation within your Auskick program. Throughout this document you will find a range of opportunities that you are able to adapt to suit the needs of the communities you are hoping to engage.

Is your club culturally inclusive?

Before you begin with implementing new programs or initiatives to increase Indigenous participation it is important that you assess how culturally inclusive your club is.

- ◇ Do Aboriginal and Torres Strait Islander people feel comfortable, connected and valued at your club?
- ◇ Is your club welcoming to the Indigenous community?
- ◇ Most importantly, does your club have a zero tolerance policy to racial discrimination.

Please read 'Making your club more culturally inclusive for Aboriginal and Torres Strait Islander people' to ensure that you are taking appropriate steps to be culturally inclusive.

Building relationships

It is important that your club or Auskick centre builds relationships with the local Aboriginal and Torres Strait Islander community to discuss your desire to increase participation and to begin building a trusting relationship.





Indigenous Auskick lead-in program

This option is a great choice for engaging Aboriginal and Torres Strait Islander participants when they haven't been a relationship with the local community and the Auskick centre therefore there may be a lack of trust.

The Indigenous Auskick lead-in program is ideal when ran for 2-4 weeks as a lead-in to your Auskick season. This provides a great 'taster' opportunity for Indigenous participants to trial Auskick and become comfortable within the space.

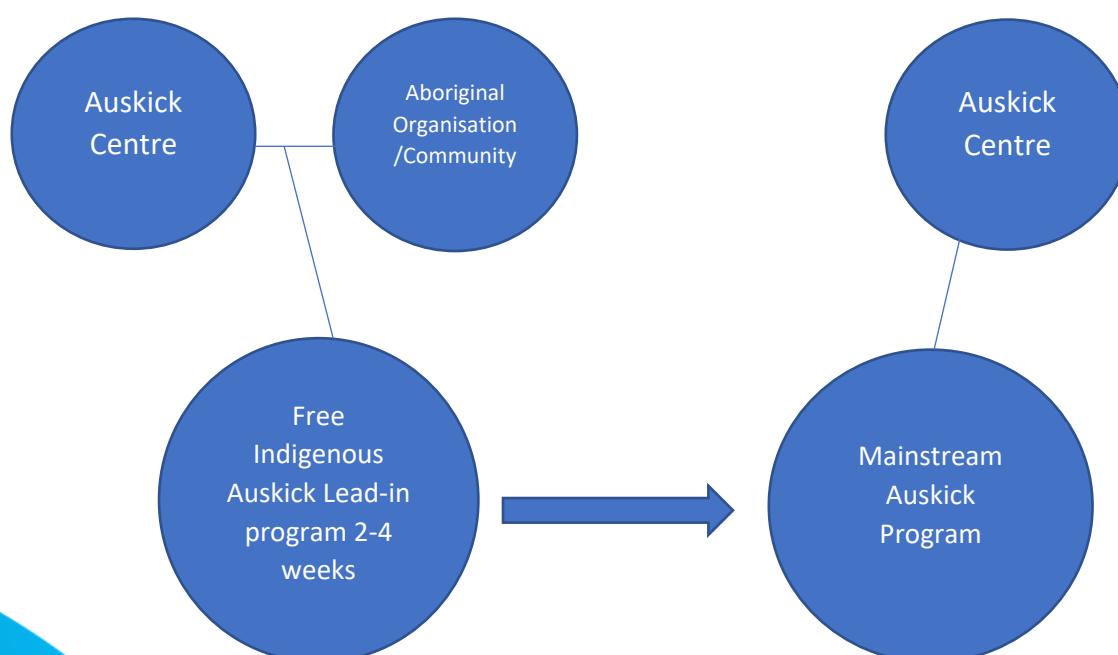
This program is best offered for free with a goal to transition participants into your Auskick season post completion for the lead-in program.

For maximum results this program should be delivered in conjunction/partnership/support with the local Aboriginal and/or Torres Strait Islander community. Consultation with any Indigenous organisations is highly recommended.

Ensuring that there are Aboriginal or Torres Strait Islander people actively engaged with the delivery of this program allows for the program to be more inviting and leverages off the already built trust and relationships within the Indigenous community. This will assist in generating trust between your Auskick centre and the community also.

With Aboriginal people involved in the delivery of the program the community can be confident that this environment will have cultural inclusion as a priority. If children have a great experience within the Indigenous Auskick lead-in program it will make them more likely to transition and continue in with the mainstream Auskick program.

You may like to look at having a coach/co-coach/assistant coach as an Indigenous community member, you can also explore the option of extra support from your regional AFL office.





Indigenous Auskick after school program

This option is a great choice for areas where the school has a high percentage of Indigenous enrollment. This option is a great choice especially in a regional or remote setting where transport to an additional location becomes a barrier to participation.

The Indigenous Auskick after school program leverages off the premise that the children are already on site at their school. Offering this program as an after-school program removes the need for children to 'show up or attend' as they are already at the required Auskick location.

It is important to contact the desired school to discuss the option of hosting an after school Auskick program at their facility as early as possible to ensure ample time for planning, there will also need to be details planned such as access to school facilities and requesting teacher support within the program. This is a great way to build relationships with schools to further develop and deliver programs.

Organising the season dates to align with term dates and Auskick start time to coincide with the end of the school day will encourage easy participation and not require parents or guardians to transport participants or attend extra commitments. The children have the familiarity of knowing the school while the parents have trust of knowing the children are in a space they already know and are comfortable with also.

When running an after school Auskick program it is imperative that the local clubs or Auskick centres are visible in the running of the program so as to familiarize and build trust with the community. This will enable the participants to recognize faces/uniforms of local Auskick centres or junior clubs to make transition to local football increasingly seamless.

Through this program being delivered as an after school program you may reach children who have not had touch points with AFL therefore it is important to make the offering appealing with incentives for the children to want to 'hang around' after school hours.





Indigenous Auskick Centre/Program

This option is a great choice for communities with high Indigenous population or even community organisations that have strong ties with local Indigenous children who feel as though there is an opportunity to engage as a group.

This option supports the self-determination and independence of the Indigenous community as the community will have direct access in discussions around who will run the program and where the program will run.

To develop an Indigenous Auskick Centre or Program it is important that there is enough local Indigenous young people to warrant this development and delivery of this program.

An Indigenous Auskick centre is run much like a mainstream Auskick centre however it comes with the added assurance of prioritising cultural inclusion, liaising with Indigenous community and delivery by Indigenous people (Where possible). An Indigenous Auskick Centre may be targeted heavily towards Indigenous children however you may or may not be exclusive if other children want to participate within this group.

When developing an Indigenous Auskick Centre it is a great opportunity to align or build a relationship with a local football club that may already have a relationship with the Aboriginal and/or Torres Strait Islander community.

Alternatively an Indigenous Auskick *Program* can be delivered through a mainstream Auskick centre however on a different day/time to the mainstream Auskick program. This again encourages Aboriginal and Torres Strait Islander people to feel welcome in a space that is prioritising cultural inclusion.

Ensuring that there are Aboriginal or Torres Strait Islander people actively engaged with the delivery of this program allows for the program to be more inviting and leverages off the already built trust and relationships within the Indigenous community. This will assist in generating trust between your Auskick centre and the community also.





Pop up Indigenous Auskick

Indigenous Pop up Auskick is a very broad offering that can be tailored to suit the desired outcome. Indigenous pop up Auskick is developed with promotion of Auskick in mind to encourage the participation within additional Auskick programs.

Running an Indigenous pop up Auskick session is a great choice for Indigenous events or areas with high populations of Indigenous Children to participate and generate interest in joining a local Auskick Centre.

You may like to attend an event such as Reconciliation week, NAIDOC Week or significant days within community organisations and host Ad-hoc Auskick games or experiences. Doing this within already established events or spaces means you do not need to find participants as they will already be in attendance, you must only engage them.

If children have a great experience within the Auskick pop-up it will make them more likely to feel comfortable accessing further Auskick programs.

It is important to involve local clubs where possible to begin to familiarize the children with the faces/uniforms to ensure that the transition to local football is increasingly seamless.

You may also like to organise through the council or centre managements to set up pop-up Auskick activations in shopping centres during school holidays or in malls/ busy areas that attract children.

Other opportunities are within Family days at sporting clubs or even pop up Auskick at attractions (Pool, zoo, playgrounds, beaches, skateparks).

Due to the nature of this program it is imperative that you have accessible information on hand as to how and where to join a local Auskick program and hand this information out to anyone who interacts with the pop-up.

