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# Innovation in Volunteering

## *The NAB AFL Auskick Case Study*

May 2013

## What this presentation will be....

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A case study into NAB AFL Auskick and how we approach volunteerism....



An opportunity to discuss issues, opportunities and approaches....



## What it won't be....

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**More statistics about how volunteerism is declining.**



# Innovation in Volunteering – NAB AFL Auskick

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- 1 About NAB AFL Auskick**
- 2 Volunteer Model**
- 3 Program Examples**
- 4 Get More & Better Volunteers**
- 5 Question time**

## Core Philosophy....



NAB AFL Auskick is **an introductory program to the game of Australian Rules Football** for primary school aged children. The program aims at teaching participants the basic skills of Australian Football with an emphasis on fun activities conducted in a safe and friendly environment.

NAB AFL Auskick is the breeding ground for our **next generation of fans, players and even parents.**

Through sharing everything that's great about Australian Football, we'll create a long **lasting passion for Australia's game.**

# NAB AFL Auskick is more than just participating....

## WHERE IT ALL BEGAN

Ray Allsopp (a Phys Ed teacher) is credited with the earliest incarnation of Auskick – the Victorian Primary School Clinic Scheme which was re-branded VicKick and later the national program AFL Auskick.

## PARTICIPATION DEVELOPMENT

- Targets 5 - 12 year old kids **and their parents.**
- Best practise coaching for 10-16 weeks.
- **Managed largely by volunteers – it's their pathway too!**
- National average cost = \$60
- Great Benefits = Footy, Cap, Cards, Backpack etc
- Low Cost + Great Benefits = Value for money

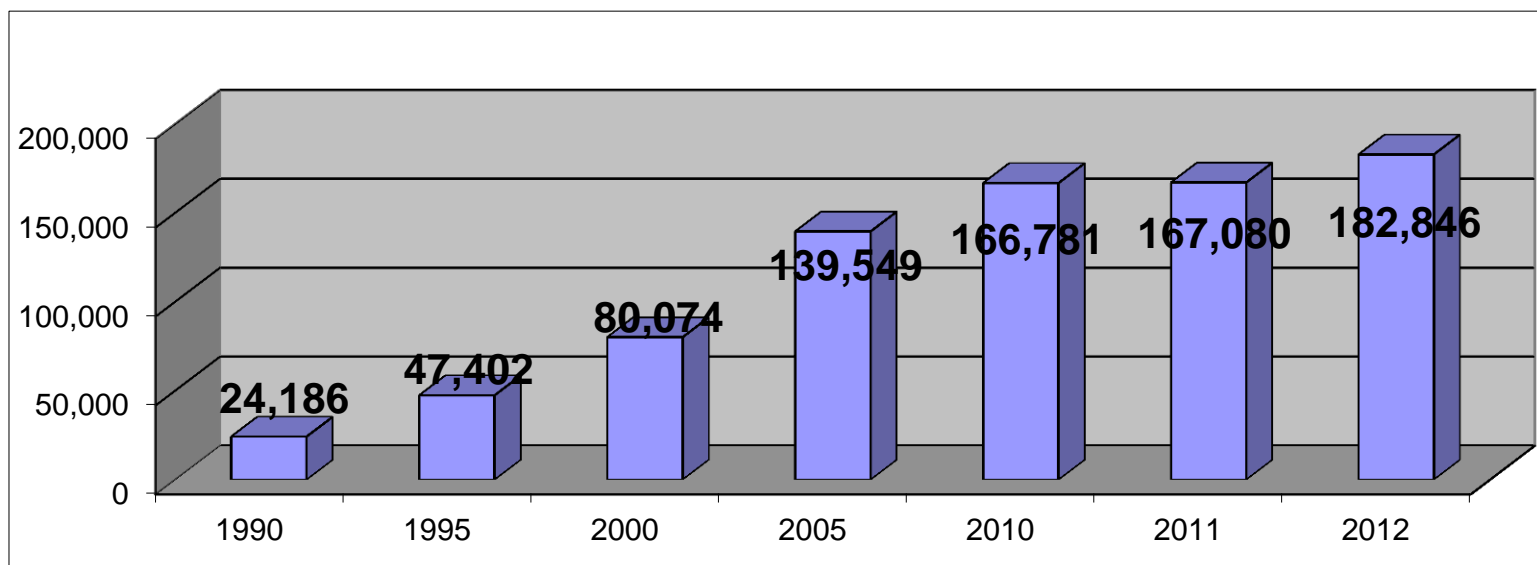


## FAN DEVELOPMENT

- Often the first point of contact kids & parents have with the game.
- Benefits pack promotes the 18 AFL Clubs and their Players.
- Creates new customers for the game - 'web of entanglement'.

## We have experienced strong growth over a long period of time....

STATE	1990	1995	2000	2005	2010	2011	2012
VICTORIA	21,531	29,514	40,031	45,186	48,322	45,886	48,469
NSW/ACT	0	975	12,072	28,384	38,486	41,626	48,965
QUEENSLAND	0	2,944	6,119	22,631	25,827	25,965	25,246
SOUTH AUSTRALIA	0	7,125	8,691	14,959	14,656	15,656	17,133
WESTERN AUSTRALIA	2,655	5,736	9,328	15,754	23,623	23,594	26,156
TASMANIA	0	338	2,336	8,551	9,584	7,970	8,367
NORTHERN TERRITORY	0	770	1,497	4,084	6,283	6,383	8,510
<b>TOTAL</b>	<b>24,186</b>	<b>47,402</b>	<b>80,074</b>	<b>139,549</b>	<b>166,781</b>	<b>167,080</b>	<b>182,846</b>
Annual Growth		9.2%	5.1%	4.6%	-1.3%	0.2%	9.4%
STATE	1990	1995	2000	2005	2010	2011	2012
	24,186	47,402	80,074	139,549	166,781	167,080	182,846



## The program is segmented to allow everyone to get involved....

### Club

- Based at a community AFL club
- Run by club volunteers
- Minimum 8 weeks
- Participant/parent pay
- High level of engagement

### Community

- Stand alone Auskick centre
- Run by volunteers
- Participant/parent pay
- Minimum 8 week program
- High level of engagement

### After-School

- After school, on school oval
- Run by AFL staff
- Participants/parents pay
- 6-8 week program
- Moderate level of engagement

### In-School

- In School time
- Booked by teacher, run by AFL staff
- Minimum 6 weeks
- Modified pricing
- Low level of engagement

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# There are 4 types of key volunteers that drive the program....

## District Managers



## Centre Coordinators



## Leader Coaches



## Half Time Officials



## Plus another 100k parents that turn up weekly....

*Parents are the driving force behind NAB AFL Auskick.*

*Their role as coordinators, coaches and general volunteer helpers is fundamental to the success of the program*

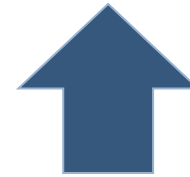
### Ten reasons why parents should become involved

1. Play with your children
2. Contribute to your child's social development
3. Learn new skills
4. Share talent and knowledge
5. Have fun, relax and make friends
6. Serve the community
7. Help others
8. Give back to Australian Football
9. Feel valued, useful and appreciated
10. Express your love of Australia's Game



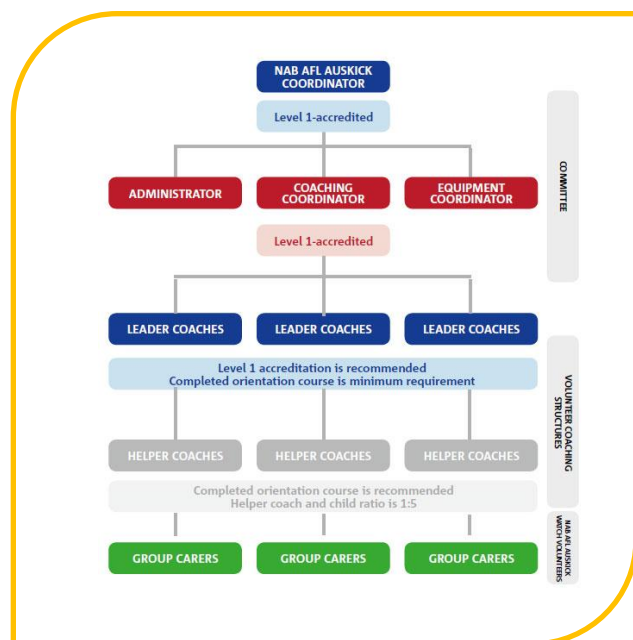
# The NAB AFL Auskick model....

The KIDS are our recruitment drivers....



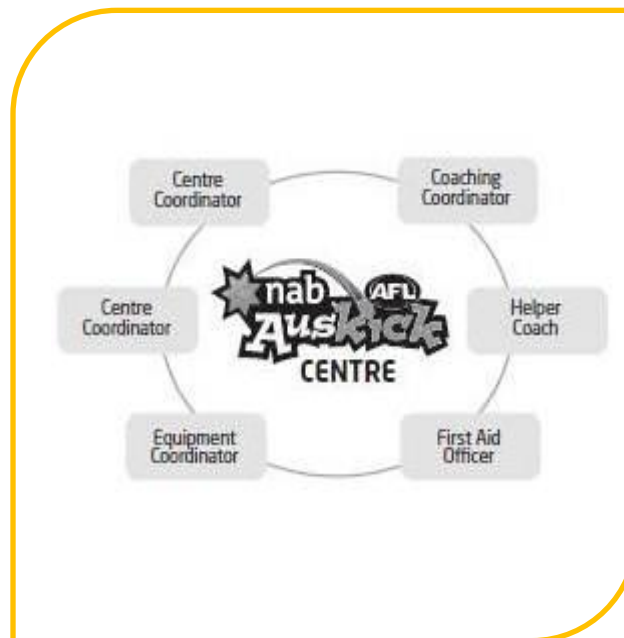
Our support network is quality control....

# Supporting the model...



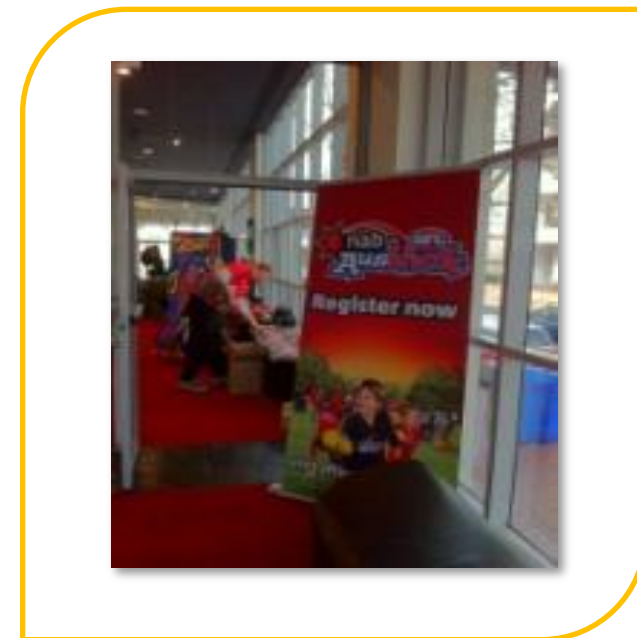
## Structure

- Creating a structure that aids succession planning
- Junior football the next step



## Roles & Responsibilities

- Define what the various roles look like and resource accordingly – PD's & seminars
- Supported by District Managers



## Induction & Courses

- Offer appropriate training for all roles & responsibilities
- Free orientation courses
- Subsidised coaching courses
- Parental induction

# Supporting the model...



## Efficiency Systems

- Registration & payment processes
- Resource delivery & logistics
- Marketing tools

## Equipment & Resources

- Make them look part of the team
- Provide what is needed to do the job well
- Coordinators guidebook

## Reward & Recognition

- Reward high performance and share it as best practice
- Acknowledge efforts and encourage to get involved in courses
- Tickets, dinners, access

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## Example 1 – Victoria investing in Volunteer Development

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*Education of our volunteer network is crucial to improving the quality of program structure and delivery at the local level*

- In partnership with AFL SportsReady AFL Victoria will be part-funding a nationally accredited Certificate II in Sport & Recreation for up to 70 NAB AFL Auskick centre coordinators each year
- Course content is focussed on the skills needed to effectively run a community-based NAB AFL Auskick centre such as how to structure a committee, recruiting volunteers, attracting sponsorship, coaching principles and create succession plans to induct new Centre Coordinators
- AFL Victoria will also look to invest in training of our half time volunteers in areas such as conflict resolution and risk management to ensuring we are up-skilling our volunteers in areas specific to the role they play in representing the program on match days



## Example 2 – QLD parent induction

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# Parent's Information Sheet

### How Can You Get Involved...!

**A number of options are available for parents / guardians to get involved:**

- **Administration:** Entering registrations into an online database
- **Assistant Coach:** Taking small groups for activities (with a staff member)
- **First Aid:** Treatment of any injuries etc.

**If you would like to get involved in the above areas please don't hesitate to see an AFL QLD Staff member for more information!**

**Alternatively please feel free to contact AFL Queensland – Brisbane South East regional office on Ph: 3391 3325.**

## Example 3 – SA Coordinator Start Ups

### Administration

- Welcome
- Background of NAB AFL Auskick Program in QLD and region
- Centre specific info
- Role of parents
- Benefits of parents involvement
- Structure of a typical AFL Auskick Session

### Practical Activities

- Warm Up
  - Prepare children for activity, increase heart rate, fun
  - Games
- Skill Teaching
  - Explanation of skill teaching method
  - SPIR
  - Activities
- Skill Games
- Modified AFL Games

### Conclusion

- Outline opportunities for parent to be involved
- Collect contact details from parents (fill out attendance sheet)
- Thank parents for their participation
- Handout parent's information sheet



The poster features the NAB AFL Auskick logo at the top, which includes a red star and the text 'nab AFL Auskick'. Below the logo, the title 'Auskick Elementary Training Course' is written in white. The main text describes the course as a free training session for coordinators. A list of included training sessions is provided, along with a list of prizes. The bottom section, titled 'Venues', lists dates and locations for the training sessions. A man in a red shirt is pointing to the 'CLICK HERE TO REGISTER' button.

**Auskick Elementary Training Course**

The AETC is a FREE Auskick training course designed to ease the workload of an Auskick coordinator by providing helpful and handy hints and tips for the 2013 Auskick season.

**Highly recommended to all Coordinators regardless of experience!**

**Training session included**

- Auskick Website
- Footy Web
- Pack ordering/handling
- Volunteer recruitment
- Practical session
- Training Tips
- Chance to win AFL Tickets
- SANFL/AFL player appearances at your centre
- Chance to win Auskick Apparel
- Lucky Door Prizes

Refreshments will be served.

**Venues**

- Tuesday 9th April - Hope Valley, Valley Rd: 6-7.30pm
- Saturday 13th April - Noarlunga, Lovelock Dr: 9.30-11am
- Sunday 14th April - Glenelg, Brighton Rd: 9.30-11am
- Thursday 18th April - Woodville, Oval Ave: 6-7.30pm

**CLICK HERE TO REGISTER**

## Example 4 – WA 'Coach Mum' initiative

- Female-only program introducing mums, aunts, sisters and grandmothers to Australian Football delivered free of charge to participants
- Provides education to females about the game of Australian Football, giving them football skills to gain the confidence to get out in the backyard to kick a ball with the kids and help at their local NAB AFL Auskick centre
- Teaches basic coaching principles and skills of Australian Football incorporating a Level 0 coaching accreditation
- Makes Australian Football more accessible to females, breaking down barriers that might prevent females getting involved in the game and encourages participation
- Provides an educational pathway and breaks down barriers to female participation in Australian football



**FREMANTLE DOCKERS** PROGRAMMED by woodside  
Proud Sponsor

# LADIES, HAVE YOU EVER WANTED TO COACH?

*We Want You!*

Female involvement in football is moving at a lightning pace. Not only is female participation in the sport growing year by year, many AFL clubs like Fremantle Dockers can boast around 50% female membership. To continue to grow the game, we are hosting a Ladies Coaching Clinic where you can learn from the best as Fremantle Dockers players take you through a variety of sessions to enhance your knowledge of football. No experience necessary, just bring your love of the game!

**DETAILS**  
DATE: Tuesday 30 April 2013  
TIME: 3.00pm - 5.00pm  
REGISTRATION: From 2.30pm  
VENUE: Fremantle Football Club, Perry Street, Fremantle WA 6160  
BRING: Active sportswear, shoes, hat, water bottle, pen and notebook  
COST: Nil

**COURSE OUTLINE**

- Coaching basics
- Secrets to managing a group
- Learning the rules
- Positioning
- Practical skills sessions conducted by Fremantle Dockers Players: kicking, handballing, marking etc
- All other sessions taken by qualified WAFC & AFL Development Staff

**INCLUDES**

- Tour of the Fremantle Football Club

**CONTACT**

If you have any further questions please contact **Wade Spicker** – Community Programs Manager  
wades@fremantlefc.com.au or phone 9433 7175

To secure your position, please RSVP by Wednesday 24 April 2013 by filling out the booking form below



**LET'S GO FREO**

**BOOKING FORM**

Name \_\_\_\_\_

Address \_\_\_\_\_ Postcode \_\_\_\_\_

Phone \_\_\_\_\_ Mobile \_\_\_\_\_

Email \_\_\_\_\_

Return your completed form via  
Fax: (08) 9433 7001 OR Email: reception@fremantlefc.com.au

Confirmation:  
You will receive a confirmation letter  
via email or post with further information

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# Get More & Better Volunteers

1

## Recruitment

1. Make sure parents understand their role and that someone is there to lead the cause
2. Incentivise their involvement - use the kids as leverage
3. Give them all the tools they need



2

## Retention

1. Make them feel part of the team
2. Invest in their training so they can deliver quality
3. Use every opportunity possible to recognise and reward them for the work they do



3

## Transition

1. Set up a structure so that there is always someone ready to step up
2. Make them aware of what is waiting for them at the next level
3. Make them ambassadors for the next group



# LET THE KIDS DO IT FOR YOU!



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## Questions, Comments etc...

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**An opportunity to discuss issues, opportunities and approaches....**