



***INDIGENOUS, MULTICULTURAL AND  
DIVERSITY  
ENGAGEMENT STRATEGY  
“Many Cultures, One Game”***

**Version: Final**

**Date: May 2021**

## Background

AFL Central Victoria recognises Australian Football has the capacity to bring people together from diverse cultural backgrounds.

Recognising this, the AFL works closely with state football bodies to build strong working relationships with Indigenous Australians and diverse communities to identify barriers and develop strategies to encourage involvement. In turn, state bodies such as AFL Victoria work with community leagues to increase their aims and efforts to engage with indigenous, multicultural and diverse groups.

The result of these efforts has been the establishment of the *AFL Central Victoria Indigenous, Multicultural and Diversity Engagement Strategy*.

In the 2016 census the City of Greater Bendigo had 1.7% of Aboriginal and Torres Strait Islander population or 1,847 people.

In the 2016 census 8% or 8,805 people who were living in the City of Greater Bendigo were born overseas. 28% of people had at least one parent born overseas. 5% of people came from countries where English was not their first language the countries most represented were:

- India – 697 people (0.6%)
- Burma – 448 people (0.4%)
- Thailand – 408 people (0.4%)
- Philippines – 403 (0.4%)

### AFL Central Victoria Participation

- Across all player categories, the Central Victoria region average penetration rate is 10.4% of total population
- The Central Victoria region **junior** (age cohort 10-14) average penetration rate of 25.2% sits **well above the Victorian country average** penetration rate of 19%
- This is also the case for the **youth** (age cohort 15-19) average penetration rate of 26.4% which is again **well above the Victorian country average** penetration rate, also 19%
- The Central Victoria region average **senior** football penetration rate of 26.4% is **well above the Victorian country average** penetration rate of 10%

## Strategy

The success of this Engagement Strategy is dependent on AFL Central Victoria partnering with appropriate groups to recognise and devise strategies to better engage indigenous, multicultural and diverse groups, and when this occurs this Engagement Plan will be updated to reflect changes as required.

AFL Central Victoria will consult with AFL Victoria, the City of Greater Bendigo, Bendigo and District Aboriginal Cooperative and Dja Dja Wurrung.

## Purpose

The purpose of the AFL Central Victoria Diversity Engagement Strategy is to ensure young people from indigenous, multicultural and diverse backgrounds of all ages and genders have increased opportunities to participate in AFL in the Central Victoria region.

## **Aims**

1. The AFL Central Victoria Indigenous, Multicultural and Diversity Engagement Strategy (The Strategy) aims to identify and implement programs that lead to increased participation amongst people from indigenous, multicultural and diverse backgrounds.
2. The Strategy aims to identify the barriers to increased participation and build social cohesion amongst people from Indigenous, multicultural and diverse backgrounds.
3. The Strategy aims to implement programs that will increase indigenous, multicultural and diverse participation, and which will see football continue to be used as a vehicle to promote a healthy lifestyle in all communities.
4. The Strategy aims to introduce young people from targeted culturally and linguistically diverse communities to Australian Football.
5. The Strategy aims to influence and educate mainstream Australian Football clubs to embrace Indigenous, multicultural and diversity as part of their ongoing operations.
6. AFL Central Victoria aims to increase diverse role models by providing coaching and umpiring courses and/or opportunities for indigenous, multicultural and diverse participants to engage in coaching.
7. The Strategy aims to further engage indigenous, multicultural and diverse targeted communities in Australian football through a network of dedicated volunteers.
8. AFL Central Victoria aims to create an AFL Central Victoria Indigenous, Multicultural and Diverse Ambassador Program in the AFL Central Victoria region to further engage Indigenous and multicultural communities in the Central Victoria region in Australian football through a network of dedicated volunteers.
9. AFL Central Victoria will share stories from the indigenous, multicultural and diverse communities promoting social cohesion, inclusion and harmony.
10. AFL Central Victoria will collaborate with respected Local Government Associations who aim to achieve similar outcomes to this Strategy.

## **Actions**

1. Provide cultural awareness training at BJFL President and Secretary meetings on a biannual basis
2. Identify a multi-cultural ambassador
3. Identify coaches and volunteers with diverse backgrounds and use as role models

### Indigenous

1. Continue to conduct the indigenous Auskick program in partnership with BDAC
2. Promote Sporting Schools program in schools with a high indigenous population
3. Conduct a 'Come and Try' program in Maryborough during NAIDOC week
4. BFNL identify an indigenous round to align with Reconciliation Week. BFNL teams wear an indigenous designed jumper and the Record has an indigenous theme. Include an indigenous themed story in the Record. Approach the council regarding flying an indigenous flag and/or painting the circles in indigenous colours
5. Use SportsTG Reports to identify players who are from an indigenous background, view their performance during club match play and invite to the AFL CV Academy Academy

### Multi-cultural

1. Promote Sporting Schools program in schools with a high multicultural population
2. Conduct a primary and secondary school 'Multicultural Learn the Game Fun Day' program for multicultural students in Bendigo prior to the season
3. Conduct a primary school competition experience
4. Advocate for volunteers from the secondary 'Multicultural Learn the Game Fun Day' program to take on roles at the primary school team multicultural day outlined above
5. Promote umpiring to people with a diverse background utilising TAFE and other opportunities
6. Use SportsTG Reports to identify players who are from a multicultural background, view their performance during club match play and invite to the AFL CV Academy Academy

### Disability

1. Develop a AAA Auskick centre
2. Conduct Sporting Schools Program at Kalianna Special School
3. Conduct clinics in Special Schools to promote participation in Bendigo based FIDA team
4. Conduct regional special schools' gala day in conjunction with Swan Hill
5. Employ GDO's from FIDA team to assist with diversity programs
6. Team participating in the Northern FIDA Conference
7. Engage with balloon football

## Outcomes

An increase in the already high level of participation in Central Victoria with a particular focus on indigenous and multicultural participants.

**Fulfilling these aims may be difficult due to the number of Government agencies that already exist with these aims. Instead of creating new schemes at local level the Committee will investigate programs that may be adopted for use at local level or make referrals to these agencies.**

A partnership with appropriate groups that have recognised and devised strategies that better engage with indigenous, multicultural and diverse groups.

The implementation of programs that have led to increased participation amongst people from indigenous, multicultural and diverse backgrounds.

The Identification of barriers to increased participation amongst people from indigenous, multicultural and diverse backgrounds.

The implementation of programs that increase indigenous participation and continue to promote a healthy lifestyle in indigenous communities.

The successful participation of young people from targeted culturally and linguistically diverse communities in Australian Football.

The AFL Central Victoria clubs have diverse membership.

The provision of coaching courses for indigenous and multicultural participants and an increase in diversity of coaches.

The successful engagement of multicultural communities in Australian football through a network of dedicated volunteers.

The appointment of an AFL Central Victoria Indigenous and Multicultural Ambassador/s.

The engagement of Indigenous and multicultural communities in the Central Victoria region in Australian football through a network of dedicated volunteers.