



SPORTSREADY
EDUCATION & EMPLOYMENT

ANNUAL REPORT 2017

A YEAR IN REVIEW

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THE START OF SOMETHING GREAT

CHAIRMAN'S STATEMENT

On behalf of the AFL SportsReady Board and staff members, I am pleased to present to you the company's Annual Report for 2017. Here you will find a summary of the many achievements throughout the year, a reflection of the commitment and dedication shown by our staff and partners.

I feel privileged to have been appointed as Chair of AFL SportsReady as I have seen the significant impact the company has made across the education and employment sector, I would like to acknowledge the commitment, dedication and service of Steve Bracks AC in his time as Chair of AFL SportsReady.

By providing career pathways to over 600 trainees and 800 students, the organisation continues to remain unequivocally focused on creating futures for young people. In addition, AFL SportsReady have identified new prospects for growth through their programs and partnerships. The launch of the Pathways to Work program with both the Centre for Multicultural Youth and Aboriginal Housing Victoria has seen more young people from diverse backgrounds thrive in the workplace, with the right support.

THE HON . JUSTIN MADDEN AM
CHAIR, AFL SPORTSREADY

The establishment of the Ready Foundation has been an important opportunity to continue our commitment to Aboriginal and Torres Strait Islander young people and other disadvantaged youth.

Our relationship with schools across the country continues to grow, with over 137 primary and secondary schools taking on trainees and supporting our programs. New partnerships have formed and existing ones have strengthened and the results have been inspiring.

The AFL industry continues to support our programs and we have provided opportunities for 195 players across all 18 clubs. Our partnership with the AFL Players Association also grew this year to include supporting an Outduction Camp for retired and delisted players to aid in their transition out of the game and help them find their career after football.

On behalf of the Board and all staff I would like to acknowledge our partners in all the work we do from host employers, university partners and the AFL, the outcomes we deliver are all a result of what we do together. I look forward to continuing to deliver the outcomes in 2018 as we grow and develop AFL SportsReady.





AFL SportsReady has had another strong year of commitment and development as our service continues to grow across Australia. Our dedication to helping young Australians remains at the heart of what we do and we continue to strive to deliver the best possible outcome for all partners.

The challenge of doing more and doing it better has seen us expand our offerings, trying to meet the needs of those who most need our support. There are countless stories that form the backdrop of what is outlined in this report and we are proud of each one of them as they continue their career journey.

Our efforts would not be possible without the support from our Board, the AFL, and our employment and university partners, their commitment to our vision and purpose enables us to do more than ever before.

To the AFL SportsReady team, which I have the great privilege to be a part of – thank you for the energy, effort and drive that you bring each day to our shared commitment to deliver in all that we do.

JAMES MONTGOMERY
CEO & DIRECTOR, AFL SPORTSREADY

CEO / DIRECTOR'S REPORT



**OUR PURPOSE IS
SIMPLE, WE PROVIDE
YOUNG PEOPLE WITH A
GREAT PLATFORM FOR
THEIR FUTURE, WHILE
HELPING OUR PARTNERS
TO DEVELOP THEIR
WORKFORCE.”**

THE TEAM BEHIND AFL SPORTSREADY



THE HON. JUSTIN MADDEN
CHAIR



JENNY SAMMS
DEPUTY CHAIR



ANDREW BLAIR AM
DIRECTOR



JUDE DONNELLY
DIRECTOR



DAVID HUGGINS
DIRECTOR



STEVE DRUMMY
DIRECTOR



MARILYN MORGAN
DIRECTOR



PAUL MARSH
DIRECTOR



MAJOR-GENERAL SIMONE WILKIE
DIRECTOR

GOVERNANCE COMMITTEE

JENNY SAMMS
DAVID HUGGINS
JAMES MONTGOMERY
MARILYN MORGAN

AUDIT, RISK MANAGEMENT & COMPLIANCE COMMITTEE

STEVE DRUMMY
JAMES MONTGOMERY
MARILYN MORGAN
ANDREW DILLON
(NON-DIRECTOR MEMBER)

ABOUT US

AFL SportsReady is a national, not-for-profit company dedicated to helping young Australians develop careers through educational and employment opportunities.

We work in partnership across a number of industry sectors including sport and recreation, business and administration, education, finance, horticulture, information technology, retail and arts and the creative industries.

We have kick-started the careers of approximately 13,000 young jobseekers, including over 1,500 Indigenous Australians, and helped develop over 700 sporting organisations and other businesses across Australia, since we began two decades ago.

We provide an entry-level education and employment program that combines practical work experience with vocational education, helping young Australians begin their careers while supporting employers to build skilled and qualified workforces.

OUR VISION

At AFL SportsReady, we believe that education and employment are vital for people to participate fully in society. Our vision is for people to have a real chance to start their careers with confidence, qualifications and skills

A FAIR AND UNITED AUSTRALIA

OUR VALUES

RESPECT

We listen to and learn from others, and treat people well

PRIDE

We have pride in what we do and where we work

TEAM

We work together and support each other.

EXCELLENCE

We strive for excellence in all that we do

ETHICS

We are ethical in our decision making and our behaviour

ACCOUNTABILITY

We do what we say we will do

OUR PURPOSE

Our purpose is to provide services to assist people with meaningful education, training and employment and to support employers to develop their workforce. Our approach is to support individuals into work, as well as to help employers to develop their workforce.

DEVELOP CAREERS & SUPPORT EMPLOYERS



**TOMORROW BELONGS TO THOSE WHO
PREPARE FOR IT TODAY**

MALCOLM X

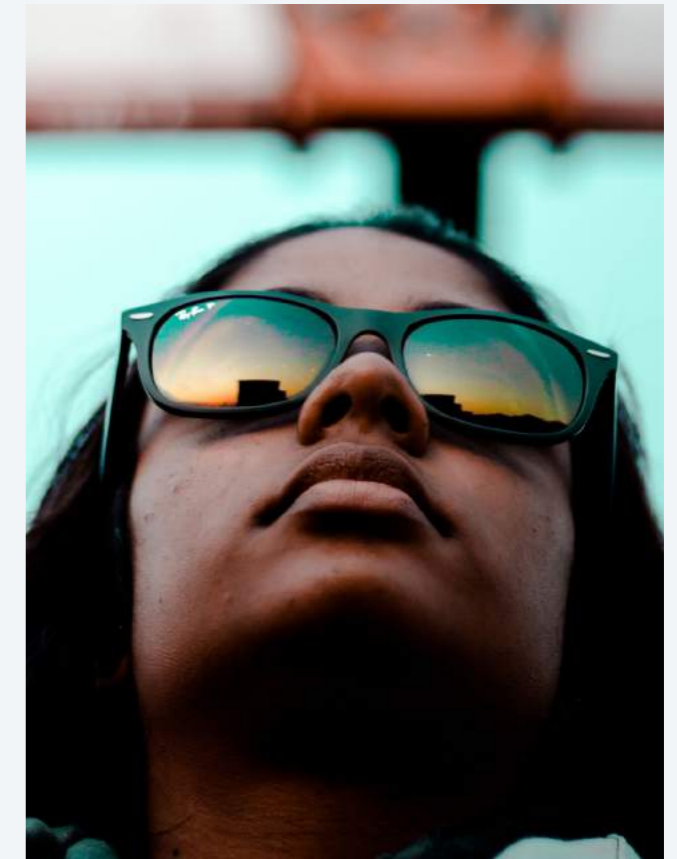
Our traineeship model is a three-way partnership between:

- AFL SportsReady
- Young jobseeker / entry-level employee
- Employers

We support both the entry-level employee and employer every step of the way, which means everyone gets the best out of the experience.

Our Aboriginal and Torres Strait Islander Employment Program, Warumilang, not only provides vocational traineeships but also direct employment opportunities as well as cultural awareness and professional development services.

AFL SportsReady is also a leading education provider, delivering tailored programs for the AFL industry. We offer courses in either sport or business, ranging from Certificate level through to Diploma. Our exclusive university partnerships allow our students, who successfully complete our programs to gain entry into a Degree qualification, complete with course credit.



OUR PROGRAMS

1. TRAINEESHIP PROGRAM

2. SPORTSREADY EDUCATION

3. WARUMILANG

4. ARTSREADY

5. THE READY FOUNDATION

BY THE NUMBERS



650 TRAINEES



800 STUDENTS



100 DIRECT EMPLOYEES

HOW WE HELP OUR PARTNERS

BOOSTING BUSINESS THROUGH QUALITY SERVICE AND EXPERT TRAINING DELIVERY

THE BENEFITS

AFL SportsReady help employers by providing them with motivated and capable entry-level trainees.

We deliver a suite of professional support services, that simplify the process of hiring and managing employees. Not only does the traineeship provide a great platform for a young person to get qualified and experience the workplace, it can help you develop your workforce.

Our trainees often do the everyday tasks that free up managers/supervisors, to spend their time and focus on essential workplace tasks. Trainees assist with a wide variety of tasks and provide real hands-on support.

We connect our partners with talented individuals who:

- Contribute to organisational objectives
- Value add to the workplace
- Provide a fresh perspective on workplace practices
- Cost-effective way to employ entry-level staff
- Don't count towards workplace headcount

WE WORK FOR YOU, SO YOU CAN FOCUS ON WHAT IS IMPORTANT



RECRUITING

We take care of the recruitment process by matching your organisation with quality candidates:

- Advertising
- Screening
- Shortlisting
- Interviewing
- Assisting employers with selection



MANAGE

As the legal employer, we do all the administration and paperwork associated with employing a staff member:

- Payroll & Superannuation
- Taxes
- Contracts / Legal
- Leave entitlements
- Insurances / Workcover



EDUCATE

As a Registered Training Organisation, we deliver (or arrange) for the trainee's vocational qualification:

- Provide training (Induction and OH&S)
- Enrolment
- Deliver formal education
- Provide certified qualification
- Oversee training in the workplace



SUPPORT

Our dedicated Field Officers and Mentor team supports the workplace relationship between supervisors and trainees:

- Provide support and mentoring
- Manage trainee performance
- Regular workplace visits
- Resolve work related issues

86% SUCCESS RATE

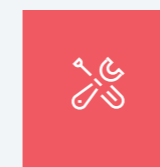
AFL SportsReady placed a strong focus on providing additional support for trainees. As a result, we saw our completion rate jump to 86%

92% ENDORSE US

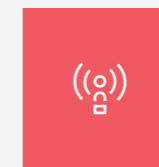
92% of our graduates recommended our training and 93% recommended SportsReady Education as a training provider.



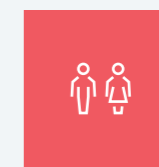
**IT'S A REAL WIN / WIN FOR BOTH THE
TRAINEE AND THE HOST EMPLOYER**



**24
YEARS
EXPERIENCE**



**250
HOST
EMPLOYERS**



**25%
INDIGENOUS
WORKFORCE**



**650
TRAINEES**

2017 HIGHLIGHTS



LAUNCH OF THE READY FOUNDATION

AFL SportsReady launched the Ready Foundation charity, established to help Aboriginal and Torres Strait Islander people and young disadvantaged people to create a better future, by helping fund employment opportunities, removing work barriers and delivering much needed professional development opportunities.



INTRODUCING THE AFL SPORTSREADY ALUMNI

In 2017, we launched our Alumni, allowing our graduates to reconnect with old friends, employers, field officers and mentors who have helped their career along the way, as well as enjoying the following benefits:

- Broaden professional networks, through our communication channels.
- Chance to inspire future AFL SportsReady trainees.

PATHWAYS TO WORK PROGRAM

AFL SportsReady partnered with the Centre for Multicultural Youth to create a program that provides young people from refugee and migrant backgrounds a chance to enter the workplace.



YOUNG PEOPLE FROM REFUGEE AND MIGRANT BACKGROUNDS HAVE A WORLD OF EXPERIENCE, BUT SOME NEED SUPPORT TO TRANSLATE THAT TO THE WORKPLACE."

ABORIGINAL HOUSING VICTORIA PARTNERSHIP

In partnership with Aboriginal Housing Victoria (AHV), AFL SportsReady created a new program that delivers employment opportunities for young Indigenous Australians who are living in or seeking public housing.



**A CHANCE
TO CREATE
A BETTER
FUTURE."**



NATIONAL SNAPSHOT

WESTERN AUSTRALIA

- State record number of trainees in schools (26).
- 35% of trainees are of Aboriginal & Torres Strait Islander descent.
- Commenced placing trainees with K-mart for the first time in WA.
- Partnership with the WA Government continues to grow.



SOUTH AUSTRALIA & NT

- Completed direct employment placements for the first time (Officeworks).
- Increasing number of trainees in the NT.
- Continued to build on strong relationships with State Government.
- Growing increase in direct students with our RTO.



NEW SOUTH WALES / ACT

- ACT – Australian Research Council program. 5 Aboriginal & Torres Strait Islander and ArtsReady trainees commenced.
- Relationship with Belgravia Leisure Centre providing opportunities in aquatics and recreation.
- Trainee completion rate has increased.
- Strengthened Relationship with City of Sydney extending into Aboriginal & Torres Strait Islander school based traineeship into 2018.
- Strong education outcomes for AFL players.



VICTORIA

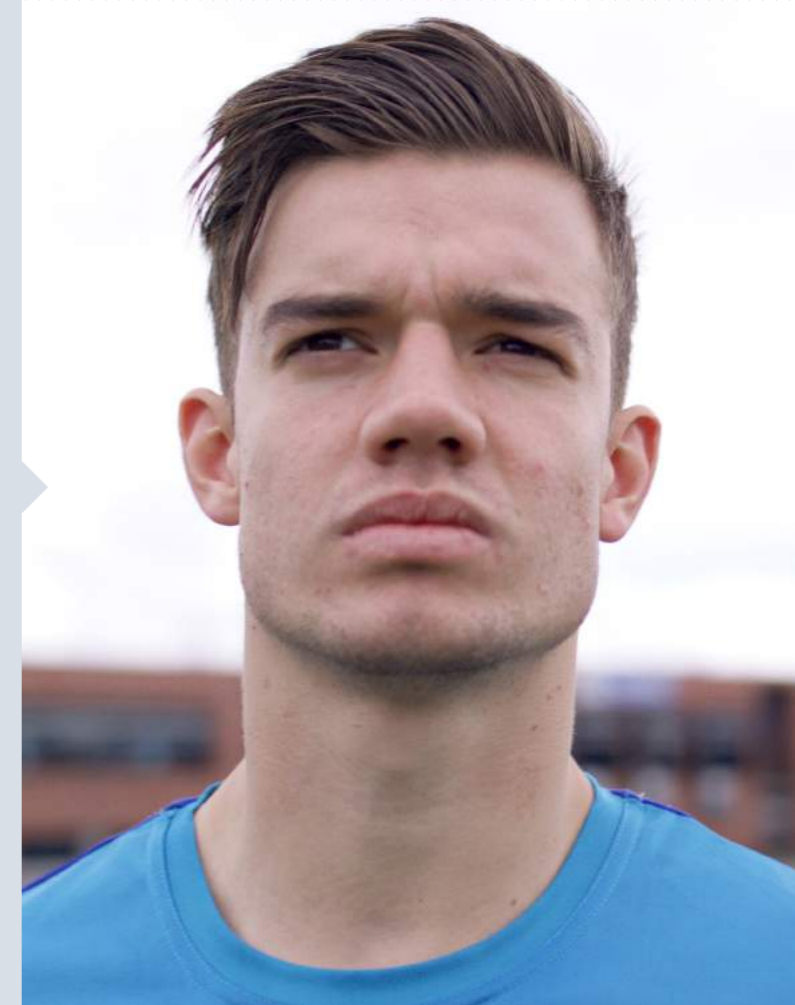
- Trainee completion rate of 90%.
- Direct trainee support continues to grow.
- Aboriginal and Torres Strait Islander gatherings and My Moola sessions were successful in connecting communities.
- ArtsReady traineeships continue to develop with 48 new opportunities being created in the arts and creative industries.

TASMANIA

- Volume of trainees continue to grow, supporting over 30 trainees.
- RTO numbers have continued to grow, now supporting over 40 students.
- Our partnership with the University of Tasmania continues to develop with 8 graduates taking advantage of our pathway program.

QUEENSLAND

- The continued growth with Kmart in our Warumilang program with 102 opportunities over the last 6 months.
- The successful rollout and completion of the inaugural direct employment program with Officeworks offering 23 placements.
- A state record number of 87 graduates, including over 50 Aboriginal and Torres Strait trainees.
- Continued high numbers of Aboriginal and Torres Strait Islander trainees at around 70% of all trainees.
- The Gold Coast Suns Football Club currently has 13 ex and current trainees on their staff.



OUR 2017 TRAINEES

WESTERN AUSTRALIA

44 Graduates

SOUTH AUSTRALIA

65 Graduates

TASMANIA

16 Graduates

QUEENSLAND

89 Graduates

NEW SOUTH WALES

62 Graduates

AUSTRALIAN CAPITAL TERRITORY

8 Graduates

VICTORIA

197 Graduates



COMPLETION RATE

In 2017, we placed a strong focus on providing additional support for trainees. As a result, we saw 75% of our 630 trainees graduate and join the AFL Sportsready Alumni.



GENDER SPLIT

In 2017, the majority of our trainees were female:

- Female - 55%
- Male - 45%



INDIGENOUS TRAINEES

In 2017, one-third of our trainees identified as Aboriginal or of Torres Strait Islander background.

- Non-Indigenous - 77%
- Indigenous - 33%



AGE BREAKDOWN

In 2017, our typical trainee was between 17-19 years old:

- 15-16 years - 20%
- 17 years - 12%
- 18 years - 35%
- 19 years - 17%
- 20+ years - 16%



INDUSTRY

In 2017, most of our trainees studied Business qualifications:

- Business - 43%
- Sport & Fitness - 41%
- Retail - 9%
- Education - 2%
- Horticulture - 2%
- I.T. - 2%
- Other - 1%



A CHANGE TO CREATE A BETTER FUTURE

THERE CAN BE MANY REASONS TO START A CHARITY, BUT FOR AFL SPORTSREADY, 'MAKING A DIFFERENCE' IS AT THE TOP OF THE LIST. OVER THE PAST 20 YEARS, WE HAVE SEEN FIRST-HAND HOW EDUCATION AND EMPLOYMENT OPPORTUNITIES CAN POSITIVELY CHANGE THE COURSE OF YOUNG PEOPLE'S LIVES. HELPING KICK-START CAREERS IS WHY WE EXIST - IT'S OUR MISSION.

Every day we see young trainees thrive after being given a chance to create a better future. However, there is much work to be done in providing additional programs and support for Aboriginal and Torres Strait Islander and disadvantaged young people.

The Ready Foundation was established to help by funding programs that deliver essential life skills and the confidence to create successful career pathways through education and employment.

The foundation provides opportunities for young Indigenous and disadvantaged Australians to gain paid, on-the-job experience, whilst undertaking a qualification. Additionally, the foundation seeks

to eliminate employment barriers, including transport, equipment, clothing, material, fees and support services.

The Ready Foundation is committed to empowering underprivileged young Australians, reducing disadvantage and achieving reconciliation, by providing real career opportunities.

together
WE CAN MAKE A
DIFFERENCE

STRATEGIC DIRECTION

The foundation is governed by a board of directors, consisting of successful business leaders and professionals who volunteer their time to oversee our governance and strategic direction:



THE HON. JUSTIN MADDEN
CHAIR



JAMES MONTGOMERY
DIRECTOR



BIANCA CHATFIELD
DIRECTOR



LISA HASKER
DIRECTOR



MARILYN MORGAN
DIRECTOR



HOW TO GET INVOLVED

With your support, we are able to help or benefit young Aboriginal and Torres Strait Islander people and disadvantaged people by:



HELP TO ELIMINATE WORK BARRIERS

[CLOTHES, EQUIPMENT,
TOOLS, TRANSPORT]



FUNDING EMPLOYMENT OR TRAINEESHIP OPPORTUNITIES



HELP TO REDUCE EDUCATION COSTS

[ADMINISTRATION FEES &
EQUIPMENT]



HELP DELIVER PROFESSIONAL DEVELOPMENT PROGRAMS



SUPPORTING THE AFL INDUSTRY

IN 2017 AFL SPORTSREADY CONTINUED ITS PARTNERSHIP WITH THE AFL PLAYERS' ASSOCIATION IN PROVIDING AFL PLAYERS WITH EDUCATIONAL PROGRAMS TO SUPPORT THEIR DEVELOPMENT IN THE GAME.

This suite of programs included an educational pathway giving players access to an array of options at Certificate III, IV and Diploma levels with the ability to utilise AFL SportsReady's partnerships with universities around the country to continue their study at undergraduate level with direct entry.

The AFL Programs team continued to explore other meaningful education and vocational pathways for players, working with all clubs to support players to plan and explore options for life in football and beyond.

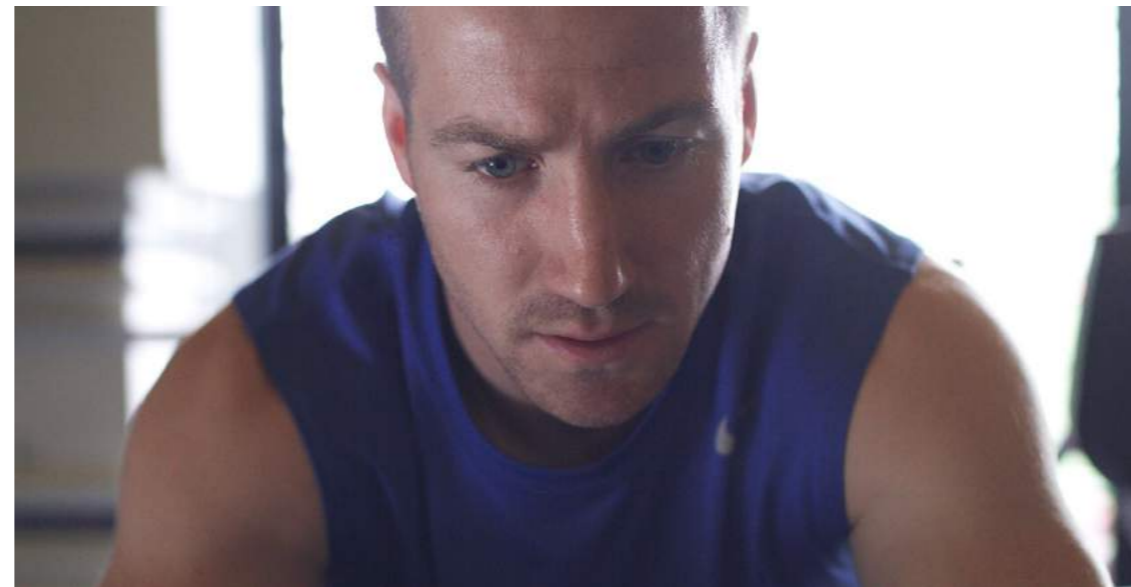


115 AFL SPORTSREADY TRAINEES SUPPORTED THE AFL INDUSTRY

AFL HOUSE
6 GRADUATES

AFL CLUBS
23 GRADUATES

STATE LEAGUES
86 GRADUATES



WORK PLACEMENTS

Over 30 players participated in the Next Goal work placement program, preparing for their careers beyond the game.



FOOTBALL INDUCTION

106 first year players completed our Football Induction program, developing the skills necessary for a successful AFL career and earning a Certificate III qualification.



IT IS IMPORTANT THAT PLAYERS PUT THE RIGHT THINGS IN PLACE FOR LIFE AFTER FOOTBALL. STUDY HAS ENABLED ME TO HAVE A BALANCED LIFESTYLE."

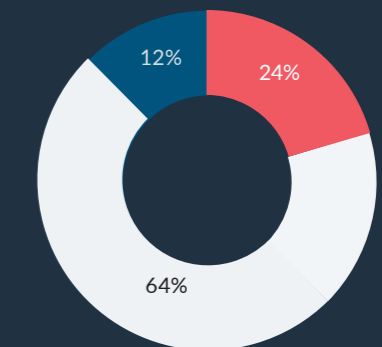
KANE LAMBERT,
RICHMOND FOOTBALL CLUB



DIPLOMA STUDY

25 AFL listed players completed SportsReady Education's accredited Diploma level courses:

- Diploma of Sports Development (6)
- Diploma of Leadership and Management (16)
- Diploma of Business (3)



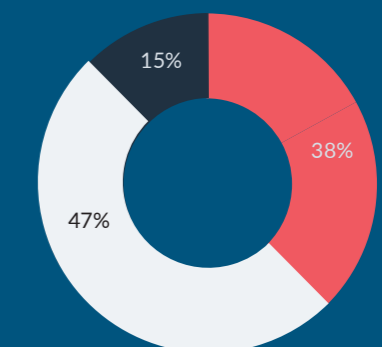
■ Leadership & Management ■ Sports Development ■ Business



CERTIFICATE STUDY

34 players studied with AFL SportsReady, completing:

- Certificate IV in Business (16)
- Certificate III in Fitness (13)
- Certificate IV in Fitness (5)



■ Cert IV Business ■ Cert III Fitness ■ Cert IV Fitness



SUPPORTING THE ARTS & CREATIVE INDUSTRIES

ARTSREADY HAS SUCCESSFULLY ESTABLISHED ITSELF AS A NATIONAL VOCATIONAL EMPLOYMENT MODEL FOR THE ARTS AND CREATIVE INDUSTRIES THROUGH A RANGE OF KEY PARTNERSHIPS AROUND THE COUNTRY.

In 2017 ArtsReady experienced 14% growth on its 2016 traineeship numbers in the arts and creative industries. The support by the Australian Government through the Department of Communications and the Arts and our industry Advisory Committee continues to be a strong alliance, along with many of our committed second and third year host employers, which has led to some fantastic outcomes across Australia.

Since its launch, 180 trainees have graduated through the program and gone onto meaningful employment or further education. We have seen a year filled with a greater number of full-time roles than 2016. Around the country, currently 86 are in on-the-job training, with organisations like the West Australian Ballet, NAISDA, Sydney Festival, Endemol Shine Australia, Create NSW, Film Victoria, State Theatre Company of SA, James Morrison Academy of Music, Aboriginal Centre for the Performing Arts, The Arts Centre on the Gold Coast and the Australian Centre for the Moving Image.

ArtsReady's successes are due to some great sector engagement nationally, especially the performing arts, GLAM sector and information technology sectors. Secondary schools have been strong supporters of the program this year, along with local government and media companies.

Aboriginal and Torres Strait Islander-specific roles are continually requested by host employers nationally, and in 2017 we've seen these roles represent 43% of all 2017 trainees an increase of 31% on 2016. In 2017, we've placed Aboriginal and Torres Strait Islander trainees with the Brisbane Festival, National Gallery of Victoria, Australia Council for the Arts and Edith Cowan University.

Finally, our success is not only a reflection of the incredible work of the ArtsReady team, but also an outstanding team at AFL SportsReady supporting the program daily.

43%

INDIGENOUS ROLES

IN 2017, THE NUMBER OF ABORIGINAL AND TORRES STRAIT ISLANDER SPECIFIC ARTSREADY ROLES INCREASED BY 31%.

330

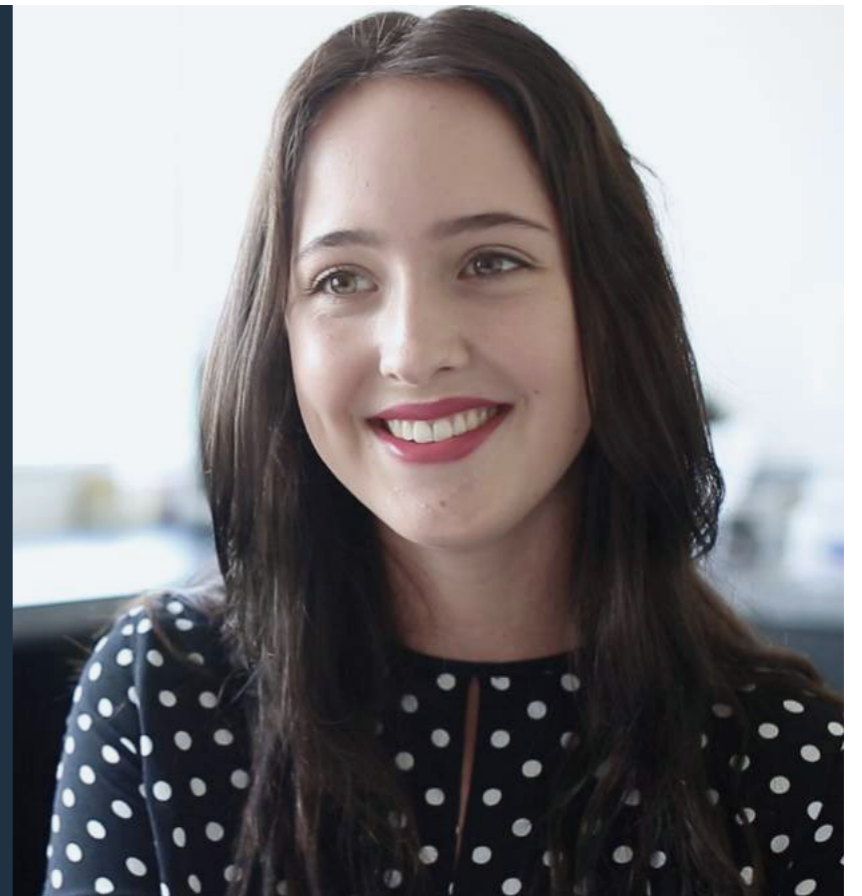
MILESTONES HIT

IN DECEMBER 2017, ARTSREADY HIT A MILESTONE OF 330 TRAINEES STARTING THE PROGRAM.

ARTSREADY GROWTH

More and more ArtsReady trainees are graduating each year:

- **2014:** 10 GRADUATES
- **2015:** 37 GRADUATES
- **2016:** 54 GRADUATES
- **2017:** 63 GRADUATES



ARTSREADY HAS BEEN THE PREFERRED PATHWAY FOR OVER 330 YOUNG AUSTRALIANS LOOKING TO ENTER THE ARTS AND CREATIVE INDUSTRIES."

ANDREW MURRAY
GENERAL MANAGER, ARTSREADY



ARTSREADY IS AN INITIATIVE OF AFL SPORTSREADY AND IS SUPPORTED BY THE AUSTRALIAN GOVERNMENT

70

PARTNERSHIPS

THE NUMBER OF NEW EMPLOYMENT PARTNERS WHO WORK WITH ARTSREADY CONTINUED TO GROW IN 2017.



PREFERRED PATHWAY

ARTSREADY IS NOW SEEN AS THE PREFERRED PATHWAY FOR MANY BUSINESSES IN THE ARTS & CREATIVE SECTOR.



WARUMILANG

Aboriginal and Torres Strait Islander Programs

'soar like an eagle'

FROM THE DJAB WURRUNG PEOPLE

AFL SPORTSREADY HAS A STRONG FOCUS ON PROVIDING REAL EMPLOYMENT AND EDUCATION PATHWAYS FOR ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLE NATIONALLY. WE FOCUS ON THE INDIVIDUAL AND TAKE TIME TO UNDERSTAND THEIR JOURNEY AND ASPIRATIONS.

We put culture at the centre of everything we do, understanding that this is fundamental to our success. We continue to build genuine and meaningful relationships and partnerships with communities that are built on trust.



181 TRAINEES

181 young Aboriginal or Torres Strait Islander people began their employment journey with us through a traineeship.

162 STUDENTS

162 Aboriginal or Torres Strait Islander students commenced their studies with Sportsready Education.

92 DIRECT EMPLOYEES

92 Aboriginal and Torres Strait Islander people gained direct employment and support services through our Vocational Training and Employment Centres (VTEC) program across Victoria and Tasmania.

In 2017 we have continued to grow our offerings in traineeships and direct employment, provide mentoring and workplace support and offer cultural care to Aboriginal and Torres Strait Islander people across the country.

We partner with employers nationally to develop and grow their Aboriginal employment programs by providing business solutions for recruitment, retention and mentoring. We also build cultural understanding and develop leadership skills.

We currently deliver the Australian Government's Indigenous Advancement Strategy across Australia, facilitating and supporting both school-based and full-time traineeship models. 2017 has seen us continue to build on and grow our partnerships with community, our partner organisations and employers to provide a diversity of employment and education pathways nationally.

CULTURAL AWARENESS

More workplaces across the country have become culturally aware thanks to the expansion of our Cultural Awareness Training. 2017 saw over 1,200 participants.

FOOTY MEANS BUSINESS

47 young Aboriginal and Torres Strait Islander men developed their leadership skills through the highly successful Footy Means Business Program, delivered in partnership with Rio Tinto and the AFL.

“

OUR TEAM IS DEDICATED TO CREATING OPPORTUNITIES FOR YOUNG ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLE TO HELP BUILD A GREAT CAREER AND FIND THEIR FUTURE.”

JADE COLGAN

EXECUTIVE MANAGER,
ABORIGINAL & TORRES STRAIT ISLANDER PROGRAMS

SPORTSREADY EDUCATION

Specialising in
Sport & Business
courses, ranging
from Certificate
through to
Diploma level.
RTO ID: 22394

**IN 2017, OVER 700 STUDENTS COMMENCED
THEIR STUDIES WITH SPORTSREADY
EDUCATION, INCLUDING 162 ABORIGINAL
AND TORRES STRAIT ISLANDER PEOPLE.**

We continued to work closely with a number of corporate partners including NAB, ANZ, CBA, Westpac, Telstra and Kmart delivering business and financial services qualifications.

We also continued to provide tailored education to a number of industry partners including AFL clubs, the AFL, AFL Players' Association, Cricket Australia, Bowls Australia, Melbourne Storm and YMCA Victoria.

Sportsready Education (SRE) received positive student and employer feedback throughout 2017. Our commitment to be a quality training organisation was validated by an overall satisfaction result of 78% from both students and employers who were happy with the education they received from SRE.

2017 also saw us review student and employer feedback, which has resulted in the development of a new suite of student resources which will be rolled out in 2018. It is anticipated that these enhanced resources will result in a better learning experience for students as well providing improved teaching tools for SRE educators.

SRE has continued to support both the Indigenous Marathon Project (IMP) and Melbourne University Murrup Barak Program (MUMBP). The IMP, for the third year running, maintained strong numbers with a total of 12 participants successfully completing the Certificate IV in Sport and Recreation qualification. Our continued strong relationship with the MUMBP saw 12 participants successfully complete the Diploma of Leadership and Management qualification in 2017.

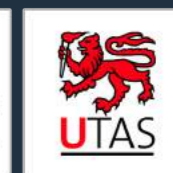
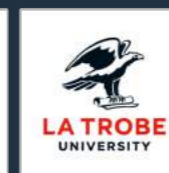
SRE was again recognised as a quality training organisation with renewed government funding contracts in:

- Victoria
- Western Australia
- South Australia
- New South Wales
- Tasmania
- Queensland



**PROVIDING
YOUNG
PEOPLE
WITH A
GREAT
PLATFORM
TO DEVELOP
THEIR
FUTURE.”**

**UNIVERSITY
PATHWAY
program**



86%

COMPLETION RATE

In 2017, we placed a strong focus on providing additional support for students. As a result, we saw our completion rate jump to 86%.

22%

INDIGENOUS STUDENTS

In 2017, 22% of our students identified as Aboriginal or of Torres Strait Islander background.

58%

AGE BREAKDOWN

In 2017, the typical student was between 19-21 years old:

- 19-21 years old - 58%
- 16-18 years old - 21%
- 22-24 years old - 9%
- 25-29 years old - 6%
- Above 30 - 6%

63%

QUALIFICATIONS

In 2017, the vast majority of our students studied for a Certificate III qualification:

- Certificate III - 63%
- Certificate IV - 21%
- Diploma - 11%
- Certificate II - 3%
- Other - 2%



AFL UMPIRE COACHES ACADEMY:

655 PARTICIPANTS

AFL CODES & POLICIES CERTIFICATE:

4,280 PARTICIPANTS
[INC. 223 AFLW]

AFL COACHES ASSOCIATION SPECIALIST CERTIFICATE IN COACHING FEMALE ATHLETES:

25 PARTICIPANTS

EXECUTIVE EDUCATION

AFL SPORTSREADY EXECUTIVE CERTIFICATES CAN BE ACCREDITED UP TO A MASTERS LEVEL THANKS TO OUR NATIONAL UNIVERSITY PARTNERSHIPS.

AFL SportsReady's Executive Education programs continue to grow, impacting over 1,000 people across the AFL Industry through our range of Executive Courses in AFL Management, Football Operations, Recruiting, Player Development, Player Agents, AFL Umpiring and Coaching. Our online programs such as the AFL Codes and Policies Certificate prepared over 4,000 participants, including 223 AFLW representatives.

AFL COACHES ASSOCIATION PROFESSIONAL CERTIFICATE IN AFL RECRUITING:

25 PARTICIPANTS

WE WORK WITH ORGANISATIONS TO DELIVER TAILORED, INDUSTRY LEADING COURSES:



EXECUTIVE CERTIFICATE IN AFL MANAGEMENT:

25 PARTICIPANTS

AFL PLAYERS' ASSOCIATION - EXECUTIVE CERTIFICATE IN PLAYER DEVELOPMENT:

23 PARTICIPANTS

YMCA LEADERSHIP PROGRAM:

30 PARTICIPANTS

AFL PLAYERS' ASSOCIATION - PROFESSIONAL CERTIFICATE PLAYER AGENTS:

21 PARTICIPANTS

2017 FINANCIAL REPORT

SPORTSREADY EDUCATION DRIVES IMPROVED GROUP PERFORMANCE

AFL SportsReady recorded a net surplus of \$58,017 for the 2017 financial year. The result was in line with the final forecast. In consideration of one off program funding, revenue remained stable year on year.

This year marked the second consecutive year of profit since acquiring SportsReady Education, which shows the company's commitment to continue to grow and provide a uniquely viable service offering.

The quality of what we deliver in Sportsready Education, our Registered Training Organisation, continues to be a focus for the company. In 2017, total revenue grew by 15% leading to an increased profit of \$283,579 year on year.



**WE ARE
COMMITTED TO
continuous growth
AND PROVIDING
A UNIQUELY
VIALE SERVICE
OFFERING**



PROFIT & LOSS STATEMENT

ALL FINANCIALS ARE EXTRACTS FROM
AUDITED FINANCIAL STATEMENTS. FULL
FINANCIAL STATEMENTS ARE AVAILABLE ON
REQUEST.

REVENUE	
JOB PLACEMENTS	\$13,692,971
AFL INDUSTRY	\$782,000
TRAINING FEES	\$861,985
GOVERNMENT FUNDING	\$5,489,909
OTHER	\$469,808
TOTAL REVENUE	\$21,296,673

EXPENDITURE	
SALARIES [TRAINEES & STAFF]	\$18,022,072
OPERATING EXPENSES	\$1,124,943
DEPRECIATION & AMORTISATION	\$183,177
OTHER	\$1,908,464
TOTAL EXPENDITURE	\$21,238,656



REVENUE
\$21,296,673



EXPENSES
\$21,238,656



YEARLY PROFIT
\$58,017

15%

**EDUCATION
REVENUE GROWTH**
\$283,579



**PERFORMANCE
IMPROVEMENTS**



**REDUCTION
GRANT REVENUE**



TRAINEES SHINE ON THE GOLD COAST

SINCE THEIR INCEPTION IN 2012 THE GOLD COAST SUNS HAVE TAKEN ON AN IMPRESSIVE FOURTEEN AFL SPORTSREADY TRAINEES, SIX OF WHOM ARE STILL EMPLOYED BY THE FOOTBALL CLUB ALONG WITH THREE CURRENT TRAINEES.

Human Resources Officer at the Gold Coast Suns, Janessa Thompson, is thrilled with the program and believes traineeships are a huge benefit to any organisation especially in the sporting industry.

"Traineeships give young people a real opportunity and a foot in the door. It's a learning experience, a chance to understand and see first-hand how an AFL Club runs," said Ms Thompson. "A lot of our trainees have learnt a great deal during their time with the Suns and as you can see we have a great success rate," she added.

The Suns trainees have been model employees and have been instrumental to the club during the busy football season. *"My experience as a host employer has been extremely positive and rewarding."*

"The trainees have been a great support to managers and their team members as they are so willing to learn and want to get as much exposure as they can so they are more than happy to get in and get things done."

“TAKING ON TRAINEES IMPROVES OUR WORKPLACE BECAUSE HAVING MORE RESOURCES RESULTS IN BETTER OUTCOMES.”

Having had a number of trainees as part of the team full-time, staff are experienced in supervising and supporting these young people through the program. As a result both the football club and the trainee benefit greatly from the experience.

"Every trainee has been exceptional in their own way. They all have their own professional growth and learning experience during their time in their traineeship whether it has been practical experience or the study side of things. For example, Chelsea Robertson did a Finance Traineeship and is now our Accounts Officer, so she has come a long way in her department."

The six trainees who are currently employed have worked their way up in the organisation such as Thomas Beverley who was one of the first trainees to complete a traineeship with the SUNS in 2012 and is currently employed as their Media and Communications Manager.

"At the moment we have three trainees employed at the SUNS and I can already see the impact they are having on the organisation."

"An opportunity like this really goes a long way and the trainees really thrive on these experiences because they always get something out of it and so do we," Ms Thompson said.

Kalinda Howarth graduated from her traineeship in 2017 and completed a Certificate in IV in Sport and Recreation. She now works for the Suns part-time as their Diversity Programs Officer.

"I was presented with a number of amazing opportunities. I was also able to build a professional network and the belief my manager and other staff showed in me, allowed me to showcase my skills and excel in my traineeship, which ultimately led to being offered an ongoing role," beamed Kalinda.

IMAGE: Current and ex-trainees who work for the Gold Coast Suns: Back row L-R Milli Rainger, Brandon Coles, Thomas Beverley, Harrison Peucker, Kalinda Howarth. Front Row L-R Abdullah Haddad, Isabel Fisher, Chelsea Robertson and Sarah Ahrens





THE JILL LINDSAY SCHOLARSHIP

honouring a legend

THE SCHOLARSHIP

- \$20,000 EDUCATION GRANT
- LAPTOP COMPUTER
- MENTOR FOR 6 MONTHS
[ANDI PERT, HR CONSULTANT SPECIALISING IN LEADERSHIP DEVELOPMENT AND EXECUTIVE COACHING]

PREVIOUS WINNERS

2011 NICOLE ROWLINGS
CARLTON FOOTBALL CLUB

2012 HAYLEY ROBINSON
AFL UMPIRES ASSOCIATION

2013 LAUREN BYRNES
AFL SPORTSREADY

2014 EMILY BUYSEN
NORTH MELBOURNE FOOTBALL CLUB

2015 EMILY WASTLE
AFL QUEENSLAND

2016 CHELSEA RANDALL
SWAN DISTRICTS FOOTBALL CLUB

2017 WINNER

MADDY COLLIER

Maddy, 22, made AFL history as the first NSW/ACT player to be signed as an AFLW player. As a NSW Female Football Ambassador, Maddy is passionate about bringing football to girls of all ages in all areas of the country.

"I grew up in the small-town of Nowra in NSW and I always played footy with my brother and the boys. As I grew up I just took the opportunity of playing football with both hands and didn't let go," Maddy said.

"I just thought that my opportunities shouldn't stop and that sparked my passion for girls in football especially in small towns where women might not have the same opportunities as men."

"Jill Lindsay was a pioneer in changing how women in power are seen and I really admire all the work she did. Her values and goals are something that I really look up to."

Through the AFL SportsReady program Maddy has completed her Certificate III in Sport and Recreation and now has a Certificate IV in Business Studies.

GWS Giants General Manager of People and Culture, Jody Masina believes that investing in Maddy is to support in the future of female football in New South Wales.

"To be able to pursue a pathway into representative football teams and then into the AFLW Giants team shows the true spirit and inner determination of Maddy," Ms Masina said.

Jill Lindsay was a trailblazer within the Australian Football industry. For more than 40 years, Jill worked for the AFL and was a hero to generations of staff and football people who worked with and admired her.

Jill remains the longest-serving employee in the history of the VFL / AFL and was the first woman honoured with an AFL Life Membership.

Jill started her career as the VFL's Office Clerk, quickly advancing through the ranks in a variety of roles including Match Day Supervisor, Operations Manager, Membership Manager, and finally as the AFL's Ground Operations Manager. She was a mentor to many women across the football industry, and a loyal and trusted friend to those who knew her. She was a natural leader whose inner strength and support for colleagues made the people around her walk taller.

Sadly, in 2010 Jill lost her battle with cancer and her passing was deeply felt across the broader football community. While she is lost to us, she will never be forgotten. The AFL Commission created a scholarship in Jill Lindsay's name, recognising her outstanding service to the game and to further promote careers for women in sports administration.

NATIONAL OFFICE

Level 3, Bob Rose Stand
Corner Lulie & Abbott St
PO Box 305
ABBOTSFORD VIC 3067



E: info@aflsportsready.com.au
W: aflsportsready.com.au

