



SPORTSREADY
EDUCATION & EMPLOYMENT



ANNUAL
REPORT

2018

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AFL SportsReady acknowledges the Traditional Custodians of the lands on which we work and live. We pay our respects to their Elders both past and present and extend that respect to all Aboriginal and Torres Strait Islander Peoples.



MESSAGE FROM THE CHAIR

On behalf of the Board and all staff it gives me great pleasure to present to you AFL SportsReady's 2018 Annual Report. This report summarises the year we've had, the successes along the way, our financial health and the future plans for the company. I am proud of what we achieved in 2018.

This year, we have provided career pathways to over 500 trainees and 600 students. In 2018, we placed a strong focus on providing additional support for trainees.

As a result, we saw 74% of our trainees graduate and join the AFL SportsReady Alumni. It was also a year where we had a number of our trainees represent us in State Training awards, with finalists in South Australia, Victoria and Western Australia.

Our Tasmanian trainee, Hadi Rezaie won the Equity Apprentice/Trainee of the Year and Olivia Turner from New South Wales was awarded the NSW Trainee of the Year Award (Central and Northern Sydney). This is testament to the work

we do in providing quality employment and education for young people across Australia.

In a partnership with the Australian Government, AFL SportsReady was a part of the #RealSkillsForRealCareers national initiative, raising the awareness of vocational education and training (VET) and showcasing that VET qualifications can lead to successful, meaningful, professional jobs, with great salaries and outstanding career prospects.

Our commitment to building the next generation of Indigenous professionals continued with the launch of AFL SportsReady's Cadetship Program. An Australian Government Funded Program that aims to provide support to Indigenous Australians studying at university.

Our relationship with schools across the country continues to grow, with our school partners providing traineeships to over 200 young people in their sports, business administration, IT, horticulture and performing arts departments. AFL SportsReady has a proven track record in working with schools and achieving excellent results for both trainees and teachers.

Next year is also set to be a big year as we continue to deliver the best possible outcomes for young Australians and all our partners. AFL SportsReady is also celebrating a major milestone: 25 years of helping young Australians develop careers through employment and education. This milestone has been achieved through the hard work and commitment of all of our stakeholders who have supported us along the way. I hope you can join us for the next chapter in our company's history.

A handwritten signature in dark ink, appearing to read 'Justin', followed by a period.

THE HON. JUSTIN MADDEN, AM
CHAIR, AFL SPORTSREADY



MESSAGE FROM THE CEO

This year we achieved some outstanding results and it gives me great pleasure to share with you our successes and reflect on the real difference that AFL SportsReady is making.

A major focus of AFL SportsReady in 2018 was improving our operations and customer service by undertaking a company-wide review of technology and our current business systems. As a result, AFL SportsReady will make a significant investment in technology, leading to more efficient services and better outcomes for all with whom we work.

We are more committed than ever to supporting young Australians, while delivering the best possible outcomes for our partners.

The outcomes we deliver are all a result of what we do together. We look forward to continuing to develop more truly collaborative partnerships.

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

I continue to be inspired by those we support, their stories and the challenges they face in taking the first steps in their career. We will continue to provide the services and programs to build a better future for young Australians through education and employment.

Lastly, to the Board and outstanding team at AFL SportsReady, thank you for all that you do. Our success would not be possible without your dedication and commitment.

A handwritten signature in black ink, consisting of a large, stylized 'J' followed by a series of loops and a long horizontal stroke.

JAMES MONTGOMERY

CEO and DIRECTOR, AFL SPORTSREADY

THE TEAM BEHIND AFL SPORTSREADY

CHAIRMAN



THE HON. JUSTIN MADDEN, AM

CEO AND DIRECTOR



JAMES MONTGOMERY

DIRECTOR



MADELINE PENNY

DIRECTOR



ANDREW BLAIR, AM

DIRECTOR



DAVID HUGGINS

DIRECTOR



STEVE DRUMMY

DIRECTOR



NOVA PERIS, OAM

DIRECTOR



BEN SMITH

DIRECTOR



SIMONE WILKIE, AO

Governance Committee

**David
Huggins**

**James
Montgomery**

**Andrew
Blair, AM**

Audit, Risk Management and Compliance Committee

**Steve
Drummy**

**James
Montgomery**

**Simone
Wilkie, AO**

The Ready Foundation Board

**The Hon.
Justin
Madden, AM**
**Marilyn
Morgan**

**James
Montgomery**
**Bianca
Chatfield**

**Lisa
Hasker**

TRAINEE TO EXECUTIVE AT MANCHESTER UNITED

Sports fanatic Alex Pietrus felt like he scored the winning goal after being approached by Manchester United (Man Utd) to join their team as Hospitality and Sales Executive and played a big part in his AFL SportsReady traineeship.

After a successful run in the AFL industry, Alex was approached by the world-renowned football club in February 2018. "My traineeship really set me up for a career in the sporting industry," said Alex.

"THE CERTIFICATION STUDY AND PRACTICAL SKILLS I PICKED UP FROM MY TRAINEESHIP GAVE ME A GREAT PLATFORM TO BUILD MY CAREER AND GET ME WHERE I AM TODAY."

"After working for the Adelaide Crows for four years I took the opportunity to work for Man Utd and moved to the UK. In this role I am responsible for selling corporate hospitality to businesses and United fans from around the world."

Alex's inspiring journey started in 2006 when he decided to take on a traineeship at the AFL Store and completed a Certificate III in Retail Management.

"My parents saw an ad in the paper about traineeships and how you could acquire practical skills and a VET qualification. It was an opportunity to take a gap year and set me up on a professional path, which it did."

Through his experience, Alex learned retail and business skills that would later come in handy in his career endeavours as his career took off.

"I learned everything from selling to customers, stocking shelves to helping manage inventory levels and merchandising the store."

"The VET qualification also helped a lot as it allowed me to apply the theory I was learning in the classroom in a practical sense. Had I just been working as retail assistant I would not have the broad range of skills and knowledge I have today."

Upon completing his traineeship Alex continued to work for the AFL Store for another 3 years eventually becoming the Manager. He then applied for the Merchandise Manager role at the Adelaide Crows and was successful.

"I moved up at the Crows and climbed my way to a business development role where I was responsible for driving commercial sales. This all led me to what I am doing now, working at Manchester United."

For Alex, like many other sports fans, this new opportunity was a dream come true and an inspirational accomplishment.

"If I had chosen to go to uni without really knowing what I wanted to do I would have wasted 3-4 years and potentially ended up with a degree that I would not use."





KEVIN SHEEDY, AO

**"WE'VE GIVEN OVER 15,000 MEN AND
WOMEN OF AUSTRALIA A WONDERFUL
OPPORTUNITY TO FIND OUT HOW
TALENTED THEY ARE"**

AFL SPORTSREADY CO-FOUNDER

ABOUT AFL SPORTSREADY

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 the arts and the creative industries.

We have kick-started the careers of approximately 15,000 young job seekers, including 2,400 Indigenous Australians, and helped support over 700 sporting organisations and other businesses across Australia; since we began 24 years 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.

OUR PURPOSE

AFL SportsReady provides 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 help employers develop their workforce.

OUR VALUES

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

EXCELLENCE We strive for excellence in all that we do

PRIDE We have pride in what we do and where we work

ETHICS We are ethical in our decision making and our behaviour

ACCOUNTABILITY We do what we say we will do

TEAM We work together and support each other

OUR PROGRAMS

TRAINEESHIPS

Our traineeship model is a three-way partnership between:

- AFL SportsReady
- Trainees
- Employers

We support both the trainee and employer every step of the way, which means everyone gets the best out of the experience.

Starting a career has never been more difficult, with competition for roles steadily increasing. Our traineeships offer young people one of the most effective ways to get their foot in the door and kick-start a career.

THE READY FOUNDATION

A charity established to help Aboriginal and Torres Strait Islander people - and other disadvantaged individuals and groups - create a better future. The charity assists to fund employment opportunities, removes working barriers and delivers much needed professional development opportunities. The Ready Foundation is committed to empowering underprivileged young Australians, reducing disadvantage and achieving reconciliation.

ARTSREADY

A traineeship for young Australians looking to enter the Arts and Creative Industries.

Offering a mix of school-based and full-time traineeships, the program prepares participants to graduate with job ready skills for the arts and creative industries.

The program builds skill development through accredited training that combines practical experience at work with vocational education. It also supports employers during the recruitment and employment process.

SPORTSREADY EDUCATION

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

AFL SPORTSREADY'S IMPACT



24 YEARS EXPERIENCE



15,620 TRAINEES



2,400 INDIGENOUS TRAINEES



1,425 AFL PLAYERS



7 UNIVERSITY PARTNERS



402 TRAINEES IN 2018



250 HOST EMPLOYERS IN 2018

WARUMILANG

Since 2000, the Warumilang program has kick started the careers of over 2,400 Aboriginal and Torres Strait Islander people through traineeships and direct employment opportunities.

ATHLETE AND SPORTS EDUCATION

All AFL Industry programs are developed to meet the need of sports industry, building on our extensive experience in elite sports, adult education, career guidance, course design and online course development.

Supporting the AFL industry through:

- **Next Goal** - a work placement program for AFL players
- **Football induction** - developing the skills necessary for a successful AFL career for first year players
- **Education** - providing courses ranging from Certificate through to Diploma level

HOW WE HELP OUR PARTNERS

THE BENEFITS

AFL SportsReady help employers by providing them with motivated and capable 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 platform for young people to get qualified and experience the workplace, it can help employers develop their workforce.

Our trainees often do the everyday tasks that free up managers and supervisors to focus their time on essential workplace tasks. Trainees assist with a wide variety of tasks; providing 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
- Employ entry-level staff

**WE WORK FOR
YOU, SO YOU
CAN FOCUS ON
WHAT IS
IMPORTANT.
IT'S A REAL WIN-
WIN FOR BOTH
THE TRAINEE
AND THE HOST
EMPLOYER**



BOOSTING BUSINESS THROUGH QUALITY SERVICE AND EXPERT TRAINING DELIVERY



RECRUIT

We manage 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 and Superannuation
- Taxes
- Contracts / Legal
- Leave entitlements
- Insurances / WorkCover.



EDUCATE

As a Registered Training Organisation, we deliver 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.

83%

SUCCESS RATE

In 2018, AFL SportsReady placed a strong focus on providing support for trainees. As a result, we saw our completion rate jump to 38%

78%

ENDORSE US

92% of graduates recommended our training and 78% recommended SportsReady Education as a training provider.



**24
YEARS
EXPERIENCE**



**250
HOST
EMPLOYERS**



**25%
INDIGENOUS
WORKFORCE**



**402
TRAINEES**

OUR 2018 GRADUATING TRAINEES



4 GRADU

WESTERN AUSTRALIA

SOUTH AUSTRALIA



COMPLETION RATE

We placed a strong focus on providing additional support for trainees. As a result, we saw 74% of our 402 trainees graduate and join the AFL SportsReady Alumni.



GENDER SPLIT

The majority of our trainees were female:

- Female - 59%
- Male - 41%



INDIGENOUS TRAINEES

One-third of our trainees identified as Aboriginal and/or Torres Strait Islander.

- Non-Indigenous - 66%
- Indigenous - 34%

02 STATES



QUEENSLAND

NEW SOUTH WALES/ACT

VICTORIA

TASMANIA



AGE BREAKDOWN

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

Most of our trainees studied Business qualifications:

- Business - 43%
- Sport and Fitness - 41%
- Retail - 9%
- Education - 2%
- Horticulture - 2%
- IT - 2%
- Other - 1%

NATIONAL SNAPSHOT



VICTORIA

- We have 134 trainees in 84 Primary and Secondary schools. Some schools taking on multiple trainees including: 5 at Catholic College Wodonga and Peninsula Grammar; 4 at Catholic College Sale; 3 trainees at Kosciusko Street Primary School, Marcellin College, Mount Lilydale Mercy College and Scotch College.
- Lucy Smeaton was a top three finalist at the annual Victorian Training Awards.
- We passed our GTO audit; being re-registered for a further 5 years.
- 90% of employers were satisfied with the training provided by our SportsReady educators compared to other Victorian RTO's at 77.6%
- We continue to work with Aboriginal Housing Victoria (AHV) and Centre of Multicultural Youth (CMY) under the Jobs Victoria Employment Network (JVEN) to support and create employment opportunities for Aboriginal and Torres Strait Islander and Multicultural candidates.



TASMANIA

- We had 4 finalists at the Tasmania Training Awards. Hadi Rezaie (pictured below) won the Equity Apprentice/Trainee of the Year Award and Kaitlin Hawkins won the Lance Memorial Award.
- The partnership with University of Tasmania has continued to grow with 11 trainees now taking advantage of the partnership and further studies at university.
- The number of trainees and direct students has grown across the state.
- Trainee completion rate is sitting at over 80%.



SOUTH AUSTRALIA

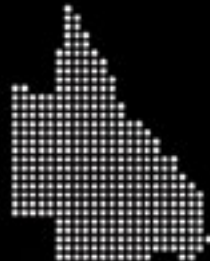
- The South Australian Government approached AFL SportsReady to provide a skills audit into Aboriginal employment in the Arts Industry.
- We had finalists in two categories at the South Australia Training Awards, including AFL SportsReady's Pamela Anderson (below), who was a finalist in the Trainee of the Year Award.
- Following the launch of the Cadetship program nationally, PwC Indigenous Consulting was one of the first companies to take on a Cadet.





WESTERN AUSTRALIA

- Schools continue to be a strong advocate of the traineeship program with 23 schools now involved.
- Shaquille Morton (pictured below) was nominated for the Aboriginal and Torres Strait Islander Student of the Year.
- Record numbers of Indigenous trainees in Western Australia in 2018. For the calendar year, approximately 40% of WA trainees identified as being of Aboriginal and/or Torres Strait Islander heritage.



QUEENSLAND

- Sport and Recreation is now on scope and being delivered across the state
- Kmart have committed to another intake of School based traineeships over the next two years
- Partnering with Arrow Energy, we hosted an event to promote Training opportunities in the Darling Downs Region. Daniel Tattam (picture below) is one of our trainees from the Arrow Energy partnership.
- Trainee numbers are continuing to grow across the state with 92 completions for 2018. On the back of this growth, Queensland is the now the second largest state for traineeships overall and largest for Aboriginal and Torres Strait Islander traineeships.



NSW/ACT

- We increased our Partnership with the City of Sydney, with an additional five School Based Trainees commencing a traineeship with the Council.
- In May 2018, the team helped facilitate the 2018 Indigenous Marathon Project - a health promotion charity that uses running to celebrate Indigenous resilience and achievement, and create inspirational Indigenous leaders. Trainees from AFL SportsReady competed and coordinated the event, with credit going toward completion of the Sport and Recreation IV qualification.
- The ArtsReady program saw a 33% growth in delivery and opportunity across NSW in 2018.
- 47% of the trainees that completed in 2018 identified as Aboriginal and or Torres Strait Islander Peoples.

AFL SPORTSREADY - WORKING WITH SCHOOLS

HOW OUR SCHOOL PROGRAM IS DELIVERING BETTER LEARNING OUTCOMES FOR SCHOOLS ACROSS THE COUNTRY.

Over the past 24 years, AFL SportsReady has worked with over 450 schools across Australia to help deliver better learning outcomes for students. We are focused on helping the school meet their needs for quality support staff through traineeships.

Schools have always been great supporters of our program, as we provide specialist support services designed to ease the time pressures all teachers face.

In 2018, AFL SportsReady's school partners provided traineeships to over 200 young people in their sports, business administration, IT, horticulture and performing arts departments.

- 87% completed a nationally recognised qualification, while on the job
- 59% went to university and almost half who attended university went into teaching
- 22% were employed full time in the school after completing their traineeship

Many of our young trainees take it as an opportunity to test whether they want to pursue a teaching career. The experience is often seen as a 'gap year' that serves to sharpen their focus on what they want to do.

Our trainees are equipped with unique skills, receive invaluable on-the-job work experience and have the opportunity of undertaking further study through AFL SportsReady's national university partners.

For more about what our trainees can do for your school and the benefits of becoming a host employer, please visit our website:

<https://aflsportsready.com.au/school/>

WE SEE THIS VOCATIONAL MODEL AS A CREDIBLE PATHWAY INTO TEACHING.

SCHOOLS BREAKDOWN 2018

Since 1994, we have worked with over 450 schools across Australia, allowing teachers to focus on delivering better outcomes for their students. We have experience in all school sectors including:

35% CATHOLIC

22% INDEPENDENT

43% GOVERNMENT





2018 NEWS



AFL SPORTSREADY CHAMPIONS THE BENEFITS OF VET

In partnership with the Australian Government, AFL SportsReady was part of the #RealSkillsForRealCareers national initiative: raising the status of vocational education and training (VET) and helping Australians understand that VET qualifications can lead to successful, meaningful, professional jobs - with great salaries and outstanding career prospects.

The highlights from this campaign included:

- 18 videos as part of a series that profiled one male or female professional AFL/AFLW player who has completed a vocational education and training qualification for the VET Alumni program. These videos were launched to coincide with 18 games during the season.
- Assistant Minister for Vocational Education and Skills Karen Andrews said, "Footy fans from all over Australia will be inspired by their AFL heroes personal success stories which exemplify the

diverse range of opportunities available through VET."

- The creation of a national video highlighting the VET-skilled staff working in the AFL industry.
- A national school's campaign and video resource to introduce students to a career pathway through VET.
- Provided real stories, from real people, showcasing real achievement, via monthly editorials and trainee vlogs (video blogs).

Due to the success of this campaign, AFL SportsReady was awarded more funding to highlight the personal success stories of athletes or employees who are participating in or have completed a VET qualification, by creating the 'Start of Something Great' video series.

LAUNCH OF CADETSHIPS

In 2018, AFL SportsReady launched the Cadetship Program. An Australian Government funded program that aims to provide support to Indigenous Australians, studying at university.

This program enables students to gain a professional employment experience alongside their studies and provides the employer with a knowledgeable and eager individual with a passion for their industry, whilst building the next generation of Indigenous professionals.



BUSINESS SYSTEMS INVESTMENT

AFL SportsReady continues to invest in technology to improve its operations and customer service.

A company wide review of all the current systems used by the organisation was undertaken in early 2018 and recommendations were made on alternative systems that could be developed to incorporate a broader range of business functions.

In late 2018 the decision was made to develop a system that would be customised to not only meet the current operational needs of the organisation but also accommodate new programs and services.

The newly developed system will have a significant positive impact on internal efficiency as well as improvements in stakeholder management.

These include:

- Streamlined and more efficient process flow
- Improved compliance and data quality standards
- Reduced double handling of paperwork and time taken to input data
- Better and more frequent communication to stakeholders through system-based notifications, emails and texts
- Use of online electronic forms
- Improved reporting capabilities
- Portals used to manage communication, forms and information with external stakeholders
- Improvement in the way AFL SportsReady monitors and reports on organisational performance
- Improved stakeholder experience.

The new system will be implemented in stages, with the first stage expected to be completed in late 2019.



'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.



208 TRAINEES

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

In 2018 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.

101 STUDENTS

101 Aboriginal and/or Torres Strait Islander students commenced their studies with SportsReady Education.

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.

92 DIRECT EMPLOYEES

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

We currently deliver the Australian Government's Indigenous Advancement Strategy across Australia, facilitating and supporting both school-based and full-time traineeship models. 2018 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.



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 19 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 people 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/or 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 aims to provide 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 contributing to reconciliation, by providing real career opportunities.



HOW THE READY FOUNDATION EMPOWERS YOUNG AUSTRALIANS



ELIMINATE WORK BARRIERS

[CLOTHES, EQUIPMENT,
TOOLS, TRANSPORT]



HELP DELIVER
PROFESSIONAL
DEVELOPMENT
PROGRAMS



HELP TO REDUCE EDUCATION COSTS

[ADMINISTRATION
FEES AND EQUIPMENT]



FUNDING
EMPLOYMENT
OR TRAINEESHIP
OPPORTUNITIES



SUPPORTING THE **ARTS & CREATIVE INDUSTRIES**

ARTSREADY CONTINUES TO LOOK FOR NEW OPPORTUNITIES TO ESTABLISH PATHWAYS FOR YOUNG PEOPLE AND SUPPORT INDIGENOUS TALENT IN THE ARTS AND CREATIVE INDUSTRIES.

In 2018 ArtsReady launched the Arts8 Indigenous Pathways pilot to increase opportunities for Indigenous students to audition for Australia's leading arts training organisations, including the National Institute of Dramatic Art NIDA and The Australian Ballet.

This initiative was supported by the Australian Government through the Department of Communications and the Arts. In addition, we have expanded into surveying students and arts organisations around wellbeing and Aboriginal employment opportunities.

Since its launch in 2014, 261 trainees have graduated through the program and gone onto meaningful employment or further education.

We've seen a greater national commitment by many employers to taking on more trainees; with increased opportunities for Aboriginal and/or Torres Strait Islander people.

Currently of those students in Traineeships, 38% identify as Aboriginal and/or Torres Strait Islander.

We have also seen organisations continue to strengthen their reconciliation action plans by engaging our services to conduct cultural awareness training for their staff.

Organisations such as NAISDA, Adelaide Festival, APRA AMCOS, Australian Film Television and Radio School, Australian Research Council, Australian Theatre for Young People, Bathurst City Council, Blacktown Arts Centre, City of Cockburn, City of Sydney, Clarence Valley Council, Create NSW, Creative Victoria, Edith Cowan University, Information and Cultural Exchange, Multicultural Arts Victoria, Queensland Ballet, Sydney Festival, The Museum of Applied Arts and Sciences and the Unley Council in SA have been very supportive in 2018.

ArtsReady's successes are driven by great sector engagement nationally, especially the performing arts, Galleries and Museums sector and IT sectors. Over 57 secondary schools have been supporters of the program, along with local government and media companies.

"ARTSREADY HAS BEEN THE PREFERRED PATHWAY FOR OVER 398 YOUNG AUSTRALIANS LOOKING TO ENTER THE ARTS & CREATIVE INDUSTRIES."

ANDREW MURRAY

GENERAL MANAGER, ARTSREADY

ARTSREADY GROWTH

More and more
ArtsReady trainees are
graduating each year:

- **2014:** 10 GRADUATES
- **2015:** 37 GRADUATES
- **2016:** 55 GRADUATES
- **2017:** 64 GRADUATES
- **2018:** 74 GRADUATES



29%

INDIGENOUS ROLES

ABORIGINAL AND/OR TORRES STRAIT
ISLANDER SPECIFIC ARTSREADY ROLES
ARE STILL IN HIGH DEMAND

398

MILESTONE OPPORTUNITIES

IN DECEMBER 2018, ARTSREADY HAD ITS
398TH TRAINEE START IN THE PROGRAM.

75

PARTNERSHIPS

THE NUMBER OF NEW EMPLOYMENT
PARTNERS WHO WORK WITH
ARTSREADY CONTINUED TO GROW
IN 2018.



PREFERRED PATHWAY

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



Australian Government

Department of Communications and the Arts

ArtsReady is an initiative of AFL SportsReady and is supported by the Australian Government.

SPORTSREADY EDUCATION

Specialising in Sport and Business courses, ranging from Certificate through to Diploma level.

IN 2018, OVER 600 STUDENTS COMMENCED THEIR STUDIES WITH SPORTSREADY EDUCATION AND THE FEEDBACK ON THE QUALITY OF THE TRAINING DELIVERED HAS BEEN STRONG. SPORTSREADY EDUCATION RECEIVED AN OVERALL SATISFACTION SCORE OF 78% FROM BOTH STUDENTS AND EMPLOYERS WHO WERE HAPPY WITH THE TRAINING AND EDUCATION THEY RECEIVED.

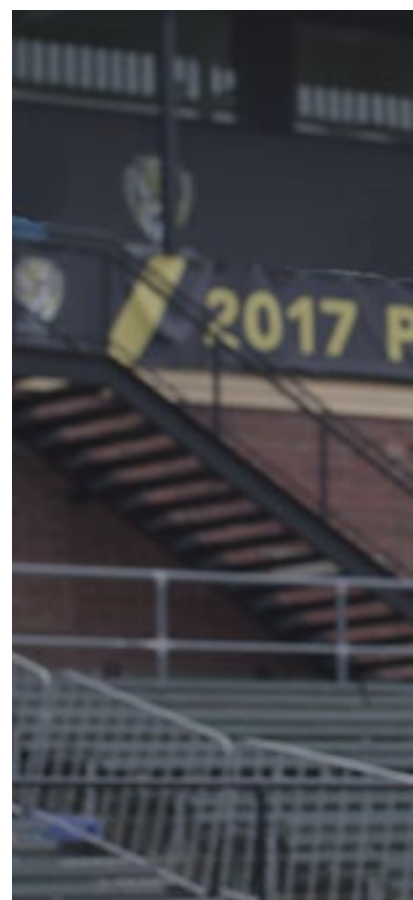
2018 also saw us review trainer, student and employer feedback to further develop and improve our new suite of resources, reflecting our commitment to quality education and continuously striving to tailor the learning experience to our student cohorts.

We continued to work in partnership with many organisations, supporting them through quality education and employment programs, and this number is growing every year. This included partnerships like, the Indigenous Marathon Project and Melbourne University Murrup Barak Program (MUMBP).

It was the Indigenous Marathon Project's fourth year where we delivered a Certificate IV in Sport and Recreation to a further 12 students from across the country. Workshops were held in Sydney, Gold Coast and Canberra where the participants completed education and study sessions around their training and running program. This was our third year in delivering a Diploma of Leadership and Management to 18 students in the Melbourne University Murrup Barak Program.

SportsReady Education continued its strong relationship with universities across Australia, enabling students to undertake further study upon successful completion of their Certificate IV or Diploma.

Finally, we continued to meet our state and national compliance obligations with successful RTO audit outcomes in Victoria, Western Australia and New South Wales.



UNIVERSITY PARTNERS



83% SUCCESS

COMPLETION RATE

In 2018, we placed a strong focus on providing additional support for students. As a result, we saw our completion rate jump to 83%.



“

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



26% INDIGENOUS

INDIGENOUS STUDENTS

In 2018, 26% of our students identified as Aboriginal and/or Torres Strait Islander background.



79% 15-19 YEARS

AGE BREAKDOWN

In 2018, the typical student was between 15 - 19 years old.

- 15 -19 years old - 79%
- 20 -24 years old - 17%
- 25-29 years old - 3%
- Above 30 - 1%



71% CERT III

QUALIFICATIONS

In 2018 the majority of students undertook a Certificate III qualification:

- Certificate III - 71%
- Certificate IV - 22%
- Certificate II - 6%
- Diploma - 1%

ATHLETE AND SPORTS EDUCATION

IN MAY 2018, AFL SPORTSREADY BROUGHT ALL ITS AFL, AFLW, AFLPA, AFL COACHES, AFL UMPIRE AND EXECUTIVE EDUCATION PROGRAMS INTO ONE UNIT. THAT UNIT WILL FOCUS ON ALL AREAS OF ATHLETE AND SPORTS EDUCATION.

The Athlete and Sports Education Department has enabled AFL SportsReady to offer better resourcing for its AFL programs and the new team has a broad range of expertise in educational design, online education and athlete wellbeing.

Athlete and Sports Education Programs are run across all areas of the AFL and AFLW Industries plus the team also work with other partners including Bowls Australia, Cricket Australia, Melbourne Storm, Major League Baseball and the YMCA.

The Athlete and Sports Education Team working in partnership with the AFLPA has changed the delivery to AFL Players to make it more Club driven with greater flexibility in the content of workshops and greater opportunity for Club staff to be involved. An individual tutorial relationship between players and educators support this process providing an athlete centred, club driven approach.

AFL AND AFLW PLAYER EDUCATION PATHWAY

Our AFL/AFLW Player Education Programs are delivered in partnership with the Club. These programs are contextualised to the AFL environment with delivery models tailored to ensure quality outcomes for all players. Workshops are delivered with greater flexibility in the content and there are more opportunities for Club staff/stakeholders to be involved.

SPORTS PARTNER PROGRAMS



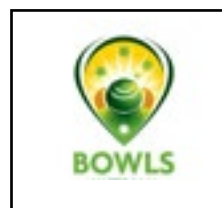
**1,632
PARTICIPANTS
ACROSS 11
COURSES**



**10
PARTICIPANTS
ACROSS YMCA
LEADERSHIP
PROGRAM**



**6
PARTICIPANTS
IN CERTIFICATE IV
OF BUSINESS**



**398
PARTICIPANTS
ACROSS 6
COURSES**

AFL INDUSTRY EDUCATION PARTNERS



127 AFL/AFLW PLAYERS ENROLLED IN 2018 COURSES

PROGRAMS INCLUDE

- AFL Player Induction Program (incorporating Certificate III in COP)
- AFL Sport and Business Program (incorporating Certificate IV in Business)
- AFL Business Skills Program (incorporating Diploma in Business)
- AFL Leadership and Management program (inc. Diploma of Leadership and Management)
- Certificate III/IV in Fitness
- Diploma of Sports Development



AFLPA NEXT GOAL PROGRAM

- Participants - 10
- Organisations involved - 10



AFLPA TRANSITION CAMP

- Participants - 42



AFL EXECUTIVE COURSES

COURSE CONTENT RANGING FROM FOOTBALL ADMIN TO AFL RECRUITING

- Number of Courses run in 2018 - 11
- Total Number of participants - 133

AFL UMPIRES

- Total number of participants - 1,445

2018 FINANCIAL REPORT

SPORTSREADY EDUCATION DRIVES IMPROVED GROUP PERFORMANCE

AFL SportsReady recorded a net surplus of \$45,467 for the 2018 financial year. The result was in line with the final forecast. In consideration of one-off program funding, revenue has remained stable year on year.

This year marked the third consecutive year of profit, which shows the company's commitment to continue to 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 2018, total revenue grew by 6% leading to an increased profit of \$43,678.

**WE ARE
COMMITTED TO
CONTINUOUS
GROWTH
AND PROVIDING
A UNIQUELY
VIALE SERVICE
OFFERING**



REVENUE
\$21,187,709



EXPENSES
\$21,142,242



YEARLY PROFIT
\$45,467

15%

**EDUCATION
REVENUE GROWTH**
\$143,870



**PERFORMANCE
IMPROVEMENTS**



**REDUCTION IN
GRANT REVENUE**



PROFIT AND LOSS STATEMENT

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

REVENUE

JOB PLACEMENTS	\$14,044,337
AFL INDUSTRY	\$747,996
TRAINING FEES	\$834,185
GOVERNMENT FUNDING	\$5,109,854
OTHER	\$451,337
TOTAL REVENUE	\$21,187,709

EXPENDITURE

SALARIES <small>[TRAINEES AND STAFF]</small>	\$17,380,054
OPERATING EXPENSES	\$1,691,525
DEPRECIATION AND AMORTISATION	\$85,614
OTHER	\$1,985,049
TOTAL EXPENDITURE	\$21,142,242

CONGRATULATIONS TO AFL SPORTSREADY'S CLASS OF 2018

In early 2019, more than 400 trainees including 34% Aboriginal and/or Torres Strait Islander young people took to the stage to celebrate their personal achievement.

Congratulations to the class of 2018 and the outstanding award winners from each state.

NEW SOUTH WALES

- HostPlus Rising Star Award - Jake Fitzgibbon
- Aboriginal and/or Torres Strait Islander Trainee of the Year - Brooke Hawkins
- AFL SportsReady ACT Trainee of the Year - Amy Dwyer
- AFL SportsReady NSW Trainee of the Year - Tracey Evans

Right: AFL SportsReady ACT Trainee of the Year winner Amy Dwyer



QUEENSLAND

- HostPlus Rising Star Award - Celina Schimmel
- The Chris Johnson Cup - Ally Engle
- AFL SportsReady Trainee of the Year - Emma Van Kalken

Left: AFL SportsReady Trainee of the Year winner Emma Van Kalken with AFL SportsReady CEO James Montgomery

SOUTH AUSTRALIA

- HostPlus Rising Star Award - Kaidy Morgan
- Aboriginal and/or Torres Strait Islander Trainee of the Year - Khiara Wilkey
- School Based Trainee of the Year - Tyanne Kemp
- AFL SportsReady Trainee of the Year - Madison Hurley

Right: HostPlus Rising Star Award winner Kaidy Morgan



TASMANIA

- HostPlus Rising Star Award - Josh McGuiness
- AFL SportsReady Trainee of the Year - Edwin Pretzman

Left: HostPlus Rising Star Award winner Josh McGuiness

VICOTRIA

- HostPlus Rising Star Award - Domenica Molluso
- AFL SportsReady Trainee of the Year - Titit Nyak

Right: AFL SportsReady Trainee of the Year winner Titit Nyak



WESTERN AUSTRALIA

- HostPlus Rising Star Award - Celina Schimmel
- Aboriginal and/or Torres Strait Islander Trainee of the Year - Shaylee Jarmyn
- School Based Trainee of the Year - Jermaine Bropho
- AFL SportsReady Trainee of the Year - Teegan Burns

Left: AFL SportsReady Trainee of the Year winner Teegan Burns

NATIONAL OFFICE

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SPORTSREADY
EDUCATION & EMPLOYMENT

