



ANNUAL | 2019 REPORT | 2020



SPORTSREADY
EDUCATION & EMPLOYMENT

25
Years



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WE DON'T JUST FIND JOBS - WE LAUNCH CAREERS

AFL SportsReady is a national, not-for-profit company dedicated to helping young Australians develop careers through traineeships and educational 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 16,000 young jobseekers, including over 2,500 Indigenous Australians, and helped develop over 700 sporting organisations and other businesses across Australia.



 *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 while supporting their emerging leaders. AFL SportsReady extend that respect to all Aboriginal and/or Torres Strait Islander Peoples who may be reading this publication.



A JOINT MESSAGE FROM THE CEO & CHAIR



2019 was a year of achievement and celebration for AFL SportsReady – our 25-year anniversary as a Company. We hosted a great event at Marvel Stadium with many of our alumni, valued partners, Host Employers and guests to recognise the achievements of our organisation in a wonderful celebration of all those who have contributed to who we are and what we have done. We also took this opportunity to formally recognise and thank our long-standing Hosts and partners for their years of loyalty and their commitment to investing in young people. Celebrating this milestone allowed us to reflect on what we have achieved as well as the ways we can improve, innovate, learn and grow.

2020 however, has been a year unlike any other in our history.

With the devastating arrival of the coronavirus pandemic in 2020, our partnership with Employers was stress tested like never before as we supported Trainees to maintain their employment in workplaces right across the country. To ensure that our service levels met the new challenges brought about by the pandemic, we moved to a high frequency, remote delivery service model utilising video and teleconferencing to support Host Employers and Trainees. This new model included Zoom education workshops, remote site visits and online mentoring sessions. Through these adjustments to our service delivery and the unwavering support of our employers, the majority of our Trainees remained connected to the workplace, and on target to successfully complete their traineeships.

We faced many challenges and the day to day uncertainty of the operating environment meant we had to move – and move quickly – to ensure the safety of all of Trainees, students, cadets and our team. People's job priorities changed overnight and the way in which they delivered these roles changed equally as quickly. In the space of 7 days in March 2020, we moved to becoming a completely working from home organisation. We moved out of our offices with all of our 75 staff and went from face-to-face mentoring, education, and support for over 530 Trainees, 500 students and 50 cadets to everything being delivered via video conference. Our reach is into every state and Territory from Cairns and Darwin in the north, and Hobart in the south, and Perth in the West, and we were able to maintain an increased level of support from over 400 different business sites from our 75 Home offices!

**WE FACED MANY CHALLENGES AND THE DAY TO DAY
UNCERTAINTY OF THE OPERATING ENVIRONMENT MEANT WE
HAD TO MOVE – AND MOVE QUICKLY – TO ENSURE THE SAFETY
OF ALL OF TRAINEES, STUDENTS, CADETS AND OUR TEAM.**

It is often said that adversity doesn't build character it reveals it; and this has certainly been the case for the team this year. The level of collaboration, innovation, and flexibility to deliver an outstanding service has been better than at any part of our history. The genuine care that the team showed for each other, the challenges we faced together, and the countless hours of commitment were truly outstanding. Going above and beyond to support our Trainees through whatever challenge they face is something we pride ourselves on as an organisation. This year more than any other was a clear testament to the fact that we could take on enormous challenges, learn from them, grow as individuals and as a team.

On behalf of the Board and all the team at AFL SportsReady we wanted to say thank you to our Hosts and partners, as well as everyone who shared in this journey with us. Your commitment to investing in young people, sticking with us through difficult times and committing to go again has been truly inspirational. Young people will face many new challenges as a result of the impact of the pandemic and we are committed to being there with as many trainees, students and cadets as we can, every step of the way.

JAMES MONTGOMERY
CEO

JUSTIN MADDEN
CHAIR

THE TEAM BEHIND AFL SPORTSREADY

CHAIRMAN



THE HON. JUSTIN MADDEN, AM

CEO AND DIRECTOR



JAMES MONTGOMERY

DIRECTOR



ANDREW BLAIR, AM

DIRECTOR



STEVE DRUMMY

DIRECTOR



DAVID HUGGINS

DIRECTOR




ROD JACKSON

DIRECTOR




MADLINE PENNY

DIRECTOR




NOVA PERIS, AM

DIRECTOR




COLIN PIDD

DIRECTOR



BEN SMITH

DIRECTOR



SIMONE WILKIE, AO

GOVERNANCE COMMITTEE	Madeline Penny	James Montgomery	Colin Pidd
	David Huggins	Andrew Blair, AM	
AUDIT, RISK MANAGEMENT AND COMPLIANCE COMMITTEE	Steve Drummy	James Montgomery	Jacob Atwood
	Chris Earl	Simone Wilkie, AO	
THE READY FOUNDATION	The Hon. Justin Madden, AM	James Montgomery	Lisa Hasker
	Marilyn Morgan	Bianca Chatfield	



CAREERS ARE MADE THROUGH TRAINEESHIPS

This year we have been given the opportunity to partner again with the Australian Government and the National Careers Institute to help demonstrate how traineeships can lead to successful, meaningful, professional careers with great salaries and outstanding career prospects.

Young people across Australia need support in 2020 more than ever. Having tackled the challenges of COVID-19, many have witnessed or experienced first-hand the uncertainty around career paths: with job losses and reduced working hours impacting them, their family and friends.

With this in mind, the importance of helping young people to understand career pathways and dispel misconceptions about traineeships is more important than ever.

Initially inspired by the chance to get a job and a qualification, many of AFL SportsReady’s alumni have gone on to have successful careers built on the foundation of their traineeship. This marketing initiative explores their career journeys.



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 behaviour.



ACCOUNTABILITY

We do what we say we will do.



TEAM

We work together and support each other.

**OUR VALUES ARE OUR STRENGTHS - WHAT WE CARE ABOUT,
WHAT WE ARE GOOD AT AND WHAT DRIVES OUR BUSINESS.**

**WE REPEAT THE STEPS BELOW TO ENSURE WE MAINTAIN
AFL SPORTSREADY'S STRENGTHS-BASED APPROACH.**

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.**

WHAT MATTERS TO US

INCREASING THE NUMBER AND QUALITY OF EMPLOYMENT AND EDUCATION PATHWAYS FOR PEOPLE IS OUR MAIN GOAL AT AFL SPORTSREADY.

We want to support people in achieving their work and learning ambitions by providing them with a platform for their future success.

AFL SportsReady is committed to working in partnership with our many stakeholders to make a real difference to the lives of the many people we support each year. A partnership approach allows us to harness the skills, expertise and resources of all partners that represents more than the sum of its parts. Working in partnership with our stakeholders helps develop a shared understanding of the challenges people can face when they take on that new job or enrol in a new learning experience.

AFL SportsReady, alongside key partners, maintain a wholehearted commitment to closing the gap in employment and education outcomes for Aboriginal and/or Torres Strait Islander peoples across Australia. We continue to develop new employment and education pathways that can support Aboriginal and/or Torres Strait Islander trainees to overcome the barriers they can sometimes face as they look to enter the world of work. Our 'trainee-first' support for Aboriginal and/or Torres Strait Islander trainees and cadets combines mentoring and field support, as well as a dedicated educator where required. A focus on cultural awareness helps support our stakeholders to provide welcoming and supportive workplaces for our Aboriginal and/or Torres Strait Islander participants.

We also aim to get better at what we do across all aspects of our service delivery. We want participants and partners alike to experience improved levels of support year on year. Investing in our people to grow in their roles underpins performance improvement right across the company. Alongside this is our commitment to improve our effectiveness and efficiency as a company through investment in new technologies.

A demonstration of this is the development and implementation of our new traineeship management system which went live across the country in November 2019.

This is only the start for our new streamlined system and we anticipate many improvements into the future as we continue to adjust our service delivery model. The health impacts of the coronavirus pandemic are almost certainly going to be followed by a range of economic challenges that will threaten the jobs and livelihoods of everyday Australians. One of the hardest hit groups will be young people as they attempt to compete for jobs in a reduced but highly competitive labour market.



It is likely that the predicament young people find themselves in will be further exacerbated by a significant drop in apprenticeship and traineeship opportunities. Victoria University's Mitchell Institute estimates that new apprenticeships and traineeships will decline by 30% within two years resulting in the loss of around 130,000 apprenticeships and traineeships. If ever there was a time to work together and secure the futures of young people.....it is now.

WORKING TOGETHER, WE CAN MAKE A DIFFERENCE.



OUR PEOPLE ARE OUR BIGGEST STRENGTH

AT AFL SPORTSREADY, OUR PEOPLE ARE AT THE CORE OF EVERYTHING WE DO, AND WE FIRMLY BELIEVE THAT OUR PEOPLE ARE OUR BIGGEST ASSET.

It is our people who turn an education curriculum into an engaging learning experience for a student, who visit a trainee's workplace to check in and offer words of encouragement, and our people who mentor, coach and support our Indigenous participants to complete our programs.

It's our administration staff making sure all the forms and data are entered correctly so that participants can access systems and complete coursework, our corporate services staff making sure everyone has the tools, support and resources to perform their roles, and the dozens of other people and roles, often unseen, but are vital to make the engine of AFL SportsReady run.

Knowing that our people are at the core of everything we do, we know that we need to help and support our people first if we are to achieve our collective goals. We need to practice what we preach with our own staff; to provide excellent employment and career opportunities, and to form a community where people can enjoy their time at work, and contribute to our shared goals.

At AFL SportsReady we believe that a champion team always beats a team of champions. That is why we celebrate and foster our diversity, encourage people to bring their full selves to work, and to focus on getting more out of our individual and team strengths.

Our people know we have important parts to play in addressing disadvantage, and creating opportunities in Australia. We make a conscious effort to connect outside of the 'four walls' of AFL SportsReady; to learn, listen and grow from our participants and communities.

Saying the last year has been challenging would be an understatement. While everyone has been affected by the COVID-19 pandemic in different ways, for our program participants, there have been extra challenges. A loss of workplace experience, and group education workshops – at least the physical parts – has meant that AFL SportsReady and our hundreds of host partners have had to adapt our models of support. We are proud that not only have we adapted, we've improved and expanded the level of support we can provide.



This has been achieved through changes to our service model – more meaningful interaction, more frequently, by investing in our collaboration and record management tools and technology, and by placing our highest ever focus on promoting positive physical and mental health for our program participants, as well as our staff.

We know that despite the challenges of 2020, staying connected, and feeling part of the AFL SportsReady community is more important now than it has ever been. This is why we focus on regularly connecting as a national workforce, and we do this in a wide variety of ways so that people can interact using the methods and approaches they prefer and feel most comfortable with.

We know we aren't perfect, but we are driven to work on common goals together, and to continuously improve and grow. We will continue to prioritise connection with each other, fostering positive physical and mental health, while continuing to invest in methods, systems and technologies that enable us to get the best outcomes for our staff, program participants and partners.


We have plenty of silver linings from a challenging 2020, and we're looking forward to applying all we've learnt in 2021.



OUR PEOPLE

GENDER SPLIT

MALE 49%  51% FEMALE 

 18% of our workforce identify as being of Aboriginal and/or Torres Strait Islander heritage

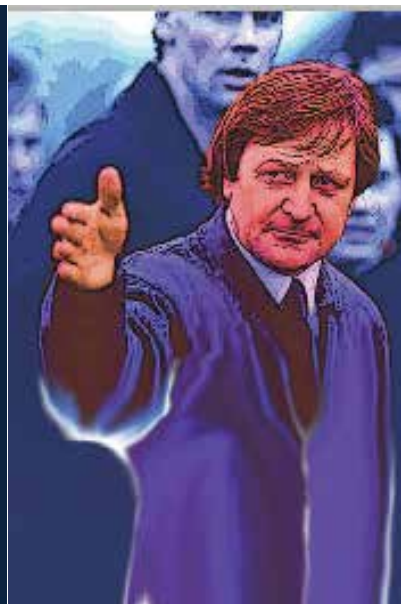
5 YEARS The average time current staff have been working with AFL SportsReady and its associated programs is 5.4 years.

FOOTBALL TEAM AFL SPORTSREADY STAFF SUPPORT (as a %)

ADELAIDE 4%	MELBOURNE 3%
BRISBANE 1%	RICHMOND 13%
CARLTON 6%	ST KILDA 6%
CELTIC 1% *	SYDNEY 1%
COLLINGWOOD 7%	WEST COAST 1%
ESSENDON 10%	WESTERN BULLDOGS 3%
GEE LONG 9%	UNKNOWN 28%
HAWTHORN 6%	* SCOTTISH FOOTBALL TEAM

OUR HISTORY

25
Years



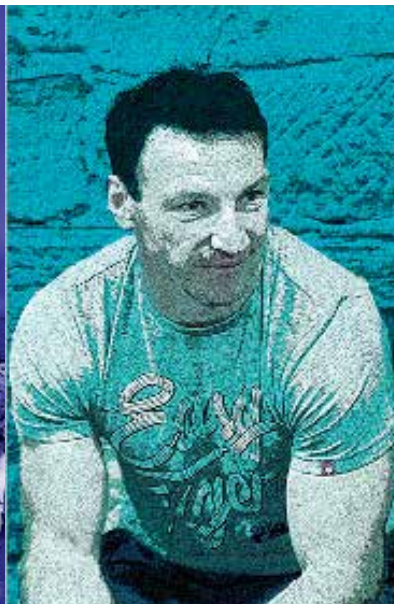
1994

AFL SportsReady was launched with 1 office, 3 staff and \$1 from every ticket sold during the AFL Final Series.



2000

Launched our Indigenous Employment program to help young Aboriginal and/or Torres Strait Islander people start their careers with confidence, qualifications and skills.



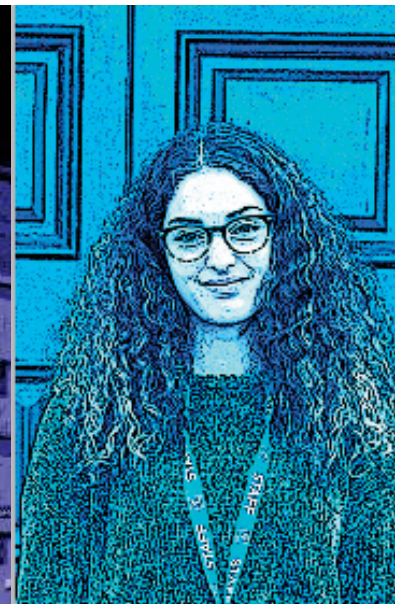
2002

The Next Goal Program started in partnership with the AFL Players Association (AFLPA). The Initiative provided practical work experience and on-the-job training.



2006

AFL Induction Program started for 1st year players.



2011

We purchased a Registered Training Organisation, SportsReady Education and started delivering education to AFL players and trainees across a range of business and sports courses.



2013

Signed our first University Partner, La Trobe University. By 2015, we had University partners in every state, providing our trainees with even more pathway options.



2013

Started delivering Executive Education courses to the AFL. The Courses are designed to meet the needs of the AFL Industry, providing pathways for career development.



2014

ArtsReady begins. Helping young people enter the arts and creative industries through traineeships.



2016

The Ready Foundation was launched. Established to assist in relieving poverty, suffering, distress and misfortune.



2017

We offer Direct Employment for Aboriginal and/or Torres Strait Islander peoples nationally, assisting them to develop vocational skills.



2018

Launched the cadetship program - a Commonwealth Funded initiative to provide support to Indigenous university students.



2019

The average number of trainees in our schools program passes 200 a year.



2019

AFL SportsReady places its 16,000th trainee and 2,500th Aboriginal and/or Torres Strait Islander trainee into an employment pathway.



2019

AFL SportsReady celebrates 25 years of helping young Australians develop careers through education and employment. On the 25th July 2019, over 400 people, including current and former trainees, host employers and partners came together to celebrate this achievement.

disadvantaged

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14

15

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3,500

Through the Warumilang program, we have helped over 3,500 Aboriginal and/or Torres Strait Islander peoples undertake education and employment

AFL SPORTSREADY BY THE NUMBERS

16,000

We have kick-started the careers of over 16,000 Australians since 1994.

3,000

Number of trainees who have started their careers in the AFL industry.

2,000

The total number of trainees involved in our school program nationally.

2,600

The number of host employer partners.

1,400

Number of AFL Players that completed the football induction program.

1,500+

Participants in our online courses for our partners such as AFL Umpiring.

9 YEARS

SportsReady Education is now in its ninth year, delivering nationally recognised training.

5,800+

SportsReady Education has delivered qualifications since 2012.



Celebrating 25 Years
1994 - 2019

25 YEARS HELPING YOUNG PEOPLE

2019 marked AFL SportsReady's big 25-year milestone and we thought, what better way to honour our Company's history, than to hold a birthday celebration lunch at Marvel Stadium on the 25 July 2019.

The event commemorated 25 years of helping young Australians develop careers through training and education.

The event paid tribute to those people and stakeholders who have supported us along the way.

We couldn't be prouder of the impact we are making on young people's lives.

COMPANY GOALS & DELIVERY

AFL SPORTSREADY CURRENTLY HAS FOUR MAIN BUSINESS AREAS:



1. EMPLOYMENT

This is the traditional basis of the company, which sees the delivery of traineeships across the country. AFL SportsReady works with organisations that become 'host employers' and provide an on-the-job placement.

Our role is legal employer and we organise and administer all aspects of the traineeship, including the formal education component.

We continue to provide more direct employment outcomes in a diversity of areas, utilising the skills that have made our traineeships successful and responding to industry needs.



2. EDUCATION

We established our own Registered Training Organisation (RTO), SportsReady Education, in 2012. This delivers a mix of vocational education and training courses, from Certificate II through to Diploma, specialising in the areas of business, financial services, sport and recreation, administration and fitness.

With university partners in each state we provide pathways to higher education for all that we work with. As well as our offerings for school leavers and young people entering the workforce, we deliver short courses for senior managers and executives in the AFL, sport and corporate sectors.



3. ABORIGINAL AND/OR TORRES STRAIT ISLANDER PROGRAMS

Our Aboriginal and/or Torres Strait Islander Program, Warumilang, has grown significantly in recent years, with strong interest from corporate partners.

We are proud of our activity to support Aboriginal and/or Torres Strait Islander employment, and to contribute to 'closing the gap' in Indigenous employment. We work with corporate partners to provide Aboriginal and/or Torres Strait Islander peoples with meaningful workplace experience and real career pathways.

Programs include federally-funded traineeship models as well as direct employment, our cadetship program and cultural awareness training programs.



WARUMILANG
Aboriginal and Torres Strait Islander Programs



4. AFL INDUSTRY DEVELOPMENT

We continue to work closely with the AFL industry, in particular the AFL Players' Association (AFLPA), in providing AFL and AFLW players with training and education, including an introductory course for newly listed players and football industry specific courses for coaches and football department staff.

Our latest joint initiative, the annual Outduction Camp, aims to help AFL Players find their passion beyond the game.



OUR FOCUS ON EMPLOYMENT

CAREERS FOR YOUNG PEOPLE

OUR AIM IS TO MAXIMISE EMPLOYMENT OUTCOMES FOR YOUNG PEOPLE ACROSS MANY INDUSTRY SECTORS.

In the past year, we have helped nearly 500 people get a head start in their career. 34% of our trainees are Indigenous and it's our vision that Aboriginal and/or Torres Strait Islander people have the same opportunities as other Australians to start their careers with confidence, qualifications and skills.

The delivery of traineeships across the country has always been the traditional focus of AFL SportsReady, however, in responding to the needs of industry, we continue to provide more direct employment outcomes in a diversity of areas, utilising the skills that have made our traineeships successful.

Since launching our Indigenous Cadetship Program in 2018, the program has gone from strength to strength, with 42 University students now enrolled to gain practical work experience that develops essential workplace skills in their chosen field of study.

Don't be fooled by our name. Our employment opportunities are not limited to just sport, and we work in partnership across a number of industry sectors including, business and administration, sport and recreation, education, finance, horticulture, information technology, retail and the arts & the creative industries to provide young people with a diverse range of career options.

Our relationship with schools across the country continues to grow, with our school partners providing traineeships to over 253 young people in their sports, business administration, IT, horticulture and performing arts departments. We have also seen new areas thrive as a result of COVID. With unprecedented online learning pressures for our school partners, tech-infrastructure and our Information Technology and Communications trainees have been assisting school educators with remote learning adaptations.

• 167 SCHOOLS ARE CURRENTLY PARTICIPATING IN OUR TRAINEESHIPS PROGRAM NATIONALLY

• 44% OF OUR TRAINEES WHO WENT TO UNIVERSITY STUDIED TEACHING



HOW OUR TRAINEESHIP MODEL RATES



*Statistics based on our class of 2018 and NCVER 2018, VET program completion rates 2016, Adelaide: NCVER.



The success of the ArtsReady program has seen greater engagement by new partners. This year Creative Victoria has funded our newest First Peoples Traineeships in the Victorian Creative Industries. Working with some of Victoria's finest arts and creative organisations and aimed at young people aged 18-24, we offer enhanced mentor support.

This has worked well, as trainees start a journey understanding what it would be like to realise their dream of becoming a creative arts practitioner. Trainees feel engaged in their chosen field and host employers value their input. The programs roles are more technical in nature, with roles like; programmer, producer, augmented and virtual reality and marketing and events specialists.

CELEBRATING AFL SPORTSREADY'S AWARD-WINNING TRAINEES

This year we've also been fortunate enough to have many trainees across the country represent AFL SportsReady in their respective State Training Awards.

• Abbygail Watson (bottom left) was a finalist in the School-based Trainee/Apprentice of the Year at the 2019 Skills Tasmania Training Awards.

• Georgia Croft (top right) - a finalist for Indigenous Trainee of the Year in the 2019 NSW/ACT Group Training Awards.

• Ben Ling (bottom right) won the VET Student of the Year award at the 2019 Skills Tasmania Training Awards.



KEY NUMBERS

COMPLETION RATE



In 2019, we saw 78% of our 495 trainees graduate and join the AFL SportsReady Alumni.

GENDER SPLIT



In 2019, the majority of our trainees were female:
Female - 59%
Male - 41%

AGE BREAKDOWN



In 2019, 75% of our trainees were aged between 15 and 18.
15 -16 years old - 23%
17 years old - 9%
18 years old - 43%
19 years old - 13%
20 and above - 12%

INDUSTRY



In 2019, most of our trainees studied Business qualifications:
Business - 46%
Sport and Fitness - 44%
Education - 4%
Horticulture - 2%
I.T. - 2%
Other - 2%

WHEN EDUCATION MATTERS

EDUCATION DELIVERY

IN 2019, OVER 640 STUDENTS COMMENCED THEIR STUDIES WITH SPORTSREADY EDUCATION AND THE FEEDBACK ON THE QUALITY OF THE TRAINING DELIVERED HAS AGAIN BEEN STRONG.

SportsReady Education, AFL SportsReady's Registered Training Organisation (RTO), received an overall satisfaction score of 80% from both students and employers who were happy with the training and education they received, further improving on 2018's satisfaction score.

2019 also saw SportsReady Education continue to grow and evolve, with a continued focus on developing and improving our suite of resources across our qualifications. SportsReady Education has now reviewed and improved over 60 units of competency resources across its qualifications, reflecting our commitment to quality education and continuously striving to tailor the learning experience to our student cohorts.

SportsReady Education continued its 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 Queensland, Tasmania, Victoria and New South Wales.

Through these achievements and planning, we are continually future proofing our delivery, which enabled us to move swiftly as a team in response to the global pandemic in 2020.

We continued to work in partnership with many organisations, supporting them through quality education and employment programs - this number is growing every year. Some of AFL SportsReady's notable partnerships include the Indigenous Marathon Foundation, Creative Victoria, The University of Melbourne's Murrup Barak Program (MUMBP) and our university pathway partners.

OUR UNIVERSITY PATHWAY PARTNERS >>



SEAMLESS SHIFT TO DIGITAL

With our Educators already highly competent in delivery over Zoom video conference, they were able to respond quickly and move all face-to-face workshops to video conference when lockdown began. SportsReady Education is continually looking at ways to further support our trainees and direct students as the world evolves.



SUPPORTING THE INDIGENOUS MARATHON PROJECT

It was the Indigenous Marathon Foundation's fifth year where we delivered a Certificate IV in Sport and Recreation to a further 12 students from across the country.

Workshops were held again in Sydney, Gold Coast and Canberra where the participants completed education and study sessions around their training and running program. This was our fourth year in delivering a diploma to 14 students in the Melbourne University Murrup Barak Program, with the students completing a Diploma of Business in 2019.



KEY NUMBERS



72%
SUCCESS RATE

In 2019, AFL SportsReady placed a strong focus on providing additional support for trainees and employers. As a result, we saw completion rates across the country jump to 72%.



AGE BREAKDOWN

In 2019, the typical student was between 16 - 20

15 -19 years old - 73%
20 -24 years old - 17%
25-29 years old - 7%
Above 30 - 3%



QUALIFICATIONS

In 2019, the majority of students undertook a Certificate III qualification:

Certificate III - 51%
Certificate IV - 26%
Certificate II - 15%
Diploma - 8%

WE RECEIVED AN OVERALL SATISFACTION SCORE OF 80% FROM BOTH STUDENTS AND EMPLOYERS WHO WERE HAPPY WITH THE TRAINING AND EDUCATION THEY RECEIVED, FURTHER IMPROVING ON 2018'S SATISFACTION SCORE OF 77%.



INDIGENOUS EMPLOYMENT & EDUCATION

CLOSING THE GAP

'SOAR LIKE AN EAGLE'
FROM THE DJAB WURRUNG PEOPLE.



Our Aboriginal and/or Torres Strait Islander program, Warumilang, represents the support and opportunities created for Indigenous people through quality education and employment. We focus on strengthening relationships, promoting respect and creating employment and education opportunities for young Indigenous people.

To help 'close the gap,' we offer a number of programs and initiatives to affirm their culture, including: traineeships, Cadetships for university students and direct Employment Programs.

In 2019 we supported nearly 200 young Aboriginal and/or Torres Strait Islander people across the country in traineeships. What sets our program apart is the mentoring, workplace support and cultural care provided to our young people throughout their traineeship.

Each state holds their own gatherings with trainees and staff. This provides trainees with the chance to connect with each other, build leadership and network with Mentors and Field Officers. It also gives staff members an opportunity to bond with trainees and deepen their understanding of Indigenous culture.

We currently deliver school-based and full-time traineeship models, and partner with employers nationally to develop and grow their Aboriginal employment programs by providing business solutions for recruitment, retention and mentoring.

Partnerships are vital to what we do and this year ArtsReady, in partnership with the Victorian Government, is now offering Aboriginal and/or Torres Strait Islander Peoples unique pathway traineeships with popular Victorian-based creative companies, through the new First Peoples Creative Industries Traineeships program.



The First Peoples Creative Industries program is a progressive initiative to allow young people the opportunity to get their career started in Victoria's creative sector.

We also build cultural understanding by delivering Cultural Awareness Training, a pivotal step in ensuring workplaces are culturally sensitive and welcoming, where Aboriginal and/or Torres Strait Islander staff can thrive.

We are committed to building trust and connections with communities across Australia. Our Aboriginal and Torres Strait Islander team has extensive community networks and strives to maintain these vital links to local communities.

We support important national events to raise awareness of the issues faced by community and promote ways to achieve reconciliation. Some of the events we support include National Reconciliation Week, NAIDOC Week and Sir Doug Nicholls Round in the AFL.



KEY NUMBERS

193

Young Aboriginal and/or Torres Strait Islander people began their employment journey with AFL SportsReady through a traineeship

157

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

34%

34% of AFL SportsReady's trainees identify as being of Aboriginal and/or Torres Strait Islander descent

COMPLETION RATE



In 2019, 63% of our Indigenous SportsReady Education trainees graduate.

SUPPORTING THE AFL INDUSTRY

THROUGH EDUCATION, CAREER TRANSITION AND TRAINEESHIPS.

In 2019/2020 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 Athlete and Sports Education 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.

FOOTBALL INDUCTION

The 2019/20 period saw a significant change in the AFL induction program following an extensive review by the AFLPA in partnership with AFL SportsReady

The new program changed from a traineeship model to a 'targeted units' model with all 91 first Year players in 2020 participating in a newly created Specialist Certificate (AFL Induction) that ensured the program aligned with the 5 pillars of learning identified by the Industry Governance Committee.

Specific focus of the new program was to provide new AFL players with key learnings around their Wellbeing, Financial Literacy, Media responsibilities, the challenges around Gambling and an understanding and appreciation of Aboriginal and Torres Strait Islander Culture.

The program also was designed to help provide players with a pathway into further education, such as AFL SportsReady's Certificate IV in Business. The program was adapted to an online setting following the COVID-19 restrictions and subsequent AFL lockdown. A similar program is currently being designed for the AFLW.



EXECUTIVE EDUCATION

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.

These courses were successfully transitioned to fully online following the AFL lockdown and participants reported that the online versions provided excellent opportunities for discussions and interactions without the travel requirements which can be cost prohibitive for many interstate clubs.

OUTDUCTION CAMP

In 2019 we had 46 transitioning players attend the annual Career Transition Camp which aims to help AFL Players find their passion beyond the game.

Designed to provide retirees with a springboard towards their next career, the camp provides exposure to not only career experts but also potential employers.

AFL SPORTSREADY TRAINEES

We are proud to provide the industry with an endless supply of talented and passionate individuals, who are ready to make a difference. In 2019/2020 the number of AFL SportsReady Trainees supporting the AFL industry is highlighted in the key numbers on the right hand side.



As part of AFL SportsReady's online education offering, Chelsea Roffey (above) guided students through the Advanced Certificate in High Performance Through Diversity.

KEY NUMBERS

48

The combined number of trainees working across the AFL Industry and for an AFL club.

91

The number of AFL players who completed the AFL Induction.

74

The current number of AFL/ AFLW players studying for an AFL SportsReady certificate or diploma.

46

The number of participants at the 2019 Career Transition Camp. The camp focuses on pathways for AFL players post-career.

262

AFL/AFLW Coaches, Staff and Players from across all Clubs and AFL HQ participated in a range of AFL SportsReady's AFL Executive courses

800+

Aspiring umpires completed the AFL Umpire's Online AFL/AFLW Umpire Introductory Course

2019-2020 FINANCIAL REPORT


AFL SPORTSREADY RECORDED A NET SURPLUS OF \$60,164 FOR THE 2020 FINANCIAL YEAR. THIS RESULT REPRESENTS FIVE CONSECUTIVE YEARS OF PROFIT.

As with most businesses, COVID-19 has had an impact on the group's financial performance. This impact has been minimised by using the company's eligibility for the Federal Government's JobKeeper scheme to assist with the majority of the company's Host Employers being retained.

A focus on using the impact of nationwide mandatory lockdowns to ensure quality education outcomes has meant SportsReady Education's revenue has remained relatively stable in 2020.

Moving into the 2021 financial year and beyond, the company's strong cash reserves and balance sheet will ensure AFL SportsReady are in a great position to take advantage of future opportunities.

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


REVENUE
\$22,704,132


EXPENSES
\$22,643,668


YEARLY PROFIT
\$60,164

5
**CONSECUTIVE
YEARS OF PROFIT**


**PERFORMANCE
IMPROVEMENTS**


**REDUCTION
GRANT REVENUE**

PROFIT AND LOSS STATEMENT

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

REVENUE	
JOB PLACEMENTS	\$12,520,992
AFL INDUSTRY	\$788,991
TRAINING FEES	\$465, 804
GOVERNMENT FUNDING	\$4,333,854
OTHER	\$4,594,456
TOTAL REVENUE	\$22,704,132

EXPENDITURE	
SALARIES [TRAINEES AND STAFF]	\$19,560,861
OPERATING EXPENSES	\$723,959
DEPRECIATION AND AMORTISATION	\$448,448
OTHER	\$1,910,700
TOTAL EXPENDITURE	\$22,643,668

THE IMPACT OF COVID-19

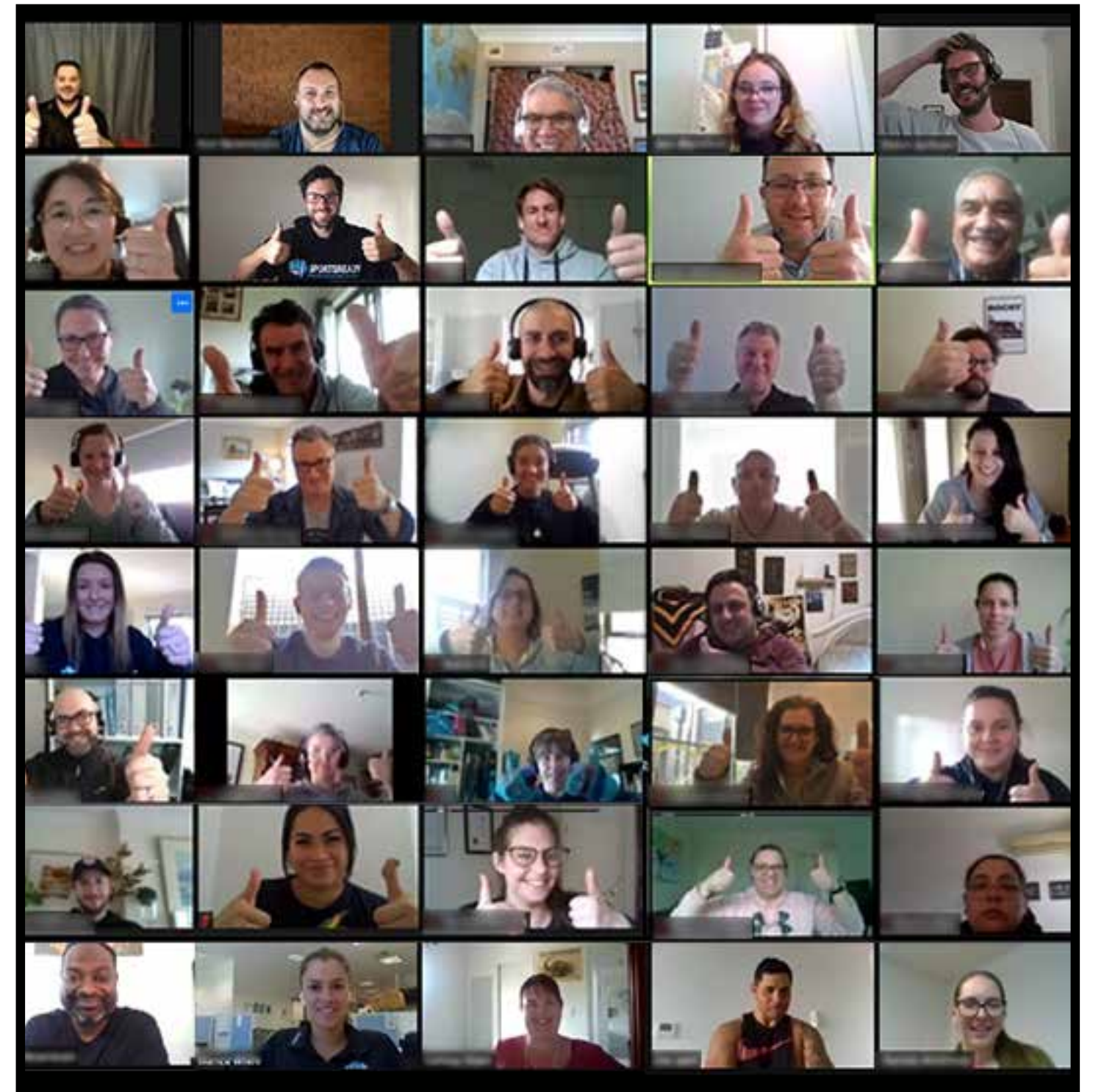
YOU'RE STILL ON MUTE!

AS WE EMERGE FROM THE COVID-19 CRISIS, WE AS A COMPANY ARE STRONGER, MORE RESILIENT, WITH A RENEWED AND RE-ENERGISED FOCUS FOR THE FUTURE.

Our aim is to continue to invest in our young people and provide meaningful employment opportunities, not only to support their career ambitions but to help rebuild the Australian workforce. To do so, we will invest in more long-term partnerships, and at the same time strengthen old ones, so we can create more jobs than ever before.



Yes, the pressures of the pandemic has seen an unprecedented time for the world but through this we are stronger, we have re-imagined, we have reformed and we will continue to do what we do best, and do it even better.



SUPPORT & DEVELOP OUR STAFF TO CREATE A BETTER TOMORROW

Finally, we continue to support our staff, the heart and soul of AFL SportsReady. As the old ways of doing things change, we as a company, as a team, have adapted to new ways of working and staying connected. We engage in daily team meetings, host online events and maintain a positive work culture.

We invest in ways to safeguard the mental health of our employers, trainees and staff with wellbeing and mindfulness, and continue to develop our staff by focusing on professional development so we can learn, grow and develop together.



SPORTSREADY
EDUCATION & EMPLOYMENT

25
Years

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