



SPORTSREADY
EDUCATION & EMPLOYMENT



ANNUAL REPORT

21/22

We believe people's lives can be transformed through employment, education, and care.



Embracing the return to the office:
Some of AFL SportsReady's team at the Victorian office in Abbotsford.

CONTENTS

»	COMPANY INTRODUCTION	3
»	MESSAGES FROM THE CHAIR & CEO	4
»	THE TEAM BEHIND AFL SPORTSREADY	6
»	OUR MISSION & VALUES	7
»	2022 AFLSR AWARD WINNERS	8
»	OUR IMPACT	9
»	OUR STRATEGIC PRIORITIES	10
»	THE HIGHLIGHTS	12
»	PARTNERS	16
»	FINANCIAL REPORT	18

COMPANY INTRODUCTION

AFL SportsReady (AFLSR) is a national not for profit company that has launched the careers of thousands of young people.

Kevin Sheedy AO had a vision of helping young Australians find a better future though on the job training and education and backed by Bill Kelty, Ian Collins, Ron Evans and The Hon. Simon Crean MP: AFL SportsReady was launched in 1994.

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

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

Our dedicated Aboriginal and Torres Strait Islander Employment program, Warumilang, assists First Nations peoples with tailored employment and training pathways that aim to provide opportunities for First Nations peoples to thrive and be successful.

AFL SportsReady is also a leading education provider, offering 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 enter a degree qualification, complete with course credit.



ACKNOWLEDGEMENT OF COUNTRY

AFL SportsReady acknowledges the Traditional Owners and current custodians of the lands throughout Australia and their ongoing connection to land, sea and water.

We pay our respects to Elders past, present and emerging and extend that respect to all Aboriginal and Torres Strait Islander peoples.

STEVE

DRUMMY

CHAIR'S MESSAGE



I'm immensely proud to have been appointed as Chair of the AFL SportsReady Board in May 2022 and I've been a Board Director with AFL SportsReady since 2016.

I'm truly passionate about the work of this organisation and delighted to be a part of it.

My vision for AFL SportsReady is to assist more lives than it has in the past, scale and expand our reach and continue to be a truly valued partner to our wide array of Host Employers and stakeholders so we really are transforming people's lives through employment, education and care in a major way.

When I think about the future of our organisation, I think about how many more people we can support, how many more lives we can change, and where are the areas that we can expand and deliver. I also want to know what are the activities that take us towards a better future as a company which in turn, provide a better future for the people we work with.

As a Board, we exist to empower our people to do their best work, and ensure that our people have what they need to succeed and that they feel supported in the work that they do.

On behalf of the Board, we are very proud of the work of the whole team.

The continued support and investment from our Host Employers and stakeholders is at the core of the work we do and we are looking forward to another successful year.

STEVE DRUMMY CHAIR

JAMES

MONTGOMERY

CEO'S MESSAGE



When you reflect on any year as a CEO, you always look to the numbers and this Report is clearly full of lots of great numbers.

Numbers that tell us over 560 trainees commenced employment, over 260 Trainees working in schools, 87 in the AFL industry, 84 First Nations Cadets, the numbers go on and on.

However, behind all of these numbers are people and their stories and you'll see them all through this Report. The faces of people who have succeeded, people who have achieved but what sits behind them is another year of overcoming adversity, of overcoming a lot of little things that trip people up along the way, people falling down and getting back up again. In order to do that, as the saying goes: "it takes a village to raise a child". In our context, in order for one of our trainees or one of our students to get through, it takes the whole team and our partners to work together and that is our real strength as an organisation.

This year through the trials and tribulations, the challenges, the ups and downs, the ongoing things that we face whilst we learn to live with COVID the team has been there, supporting each other. When we have needed a hand ourselves, when our trainees and students have needed that extra bit of above and beyond support, the team stepped up and did what was needed. It's been another year of achievement,

another year which I'm very proud of the work that has been done and how we have continued to adapt and achieve. Since the commencement of COVID, there has been over 1500 young people who've kickstarted their career with us both as Trainees and students. That, as a legacy of what we've been able to do, shows up throughout this Report.

We have a fantastic team, it's been another great year and thank you to all our employment partners, our Trainees, Students and Cadets who invest with us in the future of young people across Australia.

Take Care,

JAMES MONTGOMERY CEO

THE TEAM BEHIND AFL SPORTSREADY



Steve Drummy
Chair



Simone Wilkie AO
Deputy Chair



James Montgomery
CEO & Director



Duean White
Director



Colin Pidd
Director



Ben Smith
Director



Sandra Sweeney
Director



Josh Cubillo
Director



Rod Jackson
Director



Madeline Penny
Director

OUR MISSION

Through meaningful employment and quality education, we support, nurture and prepare people with the skills, knowledge, and experiences to be successful in today and tomorrow's workplaces.

OUR VALUES

R ESPECT

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

E XCELLENCE

We strive for excellence in all that we do.

P RIDE

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

E THICS

We are ethical in our decision-making and our behaviour.

A CCOUNTABILITY

We do what we say we will do.

T EAM

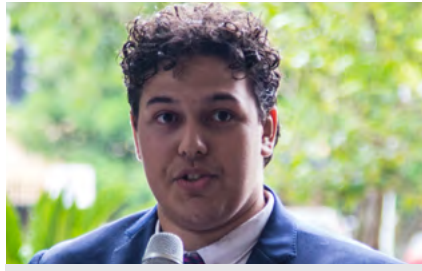
We work together and support each other.

2022 AFLSR AWARD WINNERS

TRAINEE OF THE YEAR



Sophie Morton, VIC
Kosciuszko Street Primary



Gerard McDonald, QLD
Department of Natural
Resources, Mining and Energy



Josh Hollands, NSW/ACT
AFL NSW/ACT



Louis Stratico, WA
Great Southern Grammar



Jamie Gibson, SA
Glenelg Golf Club



Laura Monty, TAS
Clarence High School

FIRST NATIONS TRAINEE OF THE YEAR



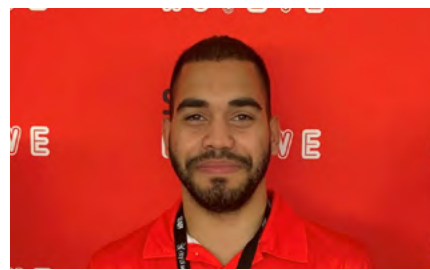
Tiffany Ward, VIC
(Yorta Yorta)
Hothouse Theatre



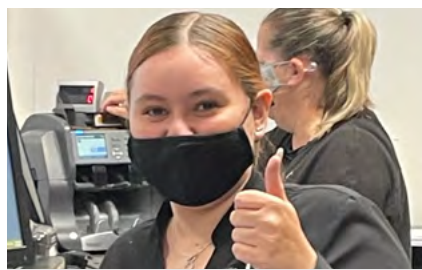
Nicole Egel, QLD
(Kamilaroi)
Western Downs Regional
Council Library Services



Lachlan Mayo, NSW/ACT
(Mudburra & Mabuiag)
Basketball ACT



Kruz Garlett, WA
(Ballardong & Wadjak)
The City of Swan



Paige Wandin, SA
(Kurnai)
Commonwealth Bank



Trey Thomas, TAS
(Pakana & Palawa)
AFL Tasmania

2021/22

OUR IMPACT

EMPLOYMENT

567

TRAINEES

264

TRAINEES WORKING
IN SCHOOLS

87

TRAINEES WORKING
IN THE AFL INDUSTRY

63

TRAINEES WORKING IN THE
ARTS & CREATIVE INDUSTRIES



GENDER

Female 56%
Male 43%
Other 1%



AGE

15-16 8%
17 11%
18 42%
19 17%
20+ 22%

21%

FIRST NATIONS TRAINEES

76%

COMPLETION RATE



OCCUPATIONAL AREAS

Business 38% IT 3%
Sport & Fitness 44% Retail 1%
Education 4% Other 9%
Horticulture 2%

84

FIRST NATIONS
CADETS PLACED

EDUCATION

SPORTSREADY EDUCATION - RTO ID 22394

552

STUDENTS



QUALIFICATIONS

Certificate II 4%
Certificate III 66%
Certificate IV 28%
Diploma 2%



AGE BREAKDOWN

15-19 65%
20-24 29%
25-29 4%
30+ 2%

21%

FIRST NATIONS
STUDENTS

74%

COMPLETION RATE
ACROSS RTO



SPORTSREADY EDUCATION
SATISFACTION RATING

Students 75.6%
Employers 76%

7

UNIVERSITY PARTNERS
ACROSS AUSTRALIA

ATHLETE AND SPORTS EDUCATION COURSES

157

AFL EXECUTIVE COURSE
PARTICIPANTS



9

COURSES RUN BY THE CENTRE FOR ATHLETE
AND SPORTS EDUCATION



STRATEGIC PRIORITIES

BUILD, GROW & THRIVE IN 2025

This is the first year of our 2022 – 2025 Strategic plan and below are our four strategic focus areas.

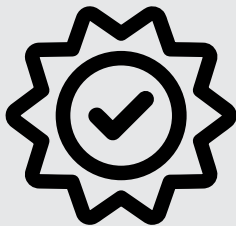
01

GROWTH, ENGAGEMENT & ADVOCACY
We will strengthen our relationships with industry and Government to grow future opportunities.



02

QUALITY DELIVERY
We will deliver exceptional and caring services.



03

PERFORMANCE & PRODUCTIVITY
We will operate effectively and efficiently to create more value for our participants and partners.



04

PEOPLE
We will create a highly engaged workforce culture to empower and harness the potential of our people.



ACHIEVEMENTS/ PROGRESS UPDATE

- Secured a partnership extension with the National Careers Institute to continue to promote the benefits of Vocational Education and Training (VET).
 - AFLSR has initiated a number of partnership opportunities that were shaped up through the Federal Government's Indigenous Skills and Employment Program under Stage One of the grant process. Stage Two of the process would see successful recipients move to a co-design stage with First Nations providers and local First Nations community.
 - Continued to focus on schools and growing the number of host employers and traineeship opportunities in this sector.
 - Improved brand awareness with an increase in the metrics for organic traffic to the website, social media mentions and engagement, email open rates and the number of new enquiries from potential host employers.
-
- A complete end-to-end review of the First Nations Program was completed to improve the efficiencies and cultural appropriateness of the Program. As a result, an action plan was developed, and some components have been implemented (e.g., appointment of a dedicated First Nations recruiter; developed a Cultural Safety Plan and Cultural Safety Survey).
 - A partnerships framework has been developed to guide our work with partnering with First Nations providers.
 - Maintaining a high level of flexibility and adaptability with changing external circumstances, to continue to provide the best possible service to our host employers and trainees.
 - Reviewing and auditing key technology platforms with external auditors.
-
- Significantly investing in new technology to support streamlining of our internal operations as well as improving our service delivery for our customers.
 - Performing an audit of our cyber-risks and implementing improvements.
 - Establishing our project management office – to set up clearer internal operations for how we deliver our projects and priorities.
 - Building new data and dashboard reporting systems to better track and monitor how we are achieving our strategic priorities.
-
- Successfully navigated the business challenges brought on by COVID by.
 - Creating an effective hybrid working model that has been implemented nationally.
 - Continually redeveloping our AFLSR COVID Plan and implemented COVID Safe measures at all AFLSR offices.
 - Developed a Host COVID Checks and COVID-Safe Plans for trainees in each state and territory.
 - Successfully implementing a COVID-19 Vaccination Policy in line with ATAGI.
 - Developed and rolled out a range of wellbeing initiatives to support staff through stages of the pandemic.
 - Continued the redevelopment and upgrade of AFLSR's WHS Trainee Safe Placement System.
 - Created more hybrid connection opportunities for staff including celebrations of staff milestones, team-based in-person connection activities, and opportunities for online social connections as a national organisation.
 - Delivered professional development sessions on Youth Mental Health First Aid, giving and receiving feedback, diversity and difference.
 - Continuously checked in with staff via surveys to develop a framework for learning and development.

21/22 AFL SPORTSREADY PROGRAMS

21/22

THE HIGHLIGHTS



As a leading national group training provider, AFLSR is passionate about VET pathways to build recognisable skills and knowledge to launch careers. We have been able to grow the number of Australians that have kickstarted their career through traineeships by 567 across Sport and Recreation, Arts, Cultural and Creative Industries, Financial Institutions, Education, Government, Health and the Resource Sector. This was made possible through the support of 298 host employers and our dedicated staff members nationwide.

The extension of the Federal Government's Boosting Apprenticeship Commencements (BAC) scheme to the end of the 2021-22 financial year provided substantial support for employers who wanted to invest in a traineeship for their business. This was a welcome support during the COVID-19 pandemic and encouraged businesses to keep investing in both young people and their own operations.



In January this year, **ArtsReady surpassed 500 traineeships since its launch in 2013**, of those 37% identified as Aboriginal and Torres Strait Islander Peoples and 71% of all trainees completed. The dedication of staff has seen the program continue to grow year on year, especially with schools and local government host employers. Key State and Federal creative agencies are not only supportive but always looking at more ways they can incorporate the ArtsReady Program into various employment initiatives.

ArtsReady's First Peoples Creative Industries Traineeships program; a progressive initiative launched by the Victorian Government to allow

young people the opportunity to get their career started with Victorian-based creative organisations, finished up in May.

The program's success by the Victorian ArtsReady team was reflected in a 70% trainee completion rate. In all, 80% of trainees who participated in the program went on to employment and 38% were employed by their host employer.

SCHOOLS PROGRAM

In the past year, **we've had over 250 full-time school leavers commence as trainees in schools** through our Schools Program, mostly within their alumni schools.

The program helps young people get a start in their career and provides much-needed support for teachers and the school community.

At a time when teacher burnout is common and the administrative burden is taking its toll on the profession, our program is designed to ease the pressures teachers face. Trainees often do the everyday tasks that free teachers to better spend their time developing programs and teaching. Trainees can assist with administrative tasks and give hands-on support in and out of the classroom, including carnivals, camps, excursions and school functions.

In a recent survey of our School Host Employers who have supported the program for 20+ years, 95% would recommend the Schools Program to another school.

The top three benefits of the program were identified as:

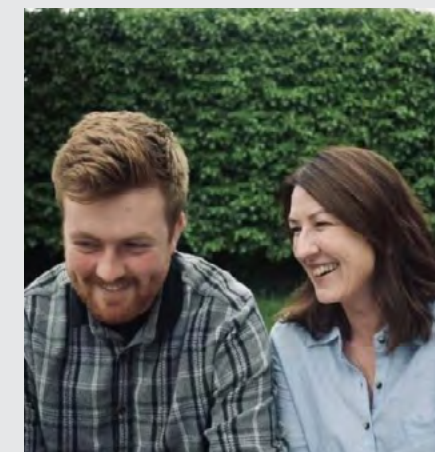
1. Help a young person get a start in their career
2. To get extra support for their teachers
3. To help with the administrative burden

PROGRAM STORIES

HOW A TRAINEESHIP INSPIRED MY SON TO BECOME A TEACHER

Ngaire Edwards is the mum of Tom, who completed his Certificate III in Sport and Recreation at St Pauls Catholic School in Bridgewater, Tasmania in 2019. Tom's traineeship inspired him to pursue teaching as a career and is now working at his host school while studying at university.

Ngaire believes a traineeship pathway should strongly be considered by parents of children completing high school and, in this interview, she tells us why. [Click here to learn more.](#)



LONG TIME SCHOOL PARTNER EXPLAINS WHY THEY CONTINUE TO TAKE ON TRAINEES EVERY YEAR

Notre Dame College, located in regional Victoria, has been a supporter of AFL SportsReady's Schools Program for over 19 years. In that time, they have taken on 32 trainees with four currently working at the school. Thanks to the traineeship program and the staff's nurture and guidance, every trainee has made a significant impact on the school and after completion have gone on to find rewarding careers.

We sat down with their trainee supervisors to talk about their experience as Host Employers and why taking on a trainee is fundamental to their department. [Click here to learn more.](#)



MAKE A CAREER OUT OF VIDEO GAMING!

Australia's leading sport video game developers, Big Ant Studios, have recognised the efforts of two First Peoples trainees by offering them full time employment.

Proud First Nations men Darcy Phillips and Darcy Faulkner are now part of the Big Ant Studios family working as Quality Assurance Testers.

Both young men were involved in the First Peoples Creative Industries Traineeship program – an initiative of the Victorian Government through Creative Victoria, delivered by our ArtsReady Program. [Click here to learn more.](#)



21/22 AFL SPORTSREADY PROGRAMS

21/22

THE HIGHLIGHTS



Following on from the effects of COVID-19, the second half of 2021 saw staff returning to their community engagement activities. With a national footprint our staff were able to get back out into schools and visit with community organisations to discuss First Nations employment and training initiatives.

AFLSR also continued to recognise and promote days of cultural significance including NAIDOC Week and National Reconciliation Week.

This year, our staff throughout Australia were able to get out into the community to get behind National Reconciliation Week and its theme 'Be Brave. Make Change.' In Victoria, some of our staff attended Worawa College's Reconciliation Sports Carnival in Healesville. The AFLSR team supported the event by holding traditional First Nations Games for primary school children which involved games like Pulyugge or ball tag.

In South Australia, our staff attended the SYC and Job Prospects event which involved working with Year 12 Aboriginal and Torres Strait Islander graduates, training them and supporting them into employment opportunities.

We also actively participated in industry and government round table forums related to First Nations employment and training. As a leading national provider for First Nations employment and training we use our experience working with First Nations peoples and industry to champion for culturally safe workplaces and support mechanisms to help achieve successful outcomes.



Our AFL Executive Courses continue to be popular with 157 people completing the training with representatives from each AFL Club.

SPORTSREADY
EDUCATION

RTO ID: 22394

In the past year 550 students commenced their studies with SportsReady Education, AFL SportsReady's Registered Training Organisation (RTO). The RTO supports AFL SportsReady's national delivery of accredited qualifications through its traineeship program as well as offering courses direct to the public

Through what has continued to be a very challenging time in education, the RTO received an overall satisfaction score of 76% from both students and employers who were happy with the training and education they received, maintaining consistently strong satisfaction scores over the last three-year period.

SportsReady Education continued to provide remote delivery as lockdowns continued, providing wrap around support for students across the country with additional online study support sessions, and coordinating with trainee's employers, field officers and Aboriginal and Torres Strait Islander mentors to provide other support needs to students. Through this coordinated and supported effort, SportsReady Education achieved a 74% completion rate.

In October, we added Torrens University Australia to our list of partners across Australia. These partnerships provide trainees and students with the opportunity to pursue a pathway into a wide variety of flexible courses that align with their career aspirations.

PROGRAM STORIES

NATIONAL RECONCILIATION WEEK REFLECTION

National Reconciliation Week (NRW) is a special week where we celebrate the cultures of First Nations peoples and honour our shared history. The week also encourages us to reflect on ways we can create change to create a more just, equitable and reconciled Australia, tying into this year's theme 'Be Brave Make Change.'

To support this year's NRW our staff went out and about in community to support events that were held around the states
Click here to learn more.

TRAINEE RISES TO 2IC MANAGER AT
COMMONWEALTH BANK AFTER GRADUATING

Recent AFL SportsReady graduate, Kale Talbot astounded his host employers at Commonwealth Bank (CBA) in Camden, NSW, with his work ethic and kindness. From having no prior work experience in banking, Kale thrived in the industry and now, just two months after completing his traineeship and at the age of 20, he has been made Second in Charge (2IC) at the branch.

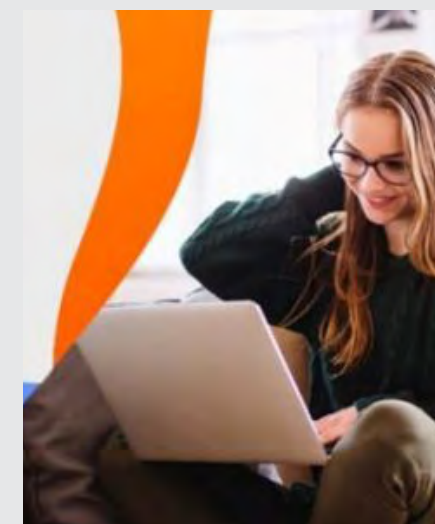
His supervisor, Cathy Cramley, Manager at CBA Camden is extremely proud, saying: "In my 25 years of being manager, I can truly say I have never seen a greater success story as Kale."
Click here to learn more.

NEW UNIVERSITY PARTNERSHIP WITH
TORRENS UNIVERSITY AUSTRALIA

We are excited to announce a new partnership with Torrens University Australia to sit alongside our other already established University agreements across Australia.

Under this new partnership with Torrens University Australia, all of AFL SportsReady students, staff and alumni who have completed a Certificate III (along with Year 12), Cert IV or Diploma through AFL SportsReady are guaranteed access to over 30 bachelor degrees at Torrens University. Additionally, all eligible AFL SportsReady students, staff and alumni will receive a 20% Pathway Scholarship to assist with their university fees while undertaking their bachelor degree.

Click here to learn more.



21/22 PARTNERS

THANK YOU

HOST EMPLOYMENT PARTNERS OF 10 + YEARS

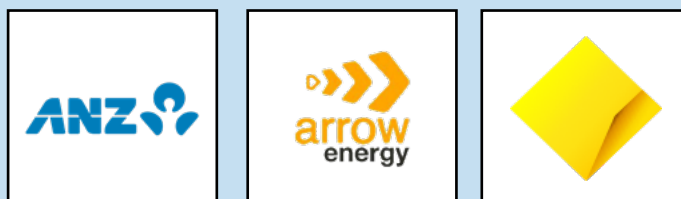
AFL INDUSTRY



SCHOOLS



FIRST NATIONS EMPLOYMENT



Thank you to our employers/partners who have given countless young people an opportunity to embark on their career journey. Listed below are the organisations who have supported AFLSR for the past 10+ years consecutively, our industry partners and our new national partners from the last financial year.

INDUSTRY PARTNERS

GOVERNMENT



COUNCILS



ARTS, CULTURAL AND CREATIVE ORGANISATIONS

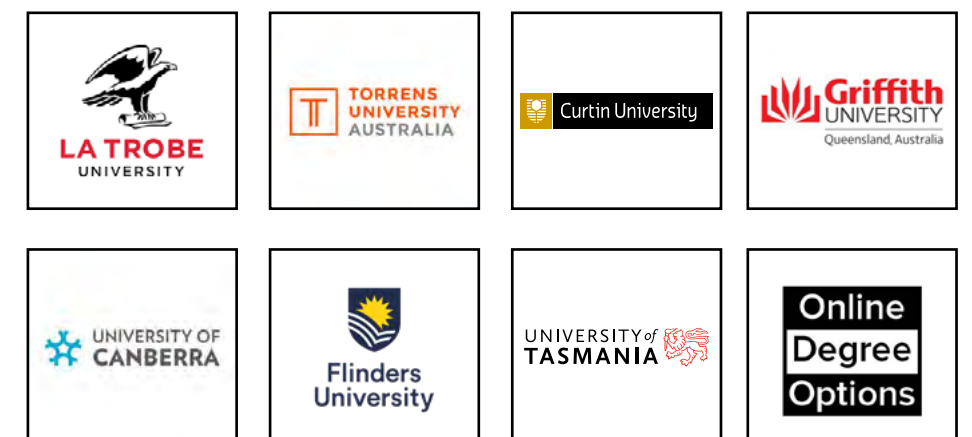


NEW NATIONAL PARTNERS



UNIVERSITY PARTNERS

AFL SportsReady trainees and SportsReady Education students (RTO ID 22394) continue to benefit from our partnerships with universities across Australia.



21/22

FINANCIAL REPORT

TRAINEE AND STUDENT NUMBERS HAVE INCREASED OVER THE PAST 12 MONTHS, AND ARE APPROACHING PRE-PANDEMIC LEVELS. STRONG LEVELS OF SUPPORT, COMBINED WITH GOVERNMENT INITIATIVES SUCH AS THE BOOSTING APPRENTICESHIP COMMENCEMENT (BAC), LED TO A HIGH RATE OF REPEAT BUSINESS.

Our staff have had to adopt different approaches to managing, supporting, and educating hundreds of trainees and students. Despite this, the group has seen very strong performance around individual trainees completing their studies, and individual host employers continuing to take on new trainees. The past twelve months has seen stronger performance in these areas.

Together with continued investment from Government, this means that the Group's cash reserves and balance sheet are in a strong position; and will enable AFL SportsReady to invest and continue to grow our footprint and deliver successful outcomes to hundreds of people and organisations nationwide.

Our focus on delivering the optimal experience for both the trainees/students and Host Employers has meant that the Group have continued to see a high rate of repeat business, as well as strong completion rates.


Together with various Government initiatives such as the Boosting Apprenticeship Commencement scheme (BAC), AFL SportsReady continues to offer an attractive opportunity for our partners to benefit from helping young people on their career journey.



REVENUE
\$23,380,994



EXPENSES
\$23,371,121




STRONG BALANCE
SHEET & CASH
RESERVES

7
CONSECUTIVE
YEARS OF PROFIT



PERFORMANCE
IMPROVEMENTS



INCREASE IN TRAINEE
& STUDENT NUMBERS



PROFIT AND LOSS STATEMENT

REVENUE	
JOB PLACEMENTS	\$18,223,462
AFL INDUSTRY	\$686,181
TRAINING FEES	\$342,475
GOVERNMENT FUNDING	\$3,793,191
OTHER	\$335,685
TOTAL REVENUE	\$23,380,994

EXPENDITURE	
SALARIES [TRAINEES AND STAFF]	\$21,439,847
OPERATING EXPENSES	\$243,860
DEPRECIATION AND AMORTISATION	\$571,844
OTHER	\$1,115,570
TOTAL EXPENDITURE	\$23,371,121



GET INVOLVED

SCAN THE QR CODE TO GET IN CONTACT WITH US



- KICK-START YOUR CAREER
- INVEST IN A YOUNG PERSON
- PARTNER WITH US
- DISCOVER HOW WE CAN HELP



aflsportsready.com.au



SPORTSREADY
EDUCATION & EMPLOYMENT



WARUMILANG
Aboriginal and Torres Strait Islander Programs



ARTSREADY
EDUCATION & EMPLOYMENT