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Acknowledgment 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.



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About AFL SportsReady

Transforming lives through employment, education, and care.

Having launched the careers of over 18,000 young people, AFL SportsReady is a national not-for-profit organisation with a rich history of transforming lives through meaningful education and employment opportunities.

Encompassing diverse industry sectors, including sport and recreation, business, administration, education, finance, information technology, retail, the arts, and creative industries, we have become known as a trailblazer for on-the-job training and education across Australia.

Combining training and support programs that seamlessly integrate with work

experience and vocational education, our approach not only propels the careers of young people but also assists employers in cultivating skilled and qualified workforces.

As we approach our 30-year anniversary in 2024, AFL SportsReady remains steadfast in our dedication to offering unparalleled opportunities for education, employment, and personal growth.



Chair's Welcome



It is with mixed sentiment, however, that I acknowledge the unprecedented challenges faced by AFL SportsReady this financial year. The fiscal pressures borne from COVID-19, the reduction in face-to-face service delivery and the ability of the business community to take on new trainees, coupled with ongoing difficult economic conditions have impacted our financial position over the period.

I am honoured to present AFL SportsReady's 2022/23 Annual Report. AFL SportsReady continues to provide high quality employment and training services that transform lives and build the workforce for the future. Our specialised AFL industry programs, support club and athlete development and remain central to our story and our future.

While we continue to rebuild following the impacts of the COVID-19 our dedicated team have exhibited resilience and adapted in the face of challenging industry conditions. We are proud to report that across the year we supported 409 trainees and 434 students to gain nationally recognised qualifications and valuable employment opportunities with the AFL, education and creative industry sectors.

Our unwavering focus for delivering the best possible experience for our trainees, students and Host Employers has resulted in completion rates and satisfaction survey results well above the industry standards. Our commitment to excellence is evident in our continued ability to provide valuable opportunities for young people.

Improving the lives of First Nations people is also a key priority for the Board and AFL SportsReady. Our Innovate Reconciliation Action Plan (RAP) is in its final stages of endorsement, and we are deeply committed to the journey through reconciliation. We look forward to sharing the progress of our Innovate RAP as part of our upcoming 2023/2024 Annual Report.

Nonetheless, with continued support from governments and industry, AFL SportsReady remains favourably positioned to meet the growing demand from the business community for high performance talent.

On behalf of the Board, we extend our gratitude to our team for their work to support our trainees and students, as well as the Federal and State Governments for funding our key programs and our Host Employers for their continued investment in developing young people.

I would also like to acknowledge James Montgomery, our outgoing Chief Executive who has ably led AFL SportsReady over the past twelve years. James' commitment to AFL SportsReady, our staff, young people and passion for creating opportunities for First Nations people to sustain quality education and employment has been exemplary. We wish James all the best for his future endeavours and thank him for his service.

Finally, I want to pay tribute to our Board of Directors who have made a significant contribution to AFL SportsReady and welcome Melissa Azzopardi to the Board. I deeply thank them for their support. AFL SportsReady looks forward to another successful year ahead, building on our achievements and continuing to transform people's lives through employment, education, and care.

Thank you for your ongoing support!



Steve Drummy

Chair

Board of Directors



Steve Drummy

Chair



Simone Wilkie, AO

Deputy Chair



Melissa Azzopardi

Director



Josh Cubillo

Director



Rod Jackson

Director



Madeline Penny

Director



Colin Pidd

Director



Ben Smith

Director



Sandra Sweeney

Director



Duean White

Director



James Montgomery

Director and CEO

Our Impact

Employment

409

Trainees

276

Trainees Working in Schools

48

Trainees Working in the AFL Industry

54

Trainees working in the arts and creative industries



Gender

Female 51%
Male 49%



Age

15-16 1%
17 4%
18 15%
19 48%
20+ 32%

243

Host Employers

70% ✓

Completion Rate



Occupational Areas

Business 19%
Sport & Fitness 50%
Education 13%
Horticulture 3%

IT 4%
Retail 10%

45

First Nations Cadets placed

15%

First Nations Trainees

Education

SPORTSREADY EDUCATION - RTO ID 22394

434

Students



Qualifications

Certificate II 2%
Certificate III 60%
Certificate IV 38%



Age Breakdown

15-19 65%
20-24 31%
25-29 3%
30+ 1%

14%

First Nations Trainees

76% ✓

Completion rate across the RTO



SportsReady Education Satisfaction Rating

Students 77%
Employers 67%



University Partners Across Australia

Athlete and Sports Education Courses

131

AFL executive Course Participants



9

Courses run by the Centre for Athlete and Sports Education



2023 Award Winners

Trainee of the Year, sponsored by



Seeyali Ansell, QLD
Origin Energy



Nell Clarke, TAS
Aussie Home Loans



Charlie Garner, VIC
AFL



Hannah Hall, NSW/ACT
Brindabella Christian College



Finn Reed, SA
SANFL



Grace Wild, WA
Seton Catholic College

First Nations Trainee of the Year, sponsored by



Layla Boseley, VIC
Wathaurong Aboriginal Co-operative



Zac Doran, TAS
Mackillop Catholic College



Elijah Duke, NSW/ACT
Basketball ACT



Ethyn Kane, WA
The City of Swan



Maxwell Kooreman, QLD
Kmart



Louisa Wilton, SA
AFL Tasmania



Tasmania



NSW/ACT



South Australia



Queensland

Celebrating our graduates and award winners: Congratulations to the class of 2023 on their outstanding achievements. We are so proud!



Western Australia



Victoria



2023 Graduation

As the curtain fell on the nationwide graduation ceremonies for 2023, we marked the successful completion of trainees who have not only completed their on-the-job training and studies but are also ready to embark on exciting new careers.

Celebrating their individual journeys, the return of in-person graduation ceremonies allowed us to collectively acknowledge the hard work, dedication, and resilience of the class of 2023.

In particular, it was wonderful to bring host employers, industry sponsors, families and trainees together with AFL SportsReady staff to celebrate these achievements, and acknowledge the skills and experience gathered within their chosen fields.

A sincere and warm thank you goes out to everyone who played a pivotal role in making this year's graduation ceremonies an outstanding success. From the corporate sponsors supporting events in each state to the exceptional award winners who showcased their talent and dedication, we were immensely grateful for every contribution.

We can't help but feel an overwhelming sense of pride for the achievements of the Class of 2023 – they demonstrated that they are ready to maximise every opportunity and conquer whatever challenges lie ahead. Well done!

Congratulations to all graduates out there - you've got this!

22/23 Highlights

This year marked the fifth year of partnership.



In collaboration with the Australian Government and the National Careers Institute, AFL SportsReady has spent the past five years dedicated to elevating the status of Vocational Education and Training (VET). The primary goal has been to raise awareness about the opportunities that VET qualifications can provide as a alternative pathway for education.

Some of the key initiatives of our partnership in 2022/23 are showcased on the opposite page.

Pictured right: former ArtsReady Social Media Trainee Dakota McCarthy, donated imagery of her paintings for use in the First Nations Art Competition.



The First Nations Art Competition

The **First Nations Art Competition** garnered significant interest, drawing in 18 entries and amassing over 2,000 public votes; the competition's gallery page becoming the most visited on our website in July 2022. The competition reflected the traineeship journeys from the unique perspectives of our First Nations Trainees. **Explore more details by clicking here.**

The **First Nations Community Roadshow** held during NAIDOC week 2022, saw participation in five community events across Australia. The roadshow made a direct impact on around 10,000 individuals in person and reached an additional 4,000 on social media. Overcoming weather challenges, the team successfully met the objectives, offering support to local communities, promoting traineeships, and advancing efforts towards reconciliation. **Explore further details here.**



The First Nations Community Roadshow

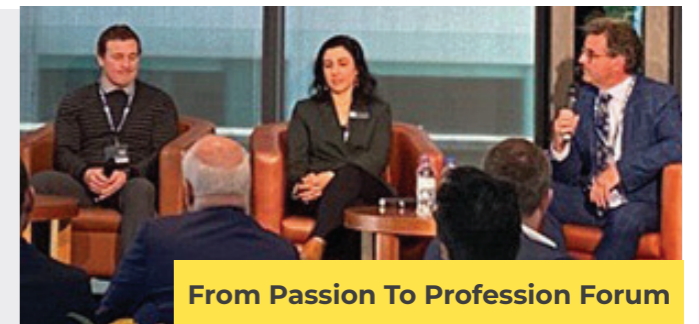


Find Out More About Trineeships

The **'Find Out More About Trineeships'** webinar garnered 118 registrations, with 82 actively participating in the live session. Attendees learned about traineeships and Vocational Education and Training (VET) as gateways to career pathways, featuring insights from three distinguished members of AFL SportsReady's alumni. Social media promotion for the webinar achieved an impressive reach, engaging nearly 193,000 people. **Access the webinar recording by clicking here.**

The **'From Passion to Profession: Kickstarting Career Pathways for Young People'** forum united 40 schools, representing over 42,000 students.

The event generated heightened media attention, dispelling myths surrounding Vocational Education and Training (VET) while actively promoting traineeships. **Explore more details here.**



From Passion To Profession Forum



AFL Traineeships

The **'Providing a Spotlight on AFL Traineeships'** program included 17 articles and 3 video blogs.

Amplified across all social channels, the content amassed an impressive 365,680 views, highlighting the success of trainees working across various industries. The aim of the campaign was to emphasise positive job outcomes for trainees. **Explore more details here.**

To celebrate **National Careers Week**, AFL SportsReady highlighted the value of VET education and the diverse journeys that traineeships can offer.

The campaign explained how VET traineeships consistently pave the way for successful and rewarding careers. **Click here for more details.**



National Careers Week

AFL SportsReady Programs

The Highlights



During the 2022/2023 period, we successfully launched the careers of 409 people aged 16 to 63. Our trainees gained valuable experience across diverse sectors, including sport and recreation, the arts, cultural and creative industries, finance, education, government, health, and the energy and resources sector.

This accomplishment was made possible through collaboration with 243 host employers and the unwavering commitment of our staff nationwide.

During this period, our team reverted to a blended traineeship model, utilising a mix of on-site visits, Zoom sessions, and in-person workshops. This approach proved instrumental in shaping positive outcomes for both trainees and host employers.



ArtsReady celebrated a significant milestone by reaching its 550th traineeship since its establishment in 2013.

The cohort proudly represented a diverse community, with 37% identifying as Aboriginal and Torres Strait Islander Peoples. Notably, an impressive 70% of all ArtsReady trainees successfully completed their programs, positioning ArtsReady as a leader in national results.

Now in its 11th year, the ArtsReady program remains responsive to industry changes and the growing influence of technology in the creative industries. This is evident in the increasing prevalence of IT support and digital marketing traineeships, extending into diverse areas such as

schools, local councils, and even sporting clubs.

The unwavering dedication of our staff has been a driving force behind continuous growth. Both State and Federal Governments have actively supported and sought additional ways to integrate the ArtsReady Program into their diverse employment initiatives, highlighting its significant impact.

SCHOOLS PROGRAM

Over the past year, we have welcomed more than 270 full-time school leavers who commenced as trainees in schools through our Schools Program.

This initiative serves to assist young people in launching their careers while offering invaluable support for teachers and the broader school community.

At a time when teacher burnout is prevalent, and many educators contemplate leaving the profession, our program alleviates the pressures faced by teachers. Trainees take on daily tasks, allowing teachers to dedicate more time to developing programs and teaching effectively. As such, they play a crucial role in handling administrative duties and providing hands-on support both inside and outside the classroom, participating in events such as carnivals, camps, excursions, and school functions.

In July 2022, AFL SportsReady surveyed school host employers who had been host partners for over 20 years. An impressive 95% of survey respondents would recommend the Schools Program to another school. This positive feedback underscores the program's effectiveness and the valuable contributions of trainees to the school community.



AFL SportsReady is committed to fostering reconciliation with First Nations Peoples through our dedicated First Nations Traineeships program: Warumilang.

Throughout National Reconciliation Week, AFL SportsReady actively engaged with local communities under the theme 'Be A Voice for Generations.' In Victoria, team members took part in the Reconciliation Sports Carnival at Worawa College in Healesville, while also organising Aboriginal games for school students, featuring traditional activities such as the game 'Pulyugge,' a form of ball tag.

Additionally, the team participated in industry and government initiatives related to First Nations employment and training, including the Indigenous Skills and Employment Program (ISEP).

As specialists in First Nations employment and training, we are dedicated to advocating for culturally safe workplaces and providing ongoing and effective support for First Nations Australians.



The Centre for Athlete & Sports Education (CASE), successfully delivered 11 bespoke AFL Industry courses to a total of 131 participants in the 2022/2023 academic year.

CASE continues to distinguish itself by delivering courses that cover diverse aspects of the AFL industry, including Coaching Fundamentals, List Management, Recruiting, and Managing Club Football Departments. The Centre also utilises industry professionals to offer unique insights not typically found in mainstream courses.

The feedback received across all courses has been very positive, demonstrating the effectiveness and relevance of the programs

As we look to the future, our commitment to delivering top quality, industry-specific education remains steadfast. The positive impact on participant satisfaction serves as a testament to our courses and our effectiveness in contributing to the ongoing professional development of individuals in the dynamic fields of sport.

SPORTSREADY EDUCATION

RTO ID: 22394

In the past year, SportsReady Education (RTO ID 22394), AFL SportsReady's Registered Training Organisation (RTO), welcomed 434 students commencing their nationally accredited studies as part of their traineeship.

Collaborating with their employers, Field Officers, and First Nations Mentors, we ensured a fully supported education experience for every trainee. Through this effort, SportsReady Education achieved an impressive 76% completion rate.

Focusing on quality, growth, innovation and service, SportsReady Education was delighted to introduce a new Learning Management System (LMS), allowing students and educators to access assessments and deliver more advanced content.

As a result, an overall satisfaction score of 76% was achieved, reflecting above average satisfaction with the training and education provided.

We have taken pride in sustaining consistently strong satisfaction scores over the past five years and feel well prepared to maximise the investment in our new LMS to drive students experience and operational efficiencies.

Program Stories

From Trainee to Host

Looking for ways to invest in the next generation of talent and build up your workforce? Consider hosting a trainee!

According to Ali Rados, a Licensing Account Manager and former trainee herself, the AFL SportsReady program is a great option for organisations looking to do just that.

During a recent interview, Ali spoke highly of the program and discussed the personal and professional growth she has observed in a trainee who is now part of the team. [Click here to learn more.](#)



Alternative Pathways to University

Did you miss out on the ATAR you needed to get into the degree you wanted? Or, have you recently changed your mind about wanting to attend university, a few years after graduating high school? Applying for university directly after high school is not the only pathway to your dream degree.

Traineeships can be a great option, as they can be a stepping-stone for transitioning into University.

There are many benefits to taking on a traineeship as an alternative pathway to University. If you haven't made your mind up about your future career path, completing a traineeship is a great way to experience what your future career may look like. [Click here to learn more about our university partners.](#)



Trainee Program Provides Flexibility

Westminster School are long-time partners with AFL SportsReady. Together we've been shaping the futures of Trainees and making a lasting impact for over 20 years.

The school offers a strong focus on sports and performing arts, and one of its unique offerings is the AFL SportsReady Schools Program. This program provides flexibility for past students passionate about physical education to gain practical experience working in a school setting.

Kayla undertook a traineeship after feeling uncertain about her future plans. Combining her interest in teaching and passion for sports seemed like a good reference point to start her career journey. [For more about our partnership with Westminster, click here.](#)



Traineeships Open Doors

Maxwell Kooreman's achievement as Queensland's 2023 First Nations Trainee of the Year is a testament to his incredible talent and hard work. The award highlights the value of traineeships as a pathway for young people to gain practical skills and confidence while working towards qualifications that can open doors to new opportunities.

A proud Biripi man, Maxwell was a team member at Kmart (Aspley), where he completed a two-year traineeship while studying for his Certificate II in Business. During his traineeship, Maxwell learned a range of tasks, from online orders and cashiering to stocktaking and customer service.

[Click here to learn more about Maxwell's Traineeship journey with Kmart.](#)



ArtsReady Provides Pathway for Emerging Artist

Thanks to her ArtsReady Traineeship, Nyarath Gatkuoth gets to work in an industry she is passionate about and helps enrich her community.

A South Sudanese woman who migrated to Australia with her family to escape war-torn South Sudan, Nyarath is thriving in her traineeship at Bunjil Place. "I always say this, I can't believe this is my job. I think the role that I have at Bunjil Place, working in the arts and especially with community in the arts to help community present their cultural showcases, is something that I am very proud to be a part of."

[You can learn about Nyarath's journey at Bunjil Place by clicking here.](#)



Warumilang Program Success Stories

AFL SportsReady's Warumilang Program specialises in providing education, training, and employment opportunities in various industries. The program is designed to empower and support young First Nations people in pursuing their education and kicking career goals.

Through the program, AFL SportsReady aims to create pathways and opportunities for people to develop valuable skills, gain qualifications, and kickstart careers. The program offers a range of services, including mentoring, cultural support, education and training, and employment opportunities. [Click here to learn more.](#)

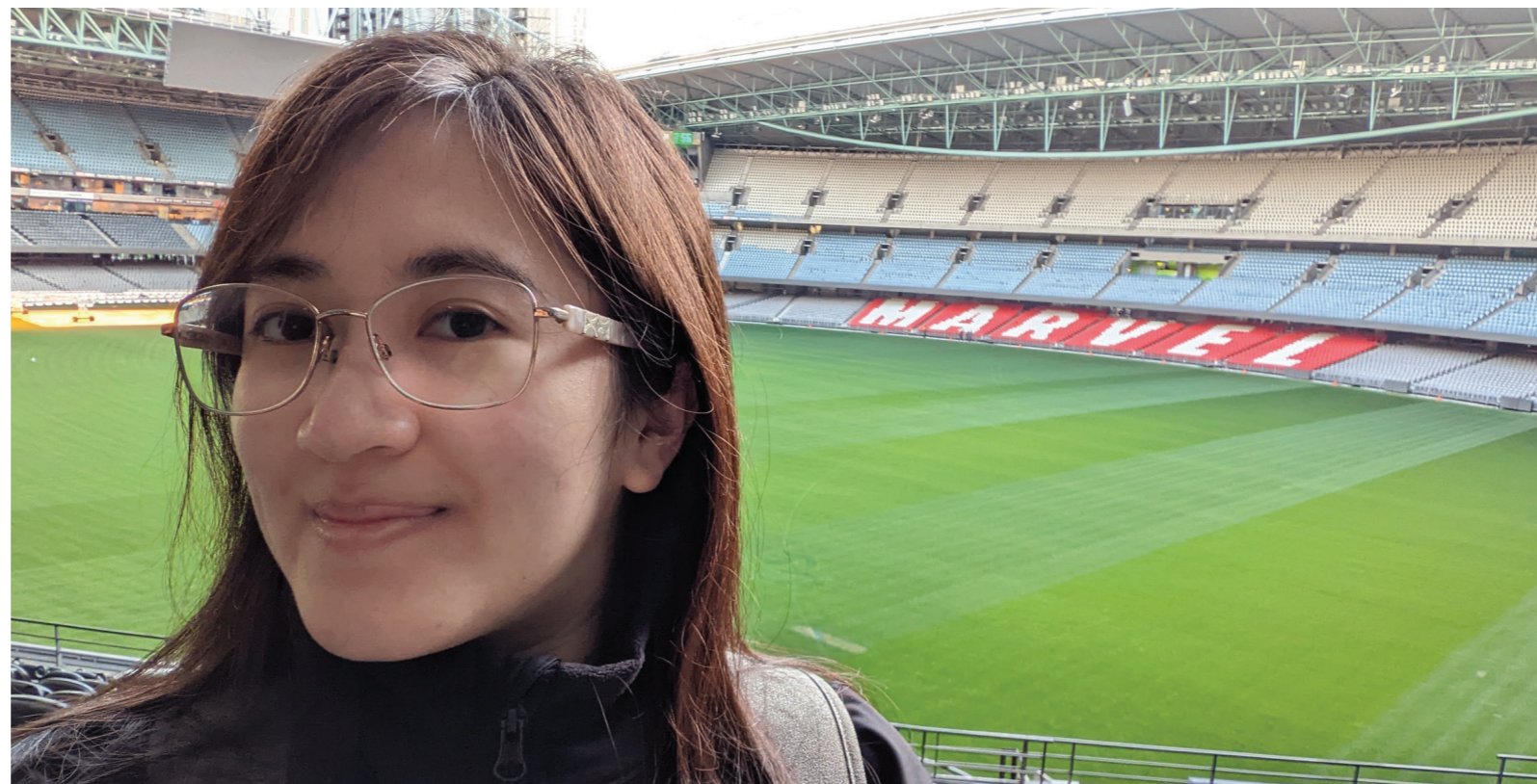
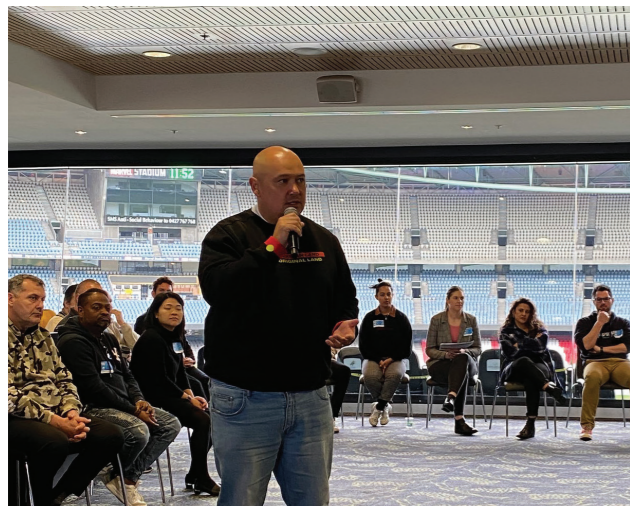




2022 Staff Conference

Across three days in October, the AFL SportsReady team gathered in Melbourne for our highly anticipated staff conference. Centered around the theme “Reconnect and Refresh,” the conference provided a platform for meaningful interactions and collaborative learning. Under the guidance of Board Director Colin Pidd, the team was directed towards exploring the nuanced aspects of self-awareness and organisational understanding.

With an emphasis on refining individual and collective knowledge, the conference served as a catalyst for strengthening the bonds within our team. Strategic alignment with our company’s vision became the centre of discussion as we explored strategies to enhance education and employment outcomes for young people.



22/23 Financial Report

With completion rates exceeding 70%, AFL SportsReady continues to outperform the national average for our trainees and students.

However, the economic landscape presents significant challenges, with Government funding reductions and historically low unemployment levels leading to major skill shortages and heightened competition for talented young individuals.

As per the National Centre for Vocational Education Research (NCVER), traineeship enrolments have notably declined across Australia; in particular, by up to 40% in non-trade areas, largely influenced by reductions in available government funding.

While the impact on AFL SportsReady has been less severe, we have witnessed a drop of approximately 25% in our trainee numbers. This affects both the Group Training Organisation (GTO) and the Registered Training Organisation (RTO) sides of our business, given that most of these trainees undertake their education with us.

As a result, the 2023 financial year marks the AFL SportsReady Group's first loss in six years, totalling approximately \$400k. Despite this setback, we maintain a robust balance sheet, as a result of responsible budget management over many years.

With a clear strategy for the future and prudent financial management, AFL SportsReady is poised to return to a position of strength for the future. Our program offerings underscore our unique value proposition as an organisation, emphasising a tailored service that makes a meaningful contribution to our people, partners, and the community.



REVENUE
\$23,260,201



STRONG
BALANCE SHEET



INCREASE IN THE %
OF FULL TIME TRAINEES



BETTER THAN AVERAGE
COMPLETION RATES (%)



Profit and loss statement

REVENUE	
JOB PLACEMENTS	\$18,682,156
AFL INDUSTRY	\$680,000
TRAINING FEES	\$237,475
GOVERNMENT FUNDING	\$3,221,207
OTHER	\$439,363
TOTAL REVENUE	\$23,260,201

EXPENDITURE	
SALARIES (trainees and staff)	\$21,664,691
OPERATING EXPENSES	\$398,400
DEPRECIATION AND AMORTISATION	\$421,310
OTHER	\$1,181,708
TOTAL EXPENDITURE	\$23,666,109

GET IN TOUCH



- INVEST IN A YOUNG PERSON
- PARTNER WITH US
- DISCOVER HOW WE CAN HELP



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SPORTSREADY
EDUCATION & EMPLOYMENT



WARUMILANG
Aboriginal and Torres Strait Islander Programs



ARTSREADY
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