



Project



AFL Sporting
Schools Program

Partner



Year

2015

Purpose



The Australian Sports Commission's Sporting Schools Program (SSP) is designed to bring schools and sports together to deliver quality sporting programmes and inspire primary school students to develop a lifelong interest in sport.

In 2015, the Australian Football League (AFL), in conjunction with AFL Victoria, partnered with the Australian Sports Commission to deliver a pilot SSP based on the sport of Australian Rules football. The pilot had three primary objectives:

1. A new curriculum that improves skill development, provides match experience and connection to the AFL;
2. Explore the receptiveness of schools to the offer, including age of participants and program length; and
3. The development of workforce capability (Game Development Officers) to deliver the SSP model

The Centre for Sport and Social Impact was commissioned by the AFL and AFL Victoria to evaluate the pilot program.

Method



Qualitative data was collected via 47 in-depth interviews from four key stakeholder groups involved with the SSP: 1. Football Development Managers; 2. Game Development Officers; 3. School Representatives; and 4. Auskick and Junior Club Representatives. Semi-structured interviews were conducted to elicit information on key topics specific to each stakeholder's involvement with the SSP.

This data was then analysed for emergent themes. Conclusions were then made regarding the achievement of the program objectives, as well as an assessment of the program's strengths and potential opportunities for improvement.

Application



Four key elements of the pilot program were identified as strengths that were directly related to achieving the program objectives.

In addition, eight program improvements were identified to improve the outcomes of the AFL based Sporting School Program and to improve the transitional pathway for participants from internal school-based AFL activities to external AFL activities.

