



Project



AFL Auskick Evaluation

Partner



Year

2014

Purpose



The Australian Football League (AFL) commissioned the Centre for Sport and Social Impact to undertake an evaluation of the AFL Auskick program, by addressing the following evaluation objective:

- Is the AFL delivering the most relevant AFL Auskick program in each market in order to satisfy participants and drive future growth?

Specifically to:

- Evaluate the current incarnation of the AFL Auskick program to identify if the program is relevant to the needs of all types of participants (e.g. boys/girls, children never exposed to AFL previously)
- Understand how/if the Auskick program encourages further engagement with AFL at the elite level amongst parents and children
- Understand how we can better transition Auskick participants to Junior Club football.

Method



The research method focused on a qualitative research design, gathering information from both focus group sessions and interview data from AFL Auskick program participants, their parents/carers and Auskick delivery personnel and classroom teachers.

Ten Auskick programs were sampled, two in Victoria, four in NSW and four in Queensland.

Application



Several conclusions were reported back to the AFL on aspects of the Auskick program that worked well, that participants and their parents liked, the level of engagement of participants and their parents with the AFL overall, and recommendations to better engage participants and their parents and to transition Auskick participants to Junior Club football.

