

ALLPlay Community Reach 2017

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The creation of the AllPlay resource has provided an avenue for inclusion support for both AFL staff and community volunteers throughout the Australian football industry. Prior to the creation of the AllPlay resource there was no online repository for inclusion resources for any sport, let alone the AFL. Having somewhere to point staff and volunteers who want to include children of all abilities, but don't quite know how, is extremely beneficial.

To support the dissemination of the AllPlay resource I have met with and presented to the majority of AFL State/Territory Bodies management teams including a presentation given to the AFL State CEO's. An introductory presentation has been prepared and circulated to all AFL development staff for inclusion in the NAB AFL Auskick Level 1 Coaching Course, a key engagement opportunity for community NAB AFL Auskick coaches, I am also attending some of these courses to speak with the community firsthand about AllPlay.

We now have a regular position in the NAB AFL Auskick newsletter that is sent state by state to opt-in participants, the most recent being sent to over 35,000 families in Victoria.



We will continually provide updates on the AllPlay program via these newsletters with the ability to customise messaging relevant to a particular State/Territory body. These newsletters are sent monthly and we have the ability to track click through rates linking to the AllPlay website helping to ensure AllPlay is getting the reach it deserves.

The regular AllPlay information that will be provided to the mainstream NAB AFL Auskick community will also serve to bring inclusion front of mind and act as a consistent reminder to the community that we are serious about providing opportunities for all children, regardless of ability, to participate in football.

The next step in terms of community reach is supporting volunteers to use the resources, we recognise that there is a lot of information there and that at times that may be overwhelming. We are beginning to explore ways to market the use of the resource by providing practical examples of its application in a community setting.

I am working continuously to support the dissemination of the AllPlay resources throughout the football community and am confident that it will prove incredibly beneficial in supporting children of all abilities to get out on the field and participate in their local NAB AFL Auskick community.