



AFL NSW/ACT - EXTERNAL

# Disability Action Plan (2019-2021)

# VISION

AFL NSW/ACT IS COMMITTED TO PROVIDING GENUINE OPPORTUNITIES FOR PEOPLE WITH DISABILITIES TO ENJOY ALL ASPECTS OF AUSTRALIAN RULES FOOTBALL AND SHARE IN ITS POSSIBILITIES.

## FOUR KEY PILLARS

- 1** Increase accessibility for people with disabilities.
- 2** Embed disability inclusion across all areas of the business.
- 3** Develop and maintain relationships with key stakeholders.
- 4** Enhance education, training and awareness.

# Foreword

**Australian Football has the capacity to bring people and communities together like few others. Our game is inclusive, safe and fun – it can and should be enjoyed by everyone and AFL NSW/ACT is committed to making it accessible at every level.**

This Disability Action Plan has been created to ensure that we are providing genuine opportunities for people with disabilities to enjoy all aspects of Australian Rules Football and share in its possibilities across NSW and ACT.

Anyone who has had the privilege of attending the AFL's National Inclusion Carnival understands that sharing the vast possibilities of this great game with everyone is not simply an option, it is an imperative.

At AFL NSW/ACT we are privileged to work with passionate clubs, volunteers and players who care deeply about our game. As an organisation, we are committed to working with all of our key stakeholders to make this game more inclusive for people with disabilities.

Embedding the Disability Action Plan will take patience, time and consideration from all parties and stakeholders involved in our game. We must work hard together to increase accessibility for all people with disabilities who want to be involved in our game and share in its great and vast possibilities.

We will work across all areas of our organisation and ensure that the necessary training, education and awareness is enhanced across our network through our trusted stakeholders.

**I look forward to working with you all as we put our Disability Action Plan into practice.**

**Yours in football,  
Sam Graham  
CEO AFL NSW/ACT**



## Objective One:

### Increase accessibility for people with disabilities

Major Initiative	Key Action	Measurable Outcome	Responsibility	Time Frame
<b>Develop AFL Sydney Disability Junior Competition</b>	<ul style="list-style-type: none"> <li>Identify 4-8 junior clubs in Sydney to deliver inclusion competition</li> <li>Host Gala days with each club's involvement to promote the 6-week Disability Junior Competition</li> <li>Deliver 6-week competition for junior age players with an intellectual disability</li> </ul>	<ul style="list-style-type: none"> <li>Minimum 4 Sydney-based clubs committed</li> <li>1 Gala day per club delivered (AFL ran)</li> <li>6-week competition delivered</li> </ul>	Sydney Harbour Department	2019
<b>Deliver the AFL NSW/ACT Rams Inclusion team</b>	<ul style="list-style-type: none"> <li>Manage AFL NSW/ACT Inclusion team</li> <li>Maintain 2019 budget at increased 2018 levels</li> <li>Secure government and/or commercial support for the AFL NSW/ACT team</li> </ul>	<ul style="list-style-type: none"> <li>Team of 16 attend the carnival</li> <li>Sponsorship/funding received</li> </ul>	Community Football Support Manager	2019
<b>Host 2019 AFL National Inclusion Carnival in Sydney</b>	<ul style="list-style-type: none"> <li>Submit and tender to host 2019 AFL National Inclusion Carnival at Blacktown International SportsPark</li> <li>Secure commercial and government support for the 2019 Inclusion Carnival</li> <li>Form Working Party to support the delivery of the carnival</li> </ul>	<ul style="list-style-type: none"> <li>Securing hosting rights</li> <li>Secure support from Blacktown City Council</li> <li>Secure \$50,000 in government support and/or sponsorship to host the event</li> <li>Establish Inclusion Carnival Local Organising Committee</li> </ul>	Community Football and Executive Department	2019
<b>Deliver integrated school programs</b>	<ul style="list-style-type: none"> <li>Align integrated classes to current program delivery within schools</li> <li>Promote disability strategy to ambassador networks to raise awareness around club disability programs</li> </ul>	<ul style="list-style-type: none"> <li>Conduct school programs at 4 interested schools within designated regions</li> </ul>	Participation Manager	2020
<b>Integrate special schools into Paul Kelly Cup</b>	<ul style="list-style-type: none"> <li>Host regional specific non-competitive trials</li> <li>Invite Sydney Special Schools to 2019 Paul Kelly Cup to participate in an exhibition match</li> </ul>	<ul style="list-style-type: none"> <li>Special schools attend skill session as part of regional days in 2019</li> <li>Host an exhibition match in 2019 Paul Kelly Cup</li> <li>Minimum 4 special schools committed to 2020 Paul Kelly Cup</li> </ul>	Participation Manager and Schools and Universities Manager	2020
<b>Ensure Compliance with Australian Accessibility Standards</b>	<ul style="list-style-type: none"> <li>Understand and incorporate Australian Accessibility Standards (AAS) into facilities planning</li> <li>Lobby National AFL Facilities and Project Manager to incorporate base-level disability standards into Sports Facility Audit</li> <li>Establish guidelines for clubs to consider when planning facility upgrades</li> </ul>	<ul style="list-style-type: none"> <li>AAS questions included in Sports Facility Auditor</li> <li>Understand how many community football facilities align with AAS</li> <li>Community facility plans align with AAS</li> <li>Guidelines developed and communicated to all clubs in NSW/ACT</li> </ul>	Facilities Department	2020

## Objective Two:

### Embed disability inclusion across all areas of the business

Major Initiative	Key Action	Measurable Outcome	Responsibility	Time Frame
Ensure disability inclusion is captured in the organisational-wide priorities	<ul style="list-style-type: none"><li>Incorporate into Business Strategy planning process</li></ul>	<ul style="list-style-type: none"><li>Captured in the business-wide key priorities</li></ul>	Executive Team	2019
Ensure disability inclusion is captured in the department priorities	<ul style="list-style-type: none"><li>Disability-related priority included in each department priorities</li></ul>	<ul style="list-style-type: none"><li>Captured in the department and/or regional key priorities</li></ul>	Executive Team and Regional Managers	2019
Establish disability inclusion related KPIs	<ul style="list-style-type: none"><li>Confirm KPI relevant to each department with respective Executive Team member</li><li>KPI to be implemented in partnership with respective manager</li></ul>	<ul style="list-style-type: none"><li>KPIs in place for each department</li></ul>	Executive Team and Regional Managers	2021
Explore resourcing needs and potential funding opportunities	<ul style="list-style-type: none"><li>Map out initiative and resourcing required to deliver high-quality programs</li><li>Identify potential funding partners (government/not for profit/corporate)</li></ul>	<ul style="list-style-type: none"><li>Relationships formed with potential partners</li><li>Obtain necessary funding to support resourcing needs</li></ul>	Executive Team	2021

## Objective Three:

### Establish and maintain relationships with key stakeholders

Major Initiative	Key Action	Measurable Outcome	Responsibility	Time Frame
<b>Build relationships with local and state government</b>	<ul style="list-style-type: none"> <li>Connect and build relationships with local and state government departments with focus on Minister for Sport and Minister for Disability</li> <li>Build a contact list of interested government parties</li> </ul>	<ul style="list-style-type: none"> <li>Invite relevant state/local minister to an Inclusion Working Party meeting</li> <li>Minister for disability/Minister for Sport to be invited to attend AFL NSW/ACT Inclusion Rams event and other disability inclusion events</li> <li>Host one corporate functions for disability stakeholders per annum</li> <li>Offer 2 AFL Grand Final tickets to Minister for Disability</li> </ul>	State Manager – Government, Diversity and Infrastructure	2019
<b>Develop and enhance partnerships with the Sydney Swans and GWS GIANTS</b>	<ul style="list-style-type: none"> <li>Identify key disability contact within each club</li> <li>Understand the current and future role of the AFL clubs in the disability inclusion space</li> </ul>	<ul style="list-style-type: none"> <li>Establish meeting framework with each club</li> <li>Partner on club-led initiatives</li> <li>Gain club support on AFL-led initiatives</li> <li>Continue and enhance support for AFL NSW/ACT Inclusion Rams team</li> </ul>	Sydney Harbour and Western Sydney Regional Managers	2019
<b>Identify relevant media opportunities</b>	<ul style="list-style-type: none"> <li>Establish key media moments for relevant activities</li> <li>Set up key point contact with relevant media which have an interest in relevant activities</li> </ul>	<ul style="list-style-type: none"> <li>Engage in media which have an active interest within the sport/disability sphere</li> <li>Create meaningful stories on activities in local, regional and national media</li> <li>Set up formal media partner for Inclusion Carnival if possible</li> </ul>	State Manager – Media and Communication	2019
<b>Drive development of a national Disability Action Plan</b>	<ul style="list-style-type: none"> <li>Present AFL NSW/ACT Disability Action Plan at National Diversity Planning Day</li> <li>Provide input into development of National Disability Action Plan</li> </ul>	<ul style="list-style-type: none"> <li>Development of National Disability Action Plan</li> <li>Alignment to AFL NSW/ACT Disability Action Plan</li> </ul>	Community Football Department	2019
<b>Identify and engage integrated schools network</b>	<ul style="list-style-type: none"> <li>Establish a list of special schools &amp; integrated classes throughout NSW/ACT</li> <li>Development staff to contact identified schools</li> </ul>	<ul style="list-style-type: none"> <li>Regular communication channels established</li> </ul>	Participation Manager	2020
<b>Identify and align with Disability Services Organisations (DSO)/ Disability State Service Organisations (DSSO)</b>	<ul style="list-style-type: none"> <li>Audit of DSO/DSSOs in NSW and ACT</li> <li>Establish disability partners</li> <li>Establish relationships with DSO/DSSOs</li> <li>Identify shared initiatives</li> </ul>	<ul style="list-style-type: none"> <li>Invite relevant one DSO/DSSO to attend Inclusion Working Party meeting</li> <li>Funding/support secured for Inclusion Carnival team for 2 years</li> <li>Establish minimum of one shared initiative</li> </ul>	State Manager – Government, Diversity and Infrastructure and Community Football Support Manager	2021
<b>Develop and enhance relationships with disability employment agencies</b>	<ul style="list-style-type: none"> <li>Identify list of relevant organisations</li> <li>Meet with disability employment agencies</li> <li>Agree on objectives for possible partnership</li> </ul>	<ul style="list-style-type: none"> <li>Establish MOU with one Disability Employment Agency</li> </ul>	Human Resource Manager	2021

## Objective Four:

### Increase education, training and awareness

Major Initiative	Key Action	Measurable Outcome	Responsibility	Time Frame
<b>Develop and deliver disability education to community leagues and clubs</b>	<ul style="list-style-type: none"> <li>• Deliver disability inclusion session during 2019 Education Roadshow</li> <li>• Promote All Play Football website</li> <li>• Increase awareness of the benefits of disability inclusion</li> </ul>	<ul style="list-style-type: none"> <li>• Disability Inclusion Training delivered to 60% of NSW/ACT clubs</li> <li>• 2 x social media posts per year about the All Play Football website</li> <li>• All Play Football resources promoted in the Beyond the Boundary newsletter 4 times during the season</li> </ul>	Community Football Support Manager	2019
<b>Create promotional materials for new disability competitions/ programs/products</b>	<ul style="list-style-type: none"> <li>• Create generic flyer for clubs to promote club disability program</li> <li>• Identify clubs on <i>play.afll</i> for those who offer a disability program</li> </ul>	<ul style="list-style-type: none"> <li>• Generic Flyer distributed to all clubs with an inclusion program</li> <li>• Relevant clubs are identified as Disability Inclusive programs on <i>play.afll</i></li> </ul>	Brand Coordinator	2019
<b>Establish an annual Disability Volunteer/Ambassador Award</b>	<ul style="list-style-type: none"> <li>• Introduce Disability Ambassador award into the Community Football Volunteer Awards program</li> </ul>	<ul style="list-style-type: none"> <li>• 1 state winner awarded the Disability Ambassador of the Year</li> </ul>	Community Football Support Manager	2019
<b>Deliver disability education and training sessions to staff</b>	<ul style="list-style-type: none"> <li>• Keynote speaker at All Staff conference</li> <li>• 'Lunch and Learn' Disability session</li> <li>• Deliver specific education to development staff</li> </ul>	<ul style="list-style-type: none"> <li>• Identify guest speaker to present at a state conference</li> <li>• 1 'Lunch and Learn' session (annually)</li> <li>• 1 education session to program staff (annually)</li> </ul>	Human Resource Manager	2019
<b>Provide community football volunteer positions for individuals with disabilities</b>	<ul style="list-style-type: none"> <li>• Celebrate case studies</li> <li>• Create and promote club umpire opportunities</li> <li>• Publicise volunteer opportunities on social media, websites, newsletters</li> </ul>	<ul style="list-style-type: none"> <li>• 2 social media posts celebrating disability inclusion in the community club space</li> <li>• 10% increase in people with disabilities volunteering at club level (Annual volunteer survey)</li> <li>• 4 umpires with disabilities appointed</li> </ul>	Umpire Development Manager	2021