



**DRIVING THE FUTURE OF THE
GAME**

**DIVERSITY EMPLOYMENT PROGRAM
CASE STUDY**



SOCIAL INCLUSION – AFL NEEDS TO BE SEEN AS INDUSTRY LEADERS

1. Diversity our workforce – need to reflect the communities
2. Diversify our thinking
3. Increase our fan base
4. Huge number of international students in Brisbane
5. Build connections to Australia / feel of belonging
6. Build capacity and confidence amongst students



DIVERSITY EMPLOYMENT PROGRAM

- Partnered with MDA and Study Brisbane
- Pilot – 10 weeks
- Within Game Development Department
- Opportunities for employment
- Advertised a trial
- Run training and selection day
- Criteria;
 - Confident, outgoing
 - Interested in working with kids
 - Willing to learn
- Ongoing training



Auskick coordinator workplace experience



AFL QLD, MDA and Study Brisbane are looking for five international students interested in working with young children to develop their skills in **Australian Rules football**.

This unique partnership program offers training, mentoring and workplace experience. Successful candidates will be employed on a casual basis with a starting rate of \$16 per hour at a minimum of 5 hours a week over Term 4 2016 (From Monday 10 October to Friday 2 December).

We strongly encourage you to apply if you are:

- 16-25 years of age
- Interested in sport
- Interested in working with children
- Able to transport yourself to and from activities as required by ALFQ
- Can communicate effectively with young children in English
- Able to apply for a **Blue Card** (application to be lodged prior to starting)
- Have a current Student Visa to the end of December
- Available for at least two afternoons/week between 2 and 5pm (further hours could be required)
- AND must be able to attend one of the following information and selection sessions:

Session 1

Brisbane South

Date: Wednesday 5 October

Time: 9.15-11.30am

Location: Giffin Park, Birubi St, Coorparoo, Q4151

Session 2

Brisbane North

Date: Thursday 6 October

Time: 9.15-11.30am

Location: 340 Zillmere Rd, Zillmere, Q4034

Applications are now closed.

Recent Articles

- ▶ [Student blog: 5 ways to overcome job barriers as an international student](#)
- ▶ [Download now - The ultimate student job seeker guide](#)
- ▶ [28 ways to spend your uni break in Brisbane](#)
- ▶ [Student blog: Brisbane's best bars for students](#)
- ▶ [15 weekend activities in Brisbane that won't break the bank](#)
- ▶ [7 cheap ways to exercise in Brisbane](#)

DIVERSITY EMPLOYMENT PROGRAM - OUTCOMES

STUDENTS

- 7 are still employed
- 2 F/T employment
- Build confidence
- Improve English
- Learnt new skills

AFLQ

- Fantastic, reliable staff
- Gave our staff a different perspective
- Acceptance
- Greater diversity in applications



DIVERSITY EMPLOYMENT PROGRAM – 2016



DIVERSITY EMPLOYMENT PROGRAM – 2016



DIVERSITY EMPLOYMENT PROGRAM – LEARNINGS

- Travel
- Demand far exceeded our initial supply
- Struggled with the footy lingo, rules, skills



- 1 centralise trial/training location (bus)
- Increase intake to 27
- Run a 90 min umpire course
- Launched an Diversity Umpire Academy
- Mentor program





QUEENSLAND

**BUILDING RELEVANCE
WITH NEW & EMERGING
MARKETS**

WE CAN NO LONGER RELY ON GENERATIONAL LEGACY