



GROWING THE GAME

AFL DIVERSITY

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MULTICULTURAL PROGRAMS

Australian Football is becoming the sport of choice for diverse communities. The Multicultural department has been established to ensure Australian Football is a vehicle that encourages community strengthening and inclusion within the wider Australian community, as well as recognising new diverse talent. The AFL's multicultural strategy focuses on developing programs to increase engagement, participation, talent and social outcomes. The objectives of these programs are providing opportunities and pathways for diverse communities to be engaged in all areas of AFL football.

20,000

students participated
in the Multicultural
Schools Program

15%

of AFL players were
either born overseas
or have at least
one parent born
overseas

1000

multicultural
participants engaged
in the All Nations Cup

21m

people reached in AFL
Multicultural Round



All Nations Cup Male & Female

► The All Nations Cup engages 15-year-old male and female participants from a multicultural background to drive participation and education outcomes. The week-long round robin championships (Male Diversity Championships and Female Diversity Championships) offer participants the chance to represent their state in a national carnival and are also a pathway into the World Team and Medleys talent programs. In addition to football development, the program also provides development pathway for aspiring multicultural coaches and umpires.



Australia Post Multicultural Schools Program (MSP)

► MSP is the AFL's flagship Multicultural Program engaging multicultural schools in a six-week introductory football program. The program consists of weekly sessions with a focus on basic football skills and key leadership themes. All schools involved in the MSP are offered to participate in a regional football carnival.



Bachar Houli Cup

► Islamic schools across Australia participate in an annual Bachar Houli Cup which engages more than 5000 Islamic school students. The Cup provides an encouraging environment to introduce these students to Australian Football and helps promote the game among the Muslim community. It also provides a starting point for players from Islamic background to make the transition into mainstream football pathways.



World Team

► The World Team brings together the most talented 25 multicultural players selected from the All Nations Cup. The program consists of two residential camps focusing on football development, leadership and cultural education. The primary objective of the program is to ensure players are provided with the tools and education to make the transition into the mainstream talent pathway. The World Team also engages three multicultural coaches selected from the All Nations Cup to further develop their coaching education. The coaches are mentored by former AFL coaches.



AUSTRALIA POST AFL MULTICULTURAL PROGRAMS

Australia Post AFL Multicultural Player Ambassadors

► The Australia Post AFL Multicultural Player Ambassador program engages current AFL players as role models to promote and support the AFL Multicultural Strategy. The ambassadors work with community, schools, community football clubs and multicultural organisations on key projects to raise cultural understanding, inclusion and participation at all levels of Australian Football.



Bachar Houli Academy

► The Bachar Houli Academy is a high-performance football talent program for emerging junior players aged 15-18 years, who are from an Islamic background. The program focuses on strengthening players' leadership abilities, building their brotherhood and providing a unique football development opportunity for young Muslim men as well as giving the participants the opportunity to learn about their identity and religion.



Medleys

► The Medleys brings together the most talented 25 multicultural female players who are selected from the Female Diversity Championships to participate in an accelerated football development program, which also includes and focuses on strengthening leadership, cultural identity and life skills. The Medleys program is a pathway to the mainstream talent academy and AFL Women's League.



Multicultural Round

► Multicultural Round, held during the AFL Premiership Season, is an opportunity to celebrate the AFL's cultural diversity and highlight the contribution multicultural communities have made to the game's history. The round welcomes new communities to celebrate cultural diversity through AFL football. The round is underpinned by its key message – 'Many Cultures One Game'.

