INDIGENOUS PROGRAMS

The AFL has a strong commitment to Indigenous communities and delivers a number of targeted programs to engage Aboriginal and Torres Strait Islander people. The AFL Indigenous programs focus on engagement, talent and education outcomes. The objective of these programs is to develop Indigenous participant’s football and leadership skills whilst also exploring their cultural identity. This is achieved through education on the AFL Indigenous Programs Leadership curriculum – resilience, decision making, communication and identity.

100,000 Indigenous participants

52% increase in Indigenous umpires

25m people reached in Sir Doug Nicholls Round

11% of Indigenous players on AFL lists
Indigenous All-Stars
In conjunction with the AFL Players Association, all AFL Indigenous players from around the country come together and participate in a camp which focuses on cultural identity, leadership and career development. The All-Stars’ objective is to create a strong focus on cultural leadership while celebrating and strengthening cultural identity, supporting players’ personal development and engaging with Indigenous communities.

KickStart Championship
The KickStart Championships use football as a vehicle for participation, education and health outcomes for Indigenous participants. The week-long round robin championships (Male Diversity Championships and Female Diversity Championships) provide a pathway into the Flying Boomerangs and Woomeras national programs. In addition to their football development, the program provides cultural identity and leadership sessions to assist their personal development. The Championships also engages Indigenous umpires and coaches to fast-track their personal development.

Woomeras
The Rio Tinto Woomeras program is a national female Indigenous development program which immerses participants into an elite training environment, with the aim of increasing football and personal development as well as leadership skills. These Indigenous players are selected from the Female Diversity Championships with the objective to excel with their football ability, enhance their leadership potential and explore their cultural identity.

The Flying Boomerangs
The Rio Tinto Flying Boomerangs is a football development and leadership program for young 15-year-old Indigenous men. The participants are the best rising Indigenous talent in the nation and are given the opportunity to represent their country. Twenty-five of the most talented Indigenous players are selected from the Male Diversity Championships to participate in two residential camps. The participants are exposed to elite training environments and standards to assist their transition into the mainstream talent pathway.

Sir Doug Nicholls Indigenous Round
Sir Doug Nicholls Indigenous Round, held during the AFL Premiership Season, has become an important cultural event on the AFL calendar. The Round celebrates the relationship between the game and Indigenous Australia by connecting AFL fans to Indigenous culture. The Round also celebrates the incredible impact Indigenous players have made on our game.
The AFL has implemented a number of combined diversity programs to promote the game and increase engagement across Multicultural, Indigenous and female communities. The Diversity Engagement/Talent programs include Umpiring, Coaching, Next Generation Academies and Australia Post AFL Diversity Community Ambassador Program.
Umpiring
- The AFL is focused on increasing the number of umpires from Multicultural, Indigenous and female backgrounds and has invested in a dedicated umpiring strategy to achieve this. This initiative includes the opportunity to umpire at the male and female National Diversity Championships, as well as a fast-tracked Diversity Umpiring Academy opportunity.

Australia Post AFL Diversity Community Ambassador Program
- The aim of the Australia Post AFL Diversity Community Ambassador Program is to further engage multicultural and Indigenous communities in Australian Football, through a network of dedicated volunteers. The Ambassadors will connect AFL staff with their particular communities and promote AFL activities as a vehicle for engagement and inclusion. The program will also provide community leaders with an official platform to become involved in the introduction and coordination of AFL-related programs in their communities, as well as opportunities for professional development.

Coaching
- For the game to grow, the AFL needs to ensure that diversity is implemented in all areas of our game. In collaboration with the AFL Coaches Association, the National Diversity Championships present a unique opportunity to build the capacity of Indigenous and Multicultural coaches, with real-time mentoring and development in the hope of transitioning them into community football.

AFL Club Next Generation Academies
- The Next Generation Academies are a joint initiative between the AFL and AFL clubs aimed at increasing the opportunities for young people to learn about and play Australian Football. The program also provides incentives for AFL clubs to fast-track the development of Indigenous and Multicultural participants through the Academy, with a discount and priority access to the participant at the National Draft. Each AFL club is allocated a zone to focus on and develop football through partnerships and engagement.

DIVERSITY ENGAGEMENT
Talent Programs

22% of umpires nationally have at least one parent born overseas