



ACCESS ALL ABILITIES NAB AFL AUSKICK STRATEGY

PROJECT VALUE: \$20,000
COMPLETED: 2014
CLIENT: AFL VICTORIA

Funded in partnership with Sport and Recreation Victoria, the AFL Victoria Access All Abilities NAB AFL Auskick Strategy provides a model for Auskick that supports and develops inclusive Australian Football opportunities for boys and girls with disabilities, in an enjoyable and supportive environment. *insideEDGE's* focus for the development of the AAA NAB AFL Auskick Strategy was to provide a sustainable business model to grow participation of All Abilities through football. Critical to this was identifying and expanding on current participation and pathways, developing modes of delivery which are appropriately resourced and integrating inclusion into AFL Victoria culture and administration.

A critical element of the project was a 'whole of sport' review. This included and expanded beyond the core NAB AFL Auskick provision to include desktop review of the current All Abilities landscape in sport, a targeted review of State Sporting Associations (SSA) inclusion strategies and programs, an exploration of AAA NAB AFL Auskick Centres, special schools and participant experiences, along with a range of stakeholder interviews and workshops, to assess the needs and impacts of current practice.

Ultimately the AAA NAB AFL Auskick Strategy provides and promotes opportunities for participation and development for people of all abilities in Australian Football, addresses participation barriers and brings issues of inclusion to the forefront of community consciousness.

“insideEDGE were identified from a number of candidates as the best fit to consult on this project due largely to their level of expertise across the sporting and disability sectors. The strategy provided by insideEDGE will now lead the implementation and growth phases and go a long way to making AFL a more inclusive sport.”

**Logan Whitaker, FIDA General
Manager**
