



# THE **GAME PLAN**

**2024 COMMUNITY THEMED ROUNDS & COMMUNITY PARTNERS**

**Presented by: Sean Atkinson**



**The AFL acknowledges the Traditional Owners of the land on which we work and pay our respects to Elders past, present and emerging. We acknowledge we play our great game on this land and respect the cultures of all First Peoples and their contribution to our nation and to the game of Australian Rules Football.**



# What are the 2024 AFL Barwon themed rounds?

The Sir Doug Nicholls Round (AFL Barwon Indigenous Round)

AFL Barwon Pride Round

Hamlan Homes Read the Play and Mental Health Round



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# What are the other supported initiatives?

Tackle Your Feelings Program

Love the Game Program

AFL Barwon Female Festival of Sport

Sexual Assault & Family Violence Centre Respect Starts Here Program



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# Key Dates

The Sir Doug Nicholls  
Round

13–18 May

27 May – 2 June

AFL Barwon Pride  
Round

10–16 June

15–21 July

AFL Barwon Female  
Festival of Sport

Hamlan Homes Read  
the Play and Mental  
Health Round



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## The Sir Doug Nicholls Round (AFL Barwon Indigenous Round)



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# BEFORE GETTING INVOLVED

- What are the reasons your club wants to support Indigenous Round?
- Is your Club Culturally Inclusive?
- Check in with the club's Indigenous community
- Plan your involvement



The Sir Doug Nicholls Round (AFL Barwon Indigenous Round)



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# HOW TO GET INVOLVED

- All Club cultural education sessions
- Acknowledgement of Country
- Welcome to Country
- Smoking Ceremony
- Indigenous artist designed apparel



The Sir Doug Nicholls Round (AFL Barwon Indigenous Round)



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# AFL BARWON INITIATIVES

- Staff cultural awareness education session
- Indigenous designed match Footballs & Netballs
- Indigenous designed Umpire Apparel
- Optional cultural awareness education module for clubs



The Sir Doug Nicholls Round (AFL Barwon Indigenous Round)



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# PrideCup

Make Sport Everyone's Game



# Addressing The Problem

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**Pride Cup exists to challenge homophobia and transphobia within sporting clubs – and make them more welcoming for LGBTIQ+ fans, players and officials.**

The local football, netball, cricket or other sporting club is at the heart of many regional and suburban communities, and the leadership shown by players and coaches can have a ripple effect well beyond the playing field.

This is the beauty of Pride Cup. Through strong ties with local business, media and government, the club's message of acceptance spreads throughout the whole community.



# Pride Cup Model



## Game Day

Two local teams theme a fixture game in rainbow to promote diversity and inclusion for LGBTIQ+ people.

**Pride Cup will provide support to organise your day and an organiser handbook once you register your Pride Game.**



## Education

**Once registered, Pride Cup will provide free LGBTIQ+ inclusion education for local sports clubs,** for players, coaches and officials on how to stamp out discriminatory language and make your club more inclusive.



## Community

**Pride Cup will support your club to gain local media coverage** and promotion to amplify the human stories and engage the broader community.





# How to get involved?

- All Club cultural education sessions
- Reach out to Pride Cup
- Discuss opportunities with fixtured opponents
- Pride coloured on-field apparel
  - Jumpers
  - Socks
  - Bibs
  - Ribbons
  - Shoelaces
  - Armbands

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**PrideCup**

Community Grants Program

## **Looking to host your first Pride Cup?**

Fifteen sporting clubs in regional or peri-urban Victoria will receive a \$1,000 grant to cover essential PrideGame event expenses.

**APPLY BEFORE 30 MARCH:**

**[pridecup.org.au/community-grants-program/](https://pridecup.org.au/community-grants-program/)**



# Community Grants Program - 2024

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- \$1,000 grants available for 15 sporting clubs in regional or peri-urban Victoria, hosting their **FIRST PrideGame event**.
- Grants can cover essential event expenses such as Pride uniforms, guest speakers, food, and entertainment.
- Aim to empower clubs to host their inaugural Pride Cup event in the 2024 winter sporting season.
- Supported by the Victorian Government Department of Families, Fairness, and Housing Pride Events and Festivals Fund 2024 (PEFF).
- Deadline for Expression of Interest (EOI) form submission is March 30th, 2024.



# PrideCup

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## Are you in?

Apply now via: [pridecup.org.au/community-grants-program/](https://pridecup.org.au/community-grants-program/)

Please get in touch

[Caitlin@pridecup.org.au](mailto:Caitlin@pridecup.org.au)

0434637908

[pridecup.org.au](https://pridecup.org.au)







***Read the Play***

FOUNDING PARTNER



## Our Vision

A future where local sporting communities champion mental wellness, nurturing resilient and compassionate young people.



*Read  
the  
Play*

FOUNDING PARTNER  
**KEMPE**  
ENGINEERING



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## Read the Play

Read the Play has partnered with AFL Barwon & GDFNL for 18 years to deliver free mental health and wellbeing education sessions in sporting clubs to junior players. The 'Huddle Up' program will be delivered to 15/U netball and U16 football teams in 2024.

Club bookings available online from 1 April 2024.

[www.readtheplay.org.au](http://www.readtheplay.org.au)



## Our Programs: 14-18 years



Huddle Up

Huddle up is a games-based program for young people (14-16 years), that aims to increase knowledge on mental health, promote help seeking behaviour and influence beliefs and attitudes related to identifying and responding to their peers who may be at risk of mental ill-health or cyber bullying.

Delivered to all 15/U netball & U16 AFL Barwon & GDFNL Teams in 2024



MVP

MVP is a games-based program for young people (14-16 years), that aims to increase knowledge on mental health, promote help seeking behavior and influence beliefs and attitudes related to identifying and responding to their peers who may be at risk of mental ill-health or suicide.



Play On

Play On is a games-based program for people (16-18 years), that aims to increase mental health literacy and knowledge of the impact underage alcohol use can have on mental health outcomes.

Mental Health is a Team Sport



In partnership with



Movember Ahead of the Game is a literacy and resilience program which aims to educate umpires, young players (aged 12-18 years) and their support networks (parents, coaches, and club volunteers) on the importance of mental health.

Giving them tools to deal with life's challenges, and the confidence to support their mates through tough times, whilst also empowering them to look after their own mental wellbeing.

Ahead of the Game consists of 4 x 45-minute workshops:

Delivered by



In partnership with



Read the Play



# HELP OUT A MATE

FOR PLAYERS

'The Challenge' app. The mental health resilience workshop and modules focus on teaching young athletes about ways to identify and develop skills for managing the challenges that sport and life can present.

Mental health literacy workshop that young athletes complete first. The session focuses on building knowledge of what mental health is and the skills and knowledge around how to help themselves and others when faced with mental health challenges.

# THE CHALLENGE

FOR PLAYERS

# NO.1 SUPPORTER

FOR PARENTS

Mental health literacy workshop for parents. The session focuses on building parents' knowledge of what mental health is and the skills and knowledge around how to help their children and others when faced with mental health challenges. It also helps breakdown what is normal teenage behavior and what is not.

Mental health literacy workshop for coaches and club volunteers. The session focuses on building knowledge of what mental health is and the skills and knowledge around how to help young players and others when faced with mental health challenges.

# GOT YOUR BACK

FOR COACHES





**TACKLE  
YOUR  
FEELINGS**

Program Overview  
**Season 2024**



Leisure Networks  
connecting people



# About the program

Tackle Your Feelings is a free mental health training program for community AFL clubs.

The program was formed by the AFL Coaches Association, AFL Players' Association and Zurich Insurance in 2018, after the tragic death of Adelaide coach Phil Walsh three years earlier.




The program is delivered by a local psychologist and aims to help participants gain the tools to Understand, Recognise and Respond to signs of mental ill-health. The program is based on the education delivered to the AFL industry and is led by high profile player and coach ambassadors.

Since its formation, the Tackle Your Feelings program has been delivered to more than 10,000 participants in every Australian state and territory, and it's available to your club in 2024.

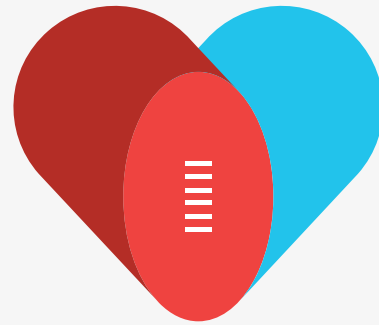




# How to get involved?

-  Tackle Your Feelings is a free program and is available in every Australian state and territory via our community partnerships. Please contact the Tackle Your Feelings Coordinator at your community football league, state body, AFL club community team or regional sports assembly to book in a session at your club.
-  If your region is not captured by our community partnerships, then please email [info@tackleyourfeelings.org.au](mailto:info@tackleyourfeelings.org.au) to register your interest.
-  You can learn more about our program by visiting our website [tackleyourfeelings.org.au](https://tackleyourfeelings.org.au)





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Partnerships & Communication Lead  
Tackle Your Feelings  
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[tackleyourfeelings.org.au](https://tackleyourfeelings.org.au)



**LOVE THE GAME**  
**NOT THE ODDS**

**LOVE  
THE  
GAME**



Victorian  
Responsible  
Gambling  
Foundation

# LOVE THE GAME – KEY AIMS

1. Reduce exposure of young people to sports betting promotion associated with elite and local sports
2. Interrupt the normalisation of betting and sport, by shifting focus back on loving the game, not the odds
3. Ensure young people understand risks associated with sports betting



LOVE  
THE  
GAME

An initiative by



Victorian  
Responsible  
Gambling  
Foundation

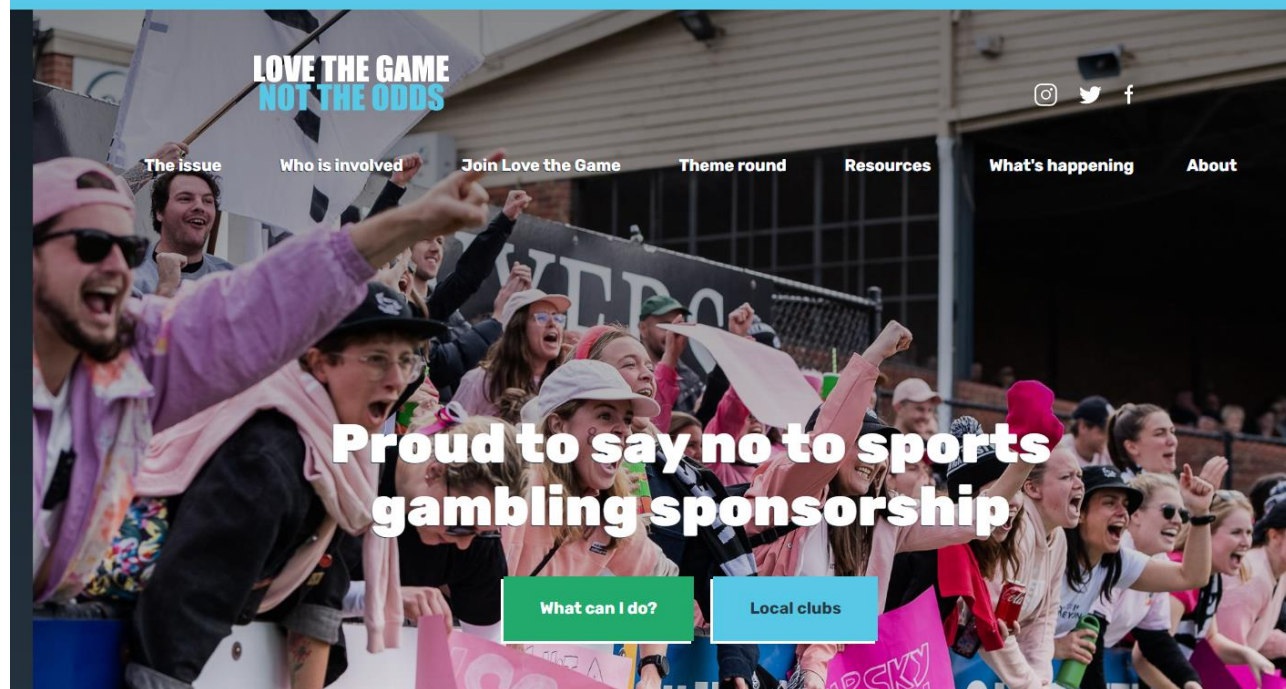


- 88% agree young people are exposed to too much sports betting advertising
- 82% of sports fans believe they should be able to watch sport on TV or in-stadium without gambling ads
- 78% of parents are concerned about their kids seeing gambling ads
- 67% believe betting shouldn't be part of sport.\*

*\*Latrobe University, 2023*

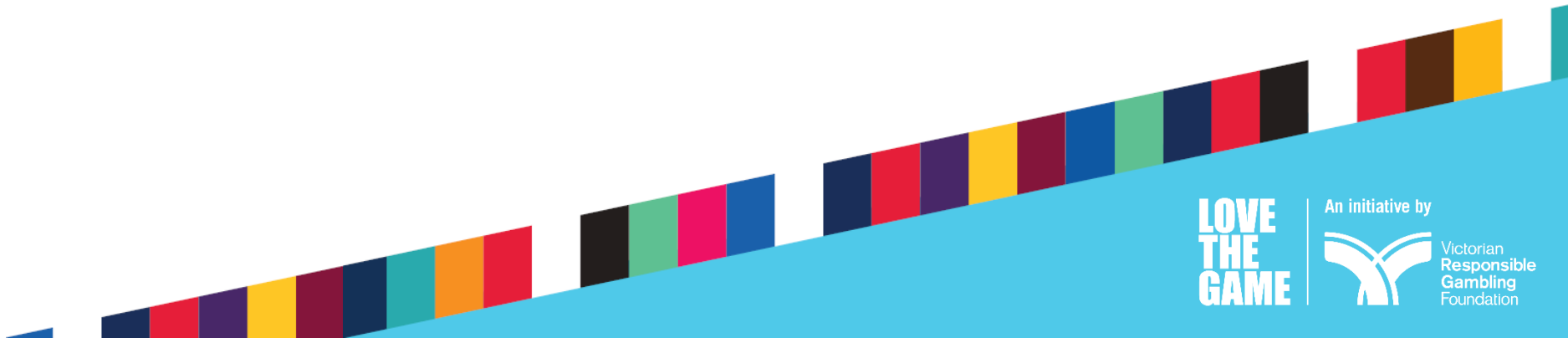






**Website:** [www.lovethegame.vic.gov.au](http://www.lovethegame.vic.gov.au)

**Contact:** Lachlan McKenzie – [Lachlan.mckenzie@responsiblegambling.vic.gov.au](mailto:Lachlan.mckenzie@responsiblegambling.vic.gov.au)





**FEMALE FESTIVAL**

**OF SPORT**



# AFL Barwon Female Festival of Sport Schedule

- Football Focus Night (TBC)
- Netball Focus Night (TBC)
- Club Night (Thursday)
- Fundraising Breakfast (Friday)



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The  
Sexual Assault  
& Family Violence  
Centre

RESPECT STARTS HERE



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# SAFV CENTRE: RESPECT STARTS HERE



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# SAFV CENTRE: RESPECT STARTS HERE

## *Stream 1: Getting started*

*Getting Started* supports your club to identify and set priorities for gender equality in sport and build capacity of leaders within the club to promote equality and respect.

Club leaders participate in 3 collaborative sessions:

- 1. Gender Equality Quick Wins workshop**
- 2. Poster display and key messaging workshop**
- 3. Bystander action and responding to disclosures workshop** for club leaders

*Getting started* is a program for people who take on leadership roles across the club including committee members, coaches, coordinators, captains, and informal peer leaders.



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# SAFV CENTRE: RESPECT STARTS HERE

## Stream 2: *All in*

*All in* supports your club to take an in-depth approach to understanding and addressing gender equality in sport. The *All in* leadership group (Club Action Group) participates in 4 collaborative in-person sessions across the 2024 season:

1. **Respect Starts Here information session and inaugural planning meeting**
2. **Poster display and key messaging workshop**
3. **Gender Equity Needs Assessment workshop and member survey**
4. **Gender Equity Action Plan workshop**

The program expands to whole-of-club in the 2025 season:

1. **Bystander action and responding to disclosures workshop for club leaders**
2. **Bystander action workshops for members**
3. **Action plan implementation sessions**

A Club Action Group of 8-12 people from across the club is convened to lead the gender equality work



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# Club Initiatives for AFL Barwon to support

- We understand that each club supports different causes.
- AFL Barwon will share digitally 1 club initiative for the season.
- Contact Camryn Sheehan ([camryn@ aflbarwon.com.au](mailto:camryn@ aflbarwon.com.au))



# Questions?



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WE WOULD LIKE TO PROUDLY THANK OUR  
Official AFL Barwon Partners

