



AFL Future Leaders Community Program

The AFL Future Leaders Community Program is an exciting initiative from AFL NSW/ACT designed to give all participants a practical understanding of leadership and how to be a leader.

The program is designed in two interlinked parts:

1. ONLINE

Comprises:

- Three modules (The Basics of AFL Football Leadership; Personal Branding for AFL Athlete Leaders; and Communication for AFL Athlete Leaders), approximately 2 hours TOTAL;
- A range of interactive activities, readings, and videos; and
- Comprehensive knowledge checks.

Program participants are expected to access and attempt all three modules prior to undertaking the face to face component.

2. FACE TO FACE

Comprises:

- Your leadership style (the combination of traits, skills, and behaviours that athletes use to interact with others, on and off the field);
- Leading with personal brand (the impact of personal brand on leading teams and the link between leadership and your brand); and
- Leading in communication (how sport leaders communicate and leadership communication in social media).

The face to face component is where knowledge and experience is used as the basis for a range of specifically designed practical activities that will develop and extend participants.

Overall, the program is designed to be practical and to provide participants with a dynamic and innovative learning environment where they can easily ingest both the theoretical and practical aspects to the courses.

All participants will be given access to iSport's dedicated learning platform and for a 12-month period and be expected to complete an online evaluation of the program.

On completion of both online and face to face aspects of the course, each student will be eligible for a co badged (AFL NSW/ACT and iSport) certificate of completion.

The Face to Face program will be separately delivered to two groups, each comprising a maximum of twenty participants:

ASPIRING LEADERS

Participants aged 13 to 15 (born in 2005 to 2007 inclusive) will be introduced to the principles of leadership in a practical environment, and will start to build their knowledge and skill base to use both inside and outside of AFL.

EMERGING LEADERS

Participants aged 16 to 18 (born in 2002 to 2004 inclusive) will have their pre-existing leadership skills further extended to be able to apply to a range of situations and contexts both inside and outside of AFL.

The Face to Face programs will be conducted in a four hour block.

To ensure that participants are able to embed the newly developed skills, each individual will be expected to undertake a leadership role within AFL within the 2020 season. Examples of appropriate leadership roles are:

- i. Helping to coach a club team in a younger age group
- ii. Helping to run sessions at the club Auskick Centre
- iii. Umpiring within the AFL North Coast competition

Undertaking a leadership role ensures that the participants have regular opportunities to put the learnings into practice which, in turn, maximises the likelihood of the leadership skills becoming learnt traits.