



15 April 2011

To all those involved in the NAB AFL Auskick program in South Australia,

First and foremost, to the countless volunteers involved in the coordination and delivery of this program – thank you. As you well know, the NAB AFL Auskick program could not run the way it does without your input and assistance. Both the AFL and SANFL are sincerely grateful for the time and energy you contribute.

There have been some concerns raised regarding the costs of being involved in the program in 2011 and this open letter has been written in an effort to answer some of the most common queries and clear up some of the confusion.

It is important to note that the cost of the program is a 'Registration Fee' – it is by no means simply a payment for the NAB AFL Auskick benefits pack. The pack itself is delivered to all registered participants as a *benefit* for being involved. The cost also covers;

- A national registration fee
- Participant insurance
- Other administrative costs associated with running the program (further detailed below)

We, the SANFL, believe a significant part of the value of the NAB AFL Auskick program is embedded in being a registered participant in the introductory Australian Rules program sanctioned and ultimately controlled by the peak national body, the AFL. This link to the national body is often forgotten but importantly results in;

- Program resources for centres (coaching manuals, parent information guides, participants certificates etc)
- Equipment for centres (footballs, cones, whistles etc)
- Subsidies for larger equipment items such as goal posts and handball targets
- Official NAB AFL Auskick apparel to help identify the Centre Coordinators and their key assistants
- Opportunities to attend AFL matches
- Opportunities to participate in AFL match day activities (half time games)
- Opportunities to attend AFL club functions and meet the players
- Opportunities to win significant prizes either for the centre or the individual participant





For the participant, the program typically offers at least ten sessions of coaching and instruction from parents and volunteers associated with the club or school. This is a crucial community link for the program that not only connects the participant to the club or school, but also promotes active involvement and volunteerism from the parents/guardians.

For the parents/guardians of the participant, NAB AFL Auskick offers an opportunity to play a hands-on role in their child's introduction to Aussie Rules football. The activities used in the program can be facilitated by any adult, whether they have a background in football or not. The experience of being able to play a part in the development of a child's fundamental skills is often a hugely rewarding one for both children and adults.

For the football club/school, NAB AFL Auskick provides a widely recognised and respected brand that local parents and families know and understand to be the first step in the Australian Rules football pathway. With a bit of energy and enthusiasm from club personnel, this brand and the program can be utilised to attract countless local children and families to the club. These participants and families then represent the club's "next crop" of junior footballers, and also the next crop of essential volunteers to fill the roles of coaches, team managers etc.

The SANFL employs 14 full time Development Coordinators who help coordinate the program across the state by; recruiting volunteers, sourcing and delivering equipment, facilitating information sessions and coaching courses to assist with the ongoing education of junior football volunteers, and countless other tasks that go along with the coordination of a program that delivers junior football to approximately 15,000 participants through 350 centres across the state.

It is also worth noting, that the registration cost for the NAB AFL Auskick program compares favourably to similar programs delivered by other sports in South Australia. Registration costs also vary nationally, and the price in South Australia has always been among the lowest in the country, with some states charging as much as \$100 to be involved in the program.

SOUTH AUSTRALIAN  
NATIONAL FOOTBALL LEAGUE INC.



In recent years, the SANFL has absorbed increases in the national registration fee without passing on as an increased cost to each participant. The SANFL also continually works with the AFL to keep the registration cost of the NAB AFL Auskick program as low as possible. Every year our development staff aim to make the program a valuable experience for every one of the 15,000 participants and we are constantly looking for ways to do so. If you have suggestions or feedback to assist with the ongoing improvement of the program, please don't hesitate to forward them through to us at [aflauskick@sanfl.com.au](mailto:aflauskick@sanfl.com.au)

Hopefully the above information has answered some of the questions about the NAB AFL Auskick program. We sincerely hope that you enjoy your involvement in the program through 2011.

Yours sincerely,

A handwritten signature in black ink that reads "David Hutton". The signature is written in a cursive, flowing style.

David Hutton  
State Manager Game Development

**AAMI STADIUM**

Stadium Partner

Major Partner



**Postal Address:** PO Box 1, West Lakes 5021 | **Offices Located at:** AAMI Stadium, Turner Drive, West Lakes | **Telephone:** (08) 8268 2088  
**Facsimile Numbers:** Administration (08) 8445 7385 | **A.B.N:** 59 518 757 737 | **Website:** [www.sanfl.com.au](http://www.sanfl.com.au) | **Email:** [admin@sanfl.com.au](mailto:admin@sanfl.com.au)