



Jobs Careers Future

WORK IT OUT

IN FOCUS

Leading the way

The AFL steps in to help create more jobs for Indigenous people looking for jobs in sport.

The second annual Dreamtime at the G was held at the Melbourne Cricket Ground in May of this year. Dreamtime at the G is an important event that recognises and celebrates the role that Indigenous players have had and continue to have on the game of AFL. The match played between rival clubs Richmond and Essendon is also a great way to demonstrate how Aussie Rules can build bridges between cultures in the spirit of reconciliation.

The concept is the brainchild of Essendon coach Kevin Sheedy, and is supported by the AFL and the Department of Employment and Workplace Relations (DEWR). Through their sponsorship, DEWR is looking to raise awareness of the practical assistance available under the Indigenous Employment Programme, which aims to increase levels of Indigenous employment, self-employment and business development.

To honour their commitment to Indigenous employment, the AFL announced that they would become signatory to DEWR's Corporate Leaders for Indigenous Employment Programme at this year's Dreamtime at the G. Corporate Leaders work together to help create more job opportunities for Aboriginal and Torres Strait Islander people. AFL CEO Andrew Demetriou signed a Memorandum of Understanding to become a Corporate Leader on September 1 this year.

The signing of the agreement affirms the AFL's commitment to develop strategies to improve the prospects of Indigenous Australians seeking higher skilled and management positions within its workforce.

Dreamtime at the G will undoubtedly develop into a great football tradition. It gives us all the opportunity to take the time to reflect on the many and varied achievements that Indigenous people have brought to the competition.



There are more Indigenous players starring in the AFL than in any other sport, with this highly demanding game being ideally suited to the natural athletic abilities of Aboriginal and Torres Strait Islander people. The AFL recognises this, and has created programmes and initiatives to help more talented young Indigenous players make their way into the AFL.

Current AFL initiatives for Indigenous people include the Qantas AFL Kickstart Camp, which is an event run by Qantas with the support from the AFL to offer young elite Indigenous players from around Australia a unique football and educational experience with the possibility of future career opportunities.

But you don't have to be a player to be a part of the AFL. Qantas AFL Kickstart also facilitates career opportunities in the AFL, and offers courses in coaching, umpiring and club administration.

DEWR have also been a significant supporter of AFL SportsReady Indigenous Employment Programme. DEWR and AFL SportsReady have made significant employment subsidies for employers to take advantage of traineeships.

To find out more about KickStart or SportsReady, head to www.afl.com.au or www.aflsportsready.com.au





PREPARATION BEFORE READING

This careers report tells us that the AFL is helping to create more jobs for Indigenous people looking for a career in sport.

Essendon coach Kevin Sheedy came up with the idea of having The Dreamtime game between Essendon and Richmond at the MCG. It is supported by the AFL and the Department of Employment and Workplace Relations (DEWR). The Dreamtime Game has become an important event that celebrates the role of Indigenous players in the AFL and strengthens the spirit of reconciliation through sport.

The event also publicises the assistance available for Indigenous people to gain employment, become self-employed and start their own businesses under the Indigenous Employment Program.

ACTIVITY 1

Scanning for specific information

1. Give two reasons why the Dreamtime Game is such an important concept.

2. In what ways does the Dreamtime Game promote Indigenous employment?

3. According to this report, what is one of the roles of Corporate Leaders for Indigenous Employment Program signatories?

4. In what ways is the signing of this Corporate Leaders agreement important for the AFL?

5. What is the main purpose for this report?



ACTIVITY 2: SCANNING FOR SPECIFIC INFORMATION

1. How many Dreamtime Games have been played so far? _____
2. At which game did the AFL announce they would become signatory to DEWR's Corporate Leaders for Indigenous Employment Program?

3. What reasons does the report give for the Dreamtime at the G game developing into a "great football tradition"?

4. Summarise the main reasons that the Dreamtime at the G game is such an important game in the AFL season.

ACTIVITY 3: DREAMTIME AT THE G – GAINING MOMENTUM IN 2006

The match was preceded by performances from some of Australia's finest entertainers such as Paul Kelly and Peter Garrett to help recognise the Aboriginal influence in AFL football, with prominent indigenous sportsmen Michael Long and Cathy Freeman also on hand in a cavalcade of Australian legends.

In the lead-up to the match Michael Long led The Long Walk participants in a symbolic walk across William Barak Bridge to the MCG.

Just prior to the start of the game, respected Wurundjeri elder Joy Murphy conducted a short Welcome to Country ceremony with the captains of both sides to welcome the Clubs to the traditional lands of the Wurundjeri people.

DEWR have also been a significant supporter of AFL SportsReady's Indigenous Employment Program. DEWR have made available (through AFL SportsReady) significant employment subsidies for Employers to take advantage of traineeships.



Results: Richmond 13.19 (97) def. Essendon 13.17 (95)

	Qtr Time	Half Time	3 Qtr Time	Final
Richmond	4. 3 (27)	5.12 (42)	9.15 (71)	13.19. 97
Essendon	5. 2 (32)	5.10 (40)	8.13 (61)	13.17. 95

Richmond:

Goals: - D.Polo 3, C.Hughes 2, M.Richardson 2, K.Pettifer, B.Hartigan, S.Tuck, A.Krakouer, A.Kellaway, G.Tivendale.

Best: - D.Polo, C.Newman, G.Tivendale, J.Bowden, M.Richardson, S.Tuck.

Essendon:

Goals: - S.Lucas 4, J.Laycock 2, B.Stanton 2, A.Lovett 2, J.Hird, A.Monfries, J.Watson.

Best: - S.Lucas, B.Stanton, J.Watson, N.Lovett-Murray, A.Lovett.

Crowd: 58,439.

1. Name some of the entertainers and sportspeople who attended the Dreamtime Game.

2. Why do you think that Michael Long chose to hold The Long Walk on the same day as the game?

3. Why was it important to conduct a Welcome to Country ceremony with the captains of both sides to welcome the Clubs to the traditional lands of the Wurundjeri people?

4. What was the final result of the game?

5. How many people attended the game? _____

6. How many goal scorers were there for Richmond? _____

