AFL INDUCTION PROGRAM 2025

OVERVIEW

The AFL Induction is a bespoke Industry micro-credential designed to educate new players coming into the AFL system on how to optimally navigate and thrive in the AFL environment.

The AFL Induction Program is an extension of the content delivered at the Induction conference, and is comprised of four core modules/workshops which are compulsory sessions. **Media and Cultural Awareness** can be delivered by providers of the clubs choice (or providers form the AFLPA program hub) with the requirement that clubs can demonstrate content is in line with industry learning outcomes via uploading session and enrolling players via the **Skill development Tab on the *Player Development Database.***

Industry Sessions (**Wellbeing and Finance**) will still need to remain consistent for all clubs, delivered by AFLPA Mental Health team and AMP respectively.

Core sessions have the option to be delivered to players face to face or online at the facilitator or club's request to allow for flexibility.

In addition, clubs will have access to elective sessions upon completion of core modules.

The elective session can be delivered by the club at their discretion by accessing the AFLPA (AFL Players' Association) Program Hub, completing the application form and working with your appointed Regional Manager.

CORE PROGRAM OFFERING:

FINANCE – (AMP)

Overview

This session is designed and delivered by expert financial planners to inform the development of solid foundations around financial literacy, while embedding core financial behaviours to thrive in the AFL environment and life. This program has been tailored for players within their first year in the industry.

Structure/Delivery:

- This session will be delivered online or in person, dependent upon club and presenter availability.
- This content will be delivered as a one-off 45-minute session

Learning Outcomes

1. Players to develop an understanding of the fundamentals of financial management.
2. Players to develop basic strategies to navigate the first year in the AFL system.

WELLBEING (AFLPA)

Overview

This program is designed and delivered by AFLPA psychologists to introduce AFL players to some important themes around mental health and to initiate peer-to-peer conversations. Program material has been contextualised to meet the specific needs of male elite athletes entering the AFL industry with a focus on the supports available to thrive in the AFL environment and life.

Structure/Delivery

- This content will be delivered in person or online, dependent upon presenter availability and club preference
- The session will be delivered by AFLPA psychologists, or may upon request be co-facilitated by club psychologists and AFLPA staff (a “best fit” approach taking account of resourcing, delivery mode, date & time
- This content will be delivered as a one-off 45-60 minute session

Learning Outcomes

1. Explore some of the shared language in the mental health landscape
2. Conceptualize some of the signs and symptoms associated with some common mental health challenges (relevant to AFL members)
3. Discuss some of the considerations that may impact how we initiate and respond to conversations around mental health and ill-health.
4. Promote support options available

CULTURAL AWARENESS (Club Preference)

Overview

Providing players with a greater understanding of Aboriginal and Torres Strait Islander culture. Emphasizing the importance of contributing towards culturally inclusive workplaces

Structure/Delivery:

- This session will be delivered online or in person, dependent upon club preference, protocols
- Delivery model in line with club preference recommended minimum of 1 45 minute session.

Recommended Learning Outcomes:

1. Provide cultural awareness training as an opportunity for players to develop a greater understanding and appreciation of Australian Aboriginal and Torres Strait Islander people, history and cultural diversity.
2. Provides players with the practical tools to enable them to confidently engage and build effective working relationships with Aboriginal and Torres Strait Islander people and communities.

PERSONAL BRAND AND MEDIA (Club Preference)

Overview:

The media remains a dual-edged sword for the AFL and its male and female players.
The session delivers an entertaining but effective view of how to deal with the media. It uses examples from the Australian sporting landscape while actively engaging participants, and it offers opportunities to practise new skills with real-time feedback.

Structure/Delivery:

- This session will be delivered online or in person, dependent upon club preference, protocols
- Delivery model in line with club preference recommended minimum of 1 45 minute session.

Recommended Learning Outcomes:

1. The ability to use effective body language & tone of voice.
2. Understanding what a press conference looks like via Zoom and in the real world.
3. Knowing how to hold-off unwanted questions and topics.
4. Knowing how to deliver a good and workable answer.
5. Knowing how to promote the club and fellow players.

*Note:

- To optimise the delivery of core program content, for some sessions it may be the preference of presenters that PDMs do not attend the session, and numbers may be limited to only first year players.
- If clubs would like to deliver similar content to other members of the playing group, clubs can discuss this directly via your appointed Regional Manager

ELECTIVE PROGRAM

To access a centrally funded elective, all enrolled first year players will need to complete all core modules of the AFL induction program. Clubs will then need to complete the online application form provided below. Clubs will be able to access endorsed AFLPA programs available via the Program Hub on the AFL players website, or put forward external evidence-based programs that are viewed as meeting the outlined criteria of off-field development for endorsement and funding.

Elective Application:

https://forms.office.com/r/YKW4E7DWXP

Programs Hub:

https://www.aflplayers.com.au/players-home/programs-hub

Once the form has been completed, an approvals committee will review all applications, and each clubs

appointed Regional Manager will contact each club regarding the status of their application.

Note:

- Elective funding must be utilised / allocated by **October 31st each year** (end of AFL financial year). Any funding not utilised prior to this will be no longer available.
- Clubs can utilise specified elective content concurrently while undertaking the completion of the core modules. However, funding will only be provided to clubs if it can be demonstrated that all four core modules have been completed. If clubs choose to access elective workshops concurrently while simultaneously completing the core modules and fail to complete all four modules, they will incur the costs associated with elective content that was delivered.

ADMINISTRATION

To access delivery of the core sessions and for support in completing the elective session application form work with your appointed regional manager.

MEASUREMENT

Both presenters and your Regional Manager will work with you to ensure all sessions are assessed by participants after every session. This will allow us to grade the impact of sessions and work in real time with key stakeholders to make adjustments where required.