

Evaluation of the AFL Remote Regional Development Program - Wadeye

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The document must be attributed as the Evaluation of the AFL Remote Regional Development Program - Wadeye.

FaHCSIA wishes to thank the community of Wadeye for their participation in this research.

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1. Summary of findings

This report presents the findings of a participatory action research evaluation of the AFL Remote Regional Development Program in Wadeye. It examines the effectiveness of the Program and makes an assessment of its potential to be considered a best practice model.

The evaluation is based on semi structured interviews involving a quantitative report card (agreement scales across 12 attribute statements covering the key objectives of the Program), qualitative questions and a participatory component – the most significant change technique (See Appendix F: Data collection instrument). To support the evaluation reference is also made to a number of documents (See Appendix E: Bibliography). A separate but supporting analysis of secondary data sources such as population statistics can also be found in Appendix B: Data analysis.

The questions in the quantitative report card and qualitative discussion guide (See Appendix F: Data collection instrument) were developed in partnership with the Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA) and the Wadeye Football Club Committee and the wording of the questions was further refined in consultation with four local Indigenous researchers that Colmar Brunton Social Research (CBSR) employed to help facilitate community engagement and the collection of fieldwork data.

128 people participated in the research fieldwork in Wadeye, 104 were community members and 24 were service providers - 67 men and 61 women. The fieldwork in Wadeye was conducted between 7th and 20th of November, 2011. However, five follow-up telephone interviews were also conducted between 1st and 9th December with key stakeholders that were not located in the Wadeye community. **So in total 133 participants formally took part in this evaluation.**

Most interviews lasted approximately thirty to forty minutes but some went as long as three hours while others were as short as fifteen minutes.

1.1. Extent to which the Program has achieved its objectives

This section assesses the extent to which the Program has achieved its stated aims and objectives.

1.1.1. Key achievements of the AFL Program in Wadeye

- **The AFL Program is very successful at engaging community members** - 94 per cent of participants agreed that the Program ‘encourages people in Wadeye to support the program’.
 - Community participants (99%) were more likely to agree with this statement than service providers (71%).
 - This finding reflects that service providers tended to be more cautious than community participants in their assessment of the benefits of the Program across a range of statements - usually feeling it was too early to make a more positive assessment, especially in relation to the part of the Program that had only been in existence for two months at the time this report was completed - Wadeye Magic. Wadeye Magic, the Wadeye representative team that plays in the NTFL in Darwin, is the part of the AFL Program that involves comprehensive participation rules around having to be in school, employment or training and staying out of trouble with the Police.

- **The Program is helping to break down negative media stereotypes of life in Wadeye** – the success of Wadeye Magic in the NTFL (at the time of writing Wadeye Magic sits in third place in the competition) is promoting and projecting a more positive view of life in Wadeye.
- **The Program is strengthening community cohesion and sense of community pride and achievement** - 98 per cent of participants agreed that the Program ‘gives people something to do they like and are good at and encourages the community to come together’.
- **The Program gives young men sporting opportunities and something to aspire to** - 90 per cent of participants agreed that the Program ‘helps young people to play AFL from primary school level to the highest level’. A lack of an elite pathway (along Clontarf Academy lines) that prepares young men for the AFL draft by the time they are 18-20 years of age together with a lack of a junior and women’s’ competition account for why service providers (58%) agreed less with this statement compared to community participants (97%).
- **The Program ‘has a very strong senior AFL competition’**– 99 per cent of participants agreed with this statement.
- **The Program teaches transferable leadership qualities and builds social capital** - 98 per cent of participants agreed that the Program ‘gives leadership opportunities for local Indigenous males within football’. Most agree that playing football teaches leadership qualities like discipline, respect, resilience (you get knocked down but you get up again and get on with the game) personal organisation, team work, grit, determination, get-up-and-go and dedication. These skills are clearly transferable to other realms such as family life, employment and community and cultural business.
- **The Program is helping to restore and strengthen local Aboriginal authority** as it works closely with local Elders. Elders were also intimately involved in the planning and vision for the Program.
- **There are early signs of improved engagement in school attendance, training and employment**- 86 per cent of participants agreed that the Program ‘improves school attendance and/or training’ and 95 per cent of participants agreed that the Program ‘helps players to be involved in paid work or training’. The (approximately) 50 Wadeye Magic players on the team’s playing list have to be engaged in education, training or work to be eligible for selection to play in the NTFL Darwin competition.
 - The Club Development Manager (CDM) points out that there is around 90% effective unemployment in the 15-35 year age group in Wadeye (if CDEP employment is not included). He contrasts this with Club membership where all but two out of a playing list of 50 players (i.e. 4%) are currently not involved in some type of training, education or paid work. Up to 12 players are also currently involved in an umpiring training course and five players are trainee Sport and Rec officers.
 - Twenty two Wadeye Magic players have attended a Job Futures AFL Healthy Lifestyle Project for at least three days every week over the last five weeks. The project aims to provide practical lessons on respecting yourself and others, the power of positive thinking, nutrition tips, the negative effects of alcohol on athletic performance and proper stretching techniques. This high level of attendance for an employment training course is exceptional for Wadeye. There are also eight players engaged in CDEP employment training, five have been engaged by the Victoria Daly Shire, four are employed as Rangers, four are employed at Palumpa School and another four are employed at OLSHTCS in Wadeye itself.
 - The CDM suggests that in previous years school attendance was higher on Wednesday’s which was the day when the Junior League Competition was being played through the school - Our Lady of the Sacred Heart Thamarrurr Catholic School (OLSHTCS).

- If the five Wadeye players who are currently still in school miss more than one day per week without explanation, they know that they will not be selected to play for Wadeye Magic on the following weekend. According to the CDM, four out of the five Wadeye Magic players in question have turned up for school every day for the past five weeks.

Enrolments and attendance

Enrolments and attendance figures for Our Lady of the Sacred Heart Thamarrurr Catholic School (OLSHTCS) in Wadeye generally rose between the years of 2005 to 2008. From a peak in 2008 enrolment and attendance figures then tended to stabilise or decline slightly in 2009 and 2010.

The Wadeye AFL Program was introduced in 2007 during a period of steady increase in enrolments and attendance figures that had started in 2006 (peaking in 2008). It is possible that the Program contributed in some way to this increase in enrolment and attendance rates in the period immediately following the introduction of the Program. However, observation of this data suggests that the Program has had little longer-term effect on enrolments and attendance. For more details see Appendix B: Data Analysis.

The introduction of Wadeye Magic and associated participation rules only came into effect in late 2011 so their possible effect is not captured in this data.

Year	2005	2006	2007	2008	2009	2010
Average Enrolments	415	446	590	641 (PEAK)	498	500
Percentage Change	-	7%↑	32%↑	9%↑	-22%↓	0%—
Average Attendance #.	222	226	304	313 (PEAK)	234	213
Percentage Change	-	2%↑	35%↑	3%↑	-25%↓	-9%↓
Average Attendance %	53.37 (PEAK)	50.49	51.4	48.76	46.98	42.61
Percentage Change	-	-5%↓	2%↑	-5%↓	-4%↓	-9%↓

Legend: ↓ Decrease. ↑ Increase. — No change
 Source: Catholic Education Office.
 Notes. The school provides enrolment and attendance numbers to the Northern Territory Department of Education in week 4 and week 8 in each of the four school terms each year. The above data comes from these collections.

- Service providers were much less likely to agree with these statements than community participants because they feel that the participation rules for playing for Wadeye Magic only apply to a relatively small group of males and that it is too early to be sure whether these rules will be applied consistently and/or have sustainable effects on behaviour. In addition, they feel that the lack of a strong six team Junior League Competition, due in part to low school attendance - speaks for itself.

NAPLAN Scores

NAPLAN data is not available for the years preceding the introduction of the Wadeye AFL Program in 2007. Therefore, a comparative assessment of the impact the Program on academic performance pre and post its introduction is not possible. Data presented here is for reference only. For more details see Appendix B: Data Analysis.

Aggregated scores

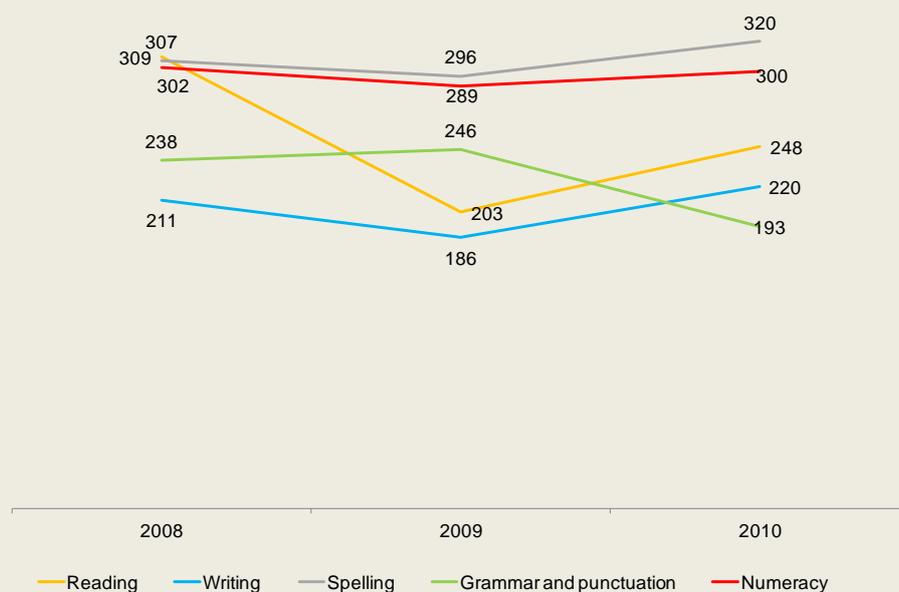
The chart below shows a series of averaged scores across all Year levels (Year 3, 5, 7 and 9) for the five NAPLAN domains of management (Reading, Writing, Spelling, Grammar and Punctuation, Numeracy) across the three years of data collection for NAPLAN (2008, 2009 and 2010).

Average NAPLAN scores for OLSHTCS students at Years 3, 5, 7 and 9 generally showed no clear trend between 2008 and 2010.

- Reading scores (orange line) showed a sharp downward trend from 2008 to 2009, which reversed in 2010;
- Writing scores (blue line) showed an overall upward trend, despite a slight dip in 2009;
- Spelling scores (grey line) also showed an overall upward trend despite a slight decline in 2009;
- Grammar and punctuation scores (green line) showed a slight increase from 2008 to 2009, then a more marked decline to 2010 leading to an overall decreasing trend;
- Numeracy scores (red line) remained relatively stable across the three years.

Again, this data does not capture the effect of the introduction of Wadeye Magic and associated participation rules in late 2011.

Year 3 reading scores



Source: MySchool website for Our Lady of the Sacred Heart, Wadeye:
<http://myschool.edu.au/TermsAndConditions.aspx?SDRSchoolId=820000000115&DEEWRIId=13310&CalendarYear=2010&RefId=%2ficCfWf6xFSOxvgFc3pT6N4LjEaEaqfD>

Summary of NAPLAN trends

Trend analysis of the three available years of NAPLAN data led to 20 key measures: five NAPLAN domains of measurement (Reading, Writing, Spelling, Grammar and Punctuation, Numeracy) by four academic years (3, 5, 7 and 9).

In total, six of these 20 measures were observed to show an upward trend over the three years; NAPLAN scores showed an overall upward trend for:

- Year 7 and Year 9 reading;
- Year 5 and Year 7 writing;
- Year 3 spelling; and
- Year 9 Grammar and punctuation.

No overall increases were seen for the numeracy domain.

Of the remaining measures, seven of 20 showed an overall downward trend and the remaining seven of 20 showed no substantial change up or down over the period. For more details see Appendix B: Data Analysis.

NAPLAN domain	Year 3	Year 5	Year 7	Year 9	Total increases
Reading	↓	↓	↑	↑	2
Writing	↓	↑	↑	—	2
Spelling	↑	—	—	—	1
Grammar and punctuation	↓	↓	—	↑	1
Numeracy	—	↓	↓	—	0
Total increases	1	1	2	2	6

Source: MySchool website for Our Lady of the Sacred Heart, Wadeye

- **The net effect of the Program on community safety and violence is unclear.** While 79 per cent of participants agreed that the Program 'improves community safety/reduces violence' - service providers (17%) were much less likely to agree with this statement than Community participants (86%). Basically for the same reasons given above (i.e. too early to say and only a small number of males involved). A few service providers also feel that the testosterone driven male dominated game encourages violent behaviour and reinforces men's domination over women.
 - Sometimes in the past, the AFL Senior League Competition provides a spark that ignites community tensions that are often simmering away just below the surface. Having clan and family based teams in the Senior League Competition sometimes intensifies these existing tensions and rivalries between clans. This may have been one reason for the

continuation of an existing upward trend in all Police incident measures until 2008-2009 and also for the highest rate of assault related separations which also occurred in that same year. This was well over a year after the initial introduction of the AFL Program (See Hospitalisations for SLA Thamarrurr and Police incident data below and Appendix B: Data analysis). Representatives from the Night Patrol mentioned that there tends to be more trouble on the evenings of match days during the Senior League Competition. The Police sergeant who served in Wadeye for a number of years also reported that while the net effect of the AFL Program was positive overall, as it engaged and entertained people, there were sometimes fights and trouble between spectators and this used to annoy the Police.

- Alternatively, some community members and service providers feel there is no difference in levels of community violence when the Senior League Competition is being played versus the off season and many believe that there is less violence as young men have something to do.
- However, overall it does appear that instances of gang violence and trouble at the football oval have reduced over the years. This may be reflected in some Police incident measures like crimes against a person, public disorder and alcohol offences which all showed a decline approximately one to one and a half years following the introduction of the Program (See Police incidents data below and Appendix B: Data analysis). The Code of Conduct, the Red and Yellow Card system, umpire and coach training and participation rules may all have played a part in this. However, it is very difficult to attribute these changes solely to the AFL program. It is likely that other changes such as a stronger Police presence, zero tolerance of gang violence, better Night Patrols and even the establishment of new subdivisions and the building of more houses spaced further apart (which significantly reduces stress compared to when people were living in more overcrowded housing built closer together) may have also played a role in improving community safety.
- Overall there is more support for the view that the community has been calmer and more cohesive since the advent of Wadeye Magic which selects the best players from all the clans of Wadeye. That is, now the community has a team in Wadeye Magic that they can all get behind whereas in the past, teams in the Senior League Competition based on clan loyalties were sometimes divisive.

Hospitalisations for SLA Thamarrurr

While caution is required due to small numbers, hospital separation data (see tables below) shows the highest rate of assault related separations occurred in 2008-09 a year after the AFL Program was introduced, before falling back again in 2009/10. The data shows no clear trend for separations for injury and poisoning although there was reduced injury and poisoning for males in the 2008-09 year and for females in 2007/08. However, both rise again in the following years. The data also shows separations for mental and behavioural disorders were pretty stable before showing a marked reduction in 2008/09.

Due to the relatively small numbers involved and the lack of consistent upward or downward movements in the data, it is difficult to equate any of these trends with the introduction of the AFL Program in 2007, although the rise in assaults does equate with a peak in Police incident data across all measures in 2008-2009 – well over a year after the Program was introduced. For more details see Police incident data below and Appendix B: Data Analysis.

Number and rate of hospital separations(a) for assault(b) among Indigenous Australians living in Thamarrurr SLA

	2005-06	2006-07	2007-08	2008-09	2009-10
Number	14	18	15	23	12
(a)	In public hospitals only and excludes dialyses				
(b)	ICD-10-AM codes X85 - Y09				

Number and rate of hospital separations(a) for injury and poisoning(b) among Indigenous Australians living in Thamarrurr SLA

	2005-06	2006-07	2007-08	2008-09	2009-10
	Number				
Males	35	30	42	26	38
Females	23	23	17	25	28
(c)	In public hospitals only and excludes dialyses				
(d)	ICD-10-AM S and T codes				

Number and rate of hospital separations(a) for mental and behavioural disorders(b) among Indigenous Australians living in Thamarrurr SLA

	2005-06	2006-07	2007-08	2008-09	2009-10
Number	15	13	16	16	7
(e) (a)	In public hospitals only and excludes dialyses				
(f) (b)	ICD-10-AM codes F00-99				

Source: Police data provided by NT Health

- **Wadeye Magic's participation rules may be helping a few young men stay out of trouble** - 82 per cent of participants agreed that the Program 'helps stop trouble with the Police and courts'. Every week the Wadeye Football Club shows the playing list to the former Community Police Liaison officer to find out if any of the players have been causing trouble. If they have then they don't play. Of course many people don't play for Wadeye Magic. So unless a similar arrangement is put in place for all players in the Senior League Competition and a women's competition is established with the same rules, the Program will only ever have limited impact on reducing trouble with the Police and courts. The same could be said for improving community safety.

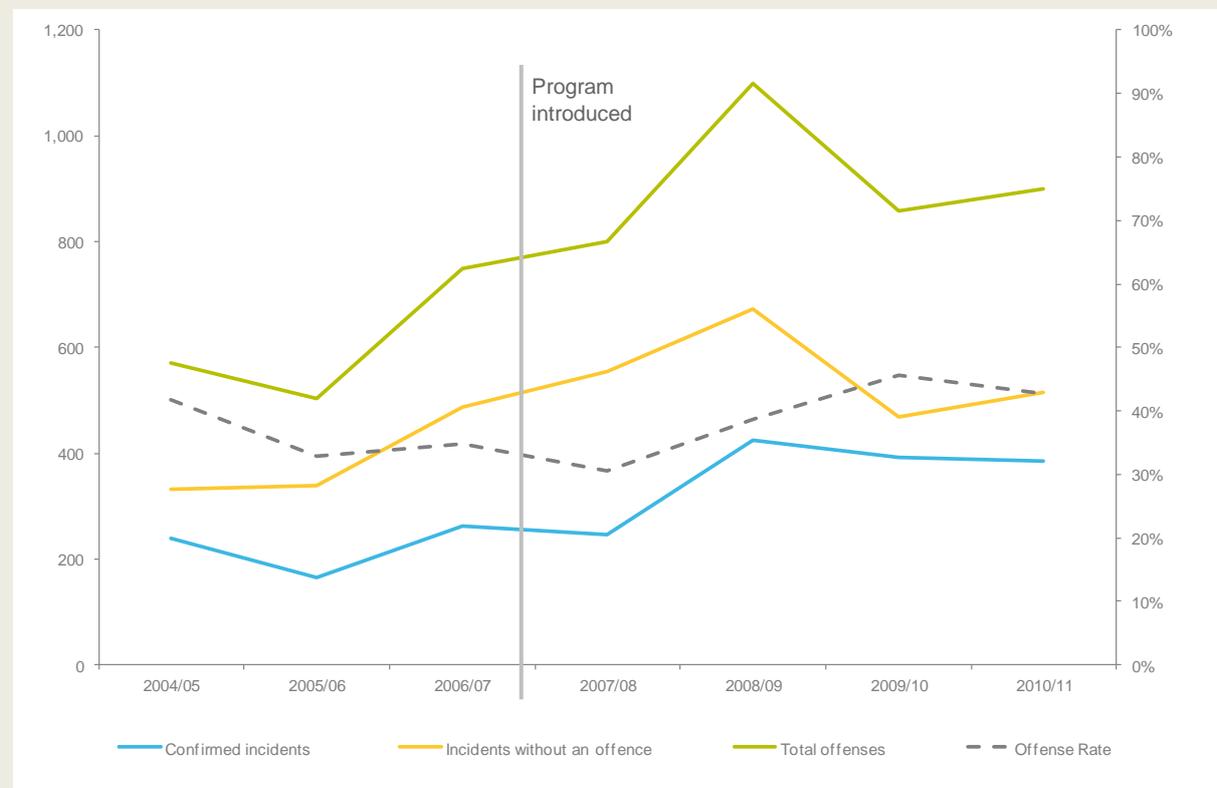
Police incidents data

Police incident data are affected by many things including police resources and practices as well as broader policy settings. However it is still worth analysing these data. Total incidents recorded, incidents without offense and confirmed incidents in Wadeye each showed a similar trend over time. Each showed an overall increase from in 2004/05 to a peak in 2008/09, then a decline sharply in 2009/10, stabilising in 2010/11. The offense rate showed some variation both up and down over time, though no clear pattern or trend emerged.

It is likely that the introduction of the Wadeye AFL Program in 2007 had little impact on recorded incidents for the years 2008-2009 noting that the data are affected by many other factors. The continuation of an *existing* upward trend after the introduction of the Program was observed for all incident measures. At worst, it is possible that the Program contributed in some way to this ongoing increase in recorded crime.

However, some incident measures like crimes against a person, public disorder and alcohol offences showed a decline approximately one to one and a half years following the introduction of the Program, suggesting that longer-term positive outcomes *could* be attributable to the AFL Program. For more details see Appendix B: Data Analysis.

Overall incidents



Source: Police data provided by NT Police

- The Program is working as a vehicle for promoting healthy pro-social lifestyles - 94 per cent of participants agreed that the Program 'encourages healthy living and good behaviours'. Playing AFL is a strenuous physical activity - running around at training and during matches encourages players to be physically active. More players are being referred to the Health Clinic for check-ups to ensure they are in peak physical condition and players are often exposed to healthy lifestyle messages around issues like proper nutrition, the importance of exercise, the dangers of drugs and alcohol and the importance of road safety.

According to analysis of the most significant change data, the top five changes that have occurred as a result of the AFL Program are as follows.

- People feel prouder to live in Wadeye.
- Players are helped to stay out of trouble.
- Players are role models to other boys and men.
- Men/boys who play are more active/healthier.
- Players are taught skills - discipline, respect, organisation, team work, leadership.

These results underscore the intangible but powerful effect that Wadeye Magic, in particular, is having on peoples' morale in Wadeye as well as the perceived positive effect the Program has on helping players stay out of trouble and become good role models who are more active and healthier and who are learning leadership skills.

1.1.2. What could work better?

- **There has been a lack of communication by the AFL Program** on issues such as the perception that the Wadeye Senior League Competition has been delayed this year and a lack of consultation with community leaders in relation to the appointment of the new Regional Development Manager (RDM). In the latter case, local leaders feel they should have been invited to have a representative on the selection panel. Some service providers also talked about the need for the Program more generally to market its aims, activities and successes more effectively to the wider community and to communicate more effectively with organisations that employ AFL players over issues like accident compensation for injured players.
- **Lack of engagement of women** - based on findings from the quantitative report card, only 23 per cent of participants agreed that the Program 'gives leadership opportunities to local Indigenous females within football' and 67 per cent disagreed with this statement. Most participants agree the emphasis of the AFL Program is exclusively on men and there is nothing currently in place for women and little effort to get women involved beyond supporting their team. There are signs that a lack of engagement of women may be changing. The new Sport and Rec and new female Police Community Liaison Officer were handing out flyers advertising that a women's AFL activity would be running on the Wednesday 16/11 – the second week of this consultation. The game was very well attended and the enthusiasm for this activity suggests that there may be potential for the Program to introduce both junior and senior women's AFL competitions. It should also be noted since the fieldwork for this project was completed, weekly women's AFL matches are now a regular occurrence in Wadeye.
- **Lack of a grass roots Junior League Competition**- only 31 per cent of participants agreed that the Program 'has a good Junior League Competition' and 45 per cent disagreed with this statement.
 - Community participants (38%) were more likely to agree with this statement than service providers (70%). One of the biggest perceived weaknesses of the Program is that there is presently no structured Junior League Competition for boys 16 years and under. The

new Wadeye RDM is very committed to establishing a strong Junior League Competition early in the New Year. Low school attendance is a key issue that will need to be resolved if the vision of a six team Junior League is to be realised. If the AFL cannot engage children at school, then other methods will need to be trialled to source disengaged children – perhaps via the proposed new Youth Hub.

- **Some issues raised in the Wadeye Football Club Business Plan have not been addressed.** For example, re-engaging junior youth in education and addressing prevailing health concerns like smoking.¹ **Also some issues in the FAHCSIA funding agreements have not been realised (as mentioned above) in relation to the establishment of a junior league and effective consultation with key stakeholders like the local Sport and Rec program.** This is not to say that these issues will not be addressed in the near future. It is also important to have realistic expectations in relation to what one AFL staff member (and now two) “on the ground” can achieve in such a limited amount of time. By any measure what has been accomplished to date is a remarkable achievement.
- **A few negative unexpected or unintended consequences were also reported by participants including:**
 - **The potential dangers of “long grassers”:** A few service providers report that some community members have gone into Darwin, ostensibly to watch Wadeye Magic games, but have ended up on extended drinking binges in the long grass. These reports could not be verified and should be treated with caution.
 - **The consistency with which the participation rules are enforced:** A few service providers question the consistency with which the participation rules are applied, particularly with regard to the most valuable players. Again these reports could not be verified.
 - **Women’s place in the community maybe further weakened:** A few service providers fear that AFL’s emphasis on men further reinforces male domination over women in the community and therefore weakens the position of women. They fear that this could make women more vulnerable to domestic and family violence, bullying and sexual intimidation.
 - **Lack of compensation arrangements for injured players.**
 - **Possible negative outcomes associated with the Senior League Competition:** The facilities at the oval need improving – the Health Clinic reports a spike in admissions for hot babies after games – at least two every game. The Health Clinic also reports a spike in STD infections after matches in Wadeye. Neither of these two claims could be verified by data despite several requests being made to the Health Clinic.
 - **A lack of effective working relationships with some complimentary programs.** The AFL Program could work better with complimentary programs such as the Sport and Rec, Health Clinic and Catholicare.

Summary of differences by participant type

In comparing quantitative differences between AFL players, their families, community members and service providers - the table overleaf demonstrates that the key differences expressed are those between service providers and other targets. That is, AFL players and their families and community members generally share very similar optimistic views about the Program, compared to service providers, who tend to be more reserved.

In the table - **C** denotes significant differences between players/their families and community members versus service providers. For example the first row in the table shows that players and their families (100%) and community members (93%) are significantly more likely than service providers

¹ According to the RDM, Wadeye Magic had a health worker come out from NT Health to run two quit smoking sessions. In addition, a number of players started a Quit Program run through the Health Clinic. However, as these events occurred towards the end of the Wadeye Magic trial period, this evaluation cannot confirm if these interventions have been successful.

(58%) to agree that the AFL Program 'Helps young people to play AFL from primary school level to the highest level'.

Significance testing in the remainder of this report is carried out on community participants as a group (including AFL players and their families and community members) versus service providers (rather than on comparing all four target groups with each other) as this is where the key differences lie.

Summary of differences by participant type

	Player or family (n=59) A		Community member (n=45) B		Service provider (n=24) C		Total (n=128)	
	Net Agree	Net Disagree	Net Agree	Net Disagree	Net Agree	Net Disagree	Net Agree	Net Disagree
Helps young people to play AFL from primary school level to the highest level	100% Cd	0%	93% Cd	0%	58%	29%	90%	5%
Gives leadership opportunities for local Indigenous males within football?	100%	0%	100%	0%	92%	4%	98%	1%
Gives leadership opportunities for local Indigenous females within football	32% Cd	56%	22% Cd	69%	4%	92%	23%	67%
Gives leadership opportunities for local Indigenous females within football	97% Cd	2%	98% Cd	0%	79%	0%	94%	1%
Improves school attendance and/or training	93%	0%	98% Cd	0%	46%	8%	86%	2%
Improves community safety/reduces violence	86% Cd	0%	84% Cd	7%	50%	13%	79%	5%
Gives people something to do they like and are good at and encourages the community to come together	98%	0%	100%	0%	92%	4%	98%	1%
Encourages people in Wadeye to support the program	98% Cd	2%	100% Cd	0%	71%	21%	94%	5%
Has a good junior league competition	37% Cd	0%	40% Cd	44%	0%	50%	31%	45%
Has a good senior league competition	100%	3%	100%	0%	96%	4%	99%	1%
Helps stop trouble with the Police and courts	86%	4%	84%	7%	67%	8%	82%	5%
Helps players to be involved in paid work or training	100% Cd	0%	98% Cd	0%	79%	0%	95%	0%

Legend: **Cd**= Significant difference compared to service providers

1.2. The effectiveness of Program implementation

This section assesses the effectiveness of the AFL Program's implementation.

Most of the program was implemented successfully in accordance with most agreed timeframes

AFL Program (not including the Wadeye Football Club)

- A structured four team Senior League Competition was established within four weeks of the inception of the Program and has flourished, becoming more sustainable over the years since 2007. An effective local governance structure - the Wadeye Football League Committee was established at the same time.
- AFL staff have generally met their reporting deadlines to FaHCSIA. Annual plans have been developed according to deadlines.
- Over the last two years, innovations like the Code of Conduct rules and Yellow and Red cards have been put in place to improve player and spectator conduct. The Code of Conduct has been developed in language and is often played on local BRACS TV.
- Umpires and coaches have been trained, further enhancing the standard of play.
- Five trainees have been employed to help with coaching and running the junior program and for umpiring and administration of the Senior League Competition.
- The Program continues a strong Club Partnership Program with AFL side Essendon Football Club.
- There has been less implementation success in areas such as:
 - Establishing a sustainable Junior League Competition because of low school attendance and for this last year due to a focus on establishing Wadeye Magic;
 - Extending outreach Auskick/Kickstart programs to other communities due to difficulties travelling in the wet season and for this last year due to a focus on establishing Wadeye Magic. It should be noted that Palumpa is around 40 minutes drive away from Wadeye, Peppimenarti is up to two hours drive away and Daly River is up to three hours drive away. In addition, neither Peppimenarti nor Daly River are accessible during most of the wet season (usually six-seven months – in fact in 2011 the Moyal and Daly River crossing were unpassable until July which was three months later than normal). It is the AFLNT's view that there needs to be more buy-in from teachers and Sport and Rec officers in these locations to make it feasible for the Regional Development Manager to run such outreach activities;
 - Establishing a women's AFL competition or linking in with other female sporting programs due to a lack of resources and inclination; and
 - Communicating and working well with other programs like Sport and Rec (due to personality differences).
- It should also be noted that the AFL Remote Regional Development Program – Wadeye Performance Report for 1 January – 30 June 2011 states that:
 - "The Kickstart program has been conducted at Wadeye, Palumpa, Peppimenarti, Daly River, Wooliarnar and Emu Point on a regular basis with the program running weekly in Wadeye throughout the whole year. The Program has had a very positive impact on attendance with the days that the clinics are conducted on recording significantly higher attendance;

- A Junior League Program has been developed with a regional competition between Wadeye, Palumpa, Peppimenarti and Daly River. The League has been attended very well and has made a significant contribution to improved attendance particularly at Wadeye; and
- A Healthy Lifestyle Carnival was conducted at Wadeye with 70 students attending. Health messages were delivered to all the students.
- The Senior League commenced in November with six teams participating. Crowd attendance has been very high and local community members have played a large part in the administration of the league.”²
- None of these items were in evidence during CBSR’s two-week field visit to Wadeye in November 2011. The CDM freely admitted that these activities had “dropped off” due to a focus on establishing Wadeye Magic, poor school attendance and bad weather. The Performance Report also talks about the Senior League Competition commencing in November 2010, but according to other documents and the CDM the season does not normally start to January/February. This may indicate some inaccuracy or inconsistency in current reporting procedures.

Wadeye Football Club:

Attachment A of the Wadeye Football Club Business Plan lists a number of Program items that were to be completed according to a specified time schedule to enable Wadeye Magic to compete in the NTFL in 2011. All items were actioned according to this time frame apart from the following:

- Memberships were not developed as it was considered too hard to sell them before the successful completion of the trial period for Wadeye Magic. It is intended that memberships will be developed, marketed and sold for next season.
- A Wadeye Football Club Board has not yet been developed, again because this was considered a waste of time until the successful completion of the trial period. In the meantime the Wadeye Football Club Working Party and Committee has fulfilled this role. The Board will be formed for next season.

Overall, it can be argued that the AFL Program was implemented most successfully for the following reasons.

- Local Elders, leaders and Traditional Owners were involved in extensive consultations around the formation of the AFL Program and the Wadeye Football Club and feel a strong sense of ownership.
- Within four weeks of having a RDM on the ground in 2007, the Program had successfully organised a four team strong structured Senior League Competition.
- The Senior League Competition has become stronger and more self-sufficient over time. Playing standards have improved as has player and spectator conduct. There are now far fewer instances of umpire abuse, spectators coming onto the ground and players being sent off for un-sportsman like behaviour. For example, the 2010 the Grand Final marked

“...the first un-interrupted [by violence] season Wadeye has produced with only a couple of minor incidents.”³ Furthermore in 2011 the Regional Development Manger stated in the Performance Report that: “...all matches have been played in accordance to the fixture list and the whole season has run without issue.”⁴

- Umpiring and coaching courses have been held with over 40 men participating over the last three years. This has “*drastically*” improved the level of umpiring and standard of play.

² AFL Remote Regional Development Program – Wadeye Performance Report for 1 January – 30 June 2011, (2011), pg 5.
³ McNamee, J, Wadeye/Daly River Region 2010 Annual Report, Wadeye, (2010), pg 9.
⁴ AFL Remote Regional Development Program – Daly River Region 2011, Wadeye (2011), pg 2.

- Most Wadeye Football Club Program elements were implemented in accordance with specified timeframes.
- Wadeye Magic has achieved outstanding results in the NTFL which is testament to the level of local talent, the organisational ability of the CDM working in partnership with other interested community stakeholders.
- Players understand and are abiding by the participation rules.
- The community is very happy and proud of the success of Wadeye Magic and are very supportive and appreciative of the AFL Program overall.

1.3. Evaluation findings for improvement and lessons learned

This section outlines the most common suggestions for improvement of the AFL Program as well as lessons learned.

Establish a strong Junior League Competition

- Establish a strong grass-roots Junior League Competition which would ideally include regular interschool matches with Palumpa and Peppimentarti and Day River schools.
- Use the Junior League to re-engage children with education and living skills programs via modified participation rules based on the Wadeye Magic model.
- Integrate the Junior League with the Sport and Rec program.
- Integrate the Junior League with the Senior League – so juniors play in the mornings and seniors in the afternoons during weekends.

Provide opportunities for women

- Work with the Sport and Rec program to establish regular activities for women like softball, netball and volleyball and possibly women's AFL; and actively encourage women to be involved in the administration and running of the Wadeye Football Club. Ideally complimentary service providers like the AFL and Sport and Rec should work closely together to share learning's and maximise the efficient use of local resources (like sports grounds, Sport and Rec hall, gym and swimming pool etc) to foster better outcomes for community members.
- A women's competition could thrive if women were given the opportunity. For example, Galiwinku has seven women's teams playing in their AFL Program.

Consider duty of care issues for spectators

- Provide better facilities for spectators at the main oval including shade and running water, a working ablution block (that is maintained and secured against vandalism) and healthy drinks and snacks. Consider reducing the serving of sugary soft drinks during matches as this works against the nutrition efforts being made by other service providers such as the OLSHTCS and Health Clinic.
- A few stakeholders were highly critical of what they see as a wealthy organisation like the AFL trying to run a program in one of the most disadvantaged communities in Australia on a "shoe string budget". They question why AFL representatives are forced to sell unhealthy sugary soft drinks out of the boot of a car on match days in Wadeye just so they can raise enough funds to keep the program operational.

Lobby for some home games for Wadeye Magic

- Encourage other teams in the Darwin competition to visit Wadeye for games to reduce cost and burden on the Wadeye Football Club and to showcase that Wadeye is as safe to visit as any other remote town.
- This would mean that the community would have the opportunity to watch *their* team – Wadeye Magic compete against other NTFL teams. Home games for Wadeye Magic would also bring in more money to the community and possibly stimulate demand for more private enterprise based on activities such as adventure tourism and retail.

Other suggested improvements less often mentioned are as follows.

- Introduce the participation rules to all levels of the AFL program, particularly the Senior League Competition.
- Go out into the community to re-engage juniors in a competition if they cannot be reached via the school.
- Consider more subsidisation of player's costs, uniforms and transport to and from games to make it easier for disengaged players to participate in the local Senior League Competition.
- Train-up Wadeye Magic players to be ambassadors against domestic violence. The Police report that domestic and family violence is the number one criminal issue they are dealing with in Wadeye. The Wadeye Football Club could be outspoken opponents of domestic violence in a way similar to the efforts that Charlie King is making in Darwin.⁵
- Ideally there could be AFL events running continuously every day after school so a structure involving discipline, organisation and routine become part of young people's everyday lives.

According to analysis of the most significant change data, the top five challenges that need to be overcome to make the AFL Program more effective are as follows.

- Activities for women - softball, basketball, volleyball, Women's AFL competition.
- Help for players to stop using alcohol, gunja, gambling.
- Home games for Wadeye Magic.
- Set up a strong kid's competition - for under 16s.
- If players get into trouble (fighting, hitting women, break-ins, arrested) they don't play in Wadeye senior competition.

These findings reflect several key themes. First, the importance of providing activities for women and setting up a grass roots competition for young people as well as home games for Wadeye Magic. Second the extension of the participation rules for the senior competition as well as more support for players to stop using alcohol, gunja, gambling and violence. **Of course for this to happen there would need to be increased investment in support services like drug and alcohol rehabilitation to help a larger number of players deal with these issues.**

Inherent in this discussion is the need to keep a program objective focus on strengthening and building player and community member responsibilities to support the program i.e. building relationships, engagement, participation, capacity and self-responsibility. In short, the AFL Program needs to keep building on its strengths and achievements in order to continue to build a sense of self responsibility within the Wadeye community.

⁵ABC sports commentator, Charlie King is a well known voice in Darwin who frequently advocate against family violence in Aboriginal communities. See <http://www.abc.net.au/local/stories/2008/05/19/2248626.htm>.

The following lessons can be taken from the AFL Program's experience in Wadeye.

- AFL is an ideal magnet to engage Indigenous youth. The model is showing promising signs in most areas outlined in the Wadeye Football Club Business Plan. Further evaluation is required, but if the initial success continues and develops it could be well worthwhile to trial the model in other remote communities. The model being an integrated program with clear player pathway from Auskick/Kickstart to Junior to Senior to community representative team with clear participation rules.
- Local leaders, Elders and Traditional Owners must decide how they want their Program to be set up and maintained. The community needs to feel ownership at every stage so they are willing to take on more responsibility for the running of the Program over time.
- It is not reasonable to expect one AFL staff member to effectively manage a Junior, Senior and representative team as well trying to organise Auskick/Kickstart and outreach activities to other communities. At least two and possibly three full time staff are required to effectively manage this type of Program in a large community like Wadeye.
- The opportunity to run outreach activities in other communities is severely limited during the wet season which also coincides with the main playing season.
- There is huge potential to use football as an effective engagement mechanism which enables other service providers and programs to assist players who are effectively a captive and receptive audience. The AFL Program could work together more cooperatively with other programs like Sport and Rec and CatholicCare and should ideally be fully integrated with the soon to be established Youth Services Hub and the Wadeye Student Accommodation Facility.
- Success or failure comes down to commitment and passion of a few – if the CDM leaves or key Elders pass away the Program could fall apart. There is an urgent need to establish comprehensive sustainability via succession planning at every level.
- It is very difficult to engage parents and community members as volunteers. This issue is not peculiar to Indigenous remote communities.
- Other organisations that benefit from AFL affiliation could contribute to funding for the AFL Program in Wadeye to ensure its sustainability and improve facilities for spectators and players.

1.4. Potential of the model to be applied more generally

This section outlines the most commonly cited key success factors of the AFL Program in Wadeye. Together these factors constitute a best practice model that may be able to be applied to other communities. There is necessarily a little repetition in this section as it outlines success factors that have in some cases already been discussed above.

Local ownership and governance

- Local leaders were involved in decision making – they were the ones who decided how their AFL Program would be structured and how it would work. Local governance structures were quickly established to inspire local ownership of and responsibility for the Program. The Program operates two committees that meet as required to ensure the ongoing success of the Program. Generally the Wadeye Football Club committee (responsible for Wadeye Magic) meets fortnightly and the Wadeye Football League Committee (responsible for the Senior League Competition in Wadeye and usually made up of the captain and coach of each team) meets weekly on Wednesday afternoons.

- These committees represent ongoing consultation with local leaders and Elders and Traditional Owners to ensure the Program is running as they intended. Indeed, strong support from Thamarrurr leaders is critical to the ongoing success of the Program as they play a key role through their authority in the social realm. Together these football leadership structures in combination with trained coaches and umpires, the Code of Conduct and Red and Yellow card system and the participation rules - constitute a reasonably effective governance structure for the Program as evidenced for example, by the steady improvement in player and spectator conduct during AFL matches over the last few years.
- Training local people to become coaches, umpires and administrators so the community can build capacity and eventually run its own program is also a key component. Over 40 local people have been trained up in this capacity since the Program's inception in 2007.

Focus on participation as the first priority

- The first priority was to engage as many people as possible in a structured Senior League Competition. As this competition developed and became more self-sufficient and organised, the RDM was able to focus more on other developmental activities in areas like Auskick/Kickstart in schools and establishing a structured Junior League Competition.
- A structured largely self-sufficient strong Senior League Competition is a key element in the success of Wadeye's AFL program. Amongst other things, it engenders community wide participation in a positive activity and provides a large playing pool of potential talent for Wadeye Magic.

An elite team to which all can aspire – Wadeye Magic

- Providing a community representative team that all young players can aspire to play for - is a key element that is currently boosting the Program and lifting community morale in Wadeye.
- Essendon Football Club feels the key element that makes the AFL Program so effective in Wadeye is Wadeye Magic. This is because it gives all young players something to aspire to and a reason to participate in school, employment and training. It also gives young players a good reason not to use drugs, alcohol or violence and to keep out of trouble with the Police.
- Others have a different view. They see Wadeye Magic as just the "icing on the cake". It is the Junior and Senior League Competitions that have the potential to touch more people's lives in terms of participation and influence. For example, it is young people's brothers, uncles and fathers playing in the Senior League who have the greatest potential to be positive roles models and influences for the up and coming generations. The strength of these competitions will also directly affect the strength of Wadeye Magic as they constitute the pool of its eligible players.

Clear playing structure

- Establishing a structure that is consistent so players know when they have to turn up for training and match play. This includes providing clear start times and having a fixed amount of rounds. If a team does not turn up on time they forfeit their match to the opposition.
- Every team has to supply its own coach and umpire.

Clear consistently applied transparent and fair participation rules and Code of Conduct

- Clear participation rules that all players understand. These participation rules must be consistently applied to all players with impartiality. The rules have to be transparent and clear to everyone. Fairness is everything!
- Establishing a Code of Conduct that players and spectators need to adhere to. The introduction of Yellow and Red Cards over the last two years has empowered umpires and improved the standard of play as well as spectator and player conduct. A Yellow Card means

a player is off the ground for a quarter of the game and a Red Card means the player misses the remainder of the game and cannot play for the following two weeks.

- Team coaches take on the responsibility for keeping their team's supporters in line. If a team's supporters get out of hand the umpires can award a free kick to the opposition.
- There is a need to "break all the rules of participation down" in plain English – even translated into language, to make sure everyone understands them.

Effective working relationships and communication with complimentary services

- Participation rules (being in school, employment or training and staying out of trouble and having an annual health check) only work if the Program has effective working relationships and ongoing communication with service providers. Complimentary stakeholders who can make these services available and monitor attendance, follow up and report back to the Program.
- The Program currently has strong links with Thamarrurr Regional Advisory Aboriginal Council (TRAAC), the Thamarrurr Development Corporation (TDC), and Job Futures employment and training (run by the TDC), CDEP, OLSHTCS, schools in other communities like Palumpa, Peppimenarti, Daly River, Wooliarnar and Emu Point, the Health Clinic and the Police. However, there has been a lack of involvement with the Shire Sport and Rec program and CatholicCare (drug and alcohol rehabilitation). The new RDM is determined to strengthen these relationships and linkages.

High quality AFL staff who are culturally competent and live in community for the long term

- Having dedicated, experienced and well-trained AFL staff living in community for the long term so they have the opportunity to build trust and rapport with players, community members and leaders. The AFL Program in Wadeye has been very successful in this regard as it has selected staff who have stayed and lived in the community for at least one year and one staff member stayed for over two years.
- Having AFL staff who are passionate and committed to ensuring the success of the AFL Program in Wadeye. There are two key AFL Program staff on the ground the CDM (who was the former RDM for the last year) and the newly appointed RDM. Both seem dedicated to the task of ensuring a successful Program. While it is too early to make a judgement on the new RDM, the CDM is culturally competent and aware that cultural obligations like ceremonies and funerals take precedence over sport. The CDM also has very good relations with key community leaders and Traditional Owners and is accepted by the community.

Comprehensive staff training, mentoring and induction

- Having comprehensive staff training and mentoring programs and fully informing staff in job application interviews about what it will be like to live and work in a remote community. The AFL also takes RDMs on pre-visits to their assigned community to meet key people before they start.
- The AFL also provides all the equipment staff need to run a quality Program.

Sourcing sponsorship and funding

- Adequate sponsorship and funding is crucial to the ongoing success of the Program. In terms of entrepreneurial focus the Wadeye football Club has been successful at attracting corporate sponsorship from sources such as Murin Air, Essendon Football Club, the local store and the Thamarrurr Development Corporation (TDC). The Program also raises additional funds by selling soft drinks on match days in Wadeye and from the sale of Wadeye Magic merchandise. However, a few service providers noted that the Program does not market itself effectively to the community in terms of what it is trying to do and how successfully it is doing it. Please refer to Section 4.5. Resourcing and governance of implementation for more details.

Longevity in community

- The Program would appear to have a sustainable future in the community given its widespread popularity. Indeed perhaps the most important success factor is simply community member's deep love for the game of AFL. In addition, the Senior League Competition has reached a stage now where the community can virtually run it itself. However, on the risk side - there is a chronic lack of volunteers; there is an urgent need for succession planning for when the current CDM leaves at the end of this year and ongoing sponsorship will be crucial if Wadeye Magic is going to continue to play in the NTFL in Darwin.

2. Background and context

This section contains the background and historical context which led to the introduction of the AFL Program in Wadeye in 2007. The section is quite detailed and while it answers an objective of the evaluation, readers who are only interested in how well the Program is doing can safely skip this segment of the report. However, if the reader wants a deeper understanding of the contextual issues around the introduction of the Program as well as a comprehensive description of what the program involves - then this section is very informative.

2.1. The history of Wadeye and the context in which the Program was developed

Wadeye (formerly Port Keats) is the single largest Indigenous community in the Northern Territory – in 2011 it has an estimated population of 2,800 people.⁶ The community is located, by air, 270 km south-west of Darwin. Wadeye is located, by road, 417 km south-west of Darwin in the Daly River/Port Keats Aboriginal Land Trust area of the Northern Territory at the mouth of the Fitzmaurice River. The road to Darwin is often impassable during the wet season – making trips to other communities in the region, apart from Nama and Palumpa, very difficult. The airstrip is sealed, with day and night access, but it has no navigation beacon and is sometimes inaccessible in wet conditions. The flight from Darwin takes just over one hour.

The region around Wadeye, known as the Thamarrurr Region, is home to some 20 land owning clan groups. A Catholic Mission was founded at Wadeye in 1935, and since then the community has experienced a steady increase in population and a substantial shift in demographic balance. While data gathered in 1935 demonstrated that fewer of children and young people resided in Wadeye compared to adults, the most recent data gathered in 2009 reveals a significant reversal, with a population that now favours youth over adults with 65% of the current population is less than 25 years of age.⁷

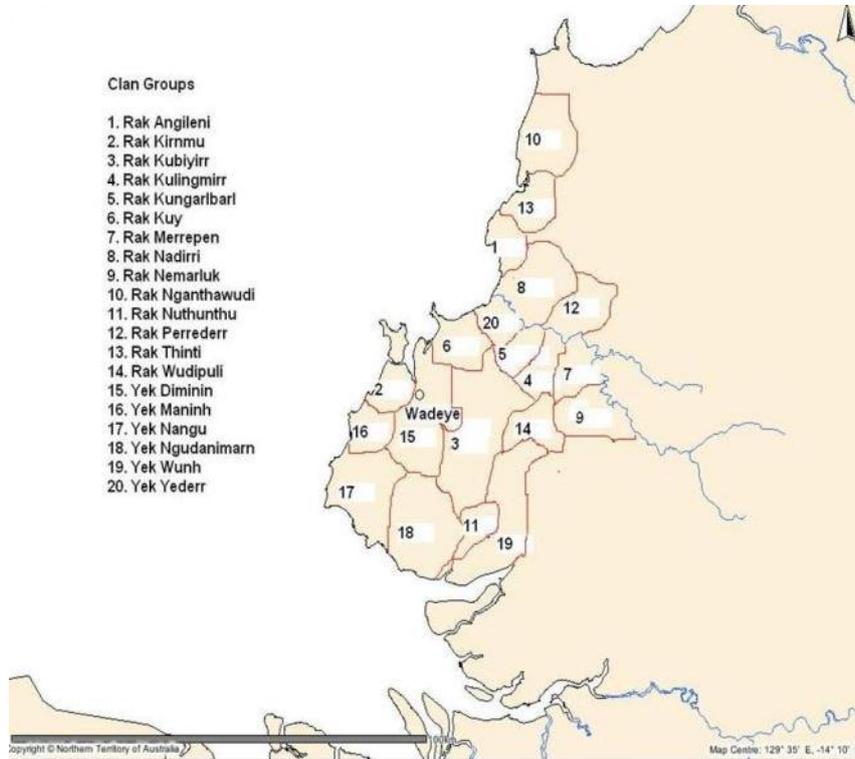
The KarduYekDiminin are the Traditional Owners of the land where Wadeye is located. The KarduYekDiminin language is Murrinhpatha. There are 20 clan groups located in the Thamarrurr Region. This does not include the community of Nganmarrilyanga (Palumpa) and its associated clans, nor does it include Peppimenarti. The 20 clan groups are as follows; (1) KarduYekAngkilenni; (2) KarduWakalBengkunh; (3) KarduRakKulingmirr; (4) KarduWakalThay; (5) KarduYekNaninh; (6) KarduYekDiminin; (7) KarduYekManinh; (8) KarduRakKirnmu; (9) KarduRakMerrepen; (10) KarduYekNganthawaurdi; (11) KarduThangkurral; (12) KarduYekNangu; (13) KarduRakNemarluk; (14) Kardu Kura Thipmam; (15) KarduNunthunthu (also known as KarduWakalThirang); (16) KarduYekThinti; (17) KarduYekPerrederr; (18) KarduYekDirrangarra; (19) KarduYekWunh; and (20) KarduYekYederr.⁸

⁶ Wadeye Football Club Business Plan 2011, pg 6.

⁷ Wadeye Football Club Business Plan 2011, pg 6.

⁸ Wadeye Football Club Business Plan 2011, pg 8.

Figure 1: Wadeye clan group map



Source: Wadeye Football Club Business Plan, Wadeye (2010), pg8.

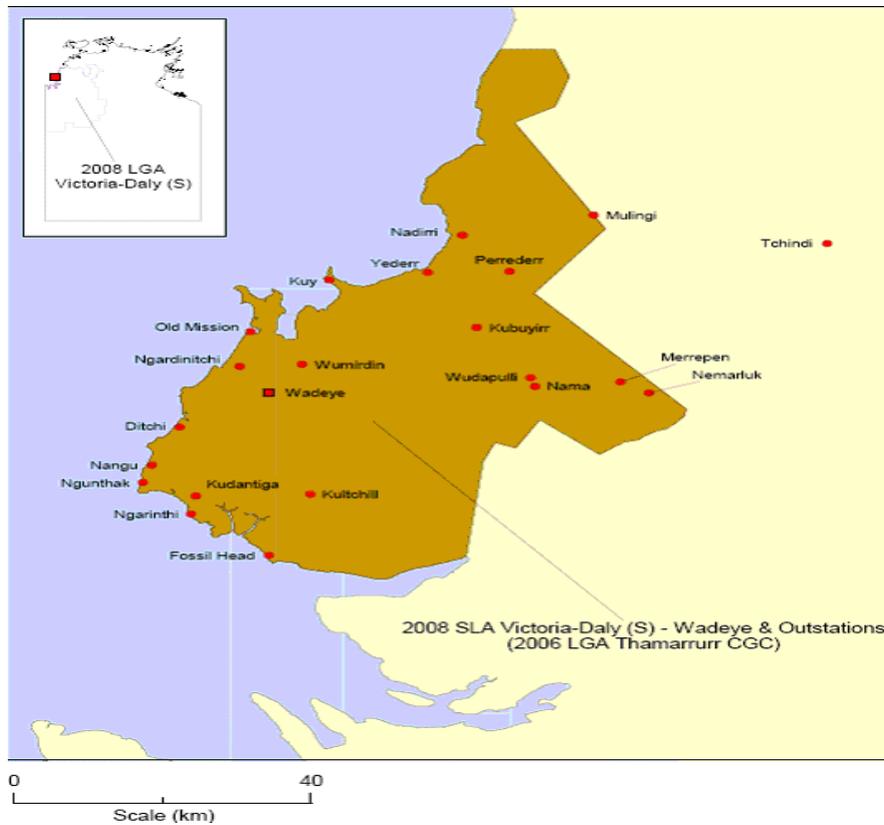
Wadeye covers the community of that name plus the 21 associated outstations listed below.

Table 1: Communities associated with the Wadeye RSD location

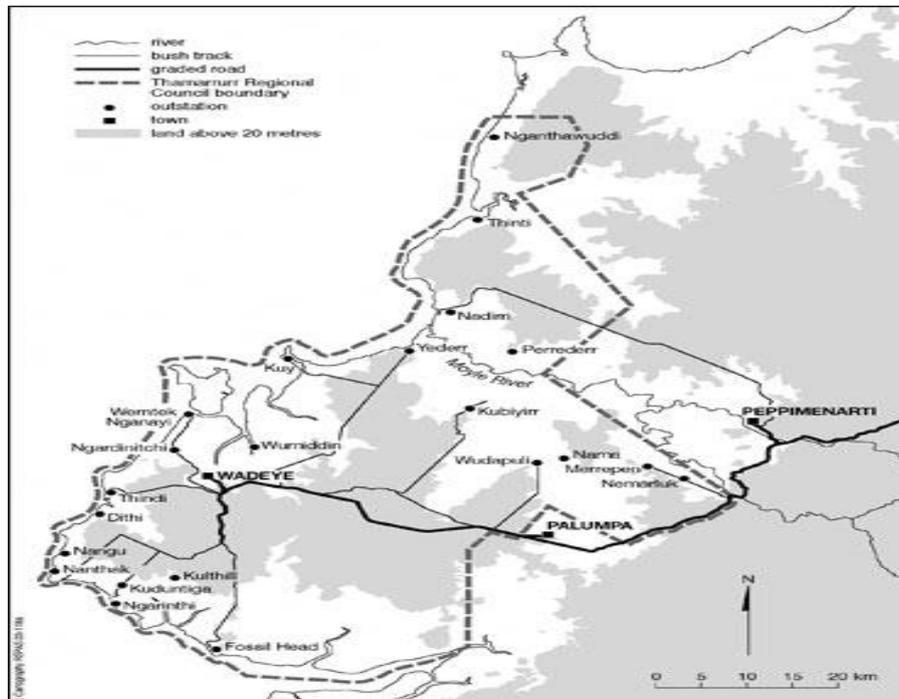
Ditchi	Nemarluk
Fossil Head	Ngardinitchi
Kubuyirr	Ngarinthe
Kudantiga	Ngunthak
Kultchill	Old Mission
Kuy	Perrederr
Merrepen	Tchindi
Mulingi	Wudapulli
Nadirri	Wumirdin
Nama	Yederr
Nangu	

Source: Remote Service Delivery Baseline Mapping Report, Wadeye (2010) pg 12 (unpublished)

Figure 2: Wadeye clan group map - 2008 statistical local area



Source: Remote Service Delivery Baseline Mapping Report, Wadeye (2010), pg 13.



Source: Baseline Profiles for Social and Economic Development Planning in the Thamarurr Region 2003 pg 16

2.1.1. Present day disadvantage and dysfunction

The following data clearly demonstrates the level of present day disadvantage in Wadeye.

Disadvantage in Wadeye

- 82% of school aged children attend school for less than 112 days per year which equates to roughly half the school year⁹;
- The adverse contact rate with the criminal justice system is the highest per capita in the NT. At any one time, it is estimated that 10% of all adult males aged under 30 are imprisoned¹⁰
- Unemployment is high with young people under 30 years old; 71% of young people are not employed, 20% per cent are in training or on CDEP and less than per 10% of this age group are employed. 82% of Indigenous income is attributable to welfare sources (90% if CDEP is included);
- In 2006 the percentage of Indigenous people aged 15 to 64 who had a job was 16%; if CDEP was not included this drops to 4%¹¹;
- Over 85% of Indigenous households experience overcrowding¹²: Territory Housing statistical data indicates the current housing occupancy rate is 4.6 persons per bedroom;
- There are high incident rates of infectious disease and preventable health concerns¹³
- The median age of death for an Indigenous person living in Wadeye is 46 years.¹⁴This is 33 years less than the average Australian male and the 37 years less than the average Australian female;
- Average yearly school attendance at Our Lady of the Sacred Heart Thamarurr Catholic School declined from 66 per cent in 2001 to 47 per cent in 2009 (the lowest rate over the period). This trend continues today. The community has approximately 700 plus eligible students-there are more children that regularly don't go to school than those that do¹⁵;
- Of the students that participated in NAPLAN tests, only a small number were at or above national minimal standards. 86% of Indigenous people aged 20 to 64 years either never attended school, or left before completing Year 10 or equivalent. Up to 2 generations of illiterate students have come out of the education system; overall literacy and numeracy skills are extremely poor¹⁶; and
- Increasingly high levels of substance abuse and gambling addiction, domestic/family violence, inter clan, gang and family fighting.¹⁷

It became apparent from discussions with community members that to a large extent the troubles and dysfunction in Wadeye are often perceived as a symptom rather than a cause of the region's present day problems. Many feel that these problems are intrinsically linked to the history of Wadeye as well as long term chronic government neglect and under-funding¹⁸. However, overcoming Indigenous

9 Taylor, J, Demography as Destiny: Schooling, Work and Aboriginal Population Change at Wadeye, (2010).

10 McLeod, J, Thamarurr Youth Strategy, (2011), pg 7.

11 Remote Service Delivery Baseline Mapping Report (Key Points), Wadeye (2010), pg x. (unpublished)

12 McLeod, J, Thamarurr Youth Strategy, (2011), pg 7.

13 McLeod, J, Thamarurr Youth Strategy, (2011), pg 7.

14 Taylor, J, Social Indicators for Aboriginal Governance: Insights from the Thamarurr Region, Northern Territory (2004).

15 Overcoming Indigenous Disadvantage, Key Indicators, OVERVIEW (2009).

16 Remote Service Delivery Baseline Mapping Report (Key Points), Wadeye (2010). (unpublished)

17 The recently completed Community Safety and Wellbeing Research Study (CSWRS) 2011 based on 138 community members in Wadeye found that the biggest area of concern for the community was drug use (89% thought this was either a very big problem or a big problem), followed by young people not listening to older people (87%) and people sending nasty phone messages (81%). Other areas of concern to over three quarters of the people were family fighting (81%), kids not going to school (80%), kids being out at night (79%), and drinking too much grog (75%), humbugging older people (74%), dangerous driving (73%) and men hurting women (71%). See Colmar Brunton Social Research, Wadeye Community Safety and Wellbeing Research Survey, FaHCSIA, 2011. (unpublished)

18 As noted by Taylor and Stanley there has been significant under spending on education in Thamarurr of \$3.2 million mostly due to low levels of school attendance meaning for every education dollar spent by governments on the average child of compulsory school age in the Northern Territory, \$0.47 is spent on the Thamarurr equivalent. Taylor & O. Stanley The Opportunity Costs of the Status Quo in the Thamarurr Region WORKING PAPER No. 28/2005 pg xii. The authors go on to note a fiscal imbalance: "One might have expected that the remedial costs to government of servicing a growing Australian community that is relatively sick, poorly housed, illiterate, innumerate, disengaged from the education system, on low income, unemployed, and with a sub-standard communications network would be

disadvantage in a town like Wadeye is extremely complex and is not a simple function of government service delivery. Many of the challenges faced partly reflect the impact of longstanding intergenerational dispossession and associated trauma as well as structural issues like long-term unemployment, lack of adequate income, high rates of substance abuse, extreme family and inter-family violence, ongoing law and order issues as well as a lack or loss of economic infrastructure and opportunities.¹⁹

“You have to remember the people here were fighting against each other for hundreds of years, and then we come along and plonk them altogether in the one place and expect them to get along. I have been involved in policing in a lot of remote communities. The problems you get here are present in most of them, like the drugs [especially Gunja], alcohol abuse, domestic violence, personal violence and property crimes. When I got here, the only real difference between Wadeye and the other communities was the gangs. The gangs were really about unemployment, not being able to read or write, overcrowding, lack of any real job prospects and boredom. So you had groups of young men, peers from the same family group, who would roll one leg of their pants up or have some other badge that signified they belonged to one gang or another. They would call themselves names like Evil Warriors, Judas Priest and Fear Factory. It was really about a search for identity and connectedness²⁰; they would look after each other, socialise and fight with the other mobs who they never really liked anyway.” (Service provider)

2.1.2. The historical context

The history of Wadeye can be viewed within the context of a series of system shocks that impacted on the community and challenged the leadership of Thamarrurr. Despite the stress caused by such substantial change in a relatively small space of time, the people of Thamarrurr have demonstrated a remarkable resilience.

“Each time a challenge is thrown up for Indigenous leaders of the region they respond—repeatedly seeking positive engagement and making adaptations in the process.”²¹

Very briefly, these events or system shocks include:

- Pre 1870s - Early intrusions by explorers, miners and others;
- 1870s - Advent of pastoralism and occupation to the south of Port Keats. Introduction of associated diseases that decimated the Aboriginal population;
- 1935 - Arrival of missionaries;
- 1914-18 World War One and 1939-45 World War One Two;
- 1950s-1960s - opportunity to participate and work in mainstream economic society;
- 1970s - Advent of welfare payments, including unemployment payments or ‘sit-down money’, when suitable work ceased;
- 1975 - Establishment of local KarduNumida Council;

substantially higher (not lower) than the Northern Territory average. What emerges, then, is a structural imbalance in funding at Thamarrurr with lower than average expenditure on positive aspects of public policy designed to build capacity and increase output such as education and employment creation, and higher than average spending on negative areas such as criminal justice and unemployment benefit. This begs a very important question—does the situation of fiscal imbalance actually serve to perpetuate the very socioeconomic conditions observed at Thamarrurr in the first place?”

19 Remote Service Delivery Baseline Mapping Report, Wadeye (2010), pg 9-10. (unpublished)

20 For a fascinating discussion on how Indigenous leadership in Thamarrurr has, throughout history, demonstrated considerable innovation, resilience and adaptation in its attempts to positively engage with the State see Ivory B, Indigenous Leaders and Leadership: Agents of Networked Governance (2008) pg 14-17. In relationship to the turning point with gang violence, Ivory talks about the Wadeye based elders recognising the strength and positive connectedness of their society's networked systems while also being mindful of the divisiveness it could generate. The elders' previous strategy had been to ignore and not acknowledge youth leadership, but from March 2006 when the violence peaked, they decided to talk, recognise and re-engage with youth. They came up with plans to help young people move back onto their land, be supported by Council and participate in constructive work activities and be "...recognised as a legitimate block. A key objective of the plan was to use kin relationships to reincorporate and re-centre Indigenous youth back into family networks and life...this took the pressure off the community...and younger groups who now see living out on country as an option especially in times of stress.”

21 Ivory,B, Indigenous Leaders and Leadership: Agents of Networked Governance in Institutions of Indigenous Governance (2008), pg 14.

- 1990 - Establishment of the Aboriginal and Torres Strait Islander Commission (ATSIC) and a regional ATSIC council for the wider area;
- 1994-96 - Breakdown of the KarduNumida Council. Establishment of a traditionally based institution of governance called Thamarrurr;
- 2003 - Establishment of a NT local government council in the Port Keats region in 2003 and then further local government reform from 2006;
- 2003 - Participation in an Australia-wide Council of Australian Governments' (COAG) trial from including the establishment of a Shared Responsibility Agreement aimed at fostering measurable and sustainable improvements for people, strengthening local governance, decision making and accountability, encouraging better coordination and more flexible service delivery and stimulating community capacity building²²; and
- Northern Territory Emergency Intervention 2007-2011.

Before colonisation the people of the Thamarrurr region lived on land that was rich in food, resources and religious meaning. The country could support a relatively high density of population of around 3,000 people.²³ From 1934, anthropologist William Stanner observed that Thamarrurr society was based on a clan structure. Each clan group had an estate of territory defined by physical markers and sites associated with mythological beings.²⁴

“Clan estates were relatively small and close together. Each estate was zealously watched over by members of the clan and there was regular warfare related to disputes that differentiated and defined relationships and ownership of territories and resources. Social life, according to Stanner (1964: 31) was a volitional and purposive system deferring to tradition. Relationships between individuals and groups were governed by a system referred to as Thamarrurr. In the Murrinh-patha language, Thamarrurr Region Councillors articulated this concept as follows: ‘It is our way of working together, cooperating with each other, and it is also the basis of our governance system. In the early days we looked after our families, our clans and our people through Thamarrurr. We arranged ceremonies, marriages, sorted out tribal disputes and many other things’.”²⁵

Today, the clan unit is still the key social structure of significance for the people of Thamarrurr. Clan members are often very knowledgeable about their clan estates and fulfil their responsibilities to their country to varying but significant degrees.²⁶

The creation of the town of Wadeye began with the founding of a Mission by the Catholic Church in 1935. This area is often referred to as “Old Mission”. In 1938 the Mission moved to Wadeye– the towns present day site to access a better water supply. Services provided by the Mission brought people in from the clan estates within the region, and an increasing number took up residence at Wadeye. The Traditional Owners of Wadeye, the KarduDiminin always considered these people to be visitors on their land having none of the rights that go with ownership of country. This attitude largely continues today.²⁷

Despite the influence of outside contact, many parts of culture today remain similar to when the missionaries first arrived in 1935.

²² Attempts have been made previously to develop a holistic youth strategy for Wadeye but with little success. The most recent attempt was occurred through the COAG trials between 2002 and 2004. The COAG Trial Evaluation report suggests that this strategy was never finalised due to the merging of OIPC and FACS into FACSIA, in early 2006. The report goes on to say: “Given the present situation of Wadeye in relation to youth violence and all that flows from it, it has to be a matter of some concern that one of the most critical of the agreed priorities within the SRA was unable to be effectively addressed by the partnership and was allowed to fall by the wayside so early in the process.” See Gray, B, Council of Australian Governments (COAG) Trial Evaluation, WADEYE, Northern Territory, Commonwealth of Australia, (2006), pg 8.

²³ Ivory, B, Indigenous Leaders and Leadership: Agents of Networked Governance in Institutions of Indigenous Governance (2008), pg 11.

²⁴ Ibid pg 11.

²⁵ Ibid pg 11.

²⁶ Ibid pg 12.

²⁷ Gray, B, Council of Australian Governments (COAG) Trial Evaluation, WADEYE, Northern Territory, Commonwealth of Australia, (2006), pg 2.

“Ceremonies and rituals are maintained within the constraints of contemporary conditions and people hold strong family and clan affiliations and relationships.”²⁸

The introduction of the Australian Government’s policy of ‘self-determination’ for Indigenous people in 1975 coincided with the establishment of a local council called ‘KarduNumida’. Over the following years the Council had ongoing difficulties and issues in trying to represent the people of Wadeye and the delivery of services to the community.²⁹

Wadeye and its surrounds, was granted as Aboriginal Land under the provisions of the Aboriginal Land Rights (NT) Act In 1975. In 1994, following the breakdown of the KarduNumida Council, a traditionally based institution of governance called Thamarrurr was established and developed to such an extent that in March, 2003, the Thamarrurr Regional Council was set up and provided with local government authority under NT Local Government legislation.³⁰

2.1.3. The emergence of the gangs

Over the last 15 plus years Wadeye has developed a sub-culture of gangs. According to Wadeye youth there are both male and female gangs; however, males make up the majority of gang membership.³¹ A high proportion of young men in the Wadeye are either involved or associated with a gang.³² There are as many as 15 male gangs at Wadeye each with different levels of influence and activity. Gang allegiances often change with events/incidents in the community or with gang/family members.³³ Wadeye gangs are mostly based on strong family and clan ties, but there are exceptions where these ties are disregarded and people align themselves around friends and where they live.³⁴

The most notorious gangs are Evil Warriors and Judas Priest. Their rivalry continues today though has diminished in recent years.³⁵ The most serious of gang incidences occurred in late 2002:

“A fight was in progress at the football oval involving members of the Evil Warriors and the Judas Priest gangs. The details vary slightly depending on whose account it is but the outcome was that a local youth, not a member of the Judas Priest gang but a close relation, tried to disarm another youth of a shotgun. The shotgun went off, firing into the ground, a nearby Police Officer then fired a series of shots killing the one youth and wounding another. The Judas Priest gang members were outraged, not so much at the Police, but at their arch enemies, the Evil Warriors for initiating the fight in the first place. They went on a rampage ransacking twelve houses and burning five cars that were associated with (by kin relationships) to the Evil Warriors. The Evil Warriors and their relatives, old and young, women and children fled to RakKirmmu owned country, at the site of the Old Mission. One major attempt was made by the Police to bring them back in and seek resolution however it degenerated into a free-for-all involving gang members as well as others.”³⁶

Police have been proactive in reducing gang violence, rioting and vandalism over the last five to six years through a zero tolerance approach³⁷. Essentially at the first sign of violence ring leaders were immediately removed from the community. When required, the local Police were reinforced by the

²⁸ Ivory, B, Indigenous Leaders and Leadership: Agents of Networked Governance in Institutions of Indigenous Governance (2008), pg 12.
²⁹ Gray, B, Council of Australian Governments (COAG) Trial Evaluation, WADEYE, Northern Territory, Commonwealth of Australia, (2006), pg 2.
³⁰ Ibid pg 3.
³¹ McLeod, J, Thamarrurr Youth Strategy, (2011), pg 13.
³² Ibid, pg 13.
³³ Ibid, pg 14.
³⁴ Ibid, pg 14.
³⁵ Ibid, pg 14.
³⁶ Ivory, B, Namarluk to Heavy Metal, Cultural Change and the Development of Contemporary Youth Sub-culture at Port Keats, Northern Territory, 2003.
³⁷ McLeod, J, Thamarrurr Youth Strategy, (2011), pg 14.

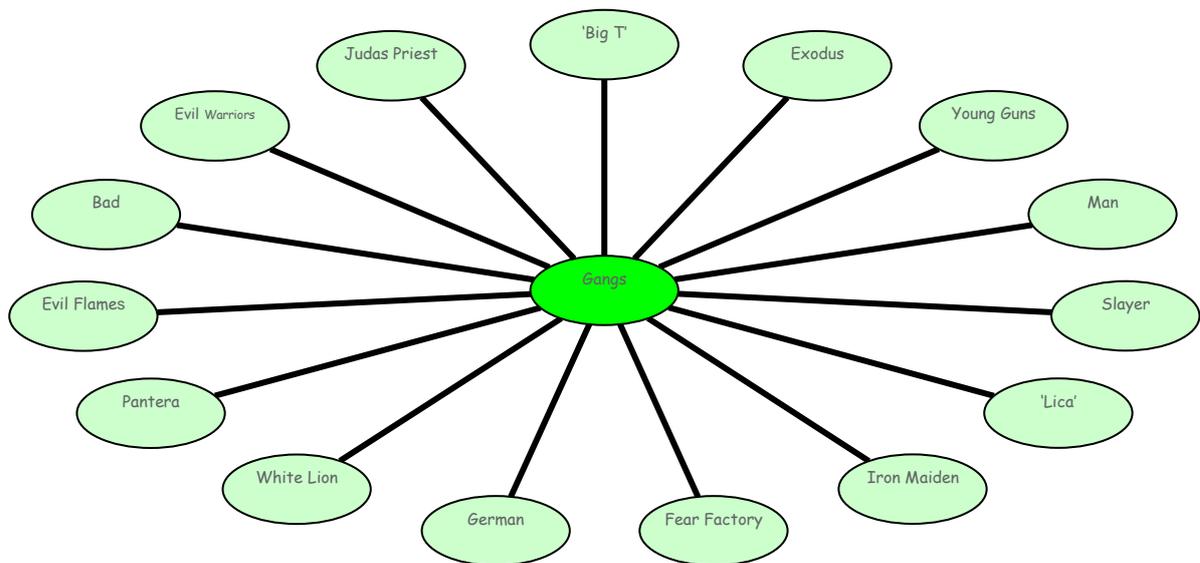
Police Tactical Response Group which also helped stem escalating problems. Despite these efforts gang activity has not ceased.³⁸

“Gang activity at Wadeye continues to have a detrimental effect on the whole community, when periodical flare ups occur between rival groups feuding can go on for weeks with gang activity often extending into the early hours of the morning.”³⁹

The community has increasingly become frustrated with gang violence because:

- Most people can’t get a good night’s sleep;
- People, families and children are afraid;
- It can significantly reduce attendance at school, work or training;
- People are scared to go about their daily business freely – this includes accessing basic services like health, Centrelink, bank, post office and even going to the local shop, take away or butcher-shop;
- Property damage, vandalism, break-ins; and
- Perpetrators – mostly young men end up injured or in prison.⁴⁰

Figure 3: Gangs of Wadeye



Source: McLeod, J, Thamarrurr Youth Strategy, (2011), pg 15.

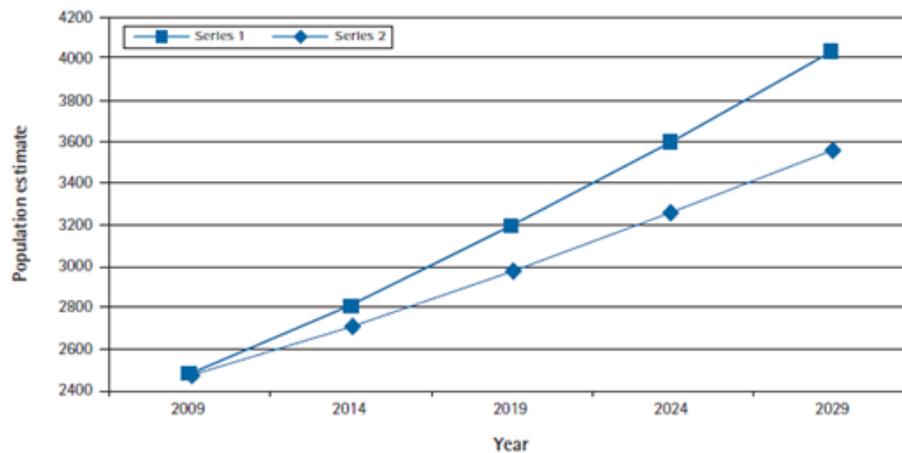
The latest estimates of population growth demonstrate that issues around delinquent youth such as gang violence, vandalism and substance abuse are likely to intensify (if no way is found to positively engage young people) as they become a bigger proportion of Wadeye’s population. In 2009, the Department of Education, Employment and Workplace Relations (DEEWR) commissioned Dr John Taylor, Deputy Director and Senior Fellow, Centre for Aboriginal Economic Policy Research (CAEPR), Australian National University (ANU) to formulate a strategic assessment of the educational needs in the greater Wadeye region with a focus on the local school. The published results of Dr John Taylor’s

³⁸ Ibid, pg 14.
³⁹ Ibid, pg 15.
⁴⁰ Ibid, pg 15.

contribution are found in CAEPR Working Paper No. 64/2010; ‘Demography as Destiny: Schooling, Work and Aboriginal Population Change at Wadeye’.

Taylor’s latest estimated population projections for Wadeye are presented in the graph below. The projection indicates a population of 4.032 by 2029 – equal to a 2.5% growth per annum or to a 63% growth in the population from 2009.

Figure 4: Indigenous population projections in the Thamarrurr region, 2009-29⁴¹



Source: McLeod, J, Thamarrurr Youth Strategy, (2011), pg 10.

Taylor’s conclusion reinforces the critical need for Government to support an effective engagement strategy for young people in Wadeye:

“While the situation at Wadeye no doubt reflects circumstances of colonial history and contemporary state relations that are particular to that region, macro-demographic trends suggest that the dynamics of population change revealed in this single case would almost certainly be repeated in similar such towns and regions across remote Australia. To the extent that this is so, even if the experience of chronic withdrawal from school participation is only partially manifest elsewhere (and available evidence would suggest that this is so—see Gray & Partington 2003), then the burgeoning working-age population that is emerging from demographic transition presents a very substantial social policy challenge that could reverberate for decades to come if not urgently addressed. As at Wadeye, the immediate challenge, aside from restoring school participation, is how to meaningfully engage the substantial numbers who have passed beyond school-age with limited formal education.”⁴²

⁴¹ Taylor, J, 2010 Demography as Destiny: Schooling, Work and Aboriginal Population Change at Wadeye

⁴² Taylor, J, Demography as Destiny: Schooling, Work and Aboriginal Population Change at Wadeye, (2010).

2.2. Australian Football as a tool of engagement

Local Elders say that Australian Football has a long tradition in the Thamarrurr region as it was first introduced by the missionaries in the 1930s.⁴³ Four teams regularly played in the 1950s and AFL has continued to be played to varying degrees ever since.⁴⁴ Towards the end of 2006 when the gang violence was erupting out of control local leaders asked for outside help. To try to reduce the gang violence and improve community cohesion the Australian Government partnered with the AFL to set up a structured AFL Program in Wadeye.⁴⁵

In 2007 AFLNT introduced a Regional Development Manager (RDM) to Wadeye/Daly River region with the key objective of creating a structured AFL Program that engaged community members. An organised senior competition was the priority goal. Within four weeks a structured senior competition had been established with four teams. Over the next three months these teams played sixty games – and then another ten games to determine which two teams would be in the Grand Final.

Over the next four years the AFL Program progressively became more structured and sustainable. According to the Wadeye Football Club Business plan:

“...the program now engages a vast majority of male participants in all age groups from the Wadeye community. It attracts a number of supporters as well as engaging people from surrounding communities. Australian Football has become a significant and important part of the Wadeye community life. The AFL program’s primary focus is now centred on generating participation, encouraging a healthier lifestyle, and enhancing the game.”⁴⁶

The AFL Program has evolved over the years and at times has comprised the following elements as outlined below.

The Wadeye Football League currently supports:

- A 6 Team Senior Competition.
- A 3 Team Under 17 AFL Juniors competition.
- A 3 Team Under 13 AFL Juniors competition.

The AFL Junior competitions are linked in with school attendance. To participate in the matches students must attend school for the whole day on the day of games.

Representative Games and Carnivals include: Annual Merrepen Festival Football Carnival, Naiyu Community (Daly River Mission); Bush holiday cup And the Xmas cup.

Auskick/Kickstart and Participation:

- AFL Clinics for boys and girls ranging in ages from six to twelve year olds. Sometimes this involves visits to schools in other communities like Palumpa, Peppimentarti and Daly River; and
- Healthy Lifestyle Carnivals for primary students.

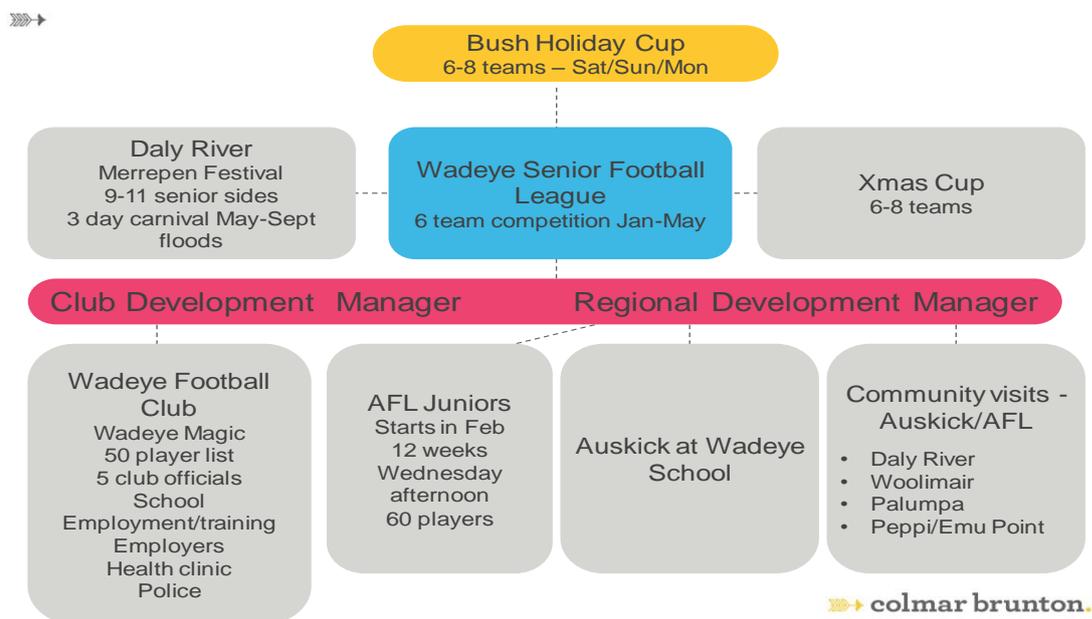
⁴³ Wadeye Football Club Business Plan (2011), pg 11.

⁴⁴ Ibid pg 11.

⁴⁵ Ibid pg 11.

⁴⁶ Ibid pg 11.

Figure 5: AFL Program in Wadeye



At various times, other elements have been added such as: Annual WFL Team of the Year versus NT Thunder Reserve Grade, Annual Defence Force Football Carnival, Darwin, Talent Trips for emerging players, School Sport NT Exchange (3 players from Under 13 age group), AFL Kick Start Country Champs (3 players from Under 15 age group), RIO TINTO Dreamtime Camp (3 players from Under 21 age group).

2.2.1. The introduction of Wadeye Football Club – Wadeye Magic

In recognition of the ongoing need to engage youth in constructive activities, Thamarrurr leaders applied to AFLNT for the Wadeye Football Club to enter a team – Wadeye Magic into the NTFL competition. The covering letter to the proposal signed by the Chairperson of TRAAC states:

“Wadeye desperately needs to do something to assist our young people; football is a tool that will help us create a better future. Young men that run out and represent Wadeye will be positive role models. Wadeye Football Club will bring the community together in support of one team. Participation rules developed in consultation with the community aim to encourage young men to stay in school, be involved in work related training programs, maintain employment and lead a healthy life style and stay out of trouble.”⁴⁷

The letter goes onto suggest that the NTFL competition will provide young men with an aspiration and opportunity to play football at a higher level, give players a chance to test their skills against the best in the Northern Territory and enable them to gain valuable cross cultural experience while learning important skills like discipline, teamwork, respect and leadership.

⁴⁷ Covering Letter Wadeye Football Club Business Plan, Wadeye (2010).

Wadeye Magic is currently completing a very successful 10-week trial period in the NTFL competition in Darwin – currently they are in 3rd place.

Figure 6: Wadeye Magic



Wadeye Football Club trial game verse the Territory Thunder Reserves; June 2011. Wadeye won the game by 13 goals; the team was comprised of up to 10 different clan groups and included Nganmariyanga players.

The Wadeye Football Club Business Plan states that the Club's participation rules will be the key to behaviour change and engaging young men. To be eligible to play for Wadeye Football Club players will need to be participating in or willing to participate in:

- Education (attending School): Participating students need at least an 80% attendance rate during the school week leading into the game and overall maintain a minimum of a 90% attendance rate over the school term;
- Employment full-time/part-time basis; and
- Employment Training Programs (CDEP/VET/Literacy/Pre-employment). To participate with the team on a weekly basis an employee or trainee will need to maintain a minimum of an 80% attendance rate.⁴⁸

Players will also need to:

- Have an annual health check;
- Stay out of trouble with the Police and the community;
- Comply with Team Rules and Code of Conduct; and
- Where possible, undertake some form of Leadership Training.⁴⁹

“Participation in Wadeye FC will be a privileged and highly sought after position. The participation rules will have a direct effect on retention of young people in the education system, diversionary measures with the Police and criminal justice system, increasing participation of young men in employment and training, young men making healthy lifestyle choices, regularly accessing health services, enhancement of leadership skills, positive role

⁴⁸ Ibid pg 24.

⁴⁹ Ibid pg 25.

*modelling for the next generation, cross-cultural exchanges, inter-clan participation, and strengthening life skills and choices.*⁵⁰

2.2.2. Program logic

This section presents the program logic behind the AFL program. Program logic refers to causal models that link program inputs and activities to a chain of intended outcomes.⁵¹ Program logic can provide a conceptual structure for an evaluation framework as well as highlighting key assumptions behind a particular program, initiative or range of measures.

The main short to medium term outcomes of the AFL Program are:

- Giving people something to do, providing structure, turning up, playing, supporting, training;
- People have something to look forward to – a day out at the footy becomes a community event;
- Young men have a pathway, something to aspire to and dream about – playing in the senior competition and eventually Wadeye Magic and from there, possibly NT Thunder or the National AFL;
- Increase in school attendance;
- Increase attendance in employment & training;
- Increase in health checks;
- Less young men getting into trouble with the Police;
- Reduction in harmful behaviours eg alcohol/drugs, smoking, domestic and family violence; and
- People are feeling safer and happier, feel more connected and have a greater sense of belonging to the wider community.

The main longer term outcomes of the AFL Program are:

- Players are role models to younger men and women who look up to their brothers, uncles and fathers playing for Wadeye Magic and imitate their behaviour;
- More people are engaged in education, employment or training see the benefits and continue even after football – social norms change and it becomes normal to be in school, work or training;
- The community is able to run its own successful Junior and Senior competitions;
- The community takes more ownership of running the AFL program. Locals take on AFL Program roles;
- More people leading productive and responsible;
- People are healthier - more active and eating better;
- Improved community safety – less violence and community conflict -stronger and more resilient community;
- Greater self-reliance and economic, social and community engagement; and
- A stronger and more resilient community.

A more detailed description of the program logic developed for welfare reform measures is presented in the table overleaf.

⁵⁰ Ibid pg 25.

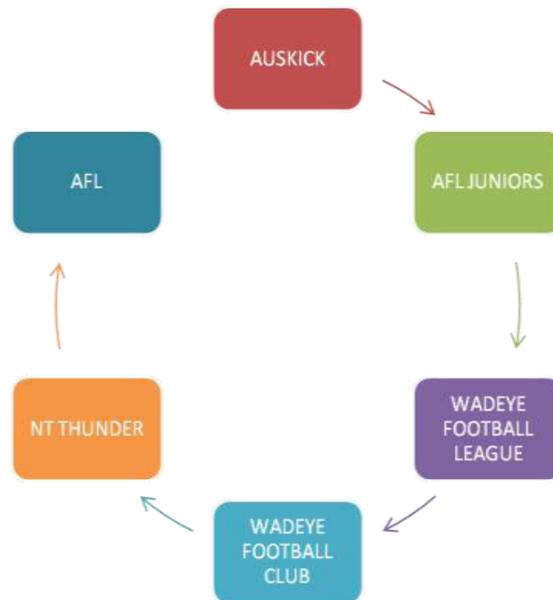
⁵¹ ARDT Consultants, 'Development of Program Logic Options for the NTER, Final report', FaHCSIA, June 2010 pg 5.

Table 2: Wadeye AFL Program logic

Objectives	Target groups	Inputs	Outputs/ Processes	Short term outcomes	Med. term outcomes	Long term outcomes
<p>People are healthier - more active and eating better</p> <p>Improved community safety – less violence and community conflict</p> <p>Greater self-reliance and economic, social and community engagement</p> <p>Stronger and more resilient community</p>	<p>Players – males aged 12-40 years</p> <p>Spectators-community members</p>	<p>Budget funding</p> <p>AFL Program ex WFC – 120-130k per year</p> <p>WFC - \$255k for the trial year and then \$476k for Yr 2 and 500k for Yr 3</p> <p>Staff, including AFL experience skills and knowledge</p> <p>Back office support from TDC</p> <p>Community/ stakeholder consultations</p> <p>Elders and leaders fully involved in deciding how the AFL Program will work in their community</p> <p>Two local people employed as trainee Sport and Rec officers through Vic Daly Shire</p> <p>Five local volunteers employed to help out with Auskick/Kickstart in schools</p>	<p>Organised structured Senior and Junior competitions</p> <p>Wadeye Magic plays in NTFL</p> <p>Auskick/Kickstart in school – outreach to other schools</p> <p>Weekly/fortnightly committee meetings</p> <p>Gym /coaching clinics/ training twice a week</p> <p>Implementing the competition ladder</p> <p>Set playing and training start times</p> <p>Yellow & Red card system</p> <p>Participation rules</p> <p>Code of conduct</p> <p>Training of umpires and coaches – 40 in last 3yrs</p> <p>Regular meetings to discuss rules/ print off rules for coaches</p> <p>Regular meetings with School, Police, Job Futures, Health Clinic</p> <p>Players receive nutritional advice/ healthy lifestyle messages</p> <p>Players are connected with Wellbeing services</p> <p>Coaching and cultural training for AFL staff</p> <p>Coaching and umpire training for locals</p>	<p>Gives people something to do – provides structure – training, playing, supporting</p> <p>People have something to look forward to – day out at the footy becomes a community event</p> <p>People feel more connected and have a greater sense of belonging</p> <p>Young men have something to aspire to and dream about – a pathway out of pain and boredom</p> <p>Players mix with different clan groups at AFL training, when playing and in employment and training</p> <p>Increase in school attendance</p> <p>Increase attendance in employment and training</p> <p>More understanding of AFL rules and what's expected in player and spectator conduct</p> <p>Increase in health checks</p> <p>Improved food choices</p>	<p>Less young men getting into trouble with the Police</p> <p>Players learn discipline, respect, organisation, team work, determination, commitment, dedication – some of the building blocks of life</p> <p>Players more confident, “less shame job”– able to step up and become next generation of leaders</p> <p>People feeling happier/ prouder - lift in community morale</p> <p>Young people engage with Elders – Elder authority restored</p> <p>Reduction in harmful behaviours eg alcohol/drugs, smoking, domestic and family violence – players have a reason not to use</p> <p>People feeling safer</p> <p>Standard of play improves</p> <p>Less spectator and player misbehaviour during and after matches</p> <p>Community takes more ownership of running the AFL program</p>	<p>Players are role models to younger men and women who look up to their brothers, uncles and fathers playing for Wadeye Magic and imitate their behaviour</p> <p>More people are engaged in education, employment or training - see the benefits and continue even after football is over – social norms change and it becomes normal to be in school, work or training</p> <p>Community is able to run its own successful Junior and Senior competitions</p> <p>Locals take on AFL Program roles</p> <p>More people leading productive and responsible lives</p>

Assumptions that underlie this program logic include that the AFL Program is fully integrated with seamless progression as depicted in the diagram below. There is no separation between the broader AFL Program and Wadeye Football Club i.e. Wadeye Magic. The table above assumes a male only competition – the same principles and causal chain should apply to women as well.

Figure 7: AFL pathway



AFL Pathway The flow chart provides a direct route from Wadeye Auskick/Kickstart to the AFL. Many aspiring boys and young men at Wadeye dream of following this path. The establishment of the Wadeye FC creates an integral link in this process Without Wadeye FC it is almost impossible for players to go from the WFL to NT Thunder or a higher level.

3. Introduction

In September 2011, the Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA) commissioned Colmar Brunton Social Research (CBSR) to undertake an independent evaluation of the AFL Remote Regional Development Program in Wadeye. The evaluation brief specified a participatory action research approach for the project in cooperation with AFL Northern Territory and the Wadeye Football Club Committee. This report is the formal written output from the evaluation. This report examines the effectiveness of the AFL Remote Regional Development Program in Wadeye and makes an assessment of its potential to be considered a best practice model.

3.1. Research objectives

The primary objectives of the evaluation areas follows.

- Assess the extent to which the Program has achieved its stated objectives.
- Review the effectiveness of Program implementation.
- Identify lessons learned and suggest recommendations for areas of improvement.
- Assess the potential of the AFL Program service delivery model to be applied more generally.

The following elements are examined with reference to these overall objectives and intended outcomes.

- The history of Wadeye and the context in which the Program was developed. A brief overview of other structured sport/recreational activities, their key success factors and similarities and differences with the Program.
- Assess the effectiveness of the extent to which the Program has achieved its stated objectives. Including:
 - Strength and consistency of its delivery approach;
 - Resourcing and governance of implementation;
 - Other stakeholder involvement and support;
 - Sustainability; and
 - Community engagement.
- Analyse available data to determine if the Program has contributed to improvements in school attendance, health and community safety.
 - Is the program being implemented in accordance with agreement timeframes including achievement of deliverables and reasons for and responses to delays or issues of non-performance?
 - Address local needs and priorities, including consideration of any gaps.
- Provide feedback on the quality of implementation.

- Determine any unexpected or unintended consequences of the Program, including the effect of external factors – other relevant outreach programs, Local Government Reforms (specifically the Shire Sport and Recreation Program), Closing the Gap in the Northern Territory (the former Northern Territory Emergency Response), Remote Service Delivery National Partnership and Northern Territory Working Futures.
- Provide options for consideration by AFL Northern Territory and the Wadeye Football Committee to improve the future effectiveness, efficiency and impact of the Program in meeting its objectives including:
 - A framework for future monitoring, evaluation and reporting, including development of performance indicators and targets; and
 - Options for the application of lessons learned.
 - Future direction of the program – vision of a sustainable locally administered football competition.

3.2. Methodology

The research used a mixed method evaluation methodology involving the following components:

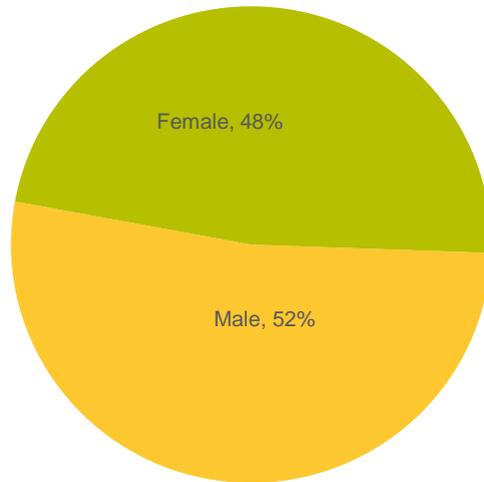
- A fieldwork stage involving a twelve-day visit to Wadeye to collect both quantitative and qualitative data. During this stage CBSR administered:
 - A face to face quantitative report card;
 - A follow up face to face qualitative discussion; and
 - A participatory component where participants were asked to identify and rank the three biggest changes that had occurred as a result of the AFL Program as well as the 3 most important challenges that needed to be overcome to make the Program more effective (most significant change technique). See Section 3.4: Fieldwork- for a more detailed description of the most significant change technique employed during fieldwork.
- A review of relevant documents and administrative data to assist in answering the objectives of the evaluation and to support the findings of the fieldwork.
- Reporting including presenting the findings of the research to the Wadeye Football Club Committee, community and other interested service providers/key stakeholders. This is scheduled to take place once the evaluation report is finalised in early 2012.

The questions for the quantitative report card and qualitative discussion guide were developed in partnership with FaHCSIA and the Wadeye Football Club Committee and the wording of the questions was further refined in consultation with four local Indigenous researchers that CBSR employed to help facilitate community engagement and the collection of fieldwork data.

Most survey interviews lasted approximately thirty minutes but some went as long as three hours while others were as short as fifteen minutes. The fieldwork in Wadeye was conducted between 7th and 20th of November, 2011. However, five follow-up telephone interviews were also conducted between 1st and 9th December, 2011 with key stakeholders that were not located in the Wadeye community. So all up 133 participants formally took part in this evaluation.

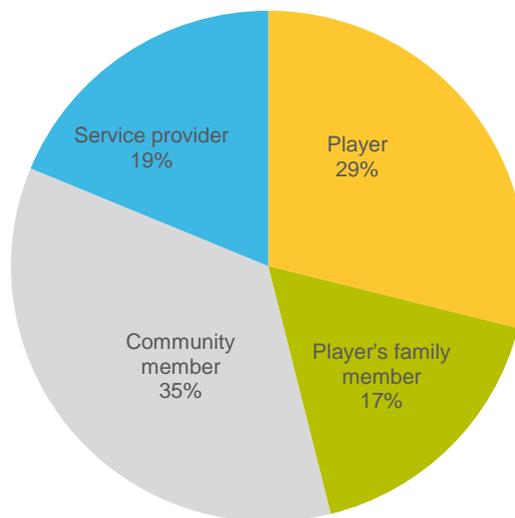
Please see the charts overleaf and figure 15 for more details on the sample profile.

Figure 8: Respondent gender



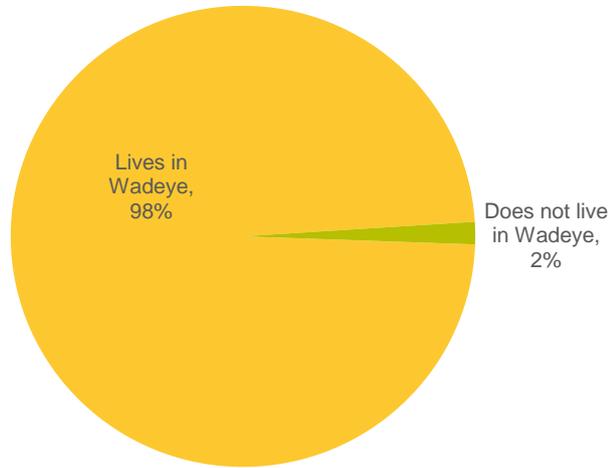
Base: All respondents (n=128)

Figure 9: Respondent target



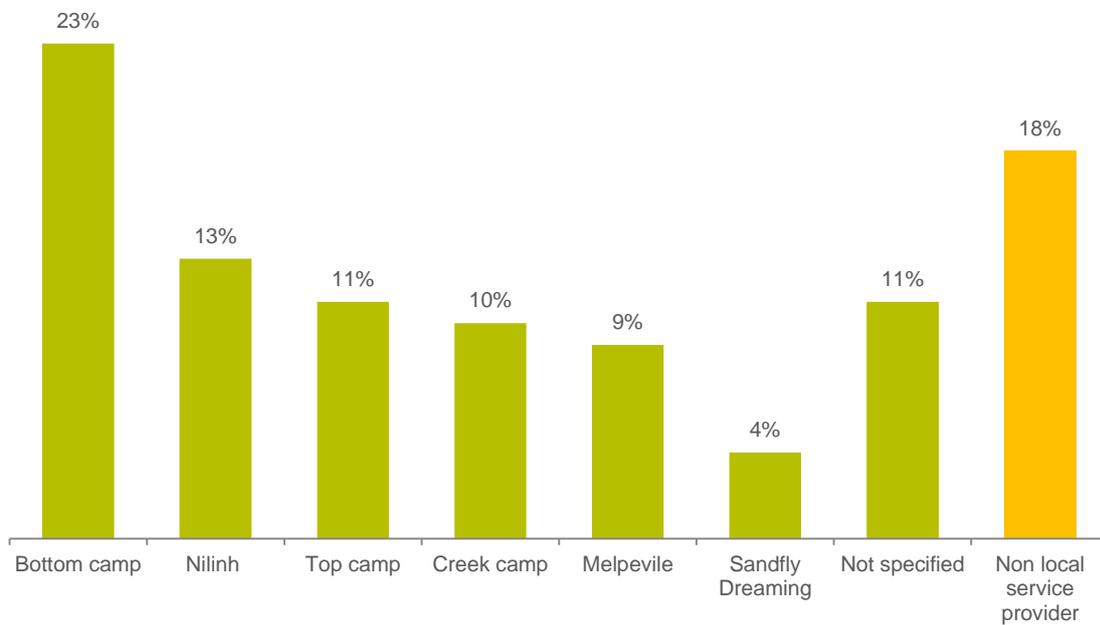
Base: All respondents (n=128)

Figure 10: Respondent place of residence



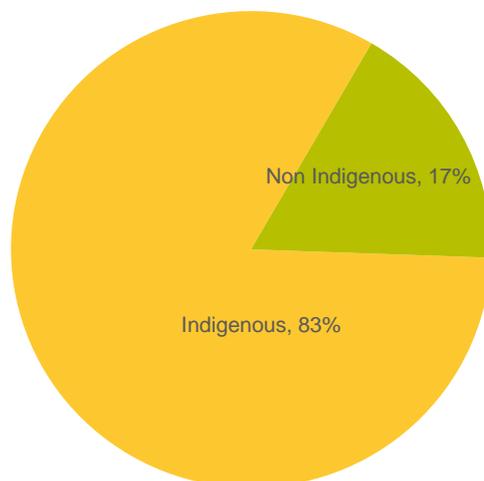
Base: All respondents (n=128)

Figure 11: Respondent location/clan



Base: All respondents (n=128)

Figure 12: Respondent ethnicity



Base: All respondents (n=128)

3.3. Preparation for the study in Wadeye

Formal consent was gained via written permission from the Thamarrurr Regional Advisory Aboriginal Council (TRAAC) – Wadeye’s social, political and cultural leadership organisation. TRAAC has representatives drawn from all of the main 20 clans of Wadeye. Permission was also obtained from the leader of the Traditional Owinging KarduYekDiminin clan (see permission letter in Appendix C).

To achieve a respectful and meaningful consultation CBSR spent time talking to community leaders, service providers and other key community residents throughout the data collection period to ensure that the methodology was acceptable and ongoing consent to conduct the research was achieved.

3.4. Fieldwork

A team of two researchers from CBSR visited the community. One of these researchers had previously visited Wadeye on three other occasions. The other was an Aboriginal researcher who had extensive experience working in remote communities as a Centrelink officer and before that as a community health representative.

Participatory approach

One of the key objectives of this research was to employ a participatory action research approach. This approach was facilitated during fieldwork in a number of ways.

Local Indigenous researchers were sought through the Community Development Employment Program (CDEP). However, based on previous experience, it was known that most people in the community who could read and write were already employed. Nevertheless CBSR trained four local

researchers during the first day in Wadeye. While all four seemed willing to work on this project, in the event only three regularly attended up on the subsequent days. A fifth local researcher joined CBSR on the second day in community; but subsequently decided the work was not suited for her and did not attend on subsequent days. CBSR supported the local researcher's attendance by picking them up each morning and dropping them off at lunchtimes as well as providing breakfast and lunch as required. The local researcher's preference was to work half days usually 9am-12 noon. The local researchers were engaged in paid part-time employment at a rate of \$30 per hour.

Figure 13: Local researchers in the field



Local researchers who attended most days from left to right - Jeffrey Fultchen, Prudence Pupuli and Mark Pupuli in action.

These local researchers provided valuable guidance on the most appropriate language to use in the qualitative guide and quantitative report card. Several drafts of these instruments were piloted over the first couple of days in Wadeye before finalised versions were adopted. The local researchers also helped CBSR engage with community members particularly in Bottom, Top, Creek Camps, Nilinh and Melpeville. In addition, two of the local researchers in particular completed many interviews both for the main survey and for the participatory most significant change technique. These two researchers also became very proficient at data entry.

Figure 14: Local researchers, data entry



Local researchers Prudence Pupuli and Mark Pupuli helping out with data entry.

Even when the local researchers were not with the project team, community members often asked CBSR consultants if they were working with these local people and once we confirmed this, participants were generally more amenable to being interviewed.

The most significant change technique proved an invaluable tool to further enhance the participatory element of the research. Community members and service providers very much appreciated being able to comment on and prioritise the results that had come out of the first week's fieldwork in Wadeye. The quantitative report card was used as a starting point to delve deeper into what community members perceived were the most significant changes and challenges through probing after each question. After analysis of these issues a set of 'the most significant change' items and 'biggest challenges for the future' were consolidated.

These items were then voted on as the 1st, 2nd or 3rd most significant to the individual through a 'voting' process. The most significant change list had 11 items and the biggest challenges for the future list had 12 items (see Appendix A: Ballot paper). Participants were asked to vote on this information. Each interviewing team had a set of these items which were listed on one sheet of paper and protected by a plastic sleeve.

Interviewers had a tally sheet to record their responses. On average the voting process took about five minutes, with some participants completing the report card in as little as two minutes where they read the statements themselves. Some people who struggled to pick their top three items sometimes took longer as they debated that all were true.

The Wadeye Football Committee and TRAAC were kept fully informed of the progress of the research for all stages of the fieldwork. Advice was sought from these organisations about objectives to cover off in the research, the best ways to engage with the community, keeping them informed of results via frequent updates, the sharing of a comprehensive topline report after the first week's interviewing as well as gaining their input and approval of the variables listed in the most significant change participatory technique.

A number of recruitment options were trialled including intercept interviewing at locations around the community as people went about their daily lives, door knocking on individual houses and engaging people via service providers who had existing contacts with community members. The strategy proved very effective and many of the interviews were conducted through service providers who helped us engage with their local staff and other community contacts. In particular the CDEP and Our Lady of the Sacred Heart Thamarrurr Catholic School (OLSHTCS) helped us engage with the hard to reach and often disengaged. The help of other service providers like Job Futures Employment Service Provider, The Shire, The Rangers, The Women's Centre, Centrelink, The Crèche, The Safe House, The Store, Thamarrurr Development Corporation (TDC), and the Night Patrol was also invaluable.

Generally the interviews were completed as one-on-one interviews. However, on some occasions some people were more comfortable being interviewed as a group. In these instances, the interviewer used different written rings to distinguish between different people's responses. In some of these instances where people could read and write and wanted to do the survey themselves, participants were provided with a copy of the questionnaire and the researcher would ask and explain the questions and then the participant would complete the survey. This approach worked well and appeared to engender more ownership of the interviewing process. Considering there appeared to be some variations in response we concluded that the number of interviews conducted in group situations was not unduly biased by the presence of other people also being asked the questions.

Completed interviews

Despite there being a funeral during our first week in field, the overall number of completed interviews was higher than predicted; 128 interviews were achieved when the original target was 70. This result reflects the general level of community interest and support for AFL; the quality of the local researchers employed for the research; and the cooperation obtained from the Wadeye Football Club, TRAAC, community members and service providers. In addition, CBSR promoted the research via word-of-mouth to as many contacts and service provider as possible. Flyers were displayed at the Council Office, Store, Takeaway, Community Notice Board, Centrelink, Shire Council Office, TDC, and at the Police Station. In addition, local researchers and CDEP youth worker helped CBSR to engage with different family groups in or outside their homes in Top, Bottom and Creek camps as well as Nilinh, and Melpeville.

Of the 128 participants who took part in the research in Wadeye, 104 were community members and 24 were service providers - 67 men and 61 women (see demographic table overleaf – please note the table does not include demographics for the five follow-up telephone interviews with key stakeholders that were undertaken after the completion of fieldwork in Wadeye). Most of the sample was aged between 20 and 49 years (65%), around a fifth were aged 50 years or over (20%) and the remainder were aged under 20 years (15%).

A wide cross-section of the community participated in the most significant change component of the research with 110 community members taking part, although slightly more men (57) than women (53) participated.

Figure 15: Survey demographics for people who participated in Wadeye

Demographic	Proportion of Wadeye population ⁵²	% achieved(n=128)	No achieved (n=128)
Age			
Under 20	21%	16%	20
20-29	34%	24%	31
30-39	20%	20%	25
40-49	12%	21%	27
50-59	13% (50yrs+)	12%	15
60+		8%	10
Total	100%	100%	128
Gender			
Male	48%	52%	67
Female	52%	48%	61
Total	100%	100%	128
Participant target			
Player	-	29%	37
Player's family member	-	17%	22
Community member	-	35%	45
Service provider	-	19%	24
Total	-	100%	128
Respondent place of residence			
Wadeye	-	98%	126
Other	-	2%	2
Total	-	100%	128
Location/clan			
Bottom camp	-	23%	30
Top camp	-	11%	14
Creek camp	-	10%	13
Nilinh	-	13%	17
Melpevile	-	9%	12
Sandfly Dreaming	-	4%	5
Not specified	-	11%	14
Non local service provider	-	18%	23
Total	-	100%	128
Ethnicity			
Indigenous	-	83%	106
Non Indigenous	-	17%	22
Total		100%	128

⁵²Taylor, J 2010 Demography as Destiny: Schooling, Work and Aboriginal Population Change at Wadeye, CAEPR Working Paper No. 64/2010, ANU College of Arts and Social Services, Canberra, pg 10-11 and Australian Bureau of Statistics, Basic Community Profile, Catalogue No. 2001.0. (2006).

CBSR attempted to ensure a broad representation as possible of gender, age and clan affiliation (via locations where interviewees lived). For example, demographic analysis after the first week in field suggested women were under-represented in the sample in relation to men, and that people from Bottom Camp were over-represented in relation to people from other locations. During the second week the research team attempted to rectify this by targeting more women and making specific trips to different parts of Wadeye to achieve more sample from locations such as Nilinh and Melpeville.

Despite the best efforts of the research team, it should be noted that due to non-random selection of participants and small sample size involved the results of this study are not generalisable to the entire population of the Wadeye community. By comparing the sample with the actual population proportion by age we can also see that the sample achieved tends to under sample the 29 years and under age cohort and over sample the 40 years and over age group. However, it should also be noted that by interviewing almost twice as many people as we originally planned (128 versus 70) all of the original quotas based on age and gender were surpassed.

Wadeye was not an easy community in which to undertake a survey of this type due to the low English language and literacy levels, gang and family fighting, chronic substance abuse, and large numbers of disengaged youth. Given these circumstances CBSR feels the fieldwork was very successful in terms of the number of surveys completed, the number of votes cast during the participatory component, and the depth of some of the qualitative responses obtained.

Thanks to the community

We formally thank the Traditional Owners of Wadeye particularly Boniface Perdjert from the KarduYekDiminin clan, for welcoming us to their country. We would also like to formally thank the people of Wadeye for the privilege of allowing our researchers to come to their community. In particular we thank, Leon Melpie, the Parmbuk family, John Berto (Thamarrurr Development Corporation (TDC) CEO) and Mark Crocombe - coordinator of the museum and the language centre in Wadeye.

We would like to acknowledge our local Indigenous researchers - Clara Longmair, Jeffrey Fultchen, Prudence and Mark Pupuli and CDEP youth worker Omar who through their connections supported and encouraged the residents of Wadeye to participate in this evaluation. Omar in particular helped us engage with disengaged youth that otherwise would have been very difficult to access. Some of these young people were heavy gunja smokers and/or solvent sniffers and it was extremely valuable to be able to collect the views of these people who are often almost impossible to reach.

Figure 16: Local researchers



Local researchers Mark and Prudence Pupuli and Jeffrey Fultchen.

We would also like to acknowledge the ongoing support prior to and during our visit by Greg Dowd, Government Business Manager (GBM). Thanks also to managers and staff at the CDEP, Our Lady of the Sacred Heart Thamarrurr Catholic School (OLSHTCS), Job Futures Employment Service Provider, The Shire, The Rangers, The Women's Centre, Centrelink, Aged Care, The Crèche, The Safe House, The Store, TDC and The Night Patrol Mob.

Thanks also to AFL community representatives James McNamee Club Development Manager (CDM), Wadeye Magic Football Club and Craig Kimberley Regional Development Manager (RDM) for their ongoing help and support for this project.

4. Evaluation

This section contains the findings from CBSR's evaluation of the AFL Program in Wadeye. The evaluation is based on semi structured interviews involving a quantitative report card, qualitative questions and a participatory component. To support the evaluation reference is also made to a number of documents (see the bibliography in Appendix D). A separate but supporting analysis of secondary data sources such as population statistics can also be found in Appendix B.

4.1. Key achievements of the AFL Program in Wadeye

This section outlines the most commonly cited key achievements of the AFL Program in Wadeye.

Figure 17: Senior League Competition in 2009



Senior League Competition in 2009. Note the poor condition of the playing surface which has since improved.

4.1.1. The AFL Program is very successful at engaging community members

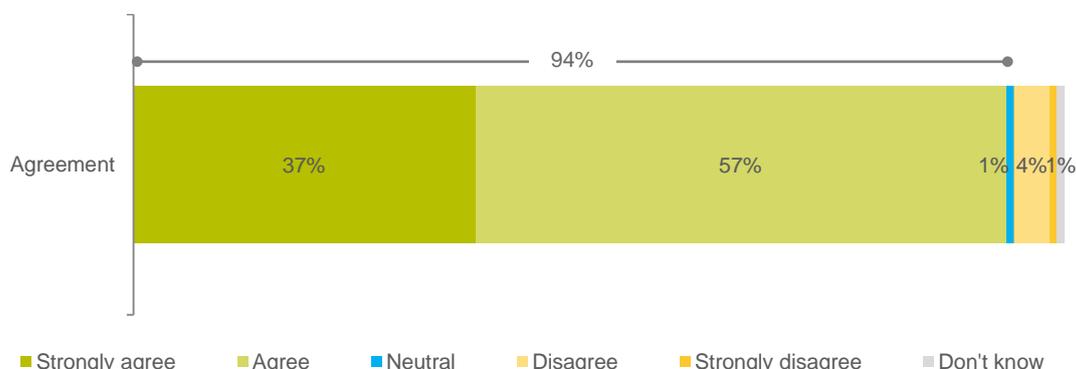
Based on findings from the quantitative report card, 94 per cent of participants agreed that the AFL Program encourages people in Wadeye to support the program.

Males (46%) were significantly more likely than females (26%) to strongly agree with this statement perhaps reflecting that AFL tends to involve and have stronger engagement with men rather than women in the community.

Community participants⁵³ (99%) were more likely to agree with this statement than service providers (71%).

⁵³ Community participants are non service providers and include AFL players, players families and community members.

Figure 18: Agreement with 'encourages people in Wadeye to support the program'



Q8. Do you think that the Wadeye AFL program: Encourages people in Wadeye to support the program
 Base: All respondents (n=128)

This finding reflects that service providers tended to be more cautious than community participants in their assessment of the benefits of the Program across a range of measures - usually feeling it was too early to make a more positive assessment, especially in relation to the part of the Program that has only been in existence for the past two months - Wadeye Magic⁵⁴. Wadeye Magic is the part of the AFL Program that involves comprehensive participation rules around having to be in school, employment or training and staying out of trouble with the Police. Service providers were also more likely to feel that the AFL Program does not market itself effectively to the broader community but rather lets the program "tick along" based on high levels of existing enthusiasm for AFL in Wadeye.

In responding positively to this question, community participants were more likely to point to the high level of support for Wadeye Magic and large numbers of supporters (often between 1000-1500) who turn up at the local football oval to watch their team compete in the Wadeye Senior League Competition. Both pieces of evidence demonstrate high levels of community support for AFL.

"AFL engages a group of people that are fundamentally disengaged from the education system, health services, employment and training."⁵⁵

According to some participants the Senior League Competition is the only program activity in Wadeye that enjoys mass appeal. Undoubtedly it is a powerful tool to promote social inclusion. Typically there are around 240 participants and around more than 760 supporters attending weekend games in Wadeye. According to the Club Development Manager (CDM) the only comparable community activity in terms of popularity are the Band Nights which sometimes attract upwards of 500 participants.

"AFL brings the Wadeye community together more often than any other event or activity."⁵⁶

There are reports of people from Wadeye supporting their team in Darwin to such an extent that they sometimes outnumber opposition supporters.

⁵⁴The consultancy also included the production of a culturally appropriate DVD documenting the history of AFL in Wadeye/Daly River, including the delivery of the AFL Remote Regional Development Program focusing on Wadeye Magic (an 'elite' team comprised of the best of the Wadeye senior players who compete in the NTFL competition); Carbon Media Production 2012

⁵⁵ Wadeye Football Club Business Plan pg 3.

⁵⁶ Wadeye Football Club Business Plan pg 3.

It should be noted that there is an ongoing shortage of volunteers at all levels to support the Program including umpires, runners (who run water and give messages to the players) and scorers. Therefore, mass support for the Program is largely confined to playing and watching. However, as some service providers and community participants point out, the issue of a lack of volunteers is not peculiar to Wadeye.

Further support for the Program could be gained by developing suitable AFL training or employment programs via CDEP and Job Services Australia providers. Currently all job seekers are obliged to undergo a compulsory period of work experience as part of their mutual obligation arrangements. Work experience can include accredited training programs run through the CDEP and Jobs Services Australia- so there are opportunities for programs to be developed for job seekers that could support the AFL Program in Wadeye and help overcome the lack of volunteers.

4.1.2. Breaking down negative stereotypes of life in Wadeye

The success of Wadeye Magic in the NTFL competition is projecting a more positive image of Wadeye and helping to break down negative media stereotypes of life in Wadeye⁵⁷. At the time of writing Wadeye Magic was sitting in third place in the Darwin A Grade Competition (by the end of the trial period Wadeye Magic finished as equal first at the top of the table).

“The Wadeye Football Club promotes and markets the town positively...the town needs some good news stories to feel better about itself.” (Service provider)

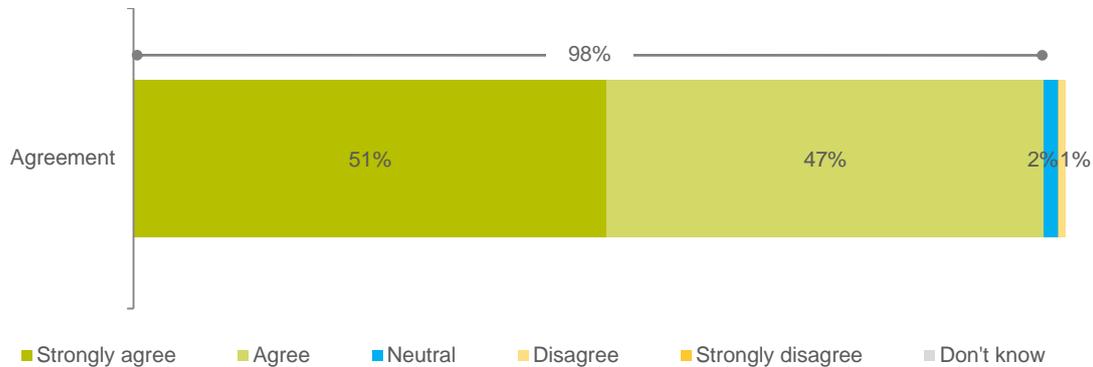
4.1.3. Strengthening community cohesion and sense of community pride and achievement

Based on findings from the quantitative report card, 98 per cent of participants agreed that the Wadeye AFL Program ‘gives people something to do they like and are good at and encourages the community to come together’.

No significant differences were observed by gender, age or participant type.

⁵⁷See Whittaker, Mark ‘A Town like Wadeye’, Weekend Australian Magazine 3-4 November, (insert year?) pg 22-30. Whittaker describes Wadeye as “so dysfunctional it copped the Mal Brough treatment a year before other Aboriginal towns in the NT.” For more details refer to <http://www.theaustralian.com.au/news/features/a-town-like-wadeye/story-e6frg8h6-111114787006>

Figure 19: Agreement with 'gives people something to do they like and are good at and encourages the community to come together'



Q7. Do you think that the Wadeye AFL program: Gives people something to do they like and are good at and encourages the community to come together
 Base: All respondents (n=128)

According to the Club Development Manager (CDM), the community defines 'meeting local needs' as giving people something to do they like and are good at and 'priorities' as coming together as a community. The AFL Program clearly achieves these twin goals. Most participants feel that community morale has improved, particularly since the advent of Wadeye Magic. Community members and Elders clearly feel very happy and proud that *their* team - Wadeye Magic is experiencing success in the NTFL competition. Pride in the team and local support is demonstrated by the number of people walking around the community with Wadeye Magic shirts on; and the general level of interest in team selection and results that are pinned up outside the local community store.

Unemployment is high in Wadeye with less than 10% of young people under the age of 30 being employed.⁵⁸ In this context, the Program gives young men something to look forward to that they are good at and something constructive to fill in their time. Some players say they would not be playing sport if it was not for the Program. Some also say they would be more likely to be out on the streets at night and getting into trouble and smoking gunja if it was not for the Program.

The Senior League Competition also gives the wider community something to look forward to – a day out at the footy. Training for and playing or supporting AFL also provides a structure and routine for people's lives, whether in the Senior or Junior Leagues (when they are in operation), Wadeye Magic or Carnivals.

Wadeye Magic is helping foster community cohesion as clan differences are put aside and everyone supports *their* team - Wadeye Magic. Wadeye Magic players report feeling happier, prouder and more confident since being a part of the Wadeye Football Club. Wadeye Magic players are also becoming local role models and mentors to younger people in Wadeye. They are becoming Wadeye's own 'home grown' sporting celebrities.

"If you are good at football you are highly respected in the community." (Service provider)

Similarly, some service providers noticed that with the advent of the Wadeye Senior League Competition in 2007- gang allegiances were often substituted by allegiances to a particular AFL team. In addition, young people who had previously worn dark black clothes affiliated to a particular gang

⁵⁸ Wadeye Football Club Business Plan pg 7.

started to wear football jerseys affiliated with the team that they supported in the community. So in this way young people who were looking for a sense of belonging and identity and who once looked to align themselves with gangs to achieve these goals started instead to align themselves with different football teams.

The Wadeye Football Club Business Plan notes that:

“The United Nations (UN), governments, non-government organisations, military forces, peak sporting bodies, media and education all use sport as a low-cost and high impact tool with engagement, social inclusion, community integration and to convey important key messages.”⁵⁹

⁵⁹ Wadeye Football Club Business Plan pg 18. See <http://www.un.org/wcm/content/site/sport/home/sport>.

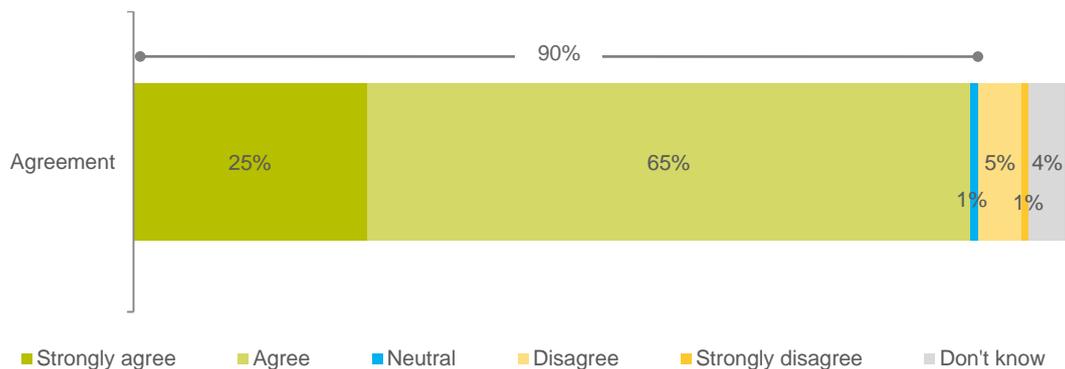
4.1.4. Gives young men sporting opportunities and something to aspire to

Based on findings from the quantitative report card, 90 per cent of participants agreed that the Wadeye AFL Program ‘helps young people to play AFL from primary school level to the highest level’.

No significant differences were observed by gender or age.

Community participants (97%) were more likely to agree with this statement than service providers (58%). As explanation for this difference in views, some service providers noted that they could not agree with this statement because there was no elite pathway for players (along Clontarf Academy lines) that would prepare them for the AFL draft by the time they were 18-20 years of age. Therefore, playing in the NTFL competition was not viewed as a natural or direct pathway to playing AFL at the highest level. Service providers also noted a lack of a junior competition and lack of opportunities for females to play at any level.

Figure 20: Agreement with ‘helps young people to play AFL from primary school level to the highest level’



Q1. Do you think that the Wadeye AFL program: Helps young people to play AFL from primary school level to the highest level

Base: All respondents (n=128)

The AFL Program gives males players aged 16-35 years something to aspire to. Those who agree with this statement feel that Wadeye Magic is a pathway into AFL in Darwin and even in Melbourne. At least two players from Wadeye are now playing in the AFL league in Melbourne.

“It gives the young men something to dream about and aim for.” (Elder)

However, what is not reflected in the data above is that currently people aged 16 and under miss out on playing AFL as many of them are: a) not going to school, or b) if they are going to school, they still miss out because there is effectively no Junior League currently in operation. In theory there should be enough players for a six team Junior League competition, but in the past the AFL has struggled to assemble even three teams due to low school attendance and associated problems of trying to engage with the under 16 cohort. It should be noted that young people can only play in the Junior

League if they are attending school on that day, so low school attendance directly impacts on eligible player numbers.

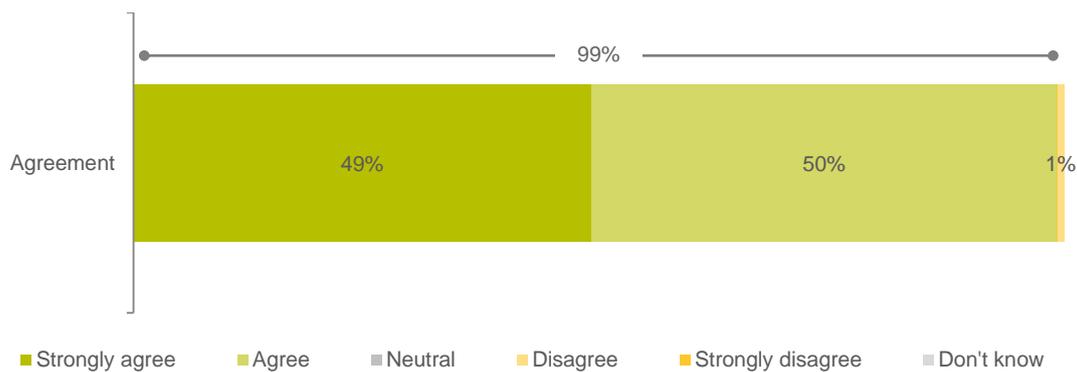
The Wadeye Football Business Plan describes an integrated pathway from Auskick/Kickstart to AFL Juniors to the Senior competition to the Wadeye Football Club (Wadeye Magic) to the NT Thunder and then to the highest AFL level⁶⁰. See figure11 on page 25: AFL pathway -for more details. This pathway can only be realised with a strong grass roots Junior League competition.

4.1.5. Very strong senior AFL competition in Wadeye

Based on findings from the quantitative report card, 99 per cent of participants agreed that the Wadeye AFL Program ‘has a good Senior League Competition’.

No significant differences were observed by gender, age or participant type.

Figure 21: Agreement with ‘has a good Senior League Competition’



Q10. Do you think that the Wadeye AFL program: Has a good Senior League competition
 Base: All respondents (n=128)

Most community members feel the Senior League Competition comprised of six teams is strong and very well supported. The CDM feels that the Senior League Competition has reached a level now where it can virtually be run independently and sustainably by the community (i.e. umpiring, coaching, scoreboard and time keeping for the games) apart from needing some help to draw up the competition ladder.

It should be noted that some research participants were dissatisfied that the Senior League Competition had been delayed this year due to the Wadeye Magic trial (or at least the perception of a delay). The CDM disagrees with this assessment as according to him, the AFL season in Wadeye does not really start until January.⁶¹ Clearly, with all the enthusiasm and publicity around the success of Wadeye Magic, local players and supporters are becoming impatient for the season to start in Wadeye.

⁶⁰ Wadeye Football Club Business Plan, pg 23.

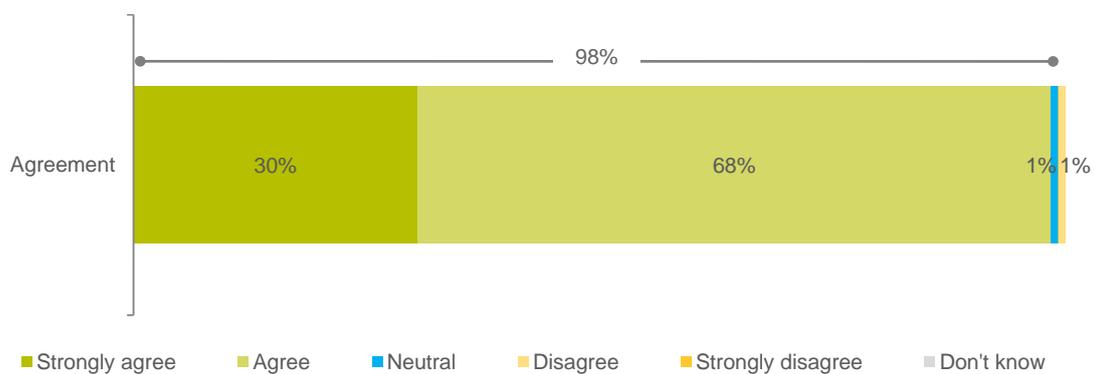
⁶¹ According to the RDM, the Wadeye Football League has never run in October, November or December. "It always runs from January to the end of April. Seeing Wadeye Magic was starting this year we tried to get an eight round pre-Christmas comp going to get players fit but it was unsuccessful. Scratch matches were played instead."

4.1.6. The Program teaches transferable leadership qualities and builds social capital

Based on findings from the quantitative report card, 98 per cent of participants agreed that the Wadeye AFL Program ‘gives leadership opportunities for local Indigenous males within football’.

No significant differences were observed by gender, age or participant type.

Figure 22: Agreement with ‘gives leadership opportunities for local Indigenous males within football’



Q2. Do you think that the Wadeye AFL program: Gives leadership opportunities for local Indigenous males within football?
Base: All respondents (n=128)

Most participants agree that playing football, particularly for Wadeye Magic teaches leadership qualities like discipline, respect, resilience (you get knocked down but you get up again and get on with the game) personal organisation, team work, grit, determination, get-up-and-go and dedication. These skills are clearly transferable to other realms such as family life, employment and community and cultural business.

“It’s giving the young fellas direction and discipline.” (Elder)

At least 40 players have gone on AFL coaching and umpiring courses since the Program commenced.

Wadeye Magic players sometimes go into Our Lady of the Sacred Heart Thamarrurr Catholic School (OLSHTCS) to act as role models to teach and mentor children with messages such as the importance of staying at school and having to be in employment or training and staying out of trouble if they want to play for Wadeye Magic in the future.

4.1.7. Helping to restore and strengthen local Aboriginal authority

The AFL Program through the Wadeye Football Club is helping to strengthen and restore local Aboriginal authority in a number of ways. For example, the AFL Program works closely with local Elders like William Parmbuk, Jules Dumoo, Thaddeus Dartinga and Harold Anderson. These leaders make up the Wadeye Football Club Committee and regularly mentor local players. In addition, there

were extensive consultations with local Elders through TRAAC in the 12 months leading up to Wadeye Magic's trial period. Elders were intimately involved in the planning and vision for the Program. For example, the Wadeye Magic participation rules aimed at encouraging young men to stay in school, be involved in work related training programs, maintain employment, lead a healthy lifestyle and stay out of trouble were developed in consultation with community leaders, as were the designs and logos developed for the players uniforms. Finally, Wadeye Magic draws its playing list from the best players from all the clans in Wadeye and this serves to foster and strengthen pride in clan identity.

In terms of the broader AFL Program – Elders and community leaders were involved in the setup of the Senior League Competition back in 2007. Elders and leaders are also involved in the Wadeye Football League Committee (usually made up of the Captain and coach of each of the six teams in the Wadeye Senior League Competition). The committee meets weekly during the AFL season.

4.1.8. Early signs of improved engagement in education, training, employment and health services

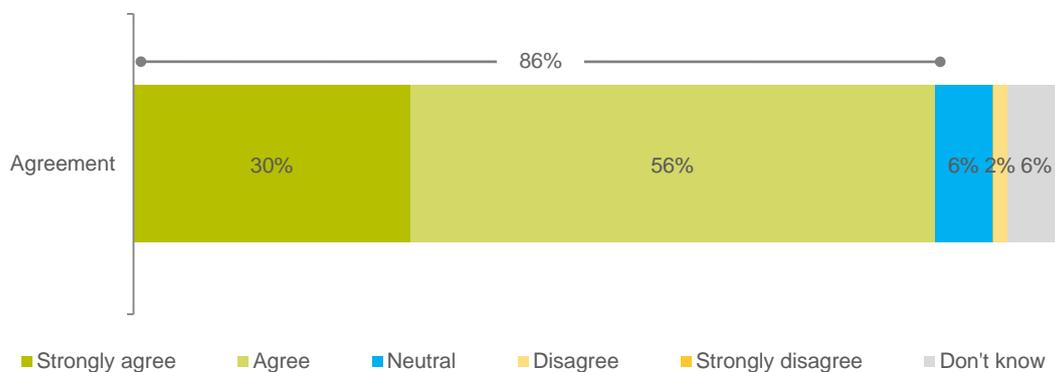
Based on findings from the quantitative report card, 86 per cent of participants agreed that the Wadeye AFL Program 'improves school attendance and/or training'.

Women (38%) were significantly more likely to strongly agree with this statement than men (22%). This may reflect that women are more concerned with education and training for young people or it may reflect more knowledge and awareness around school attendance issues.

No significant differences were observed by age.

Community participants (96%) were more likely to agree with this statement than service providers (46%). Service providers point to the fact that participation rules for playing for Wadeye Magic only apply to a relatively small group of males and that it is too early to be sure whether these rules will be applied consistently and/or have sustainable effects on behaviour. In addition, the lack of a strong six team Junior League Competition, due in part to low school attendance - speaks for itself.

Figure 23: Agreement with 'improves school attendance and/or training'



Q5. Do you think that the Wadeye AFL program: Wadeye AFL: Improves school attendance and/or training
 Base: All respondents (n=128)

The (approximately) 50 Wadeye Magic players on the team's playing list have to be engaged in education, training or work to be eligible for selection to play in the NTFL Darwin competition. The

CDM points out that there is around 90% unemployment in the 15-35 year age group in Wadeye (if CDEP employment is not included). He contrasts this with Club membership where all but two out of a playing list of 50 players are currently not involved in some type of training, education or paid work. Up to 12 players are also currently involved in an umpiring training course and five players are trainee Sport and Rec officers.

The CDM suggests that in previous years school attendance was higher on Wednesday's which was the day when the Junior League Competition was being played through the school.⁶² If the five Wadeye players who are currently still in school miss more than one day per week without explanation, they know that they will not be selected to play for Wadeye Magic on the following weekend. According to the CDM, four out of the five Wadeye Magic players in question have turned up every day for the past five weeks.

Twenty two Wadeye Magic players have attended a Job Futures AFL Healthy Lifestyle Project for at least three days every week over the last five weeks. The project aims to provide practical lessons on respecting yourself and others, the power of positive thinking, nutrition tips, the negative effects of alcohol on athletic performance and proper stretching techniques. This high level of attendance for an employment training course is exceptionally high for Wadeye.

"Participants in the course have to show they will be ready for the next step – living outside of Wadeye." (Service provider)

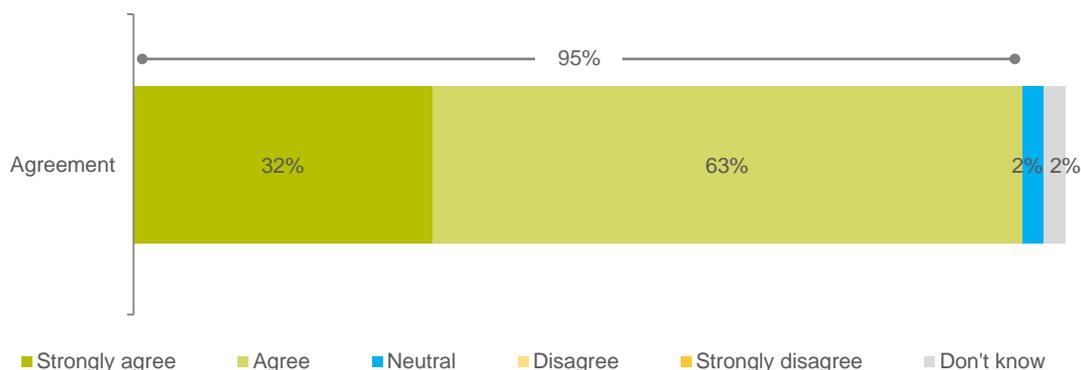
Paid work and training

Based on findings from the quantitative report card, 95 per cent of participants agreed that the Wadeye AFL Program 'helps players to be involved in paid work or training'.

No significant differences were observed by gender or age.

Community participants (99%) were more likely to agree with this statement than service providers (79%). The comments made above in relation to school attendance and training also apply here.

Figure 24: Agreement with 'helps players to be involved in paid work or training'



Q12. Do you think that the Wadeye AFL program: Helps players to be involved in paid work or training
Base: All respondents (n=128)

There are presently eight players engaged in CDEP employment training, five have been engaged by the Victoria Daly Shire as Sport and Rec trainees, four are employed as Rangers, four are employed at Palumpa School and another four are employed at OLSHTCS in Wadeye itself.

⁶² Wadeye Football Club Business Plan pg 11.

It should be noted that while there are some positive early indications that participation in Wadeye Magic in particular, is improving school attendance, engagement with work and training - it is too early to tell whether participation will lead to sustainable and significant improvements in the long run. However, most feel that the Program certainly has the potential to achieve these goals. Clearly, further monitoring and evaluation is required to see if the Program has sustainable results in these areas.

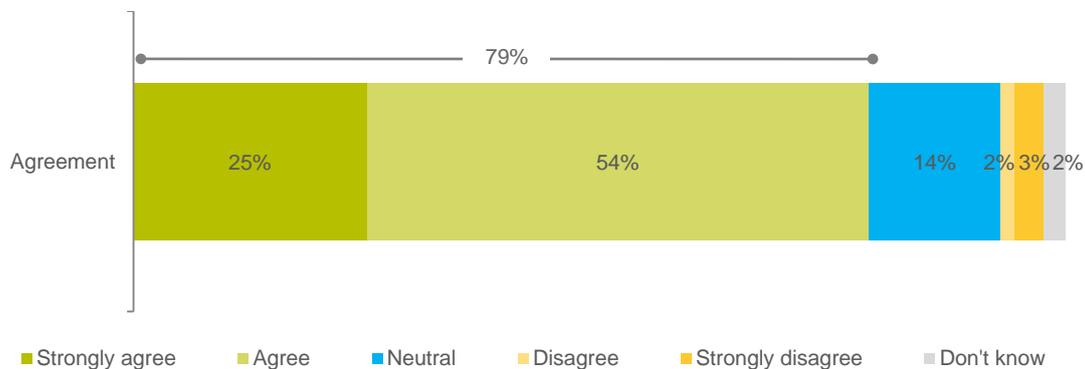
4.1.9. Potential to improve community safety but too early to tell

Based on findings from the quantitative report card, 79 per cent of participants agreed that the Wadeye AFL Program ‘improves community safety/reduces violence’.

No significant differences were observed by gender or age.

Community participants (86%) were more likely to agree with this statement than service providers (17%). Most service providers felt it was too early to say whether the participation rules connected with playing for Wadeye Magic are improving community safety and reducing violence and they also point out that these only apply to a relatively small number of males.

Figure 25: Agreement with ‘improves community safety/reduces violence’



Q6. Do you think that the Wadeye AFL program: Improves community safety/reduces violence
 Base: All respondents (n=128)

A few service providers also feel that the testosterone driven male dominated game encourages violent behaviour and reinforces men’s domination over women. To balance this potential danger these service providers would like Wadeye Magic players to be trained up as champions for non-violence and particularly to speak out against domestic and family violence.

The net effect of AFL Program on community safety and violence is unclear. Sometimes the AFL Senior League Competition provides a spark that ignites community tensions that are often simmering away just below the surface. Having clan and family based teams in the Senior Competition sometimes intensifies these existing tensions and rivalries between clans. This may have been one reason for the continuation of an existing upward trend in all Police incident measures until 2008-2009 and also for the highest rate of assault related separations which also occurred in that same year. This was well over a year after the initial introduction of the AFL Program (See Appendix B: Data analysis).

“Football...it should be called ‘footbrawl’ in Wadeye.” (Service provider)

“The fights that sometimes occur at the oval mostly between spectators...used to hack us off.” (Service provider)

Furthermore, the Senior League Competition is comprised of six teams each with about forty players on each team playing sheet. This compares to urban locations where there are usually only around 25 players per team. So in Wadeye there are often 18 players on the field and 22 waiting to come on and this can cause tension and impatience which again can result in arguments and conflict.

Representatives from the Night Patrol mentioned that there tends to be more trouble on the evenings of match days during the Senior League Competition. The Police sergeant who served in Wadeye for a number of years also reported that while the net effect of the AFL Program was positive overall as it engaged and entertained people, there were sometimes fights and trouble between spectators and this used to annoy the Police.

Alternatively, some community members and service providers feel there is no difference in levels of community violence when the senior AFL competition is being played versus the off season. Others feel there is a reduction in community violence during the AFL season. For example, some feel that when AFL stops, fighting tends to escalate dramatically as young men have little to do. This was graphically illustrated in 2010 when the Demons won the grand final. Three weeks later sporadic instances of street fighting broke out including rocks being thrown on to roofs and fighting with steel bars – according to one observer, principally due to boredom.

However, overall it does appear that instances of gang violence and trouble at the football oval have reduced over the years. This may be reflected in some Police incident measures like crimes against a person, public disorder and alcohol offences which all showed a decline approximately one to one and a half years following the introduction of the Program (See Appendix B: Data analysis). The Code of Conduct, the Red and Yellow Card system, umpire and coach training and participation rules may all have played a part in this. However, it is very difficult to attribute these changes solely to the AFL program. It is likely that other changes such as a stronger Police presence, zero tolerance of gang violence, better Night Patrols and even the establishment of new subdivisions and the building of more houses spaced further part (which significantly reduces stress compared to when people were living in more overcrowded housing built closer together) may have also played a role in improving community safety.⁶³

The 2011 Community Safety and Wellbeing Survey (unpublished) also helps to put the pre 2011 achievements of the AFL Program into context. This research found that over two-thirds of people disagree that people are smoking less gunja than three years ago (67%) and just under three fifths disagree that there is more respect for elders than three years ago (58%). Around half disagree that people are sniffing less petrol (49%), drinking less grog (46%), that there is less family fighting (51%), or that community leaders are stronger (51%) than three years ago. Most community members felt that there have been some notable improvements in community safety and wellbeing mostly related to substantial investments in housing, social infrastructure, service provision and Income Management. They also felt that families and children were healthier because of more health checks, better health clinics, more houses, school meals and more money being available for food and clothing due to Income Management. People also generally felt safer because of the increased Police presence and more Night Patrols. Some people were also feeling better and less neglected because of better school facilities, better roads, more street lights, the introduction of Women’s Safe

⁶³ The Community Wellbeing and Safety Survey (unpublished) found people thought the following factors made the biggest difference to improving community safety over the last 3 years: additional Police - 46% agreed that this made a big difference, better night patrols - 37% agreed that had made a big difference, the Safe House - 34% agreed that this made a big difference and more things for young people to do (possibly playing AFL) - 31% agreed that this made a big difference. See Colmar Brunton Social Research, Wadeye Community Safety and Wellbeing Research Survey, FaHCSIA, (2011), pg 70.

House, new crèche and a few families were also better off because some former CDEP positions had been converted into “real jobs” with better rates of pay and conditions. However, people also commented that progress in the more difficult area of behaviour change in relation to taking personal responsibility, participating in services, getting children to school, substance abuse (whether grog, gunja or solvent sniffing) and the incidence of violence - has been disappointing and in some cases may have gone backwards.⁶⁴

Overall there is more support for the view that the community has been calmer and more cohesive since the advent of Wadeye Magic in late 2011 which selects the best players from the clans of Wadeye. That is, now the community has a team that they can all get behind whereas in the past, teams in the Senior League Competition based on clan loyalties were sometimes divisive.

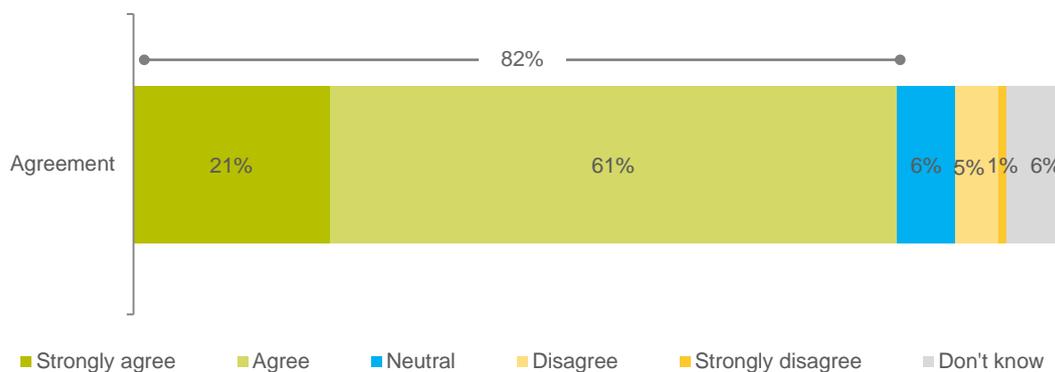
Wadeye Magic’s participation rules may be helping a few young men stay out of trouble

Based on findings from the quantitative report card, 82 per cent of participants agreed that the Wadeye AFL Program ‘helps stop trouble with the Police and courts’.

Men (28%) were significantly more likely to strongly agree with this statement than women (13%).

No significant differences were observed age or participant type.

Figure 26: Agreement with ‘helps stop trouble with the Police and courts’



Q11. Do you think that the Wadeye AFL program: Helps stop trouble with the Police and courts
 Base: All respondents (n=128)

Every week the Wadeye Football Club shows the playing list to the former Community Police Liaison officer to find out if any of the players have been causing trouble. If they have then they don't play. Of course many people don't play for Wadeye Magic. So unless a similar arrangement is put in place for all players in the Senior League Competition and a women's competition is established with the same rules, the Program will only ever have limited impact on reducing trouble with the Police and courts. The same could be said for improving community safety.

“You have got 50 blokes doing something other than getting into trouble which is great but what about the other 500?” (Service provider)

⁶⁴ Colmar Brunton Social Research, Wadeye Community Safety and Wellbeing Research Survey, FaHCSIA, (2011), pg 70.

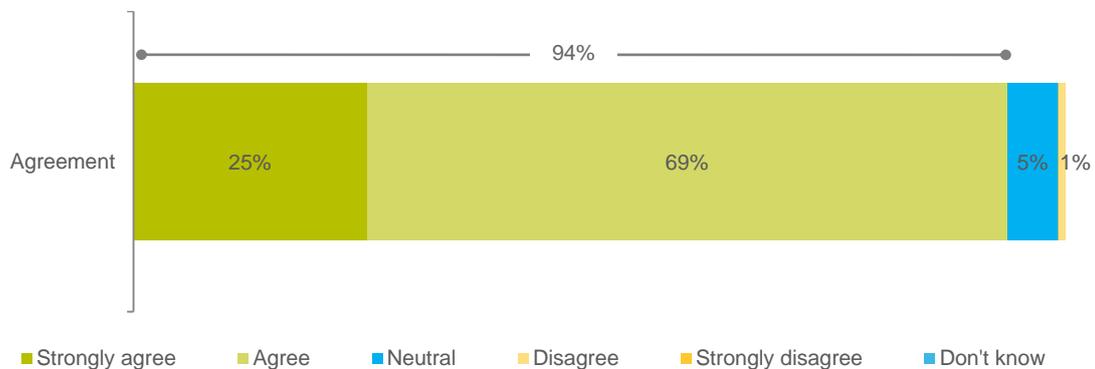
4.1.10. Using sport as a vehicle for promoting healthy pro-social lifestyles

Based on findings from the quantitative report card, 94 per cent of participants agreed that the Wadeye AFL Program ‘encourages healthy living and good behaviours’.

No significant differences were observed by gender or age.

Community participants (97%) were more likely to agree with this statement than service providers (79%).

Figure 27: Agreement with ‘encourages healthy living and good behaviours’



Q4. Do you think that the Wadeye AFL program: Encourages healthy living and good behaviours
 Base: All respondents (n=128)

Playing AFL is a strenuous physical activity - running around at training and during matches encourages players to be physically active.

Wadeye Magic players are not selected if they exhibit poor behaviour and breach participation rules and the Code of Conduct. Similarly the Code of Conduct applies to the Senior League and a Yellow and Red Card system was also introduced to improve team conduct on the field. This has helped empower umpires.

“It encourages the players to make healthy choices.” (Service provider)

“The club really pushes the idea that you need to be healthy to play at your best.”
 (Community member)

More players are being referred to the Health Clinic for check-ups to ensure they are in peak physical condition. For example, for the 15-30 years age group in 12 months leading up to the Wadeye Magic trial, seven men went to the Health Clinic for check-ups. However, since the start of the Wadeye Magic trial the Wadeye Football Club has managed to encourage seven men a week to attend the Health Clinic for a check-up.

A nutritionist plays alongside local community members and mentors players on the importance of nutrition to maintain peak physical fitness. The CDM is hopeful that the approximately 50 players on the playing list will pass these health tips on to others in the community.

Furthermore, during carnivals and inter-school competitions young players are often exposed to healthy lifestyle messages around issues like proper nutrition, the importance of exercise, the dangers of drugs and alcohol and the importance of road safety.

Another benefit of the AFL Program that was less often mentioned was that travelling to Darwin in the weekends may open players' eyes to possibilities outside of Wadeye.

4.1.11. Participatory method: Most significant change

After analysing the completed interviews towards the end of the first week in Wadeye, the following lists (see tables 3 and 4 below) were compiled of the most significant changes that had occurred since the inception of the AFL Program and the most significant challenges that needed to be overcome to make the program more effective.

CBSR presented these lists to participants (including players, their families, community members and service providers) during the second week of the consultation and participants were asked to vote for the 1st, 2nd, and 3rd most significant changes that had occurred in Wadeye as a result of the AFL Program as well as the 1st, 2nd, and 3rd biggest challenges that need to be overcome to make the program more effective.

One hundred and twelve community members took part in the voting process and the results are presented in the tables below.

The first table displays frequency weighted data results (where voting a variable as a first choice is worth three points, voting a variable second choice is worth two points and voting a variable third choice is worth one point) for the most significant change over the last three years. The second table presented below (see Section 4.3: Key improvements) displays frequency weighted data results for the biggest challenges that need to be overcome to make the program more effective.

Table 3: Three most significant changes since the inception of the AFL Program (based on weighted data)⁶⁵

Most significant change	Female total	Male total	Grand total
People feeling prouder to live in Wadeye	37	48	85
Helps players stay out of trouble	29	40	69
Players are role models to other boys and men	34	32	66
Men/boys who play are more active/healthier	32	29	61
Teaches players skills - discipline, respect, organisation, team work, leadership	26	35	61
Gives people something to look forward to	26	32	58
Community coming together more	20	36	56
Men who play are in work or training more	22	32	54

⁶⁵Where voting a variable as a first choice is worth 3 points, voting a variable second choice is worth 2 points and voting a variable third choice is worth 1 point). Participants in the voting process included players, their families, community members and service providers.

Gives people something to do – provides structure – turning up, playing, supporting, training	25	17	42
Boys who play are at school more	22	19	41
People are happier	26	3	29
People are safer	10	19	29
Grand Total	309	342	651

According to analysis of the most significant change data, the top five changes that have occurred as a result of the AFL Program are as follows.

- People feel prouder to live in Wadeye.
- Players are helped to stay out of trouble.
- Players are role models to other boys and men.
- Men/boys who play are more active/healthier.
- Players are taught skills - discipline, respect, organisation, team work, leadership.

These results underscore the intangible but powerful effect that Wadeye Magic, in particular, is having on peoples' morale in Wadeye as well as the perceived positive effect the Program has on helping players stay out of trouble and become good role models who are more active and healthier and who are learning leadership skills.

These initial positive findings beg the question - what are the drivers behind the success of the Program? The next section looks at this question in more detail.

4.1.12. Key success factors driving the AFL Program

This section outlines the most commonly cited key success factors of the AFL Program in Wadeye.⁶⁶ Together these factors constitute a best practice model that may be able to be applied to other communities. There is necessarily a little repetition in this section as it outlines success factors that have in some cases already been discussed above.

Local ownership and governance

- Local leaders were involved in decision making – they were the ones who decided how their AFL Program would be structured and how it would work.
- Local governance structures were quickly established to inspire local ownership of and responsibility for the Program. The Program operates two committees that meet as required to ensure the ongoing success of the Program. Generally the Wadeye Football Club committee (responsible for Wadeye Magic) meets fortnightly and the Wadeye Football League Committee (responsible for the Senior League Competition in Wadeye and usually made up of the captain and coach of each team) meets weekly on Wednesday afternoons. During our first week in community, the Wadeye Football League Committee was scheduled

⁶⁶At the time of CBSR's fieldwork visit to Wadeye, the Sport and Rec co-ordinator had recently left and the Sport and Rec Program run by the Shire had since collapsed. Therefore, it is not possible to compare the AFL Program with other Sport and Rec activities in the community.

to meet on Wednesday at 3pm – this did not happen apparently due to bad weather. However, the meeting did occur the following day at the scheduled time.

- These committees represent ongoing consultation with local leaders and Elders and Traditional Owners to ensure the Program is running as they intended. Indeed, strong support from Thamarrurr leaders is critical to the ongoing success of the Program as they play a key role through their authority in the social realm. Together these football leadership structures in combination with trained coaches and umpires, the Code of Conduct and Red and Yellow card system and the participation rules - constitute a reasonably effective governance structure for the Program as evidenced for example, by the steady improvement in player and spectator conduct during AFL matches over the last few years.
- Training local people to become coaches, umpires and administrators so the community can build capacity and eventually run its own program is also a key component. Over 40 local people have been trained up in this capacity since the Program's inception in 2007.

Focus on participation as the first priority

- The first priority was to engage as many people as possible in a structured Senior League Competition. As this competition developed and became more self-sufficient and organised, the RDM was able to focus more on other developmental activities in areas like Auskick/Kickstart in schools and establishing a structured Junior League Competition.
- A structured largely self-sufficient strong Senior League Competition is a key element in the success of Wadeye's AFL program. Amongst other things, it engenders community wide participation in a positive activity and provides a large playing pool of potential talent for Wadeye Magic.

An elite team to which all can aspire – Wadeye Magic

- Providing a community representative team that all young players can aspire to play for - is a key element that is currently boosting the Program and lifting community morale.
- From a social policy perspective the CDM argues that once a structured Senior League Competition is running well, it is far more effective to concentrate efforts on doing a thorough job with a relatively small group of players (providing them with intensive case management, mentoring and support and helping them link up to education, training and employment) rather than dissipating program efforts more broadly by focussing on maximising grass roots participation.
- With only one AFL staff member on the ground in Wadeye until very recently, efforts from mid to late 2011 were very much focussed on establishing an elite team through the Wadeye Football Club – Wadeye Magic. The CDM feels that it is easy to look like an RDM is doing a great job by getting participation numbers up. All the RDM has to do is run a few dozen 15 minute Auskick/Kickstart sessions, but he questions the long term benefits of such an approach. The more beneficial work with more sustainable outcomes lies in setting up an elite team (that all can aspire to) with clear and strongly enforced participation rules supported by intensive case management and follow up for small number of elite players – the approximately 50 participants on the Wadeye Magic playing list.
- Essendon Football Club feels the key element that makes the AFL Program so effective in Wadeye is Wadeye Magic. This is because it gives all young players something to aspire to and a reason to participate in school, employment and training. It also gives young players a good reason not to use drugs, alcohol or violence and to keep out of trouble with the Police.

- The success of Wadeye Magic in the NTFL has undoubtedly given the Program and the community a significant boost.
- Others have a different view. They see Wadeye Magic as just the “icing on the cake”. It is the Junior and Senior League Competitions that have the potential to touch more people’s lives in terms of participation and influence. For example, it is young people’s brothers, uncles and fathers playing in the Senior League who have the greatest potential to be positive roles models and influences for the up and coming generations. The strength of these competitions will also directly affect the strength of Wadeye Magic as they constitute the pool of its eligible players.

Clear playing structure

- Establishing a structure that is consistent so players know when they have to turn up for training and match play. This includes providing clear start times and having a fixed amount of rounds. If a team does not turn up on time they forfeit their match to the opposition.
- Every team has to supply its own coach and umpire.

Clear consistently applied transparent and fair participation rules and Code of Conduct

- Clear participation rules that all players understand. These participation rules must be consistently applied to all players with impartiality. The rules have to be transparent and clear to everyone. Fairness is everything!
- Establishing a Code of Conduct that players and spectators need to adhere to. The introduction of Yellow and Red Cards over the last two years has empowered umpires and improved the standard of play as well as spectator and player conduct. A Yellow Card means a player is off the ground for a quarter of the game and a Red Card means the player misses the remainder of the game and cannot play for the following two weeks.
- Team coaches take on the responsibility for keeping their team’s supporters in line. If a team’s supporters get out of hand the umpires can award a free kick to the opposition.
- There is a need to “break all the rules of participation down” in plain English – even translated into language, to make sure everyone understands them.

Effective working relationships and communication with complimentary services

- Participation rules (being in school, employment or training and staying out of trouble and having an annual health check) only work if the Program has effective working relationships and ongoing communication with service providers. Complimentary stakeholders who can makes these services available and monitor attendance, follow up and report back to the Program.
- The Program currently has strong links with TRAAC, the TDC, and Job Futures employment and training (run by the TDC), CDEP, OLSHTCS, schools in other communities like Palumpa, Peppimenarti, Daly River, Wooliarnar and Emu Point, the Health Clinic and the Police. However, there has been a lack of involvement with the Shire Sport and Rec program and CatholicCare (drug and alcohol rehabilitation). The new RDM is determined to strengthen these relationships and linkages.
- The Program maintains regular contact with OLSHTCS to ensure Wadeye Magic players are attending but until the appointment of the new RDM activities for junior players had fallen

away. The Club's elite players also go into OLSHTCS to act as role models for students and four Wadeye Magic players work at the OLSHTCS. Wadeye Magic has also had some success in encouraging its players to get annual health checks at the Health Clinic and the Clinic has encouraged Wadeye Magic players to get involved in the White Ribbon day walk against domestic and family violence.

- The Club is also in regular contact with the ex-Aboriginal Community Police Liaison Officer who keeps the committee informed of any players who are getting into trouble. There were no links apparent to other youth services in Wadeye – which is in part a reflection of a lack of youth services. One of the key findings of the most significant change technique was that many people feel that the Program needs to find better ways of working with other organisations like Sport and Rec, CatholicCare and to a lesser extent the Health Clinic and OLSHTCS.

High quality AFL staff who are culturally competent and live in community for the long term

- Having dedicated, experienced and well-trained AFL staff living in community for the long term so they have the opportunity to build trust and rapport with players, community members and leaders. The AFL Program in Wadeye has been very successful in this regard as it has selected staff who have stayed and lived in the community for at least one year and one staff member stayed for over two years.
- Having AFL staff who are passionate and committed to ensuring the success of the AFL Program in Wadeye. There are two key AFL Program staff on the ground the CDM (who was the former RDM for the last year) and the newly appointed RDM. Both seem dedicated to the task of ensuring a successful Program. While it is too early to make a judgement on the new RDM, the CDM is culturally competent and aware that cultural obligations like ceremonies and funerals take precedence over sport. The CDM also has very good relations with key community leaders and Traditional Owners and is accepted by the community.

Comprehensive staff training, mentoring and induction

- Having comprehensive staff training and mentoring programs and fully informing staff in job application interviews about what it will be like to live and work in a remote community. The AFL also takes RDMs on pre-visits to their assigned community to meet key people before they start.
- The AFL also believes in providing all the equipment staff need to run a quality Program.

Sourcing sponsorship and funding

- Adequate sponsorship and funding is crucial to the ongoing success of the Program. In terms of entrepreneurial focus the Wadeye football Club has been successful at attracting corporate sponsorship from sources such as Murin Air, Essendon Football Club, the local store and the Thamarrurr Development Corporation (TDC). The Program also raises additional funds by selling soft drinks on match days in Wadeye and from the sale of Wadeye Magic merchandise. However, a few service providers noted that the Program does not market itself effectively to the community in terms of what it is trying to do and how successfully it is doing it. Please refer to Section 4.5. Resourcing and governance of implementation for more details.

Longevity in community

- The Program would appear to have a sustainable future in the community given its widespread popularity. Indeed perhaps the most important success factor is simply community member's deep love for the game of AFL. In addition, the Senior League Competition has reached a stage now where the community can virtually run it itself. However, on the risk side - there is a chronic lack of volunteers; there is an urgent need for succession planning for when the current CDM leaves at the end of this year and ongoing sponsorship will be crucial if Wadeye Magic is going to continue to play in the NTFL in Darwin.

Most of the program was implemented successfully in accordance with most agreed timeframes

- Overall it appears that most elements of the Program have been implemented successfully in accordance with most agreed timeframes.

AFL Program (not including the Wadeye Football Club)

- A structured four team Senior League Competition was established within four weeks of the inception of the Program and has flourished, becoming more sustainable over the years since 2007. An effective local governance structure - the Wadeye Football League Committee was established at the same time.
- AFL staff have generally met their reporting deadlines to FaHCSIA. Annual plans have been developed according to deadlines⁶⁷.
- Over the last two years, innovations like the Code of Conduct rules and Yellow and Red cards have been put in place to improve player and spectator conduct. The Code of Conduct has been developed in language and is often played on local BRACS TV.
- Umpires and coaches have been trained, further enhancing the standard of play.
- Five trainees have been employed to help with coaching and running the junior program and for umpiring and administration of the Senior League Competition.
- The Program continues a strong Club Partnership Program with AFL side Essendon Football Club.
- There has been less implementation success in areas such as:
 - Establishing a sustainable Junior League Competition because of low school attendance and for this last year due to a focus on establishing Wadeye Magic;
 - Extending outreach Auskick/Kickstart programs to other communities due to difficulties travelling in the wet season and for this last year due to a focus on establishing Wadeye Magic. It should be noted that Palumpa is around 40 minutes drive away from Wadeye, Peppimenarti is up to two hours drive away and Daly River is up to three hours drive away. In addition, neither Peppimenarti nor Daly River are accessible during most of the wet season (usually six-seven months – in fact in 2011 the Moyal and Daly River crossing were unpassable until July which was three months later than normal). It is the AFLNT's view that there needs to be more buy-in from teachers and Sport and Rec officers in these locations to make it feasible for the Regional Development Manager to run such outreach activities;

⁶⁷AFL Remote Regional Development Program – Wadeye Performance Report for 1 January – 30 June 2011, (2011), pg 5.

- Establishing a women’s AFL competition or linking in with other female sporting programs due to a lack of resources; and
- Communicating and working well with other programs like Sport and Rec (possibly due to personality differences).
- It should be noted that the AFL Remote Regional Development Program – Wadeye Performance Report for 1 January – 30 June 2011 states that:
 - “The Kickstart program has been conducted at Wadeye, Palumpa, Peppimenarti, Daly River, Woolliarner and Emu Point on a regular basis with the program running weekly in Wadeye throughout the whole year. The Program has had a very positive impact on attendance with the days that the clinics are conducted on recording significantly higher attendance;
 - A Junior League Program has been developed with a regional competition between Wadeye, Palumpa, Peppimenarti and Daly River. The League has been attended very well and has made a significant contribution to improved attendance particularly at Wadeye; and
 - A Healthy Lifestyle Carnival was conducted at Wadeye with 70 students attending. Health messages were delivered to all the students.
 - The Senior League commenced in November with 6 teams participating. Crowd attendance has been very high and local community members have played a large part in the administration of the league.”⁶⁸
- None of these items were in evidence during CBSR’s two-week field visit to Wadeye in November 2011. The CDM freely admitted that these activities had “dropped off” due to a focus on establishing Wadeye Magic, poor school attendance and bad weather. The Performance Report also talks about the Senior League Competition commencing in November 2010, but according to other documents and the CDM the season does not normally start to January/February. This may indicate some inaccuracy or inconsistency in current reporting procedures.

Wadeye Football Club:

Attachment A of the Wadeye Football Club Business Plan lists a number of Program items that were to be completed according to a specified time schedule to enable Wadeye Magic to compete in the NTFL in 2011. All items were actioned according to this time frame apart from the following:

- Memberships were not developed as it was considered too hard to sell them before the successful completion of the trial period for Wadeye Magic. It is intended that memberships will be developed, marketed and sold for next season.
- A Wadeye Football Club Board has not yet been developed, again because this was considered a waste of time until the successful completion of the trial period. In the meantime the Wadeye Football Club Working Party and Committee has fulfilled this role. The Board will be formed for next season.

Figure 28: Wadeye Football Club Implementation Plan

⁶⁸ AFL Remote Regional Development Program – Wadeye Performance Report for 1 January – 30 June 2011, (2011), pg 5.

ATTACHMENT A
WADEYE FC 2011/12 IMPLEMENTATION PLAN

2011/12 Implementation Plan		Verification	Due date	Responsibility	Actioned	
Key Priorities	Establish Wadeye FC Model					
Action Items	Wadeye FC Implementation Plan					
Key Activities	1.1	Establish Wadeye FC Working party.	Working party established Working Party consults community – Record of Meetings/Minutes	30 Jan 2011	Working Party	✓
	1.2	Engage the community to define agenda for social and community involvement of Wadeye FC	Develop local stakeholder partnerships and support. Letters of support from key agency stakeholders	1 April 2011	Working Party	✓
	1.3	Develop a comprehensive Business Plan and Implementation Plan.	Business and Implementation Plans available for public comment and final draft endorsed by the Community Reference Group, Thamarurr Inc.	6 April 2011	Working Party	✓
	1.4	Launch Wadeye FC	Local Launch at WFL Grand Final – 9 April 2011 Business Plan and Implementation Plan forwarded to AFLNT for consideration	12 April	Working Party	✓
	1.5	In principle approval from AFLNT Board to play in NTFL competition	AFLNT Board acknowledge Wadeye FC's proposal and provides in principle support to participate in their 2011/12 competition based on the club meeting the AFLNT criteria.	30 April 2011	Working Party	
	1.6	Source Sponsorship/Funding	Sponsorship package created. Sponsorship packages and funding applications forwarded to potential sponsors. Develop sustainable local revenue streams.	30 April 2011	Working Party	
	1.7	Develop Wadeye FC brand and identity	Community decide upon Wadeye FC name, colours, logo, guemsey and merchandise.	30 April 2011	Working Party	
	1.8	Membership & Supporter Base	Membership package established and distributed.	1 May 2011	Working Party	
	1.9	Development of the Wadeye FC Board	Consult key community stakeholders, Board members appointed.	1 June 2011	Working Party	
	1.10	Organisation and Governance	Code of Conduct implemented Develop relationships with government and key stakeholders	1 June 2011	Wadeye FC Board	
	1.11	Establish Football Department and Coaching panel	2011/12 Coaching and support staff appointments	1 June 2011	Wadeye FC Board	
	1.12	Practice matches	Successful completion of a minimum of 1 practice match prior to the commencement of the season	1 Sept 2011	Wadeye FC Board	
	1.13	Secure the required funding for the Trial period	Sign Major Sponsors Sign Minor sponsors	30 July 2011	Wadeye FC Board	
	1.14	Season Review	Conduct season review at the conclusion of the trial game period	15 Feb 2012	Wadeye FC Board	
	1.15	Premier League Proposal	Assess viability of Wadeye FC participating in the NTFL Premier League competition.	15 Mar 2012	Wadeye FC Board	
	1.16	Training and Administration	Develop local training and administration base for Wadeye FC	30 June 2012	Wadeye FC Board	

Source: Wadeye Football Club Business Plan, Wadeye (2010), pg 41.

It can be argued that the AFL Program overall was implemented most successfully for the following reasons.

- Local Elders, leaders and Traditional Owners were involved in extensive consultations around the formation of the AFL Program and the Wadeye Football Club and feel a strong sense of ownership.
- Within four weeks of having a RDM on the ground in 2007, the Program had successfully organised a four team strong structured Senior League Competition.
- The Senior League Competition has become stronger and more self-sufficient over time. Playing standards have improved as has player and spectator conduct. There are now far fewer instances of umpire abuse, spectators coming onto the ground and players being sent off for un-sportsman like behaviour. For example, the 2010 the Grand Final marked

“...the first un-interrupted [by violence] season Wadeye has produced with only a couple of minor incidents.”⁶⁹ Furthermore in 2011 the Regional Development Manger stated in the Performance Report that: “...all matches have been played in accordance to the fixture list and the whole season has run without issue.”⁷⁰

- Umpiring and coaching courses have been held with over 40 men participating over the last three years. This has “drastically” improved the level of umpiring and standard of play.⁷¹
- Most Wadeye Football Club Program elements were implemented in accordance with specified timeframes.
- Wadeye Magic has achieved outstanding results in the NTFL which is testament to the level of local talent, the organisational ability of the CDM working in partnership with other interested community stakeholders.
- Players understand and are abiding by the participation rules.

⁶⁹ McNamee, J, Wadeye/Daly River Region 2010 Annual Report, Wadeye, (2010), pg 9.

⁷⁰ AFL Remote Regional Development Program – Daly River Region 2011, Wadeye (2011), pg 2.

⁷¹ McNamee, J, Wadeye/Daly River Region 2010 Annual Report, Wadeye, (2010), pg 5.

- The community is very happy and proud of the success of Wadeye Magic and are very supportive and appreciative of the AFL Program overall.

4.2. What could work better?

This section outlines the most common criticisms of the AFL Program in Wadeye.

4.2.1. Lack of communication and consultation with the community

A lack of communication by the AFL Program on issues such as the perception that the Wadeye domestic competition has been delayed this year and a lack of consultation with community leaders in relation to the appointment of the new RDM - are frequently cited sources of dissatisfaction. Local leaders feel they should have been invited to have a representative on the selection panel.

These findings contrast to earlier remarks about ongoing consultation with local leaders being one of the strengths of the Program. It seems that lately there have been instances where consultation could have been better. Service providers also talked about the need for the Program more generally to market its aims, activities and successes more effectively to the wider community and to communicate more effectively with organisations that employ AFL players.

“They (the AFL program) need clear transparent reporting processes in terms of what they are working towards and they need to promote and market the social and emotional wellbeing elements of their program.” (Service provider)

“They (the AFL program) don’t communicate well...they need to do better at networking with employers.” (Service provider)

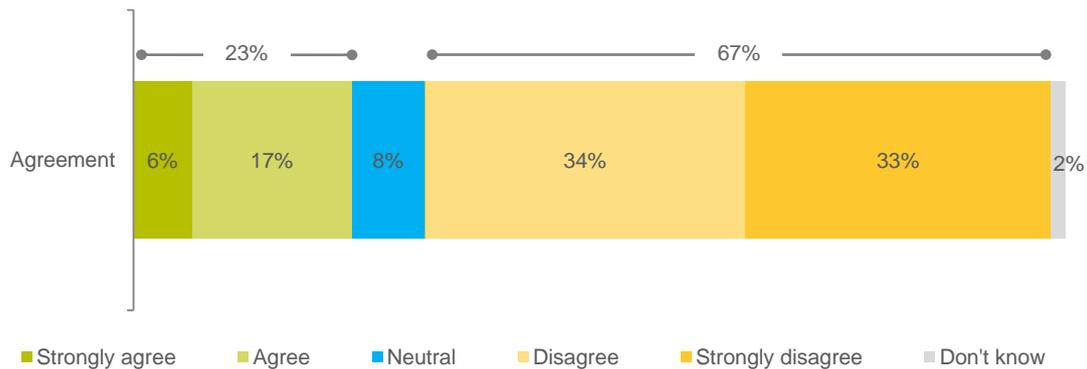
4.2.2. Lack of engagement of women

Based on findings from the quantitative report card, only 23 per cent of participants agreed that the Wadeye AFL Program ‘gives leadership opportunities for local Indigenous females within football’ and 67 per cent disagreed with this statement.

No significant differences were observed by gender or age.

Community participants (28%) were more likely to agree with this statement than service providers (8%).

Figure 29: Agreement with ‘gives leadership opportunities for local Indigenous females within football’



Q3 Do you think that the Wadeye AFL program: Gives leadership opportunities for local Indigenous females within football
 Base: All respondents (n=128)

Most participants agree the emphasis of the AFL Program is exclusively on men and there is nothing currently in place for women and little effort to get women involved beyond supporting their team.

“The Club is not set up for women in mind at all...where is the gender balance? We need a Club that is not so one dimensional and testosterone driven. Men are so disempowered here that the only control they have is over women and even that has been eroded by the intervention and Income Management.” (Service provider)

There are signs that a lack of engagement of women may be changing. The new Sport and Rec and new female Police Community Liaison Officer were handing out flyers advertising that a women’s AFL activity would be running on the Wednesday 16/11 – the second week of this consultation. The game was very well attended as the pictures below demonstrate. The Tigers ended up winning and the AFL Regional Development Officer refereed the match. The enthusiasm for this activity suggests the potential for the Program to introduce both junior and senior women’s AFL competitions. It should also be noted since the fieldwork for this project was completed weekly women’s AFL matches are now a regular occurrence in Wadeye.

Figure 30: Women involved in a women’s scratch match



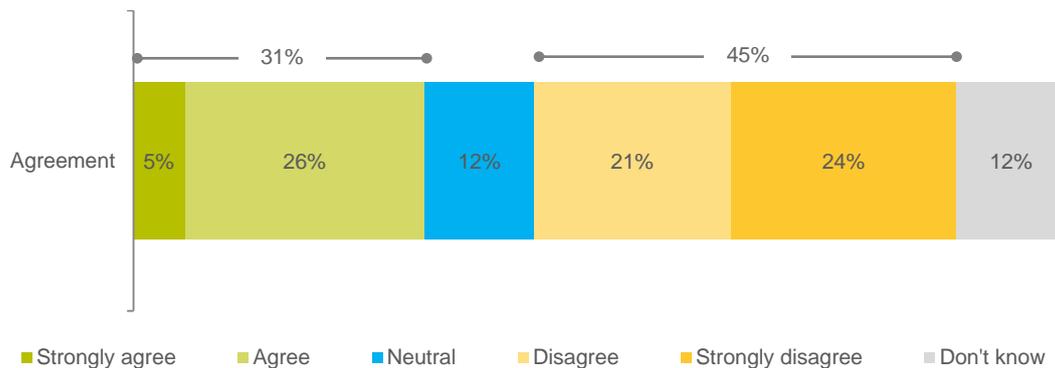
Women involved in a women’s scratch match – the Tigers ended up winning!

4.2.3. Lack of a grass roots junior competition

Based on findings from the quantitative report card, only 31 per cent of participants agreed that the Wadeye AFL Program ‘has a good Junior League Competition’ and 45 per cent disagreed with this statement.

Community participants (38%) were more likely to agree with this statement than service providers (70%). No significant differences were observed by gender or age.

Figure 31: Agreement with ‘has a good Junior League Competition’



Q9. Do you think that the Wadeye AFL program: Has a good Junior League Competition
 Base: All respondents (n=128)

One of the biggest perceived weaknesses of the Program is that there is presently no structured Junior League Competition for boys 16 years and under. The new Wadeye RDM is very committed to establishing a strong Junior League Competition early in the New Year.

*“A Junior League is urgently needed to give discipline and organisation to young kids.”
 (Service provider)*

Low school attendance is a key issue that will need to be resolved if the vision of a six team Junior League is to be realised. If the AFL cannot engage children at school, then other methods will need to be trialled to source disengaged children – perhaps via the proposed new Youth Hub.

4.2.4. Some issues raised in the Wadeye Football Club Business Plan and FaHCSIA funding agreements have not been addressed

Some issues raised in the Wadeye Football Club Business Plan have not been addressed. For example, re-engaging junior youth in education and addressing prevailing health concerns like smoking.⁷² Also some issues in the FAHCSIA funding agreements have not been realised (as mentioned above) in relation to the lack of a junior league and effective consultation with the local

⁷² According to the RDM, Wadeye Magic had a health worker come out from NT Health to run two quit smoking sessions. In addition, a number of players started a Quit Program run through the Health Clinic. However, as these events occurred towards the end of the Wadeye Magic trial period, this evaluation cannot confirm if these interventions have been successful.

Sport and Rec program.⁷³ This is not to say that these issues will not be addressed in the near future. It is also important to have realistic expectations in relation to what one AFL staff member (and now two) “on the ground” can achieve in such a limited amount of time. By any measure what has been accomplished to date is a remarkable achievement.

4.2.5. Unexpected or unintended consequences

Very few unexpected or unintended consequences of the Program were identified by participants. The key issues that were reported are described below.

The potential dangers of “long grassers”: A few service providers report that some community members have gone into Darwin, ostensibly to watch Wadeye Magic games, but have ended up on extended drinking binges in the long grass. These reports could not be verified and should be treated with caution.

The consistency with which the participation rules are enforced: A few service providers question the consistency with which the participation rules are applied, particularly with regard to the most valuable players. Again these reports could not be verified, although one example was given of a leading player who got injured, then spent a week drinking in the long grass – oblivious to the needs of his children back in the community or of the need to at least show up for training. The player in question played a starring role in Wadeye Magic’s win during the following weekend. Even if instances like this and the one reported above are true, they appear to be isolated and generally it seems that the participation rules are consistently and fairly enforced.

Women’s place in the community maybe further weakened: A few service providers fear that AFL’s emphasis on men further reinforces male domination over women in the community and therefore weakens the position of women. This in turn could make them more vulnerable to domestic and family violence, bullying and sexual intimidation. These service providers, who often see themselves as advocates for local women, want more involvement of women in the AFL Program and more investment in activities for women such as a women’s AFL competition.

Lack of compensation arrangements for injured players: A few employers report that they have not been kept informed when their workers become injured during matches or training and they are concerned that there are no clear accident compensation arrangements in place for injured players.

Possible negative outcomes associated with the Senior League Competition: The facilities at the oval need improving – the Health Clinic reports a spike in admissions for hot babies after games – at least two every game. The Health Clinic also reports a spike in STD infections after matches in Wadeye. Neither of these two claims could be verified by data despite several requests being made to the Health Clinic.

A lack of effective working relationships with some complimentary programs: The AFL Program could work better with complimentary programs such as the Sport and Rec, Health Clinic and Catholicare.

⁷³ AFL Remote Program Wadeye-Galiwin’ku Funding Agreement 2010-2012, pg 3. This agreement specifically mentions

4.3. Key improvements

This section outlines the most common suggestions for improvement of the AFL Program.

Establish a strong Junior League

- Establish a strong grass-roots Junior League Competition which would ideally also include regular interschool matches with Palumpa and Peppimentarti and Day River schools.
- Use the Junior League to re-engage children with education and living skills programs via modified participation rules.
- Integrate the Junior League with the Sport and Rec program.
- Integrate the Junior League with the Senior League – so juniors play in the mornings and seniors in the afternoons during weekends.

Provide opportunities for women

- Work with the Sport and Rec program to establish regular activities for women like softball, netball and volleyball and possibly women's AFL; and actively encourage women to be involved in the administration and running of the Wadeye Football Club. Ideally complimentary service providers like the AFL and Sport and Rec should work closely together to share learning's and maximise the efficient use of local resources (like sports grounds, sport and rec hall, gym and swimming pool etc) to foster better outcomes for community members.
- A women's competition could thrive if women were given the opportunity. For example, Galiwinku has seven women's teams playing in their AFL Program.

Consider duty of care issues for spectators

- Provide better facilities for spectators at the main oval including shade and running water, a working ablution block (that is maintained and secured against vandalism) and healthy drinks and snacks. Consider reducing the serving of sugary soft drinks during matches as this works against the nutrition efforts being made by other service providers such as the OLSHTCS and Health Clinic.
- A few stakeholders were highly critical of what they see as a wealthy organisation like the AFL trying to run a program in one of the most disadvantaged communities in Australia on a "shoe string budget". They question why AFL representatives are forced to sell unhealthy sugary soft drinks out of the boot of a car on match days in Wadeye just so they can raise enough funds to keep the program operational.

Figure 32: Spectators and players try to keep cool in the summer heat



“We need more shade”, spectators and players try to keep cool in the summer heat during a game in 2009.

Figure 33: Existing shade facilities at Wadeye’s AFL oval



Some of the existing shade facilities at Wadeye’s AFL oval.

Lobby for some home games for Wadeye Magic

- Encourage other teams in the Darwin competition to visit Wadeye for games to reduce cost and burden on the Wadeye Football Club and to showcase that Wadeye is as safe to visit as any other remote town.
- This would mean that the community would have the opportunity to watch *their* team – Wadeye Magic compete against other NTFL teams. Home games for Wadeye Magic would also bring in more money to the community and possibly stimulate demand for more private enterprise based on adventure tourism and retail.

Other suggested improvements less often mentioned are as follows.

- Introduce the participation rules to all levels of the AFL program, particularly the Senior League Competition.

- Go out into the community to engage juniors in a competition if they cannot be reached via the school. As discussed above - use the Junior League to re-engage children with education and living skills programs via modified participation rules based on the Wadeye Magic model.
- Consider more subsidisation of player's costs, uniforms and transport to and from games to make it easier for disengaged players to participate in the local Senior League Competition.
- Train-up Wadeye Magic players to be ambassadors against domestic violence. The Police report that domestic and family violence is the number one criminal issue they are dealing with in Wadeye. The Wadeye Football Club could be outspoken opponents of domestic violence in a way similar to the efforts that Charlie King is making in Darwin.⁷⁴
- Ideally there could be AFL events running continuously every day after school so a structure involving discipline, organisation and routine become part of young people's everyday lives.

4.3.1. Participatory method: Most significant challenges

Table 4: Three most significant challenges to make the program more effective (based on weighted data⁷⁵)

Most significant challenge	Female total	Male total	Grand total
Activities for women - softball, basketball, volleyball, Women's AFL competition	45	58	103
Help for players to stop using alcohol, gunja, gambling	39	48	87
Home games for Wadeye Magic	41	44	85
Set up a strong kids competition - for under 16s	30	52	82
If you get into trouble (fighting, hitting women, break-ins, arrested) you don't play in Wadeye senior competition	21	32	53
AFL Program needs to work better with other programs - Sport and Rec, Health, CatholicCare	23	26	49
Better oval – fix score board, more shade, more seating, water for drinking, cut grass, toilets	22	20	42
Help for players to stop hitting women – players trained to say “no” to hitting women	25	17	42
Women help run AFL in Wadeye	27	15	42
Need more people to help out as volunteers	28	11	39
AFL Program needs to talk and consult more with the community	11	19	30
Grand total	312	342	654

According to analysis of the most significant change data, the top five challenges that need to be overcome to make the AFL Program more effective are as follows.

⁷⁴ABC sports commentator, Charlie King is a well known voice in Darwin who frequently advocate against family violence in Aboriginal communities. See <http://www.abc.net.au/local/stories/2008/05/19/2248626.htm>.

⁷⁵Where voting a variable as a first choice is worth 3 points, voting a variable second choice is worth 2 points and voting a variable third choice is worth 1 point).

- Activities for women - softball, basketball, volleyball, Women's AFL competition.
- Help for players to stop using alcohol, gunja, gambling.
- Home games for Wadeye Magic.
- Set up a strong kid's competition - for under 16s.
- If players get into trouble (fighting, hitting women, break-ins, arrested) they don't play in Wadeye senior competition.

These findings reflect several key themes. First, the importance of providing activities for women and setting up a grass roots competition for young people as well as home games for Wadeye Magic. Second the extension of the participation rules for the senior competition as well as more support for players to stop using alcohol, gunja, gambling and violence. Of course for this to happen there would need to be increased investment in support services like drug and alcohol rehabilitation to help a larger number of players deal with these issues.

Inherent in this discussion is the need to keep a program objective focus on strengthening and building player and community member responsibilities to support the program i.e. building relationships, engagement, participation, capacity and self-responsibility. The AFL Program needs to keep building on its strengths to continue to build a sense of self responsibility within the Wadeye community.

Women were also likely to put more priority on issues like:

- Help for players to stop hitting women – players trained to say “no” to hitting women.
- Allowing for women to help run AFL in Wadeye.
- The need for more people to help out as volunteers.

4.5. Resourcing and governance of implementation

This section contains information about the resourcing and governance of implementation of the AFL Program in Wadeye.

4.5.1. Resourcing

The following financial details relate to the establishment and ongoing operation of the AFL Program in Wadeye.

4.5.2. AFL Program ex Wadeye Football Club

The AFL Program's running costs (not including the Wadeye Football Club) are around \$130,000 per annum. Seventy per cent or \$91,000 of this comes from FaHCSIA. Twenty per cent or \$26,000 comes from ENI Gas and 10 per cent or \$13,000 comes from the AFL.

One source of constant stress for Program staff is that funding is only granted on an annual basis. Therefore, the AFL reports it won't know until March 2012 if the program will even be running past July 2012. With the current changes and uncertainty in relation to the Stronger Futures policy and winding down of the NTER, uncertainty over future funding has been intensified. The AFL says it needs to work with its funding partners to find new funding streams to help make the Wadeye AFL Program more financially sustainable in the long run.

One option to help make the Program become more financially sustainable might be to more closely monitor its achievements in terms of crime prevention, health promotion and engagement with education, training and employment. Then ask Government agencies and community organisations with responsibilities in these areas i.e. justice, health employment and education - to contribute to the costs of running the Program.

4.6. Framework for future monitoring, evaluation and reporting

This section outlines a possible future monitoring, evaluation and reporting framework for the Program.

Key issues for any evaluation are often covered by the following questions:

1. How much did we do?
2. How well did we do it?
3. Is anyone better off in terms of the number or % of people who experienced improved skills/knowledge, attitude/opinion, behaviour or life circumstance.

These questions are plotted in the matrix below.

Table 5: Possible performance measures

How much is done		How well is it provided	
<ul style="list-style-type: none"> • Numbers of clients serviced • Number of services provided 			
IS ANYONE BETTER OFF?			
Number of people who are better off		% of people who are better off	
Skills and knowledge			
Numbers of clients/families who report attaining more skills and knowledge.		% of clients/families who report attaining more skills and knowledge.	
Attitudes			
Numbers of clients/families who report positive changes in attitude or opinion.		% of clients/families who report positive changes in attitude or opinion.	
Behaviour			
Numbers of clients/families who report positive changes in behaviour.		% of clients/families who report positive changes in behaviour.	
Life circumstances			
Numbers of clients/families who report positive changes in their life circumstances.		% of clients/families who report positive changes in their life circumstances.	

Using the matrix above, the type of evaluation framework that could be developed for the AFL Program in Wadeye is presented below. The measures outlined in the two top quadrants of the table below are fairly standard performance measures. The bottom right and left quadrants are the types of

things that might feel signify progress for participants. The type of issues covered logically flow from the program logic analysis presented earlier (see section 2.2.2. Program logic).

Table 6: AFL Program evaluation framework

How much is done		How well is it provided	
<ul style="list-style-type: none"> Numbers of juniors participating at practice training and during games Numbers of seniors participating at practice training and during games Hours of structured AFL activity each player is involved in each week Number of players obtaining health checks Number of committee and other meetings held – attendance at meetings Number of games held as per the fixture list Number of players attending school, employment or training and regularity of attendance Number of players accessing wellbeing services like CatholicCare Number of players who are arrested or cautioned by the Police Number of referrals to wellbeing services like CatholicCare 		<ul style="list-style-type: none"> Staff turnover Worker safety eg a former RDM was punched during a game when he was umpiring Staff workloads and morale Percentage of players who complete an entire season Growth in player numbers Continuing requests from other service providers to engage with people on the AFL playing lists 	
IS ANYONE BETTER OFF?			
Is anyone better off (numbers)		% of people who are better off	
Skills and knowledge			
Numbers of clients/families who report attaining more skills and knowledge: <ul style="list-style-type: none"> Improved awareness of Code of Conduct and participation rules i.e. social norms- expectations of behaviour Improved awareness and understanding of good nutrition and the importance of physical activity Improved awareness and understanding the dangers of alcohol, drugs, sniffing, gambling, violence 		% of clients/families who report attaining more skills and knowledge.	
Attitudes			
Numbers of clients/families who report positive changes in attitude or opinion: <ul style="list-style-type: none"> Feeling fitter and healthier Improvements in self confidence, self esteem and confidence levels due to engagement with football Gaining optimism, hope and vision for a better future because of engagement with football and wellbeing services Willingness to go to school every day or, seek employment or training Willingness to engage with Wellbeing services 		% of clients/families who report positive changes in attitude or opinion.	

Behaviour

Numbers of clients/families who report positive changes in behaviour:

- Attendance at school, employment or training
- Attendance at wellbeing services like the Health Clinic
- Staying out of trouble with the Police
- Eating better food and exercising more
- Reducing use of alcohol, drugs, paint sniffing, smoking and violence.

% of clients/families who report positive **changes in behaviour.**

Life circumstances

Numbers of clients/families who report positive changes in their life circumstances:

- Found employment
- Stayed at school
- Achieved qualifications
- Stopped using alcohol, drugs, sniffing paint, smoking and violence

% of clients/families who report positive changes in their life circumstances.

These measures could be translated into a short self-completion survey that could be administered during and after the playing season. Once the original questionnaire has been drafted it could be used for several seasons.

Local trainees could administer the questionnaire to further reduce the administrative burden on Program staff. This could become part of the player's employment training at Job Futures or via the CDEP. The results would also need to be collated into an excel spread sheet – again local trainees could assist with this as part of their employment training.

To these measures could be added Police, Night Patrol, Heath Clinic and Schools data which could be collected biannually during the season and off season. It would be very important to capture data for match days versus non match days during the playing season and off season so direct comparisons could be made.

4.7. Options for the application of lessons learned

The following lessons can be taken from the AFL Program's experience in Wadeye.

- AFL is an ideal magnet to engage Indigenous youth. The model is showing promising signs in most areas outlined in the Wadeye Football Club Business Plan. Further evaluation is required, but if the initial success continues and develops it could be well worthwhile to trial the model in other remote communities. The model being an integrated program with clear player pathway from Auskick/Kickstart to Junior to Senior to community representative team with clear participation rules.
- Local leaders, Elders and Traditional Owners must decide how they want their Program to be set up and maintained. The community needs to feel ownership at every stage so they are willing to take on more responsibility for the running of the Program over time.
- It is not reasonable to expect one AFL staff member to effectively manage a Junior, Senior and representative team as well trying to organise Auskick/Kickstart and outreach activities to other communities. At least two and possibly three full time staff are required to effectively manage this type of Program in a large community like Wadeye. As mentioned earlier, training and employment programs could be developed in conjuncture with CDEP and Job Services Australia to enable local job seekers to contribute to the AFL program via their work experience obligations.
- The opportunity to run outreach activities in other communities is severely limited during the wet season which also coincides with the main playing season.
- There is huge potential to use football as an effective engagement mechanism which enables other service providers and programs to assist players who are effectively a captive and receptive audience. The AFL Program could work together more cooperatively with other programs like Sport and Rec and CatholicCare and should ideally be fully integrated with the soon to be established Youth Services Hub and the Wadeye Student Accommodation Facility.
- Success or failure comes down to commitment and passion of a few – if the CDM leaves or key Elders pass away the Program could fall apart. There is an urgent need to establish comprehensive sustainability via succession planning at every level.
- It is very difficult to engage parents and community members as volunteers. This issue is not peculiar to Indigenous remote communities.
- Other organisations that benefit from AFL affiliation should contribute to funding for the AFL Program in Wadeye to ensure its sustainability and improve facilities for spectators and players.

4.8. Future direction of the program – vision of a sustainable locally administered football competition

According to the vision of some community members and service providers the future AFL Program in the Wadeye/Daly River region could encompass the following 12 elements.

1. A strong men's Senior League Competition with eight teams including a team from Palumpa the only other large accessible community during much of the wet season.
2. A strong grass-roots boys Junior League Competition with six teams –three teams of under 16s and three teams of under 12s.As well as an interschool competition with surrounding communities – weather permitting.

3. A strong women's Senior League Competition with teams.
4. A strong grass-roots girls Junior League Competition with six teams – two teams of under 16s and two teams of under 12s.
5. All these activities would be self sufficient from the perspective that they would be organised, maintained and managed by local people whose capacities had been built up over a number of years by shadowing AFL staff and receiving regular mentoring and accredited coaching. Comprehensive succession planning needs to be built into this vision. The long term vision involves local people running the entire program self sufficiently with local trainees taking on the roles of RDM and CDM.
6. Training or AFL activities like coaching clinics, gym sessions to be run every day of the week so enthusiasts can fully immerse themselves in football as an aspect of their daily life. This helps overcome boredom and gives players a reason not to use drugs or engage in anti social behaviour.
7. A dedicated Auskick/Kickstart program running in schools most days of the week.
8. Wadeye Magic to reach a stage where it can play in the NTFL Premier competition.
9. Participation and Code of Conduct rules apply to all levels of the Program.
10. The program is fully integrated with Wadeye's proposed Youth Hub and Student Accommodation Facility.
11. The Program makes full use of complimentary services such as the swimming pool, (regular swimming pool sessions aid faster recovery from injury cleans the skin and clears breathing passages) Sport and Rec program and CatholicCare.
12. An AFL Academy is set up in the School for youth at risk of not engaging with the normal school structure. The Academy would use AFL as the engagement mechanisms and all class lessons would draw on Football as their primary subject matter.

If you have any questions about this report or how the fieldwork was conducted "on the ground" please contact John Young at Colmar Brunton Social Research on 0437865279 or email John.Young@cbr.com.au.

5. Appendix A: Ballot Paper

Vote 1 for the most significant change, 2 for second most significant change and 3 for third most significant change

Table 7: Most significant change

Changes	
People feeling prouder to live in Wadeye	
Helps players stay out of trouble	
Men and boys who play are more active/healthier	
Men who play are in work or training more	
Boys who play are at school more	
Gives people something to look forward to	
Teaches players skills - discipline, respect, organisation, team work, leadership	
Players are role models to other boys and men – show them how to live	
People are happier	
People are safer	
Community coming together more	
Gives people something to do – provides structure – turning up, playing, supporting, training	

Vote 1 for the most serious challenge, 2 for second most serious challenge and 3 for third most serious challenge.

Table 8: Most significant challenge

Changes	
Activities for women - softball, basketball, volleyball, Women's AFL competition	
Set up a strong kids competition - for under 16s	
If you get into trouble (fighting, hitting women, break-ins, arrested) you don't play in Wadeye senior competition	
Help for players to stop using alcohol, gunja, gambling	
Better oval – fix score board, more shade, more seating, water for drinking, cut grass, toilets	
Home games for Wadeye Magic	
Help for players to stop hitting women – players trained to say “no” to hitting women	
AFL program needs to talk and consult more with the community	
AFL program needs to work better with other programs - Sport and Rec, Health, CatholicCare	
Need more people to help out as volunteers - helping without being paid	
Women help run AFL in Wadeye	

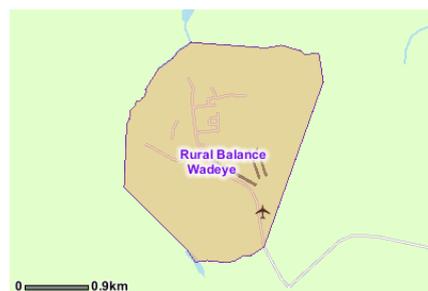
6. Appendix B: Data analysis

This section analyses available data to determine if the program has contributed to improvements in school attendance, health and community safety.

The data presented should be treated with caution as so many other programs have been introduced or changed in Wadeye over the course of the last three to four years. For example, changes in school attendance may have been influenced by greater Police enforcement of truancy and more fines for parents as well as the introduction of the Improving School Enrolment and Attendance through Welfare Reform Measure (SEAM). Higher school attendance and improved attendance at work or training during the much of the football season might simply reflect that it is the wet season (November – March) so fewer people are living in Homelands and Outstations at that time of year compared to the dry season. In terms of community safety, a stronger Police presence, zero tolerance of gang violence, better Night Patrols and more houses being built could all have played a role in improving community safety as well as any changes resulting from the introduction of the AFL program in 2007 and Wadeye Magic and associated participation rules in late 2011.

6.1. ABS data analysis

Australian Bureau of Statistics (ABS) data was reviewed to determine the number and proportion of people residing in Wadeye on the night of the 2006 Census held qualifications beyond a high-school level. The ABS Census Collection District of Wadeye was used as the basis for this analysis (District 7030803). Only people aged 25 or older were included in the analysis.



Based on these data:

- The population of Wadeye aged 25 or older on the night of the Census was 663 people (the total population for all ages was 1,625);
- Of these people aged 25 or older, 177 held some form of out-of-school qualifications (noting that the ABS definition of these qualifications includes those that can be obtained without finishing high-school);
- This equates to 27% of the Wadeye population aged 25 or older holding some form of out-of-school qualification.

6.2. Enrolment and attendance data

Average enrolments increased year on year between from 415 in 2005 to 446 in 2006 (a 7% increase), to 590 in 2007 (a more substantial 32% increase) to a peak of 641 in 2008 (a 9% increase). From this high-point in 2008, average enrolments showed their first decline during the period to 498 in 2009 (a decrease of 22%). Average enrolments then stabilised in 2010 at 500 (no percentage difference over 2009). Despite this decline in 2009, overall average enrolments at Our Lady of the Sacred Heart Thamarrurr Catholic School (OLSHTCS) increased between 2005 and 2010 by 75 enrolments, or 20% over the six years in total.

Table 9: Our Lady of the Sacred Heart Thamarrurr Catholic College, Wadeye Student Enrolment and Attendance data, 2005-2010

Year	2005	2006	2007	2008	2009	2010
Average Enrolments	415	446	590	641 (PEAK)	498	500
Percentage Change	-	7%↑	32%↑	9%↑	-22%↓	0%—
Average Attendance #.	222	226	304	313 (PEAK)	234	213
Percentage Change	-	2%↑	35%↑	3%↑	-25%↓	-9%↓
Average Attendance %	53.37 (PEAK)	50.49	51.4	48.76	46.98	42.61
Percentage Change	-	-5%↓	2%↑	-5%↓	-4%↓	-9%↓

Legend: ↓ Decrease. ↑ Increase. — No change

Source: Catholic Education Office.

Notes. The school provides enrolment and attendance numbers to the Northern Territory Department of Education in week 4 and week 8 in each of the four school terms each year. The above data comes from these collections.

Average attendance numbers showed a similar pattern to enrolments. Average attendance numbers rose from 222 in 2005 to a peak of 313 in 2008, a sharp increase largely accounted for by a 35% rise in enrolments in 2007. However, this increase was reversed in 2009 with a 25% decrease in enrolments to 234, followed by a smaller 9% decrease in 2010 to 213. This sharp decline in 2009 and 2010 led to an overall decrease in the average attendance for Our Lady of the Sacred Heart between 2005 and 2010 – average attendance was 9 points lower in 2010 than it was in 2005, a net decrease of 4%.

Average attendance proportions showed smaller fluctuations compared with trends observed for attendance numbers and enrolments. In general average attendance proportions varied within a relatively tight range between 42% and 54%. Average attendance proportions fell year on year by between 4% and 9% with one exception in 2007 when attendance proportions rose slightly by 2%. These relatively consistent and repeated decreases led to a net decrease in attendance proportions overall from 53.73% in 2005 to 42.61% in 2010. This equates to 10.76 percentage points, or a 20% decrease in proportions overall.

6.3. NAPLAN Scores

Findings in this section are based on National Assessment Program Literacy and Numeracy (NAPLAN) scores reported for Our Lady of the Sacred Heart, Wadeye. These scores are benchmarked against scores for comparable schools and scores at the national level.

NAPLAN

The National Assessment Program Literacy and Numeracy (NAPLAN) assesses students using common national tests in Reading, Writing, Language Conventions (Spelling, Grammar and Punctuation) and Numeracy. NAPLAN tests broadly reflect aspects of literacy and numeracy common to curricula in all States and Territories. The types of test formats and questions are chosen so that they are familiar to teachers and students across Australia.

MySchool

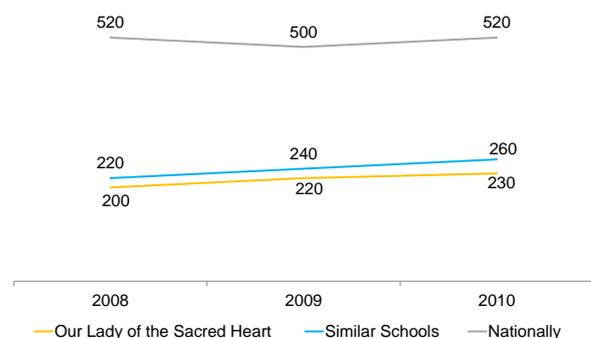
NAPLAN scores are publically available for all schools in Australia on the 'MySchool' website. Please refer to the following link.

<http://myschool.edu.au/TermsAndConditions.aspx?SDRSchoolId=82000000115&DEEWRId=13310&CalendarYear=2010&RefId=%2ficCfWf6xFsOxvgFc3pT6N4LjEaEaqfD>

Reading the charts

Findings are presented for the three years at which NAPLAN testing takes place: Years 3, 5, 7 and 9. For each year, NAPLAN scores are presented for the five domains of measurement: Reading; Writing; Spelling; Grammar and Punctuation; and Numeracy. Charts are individually provided for each Year, for each domain of measurement. Each chart contains three sets of scores.

- Scores obtained for Our Lady of the Sacred Heart (orange line);
- Scores obtained for similar schools – that is, schools with similar demographic and geographic profiles to Our Lady of the Sacred Heart (blue line); and
- Scores obtained for all students at the national level (grey line).



NAPLAN scores are provided for the three years of available data – 2008, 2009 and 2010. Commentary is provided on any observed upward or downward trends, and differences between the three sets of scores.

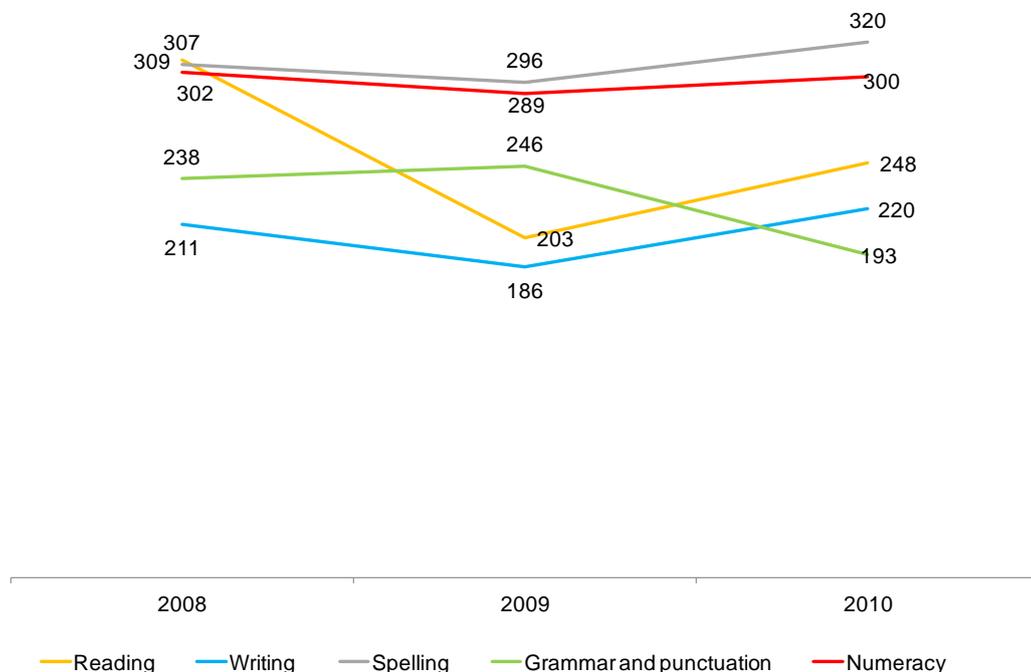
6.3.1. Summary of NAPLAN scores

The chart below shows a series of averaged scores across all Year levels (Year 3, 5, 7 and 9) for the five NAPLAN domains of management (Reading, Writing, Spelling, Grammar and Punctuation, Numeracy) across the three years of data collection for NAPLAN (2008, 2009 and 2010).

Average NAPLAN scores for Our Lady of the Sacred Heart students at Years 3, 5, 7 and 9 generally showed no clear trend between 2008 and 2010:

- Reading scores (orange line) were at a peak of 307 in 2008, trending sharply downwards to a low of 203 in 2009, then rising slightly to 248 in 2010;
- Writing scores (blue line) dipped slightly from 211 in 2008, to 186 in 2009, then rose slightly to a peak of 220 in 2010;
- Spelling scores (grey line) showed only minor fluctuation from 309 in 2008 to 296 in 2009 to 320 in 2010;
- Grammar and punctuation scores (green line) showed a slight increase from 238 in 2008 to 246 in 2009, then a more marked decline to 193 in 2010;
- Numeracy scores (red line) remained relatively stable at 302 in 2008 to 289 in 2009 and 300 in 2010.

Figure 34: Year 3 reading scores



Source: MySchool website for Our Lady of the Sacred Heart, Wadeye:
<http://myschool.edu.au/TermsAndConditions.aspx?SDRSchoolId=820000000115&DEEWRIId=13310&CalendarYear=2010&RefId=%2fcfWf6xfsOxvgFc3pT6N4LjEaEaqfD>

6.3.2. Summary of NAPLAN trends

Trend analysis of the three available years of NAPLAN data led to 20 key measures: five NAPLAN domains of measurement (Reading, Writing, Spelling, Grammar and Punctuation, Numeracy) by four academic years (3, 5, 7 and 9).

In total, six of these 20 measures were observed to show an upward trend over the three years; NAPLAN scores showed an overall upward trend for:

- Year 7 and Year 9 reading;
- Year 5 and Year 7 writing;
- Year 3 spelling; and
- Year 9 Grammar and punctuation.

No overall increases were seen for the numeracy domain.

Of the remaining measures, seven of 20 showed an overall downward trend and the remaining seven of 20 showed no substantial change up or down over the period.

Table 10: Summary table for NAPLAN data for OLSHTCS

NAPLAN domain	Year 3	Year 5	Year 7	Year 9	Total increases
Reading	↓	↓	↑	↑	2
Writing	↓	↑	↑	—	2
Spelling	↑	—	—	—	1
Grammar and punctuation	↓	↓	—	↑	1
Numeracy	—	↓	↓	—	0
Total increases	1	1	2	2	6

6.4. Police incidents data

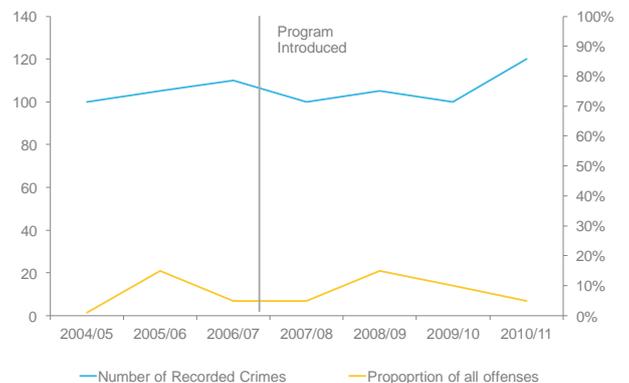
The findings in this section are based on incidents data for different types of crime recorded by NT Police in Wadeye. This data were provided to CBSR in de-identified form by NT Police for the purposes of this evaluation. The data included raw counts of the following for Wadeye:

- Incidents without offense;
- Confirmed incidents;
- Crimes against the person;
- Crimes against property;
- Crimes against public order;
- 'Other' crimes;
- Alcohol related crimes
- Drug related crimes;
- VS related crimes; and
- Domestic violence crimes.

These raw counts were provided for seven financial years from 2004/05 to 2010/11.

Reading the charts

- Charts for each crime type are plotted by the total number of recorded instances of that crime over the seven years of crime reporting (**blue line**) to be read against the whole-number axis on the left.
- The proportion of all crimes represented by the crime type in question is also plotted as a percentage (**orange line**) to be read against the percentage scale on the right axis.
- The point in time at which the Wadeye AFL Program was introduced is displayed as a vertical grey line.



Commentary is made on trends in the number of each crime type recorded, and the possible impact that the Wadeye AFL Program has had on crime rates.

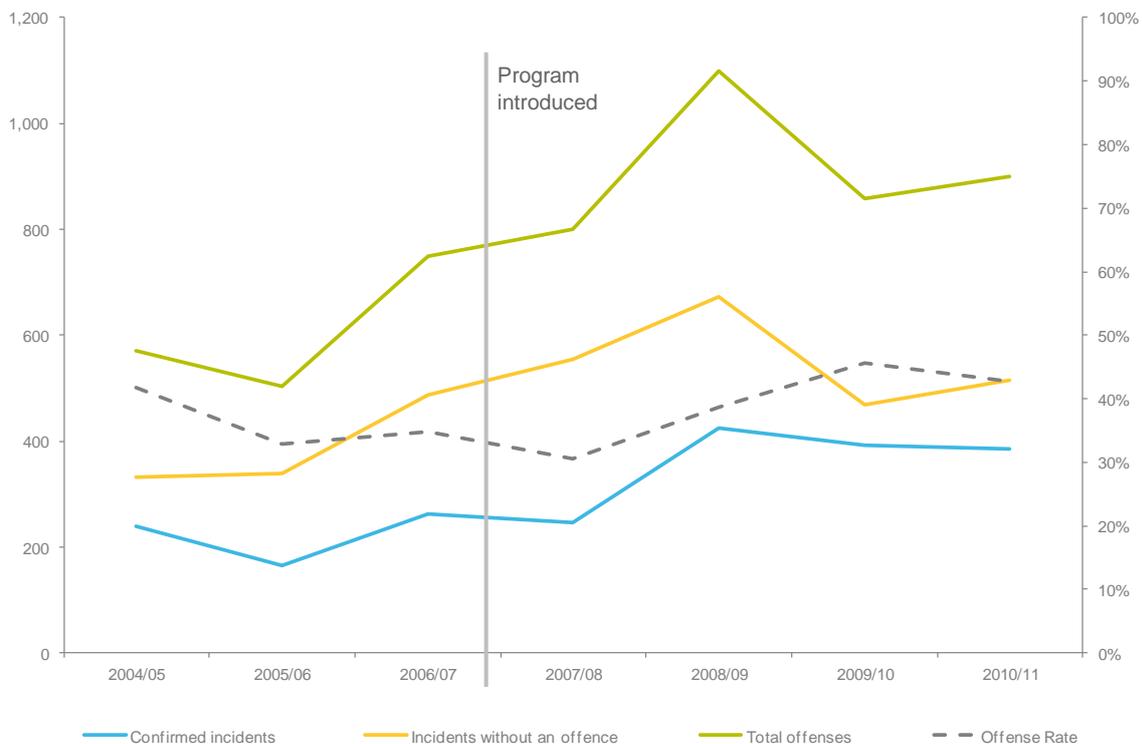
A summary of all crimes is also provided on the following page.

Reported incidents in Wadeye have been increasing since 2004/05, peaking in 2008/09. Specifically

- The total number of incidents (green line) showed an overall increase from 570 in 2004/05 to a peak of 1,098 in 2008/09 – total recorded offenses then fell sharply to 859 in 2009/10, stabilising to 900 in 2010/11;
- The number of incidents without offense (orange line) showed a similar pattern, rising from a low of 332 in 2004/05 to a peak of 673 in 2009/10, then declining and stabilising over 2009/10 and 2010/11 (468 and 515 respectively);
- The number of confirmed incidents also showed a steady increase from 2004/05 to 2009/10 (238 and 425 respectively), though did not show the sharp declines seen for the total and number of incidents and incidents without an offense – the number of confirmed incidents showed only a minor decline from 425 to 385 between 2008/09 and 2010/11; and
- The offense rate (dotted grey line) showed some variation both up and down over time, though no clear pattern or trend emerged.

The Wadeye AFL Program was introduced in May 2007. Based on observation of incidents data, we conclude that Wadeye AFL has had little impact on recorded incidents for the years immediately following the introduction of the Program. The continuation of an *existing* upward trend after the introduction of the Program was observed for all incident measures. At worst, it is possible that the Program contributed in some way to this ongoing increase in recorded crime. However, some incident measures like crimes against a person, public disorder and alcohol offences showed a decline approximately one to one and a half years following the introduction of the Program, suggesting that longer-term positive outcomes *could* be attributable to the AFL Program.

Figure 35: Overall incidents



Source: Police data provided by NT Police

6.5. Hospitalisations for SLA Thamarrurr

Notes to the analyses:

1. Data for all years have been aligned to 2006 statistical local area (SLAs) to make them comparable across years as there has been a boundary shift in some years (2008-2010).
2. Indigenous population at SLA level is not available for all years except for 2006. Therefore, the denominator for calculating rates was the total hospitalisations for the SLA. If required we can use 2006 as the denominator for all years.
3. Comparison with other persons was not possible due to small numbers. Thamarrurr SLA population is predominantly Indigenous.

Table 11 shows the highest rate of assault related ⁷⁶separations occurred in 2008-09 a year after the AFL Program was introduced, before falling back in 2009/10.

Table 12 shows no clear trend for separations for injury and poisoning although there was reduced injury and poisoning for males in the 2008-09 year and for females in 2007/08. However, both rise again in the following years.

Table 13 shows separations for mental and behavioural disorders were pretty stable before showing a marked reduction in 2008/09.

Due to the relatively small numbers involved and the lack of consistent upward or downward movements in the data, it is difficult to equate any of these trends with the introduction of the AFL Program in 2007, although the rise in assaults does equate with a peak in Police incident data across all measures in 2008-2009 – well over a year after the Program was introduced.

Table 11: Number and rate of hospital separations (a) for assault (b) among Indigenous Australians living in Thamarrurr SLA

	2005-06	2006-07	2007-08	2008-09	2009-10
Number	14	18	15	23	12
Rate ^(c)	28.3	37.7	36.9	52.6	24.1

(a) In public hospitals only and excludes dialyses

(b) ICD-10-AM codes X85 - Y09

(c) Rates are calculated using total hospitalisation for Thamarrurr as the denominator

⁷⁶ "A hospital separation is the term used to refer to an episode of care, which can be a total hospital stay (from admission to discharge, transfer or death), or a portion of a hospital stay beginning or ending in a change of type of care. For each separation, patients are assigned a principal diagnosis, which is the diagnosis established after study to be chiefly responsible for occasioning the patient's episode of admitted patient care. The principal diagnosis recorded for each separation is usually a disease, injury or poisoning, but can also be specific treatment of an already diagnosed condition. Care must be used in interpreting hospital separation data in this report. As discussed in Centre for Aboriginal Economic Policy Research Monograph No. 21, 'high rates may reflect not only serious morbidity but inadequate primary care or specialist services (especially where Indigenous people are the predominant population). Low rates on the other hand may simply be the result of difficulties of access. In general, the number and pattern of hospital separations can be affected by differing availability of other health care services. They can also be influenced by admission practices, which can vary among health service providers and over time. Rates based on small numbers of events can fluctuate widely from year to year for reasons other than a true change in the underlying frequency of occurrence of the event" See Remote Service Delivery Baseline Mapping Report, Wadey (2010), pg 45.

Table 12: Number and rate of hospital separations (a) for injury and poisoning (b) among Indigenous Australians living in Thamarrurr SLA

	2005-06	2006-07	2007-08	2008-09	2009-10
			Number		
Males	35	30	42	26	38
Females	23	23	17	25	28
			Rate^(c)		
Males	151.5	173.4	234.6	157.6	207.7
Females	87.5	75.4	74.6	91.9	89.2

(g) In public hospitals only and excludes dialyses

(h) ICD-10-AM S and T codes

(i) Rates are calculated using total hospitalisation for Thamarrurr as the denominator

Table 13: Number and rate of hospital separations (a) for mental and behavioural disorders (b) among Indigenous Australians living in Thamarrurr SLA

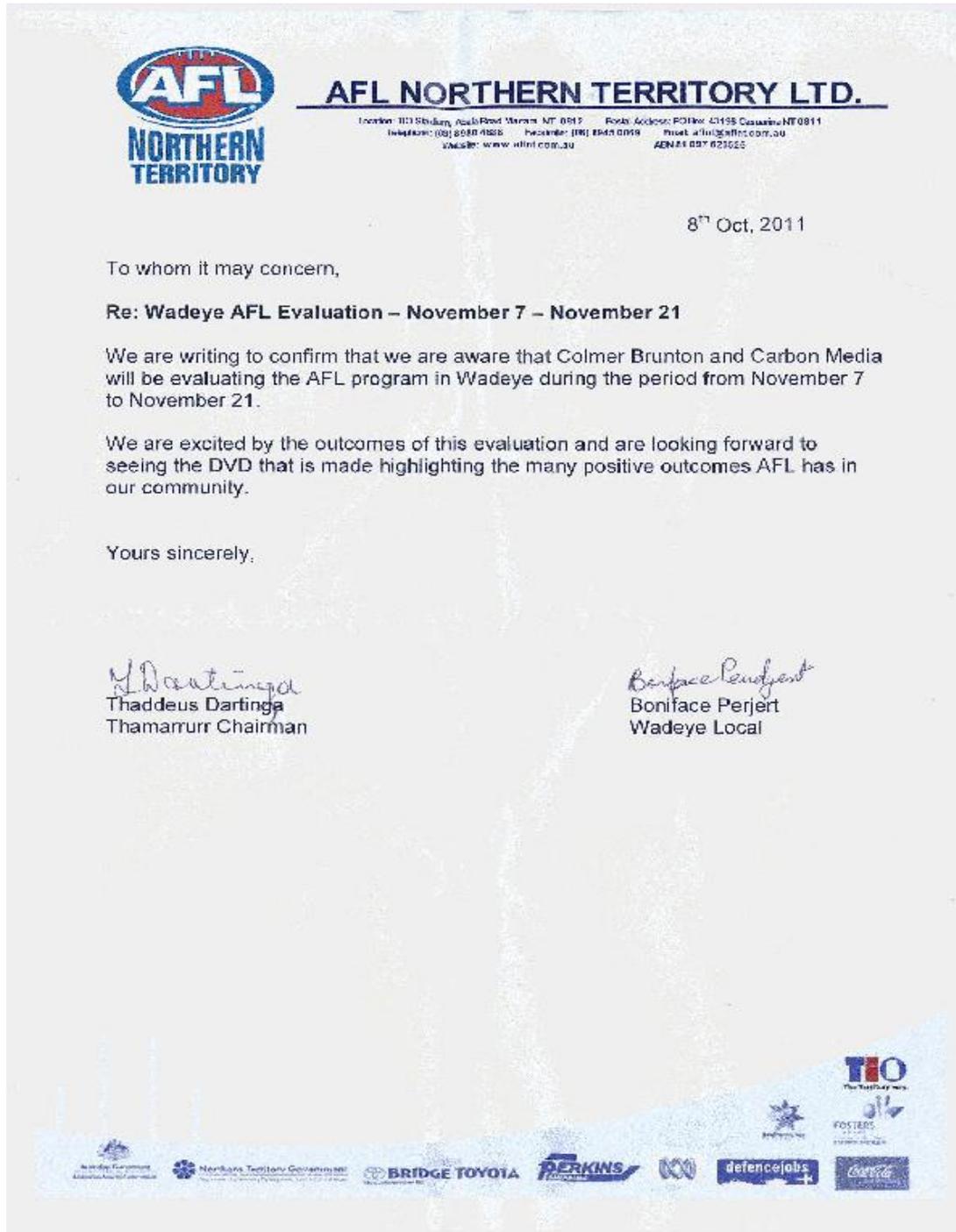
	2005-06	2006-07	2007-08	2008-09	2009-10
Number	15	13	16	16	7
Rate ^(c)	30.4	27.2	39.2	36.6	14.1

(a) In public hospitals only and excludes dialyses

(b) ICD-10-AM codes F00-99

(c) Rates are calculated using total hospitalisation for Thamarrurr as the denominator

7. Appendix C: Permission letter



8. Appendix D: Bibliography

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9. Appendix E: Data collection instrument

QMS QUAL DISCUSSION GUIDE

Project No.: 42750 42

Project Name: Evaluation of AFL Remote Regional Development Program

Hi I am.(say your name) and I am working for CBSR on a consultation to yarn with you about how the AFL Program is going.

By AFL Program we are talking about the Wadeye Magic side, the Senior and Junior league competitions in Wadeye...

- This research is being done for the AFL Program, the Australian **Government** and AFL Northern Territory
- Our interview will go for about 20-30 minutes. Are you happy to be part of the study?
- You can withdraw at any time either during this interview or later by calling CBSR on this freecall telephone number 1800 004 446
- Your answers will be confidential - mixed with everyone else's and no one names are used in our reports.
- If you would prefer not to answer any of these questions, that's fine.
- Any questions before we start?

START HERE

Player Player's Family member Community member Service provider

Where in Wadeye do you live? _____ Clan/ceremonial group _____

Indigenous Non Indigenous

Male: Female:

Age: under 20 , 20 – 29 , 30 – 39 , 40 – 49 , 50 – 59 , 60+

Do you think that the Wadeye AFL program...

(ASK THIS FOR EVERY QUESTION BELOW AND CRICICLE ANSWER)

1. Helps young people to play AFL from primary school level to the highest level?

Strongly agree Agree Neutral Disagree Strongly disagree Don't Know



2. Gives leadership opportunities for local Indigenous males within football?

Strongly agree Agree Neutral Disagree Strongly disagree Don't Know



3. Gives leadership opportunities for local Indigenous females within football?

Strongly agree Agree Neutral Disagree Strongly disagree Don't Know



4. Encourages healthy living and good behaviours?

Strongly agree Agree Neutral Disagree Strongly disagree Don't Know



5. Improves school attendance and/or training?

Strongly agree Agree Neutral Disagree Strongly disagree Don't Know



6. Improves community safety/reduces violence?

Strongly agree Agree Neutral Disagree Strongly disagree Don't Know



7. Gives people something to do they like and are good at and encourages the community to come together?

Strongly agree Agree Neutral Disagree Strongly disagree Don't Know



8. Encourages people in Wadeye to support the program?

Strongly agree Agree Neutral Disagree Strongly disagree Don't Know



9. Has a good junior league competition?

Strongly agree Agree Neutral Disagree Strongly disagree Don't Know



10. Has a good senior league competition?

Strongly agree Agree Neutral Disagree Strongly disagree Don't Know



11. Helps stop trouble with the Police and courts?

Strongly agree Agree Neutral Disagree Strongly disagree Don't Know



12. Helps players to be involved in paid work or training?

Strongly agree Agree Neutral Disagree Strongly disagree Don't Know



Explore the issues raised in the quantitative report card in more detail

FOR ALL THE QUESTIONS ON THE REPORT CARD THAT PEOPLE ANSWERED WITH



DISAGREE

OR STRONGLY DISAGREE



ASK...

- Q13.1: How come you feel this way?

- What would have to happen so that you agreed with this statement?

- Q13.2: How come you feel this way?

- What would have to happen so that you agreed with this statement?

- Q13.3: How come you feel this way?

- What would have to happen so that you agreed with this statement?

- Q13.4: How come you feel this way?

- What would have to happen so that you agreed with this statement?

- Q13.5:How come you feel this way?

- What would have to happen so that you agreed with this statement?

- Q13.6: How come you feel this way?

- What would have to happen so that you agreed with this statement?

- Q13.7:How come you feel this way?

- What would have to happen so that you agreed with this statement?

- Q13.8: How come you feel this way?

- What would have to happen so that you agreed with this statement?

- Q13.9: How come you feel this way?

- What would have to happen so that you agreed with this statement?

- Q13.10: How come you feel this way?

- What would have to happen so that you agreed with this statement?

- Q13.11: How come you feel this way?

- What would have to happen so that you agreed with this statement?

- Q13.12: How come you feel this way?

- What would have to happen so that you agreed with this statement?

- **FOR THE FOLLOWING QUESTIONS IF PEOPLE DON'T KNOW JUST WRITE DON'T KNOW**

Topic 3: Extent to which the Program has achieved its stated objectives

- Q14: What are the best things about the Wadeye AFL Football Program?

Topic 4: Community sense of ownership (rather than being family or clan based)

- Q15: Is the Wadeye AFL Football Program supported by the wider community? Is everyone who wants to be part of it given a fair chance to be part of it? Explain why or why not?

- Q16: Does the Wadeye AFL Football Program talk to and include people in Wadeye outside the club? Explain how?

- Q17: Are there enough volunteers (people who work for free) to help out with food and drinks while the footy is on? The committee? Training? Explain why? How this could be improved?

Topic 5: Linkages between the Wadeye AFL Football Program and other programs

Q18: Does the Wadeye AFL Football Program work well with other services (i.e. Sport and Rec, School, Adult education, Justice or Youth)? Explain how?

- Q18b: Are there any follow up or referrals to other programs and services? If no ~ How come? If yes ~ what type of follow up happens?

Topic 6: Improvements

- Q19: What are all the ways the Wadeye AFL Football Program be improved?

Topic 7: Resourcing, governance and implementation issues (including the strength and consistency of the Program’s delivery approach)

- Q20: Has the Wadeye AFL Football Program been set up like what the Elders/community leaders wanted? Explain how or why?

Topic 9: Most significant change

- Q21: What are the 3 biggest changes that have occurred in Wadeye as a result of the Wadeye AFL Football Program?

1. _____

2. _____

3. _____

- Q22: What are the 3 biggest things that need to be sorted out to make sure the Wadeye AFL Football Program works well in the future?

1. _____

2. _____

3. _____

SECTION C: CONCLUSION (MANDATORY QMS REQUIREMENTS)

Thanks – any final comments or questions? Thanks for your time and your input

HAND OUT AFL REWARDS TO NON STAKEHOLDERS

MANDATORY QMS REQUIREMENTS

- State that as this is market research, it is carried out in compliance with the Privacy Act / information provided will only be used for research purposes.
- Remind people that you are working for Colmar Brunton. Advise if any queries, call the Market Research Society’s free Survey Line on 1300 364 830 or (CBSR number).

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