

AUSTRALIAN
FOOTBALL
LEAGUE

Belconnen Development: Annual Report 2013



December 2013 | Matthew Kenna



Below is the annual report for the participation programs that have been conducted in the Belconnen region in 2013. A large portion of students throughout the Belconnen region have been engaged in playing AFL and learning about the opportunities to play AFL in Belconnen. The information in this report details the work I have been doing for the Belconnen region in growing the game and strengthening the presence of AFL in Belconnen.

Schools

Primary Schools (School Based Programs)

Below is a list of schools that have been engaged in AFL programs, along with the number of classes and participants that were present. Schools have shown interest in being involved in 2014. Highlights include conducting programs at Aranda for the first time and also conducting clinics at St Matthews which was the top school for engagement and quality in the region. These clinics were also assisted by other members of the development team to manage workload.

School	No. Of Classes	Participants	Term Conducted
Evatt Primary School	12	Approx 300	1
Macgregor Primary School	10	Approx 180	1
St Matthews Primary School	14	Approx 343	2
St Johns Primary School	14	Approx 380	2
Charnwood-Dunlop Primary School	15	Approx 300	2
Miles Franklin Primary School	17	Approx 425	2
Hawker Primary School	12	Approx 290	3
Aranda Primary School	21	Approx 500	3
Kingsford Smith Primary School	20	Approx 500	3
Giralang Primary School	8	Approx 169	3
St Vincent's Primary School	8	Approx 200	3
Southern Cross School	8	Approx 150	4
Weetangera Primary School	8	Approx 200	4
St Thomas Aquinas Primary School	10	Approx 270	4
St Monica's Primary School	10	Approx 270	4
Total - 15	187	Approx 4,477	

Belconnen James Hird Cup

Despite only having four teams competing for the prize, the Belconnen James Hird Cup proved to be the most competitive in recent years. Beautiful weather and great conditions at Jamison oval produced great footy for the whole day, with front runners Fraser Primary School overcoming the powerhouse team Radford. The two teams played twice throughout the day, one of them being the grand final, both games being decided by a kick after the siren. A great come back from Fraser in the second half brought it back to within a goal and a mark right in front of goal just as the final siren blew, proved to be enough.

Aranda Primary School coming in as a first year team with a tough task at hand, proved to develop tremendously throughout the day becoming competitive with the consistent Weetangera Primary School. Over all the day proved to be great value for all teams involved, getting plenty of footy and having a blast.



GWS Cup

Below are the schools that entered in the Giants Cup from Belconnen and which grade of the competition they participated in. Hopefully more schools from the region are competing in all grades of the Giants Cup in 2014.

Competition	School
U14 Boys	St Francis Xavier
U16 Boys	St Francis Xavier
Open's Boys	UCSSC Lake Ginninderra
	St Francis Xavier
U14 Girls	St Francis Xavier
U16 Girls	St Francis Xavier
Open Girls	UCSSC Lake Ginninderra
	St Francis Xavier

Lake Ginninderra Sports Coaching

I have conducted two Level 0 sports coaching sessions at Lake Ginninderra College, with their Sports Studies students on Thursdays and Fridays. These sessions were Practical and for a duration of about an hour and 45 minutes.

School Fete's

I have attended the school fetes of Evatt Primary on the 5th of April, as well as Mount Rogers Primary School Fete on the 10th of November. This included running some skills and fun games with the kids in attendance, spreading the influence of the club around Belconnen.

Auskick

After School Auskick

The after school Auskick program for 2013 was held partly in term 2 with two centres and in term 4 with one more combined centre. The term two centres were held at St Michaels Primary School in Kaleen, along with Latham Primary School. The centre for term 4 was a combined centre of both junior clubs, held at Jamison oval.

Centre	Participants	Term Conducted
Kaleen After School	15	2
Latham After School	17	2
Jamison After School	20	4

Majority of kids involved in these centres do not play AFL on the weekends and this program was their first exposure to the sport.

Club Auskick

Club Auskick centres conducted in the Belconnen region were visited and monitored throughout the season to ensure optimum delivery of the program.

During the opening of the new Kippax facilities and the first game of the NEAFL Season vs. Eastlake, I ran the Halftime Auskick with kids from the Cats, Magpies and Eastlake.



Other

American Skills session

On Tuesday the 11th of June, we held a session at UC ovals involving 30 University students from America. As well as this, on Friday the 23rd of August we conducted a similar session with University students from China, once again held at UC ovals. These sessions consisted of teaching skills and various games to promote AFL and the Giants.



School Holiday Program

In the school holiday break of each term I assisted with the delivery of the Belconnen School Holiday program held at Kingsford-Smith School. This consisted of three days during the first week of each school holidays, focusing on engagement of AFL along with other sports.

AFL Match Days

Over the school holidays in April due to staff being away, I organised the Game development operations for both GWS games here in Canberra. This included half-time auskick and fan development events for both games.

Club Assistance

I have assisted the club with many of its major events throughout the year to ensure maximum impact of the event. These include the Belconnen Golf Day, NEAFL Grand Final and the opening of the Nest at Kippax. Along with this, assistance with promotion for these events and other club programs has been provided through flyers in schools and school newsletters.

Community Camp

Earlier in December we had the Community Camp in Canberra with the entire Giants list and coaching staff involved. We conducted many sessions with the players around Canberra, including skills, games and a chance to get to know the players at the end. Belconnen had a session at Latham oval with the attendance of St Johns Primary school and Latham Primary school. With the attendance of over 300 students and the help of students from St Francis Xavier, all participants were able to play a number of different activities with the Giants players.



As well as this, Belconnen had a visit to the Nest from Shane Mumford, Nathan Wilson and Devon Smith, for a night of skills with Belconnen's junior players. They also had an opportunity to ask the players a question and get something signed. This was a great turn out with over 70 players in attendance, along with many parents and volunteers.



Conclusion

In conclusion, I have thoroughly enjoyed my year at the AFL and being affiliated with the Belconnen Magpies and Cats. I have loved working with the junior clubs to try and contribute to the AFL presence in Belconnen and creating a platform for development to the pinnacle of local footy. If I was to put forward my recommendations for 2014, the focus would be around establishing a progression for a child who gets to experience AFL at their school. As shown this year, the AFL is conducting programs in a large proportion of schools throughout the ACT and particularly Belconnen. In my view, the focus should be shifted towards the programs in between school clinics and club footy. Rather than thinking that a child will always want to go straight from school clinics to signing up for junior footy. Focusing on the promotion of programs such as Club Auskick and After-school Auskick will help break down that gap in between school programs and club junior football. This will help create a progression of a school experience, to an Auskick program and then signing up for junior football at a Belconnen club. Finally, I appreciate the opportunity given by the AFL and the Belconnen football community.