



VIASPORT

PROJECT REPORT – AFL INDIA

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Sports Diplomacy through AFL 9s

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Project Details

Our program took a bottom-up approach through providing an organisational capacity to create a sustainable AFL 9s program and promoting participation and inclusion in sport. The program ran for two weeks from the 10th of July until the 24th of July 2017. Through the scope of our approach, we showcased an AFL 9s program in Mumbai, India with the potential for ongoing collaboration and scalability. We pursued a range of options including eliciting the support of AFL India, the Australian Consulate-General in Mumbai, St. Columba Girls High School, Dr Antonio Da Silva High School and St Michael's High School.



Training Session at Saint Columba Girls High School in Mumbai, India with Vice Consul Timothy Hall

Description of Project

Our AFL 9s program encouraged an active lifestyle, developed a range of skills, including leadership, teamwork, self-confidence, respect, tolerance, resilience, health and well-being, and promoted academic achievement.

The program provided Indian and Australian students who haven't participated in the Australia-India bilateral relationship an opportunity to do so through sharing knowledge and culture to foster mutual understanding, creating deeper people-to-people links and a stronger bilateral relationship. Our program successfully achieved the results below.

- 1) Promoted and showcased Australia - India civil relations through AFL.

Through AFL 9s we created a positive learning experience while representing positive aspects of Australian culture.

- 2) Promoted women's inclusion and youth empowerment through sport.
- 3) Created a workable model and organisational structure for ongoing implementation of the program in high schools in Maharashtra, India after completing the initial pilot program.
- 4) Provided a model of engagement for Australians to participate in the Australia-India bilateral relationship.

Project Participants

The program involved both Australian and Indian participants.

Australian (international) participants included **Rory Brown, Alex Horton** and **David Schmidtke**.

Indian (local) participants included– **Peter Gaikwad, Zuber Baig & Kanchan Bagdwal**.

Both international and local participants were involved in running the training sessions in schools. Local participants played a pivotal role in selecting schools and ensuring the necessary local planning to facilitate a high-quality two-week program.

Marketing

Due to time and budget constraints, marketing was limited. However, given the scope of the project, we consider the program achieved excellent coverage and awareness. Social media was utilised as the primary medium of communication and marketing of the project. Project participants (including Australian and Indian) promoted the program via their social media accounts.

The key marketing output was a Facebook video post from the 'Australian Consulate-General Mumbai' Facebook Page. The post consisted of the following messaging "Footy came to India thanks to the 'Sports Diplomacy through AFL 9s' program, supported by [Australia India Institute](#) and [AFL India](#). The program showcased a uniquely Australian sport while encouraging women's empowerment, cultural exchange and sports education. Well done to the team of Rory Brown, Alexander Horton and David Schmidtke for the successful initiative.[#sportsdiplomacy](#)" The video has approximately 3,200 views as of the 7th August 2017.

Mr Horton also delivered a presentation on the 7th of August 2017 outlining the project at Trinity College in the presence of students from the University of Melbourne and AFL International.

Sustainability

Due to the scope of the program (two weeks), the sustainability of the program is limited. However, several steps were taken to increase the program's likelihood of sustainability. These include:

- 1) A peer-assisted training session was run during the last training session at each school. This involved dividing the students into groups and getting them to design and run their training session. The expectation is that the experience of running an independent training session, with project participants present, will enable students to continue to run training sessions independently when project participants leave.
- 2) Schools were provided with AFL balls.
- 3) Teachers were taught rules and training exercises to encourage the continuation of AFL in schools.
- 4) The program was piloted at three schools, although more than ten schools showed interest in the program. While in Mumbai, Mr Horton, Mr Schmidtke and Mr Brown mentored Mr Gaikwad and Mr Baig, both representatives of the India national team, by demonstrating the skills and knowledge needed to grow and sustain the program after Australian participants returned to Australia. The program will continue to grow in Maharashtra over the next four months within the logistical and financial constraints of the project, further promoting the role and good reputation of the Australia India Institute in the program's initial round of funding.

Evaluation - Pre/Post survey with students

To evaluate our project, we undertook a pre-survey at the start of our program with participating students and a post-survey at the end of our program with participating students. The objective was to ascertain positive change as a result of the delivery of our program. A summary of results is shown below.

Results from St. Columba Girls High School:

Students were asked how much they agree with the following statements (among other statements/questions): "I know a lot about Australia", "I know the sports Australians play" and "I know about Australian Football (AFL)". 28 students from St. Columba Girls High School completed both a pre and post survey. The results showed that the girls' level of perceived knowledge of Australia, sports Australians play and AFL all increased.

Pre/Post		(N)	Mean	Std. Deviation	Std. Error Mean
"I know about Australian Football (AFL)"	Pre Survey	28	1.46	1.261	0.238
	Post Survey	28	5.43	1.476	0.279
"I know a lot about Australia"	Pre Survey	28	4.46	1.644	0.311
	Post Survey	28	4.82	1.611	0.305
"I know the sports Australians play"	Pre Survey	28	4.61	1.969	0.372
	Post Survey	28	4.71	1.997	0.377

Results from Dr Antonio Da Silva High School:

Students were asked how much they agree with the following statements (among other statements/questions): "I know the sports Australians play", "I know about Australian Football (AFL)". 20 students from Dr Antonio Da Silva High School completed both a pre and post survey (although a total of 32 students participated in the program). The results showed that the boys' perceived knowledge of both the sports Australians play and AFL increased.

Pre/Post		(N)	Mean	Std. Deviation	Std. Error Mean
"I know what Australian Football (AFL) is"	Pre Survey	20	2.70	1.780	0.398
	Post Survey	20	5.10	1.861	0.416
"I know the sports Australians play"	Pre Survey	20	4.50	2.090	0.467
	Post Survey	20	5.00	1.654	0.370

Summary:

Given the results for both schools, this program proved to be highly effective in increasing positive attitudes about, and access to, sport as well as building knowledge of Australia and the power of sports diplomacy. We recommend that this program be expanded to incorporate a longer (multi-year) program to achieve further positive results.

Consistency with Australian Government Policy Developments

The Australian Government Sports Diplomacy Strategy 2015-2018¹ aims to connect people and institutions, enhance sport for development, showcase Australia, and support innovation and integrity.

Connecting people and institutions

Our pilot lay the foundations for an ongoing program in Mumbai with support from The Australian Consulate-General, Mumbai, AFL India (including local AFL Clubs), St. Columba Girls High School, Dr Antonio Da Silva, St. Michael's. During the reset phase of the program, we will be conducting a feasibility study on potential partnerships with Australian and Indian universities, high schools, institutions, the non-for-profit sector, government bodies and the private sector.

¹ Department of Foreign Affairs and Trade, 24 June 2015, *Australian Sports Diplomacy Strategy 2015-2018*.

Enhance sport for development

The pilot incorporated a PASS leadership component and provides ongoing mentoring on running AFL workshops in India. This aligns with the Australian government's strategy in the Indo Pacific to “engage young people and help them learn valuable life skills, including leadership, teamwork, respecting rules, discipline and perseverance². The Australian Government’s strategy maintains that developing people through sport achieves high-quality development outcomes and is an effective form of public diplomacy.

Showcasing Australia

The program showcased Australia’s world-class capability as a leading sports education provider while creating awareness of a uniquely Australian sport at the grass roots level. Project data indicates that the program increased perceived knowledge of AFL among participants. The pre-program survey showed that girls had a low perceived knowledge of AFL (Mean = 1.46) compared to post program survey showing a strong perceived knowledge of AFL (Mean = 5.43). The boys school had similar results, with pre-program surveys showing that boys perceived knowledge of AFL increased from a mean of 2.70 to 5.10. The results align directly with the recent Memorandum of Understanding on Cooperation in Sports focusing on sports science, sports governance and integrity, athlete and coach training, grass roots participation and the efforts of Australian universities to partner with the Indian Government to establish an Indian National Sports University³.

Support for innovation and integrity

The program established the foundation for a new and innovative approach for Australians and Indians to foster cultural exchange and skills transfer through program facilitation and a focus on building private and public partnerships.

² Ibid.

³ Department of Foreign Affairs and Trade, 10 April 2017, *Joint Statement by Prime Minister Turnbull and Prime Minister Modi, visit to India 2017*.

Finance

Originally Proposed Budget:

Budget Expenditure	Costs	Comments
Airfares total	\$3,000	2x \$1,500
Travel and meals allowance	\$630	\$60 per diem x 7 x 2
Accommodation (in close proximity to high school)	\$500	Shared House/Home Stay
Equipment/digital marketing	\$870	Remaining Balance
TOTAL COST	-----	\$5000

Actual Budget:

	Budget Approved	Actual Spent	Variance (positive values denote overspend)	Comments
Project	AUD \$3,000	AUD \$8,315	+ AUD \$5,315	We increased contributed income towards the project to achieve a better result overall.
Additional Expenses	AUD \$ 0	+ AUD \$277	+ AUD \$277	Additional costs were incurred to bring heavy sports equipment that was essential to the program.
TOTALS	AUD \$3,000	AUD \$8,592	+ AUD \$5,592	

Scenario A – Originally proposed budget for one week program adjusted to reflect actual costs.

FINANCIAL COSTS 1.a

Flights	\$2,696
Insurance	\$114
Visas	\$76
Accommodation 2 x 7 nights	\$350
Travel and meals 60 per diem x 2 x 7	\$840
AFL Equipment	\$543
Gifts for schools	\$106
Oversize baggage	\$277
Total	\$5,003

Scenario B – Scenario B reflects the additional costs of extending the program by a week.

FINANCIAL COSTS 1.b

Flights	\$2,696
Insurance	\$114
Visas	\$76
Accommodation 2 x 11 nights	\$550
Travel and meals 60 per diem x 2 x 14	\$1,680
AFL Equipment	\$543
Gifts for schools	\$106
Oversize baggage	\$277
Total	\$6,043

Scenario C – Scenario C reflects the actual scenario that occurred and the additional costs of extending by one week and including an additional Australian project participant.

FINANCIAL COSTS 1.c

Flights	\$3,967
Insurance	\$240
Visas	\$114
Accommodation 3 x 11 nights	\$825
Travel and meals 60 per diem x 3 x 14	\$2,520
AFL Equipment	\$543
Gifts for schools	\$106
Oversize baggage	\$277
Total	\$8,592

Scenario D – Scenario D reflects a 2.5 times increase in contributed income over a two-month period with four Australian participants.

FINANCIAL COSTS 1.d

Flights	\$4,800
Insurance	\$300
Visas	\$160
Accommodation 4 x 56 nights	\$5,600
Travel and meals 60 per diem x 4 x 56	\$13,440
AFL Equipment	\$2,000
Gifts for schools	\$600
Indian Coaches	\$3,000
Total	\$29,900

Evaluation of Financial Budget

The original project was meant for a single school (St. Columba Girls High School) that would have included 28 participants. The chart 'Financial Costs 1.A' indicates that had Scenario A occurred, the total cost per unit of service per Indian participant (measured statistically as program expenses over units of service or number of program participants) would have been AUD 179 per high school participant.

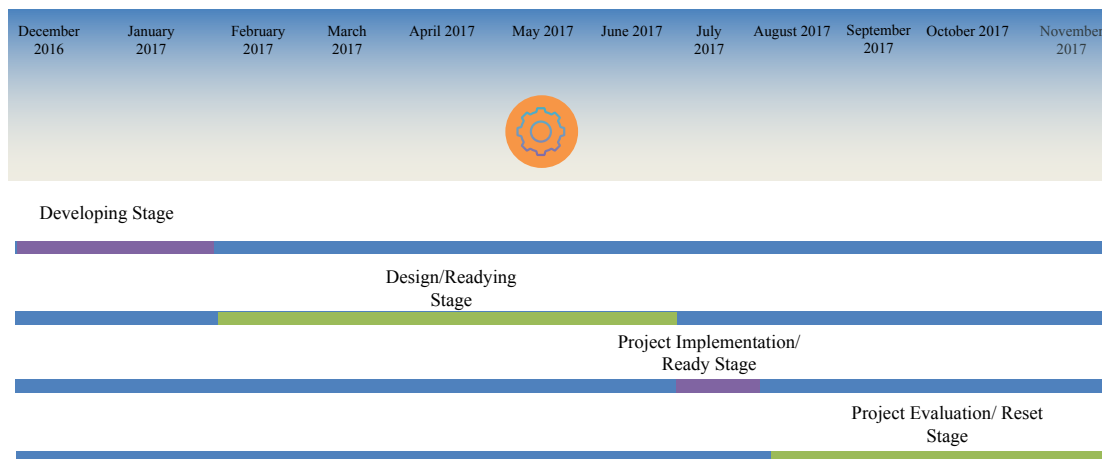
To extend the project by one-week, Scenario B, reflects an additional cost to the budget of AUD 1,040 (AUD 6,043). As a result of extending the program, we were able to implement the program in an additional school (Dr Antonio Da Silva High School) reaching a total of 60 participants, implying that the total cost per unit of service decreased from AUD 179 per student to AUD 101. This was also valuable for research purposes as it allowed us to compare the results of Indian high school boys and girls when measuring the impact of sports diplomacy on shifting attitudes and perceptions towards Australia. Scenario C reflects the costs of extending by one week and bringing an additional Australian participant. As a result, we were able to increase efficiency and quality of the program by implementing the project at a third school (St. Michael's High School). Running a program at St. Michael's extended outreach by 38 participants, further lowering cost per unit of service to AUD 88 per student.

From a financial perspective, an extension of the program over a longer period would be more cost effective in achieving a wider impact for the program regarding total costs over the total number of program participants.

As part of the program growth plan for an extended version of this program over a two-month period, the expected budget would be AUD 29,900. If the cost per unit of service per Indian student remained the same at AUD 88 with all other variables being held constant, the expectation is that the quantity of students reached would be greater than or equal to 340 ($Q > CI/P$). In other words, a 2.5 times increase in contributed income would result in a 286% increase in scalability over two months.

Project Timeline and Next Steps

Project Timeline



The initial development of the program occurred from December 2016 to January 2017. Mr. Horton, Mr. Schmidtke and Mr. Brown undertook a pilot program in South Sulawesi, Indonesia through the Australia Indonesia Institute AIYEP program under the Australian Department of Foreign Affairs and Trade and the Indonesian Ministry of Youth and Sport. From February to June 2017 further planning went into the design for the pilot program in Mumbai India, including stakeholder analysis, strategic forecasting of the program and designing a research plan for subsequent academic studies in the field of Sports Diplomacy, Government Relations, Development and Education.

Project implementation occurred in Mumbai at three schools as mentioned above from the 11th - 21st of July. In the future, we would like to include low socioeconomic status (SES) schools as participants in our program. We believe this could enhance the impact of our program. In our pre/post program surveys we measured perceived accessibility to sport. Our results did not conclude that our program enhanced the accessibility of sport to participants. This is believed to be due to the participating schools already having a wide variety of sports integrated at their school. Therefore, we believe we can increase the impact of our program through targeting low SES schools with low accessibility to sport.

From the 25th - 28th of July, the project team flew to Kolkata to meet with the India national team to cover the Australian Masters game. The purpose of this expedition was to compile footage for an independent documentary covering the stories of Indian AFL players - some being from slums - and their experience leading up to the International Cup in Melbourne between the 5th - 18th of August 2018. Additionally, the documentary is covers AFL India and our efforts to register AFL in the 8th state of India so that AFL becomes a recognised government sport. Our contribution towards achieving this goal will be further outlined in our subsequent growth plan for a longer, sustainable and recurring future program.

During the reset stage, further steps will be taken to evaluate the program and consolidate our efforts in expanding the program in India (planned for June 2018). An extended program will consist of 20 + Australian volunteers and 20 + local Indian volunteers. This will occur after running an extended version of the program in Indonesia between January - February 2018 through the Australia Indonesia Institute and the Department of Foreign Affairs and Trade.

Appendix

Photos of the project



Discussing the program with the sports department at Dr. Antonio Da Silva High School.



First day of training at Dr. Antonio Da Silva High School.



Explaining the rules to participants from Dr. Antonio Da Silva High School.



First practice game – Round Robin.





Training at St. Columba Girls High School.





Introducing the program at St. Michael's High School.



Explaining the rules of AFL at St. Michael's (above); covering the back stories of members of India's national team (below).





Australian Government

Australian Consulate General Mumbai

21 July 2017

To whom it may concern

This is a reference for Mr Rory Brown, Mr Alexander Horton and Mr David Schmidtke and their project 'Sports Diplomacy through AFL 9's'. The team successfully piloted the program in Mumbai between 10-24 July 2017 at St. Columba Girls School, Dr. Antonio Da Silva High School and St. Michael's High School. The program received support from the Australia India Institute and AFL India and achieved excellent results in participation and feedback.

As a representative of the Australian Consulate-General in Mumbai, I personally observed the project during its pilot and was pleased with the program.

'Sports Diplomacy through AFL 9's' embodies the knowledge in grassroots development that Australia has to offer India. The program has contributed to building skills such as teamwork, participation and leadership and exposed students to Australian values and culture through sport. The program also addressed women's empowerment and inclusion in sport. The efforts of Mr Brown, Mr Horton and Mr Schmidtke demonstrate the community ties that Prime Minister Turnbull and Prime Minister Modi sought to strengthen in early 2016 through the Australia-India Sports Partnership.

The dedication of the Australian volunteers partnered with local football fans is a strong example of the burgeoning people-to-people and cultural ties between Australia and India, achieved while highlighting a uniquely Australian sport.

We wish the program best of luck and will do what we can to support it in the future. We have confidence in the program being able to expand through more schools in India and beyond.

Timothy Hall

Vice Consul

Australian Consulate-General, Mumbai



22/05/2017

To Whom it May Concern,

I am writing to you in order to provide a letter of recommendation for Mr. Alexander Horton, Mr. Rory Brown and Mr. David Schmitdke in their upcoming travels to India.

After meeting Mr Alexander Horton (University of Melbourne) and discussing his plans for expanding Australian Rules Football (AFL) around India, I am confident that he and the team are very much capable of putting together a program that will best serve the interests of the Australian-Indian bilateral relationship.

I believe that sport - particularly AFL, serves as an excellent opportunity to connect young Australians and Indians in a context facilitates cultural exchange in an incredibly meaningful way. I would be difficult to think of many better ways to bring Australian culture to Indian shores than teaching Australia's native sport - AFL.

In their pursuits, I will be aiding Mr Horton, Brown and Schmitdke providing them with relevant contacts and connections to ensure that the program they run in India is a successful one.

Having played a role in establishing AFL India (Australian Rules Football Association of India) myself, I am acutely aware of the challenges involved in running such a program, challenges I feel these three young men are more than capable of overcoming.

I wish them all the best on their endeavors and wholeheartedly support their undertakings.

Best Regards,

A handwritten signature in blue ink that reads 'Sudip Chakraborty'.

Sudip Chakraborty
Founder & Secretary General
Australian Rules Football Association of India (ARFAI)
sudip_13@live.com

Also working as -
AFL and Essendon Football Club Community Officer
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Australian Rules Football Association of India (ARFAI)

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10th August'2017

To Whom It May Concern,

From the 23rd -24th July 2017, Mr Rory Brown, Mr Alexander Horton and Mr David Schmidtke ran an AFL 9's sports program at St. Columba Girls School with the support from the Australia India Institute, AFL India and the Australian Consulate-General in Mumbai.

I am highly appreciative of having the program at our school. The Girls involved in the program benefited greatly from the program, getting exposed to Australia as well as having the opportunity to learn and play a new sport – AFL. The Girls thoroughly enjoyed the experience and I am proud to have St Columba Girls School as the first Girls School to play AFL 9's.

Through all my interactions with the team, I was impressed with their professionalism, generosity and believe in their program. I strongly recommend the program for support to continue and grow in Indian schools.

Yours Sincerely ,

Mrs Shubhada Kedari.

Head Mistress,
ST. COLUMBA SCHOOL

14 August 2017

TO WHOM IT MAY CONCERN,

This is a reference for Mr Horton, Mr Schmidtke and Mr Brown. I have been working with the team since June 2017, during that time we developed a concept for a documentary focused on the AFL in India. The purpose of the documentary is to follow India's National AFL team and their journey that led them to the International Cup in Melbourne between July 2017 and August 2017.

From the 11-21 of July 2017 I was also able to capture and document Mr Horton, Mr Schmidtke and Mr Brown's pilot project 'Sports Diplomacy through AFL 9's' that was supported through the Australia India Institute Chingari small grant Scheme and AFL India.

During this time, I filmed promotional material that also featured on the Australia Consulate-General, Mumbai's social media crediting the project's sponsors. The project was highly successful and generated a lot of interest. I was impressed by how the program was run and believe that it has a lot of potential in terms of growth and marketing.

The project team was always professional, pro-active and adaptable to the challenges that they encountered whilst running the pilot and during the documentaries production. Of note was the teams long term publicity strategy aimed towards creating awareness of Australia in India and vice versa.

I look forward to continuing working with Mr Horton, Mr Schmidke and Mr Brown while finalising the documentary and additional publicity for the program over the next 18 months and wish them all the best with their endeavours.

KIND REGARDS,

MARK HELLINGER
H PRODUCTIONS

