



Central Australian Football Club

2023

STRATEGIC PLAN

2027



Embrace the passion – develop to lead



As a founding member of the Central Australian Football Club and Redtails Pinktails Right Tracks Program, I am pleased to introduce to you the Central Australian Football Club/Redtails Pinktails Right Tracks program Strategic Plan 2023 – 2027.

How it all began

Motivated by the continued conversations connecting Aboriginal young people with social issues in Central Australia, Central Arrernte man and former Aussie rules player/coach Ian McAdam, along with Rob Clarke, president and coach of the Rovers Football Club in Alice Springs founded the Central Australian Football Club and the Redtails Pinktails Right Tracks Program.

Right Tracks is a strengths based alternative to the existing narrative and typical approaches, initially using football not only as an incentive for achieving on and off the field, but as a means for delivering and role-modelling good citizenship through education.

Since 2012, this idea has turned into a successful and effective program, with young men and women aspiring to be part of the team and looking up to local heroes. Many Central Australian sporting clubs have committed to being Right Tracks teams, making important conversations about alcohol, drugs, domestic violence, wellbeing and mental health as much a part of the story as training and games.

Now a partnership between Central Australian Aboriginal Congress (established in 2017), Central Australian Football Club and the Australian Drug Foundation, the Redtails Pinktails Right Tracks Program now makes use of multiple sports to ensure that the opportunities reach as many as possible.

In addition to the Right Tracks Program, the Central Australian Football Club provides further opportunities for football players with established talent pathways through the Redtails and Pinktails teams.

Moving forward

The Central Australian Football Club and Redtails Pinktails Right Tracks Program will continue to generate the outcomes our community needs through quality health programs within sporting clubs, the opportunity and support to gain meaningful employment with passionate mentors supporting both the employee and employer, opportunities to pursue an elite sporting career through the unique talent program of the RPtails Academy. And, support for sporting clubs to thrive so they can continue to be a vital support for our community.

Our aim in the next five years is to ensure we remain true to our vision and our purpose, with sound governance and financial stability, and that our employees and volunteers remain reliable and consistent for our program delivery.

I also want to take this opportunity to thank our committee who has been with us from the beginning and for their contribution to our strategic plan.

And lastly I thank our community for their continued trust and support.

Ian McAdam
Redtails Pinktails Right Tracks Program Co-Coordinator and Founding Member

NACCHO (National Aboriginal Community Controlled Health Organisation)

definition of Aboriginal health

“Aboriginal Health” means not just the physical well-being of an individual but refers to the social, emotional and cultural well-being of the whole Community in which each individual is able to achieve their full potential as a human being thereby bringing about the total well-being of their Community. It is a whole of life view and includes the cyclical concept of life-death-life.

OUR VISION

The Central Australian Football Club and the Redtails Pinktails Right Tracks Program strive to develop our participants socially, physically, mentally and emotionally through sport, education, job ready programs and role modelling. By doing so develop the capacity for our participants to engage and thrive to effect positive change in their families, communities and mainstream society.

OUR PURPOSE

An independent, elite sporting program developed by locals for locals to address our unique remote challenges by:

- Engaging and assisting in the broader development of sporting clubs and their participants
- Health, wellbeing and leadership programs to encourage and support participants to develop healthier lifestyle choices
- Developing alternative programs to engage participants outside of traditional sport
- Supporting participants to attend school and/or seek employment opportunities
- Provide elite talent pathways for remote and town participants
- Supporting national talent pathway programs

OUR PRIORITIES 2023 - 2027

1. Developed by locals for locals

A unique program that was born out of addressing the needs of our community through experience and understanding of our remote lifestyle and challenges.

1.1 Local knowledge

Our staff and volunteers have relevant lived experience and understanding of the unique challenges of remote Central Australia. We encourage our staff to share their skills and knowledge.

1.2 Linking with other local community services

We link with local stakeholders, professionals and organisations to service the needs of our participants avoiding replication of services where possible.

1.3 Funding for greater impact

Work with NT and Federal Government to secure funding for a Sports Development Centre to house elite sporting programs that will deliver on Redtails Pinktails Right Tracks Program priorities.

We will develop a sponsorship package to increase our potential to attract Federal & Territory Government funding and private sponsorship.

2. Deliver relevant health education

Deliver health, wellbeing, and leadership education to targeted groups in sporting clubs, schools, juvenile detention and adult correction facilities.

2.1 Health education through clubs

Health, wellbeing and leadership sessions will be delivered during club training to limit disruption for coaches and players. Health sessions relevant to community needs such as smoking, drug and alcohol, mental health, domestic violence and High Performance Leadership and work with clubs to develop pathways to professional support where required.

3. Embrace the passion, develop to lead

We link health, wellbeing and leadership education with the chosen sport or activity. We believe team sport emphasises the values needed in our communities such as healthy lifestyle choices, high performance culture and leadership.

3.1 Connection through sport

Sport is our entry point to other institutions such as juvenile detention and adult correction facilities, schools and businesses. We use the example of elite sporting pathways and competition to reinforce the importance of healthy lifestyle choices, mental health and leadership.

4. Local club support

The team environment is key to the development of the individual. The team provides an environment where purpose, leadership, personal growth, healthy lifestyle, supportive culture and responsibility all contribute to success.

4.1 Invest in the future of our clubs

We will provide grassroots clubs with vital resources. This enables us to establish a mutually beneficial relationship and ease the financial burden clubs experience because of annual fees, renewal and replacement of equipment and uniforms.

4.2 Qualified coaches

Our staff and volunteers are qualified Level 2 coaches. We will provide coach development, clinics and coaching resources to remote Central Australian coaches.

4.3 Improving club culture

We will improve club culture through our High Performance Leadership Program which focuses on team and player behaviours both on and off the field.

5. RPtails Academy talent identification programs and pathways

For our program to maintain a connection with our target group we have created a unique Academy with the aim to provide more opportunities to more Centralians.

5.1 Consistency and reliability

A home grown talent pathway that services the needs of the community.

Key advantages are:

- Not just focused on developing the talent but also the person. Through mentoring and personal support players must attend school regularly and/or find suitable employment.
- Long term commitment of staff and consistent program delivery.
- Maintain accountability of other talent identification programs.
- Both junior and senior talent pathways that run throughout the whole year.

6. Alternative programs

We have developed a partnership with the Red CentreNATS to deliver opportunities for our participants in car restoration including mechanics, project management and skills development.

The Rusted Gems program works closely with Charles Darwin University so participants are able to gain training qualification leading to employment opportunities.

Program Delivery in Action



Alternate Programs

Rusted Gems

Participating schools and communities:

- Yirara College
- Yipirinya School
- Papunya Community

30 participants
5 cars



Central Australian Football Club

74 Representative Redtails and Pinktails games since 2012.

U14, U16, U18, Seniors



Health & Wellbeing

9 Football Clubs
5 businesses
3 schools
Over 88 health & wellbeing Sessions conducted since 2017



Employment

Over 126 participants since 2012