

ABORIGINAL POWER CUP Terms 1 & 2 2011

MEDIA KIT

WHAT IS THE ABORIGINAL POWER CUP?

- Now in its fourth year, the Aboriginal Power Cup is an early intervention strategy that uses football as a tool to engage young Aboriginal secondary school students in their education and to provide a pathway to workforce participation.
- The Patrons of the Aboriginal Power Cup are His Excellency Rear Admiral Kevin Scarce, Governor of South Australia and Josie Agius, Kaurna Elder.
- The Attorney General's Department has announced it will enter into a new three year funding agreement with the Port Adelaide Football Club to enable the program to continue through to 2013.
- The theme for 2011 is skill development. This is about the development of skills that will assist students to finish Year 12 and move on to further education or into the career of their choice. There is also a focus on developing life skills to successfully participate in society.
- To support this aim the Aboriginal Power Cup is aligned with SACE and participating students will be required to complete one of two SACE Units (either Stage 1 or Stage 2 integrated learning) by completing curriculum work throughout the program.
- Integrated Learning subjects are subjects that draw links between aspects of a student's life and their learning. Students apply skills and knowledge to a 'real-world' task or event that leads to a specific learning purpose or outcome. These subjects facilitate collaboration and teamwork, and develop capabilities such as communication and leadership skills.
- Participating students will work together in their teams over terms 1 and 2 to complete curriculum tasks including organising a coach, a trainer, a mentor, a training schedule, designing their team Guernsey and polo shirt, producing a team song and planning and preparing a healthy eating program.
- The participants will use the curriculum tasks as a base to learn new skills linked to education and healthy living, that will encourage them to continue with their education and make positive life choices.
- The program will bring together 336 students from 23 schools across South Australia to form 14 male and 14 female nine-a-side football teams.
- The Aboriginal Power Cup will culminate with a carnival and Grand Final which will take place from Friday 24 to Sunday 26 June 2011. The carnival will include development workshops, a career expo as well as the football matches.
- The Grand Final Matches of the 2011 Aboriginal Power Cup will be played as a curtain raiser to the Power versus North Melbourne game at AAMI stadium on Sunday 26 June 2011.



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HISTORY

- The Aboriginal Power Cup is an initiative of the Attorney-General's Department (AGD) in partnership with the Port Adelaide Football Club (PAFC), Santos, the South Australian Aboriginal Sports Training Academy (SAASTA) in the Department of Education and Children's Services and the South Australian National Football League.
- The Aboriginal Power Cup was launched in 2008 with 140 students from six schools participating.
- In 2009 the program grew to include 10 schools with approximately 240 students taking part.
- The program evolved even more in 2010 with 17 schools and over 270 young people participating. In 2010 the program was aligned with the school curriculum providing year 10, 11 and 12 students the opportunity to gain 10 credits towards their SACE Stage 1 or Stage 2 Integrated Learning subjects.
- 2010 saw the announcement of a major three year sponsorship agreement between the Port Adelaide Football Club and Santos, designed to boost leadership programs and opportunities for Aboriginal secondary school students to help them gain employment once they complete their education.
- 2011 is the fourth year of the Aboriginal Power Cup and will see 23 schools from across the state participate. Schools that are located close to each other have formed cluster teams to give more year 10, 11 and 12 students the opportunity to be involved.
- Skill development is the focus for 2011 – the development of skills that will assist students to finish Year 12 and move on to further education or into the career of their choice, and developing life skills to successfully participate in society.
- The Attorney General's Department announced at the 2011 Aboriginal Power Cup Launch it will enter into a further three year funding agreement with the Port Adelaide Football Club to enable the program to continue through to 2013.



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STATISTICS

- In 2010:
 - Over 270 young Aboriginal male and female students from 17 schools participated in the Aboriginal Power Cup.
 - Of those eligible, 202 students (70%) completed the SACE Integrated Learning Unit with 184 (91%) completing Stage 1 and 18 (9%) completing Stage 2.

WHICH SCHOOLS ARE PARTICIPATING IN 2011?

- Up to 336 students from 23 schools across South Australia will participate and have formed 14 male and 14 female teams.

Metro Teams:

Regional Teams:

1. Christies Beach High School and Warriapendi School	1. Ceduna Area School
2. Fremont Elizabeth City High School	2. Coober Pedy Area School, Maree Area School and Oodnadatta Area School
3. Para West Adult Campus and Maitland Area School	3. Stuart High School (Whyalla)
4. Le Fevre High School and Oceanview College	4. John Pirie Secondary School (Pt Pirie)
5. Salisbury High School	5. Murray Bridge High School
6. Windsor Gardens Vocational College	6. Pt Augusta Secondary School
7. Roma Mitchell Secondary College (Gepps Cross) plus Kaurna Plains School and Para Hills High School	7. Port Lincoln High School

KEY ISSUES

- Education - Aboriginal Power Cup is delivered via the school curriculum with the outcome of achieving a SACE unit and primarily increasing attendance and school retention rates.
- Sport - a key factor employed to engage young Aboriginal students with their schooling.
- Health - the program incorporates a strong focus on making healthy lifestyle choices, which is reflected in the SACE Integrated Learning unit and supported by workshops conducted by Port Adelaide Football Club on their school visits.
- Employment – to provide participants with the skills and knowledge to successfully transition into further education, training and employment with the support of Aboriginal Power Cup partners.



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MEDIA OPPORTUNITIES

For all Aboriginal Power Cup media inquiries contact the 24-hour Media Line on 0422 007 069.

There are media opportunities available for:

- Action photos of players/students.
- Interviews with students, Power football players, Ministers, government and private sector dignitaries and representatives.
- Success stories about former participants e.g. students who have gone onto SANFL traineeships working back in SAASTA schools and supporting the Aboriginal Power Cup.

SPOKESPEOPLE

- His Excellency Rear Admiral Kevin Scarce, Governor of South Australia and Patron of the Aboriginal Power Cup
- The Hon John Rau, Deputy Premier and Attorney General
- The Hon Jay Weatherill, Minister for Education
- The Hon Grace Portolesi, Minister for Youth and Minister for Aboriginal Affairs
- Jerome Maguire, Chief Executive, Attorney-General's Department and Department of Justice
- Mark Haysman, Chief Executive, Port Adelaide Football Club
- Darren Adamson, Community and Charity Manager, Port Adelaide Football Club
- David Knox, Chief Executive, Santos
- Lindsay Bassani, Director of SA Aboriginal Sports Training Academy



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PROGRAM HIGHLIGHTS **Terms 1 & 2 2011**

The Aboriginal Cup consists of a variety of components which will play out over the coming months:

- School visits by the Power players to each participating school.
- SACE Integrated Learning curriculum tasks during terms 1 and 2:
 - Design a team Guernsey
 - Plan and prepare a healthy meal for guests
 - Write a team song
- Football Carnival held on Friday 24 June to Sunday 26 June 2011 in Adelaide:
 - Football Matches
 - Skill development, leadership and cultural workshops
 - Career expo
- Official carnival functions:
 - Opening (10.00am, Friday 24 June)
 - Team Dinner (Friday 24 June)
 - Grand Final Reception (Sunday 26 June)
 - Grand Final boys and girls matches to be played as a curtain raiser to the Power versus North Melbourne AFL game at AAMI stadium (4:10pm, Sunday 26 June)
- Awards:
 - Best Team Guernsey Design (award patron: UniSA)
 - Best Team Song (SAPOL)
 - Deadly Team Spirit (Santos)

PARTNERS

The Aboriginal Power Cup is an initiative of the State government in partnership with the Port Adelaide Football Club, Santos, the South Australian Aboriginal Sports Training Academy and the South Australian National Football League.

