

**Submission to  
Productivity Commission Inquiry  
into the Australian Gambling Industry**

from



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## Background

Future Achievement Australia Foundation Ltd, a not-for-profit company, was established in 2006 to meet the growing needs of young adults in the area of personal leadership development. Research showed most young adults did not have a support group or network which assisted them in developing their personal leadership, their character. This gap in personal leadership development results in lack of personal discipline and personal responsibility for life outcomes which leads to increased drug taking, alcohol consumption (and related unhelpful behaviours) , aimlessness/low-energy and selfishness (less inclined to see needs in the community and be part of a community-based solution).

The charter objectives for the Foundation in the Constitution are –

*“The object of the Company is to pursue charitable purposes only and to apply the income and property of the Company whensoever derived solely to promote those purposes. The objects for which the Company is established are to provide and deliver high quality community based educational programs, life coaching and consultation projects including but not limited to:*

- (i) to enable people in the community in need to attain and maximise their potential by the provision of appropriate educational programs;*
- (ii) to create positive impacts on, and changes in, the lives of people in need through education and the development of leadership skills;*
- (iii) to encourage and enhance community participation and engagement amongst people through educational programs;*
- (iv) to provide people with the necessary skills to provide assistance and guidance to those in need in their communities.”*

The Foundation has been working exclusively with the Club Industry, through ClubsNSW and local clubs, to run a youth personal leadership and volunteer community coach development program called **Max Potential**.

## The Max Potential Vision

**Max Potential** (MP) will create and implement across a local region, a coaching model for maximising personal leadership, networks and partnerships for youth (16- 25 yr olds).

**Max Potential** will enhance community engagement across all sectors of the community, and will improve the capacity to create sustainable leadership and social change for all participants, their local clubs, and the community.



The **Max Potential** model offers youth (16-25) in a local area (drawing from the community, schools, TAFE and university) with an opportunity to explore *10 Personal Leadership Life Principles* aimed at maximising their potential to achieve authentic success, particularly with respect to youth leadership and entrepreneurial directions.

**Max Potential** coaches youth, within their own personal context (eg their presenting life experiences, aspirations and career directions) over a twenty two week cycle.

As the **Max Potential** coaching model evolves, youth, with new knowledge and understandings, are encouraged to design and action a group and or individual Community Project relevant to presenting interests and leadership engagement. The project will aim to be mutually beneficial for youth and local community and club. At the end of the 22 week program cycle youth showcase their leadership

story and project outcomes, using creative mediums, at a public event (preferably held within the local Club facilities).

The **Max Potential** model facilitates youth learning outcomes that are recognised within the school, TAFE and University sectors.

**Max Potential** promotion within a community focuses on collaboration with existing public, corporate and social sectors interested in creating and supporting innovation and positive change for youth by becoming coaches over the 22 weeks. Each **Max Potential** group of coaches and youth leaders invest in growing 'The Trust' within each region. A community owned trust of leadership of knowledge utilising an alumni methodology to sustain growth of coaches and youth leaders and generating future coaches and youth participants for **Max Potential** programs within the region.

Engagement with **Max Potential** offers outstanding social ventures for clubs, all **Max Potential** stakeholders; public, corporate and social sectors:

- Experience with a strategic, engaged and multi layered coaching mechanism focused on developing future community leaders now
- Opportunity to make a significant contribution to local youth and their future within the region
- Transference of knowledge and experiences to public, corporate and social sectors
- Networking with other like minded professionals and community members committed to making a difference

## The activity of Max Potential

Over 4 years, 13 NSW regions have been impacted so far, with many more planning for 2010.

The regions are –

Broken Hill

Deniliquin

The Entrance

Gosford

Port Macquarie

Coffs Harbour

Finley

Mudgee

Singleton

Lidcombe - Auburn

Castle Hill

Liverpool

Macarthur – Campbelltown

Now, with nearly 400 young leaders and 300 volunteer community coaches having experienced **Max Potential**, NSW communities and regions are being impacted.

Local Government is a keen advocate of **Max Potential** with many staff volunteering to be coaches across the regions.

*"Max Potential gives our staff the opportunity to constructively engage with our community, while developing them professionally and personally. This is an excellent program which ticks all the boxes as far as I am concerned. This is an excellent program from the club industry"* Judy Hitchcock, HR Manager, Mid Western Regional Council.

Local businesses are also keen advocates with staff encouraged to volunteer to be coaches. Some businesses and organisations are including **Max Potential** on their professional development calendar and paying for their staff to be trained as coaches to bring the coaching skills into their workplace.

CRS Australia, the Commonwealth Government provider of rehabilitation services, has been piloting staff involvement in **Max Potential** as part of their training & development. Over 2 years, participating staff have indicated the huge value to them professionally and personally and they have been keen to encourage other workers to also be involved. *"Max Potential gave me excellent coaching skills and tools which I use with my clients to accelerate their achievement of employment outcomes. But more importantly, it helped me personally to develop a 'can-do' attitude and give of my best in all situations which has been really helpful in the midst of major change in our organisation."* Karen Gough, Employment Consultant, Gosford CRS Australia.

Other comments include -

**Participating youth say:**

- *"The best leadership program I have ever been involved in."*
- *"I didn't think I could gain so much confidence in such a short time."*
- *"I am now thinking of applying to be our school captain, something that wasn't even on my radar screen before Max Potential."*
- *"I can't wait for my coaching session to share some of my wins and discover how to overcome some of my challenges."*
- *"MAXIMISERS™ is a simple and great way to keep me focused on the things that can make a difference to how I live my life and the outcomes which I take responsibility for achieving. I believe it is something I will have with me for the rest of my life."*
- *"Max Potential is sure going to look good on my CV."*

**Participating coaches say:**

- *“I have gained far more than I thought I would. I came to give but I have gained far more.”*
- *“I am now a much better manager as I practice coaching as my preferred communication style. I can already see a shift in my team’s performance. Excellent!”*
- *“I am much more intentional and therefore much more effective in all that I am wanting to achieve. Max Potential was worth every minute – and I really enjoyed coaching my student as well.”*

**Participating clubs say:**

- *“Max Potential is part of our strategy to shift the perception that we are a club for ‘old fogey’s’. This is a way for us to build connections with the youth of our region, our new members and directors of the future.” **Brandi Rayment, Marketing Manager, Club Mudgee***
- *“This is a conscious choice of this club to show the way in our community, to be leaders. One of the biggest issues in our town is the lack of youth related development options and so we have chosen to provide the Max Potential program which has worked elsewhere and built on best practice. We have been very pleased with the media attention, the increased attention the club has received around town (especially amongst those who do not normally associate with the club) and the great outcomes for each of the young people and coaches involved. Max Potential is a real win/win for everyone involved.” **Owen Hughes, CEO, Club Mudgee***
- *“Max Potential is a way to align the club with youth rather than our traditional ‘older’ members. It builds positive relationships with our schools, businesses, farmers, community organisations and churches as well as club members in a way that I have not seen any other program able to do.”*  
*“Investment in the MP program is really about investing in tomorrows club members and possible directors. I think we have to be involved in such programs otherwise we ignore our club’s future.” **Tony Smith, President, Deniliquin RSL***
- *“Max Potential gives the young people of the community an aim, something to learn and something that they can get a lot out of... You can see the difference from when we had the first connect group with them and you can see their attitude now, they are much more mature and very eager.” **John Tainsh, Director, Deniliquin RSL***

# Registered Club support for Max Potential

***Max Potential only delivers because of the significant contribution of the club industry through financial, in-kind and club directors/employees/members volunteering.***

Max Potential is funded through local clubs utilising their Community Development and Support Expenditure (CDSE) allocation of funds along with contributions from the business sector who pay for their staff to be involved. Businesses pay \$1200-\$1500 (depending on the area) per employee to be trained as a Max Potential volunteer community coach.

By the end of 2009, total contributions for the delivery of **Max Potential** programs will be approximately –

- from Clubs - \$287 000
- from private/business sector - \$87 000
- from local, state and commonwealth governments - \$25 000

## Conclusion

The registered club industry is increasingly having an impact in the community through delivery of the Max Potential youth Leadership and Community Coach development program. As the club industry, through CDSE funding, partners with the community, businesses and government to fund Max Potential and also to collectively provide coaches, it demonstrates excellent leadership and vision for NSW communities, delivering community engagement and capacity building across all ages and sectors.

This is a very significant and growing community contribution of the club industry. This is made possible because of gaming revenue flows.

18<sup>th</sup> March, 2009

## Chance for young to show their potential



Coaches Gemma Hawkins and Jennie O'Donoghue with students

Clare Falzon and Sheri Woolston and David Harris at the program launch.

YOUNG people on the Central Coast are being encouraged to invest in themselves and their community through Mingara Recreation Club's 2009 Maxpotential program.

The program, a joint initiative between Mingara, ClubsNSW and the Future Achievement Australia Foundation, aims to reverse the trend of a lack of purpose for young people in the area.

The 2009 program was launched on Tuesday at Mingara by Wyong State Labor MP David Harris.

Maxpotential draws on leaders and professionals to volunteer for training as leadership coaches, equipping them with skills used to provide mentoring and coaching to young people.

Mingara chief executive officer Paul Barnett said he was thrilled with the support the program received from schools and community leaders.

"Last year's Maxpotential program saw 12 Central Coast young adults develop into purposeful young leaders and this year we have 20, with increased support from community leaders," Mr Barnett said.

"Connecting youth with their community is an important step in ensuring we maintain and improve the quality of community life, now and in the future."

Each participant will work with their coach on a development project to enhance their learning and leadership character through problem solving, communication and presentation.

At the end of the program, participants will present their development project at a special showcase workshop at Mingara in August.