



Dear AFL School Ambassador

RESEARCH PROJECT – PRIMARY SCHOOL SPORT PARTICIPATION SURVEY 2008

As a student of the University of Western Australia I am currently conducting a study involving “Sport Participation” within Perth metropolitan primary schools on behalf of the Western Australian Football Commission.

With your assistance I am hoping to collect data on the current sport participation trends of children between the ages of 5 and 12 (year 1 – year 7) within the metropolitan area.

In particular I am interested in understanding the reasons why children who have played football have converted to other sports, particularly soccer and rugby, and if football is attracting participants back from these sports.

The findings are aimed at assisting our future program planning and specific target areas within football development in WA.

Please find enclosed with this letter a copy of a survey and list of questions concerning the above topics. It would be appreciated if you would conduct and record the results for this study during school time and enter the data by **Wednesday 30th of July** on the online form on the WA Football Website – <http://www.wafootball.com.au/school-football/school-ambassadors/participation-survey> . This could form the part of an effective maths lesson if you believe it is appropriate for your class.

AFL School Ambassador’s who enter the data by Wednesday 30th of July will be eligible for the **2 Tickets for the Round 18 Western Derby on August 3rd**. A summary of the results will be published in The Commentator magazine and be available on the WAFC website <http://www.wafootball.com.au>

Thanks again for your support and promotion of football.

Yours Sincerely,

David Morey

21 July 2008