



Strategic Plan Summary 2017-2022

Vision: To be the most accessible sport for all Victorians

Keys to Success

Embedding Diversity
in everything we do across
gender, culture and ability

Ultimate Collaboration
All football stakeholders working
together in regions to grow the game

Easy Accessibility
and clear pathways to participate
and progress through the game



Participation Programs

Programs tailored to introduce, recruit, transition and retain participants in our game.



Community Football

A vibrant and sustainable network of clubs, leagues and Commissions that are at the heart of every community.



Talent

A clear and compelling talent pathway for players, coaches, umpires, administrators and support staff that enables them to reach their potential.



Facilities

A network of football facilities that are fit for purpose, welcoming and support growth.



Organisation & People

A high performing, supported and engaged workforce capable of managing the growing diversity in our game.

Key Priorities

- ▶ Align programs with AFL Club brands in Next Generation Academy zones.
- ▶ Refresh the NAB AFL Auskick curriculum.
- ▶ All school programs to have a clear link to ongoing participation via community football.

Key Priorities

- ▶ Find efficiencies to support the volunteer network.
- ▶ Enhance our support of volunteers and club development activities with particular focus on diversity and dealing with social issues.
- ▶ Explore measures to reduce the time commitment for community football participants.

Key Priorities

- ▶ Create better connections between TAC Cup Programs and AFL Clubs via Next Generation Academies.
- ▶ Create closer alignment between VFL and VFL Women's Clubs.
- ▶ Create equal opportunities for males and females through our talent programs.

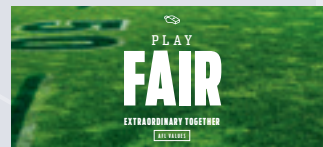
Key Priorities

- ▶ Raise existing venues up to a minimum standard.
- ▶ Increase capacity in regions supporting too many teams on too few ovals.
- ▶ Secure enough ovals in areas we expect to grow.

Key Priorities

- ▶ Continue to educate staff regarding cultural awareness and diversity.
- ▶ Ensure our workforce reflects the diversity of the community.
- ▶ Better collection and use of data across the organisation for informed decision making.

Values - How We Work





AFL Victoria State of Play

Total Participation  **7%**
410k

Club Football  **8%**
1,107 Clubs
6,033 Teams
74 Community Leagues



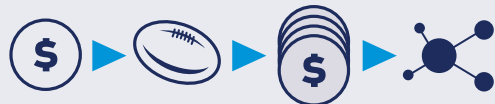
78K
Volunteers



7,148
Umpires



15,326
Accredited Coaches



For every **\$1** invested in a community football club there is at least a **\$4.40** return in terms of social benefits.

Female Football Teams



Club
Participants
continue to rise

NAB AFL National Draft
Total of **71** players picked up through the Victorian talent pathway competitions in 2016



TAC CUP

produced
58
draftees



National Draft



Rookie



produced
13
draftees



National Draft



Rookie

65% of talent at National Draft has come through the Victorian Talent pathway

97
players from



selected for the

44% of AFLW players

10,700+
hours spent in the community through the AFL Player appearance program

420+
AFL players visited



1,400+
Schools (primary & secondary)



300+
Auskick Centres



750
Community Clubs



65
Country Towns



AFL Victoria



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