



UNITE AND GROW TASSIE FOOTY

The Secretary

Legislative Council Select Committee – AFL in Tasmania

Parliament House, HOBART TAS 7000

Email: afl@parliament.tas.gov.au

To Whom it May Concern:

AFL Tasmania has been asked to provide a submission to the Inquiry into 'AFL in Tasmania', please take the following as our submission.

AFL Tasmania's focus is to strengthen and grow grass roots football across the state and to build greater baseline participation to ensure the long-term sustainability of the game in Tasmania. We believe a strong underpinning football community is important in any AFL team ambition.

Our focus on participation is through driving greater numbers through school programs, Auskick and then ensuring sustainable and vibrant competitions to aid retention in club football.

Below demonstrates some of the key measurements and where we are in 2019 in comparison to 2018.

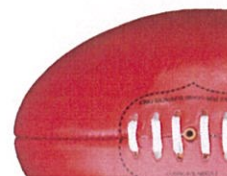
Auskick Participants	North	North West	South
Female	178 (122 – 2018)	164 (171)	122 (93)
Male	688 (590)	850 (876)	558 (537)
Total	866 (712)	1014 (1047)	680 (630)
	Female	Male	Total
Statewide	464 (386)	2096 (2003)	2560 (2389)
Registered Club Players	Female	Male	Total
Junior (7 – 12) - Statewide	617 (454)	2775 (2689)	3377 (3132)
Youth (13 – 18) - Statewide	1145 (932)	3018 (3092)	4375 (4197)
Open Age (19+) - Statewide	945 (784)	5389 (5634)	6465 (6618)
Total	2707 (2170)	11182 (11415)	13893 (13587)
Teams	North	North West	South
Junior (7 – 12) Female	7 (0 – 2018)	0 (0)	22 (13)
Youth (13 – 18) Female	18 (23 – 2018)	13 (8)	19 (23)
Open Age (19+) Female	10 (7)	5 (7)	15 (12)
Total	35 (30)	18 (15)	56 (48)



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Junior (7 – 12) Male	33 (37 – 2018)	15 (11)	115 (105)
Youth (13 – 18) Male	37 (37)	32 (36)	48 (49)
Open Age (19+) Male	45 (48)	58 (61)	52 (55)
Total	115 (122)	105 (108)	215 (209)
	Female	Male	Total
Junior (7 – 12) - Statewide	29 (13)	163 (153)	192 (166)
Youth (13 – 18) - Statewide	50 (54)	117 (122)	167 (176)
Open Age (19+) - Statewide	30 (26)	155 (164)	185 (190)
Total	109 (93)	435 (439)	544 (532)
Schools	Actual	Target	
Next Gen Programs (Individual Schools)	122	154	Engaged with over 10000 students
School Ambassadors	143	180	
Umpires (Field, Boundary, Goal)	512	540	
Coach Education/Upskill Sessions	19	20	

We are making encouraging progress in building participation at the base level but there remain challenges in shifting demographics. The older age groups also continue to encounter challenges and our hard work in introducing more players at the base level will take time to ensure a greater number of teams at all levels in the future.

Another key strategic priority for AFL Tasmania in strengthening grassroots football is enabling vibrant competitions. AFL Tasmania has signed affiliation agreements with all leagues and associations across the state to formalise working partnerships that provide two-way accountability. The affiliation agreements enable leagues and AFL Tasmania to align objectives and work collaboratively for the good of the growth of the game. In addition, affiliation agreements have also enabled the establishment of three regional community football administration hubs. The hubs are situated at University of Tasmania Stadium in Launceston, Ulverstone Football Oval in Ulverstone and at North Hobart Oval in Hobart. The hubs are in their infancy but are designed to provide the necessary services to support community football. It is our ambition to grow the level of expertise and services the hubs provide to lessen the burden on volunteers at leagues and clubs and improve the football experiences of participants.

AFL Tasmania play a key role in supporting the growth of female football in the state. This is through game development, talent programs and facilities support. Helping more girls and women



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choose AFL as their sport of choice and providing a welcoming environment to enjoy our sport. AFL Tasmania's facility focus in the last 18 months has been on improving infrastructure to provide unisex and female friendly amenities to support the growth of female football. AFL/AFL Tasmania in partnership with the state government's Levelling the Playing Field program helped ensure 17 key projects and over nine million dollars in female friendly facility projects in phase one of the program. Phase two has another ten football projects through to the application phase, ensuring a greater number of female friendly football environments across the state.

AFL Tasmania also plays a key role in developing elite level AFL talent, the last 18 months has seen an evolution of the Tasmania talent pathway. This evolution is through reducing barriers and to provide greater opportunities provided for Tasmanians from all corners of the state. Finances and location are not a barrier to achieving your dreams, with the youth talent pathway being reformed to reduce financial burden on families and to provide opportunity for a greater number of players. This evolution has also seen families not having to pay levies to represent their state in underage competition. Training bases for the Tasmania Devils pathway are in place in each region to also reduce the demands placed on participants in representing Tasmania.

The Under 18 boys also joined the NAB League Boys in 2019, providing Tasmania's best a greater chance to be recruited. Our Under 18 girls will join the NAB League Girls in 2020. We are also working on an application for a VFL licence for 2021 which will reduce the amount of senior Tasmanian talent leaving the state to play football in inter-state state leagues. We have a talent pathway structure in place that provides opportunities for Tasmanian players to develop as footballers and realise their dreams.

I trust this submission has provided suitable context to AFL Tasmania's focus with respect to AFL in Tasmania.

Kind Regards,

Trisha Squires
Chief Executive Officer
AFL Tasmania



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