

PEOPLE, CUSTOMER & COMMUNITY

DOROTHY HISGROVE
GENERAL MANAGER PEOPLE, CUSTOMER & COMMUNITY



▶ Daisy Pearce was thrilled when she was selected as the No. 1 pick in the inaugural AFL Women's Draft.

The AFL has continued to focus on growing the game in domestic and international markets, playing a match for premiership points on foreign soil for the first time in 2013.

In April 2013 the AFL announced the appointment of Dorothy Hisgrove as General Manager People, Customer and Community, a new department within the AFL.

Dorothy joined the AFL from Australia Post where she had held the position of General Manager Culture & Communications, Corporate Affairs since 2010.

Her career also includes senior roles with the National Australia Bank, AXA Asia Pacific and BHP Billiton.

Her responsibilities with the AFL include:

- 1 The people, culture and human resources portfolios within the AFL as well as broader club and community education programs.
- 2 Managing the AFL's community club and development networks and the marketing function to get people to play our game, attend AFL matches and watch our game through all forms of media.

The AFL's workforce is made up of 660 permanent employees and several hundred casuals and community volunteers throughout the season through AFL Tasmania, AFL Victoria, AFL Queensland, AFL NSW/ACT, AFL Northern Territory and AFL headquarters.

Our staff at AFL House includes AFL Media and the AFL's shared services division which provides administrative and strategic support for each AFL club's membership program as well as financial services for various states, territories and AFL clubs, including payroll.

The AFL's people strategy for 2013 was to invest in our people's skills and capabilities and build an engaged workforce to support our plans for future growth.

Underpinning our strategy is a range of people practices and policies promoting the culture and behaviours supported in our workplace. This year we underwent an extensive review of our policies to ensure the AFL adopts a best-practice approach to areas such as equal employment, parental leave and occupational health and safety.

EMPLOYEE ENGAGEMENT

In May we conducted a survey to measure how engaged our people are at work. We define "engagement" as the extent to which our employees believe in and support the goals and values of the AFL, are passionate about what they do and willingness to go the extra mile.

The survey results were very positive, with 71 per cent of our workforce engaged, placing the AFL at a favourable level when benchmarked to other organisations. The results highlighted particular strengths relating to:

- 1 Our vision for the future of the game.
- 2 Our ability to innovate to differentiate the AFL from other codes.
- 3 Our values-based approach to how we do things at the AFL.
- 4 Leadership and team effectiveness.

Also evident in the results was our employees' passion, pride and commitment to the AFL brand.

OUR VALUES

Our three values, respect, progressive and accountability, guide how we do things at the AFL. Embedding the values into our core systems, processes and programs of work has been a key focus in the past year.

For the first time, our end-of-year employee performance review process included the AFL values to bring an equal focus to both overall performance against objectives (what we achieve) and demonstration of the AFL values (how outcomes were achieved). This focus has been put in place as a way of reinforcing that the way our employees go about achieving our objectives at the AFL is equally important as the objective itself.



➤ Jill Lindsay Scholarship winner Lauren Byrnes is regarded as a success story of the AFL SportsReady traineeship program.

CAPABILITY DEVELOPMENT

As we focus on growing Australia's Game, it's important we support and develop our workforce to ensure they have the required skills and capabilities. This year all employees completed individual development plans focusing on experience, coaching and feedback and formal training.

JILL LINDSAY SCHOLARSHIP

Lauren Byrnes, Administration Officer at AFL SportsReady, was awarded the 2013 Jill Lindsay Scholarship.

Jill Lindsay lost her battle with cancer in February 2011 and holds the distinction of being the AFL/VFL's longest-serving employee.

The scholarship, created by the AFL Commission in recognition of Jill's outstanding 40-year service to the AFL, is awarded to a high-potential female graduate of the AFL SportsReady traineeship program.

The scholarship allows recipients to undertake further education to support their development and career progression within the AFL industry to the value of \$20,000. Recipients are also offered mentoring from Andi Pert, a leading coach and facilitator who has a passion and focus in assisting women at all stages of their work/life journey.

The winner each year also receives a \$750 voucher from leading women's fashion brand Perri Cutten.

Lauren is regarded as a true success story of the AFL SportsReady traineeship program.

She started her traineeship in early 2007 as a Sports Administration Trainee. Throughout the traineeship Lauren developed her skill level and confidence, excelling in the many day-to-day tasks.

At the end of her two-year traineeship, Lauren was appointed as a full-time AFL SportsReady employee, taking on the role of Administration Officer for Victoria. Her permanent appointment served as a great career pathway from her traineeship and is testament to her positive attitude and commitment to personal development and career advancement.

GRAEME SAMUEL SCHOLARSHIP

Andrew Travis, Chief Operating Officer of the Gold Coast Suns, this year was awarded the Graeme Samuel Scholarship.

The scholarship, awarded to a talented senior leader in business or administration within the football industry, provides \$20,000 to support further education.

As Chief Operating Officer at the Gold Coast Suns, Andrew has not only overseen the birth of one of Australia's most exciting sports teams but also the construction of the \$144 million Metricon Stadium at Carrara.

Andrew's position is made all the more interesting due to the unique arrangement whereby the club is both operator and major tenant of Metricon Stadium.

As vice-captain of the off-field team, Andrew plays a key leadership role across both the Suns and the stadium, with the added responsibility for the stadium as a stand-alone business.

Andrew has also led the implementation of a distinctive customer experience operating philosophy which has resulted in Metricon Stadium being ranked the number one AFL match-day experience and number one AFL venue in the country in recent years.



➤ Graeme Samuel Scholarship winner Andrew Travis has overseen the introduction of the Suns into the AFL and the construction of the \$144 million Metricon Stadium.



The AFL's marketing and brand strategy in 2013 revolved around several key events and themes such as the ongoing promotion of the code as Australia's Game, the first AFL match for premierships in New Zealand and the NAB Cup.

MARKETING AND FAN DEVELOPMENT

Australia's Game

In 2013, the AFL's organisational and campaign theme of Australia's Game was again the central focus of its marketing and brand strategy.

First developed and launched in 2012, Australia's Game aims to capture the idea that Australian Football is Australia's Game – a game born here which reflects the finest qualities of the country and its people.

The 2013 campaign continued to use the iconic AC/DC track *It's A Long Way To The Top* as its soundtrack across the season.

Australia's Game was also used as the overarching position across the season, with chapters dedicated to key markets, milestone rounds and specific programs.

Tailored campaign and advertising executions were developed for the New South Wales and Queensland markets and, in particular, the four clubs in those markets, which linked the individual personalities of those clubs with Australia's Game.

Similarly, Australia's Game was also adapted to tell the story of each of the AFL's annual schedule of themed rounds (Indigenous, Multicultural and Women's Round) and marquee matches such as Dreamtime at the 'G, Anzac Day and Sydney Derby.

In addition to the AFL competition, Australia's Game underpinned the platform for our key community and participation campaigns, highlighting that Australia's Game exists beyond the AFL competition and into the excitement of Auskick, junior club football, AFL 9s and other ways to play the game.

New Zealand

In 2013 the AFL played the first match for premierships overseas in Wellington, New Zealand, between St Kilda and the Sydney Swans on Anzac Day. A promotional and advertising campaign was created under the theme of 'At Dusk it Dawns', reflecting the Anzac tradition as well as the twilight timing of the match and the start of a new era of international AFL football.

In addition to the campaign, the AFL worked closely with St Kilda and local stakeholders to deliver a true AFL experience at the stadium on the night of the game, including a powerful Anzac ceremony along with a range of initiatives to engage and entertain the fans and educate them on the unique game of Australian Football.

NAB Cup

The NAB Cup kicked off the first chapter of Australia's Game for the year with a number of metropolitan and regional matches taking place around the country.

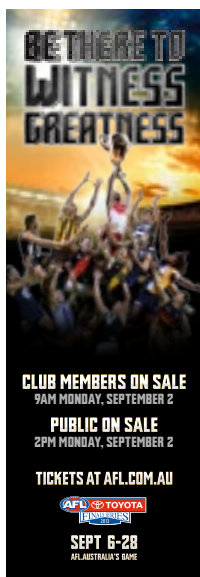
In 2013, the AFL established a creative positioning for the NAB Cup under the tagline "See how they shape up". The theme promoted that, as a fan, there is a real benefit in attending the NAB Cup with the chance to see new draftees, traded players and tactics for the first time for the year.

In addition, a special partnership was established with the Red Cross with volunteers attending all 25 games throughout the NAB Cup to help raise much-needed funds for bushfire and flood-affected areas.



➤ The AFL Playground, the hugely popular match-day kids zone, was expanded to include Etihad Stadium in 2013.

➤ The Witness Greatness campaign, in its third consecutive year, has managed to generate excitement among fans for the Toyota AFL Finals Series.



FAN DEVELOPMENT

In 2013, the AFL continued to work closely with clubs and venue managers to develop and implement a range of fan develop initiatives aimed at increasing attendance and improving the fan experience on match-days.

This strategy included a number of major match-day events throughout the season such as Dreamtime at the 'G, Anzac Day, Sydney Derby, themed rounds and major milestone events, while continuing to improve the use of video screens and other technology at AFL matches to enhance the match-day experience for fans at each game.

The AFL Playground, presented by Radiant (the AFL's hugely popular match-day kids zone), expanded to include Etihad Stadium for the first time in addition to the MCG, Metricon Stadium and Skoda (now Spotless) Stadium. More than 100,000 people visited the AFL Playground in 2013.

WITNESS GREATNESS

The Toyota AFL Finals Series is the pinnacle of Australia's Game and a major focus of the AFL's marketing strategy.

With nine matches over four weekends, with only the Grand Final location and time determined, all possible scenarios need to be planned for to ensure members and fans are aware and excited about the finals.

The exciting finals series and the performance of teams like Fremantle and Port Adelaide embodied the idea of Greatness, the AFL's marketing theme for the Toyota AFL Finals Series for the third straight year.

The campaign was fronted by musician and passionate North Melbourne fan Tim Rogers and was promoted across TV, radio, outdoor, press, online, direct mail, PR and in-stadium.

CONSUMER RESEARCH

The AFL's consumer research division continued to deliver insights across the industry in 2013 via a number of projects and initiatives, including the following:

- The establishment of the AFL's inaugural fan feedback community, AFL Fan Focus, which consisted of more than 10,000 AFL supporters.
- The annual member satisfaction study saw 17 out of the 18 clubs participate.
- Supporter input into the creation of the Laws of the Game Charter, as well as proposed changes to the competition structure.
- Measurement of the match-day experience for supporters across all major AFL venues.

GAME DEVELOPMENT

Participation rates in the game increased significantly in 2013, with more than 3000 new female players joining clubs across the country.

The AFL continues to invest in growing the game to ensure that all communities have the ability to participate in Australia's Game at a club or in a program across the country and increasingly abroad.

This investment helped participation in Australian Football increase by 10.6 per cent in 2013 to reach 938,069 domestically, a result that is a credit to the extensive volunteer and development staff network supporting the game.

Through a combination of game development grants from the AFL, funding allocated by the various state and territory bodies and programs managed centrally by the AFL, more than \$90 million a year is invested in the game at a community level.

While a large component of the overall growth has been driven by school programs, the emergence of AFL 9s as an alternative social version of the game is changing our participation mix as we cater for a market that prefers to play in a less-structured form of the game with less time commitment required.

Female participation, which has been a dedicated focus, grew by 24 per cent with more than 3000 new female players joining clubs across the country.

Although NAB AFL Auskick participation dropped due to an ongoing trend of the program demographic becoming younger, there was a direct and positive impact on club participation, which saw strong growth in the junior segment with Auskickers transitioning to clubs at a younger age.

Importantly, participation grew by 15 per cent in non-traditional markets (New South Wales, Australian Capital Territory and Queensland) through a focused school engagement strategy that takes the game into the classroom and schoolyard and ensures as many children as possible are introduced to the game.

Additionally, strong growth in Victoria (11 per cent) has been underpinned by a remodelled program offering Auskick, AFL 9s and school programs in different time slots and venues for the first time.

The AFL's community engagement programs went from strength to strength, with a focus on celebrating diversity within Australia's Game.

The highlights of Indigenous program included the Indigenous All-Stars match held in Alice Springs, Indigenous Round, which honoured the 20-year anniversary of Nicky Winmar's iconic moment at Victoria Park when he took a stand against racism, and the inaugural National Female Indigenous Kickstart Championships held in Melbourne.

The Australia Post AFL Multicultural program saw the introduction of 11 multicultural ambassadors, as well as the announcement of the Multicultural Team of Champions during Multicultural Round, which celebrated 'Many Cultures, One Game' and received widespread coverage in mainstream and multicultural media.

The AFL is extremely thankful for the contribution of the volunteer network which drives the game at community level and is committed to providing the best possible experience for the next generation of players, coaches and umpires.

2013 GAME DEVELOPMENT HIGHLIGHTS

938,069

TOTAL PARTICIPATION

Total domestic participation:

- 938,069 (11.04 per cent increase, up 93,290 participants).

Total participation in the following segments:

- NAB AFL Auskick – 172,548 (down 5.63 per cent).
- Club football – 321,280 (up 2.10 per cent).
- School football programs – 402,562 (up 20.27 per cent).
- AFL 9s – 41,679 (up 232 per cent).

Other highlights:

- 24.36 per cent growth in female participants to 169,292.
- 15 per cent growth across Queensland and New South Wales.

- NAB AFL Auskicker of the Year nominees took centre stage during Toyota AFL Grand Final week, with participants leading the parade.

**NAB AFL AUSKICK**

The NAB AFL Auskick program continues to provide an introduction to the game for thousands of children and their families. The program provides what is often the first taste of Australia's Game for future generations of players and fans.

Through a sequentially developed coaching and match program, boys and girls learn about the game in a fun and safe family environment. The AFL greatly appreciates the many volunteers and community members who coordinate local centres each week throughout the season.

Volunteer coordinators are the lifeblood of the program and each year the AFL, our program partner NAB and state football bodies recognise the outstanding achievements and contribution of coordinators who have excelled in the role through special recognition awards.

During the first weekend of the 2013 Toyota AFL Finals, seven NAB AFL Auskick volunteers were rewarded by NAB with a trip to Melbourne and a money-can't-buy AFL experience.

The winners were treated to a tour of AFL House and workshop with former Hawthorn premiership players Shane Crawford and Peter Schwab, and were also VIP guests at the official AFL function for the elimination final between Port Adelaide and Collingwood.

Each of the seven worthy winners was selected for their outstanding contribution to their local Auskick Centre. Congratulations to Kerry Ryan (Vic), Paul Simpson (Qld), Richard Smith (Tas), Brett May (SA), Terry Allan (WA), Simon McCauley (NSW/ACT) and George Koulakis (NT).

It is through the enthusiasm and dedication of our volunteers that NAB AFL Auskick continues to thrive. A total of 172,548 children participated in the program in 2013 at 2600 centres around the country.

In addition, more than 23,500 NAB AFL Auskick participants were able to have the experience of a lifetime by playing at an official AFL venue on game-day in the grid game program.

Our national ambassador Shane Crawford was joined by two current players taking on state-based ambassador roles – the Adelaide Crows' Rory Sloane (SA) and Fremantle's Nat Fyfe (WA).

NAB AFL Auskick again took centre stage during Grand Final week with participants leading the parade, playing on the MCG before the 2013 Toyota AFL Grand Final and presenting the premiership medallions.

The NAB AFL Auskicker of the Year program attracted substantial media attention during Grand Final week, as Skye Ferguson from the Aspendale centre in Victoria was named our 2013 NAB AFL Auskicker of the Year, becoming the first female winner of this award.

The AFL would like to thank all the volunteers, participants and families who make the program what it is today, and also acknowledge our program partner the National Australia Bank for the tremendous support it provides.



SCHOOL FOOTBALL

A critical component of the AFL's development strategy is to enhance the presence of Australia's Game in primary and secondary schools. The school system continues to provide opportunities for all students wanting to participate in Australian Football. In 2013, Coles continued to support various AFL Schools programs.

To strengthen the promotion and profile of the AFL Schools Program, Richmond captain Trent Cotchin was appointed as the Coles AFL Schools program ambassador.

The continued growth in participation has been due to a number of initiatives, programs and resources designed specifically for the classroom and the school Physical Education/Sport program.

A total of 402,562 students participated in primary (266,591) and secondary (135,971) school competitions and programs greater than six weeks in duration; an overall increase of 20.27 per cent. 39.62 per cent of the total participation numbers are now generated from the primary and secondary education sector.

Inter-School Primary and Secondary School Competitions (Male & Female)

In 2013, there were 23,168 inter and intra-school teams in AFL competitions that were greater than six weeks in duration. Below are some winners of various school football competitions in 2013.

Carnivals & Knockout Competitions

In addition to inter and intra-school competitions, the AFL development network conducts carnivals and knockout competitions involving over 199,000 students.

Promotional Clinics and Visits

Promotional clinics and visits are used to introduce students to the game and to promote ongoing participation opportunities. In 2013, the AFL development network conducted school visits and clinics reaching more than 1,492,000 children.

SCHOOL FOOTBALL COMPETITION WINNERS

COMPETITION	SCHOOL	STATE
AFLVIC Herald Sun Shield	St Patricks – Ballarat	VIC
AFLVIC Herald Sun Girls Competition	Hallam Senior College	VIC
AFLVIC Herald Sun Country Shield	Ballarat Clarendon College	VIC
School Sport Victoria Premier League	Essendon Keilor College	VIC
Northern States Cup	Dripstone Middle School	NT
Ryco Girls Cup	Tiwi College	NT
Youth Girls Middle School Competition	Yirara College	NT
Under-16 Youth Carnival	Centralian Middle School	NT
AFL SportsReady Cup – Cable	Clontarf Aboriginal College	WA
AFL SportsReady Cup – Cable	Corpus Christi College	WA
WAFC Schoolgirls Cup – Moore	St Mary's AGS	WA
WAFC Schoolgirls Cup – White	Kennedy Baptist College	WA
SASFA Premiers Cup	Mitcham Primary School	SA
Statewide Open A Schools Knock Out Cup	Sacred Heart College	SA
Open Girls Knock Out Competition	Sacred Heart College	SA
Queensland Independent Schools GPS Division First XVIII	St Joseph's Nudgee College	QLD
Schools of Excellence Cup Senior	Palm Beach-Currumbin State High School	QLD
Schools of Excellence Cup Junior	Palm Beach-Currumbin State High School	QLD
Brisbane Lions Cup Senior Girls	Mountain Creek State High School	QLD
Paul Kelly Cup – Swans Zone	Newington College (M)/Lilli Pilli PS (F)	NSW/ACT
Paul Kelly Cup – Giants Zone	St Patrick's (M)/Glenmore Park P.S (F)	NSW/ACT
Southern High Schools and Tassie Hawks Cup	St Virgil's College	TAS
NHSSA competition	Queechy High School	TAS

Coles AFL Schools program ambassador Trent Cotchin with students from the Lalor East Primary School in Victoria.



Coles AFL School Ambassadors Program

The AFL understands the need to provide training and offer the necessary support for teachers who strongly promote Australian Football in their schools and the community. The Coles AFL School Ambassador program assists an alliance between schools and the AFL development network. In 2013, 5900 teachers have been involved.

The following teachers were recognised as Coles AFL School Ambassadors of the Year for their outstanding service to the game in 2013:

TEACHER (AFLSA)	SCHOOL	STATE
Tom Ellenbroek	Adelaide Secondary School of English	SA
Peter Hutton	Fulham North Primary School	SA
Chris Tan	Churchlands Senior High School	WA
Darius Schwarz	Lockridge Primary School	WA
Michael McInerney	St Paul's Primary School	QLD
Ricky Sullivan	Kirwan State School	QLD
James Dalton	St Virgil's College	TAS
Gerard Enniss	Miandetta Primary School	TAS
Ryan Martin	Batchelor Area School	NT
Tim Francis	Mackillop College	NT
Ingrid Carroll	Laguna Street Primary School	NSW
Matthew Palmer	Thomas Hassall Anglican Centre	NSW
Angas Quantrill	St Anthony's Primary School	ACT
Billy Atkin	Clayton North Primary School	VIC
Noel Mugavin	Emmanuel College	VIC



The Coles AFL School Ambassador program assists an alliance between schools and the AFL development network

AFL Learning Management System

The AFL Learning Management System provides educators with an array of resources to enhance education outcomes and help engage students in unique ways. New resources such as the AFL 9s lesson plans and the Australia Post letter link program were added to the site in 2013.

Professional Development funding for school teachers

The professional development of teachers has been an integral part of the AFL Schools program with more than 1000 teachers attending specific AFL professional development sessions or information sessions. The AFL has provided subsidies to assist in covering the teacher relief costs for teachers to attend such events.

AFL Schools Grants Scheme

The AFL provides funding to all state bodies as part of the AFL Schools Grants Scheme to offer schools the opportunity to apply for subsidies to purchase major capital items such as permanent goal posts, goal post padding, sets of playing jumpers and sports kits. In 2013, financial assistance enabled the following to occur:

- 40 schools purchased permanent goal posts.
- 25 schools purchased sets of goal post padding.
- 80 schools purchased sets of match jumpers.
- 70 schools purchased AFL 9s kits.

AFL Schools Fantasy Dream Team and AFL Schools Tipping Competition

The level of interest and engagement in these styles of competitions for school students still remains strong with 29,000 competing in the Dream Team Competition and more than 7500 in the AFL Tipping competition. The national schools winner of the competitions were: Noah Mies, Riverside High School (Tas) and Chaunteal Whittaker, Marist-Sion College (Vic).

AFL Quiz

In 2013, the AFL continued to support a national online AFL-themed quiz with a focus on numeracy and literacy. Competitions were run in Years 3, 4, 5 and 6.

More than 3500 students were involved in this activity where they worked in small groups participating in a Pre-season Quiz and Qualifying Quiz rounds. The winning teams from the following schools were: St Joan the Arc PS (Vic), Albeura St PS (Tas), Tambellup PS (WA) and Calvin Christian School (Tas).

▶ Cadbury AFL 9s national program ambassadors Lynette and Jude Bolton will help spread the word about the format in all markets.



CADBURY AFL 9s

At the completion of its second full season, Cadbury AFL 9s continued to establish itself as an ideal format to introduce new participants to the game and offer a non-contact alternative to traditional football participation options with shorter matches, smaller fields and modified rules.

State affiliates continue to establish sound licensing models that facilitated strong growth in social competitions. In 2013, more than 41,000 people participated in this format of the game across social competitions and Active After School Care sessions.

Cadbury's continued involvement as naming rights partner for AFL 9s allowed the AFL to showcase the game to more than 830,000 people at half-time of one match each round throughout the 2013 Toyota AFL Premiership Season.

In addition to its growing community presence, the AFL continued to partner with the Australian Sports Commission to offer a seven-week AFL 9s program that is suitable for 8-12-year-olds that has become the match-play version of mixed football in primary and secondary PE classes, enabling the concept to gain broader awareness.

In an attempt to gain greater awareness and exposure of the game, ex-Swans player Jude Bolton and his wife Lynette were appointed national program ambassadors. Both past participants of the game in Sydney, they will help spread the word about the game in all markets.

Other key achievements throughout 2013 include:

- ▶ The enhancement of the Cadbury AFL 9s website to accept online registrations and payments which will provide valuable demographic information on participants in the future.
- ▶ The new integrated website allows simple team and competition management functions and provides public access to fixtures, results and ladders.

- ▶ Introduction of an online umpiring course to assist in training new umpires in the rules for this modified version of the game.

CLUB FOOTBALL

Our game's community football infrastructure, consisting of 267 leagues, 2659 clubs, 13,220 teams and 321,280 participants, represents 37.25 per cent of all Australian Football participants.

Community club football is the cornerstone of the game and its substantial infrastructure is supported by the contribution of more than 91,000 volunteers. The AFL greatly values the dedication, passion and commitment of community football volunteers in Australia and the contribution they make to the game at all levels.

A focus of 2013 was to begin implementing the recommendations of the Junior Match Policy review completed by Deakin University. In conjunction with states and leagues, we are now well positioned to get greater consistency in junior football across all leagues around the country.

Importantly, the modified practices required to offer 8-12-year-olds with the best version of the game and match environment possible have been widely accepted.

SWISSE QUALITY CLUB PROGRAM

The AFL would like to acknowledge the support of Swisse as naming rights partner for the AFL Quality Club Program.

The Swisse AFL Quality Club Program is designed to assist clubs by providing criteria at bronze, silver and gold to enhance their operations. By the end of October more than 400 clubs were engaged at bronze (335), silver (43) and gold (23).



Community club football is the cornerstone of the game



Richmond pair Alex Rance and Ben Darrow help out youngsters during the Tigers' Australia Post AFL Community Camp at Areyonga, Northern Territory.

COMMUNITY PROGRAMS

AFL Community website

With more than one million page views in 2013, the AFL Community Club website (aflcommunity.com.au) continues to provide up-to-date information, training and advice for coaches, umpires, players, club administrators and volunteers.

The AFL Community Club website provides:

- 1 Distribution of fortnightly editions of the AFL Community Development Newsletter. The newsletter provides the latest information and resources for more than 45,000 club administrators, coaches, umpire coaches and umpires.
- 1 An opportunity to buy development resources through the AFL Online Resources Shop.
- 1 Locator systems that allow for new players, umpires and volunteers to find a club or umpiring group in close proximity to their home.

Australia Post AFL Community Camps

The Australia Post AFL Community Camps saw more than 800 AFL players take the game to regional and rural communities across Australia, as well as overseas when St Kilda Football Club visited Wellington, New Zealand, in January.

Players carried out training sessions and visited schools, local football clubs, nursing homes and hospitals, as well supporting fundraising events to connect individuals and communities and importantly ensure Australia's game and its players are accessible to fans around the nation, particularly in regional locations.

Key outcomes from the 2013 Australia Post AFL Community Camps included:

- 1 Number of primary and secondary schools visited – 412.
- 1 School students visited – 58,373.
- 1 Students visited at junior clubs – 3921.
- 1 Students participating in super clinics – 5518.
- 1 People visited in aged care/hospitals – 3160
- 1 People attending official functions – 4483.
- 1 Money raised from official functions for the local community – \$76,067.

Volunteers

The State Volunteer of the Year promotion was again a feature of the AFL's volunteer program.

Among hundreds of nominations at regional and state level, seven state winners were invited to attend the 2013 Toyota AFL Grand Final, had breakfast with Shane Crawford and walked in the 2013 Toyota AFL Grand Final Parade.

In addition, the AFL Merit Awards continue to recognise two people from each state who have made outstanding contributions to the game in their local club or league.

The AFL Community Club website also offers clubs the opportunity to personalise and download certificates or personalise and purchase hard copies of framed certificates to recognise their volunteers.

AFL FootyWeb

The AFL Footyweb system, continued to save the industry time and money through a shared service that provides competition management, a data repository and a network of community websites. A review has been underway into the way clubs register their participants with a view to roll out a national registration system in 2014.

FEMALE FOOTBALL

Participation

The participation of female footballers of all ages continued to rise with 169,292 women and girls involved in AFL 9s, Auskick, club and school competitions of six weeks or longer in 2013 (up 24.36 per cent from 2012). It is estimated a further 80,000 were involved in gala days, lightning carnivals and 'come and try' days in rural and remote regions.

The breakdown of female participation by segment is:

- ▶ AFL 9s – 11%
- ▶ Auskick – 17%
- ▶ Club – 7%
- ▶ School – 65%

These figures place Australian Football in the top four most popular sports among females of all ages and is underpinned by a focus on implementing new Junior (33 per cent growth) and Youth Girls (16 per cent growth) competitions.

▶ Debbie Lee medallist Courtney Gum (NSW) proved hard to catch during the Women's National Championships in Cairns.



Talent

A highlight of the 2013 season was the inaugural AFL Women's Draft and Exhibition Game that resulted in 7500 spectators at the MCG witnessing 50 of the best female players and coaching personnel represent the Melbourne and the Western Bulldogs Football Clubs.

In the months preceding the match, Darebin Falcons player Daisy Pearce was selected as the inaugural number one pick in what was a celebration of just how far female football has come in recent years.

The media surrounding the draft and exhibition match exceeded any previous coverage received by a female football event.

The Female High Performance Academy provided 22 of the best 16-year-olds an elite training experience under the direction of 10 aspiring Level 2 accredited female coaches. The curriculum was based on the standards developed by Peter Schwab and presented by the AFL Talent and Coaching program and involved TAC Cup coaches and AFL/VFL coaching staff.

The extension of this academy saw the best 12 players tour New Zealand under the guidance of head coach and Football Woman of the Year Michelle Cowan. This provided a further leadership experience for the players and coaching staff, as well as giving the NZ Kahus an opportunity to test their AFL skills at a higher level.

The Youth Girls Nationals were hosted by AFL Victoria in Shepparton. It was the first time the carnival was contested in a rural region.

A crowd of 1200 saw Victoria overcome a determined Western Australia by 10 points after Western Australia led for most of the game. Ellie Blackburn (Vic) was named Player of the Championships while Lucinda Lopes (Vic) was selected as the Field Umpire of the Nationals.

The Women's National Championships in Cairns rounded out the female talent calendar.

In Division 1, Victoria again proved too strong for Western Australia, while in Division 2, ACT defeated South Australia.

Courtney Gum (NSW) won the Debbie Lee Medal for the fairest and best and Rachael Killian (SA) won the Melissa Backhouse Medal for best rookie. Jasmine Garner (Vic) was the leading goalkicker.

Coverage and support for female football continues to grow with some outstanding results achieved this year online:

- ▶ 351,000 followers 'liked' the AFL Women's Exhibition Game.
- ▶ 9500 viewed the YouTube replay of the game with most viewers from the USA and Canada.
- ▶ Facebook has a weekly interaction of over 3800.
- ▶ More than 40,000 people voted on the AFL Female Image competition.
- ▶ In excess of 200 now tweet AFL kicksforchicks Twitter account.

The best female footballers in Australia represented the Melbourne and Western Bulldogs clubs in an exhibition match at the MCG in June.





■ AFL Coaching Ambassadors Stan Alves (left) and David Parkin (right) joined Carlton coach Mick Malthouse at the 11th AFL National Coaching Conference at Etihad Stadium in February, 2013.

COACHING DEVELOPMENT

Accreditation Courses

A high level of participation in AFL coach accreditation continued in 2013 with 6491 coaches attending accreditation courses. These included 6074 taking part in Level 1 courses and 368 in Level 2 courses.

For the first time for a number of years, two five-day High Performance Coaching Courses were conducted in 2013. The first was the national course, attended by 24 coaches, which was conducted at Etihad Stadium in October, overlapping the NAB AFL Draft Combine.

The second course for 25 candidates, many of them from the AFL Victoria Talent Program, was conducted at Visy Park with support from AFL Victoria. This course was introduced due to the relatively high proportion of qualified applicants from the program who missed out on the first course.

Level 2 courses were conducted in every state and territory during the year and the AFL conducted the annual AFL/AFLPA Level 2 coaching course in January for 25 recently retired or experienced players nominated by their clubs through the AFLPA.

A similar course for 13 players was conducted at the Brisbane Lions Football Club through AFL Queensland. Graduates of this course continue to gain roles in the industry, particularly as development coaches in AFL clubs, AFL Academies and some major community clubs.

AFL Online Coaching Courses

The AFL Online Junior Coaching course continued to attract high levels of participation with 1910 completions in 2013. Work continued on the development of a youth/senior version designed to assist in teaching relevant theoretical components of accreditation. This course will be launched in 2014 and other online elements for coach education, including a coach assessor course, are in the planning stage.

Identifying Talent Courses

The AFL Level 1 course in Identifying Talent for AFL, successfully introduced to the community in 2012, was further spread this year. Specific courses were conducted in WA and Northern Territory.

Most states will have the capacity to conduct their own courses from next year. This innovative course, aimed at recruiting and coaching personnel, focusses on identifying talent for regional and state development programs and potentially AFL clubs.



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AFL National Coaching Conference

The 11th AFL National Coaching Conference was held at Etihad Stadium in Melbourne from February 8-10, 2013.

The conference program was strongly supported by AFL clubs and coaches, including Michael Malthouse and Kevin Sheedy, who delivered keynote presentations, and many assistant and development coaches, who presented break-out sessions.

More than 600 coaches attended the conference, including community coaches from all states in Australia and representatives from most AFL clubs. The opening session included addresses from David Parkin and Jeff Gieschen, who provided a focus for the 100+ umpire coaches in attendance.

Coaching Resources/AFL Community Club Website

A range of valuable existing and new coaching resources are available through the coaching section of the AFL Community Club website. These include *Coaching Edge* e-magazine, which included articles providing a coaching insight into the Sydney Swans' flag-winning ways, the development and art of modern ruck work, the ever-evolving role of being a key forward/second ruck and a range of current training practices and activities.

Other coaching resources such as the *GAPS – Australian Football* animated drills and games e-resource, *Kicking Guide for Coaches*, *Kicking Guide for Players*, *Skills Guide*, *Game Day Coaching* and *Team Rules* DVDs are among the quality tools in the community football landscape.

Articles and training activities written by coaches completing their assessment for the Players' Level 2 and High Performance Coaching Courses were regularly published in the coaching section of the community website, keeping it fresh with up-to-date and innovative coaching material. These were also a regular source of articles for the fortnightly community newsletters sent to around 35,000 recipients.

Concussion Management Resources

Following the introduction of new concussion management guidelines for the 2013 AFL season, the AFL Medical Officers Association also produced guidelines for community football.

The guidelines are for trainers, first-aid providers, coaches, umpires, club officials and parents and should be understood and followed by all parties for the benefit and welfare of the players. These resources, including booklets, clubroom posters, Concussion Recognition Tool (CRT) cards for sideline use, separate handouts for coaches, parents and players and practical information for general practitioners, are available for download from the AFL Community Club Website or from AFL and state affiliate offices.

Club Coaching Coordinator Program

The club coaching coordinator program has been initiated to enhance the support and development of coaches at community league and club level. The development of a training course, a resource manual and some related web-based tools was completed in 2013.

The program will be implemented through AFL state affiliates from early 2014.

Other highlights:

AFL Coaching Ambassadors

Stan Alves and David Parkin continued in their roles as long-term AFL Coaching Ambassadors.

Along with AFL Director of Coaching Peter Schwab, AFL Coaches Association (AFLCA) staff – CEO Danny Frawley, Operations Manager Paul Armstrong and Professional Development Manager Michael Poulton – and coaching consultant David Wheadon, they regularly presented at Level 2 coaching courses and seminars around Australia and continued to play important roles in AFL coaching and development activities throughout the year.

Peter Schwab's regular writings for the AFL Community Club website were eagerly followed throughout the season. We wish Peter well with his new role as Head of Coaching and Development at the Brisbane Lions.

Coach Recognition Awards

Australian Football Coaches Association (AFCA) awards functions were held in Queensland, South Australia, Victoria (26th edition), Western Australia and, for the first time, Tasmania.

AFL Coaches Association – Appearances Program

The partnership between the AFL and the AFL Coaches Association in respect of game development consolidated further in 2013, particularly through the coach appearance program. Overall, AFL senior and assistant coaches participated in development activities and appearances in all states and territories, including most regions around the country. Assistant coaches performed more than 800 appearances to help grow the game.

The AFL and the AFLCA cooperate and work closely on a range of coaching development and other issues of mutual interest. The AFL greatly appreciates the efforts of the Association and its individual coach members in this regard.



The AFL and the AFLCA cooperate and work closely on a range of coaching development and other issues of mutual interest

COMMUNITY ENGAGEMENT – INDIGENOUS

Indigenous All-Stars

Supported by the Coles AFL Indigenous program, the biennial Indigenous All-Stars match was held in Alice Springs in February and is a special event on the AFL calendar which showcases and celebrates Indigenous talent at the AFL level while strengthening cultural identity.

Coached by Sydney Swans great Michael O'Loughlin, the Indigenous All-Stars defeated Richmond FC at Traeger Park, with the All-Stars captivating the crowd of nearly 10,000 by performing the war cry during the pre-match ceremony.

Gold Coast Suns midfielder Harley Bennell was awarded the Polly Farmer Medal for a best-afield performance.

The biannual All-Stars Camp was held in Alice Springs in the lead-up to the All-Stars match.

Conducted in partnership with the AFL Players' Association, it involved discussion about cultural development learning and mentoring, as well as community visits to Indigenous communities in the Alice Springs region.

With the support of senior Indigenous players across the AFL player group, the Indigenous All-Stars created history when the team represented Australia in the 2013 International Rules Series played in Ireland in October, supported by Coles, Recognise and the National Aboriginal Community Controlled Health Organisation.

✓ Aaron Davey leads the Indigenous All-Stars in a war cry before their match against Richmond at Traeger Park in Alice Springs.

To the best of our knowledge, the All-Stars representing the AFL in International Rules was the first All-Indigenous team to represent a national sporting code at senior level overseas since the first cricket team toured England in 1868, more than 150 years ago.

Flying Boomerangs Leadership Program

At the end of the annual AFL KickStart camp, 25 Indigenous players aged between 14-15 were selected to participate in the Flying Boomerangs Leadership Program, supported by the Coles AFL Indigenous program.

The focus of the Flying Boomerangs program is to provide exposure to an elite training environment and develop the leadership skills of the participants.

The Boomerangs participated in the NAB AFL Under-16 National Championships and competed against the World Team, South Pacific and North-West WA.

Coached by Eugene Warrior, the Flying Boomerangs travelled to New Zealand in December to play two games against the New Zealand Hawks and to conduct clinics with local participants.

A key component of the Boomerangs program, the international tour provides an outstanding leadership and cultural experience for the young Indigenous men.





Teams from the Northern Territory and Victoria clashed in the inaugural National Female Kickstart Championship Grand Final at Victoria Park in Melbourne, with the NT winning a tight contest.

National KickStart Championships

The National Under-15 KickStart Championships were conducted in Townsville in April.

The carnival involved 150 young Indigenous men (up from 50 in previous years) representing their states and territories.

Six teams competed (WA, SA, NT, Qld, Vic/Tas and NSW/ACT), with each having support staff of Indigenous umpires, doctors and coaches, including ex-AFL players Andrew McLeod, Eugene Warrior, Antoni Grover and Che Cockatoo-Collins.

Western Australia defeated Victoria in the Grand Final.

Footy Means Business

In partnership with Rio Tinto, the AFL recruits 50 young Indigenous men from all over Australia each year to participate in an employment and talent program.

In addition to exposing players to the rigours of an AFL club environment and AIS high-performance testing, the program aims to build participants' employment aspirations and provide them with skills to deliver on their aspirations.

Workshops include CV development, interviewing skills, financial literacy, team building and communication, as well as activities designed to strengthen identity and culture.

The program includes an 'Amazing Race' and site visits to Channel Seven and the Victorian Federal Police training facility.

Highlights of the May camp included performing the war cry to senior Rio Tinto and AFL executives at a Rio Tinto function and playing the curtain-raiser to the Dreamtime at the 'G game, when Team South narrowly defeated Team North.

National Female Kickstart

Supported by the Coles AFL Indigenous program, the inaugural Female Kickstart Championship was played in Victoria in September with more than 100 Indigenous females representing their respective states in a national carnival.

The carnival was played in a nine-a-side format that also included a full day of education sessions. NT won the Grand Final, defeating Victoria in a tight contest. Twenty-five girls were selected to represent a female indigenous team in the Youth Girls Championships in 2014 for the first time.

Indigenous Coaching Academy

Indigenous players represent 9 per cent of AFL lists, although Indigenous coaches represent only 1 per cent of coaches in the AFL.

The AFL, in conjunction with the AFL Coaches Association, developed an indigenous coaching academy in 2013 to fast-track and further develop indigenous coaches in the AFL system.

Seven Indigenous coaches participated in the inaugural academy, which included participation in the AFL coaches conference, work experience at an AFL club and Level 2 coaching accreditation.

AFL Club Partnership

For the fifth year, the AFL with the support of funding from FAHCSIA, coordinated the AFL club partnership program to support partnerships between six AFL clubs and six remote Aboriginal communities to achieve the following objectives:

- Build the aspiration of local community members.
- Strong local partnerships.
- Strengthening delivery of structured football competition by the local community.
- Cultural and professional development for AFL players and staff.

Communities include Wadeye, Tiwi Islands, Groote Eylandt and Gove, Katherine, Alice Springs and surrounds, Ceduna and APY Lands.

Indigenous Round & Dreamtime at the 'G

Featuring during round nine of the Toyota AFL Premiership Season, the annual Indigenous Round is a celebration of our country's Indigenous players and their contribution which has shaped Australia's Game.

This year we celebrated the theme identity which recognises Indigenous cultures, customs and traditions across the 320 nations and 500 language groups, as well as paying tribute to the 20-year anniversary of Nicky Winmar's stance against racism.

A number of events across Australia were held to recognise the round, culminating in the annual Dreamtime at the 'G match in Melbourne between Richmond and Essendon.

“
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North Melbourne ruckman/forward and Australia Post AFL Multicultural Ambassador Majak Daw shows off his marking skills at the National Unity Cup in March.



COMMUNITY ENGAGEMENT – MULTICULTURAL

Australia Post Multicultural Schools Program

The Australia Post AFL Multicultural Program continued to grow in 2013 and the Multicultural Schools Program was no exception, reaching 280 schools nationally and more than 27,000 students.

The 10-week program that introduces new migrants to AFL included skills sessions, a multicultural cup competition, an AFL game visit and an umpiring session.

More than 17,000 people from culturally and linguistically diverse community backgrounds attended an AFL game – many for the first time – and 300 multicultural children participated in a NAB AFL Auskick half-time game.

Multicultural talent camps

With the recent success of players such as Majak Daw and Nic Naitanui, the Australia Post AFL Multicultural program placed a strong emphasis on identifying potential talent.

In 2013, talent camps were conducted in Victoria, New South Wales, Western Australia and South Australia, giving more than 250 participants the opportunity to enhance their development, leadership and football skills.

Fifty participants were selected from each state to participate in the national talent camp held in Melbourne in May. Seventeen of the best performing players were selected to represent the World XVIII in the NAB AFL Under-16 Championships.

The World XVIII was coached by former Carlton champion Anthony Koutoufides and featured players from Africa, the Middle East, China and the Pacific.

The team played three games against the Flying Boomerangs, North West WA and the Pacific.

With only a limited time to get to know one another, the World XVIII finished with three wins and won the title of the Division 3 champions.

Unity Cup

The National Unity Cup was held in March in Melbourne, coinciding with the Victorian Cultural Diversity Week and following a series of round-robin tournaments contested by multicultural teams across the country in the lead-up to the event.

The Unity Cup was supported by the Western Bulldogs, North Melbourne and Melbourne Football Clubs in addition to the Essendon Football Club, which created the event with the AFL Multicultural program and the Australian Federal Police in 2008.

The Cup focuses on strengthening ties with the Police, Muslim and other culturally and linguistically diverse communities through a mutual appreciation of Australian Football for boys between 15 and 19.

Ten teams from Victoria, New South Wales, Northern Territory and South Australia competed in the AFL 9s tournament held at JJ Holland Park.

The event also featured an AFL 9s exhibition match between all-female multicultural teams, supported by the Western Bulldogs and North Melbourne.



The Australia Post AFL Multicultural Program continued to grow in 2013



A highlight of the round was the announcement of the Multicultural Team of Champions

AFL and Australia Post Announce Multicultural Ambassadors

The AFL and Australia Post announced 11 AFL players as the 2013 Multicultural Ambassadors as part of the Australia Post Community Inclusion Partnership.

As Australia Post AFL Multicultural Ambassadors, Nic Naitanui, Leigh Montagna, Bachar Houli, Joel Wilkinson, David Rodan, Heritier Lumumba, Karmichael Hunt, Majak Daw, Setanta O'hAilpin, Alipate Carlile and Ahmed Saad represent some of the many diverse backgrounds in football and encourage individuals and groups to unite through their love of Australia's Game.

Bachar Houli shortlisted for International award

Australia Post AFL Multicultural Ambassador Bachar Houli was shortlisted for the Beyond Sport International award in the category 'Sport for Social Inclusion Awards', recognising the AFL multicultural program which engages 30 Islamic colleges nationally. The award was shortlisted alongside the NFL and American swimming team. The awards ceremony was hosted in Philadelphia, USA.

Multicultural Round and Australia Post AFL Multicultural Team of Champions

AFL Multicultural Round featured in round 16 of the Toyota AFL Premiership Season, celebrated Many Cultures, One Game.

A highlight of the round was the announcement of the Multicultural Team of Champions recognising legends of the game who came from a multicultural background. The criteria required the player to be born overseas or have at least one parent born overseas.

MULTICULTURAL TEAM OF CHAMPIONS

B	J. Worsfold England	S. Silvagni Italy	M. Scarlett England
HB	W. Schwass New Zealand	G. Jakovich Croatia	A. Koutoufides Italy, Greece
C	R. DiPierdomenico Italy	I. Stewart Italy	P. Matera Italy
HF	A. Jesaulenko Ukraine, Russia	N. Riewoldt Germany	D. Brereton Ireland
F	P. Bell Korea	A. Lynch England	P. Daicos Macedonia
R	R. Cazaly England, Scotland	S. Black New Zealand	D. Kerr India
IC	A. La Fontaine France	C.H. Pannam Greece J. Stynes Ireland	S. Rocca Italy

Coach: Jock McHale

Captain: Alex Jesaulenko

Multicultural Community Ambassadors

A total of 120 community leaders from a range of cultural backgrounds were inducted as official AFL Multicultural Community ambassadors.

The community ambassadors participated in a number of programs over the year, including activities across Multicultural Round and supported the AFL diversity strategy. The ambassadors also participated in professional development activities such as umpiring and coaching courses.

MESSAGE FROM THE AUSTRALIAN SPORTS COMMISSION

The Australian Sports Commission (ASC) is committed to ensuring Australian athletes excel in the international sporting arena and increasing Australians' participation in sport.

These two clear objectives are mutually reinforcing – international success inspires Australians to participate in sport and greater participation helps nurture our future champions. Sport inspires individuals, unites communities and encourages active lifestyles.

In 2013-14, the Australian Government, through the ASC, is investing almost \$120 million in national sporting organisations for high performance programs and to promote grassroots participation in sport.

Our partner sports can expect a much sharper focus by the ASC in future on best-practice governance and administration, intellectual property ownership, athlete management and support structures and

general accountabilities by the sports. Equally, the ASC is committed to changing to meet the needs of contemporary sport.

Importantly, the Australian Government is focused on promoting grassroots participation in sport throughout Australia and to continue a suite of successful national programs such as the Active After-school Communities program. Increased community sport participation has a profound long-term dividend and remains a vital objective of the ASC.

The ASC looks forward to working in collaboration with the sport sector to encourage more people into sport and to drive Australia's continued sporting success.

John Wylie AM
Chair, Board of the Australian Sports Commission



Australian Government
Australian Sports Commission

AROUND THE REGIONS

A snapshot of the 2013 programs and initiatives in each state and territory and internationally.



NEW SOUTH WALES, AUSTRALIAN CAPITAL TERRITORY

▶ Participation grew by 20 per cent to 177,878 participants. The Sydney Harbour/Illawarra and Greater Western Sydney/Central West regions were the biggest areas of growth – increasing 28 per cent and 27 per cent respectively.

▶ A record seven players were primary-listed and three players were rookie-listed. The Joss Talented Player Program went from strength to strength in 2013 with 50 NSW/ACT players on AFL lists and a record 12 players making their senior debuts.

▶ Seven players were named in the AIS-AFL Academy Programs.

▶ AFL 9s participation grew by 32 per cent. The strongest regions were Sydney Harbour and the ACT. AFL 9s featured at half-time three times last year: at StarTrack Oval in Canberra and ANZ Stadium and Skoda (now Spotless) Stadium in Sydney. An AFL 9s match was also held at Parliament House in Canberra, with a number of Federal politicians getting involved in an exhibition match held to launch the ACT season.

▶ NSW/ACT recorded the greatest number of NAB AFL Auskick participants (47,000) across Australia. A total of 3174 club and after-school Auskickers took part in half-time Auskick during Toyota AFL Premiership Season games.

▶ Multicultural engagement in NSW/ACT was strengthened, with two key cultural relationships formed in 2013 with the South Sudanese and Korean communities in Sydney.

▶ The Multicultural Community Ambassador Program was successful in helping the AFL to deepen its connection with communities in the Sydney and Southern NSW regions. The Ambassadors have been involved in numerous events, including participating

in Multicultural Round Table and the Diversity Dinner, program implementation and festivals. NSW Multicultural Ambassador Sue Yeon was awarded the National AFL Multicultural Community Ambassador of the Year Award.

▶ Indigenous programs in NSW/ACT saw positive outcomes across talent and education. A total of 1734 Indigenous students participated in the Kickstart program which provides education in nutrition, school and culture. Two NSW/ACT players were selected in the Flying Boomerangs team. Three NSW/ACT players attended the Under-18 Female Kickstart Championships.

▶ ACT won the AFL Women's National Championships Division 2 title. AFL Canberra has 10 women's teams, while AFL Sydney has 12 clubs competing across two divisions in 2013. Courtney Gum and Jennifer Lew were drafted in the inaugural AFL Women's Draft for the Melbourne Football Club.

▶ AFL NSW/ACT lodged 34 applications for facilities development, while driving the completion of 21 projects. The AFL delivered the first synthetic AFL facility outside of Victoria – and the first in NSW/ACT – at Narrabeen Sports High School, in association with Pittwater Council.

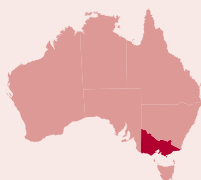
▶ AFL NSW/ACT worked with Wagga Wagga City Council to complete the \$6 million redevelopment of Robertson Oval in time for the NAB Cup clash between the GWS Giants and Brisbane Lions, which was played in front of more than 7500 people.

▶ Scott Gordon was promoted to the AFL Boundary Umpires Panel and Dale Puren and Rose O'Dea appointed to the AFL Goal Umpires Panel. Rose is the third female umpire to reach the AFL. Meanwhile, boundary umpire Michael Saunders officiated the 2013 Toyota AFL Grand Final, and Sergio Villagra retired after a distinguished career of 130 AFL games.



NSW/ACT recorded the greatest number of NAB AFL Auskick participants (47,000) across Australia

▶ Richmond star and Australia Post AFL Multicultural Ambassador Bachar Houli joins players from Minaret and Al Siraat during the 2013 Bachar Houli Cup Grand Final in Melbourne last September.



VICTORIA

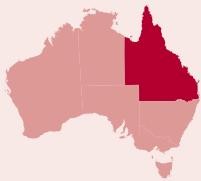
- ▶ Total participation numbers reached 267,837 – an 11 per cent increase.
- ▶ NAB AFL Auskick and the community football league/club network maintained their strong participation levels.
- ▶ Participation in school football competitions/programs increased significantly (17,400) through the introduction of intra-schools AFL 9s competitions along with increases in the AFL Sport Ed and AFL Multicultural School Programs.
- ▶ The number of School Ambassadors grew by 5 per cent (96 new AFL School Ambassadors) in 2013, taking the total to 1873 (Primary School – 1395, Secondary School – 478).
- ▶ AFL 9s grew by over 11,000 participants primarily as a result of a partnership with the AASC (Active After Schools Communities) that delivered AFL 9s to over 9000 primary school students. AFL 9s social adult competitions also increased by over 2000 participants.
- ▶ The number of female teams grew to a record 145 teams, playing across 27 dedicated female competitions.
- ▶ New youth girls competitions were established in Shepparton and Gippsland.
- ▶ Twenty-two Indigenous girls participated in the inaugural National Kickstart Championships. Five were selected for the 2014 Youth Girls State Academy.
- ▶ AFL Victoria hosted the National Youth Girls Under-18 Championships which were played in Shepparton. For the first time, Victoria entered Vic Metro and Vic Country teams.
- ▶ The Victorian State team made up of players from the VWFL won the AFL Women's National Championships Division 1 title held in Cairns in June.
- ▶ Victorian-based AFL players invested 10,519 hours in the Victoria community through the AFL Player Appearance Program.
- ▶ Eleven of the 23 AFL players who received NAB AFL Rising Star nominations were from Victoria.
- ▶ 48 per cent of the new talent drafted to AFL club lists at the 2013 NAB AFL Draft were from Victoria (26 from the TAC Cup competition, three from the VFL and one school/community football), including the first four selections (Tom Boyd, Josh Kelly, Jack Billings and Marcus Bontempelli) and 16 of the top 25. A further 12 TAC Cup players and five VFL players were rookie-listed by AFL clubs after their 2013 seasons (40 per cent of the players drafted excluding those who changed AFL clubs).
- ▶ Vic Country won the NAB AFL Under-16 Championships Division 1 title in Sydney.
- ▶ Victorian football had 13 players selected in the 2014 Level 1 AIS AFL Academy Squad and a further 12 players for the 2014 Level 2 program.



▶ Box Hill Hawks players celebrate their victory over Geelong in the Peter Jackson VFL Grand Final at Etihad Stadium.

- ▶ The Peter Jackson VFL and TAC Cup Grand Finals were played at Etihad Stadium, with the Box Hill Hawks winning the VFL Grand Final and the Eastern Ranges winning the TAC Cup title. The overall attendance on VFL/TAC Cup Grand Final day was more than 15,000.
- ▶ The Laguntas program was introduced to provide additional opportunities for Indigenous players and support staff within the talent pathway.
- ▶ As a result of the 2011 "Review of football in country Victoria", AFL Victoria integrated with the Victoria Country Football League (VCFL) on November 1, 2012, the majority of the 13 new Region Commissions have been established and all of the 18 new management staff have been appointed across country Victoria.
- ▶ More than 350 people attended the AFL Victoria AFCA (Australian Football Coaches Association) Coach of the Year Dinner in November at the MCG recognising the outstanding achievements of community coaches at Auskick, junior, youth and senior levels.
- ▶ More than 200 courses were conducted for Victorian coaches: 104 Coach Awareness Courses (Level 0) with 1323 coaches attending; 109 Level 1 courses for 2996 coaches; and one Level 2 course for 68 coaches.
- ▶ In addition, AFCA branches around the state conducted 33 seminars attended by 1495 people and seven Club Coaching Coordinator programs with 214 participants.
- ▶ For the first time, AFL Victoria conducted the first High Performance Coaching Course in December 2013 at Visy Park with 25 attendees.
- ▶ The AFL/VFL Victoria facility development fund provided more than \$560,000 to eight facility projects with a total project value of almost \$15 million.
- ▶ In addition, since October 2012, a total of 33 projects have shared in more than \$2.1 million in funding through the Country Football Netball Program with a combined total project value of over \$5.2 million.
- ▶ In 2013, the Football Infrastructure Program was created and provided \$250,000 to 38 clubs for a total project value of \$650,000.
- ▶ In July, members of the Victorian Women's Football League (VWFL) voted to transfer over the management of the league to AFL Victoria which will see the development of a State League for women.

South East Queensland girls from many cultures celebrate the success of the inaugural AFL Queensland Unity Cup.



QUEENSLAND

- ▶ Total participation reached 157,704 – up 8.5 per cent.
- ▶ Queensland again recorded the largest AFL school participation in Australia with over 100,000 primary and secondary school students.
- ▶ Seven Queenslanders were selected in the first AFL Women's Draft.
- ▶ The Gold Coast again hosted the NAB AFL Draft with a week-long program of events.
- ▶ The \$13 million Burpengary Regional Sport Park – AFL Precinct opened.
- ▶ In 2013, there were 45 Queenslanders on AFL club lists.
- ▶ More than 8000 people attended Townsville's first NAB Cup match between the Gold Coast Suns and North Melbourne.
- ▶ The introduction of a 'Hub' model for program delivery.
- ▶ Townsville hosted the National KickStart Championships in April.
- ▶ More than \$40 million of infrastructure projects were completed.
- ▶ The \$5 million AFL Cape York House education and boarding facility for Indigenous youth was officially opened.
- ▶ The third season of the North East Australian Football League (NEAFL) saw the Brisbane Lions reserves storm home to take out their second straight NEAFL premiership, defeating the Sydney Swans reserves by nine points.
- ▶ The Brisbane Lions and Gold Coast Suns reserves teams faced off in the inaugural Mackay Anzac Day NEAFL Clash in front of 4000 fans.
- ▶ The Northern Rivers team took up residence at the Byron Bay Sports and Cultural Complex.
- ▶ Eleven Queensland players were added to AFL club lists for season 2014.
- ▶ The third Richmond v Gold Coast Suns match at Cazalys Stadium in Cairns attracted a crowd of 11,197.
- ▶ The Bachar Houli and Diversity Cups were premiered in South East Queensland.
- ▶ An under-6 club program was launched across Brisbane.
- ▶ Volunteers Michael 'Tiger' McCormick and John Durkin received AFL Merit Awards for services to the game.
- ▶ The NEAFL under-22 side defeated South Australia in Adelaide.
- ▶ Cairns hosted the Women's National Championships – the first time the event had been held outside a capital city.
- ▶ The Kinderkick motor skills program for children aged three-five was piloted across Brisbane and the Gold Coast.
- ▶ AFL Queensland, the Gold Coast Suns and Brisbane Lions delivered AFL Community Camps in Townsville, Toowoomba and the Sunshine Coast.
- ▶ QClash6 in round 15 attracted a crowd of 27,170 – the largest crowd at the Gabba in 2013.
- ▶ The NEAFL Northern Conference held its first player Combine.

▶ South Australia's Mitchell Harvey celebrates a goal during the NAB AFL Under-18 Championships, in which his team went through undefeated. The star player of the championships was WA captain Dom Sheed (far right), who won the Larke Medal.



SOUTH AUSTRALIA

- ▶ Total football participation numbers increased by nearly 2 per cent, with significant rises in women's and girls' programs (27.5 per cent) and school participants (15.3 per cent).
- ▶ The largest state league crowd in Australia watched the SANFL Grand Final between Norwood and North Adelaide, with 36,685 being the largest attendance at an SANFL title decider since 1999.
- ▶ South Australia won its first NAB AFL Under-18 Championship after finishing the tournament undefeated. SA's Talent Development programs saw 16 South Australians upgraded or drafted in the NAB AFL Draft. Eight players were selected in the Rookie Draft.
- ▶ Eleni Glouftsis became the first female field umpire to officiate at state league level in Australia when she umpired the match between Glenelg and North Adelaide on August 25. She also umpired the SANFL reserves Grand Final.
- ▶ An 8 per cent increase in AFL attendance for Port Adelaide matches at AAMI Stadium, including a crowd of 45,127.

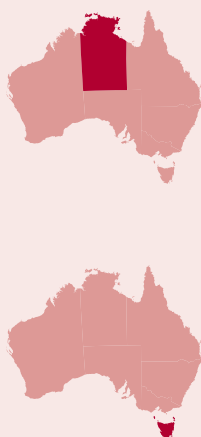
WESTERN AUSTRALIA

- ▶ Site works started for the new major stadium at Burswood in Perth.
- ▶ Peter Bell, Frank Hopkins, Chris Lewis, Ray Richards, Tom Wilson and George Young were inducted into the WA Football Hall of Fame.
- ▶ Overall participation in WA increased by 13.8 per cent to 161,429.
- ▶ More than 86,000 played club football and 66,500 were involved in school football.
- ▶ 29,436 children played NAB AFL Auskick.
- ▶ West Perth won the 2013 WAFL premiership.
- ▶ East Fremantle's Rory O'Brien won the 2013 Sandover Medal.
- ▶ The WAFL defeated the VFL by 17 points in the state game at Northam.
- ▶ WA captain Dom Sheed won the Larke Medal at the 2013 NAB AFL Under-18 Championships.
- ▶ Twelve WA players were selected in the NAB AFL Draft and five in the Rookie Draft.
- ▶ The West Australian Football Commission was a finalist for the Australian Institute of Management WA's 2013 Pinnacle Award for Human Resource Management Excellence in recognition of exceptional management practices at Patersons Stadium.

▶ (Right) NT footballer Bayden Ngalkin shows off his medal for being voted best on the ground in the Rio Tinto Cup final at the MCG. He is with Saints great Nicky Winmar, who presented the cup.



▶ (Far right) David Hale marks strongly against the Western Bulldogs in their round 17 match at Aurora Stadium.



NORTHERN TERRITORY

- ▶ Eight per cent participation growth, 13 per cent of the NT population now playing AFL.
- ▶ Three new remote projects.
- ▶ Female participation increased by 36 per cent.
- ▶ Full-time Club Development Managers at each of the eight NTFL Premier League clubs.
- ▶ Hosted two successful Toyota AFL Premiership Season matches, along with Indigenous All-Stars and a NAB Cup match in Alice Springs.
- ▶ Central Australian Redtails completed second trial in the NTFL (eight matches).
- ▶ Inaugural multicultural coordinator was appointed.
- ▶ Northern Territory won the inaugural Kickstart Youth Girls National Championships and NT's Caitlin Armstrong won the Championship Most Valuable Player.
- ▶ Charles Darwin University became the Official Education Partner of the Michael Long Learning and Leadership Centre and construction has begun on this exciting facility.

TASMANIA

- ▶ Tasmania performed well at the NAB AFL Draft. Six players were products of AFL Tasmania's underage academy program, there was one rookie elevation and two other Tassie Mariner players were rookie listed.
- ▶ Total participation grew by 4 per cent, incorporating 12 per cent growth in junior football, 10 per cent in primary schools and women's football grew by more than 200 per cent.
- ▶ The South Launceston Football Club won its first State League premiership under the outstanding leadership of playing coach Mitch Thorp.
- ▶ The six AFL games played in Tasmania, four by Hawthorn in Launceston and two by North Melbourne in Hobart, were again well supported. 2013 was Hawthorn's 13th consecutive season of playing games in Tasmania and North Melbourne's second year.
- ▶ The ninth Tasmanian Football Hall of Fame saw Verdun Howell and Tim Lane elevated from legend status to Icons of Tasmanian football and Peter 'Percy' Jones and Michael Roach were elevated from inductees to Hall of Fame legends.
- ▶ The evolution of the Tasmanian Football Council (TFC) as the regional/grassroots football leader is an exciting initiative and Tasmania's State League clubs are about to commit to the competition for a further 10-year period.
- ▶ The media interest at all levels of the game in Tasmania was again strong.
- ▶ The \$30 million redevelopment at Blundstone Arena started and in late 2014 AFL Tasmania will relocate its offices from the traditional home of football, North Hobart Oval, to share facilities with Cricket Tasmania at Bellerive.

International scholarship players Shem-Kalvin Tatupu and Kurt Heatherley, from New Zealand, have been elevated to the Hawthorn rookie list.



INTERNATIONAL

- ▶ The AFL's international footprint continued to expand as targeted participation and talent programs delivered positive outcomes.
- ▶ Combined with improving organisational capacity through established AFL international affiliates, 2013 proved to be the most successful year to date, culminating in the first game for premiership points played outside of Australia, in Wellington, New Zealand, on Anzac Day.
- ▶ This growth was complemented by partnering with Rightster which resulted in unprecedented online global access to elite AFL content, a critical component in the future growth of AFL internationally.
- ▶ International participation continued to increase, particularly throughout the Pacific region.
- ▶ A critical component of driving International talent outcomes, International Combines were again conducted in priority development regions in Ireland, the United States, New Zealand and China, with more than 100 players tested. Combines in Ireland, United States and New Zealand were attended by AFL club recruiters.
- ▶ Three USA players were selected from the USA Combine and travelled to Australia for an additional three-week testing period in July.
- ▶ Following the success of the first match for premiership points in New Zealand, agreement was reached between the AFL, Wellington City Council and St Kilda Football Club to play matches on Anzac Day for the next five years.
- ▶ St Kilda will play the Brisbane Lions in 2014 with the match televised live on Fox Sports.
- ▶ AFL Asia established, bringing together 16 teams from 11 countries throughout south and north-east Asia as a step towards formal AFL affiliation.
- ▶ The Guandong Australian Football League is established in Guangzhou (GZ), China, comprising a totally local Chinese four-team competition between the GZ Scorpions, the GZ Seagulls, the Dongguan Cheetahs and the Xui Hai Hawks.
- ▶ Chen Shao Liang, a local Chinese player selected in year one of the AFL China Academy program, returned to Australia to play games with the Southern Dragons in the Victorian Southern League.
- ▶ AIS/AFL Academy expanded its reach by including Denmark on its third European Tour. The Level 2 squad played matches against the European Legion in Surrey, England, and the European Titans in Copenhagen, Denmark.
- ▶ AIS/AFL Academy Level 1 toured New Zealand for the second time, playing against the New Zealand Hawks at Wellington Stadium on Australia Day.

- ▶ Five international players attended the 2013 NAB AFL Draft Combine: Kurt Heatherley (NZ), JJ Peni (PNG), Mark Cisco (US), Jason Holmes (US) and Daniel Flynn (Ireland).
- ▶ Eric Wallace became the first US player through the US Combine program to be recruited to an AFL club – listed as an International Scholarship Player at North Melbourne.
- ▶ Two additional US players who tested as part of the US Combine program were listed by AFL clubs – Patrick Mitchell (Sydney Swans) and Jason Holmes (St Kilda).
- ▶ The following International Scholarship players have been upgraded to their club rookie list.
 - ▶ Kurt Heatherley, Hawthorn, New Zealand/Sandringham
 - ▶ Shem-Kalvin Tatupu, Hawthorn, New Zealand/Oakleigh Chargers
- ▶ The following international players have been included on their club rookie list.
 - ▶ Ciaran Sheehan, Carlton, County Cork, Ireland
 - ▶ Ciaran Byrne, Carlton, County Louth, Ireland
 - ▶ Daniel Flynn, Port Adelaide, County Kildare, Ireland
 - ▶ Jason Holmes, St Kilda, US
 - ▶ Patrick Mitchell, Sydney Swans, US
- ▶ World XVIII and South Pacific teams again competed in the NAB AFL Under-16 Championships, with the World XVIII winning the Division 3 title for the first time.
- ▶ Aliir Aliir is the first player from the World XVIII team (2011) to be drafted. He was selected by the Sydney Swans in the 2013 NAB AFL National Draft. He is also the first Sudanese player to be selected in the NAB AFL Draft.
- ▶ Under-16 South Pacific Cup was played as part of the National Kickstart Championships in Townsville. PNG, New Zealand and an Oceania combined team (Fiji, Nauru, Tonga, Vanuatu and Solomon Islands) competed. A combined South Pacific team then played against the Boomerangs on the final day of the event.
- ▶ Ausaid through the Australian Sports Commission committed provisional funding for three years to support AFL-driven 'Development through Sport' outcomes for pilot projects in PNG and Nauru.
- ▶ The Flying Boomerangs travelled to South Africa in January, playing two games against the South African Lions. The 2013 intake travelled to New Zealand in December to play two games against the New Zealand Hawks.

▶ International player Jason Holmes of the United States was included on St Kilda's rookie list after impressing at the AFL Draft Combine at Etihad Stadium.



COMMUNITY PARTNERSHIPS

AFL SportsReady

AFL SportsReady's strong growth from 2012 continued throughout 2013, with the national employment and education company delivering record numbers of trainees for the second year in a row.

The not-for-profit company, which delivers education and traineeship opportunities for young people across Australia in fields such as sport and recreation, banking and finance, business administration, education and horticulture supported more than 640 trainees into roles across Australia in 2013.

Another 900 students have either completed or are in continuing studies with the education side of the business, SportsReady Education, since it was established in 2012.

AFL SportsReady's commitment to providing career pathways for Indigenous Australians has been backed by the corporate sector, with new partnerships leading to a 135 per cent increase in the number of opportunities provided to Indigenous young people since 2012.

This year 225 traineeship opportunities have been provided to Indigenous young people nationally, with partners including the National Australia Bank, ANZ, Commonwealth Bank, Westpac, Australia Post, Telstra and the Victorian and West Australian governments.

AFL SportsReady has worked in partnership with the AFL Players' Association in providing training in a career beyond the football field through the suite of Next Goal Career Transition Programs.

Today, one in four AFL players are involved in our programs and the establishment of SportsReady Education has allowed the partnership to grow further.

During the past year, 187 AFL players have undertaken studies with SportsReady Education in a range of courses, including Sport Development, Business and Fitness.

SportsReady Education has also developed tailored education opportunities, which includes the Executive Certificate in AFL Management (Football Operations). The 26 participants who took part in the inaugural course this year after successfully completing the assessment task received one unit of credit into La Trobe University's Masters Course.

The pathway into La Trobe University has been made possible thanks to our exclusive partnership with the university. We have this year forged partnerships with three universities across the country, including La Trobe University in Victoria, Curtin University in Western Australia and Griffith University in Queensland.

The partnerships offer SportsReady Education students a unique opportunity to gain direct entry and credit towards a Bachelor Degree upon completion of their Diploma studies.

The Barrarn program, a partnership funded and supported by the Collingwood Football Club Foundation, began in 2012 as a traineeship program for young Victorian Indigenous job seekers, and its quick success saw its expansion into a direct employment model.

Ten young Indigenous Victorians have undertaken traineeships across the City of Yarra, with five

full-time trainees working with AFL Victoria to increase Indigenous participation.

The expansion of the program has resulted in another 35 Indigenous job seekers being placed into direct employment roles over the next six months.

The partnership with Australia Post has not only supported more than 20 trainees into full-time and school-based traineeship roles, but has led to the development of the Executive Certificate in Mentoring, which assists the company's management to support our Indigenous trainees.

AFL SportsReady also delivers Cultural Awareness Training to our partners, including corporate organisations.

AFL SportsReady also expanded into the arts and creative industries this year, with the development of a new program, ArtsReady, supported by the Federal Government. ArtsReady will mean young Australians eager to embark on a career in the arts will have a formalised training and education pathway into back-of-house, administration and support roles, allowing them to get a foot in the door to their dream job while gaining nationally accredited qualifications.

Ladder

The AFL industry has a long-standing reputation as a force for change. In 2013 the AFL continued to support Ladder – the AFL players' charity established in 2007 to tackle youth homelessness.

Every player participating in an AFL home and away match donates part of his match fee to Ladder.

Each year these donations amount to around \$150,000, which is matched by the AFL, resulting in a total contribution of \$300,000.

The AFL and AFL Players' Association are founding partners of Ladder. Ladder works with young people who have experienced homelessness to help them break the cycle of homelessness and to reach their potential.

For the second year, Ladder was the Official Charity of the Toyota AFL Finals Series. The AFL 'Greatness' advertising campaign for the finals and sales of the official Premiership Cup memorabilia pin helped to raise significant awareness and funds for Ladder.

The AFL joined with Ladder for their first Shout For Good campaign, which encouraged fans to make a micro-donation to Ladder via the Shout App. Ladder ambassador and Collingwood star Luke Ball was the spokesperson for the campaign which raised more than \$5000.

Ladder has a vision to operate in every region that hosts an AFL team by 2020.

It costs Ladder just under \$40 a day to support a young person who is striving for a better future.

This provides around 119 hours of support a year, including health, wellbeing and fitness sessions, skills training, mentoring and one-on-one support.

Past and present AFL footballers are involved as volunteers, ambassadors and mentors. This is critical for young people to provide them with guidance, support and encouragement to find a way out of the debilitating cycle of homelessness.



AFL SportsReady's commitment to providing career pathways for Indigenous Australians has been backed by the corporate sector

AFL CEO Andrew Demetriou presents NAB AFL Auskick national ambassador Shane Crawford with a \$10,000 cheque as he departs on his 22-day bicycle ride from Melbourne to Perth to raise funds and awareness for Breast Cancer Network Australia.



Breast Cancer Network Australia

The AFL has continued its association with Breast Cancer Network Australia, which has included staging the Field of Women promotion three times since 2005, with the community coming together to form the 'pink lady' symbol of the Breast Cancer Network on the ground before an AFL match.

Planning started in 2013 to repeat this event in 2014. The 2010 event raised \$850,000 to support the work of the Breast Cancer Network.

The AFL was a supporter of Shane Crawford's 'Tour de Crawford' ride to raise funds and awareness for Breast Cancer Network Australia.

Andrew Demetriou, AFL staff at AFL headquarters and NAB AFL Auskickers from Strathcona Girls Grammar said farewell to the NAB AFL Auskick national ambassador as he departed Melbourne for Perth on a 22-day marathon. Crawford was presented with a \$10,000 cheque from the AFL at the farewell event held outside AFL House in the Docklands.

White Ribbon campaign

White Ribbon is an international organisation working to prevent male violence towards women.

One in three Australian women over the age of 15 has reported experiencing physical or sexual violence at some time in their lives. The AFL and White Ribbon have had a long partnership which has primarily focused on working with players and teams to raise awareness for men's violence against women.

The partnership is linked to the AFL's respect and responsibility policy, which aims to create a safe and inclusive environment for women at all levels of the game.

The AFL competition's support for the White Ribbon Campaign to eliminate violence against women continued in 2013 when the Greater Western Sydney Giants and Sydney Swans competed for the White Ribbon Trophy for matches between the two clubs.

In 2013, the AFL were the platinum sponsor for the White Ribbon International Conference 'Global to Local', which featured expert speakers from around the globe on the prevention of violence against women. AFL Education Officers Luke Brennan and Luke Ablett presented at the conference on the AFL's Respect and Responsibility Program.

The AFL is also participating in the White Ribbon Workplace Accreditation Project that aims to recognise participating workplaces for the work they do in preventing violence against women, and to accredit them as White Ribbon Organisations.

Several members of the AFL executive, including Chief Executive Officer Andrew Demetriou, are ambassadors for the White Ribbon Campaign, as is Sydney Swans champion and 2014 Australian of the Year Adam Goodes and several current and former players as well as executives from AFL clubs.

The White Ribbon campaign is also promoted annually through the Brownlow Medal dinner.

REACH

Jim Stynes scholarship fund

The AFL and the Reach Foundation together established the Jim Stynes scholarship fund in 2012 in honour of the former Melbourne Football Club president and Brownlow medallist, the late Jim Stynes.

As part of a partnership with the AFL, the Federal Government has provided \$3 million to establish the scholarship fund to help disadvantaged people pursue their sporting dreams and reach their potential.

The scholarships recognise his contribution as an outstanding footballer, administrator, philanthropist, charity worker and writer.

Recipients will receive funding towards football, travel and education expenses.

The 2013 winners were selected by a panel comprising the AFL, the Reach Foundation and Sam Ludbey.

Each year the program will offer up to 37 scholarships with a value of up to \$20,000. Number 37 was Stynes' original number when he joined Melbourne Football Club.

The 2013 Jim Stynes Scholarship winners were:

- ▶ William Austin (Vic)
- ▶ Emmanuel Jakwot (Vic)
- ▶ Aidyn Johnson (Vic)
- ▶ Lewis Taylor (Vic)
- ▶ Teresa Daw (Vic)
- ▶ Rebecca Cock (SA)
- ▶ Emmanuel Irra (SA)
- ▶ Malcolm Karpany (SA)
- ▶ Liam Dawson (Qld)

- ▶ John Mason (Qld)
- ▶ Sean Fletcher (WA)
- ▶ Herman Humphries (WA)
- ▶ Jermaine Miller-Lewis (WA)
- ▶ Clem Smith (WA)
- ▶ Rhonda Williams (WA)
- ▶ Zabreena Manjerovic (Tas)
- ▶ Maddison Smith (Tas)
- ▶ Patrick Taban (NT)

Jim Stynes Community Leadership Award

Gold Coast Suns ruckman Zac Smith was awarded the Jim Stynes Community Leadership Award established by the AFL and The Reach Foundation in honour of the former Melbourne Football Club president and champion player.

The annual award commemorates Jim Stynes' tireless service and leadership across the community and is bestowed annually to the AFL player who demonstrates the values of Stynes in his commitment to helping others.

Smith was presented the award by Sam Ludbey at the 2013 Brownlow Medal ceremony.

AFL Chief Executive Officer Andrew Demetriou said Smith was an extraordinary leader in the community and a deserving winner of the award.

"Through his relentless work within the community and sacrifice of his spare time, Zac has made a significant difference, particularly in the prevention of domestic violence as a leader of the Gold Coast Suns Horizons program and a White Ribbon ambassador," he said.

Smith received \$20,000 from the AFL to be donated to the charities or community programs of his choice.

▶ Suns ruckman Zac Smith receives the Jim Stynes Community Leadership Award for his outstanding work in the Gold Coast community from Stynes' wife, Sam Ludbey, at the 2013 Brownlow Medal night.



Iman Kamareldin takes part in the all-female exhibition match between multicultural teams at the National Unity Cup in Melbourne last March.

