



Goulburn Murray Region Action Plan

AFL Victoria in partnership with AFL Goulburn Murray

2025

October, 2024



2025 Participation Targets



	nab AFL Auskick		AFL Superkick		9		Juniors		Youth		Seniors	
2024 Actuals	B	1612	B	97	B	0	B	2315	B	1710	B	2421
(Aug 2024)	G	365	G	101	G	0	G	137	G	189	G	256
	T	1977	T	198	T	0	T	2452	T	1899	T	2677
Retention %	R	45.7%	N/A		N/A		R	58.2%	R	76.4%	R	73%

2025 Target	B	1722	B	323	B	141	B	2405	B	1720	B	2420
	G	404	G	65	G	35	G	200	G	220	G	314
	T	2126	T	388	T	176	T	2605	T	1940	T	2734

Total % growth	T	7.5%	T	95%	T	%	T	6.2%	T	2.15%	T	2.12%
W&G %	T	10.6%	T	%	T	%	T	45%	T	16%	T	22%
Retention %	T	64%					T	85%	T	79%	T	66%

Participation Targets – Term Split



	nab AFL Auskick			AFL Superkick			9			Juniors			Youth		Seniors	
Delivered by		Comm	Staff		Comm	Staff		Comm	Staff		Comm	Staff		Comm		Comm
Term 4	B	0	40	B	0	30	B	0	0	B	0	0	B	0	B	0
	G	0	10	G	0	10	G	0	0	G	0	0	G	0	G	0
	T	0	50	T	0	40	T	0	0	T	0	0	T	0	T	0
Term 1 (Incl. School Holidays)	B	0	132	B	0	28	B	0	0	B	0	0	B	0	B	0
	G	0	56	G	0	5	G	0	0	G	0	0	G	0	G	0
	T	0	188	T	0	33	T	0	0	T	0	0	T	0	T	0
Term 2 (Incl. School Holidays)	B	1269	141	B	102	100	B	0	70	B	2310	0	B	1720	B	2420
	G	236	51	G	34	10	G	0	18	G	180	0	G	220	G	314
	T	1505	192	T	136	110	T	0	88	T	2490	0	T	1940	T	2734
Term 3 (Incl. School Holidays)	B	0	140	B	0	29	B	0	71	B	0	100	B	0	B	0
	G	0	51	G	0	40	G	0	17	G	0	15	G	0	G	0
	T	0	191	T	0	69	T	0	88	T	0	115	T	0	T	0

2025 Region Program Calendar



		Auskick	Superkick	AFL Nines	Community Football	School Competitions	Other
Term 4	AFL Staff delivered	3 x Community Auskick	1 x Community Superkick	AFL School NINES x1			
	Community delivered			<ul style="list-style-type: none"> 1 x AFL 9's (Community Camp) 	Consultation with clubs to provide flexible fixturing for non-competitive eg Hub locations, alternative days		
	Third Party delivered						
Term 1	AFL Staff delivered	4 x At School Auskick 3 x School Holiday Program	2 x At School Superkick 3 x School Holiday Program				
	Community delivered			<ul style="list-style-type: none"> Conduct a senior women and youth girls AFL 9's pre-season competition 	<ul style="list-style-type: none"> Pre-Season Junior Girls Competition Develop promotional collateral to support registrations for exiting U16 players to senior football 		
	Third Party delivered						
Term 2	AFL Staff delivered	4 x At School Auskick 2 x School Holiday Program	2 x At School Superkick 1 x Superkick Community 2 x School Holiday Program	At School NINES Competition			
	Community delivered	42 x Community Auskick	8 x Superkick Community		5 x Community Leagues 97 Junior Teams (+8) 94 Youth Teams (84 Senior Teams		
	Third Party delivered		1 x Echuca School Holiday Program				
Term 3	AFL Staff delivered	3 x School Holiday Program 4 x At School Auskick	3 x School Holiday Program 2 x At School Superkick		3 x Unders Programs 10 x Unders Teams	2 x SSV Programs	
	Community delivered						
	Third Party delivered						



Key Focus Areas

	Number of priority areas		
	LGAs	Schools	Clubs
High/ Growth	2	24	47
Medium/ Service	2	57	15
Low/ Recovery	4	9	15
Total	8	90	77

Region Projects

1.	Sustainability Projects <ul style="list-style-type: none"> • Junior Southern Region – Seymour, Yea, Alexandra, Wandong, Broadford, Tabilk • Benalla Region – Benalla Saints and NEB Clubs
2.	Murray River – Growth Project (Echuca/Moama, Cobram/Barooga)
3.	Kyabram District FL – Competition structure filling the gaps (ongoing)
4.	Affiliation (MFL, KDL, GVL, GMW&G, GMJL, PDFNL) - Awareness and Engagement of benefits
5.	Kialla Reserve – Junior Participation
6.	Full Pathway for Girls – across the whole Goulburn Murray Region
7.	Women and Girls – Establish Woman & Girls Leadership Network & Governance Roles
8.	Communication Strategy – Develop an innovative digital communication plan for stakeholder Communication, Education, Information Sharing & Celebration
9.	Senior Football (Reserves Competitions) – Sustainability and Competition Modelling
10.	First Nations Community Hub – Scope and Implementation
11.	Support Affiliated aligned Auskicks – Provide focus support to AK centres aligned to affiliated clubs.

Key Offerings

Participation & Programs									Competition Growth				
School Touch Points	At-School Auskick	At-School Superkick	At School Nines	New Auskick Centres	All girls Groups	Mid-Week Auskick	Community Superkick Centres	All Girls Superkick	New Leagues	New Divisions	New Girls Teams	New Boys Teams	AFL Nines Comps
90	20	5	2	0	7	0	2	0	0	1	8	7	2

Key Focus Clubs



		Offering	2024	2023	DIFF	Reason
Ages 6 – 7 Clubs	Tongala Auskick	Auskick	11	22	-11	U/9 team enter GMJFL, but opportunity to grow and support
	Alexandra Auskick	Auskick	11	23	-12	<ul style="list-style-type: none"> Support required, Large decline in 6-7 year olds. Support required to help junior teams
	Rochester Auskick	Auskick	32	41	-9	<ul style="list-style-type: none"> U/9 teams entering GMJFL, opportunity to keep growing and developing
	Deakin Auskick	Auskick	9	17	-8	<ul style="list-style-type: none"> One centre that services 2 clubs, previous discussions on splitting centre into Shep Bears and Shep United
	Kyabram Auskick	Auskick	23	30	-7	<ul style="list-style-type: none"> Opportunity to grow with one AK in the town, Opportunity to grow into a SK Centre
Daily Data Clubs Ages 4 - 12	Broadford	Auskick	41	58	-17	<ul style="list-style-type: none"> Increase transition from AK to BJFC
		Juniors	71	71	0	
	St Marys FC (Seymour)	Auskick				<ul style="list-style-type: none"> No dedicated Auskick aligned to the club. AK located out of Kings Park. Explore suitability to commence AK at Chittick Park (Seymour East)
		Juniors	34	50	-16	
	Mooroopna	Auskick	53	66	-13	<ul style="list-style-type: none"> AK numbers slightly lower than 2023 Aim to increase transition from AK to Junior Club
		Juniors	53	56	-3	
	Numurkah	Auskick	21	24	-3	<ul style="list-style-type: none"> Decline in junior numbers in both GMJL and Murray League
		Juniors	22	33	-11	
	Yea	Auskick	27	24	+3	<ul style="list-style-type: none"> Vulnerability due to isolated township surrounded by larger Alexandra and Seymour Continue to foster transition to junior clubs to sustain numbers (maximise every number)
		Juniors	48	49	-1	

Participation & Programs



	WHERE?	WHAT.	WHY	WHO	WHEN
	<i>Schools, clubs or community leagues where the big play will be implemented.</i>	<i>Key activities or initiatives led by the region that will drive significant growth, retention or transition in registered participants.</i>	<i>Articulate why the big play will lead to significant growth/retention/transition & why locations have been identified.</i>		
Schools Big Plays	Increase the number of School teacher members in the region by 20 schools, to ensure 75% of schools in the region have a key contact	A targeted approach will ensure that all high and medium priority schools have an identified teacher member	We need to ensure we have a key driver in priority schools across the region	PL/PC	T4/T1
	Echuca focus region: 18 x schools with multiple touch points	Increase the number of touch points in Echuca (Murray River Council) <ul style="list-style-type: none"> • 2 touch points per school thought the year • 4 x At School Auskick/After School Superkick Touch 	To support with Growth in the Murray River region	PL/PC	T1,T2
	Cobram focus area 2 x schools with multiple touch points.	Increase the number of touch points in Cobram (Moirra Council). <ul style="list-style-type: none"> • 2 touch points per school thought the year • 2 x At School Auskick/After School Superkick Touch 	Cobram is a focus area of the region	PL/PC	T1, T2, T3
	4 focus areas – Campaspe, Greater Shepparton, Moira, and Strathbogie 85 x Schools with multiple touch points	Help support Auskick and Superkick community centre	Drive participation and growth in these regions. Seymour to support with junior drop off	PL/PC	T4, T1, T2, T3
	8 Focus clubs addressing 6/7 drop off or 4-12 decline 10 aligned schools with focus clubs to support registrations	All our key focus schools have a minimum of 2 touch points per term	Wanting to provide a pathway for participants and drive registrations through Auskick, Superkick and community football	PL/PC	T1, T2
Auskick Big Plays	100% of Auskick coordinators trained and upskilled for the 2025 Auskick season	All Auskick coordinators receiving face to face or online training		PL/PC	T4, T1
	Increase the number of all girls groups in region from 2 to 7, targeting: Euroa, Kyabram, Wandong, Shepparton East, Echuca United	Conversations with 7 clubs conducted in Nov to set up all girls groups for 2025	Support Female pathway and increase females playing in the region	PL/PC	T4, T1
	Pilot 2 x kindergarten programs in Shepparton Region and 1 x Echuca Region	Delivery of a 5 week Auskick program at one identified Kindergarten		PL/PC	T4, T1, T2
	Support Affiliated aligned Auskick Centres	Provide focus support to AK centres aligned to affiliated clubs. <ul style="list-style-type: none"> • Numurkah • Cobram/Barooga • Finley • Deniliquin 	<ul style="list-style-type: none"> • Strengthen pathways to affiliated aligned clubs • Support and influence better participant outcomes 	PL/PC	T1, T2, T3
Superkick Big Plays	100% of Superkick coordinators trained and upskilled for the 2025 Auskick season	All Superkick coordinators receiving face to face or online training ahead of the season		PL/PC	T4, T1
	8 x Superkick centres set up across the region. Congupna, Shepparton East, Euroa, Mooropna, Kialla, Echuca, Tatura, Shepparton Swans	Implementation of Superkick within key centres Education piece with clubs on SuperKick value proposition	Support transition into community football and fill gaps where there is no community clubs	PL/PC	T4, T1
AFL Nines	2 - AFL Nines after school program		Drive the implementation of AFL Nines		

Competition Growth



	WHERE?	WHAT.	WHY	WHO	WHEN
	<i>Schools, clubs or community leagues where the big play will be implemented across Male and Female pathways</i>	<i>Key activities or initiatives led by the region that will drive significant growth, retention or transition in registered participants across Male and Female</i>	<i>Articulate why the big play will lead to significant growth or retention & why locations have been identified.</i>		
Community – Juniors Big Plays	<ul style="list-style-type: none"> Goulburn Murray Juniors, KDL, MFL, GMW&G 	<ul style="list-style-type: none"> Consultation with clubs to provide flexible fixturing for non-competitive age groups in central and northern competitions Establish a Junior Girls competition in Echuca/Moama and Shepparton aligned to existing Youth and Women's clubs and areas of identified growth such as Seymour. Continue to support the Cobram and Mansfield U12's programs Develop implementation plan of Junior Rules 	<ul style="list-style-type: none"> Allows senior clubs in senior competitions to identify best time to play games and make more accessible Supports trials conducted in 2024 Supports local pathways into club football Align regional league implementation with internal and external stakeholders 	HOO	T4/T1
Community – Youth Big Plays	<ul style="list-style-type: none"> Goulburn Murray Juniors Kyabram District League Northwest Project Youth Transition Initiative 	<ul style="list-style-type: none"> Review regional U14 & 16 competition structure Build capacity of KDL and Murray League Clubs to field Youth Teams. Gigarre, Stanhope, Establish understanding of club pain points with talent pathways and competition alignment Work with AFL to develop promotional collateral to support registrations for exiting U16 players to senior football 	<ul style="list-style-type: none"> Travel strain in current graded model Clubs feel disengaged from talent pathways with Pioneers and Region Improve retention of youth players into senior clubs (U18's) 	RM/OM RM	T4/T1 T4/T1
Community – Senior Big Plays	<ul style="list-style-type: none"> Goulburn Valley League, Murray League, Kyabram District League Goulburn Valley League, Murray League, Kyabram District League 	<ul style="list-style-type: none"> Review the strains on Community Reserves Football Conduct a benchmarking analysis of all affiliated competitions Establish female presence in Southern regional footprint based in Seymour. 	<ul style="list-style-type: none"> Number of clubs over the past two years have experienced forfeits in the reserves impacting on the competition Connect female participation opportunities in Seymour District 	RM/HOO	
AFL Nines Big Plays (League delivered)	<ul style="list-style-type: none"> GM Women and Girls 	<ul style="list-style-type: none"> Conduct a senior women and youth girls AFL 9's pre-season competition 	<ul style="list-style-type: none"> Engage new participants Introduction to new season 	OM	T1
School Competitions Big Plays	<ul style="list-style-type: none"> Shepparton and Campaspe SSV Programs 	<ul style="list-style-type: none"> Support the roll out of the 2 x region SSV competitions aligned with the 9 v 9 rules 	<ul style="list-style-type: none"> Align with AFL Victoria and SSV New format for 2025 	PC/PL	T2, T3

2025 Club Development & Experience Targets



	Umpiring		Coaching				Club Health Checks		Club Environment	
2024 Actuals	M	233	M		421				W&G Charter	2
	W	23	W		14				Inclusive Clubs	1
	T	256	AC	143 = 34%	T	451			Lead Your Way Nominations	4
2025 Target	M	245	M		430				W&G Charter	10
	W	31	W		50				Inclusive Clubs	5
	T	281	AC	177 = 37 %	T	480	T	30	Lead Your Way Nominations	5
Total % growth	T	9.7 %	T		14 %		T	100 %		

Key Focus Areas: Club Development & Experience



	Priority Targeted Clubs
1	Violet Town
2	Avenel
3	Undera
4	Benalla
5	Tatura
6	Rumbalara (W)
7	Moama
8	Echuca (W)
9	Yea (JNR)
10	Tabilk

Coaching Programs
<p>Coach Your Way:</p> <ul style="list-style-type: none"> • 2 X Club Sessions (Shepp / Echuca) • 1 x Central Session (Shepp)
<p>Spirit of Footy Initiative</p> <ul style="list-style-type: none"> • Positive Coaching Sessions • Positive Parenting Session (GMJ)
<p>Coach Leadership Network</p> <ul style="list-style-type: none"> • Develop Coaching Network (Socials) • Recruit an addition Coach Developer for the region
<p>Coach Inductions & Support</p> <ul style="list-style-type: none"> • Delivered by local Coach Developers • Directly delivered at clubs to coaches
<p>National Coach Accreditation Framework</p> <ul style="list-style-type: none"> • Promote the roll-out, and provide support to existing and new coaches
<p>Skills based Academies</p> <ul style="list-style-type: none"> • Conduct specific skill-based academies <ul style="list-style-type: none"> • Talls I.D Program by Darren Flannigan • NW GM Academy

Umpiring (Groups &/or Recruitment & Retention Programs)
<p>Female Umpiring Focus</p> <ul style="list-style-type: none"> • 2 x Female Umpire Programs (Shepp / Echuca) to service junior girls competition • Retention of 2 x Female Liaison Umpires
<p>Club Umpire Support (Coaching)</p> <ul style="list-style-type: none"> • Appoint Club Umpire support role to support club umpires 1 per affiliated league • Schedule club umpire education sessions
<p>Match Day Umpiring Experience</p> <ul style="list-style-type: none"> • League By-Laws, White Card, Female Friendly Experience, Umpire Escorts (Buy in from Leagues/Clubs)
<p>Satellite Training Bases</p> <ul style="list-style-type: none"> • Moama/Seymour/Kyabram - existing • Benalla/Mansfield/Deni - Potential new
<p>Mentor Program</p> <ul style="list-style-type: none"> • Mentors to attend 6 fixtures & 100% online modules • Support establishment of 5 mentors • Target new umpires
<p>Umpire Experience Officer</p> <ul style="list-style-type: none"> • 2 bases. (Echuca & Seymour to help build numbers.)
<p>Umpire Recognition Program</p> <ul style="list-style-type: none"> • AFLGM Awards Night • Acknowledgement across social media, podcast, newsletter

Women & Girls Programs
<p>Lead Your Way</p> <ul style="list-style-type: none"> • Min. 5 endorsed applications from women in club leadership positions
<p>Women & Girls Charter</p> <ul style="list-style-type: none"> • 10 x Chartered Clubs
<p>Women & Girls Leadership Network</p> <ul style="list-style-type: none"> • Host 2 x networking opportunities • Promotion of female leaders/volunteers
<p>Inclusive Clubs Program</p> <ul style="list-style-type: none"> • Min. 5 clubs completed program • Provide region and league specific Charter Support Workshops

Club Development & Experience



PILLAR	WHAT <i>Identify the key activities or initiatives led by the region that will drive significant participant growth, retention, transition or quality of experience for registered participants or volunteers.</i>	WHERE <i>Clubs, Groups or Leagues where the big play will be implemented.</i>	WHY <i>Articulate why this big play will lead to significant participant growth, retention or transition & why specific locations have been identified.</i>	LEAD	WHEN
CLUB DEVELOPMENT (incl. PATHWAYS) BIG PLAYS	<ul style="list-style-type: none"> • Volunteer Recognition Program <ul style="list-style-type: none"> ○ Develop comms plan celebrating role of volunteers especially women in community clubs and umpiring ○ Inaugural AFLGM Awards Night (Community & Programs) • Positive Parenting Session <ul style="list-style-type: none"> ○ As part of Spirit of Footy Activations ○ Delivered through SALT partnership • Retention Focus <ul style="list-style-type: none"> • Create project plan for priority clubs 	<ul style="list-style-type: none"> • Affiliated clubs, leagues and GVFUA • GMJ (Echuca / Shepparton / Seymour) • Priority clubs as listed on slide 10 	<ul style="list-style-type: none"> • Promote and encourage the representation of women to recruit and retain women in volunteer/leadership roles, while acknowledging the broader volunteer community • Continue driving behavioral change to improve club environments and the experience of all involved • Ensure club experiences lead to ongoing retention and reduce drop-off 	CDL	Jan Sep
COACHING BIG PLAYS	<ul style="list-style-type: none"> • Expansion of Spirit of Footy & Positive Coaching Program • Establish Coaching Network (Led by Coach Developers) • Coaching Forum – Senior and Junior (Money can't buy experience) • Develop Coach Developer Priority Clubs 	<ul style="list-style-type: none"> • Murray League, Kyabram League, GMJ, W&G • Senior and Junior streams (Social Network) • Club Development Day • Target priority Clubs (refer to slide 10) 	<ul style="list-style-type: none"> • GMJ Tried in 2024 expand program to other leagues • Promote sharing of best practices and establish a network for connection • Address concerns on Senior Coaching Ed Experience 	CDL	May
UMPIRING BIG PLAYS	<ul style="list-style-type: none"> • 2 female umpire programs • Expansion of Junior Club Umpire program • Club umpire coaching 	<ul style="list-style-type: none"> • Echuca & Shepparton (New U14 program) • Visit U14 & U16 trainings to recruit F/B/G. • All AFLGM leagues 	<ul style="list-style-type: none"> • Increase female umpire participation. • Mitigate barriers to engage in umpiring, i.e.: to umpire locally • Deliver a consistent umpiring experience 	RDU	Mar-May Feb-April Feb-April
WOMEN & GIRLS PROGRAMS BIG PLAYS	<ul style="list-style-type: none"> • W&G Leadership Network <ul style="list-style-type: none"> ○ 2 x F2F Events ○ Digital Comms Plan (BTB Podcast) • Female Leaders (Governance Representation) <ul style="list-style-type: none"> ○ Commission/Advisory/League/Club/Umpiring) 	<ul style="list-style-type: none"> • Regional approach • Club Development Day / Event Partner (Keynote speaker) • Leagues / Clubs sign onto W&G Charter 	<ul style="list-style-type: none"> • Establish a positive and valued environment where W&G feel connected and welcomed and have positive experiences • Leading the change of representation of females in leadership and decision-making positions 	CDL	Feb/May Feb

Community Football



PILLAR	WHAT	WHERE	WHY	LEAD	WHEN
COMMUNITY CLUB SUSTAINABILITY PROGRAM BIG PLAYS	<ul style="list-style-type: none"> Identify 1 club from each of the 2 Major Leagues and District Competition to support a consultation with AFLV Community Team on CCSP, deliverables and progress. 	<ul style="list-style-type: none"> Goulburn Valley League, Kyabram District League, Murray League 	<ul style="list-style-type: none"> Promote a collaborative and inclusive approach to the continual improvement of the CCSP between AFLVic and Community Football. 	RM/HOO	Feb/Mar
	<ul style="list-style-type: none"> Deliver a minimum 1 CCSP Educations Sessions providing access to all Clubs by March 15, 2025 	<ul style="list-style-type: none"> Align with the delivery of Club Development Day 	<ul style="list-style-type: none"> Increase awareness and understanding of the CCSP compliance & rules 	RM/HOO	March
	<ul style="list-style-type: none"> Ensure adherence to the AFLV CCSP Integrity Program for APP Compliance by July 30th Commission to approve budget on outsourcing of CCSP Compliance checks. 	<ul style="list-style-type: none"> AFLGM Commission 	<ul style="list-style-type: none"> Expedite examination of compliance 	RM	Oct 24
COMMUNITY FOOTBALL RULES BIG PLAYS	<ul style="list-style-type: none"> Support AFLV Community Team in reviewing region by laws and adopting agreed recommendations Support AFLV programs and initiatives by participating in at least 1 Working Party, Project Team or Advisory Group which drops benefits to Victoria 	<ul style="list-style-type: none"> As requested by AFLV from time to time <ul style="list-style-type: none"> CCSP Advisory Policy Reference Group Future State Project Operational Content Others TBC 	<ul style="list-style-type: none"> Mitigate risk exposure To expose an RM to broader perspectives and use their knowledge to progress the game 	RM/HOO	Oct/Nov
LEAGUE / FOOTBALL BODY SERVICE AGREEMENTS	<ul style="list-style-type: none"> Review Service Agreements (EOL 2026) Work with the Commission to review their commitment to offering ongoing RAC services to leagues beyond current agreement terms. 	<ul style="list-style-type: none"> KDL, GVL and GVFUA Commission 	<ul style="list-style-type: none"> Review effectiveness and KPI against deliverables in agreement Align regional priorities away from Senior Competition Management 	RM	Aug/Sep

Community Football



PILLAR	WHAT <i>Identify the key activities or initiatives led by the region that will significantly improve the local community football structure &/or volunteer/participant experience.</i>	WHERE <i>Leagues, Groups or Clubs where the big play/s will be implemented.</i>	WHY <i>Articulate why the big play/s will significantly improve the local community football structure & volunteer/participant experience.</i>	LEAD	WHEN
LEAGUE / FOOTBALL BODY SERVICE AGREEMENTS	<ul style="list-style-type: none"> Ensure 100% of AFLGM affiliated league representation at AFLV Conferences 	<ul style="list-style-type: none"> Goulburn Valley League, Kyabram District League, Murray League <ul style="list-style-type: none"> Commission managed competitions GM Juniors GM Women's and Girls 	<ul style="list-style-type: none"> Mitigation of risk Building capacity and upskilling of community football to manage themselves 	AFLV/RGM	June
	<ul style="list-style-type: none"> Ensure increased utilisation of AFLV education, support and innovative resources by League Operational team members 	<ul style="list-style-type: none"> AFLGM RAC Staff Murray League Operations Manager 	<ul style="list-style-type: none"> Build the capacity and capability of Community Football Administration and for RM to play 50% or more offense on operational matters 	RM/HOO	Ongoing
	<ul style="list-style-type: none"> Support AFLV Community Team with maintaining Affiliation Agreements by renewal dates for leagues 	<ul style="list-style-type: none"> Goulburn Valley League, Kyabram District League, Murray League 	<ul style="list-style-type: none"> Mitigate risk exposure 	RM	Sept/Oct

Brand, Facilities & Local Government



PILLAR	WHAT	WHERE	WHY	LEAD	WHEN
BUILDING THE BRAND BIG PLAYS	<ul style="list-style-type: none"> Branding Communication <ul style="list-style-type: none"> Beyond the Boundary Podcast Clarification on AFL Vic Roles 	<ul style="list-style-type: none"> Regional Affiliated Leagues and Competitions (GVL, MFL, KDL, GMW&G, GMJL and GVFUA), LGA's, Local Media 	<ul style="list-style-type: none"> Drive continual improvement in the way GM Communicate with stakeholders. Make it easier for stakeholders to consume the content and activities from GM and AFL Vic 	RM/CDL	Ongoing
FACILITIES BIG PLAYS	<ul style="list-style-type: none"> Increase the capacity of community football by identifying gaps in facility provision 	<ul style="list-style-type: none"> Complete projects at Wanganui Oval in Shepparton and St Joseph's College Echuca, under the Breaking New Ground program. Identify additional potential projects under the BNG program Work with AFL Vic Venue Development Lead to develop a shortlist of projects based on SFA data that may fit grant applications 	<ul style="list-style-type: none"> Increase the capacity of clubs access to facilities for training and non-competitive community games. Provide facilities to conduct non-traditional versions of the game Further expand access for Community football and programs to additional facilities Prioritise and champion facilities that require facility improvements 	RM/BT RM/CDL RM/CDL RM/CDL	Feb/Mar Ongoing Ongoing Ongoing
LOCAL GOVERNMENT BIG PLAYS	<ul style="list-style-type: none"> Increase engagement with Local Government 	<ul style="list-style-type: none"> Maintain up-to date LGA Contacts from CEO's to Officers Include Local Government contacts in Regions Communication channels such as Beyond the Boundary e-newsletter Create a local government forum at least once yearly 	<ul style="list-style-type: none"> Establish a consistent awareness of AFLGM and our activities to help frame their thinking on investment. Connect with the LGA decision makers to understand the planning priorities of both region and local government 	RM/BT RM/CDL RM/CDL	Ongoing Ongoing May

People



PILLAR	WHAT	WHERE	WHY	LEAD	WHEN
PEOPLE & STAKEHOLDER ENGAGEMENT	<p>Identify the key activities or initiatives led by the region that will:</p> <ul style="list-style-type: none"> Significantly strengthen engagement with local AFLV/Region team members & football stakeholders; Significantly strengthen the alignment between the local workforce's behaviours & values with the AFL's. 	<ul style="list-style-type: none"> Identified people & stakeholders for engagement big play/s. Identified AFLV/Region team members for building high performing teams big play/s. 	<p>Articulate why the big play/s will significantly improve the "people" workstream pillar.</p>		
	<ul style="list-style-type: none"> Heads of Leagues Forum 	<ul style="list-style-type: none"> All affiliated Leagues/Competitions, GVFA and Netball Vic 	<ul style="list-style-type: none"> Create a forum of collaboration and sharing 	RM	3 x Yearly
	<ul style="list-style-type: none"> Review the effectiveness of internal and external communications 	<ul style="list-style-type: none"> Regional and RAC Activations 	<ul style="list-style-type: none"> Invite AFL Vic Department heads to forums throughout the year 	RM	Nov 24
	<ul style="list-style-type: none"> Stakeholder Survey 	<ul style="list-style-type: none"> Affiliated Leagues & Clubs 	<ul style="list-style-type: none"> Establish regional priorities 	RM	Oct
BUILDING HIGH PERFORMING TEAMS	<ul style="list-style-type: none"> Review internal Communications, planning and engagement 	<ul style="list-style-type: none"> HQ Managers, PL and PC's 	<ul style="list-style-type: none"> Establish more efficient ways of planning and communicating 	RM	Nov 24
	<ul style="list-style-type: none"> Continue to review, support and implement a VIBE principled environment for AFL GM and RAC Staff 	<ul style="list-style-type: none"> RAC Staff 	<ul style="list-style-type: none"> Drive positive culture with the AFLGM Operations and AFL Vic Team Build a team that has capacity to lead and own their areas of responsibility 	RM	Oct
	<ul style="list-style-type: none"> Build capacity of non-RAC Operational staff 	<ul style="list-style-type: none"> Non-RAC Operational Staff 	<ul style="list-style-type: none"> Build a regional engagement to foster continual improvement, learnings and support regionally 	RM/HOO/Comm	
<ul style="list-style-type: none"> Review RAC operational and program efficiencies 	<ul style="list-style-type: none"> RAC Staff / Commission 	<ul style="list-style-type: none"> Operational procedures have been inherited and not challenged. 	RM/HOO/Comm	Nov	