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Thursday 2 March 2017

## MEDIA RELEASE

Last night The League launched our 2017 Footy season to over 200 guests at ALDI Arena.

“There is a change in footy and you will see it firsthand” said MC Ben Hook.

In 2016, our Executive Management Team undertook a programme of self-appraisal which primarily centred around our purpose of the day, our purpose in the future whilst acknowledging the role our League has played in the past. We reaffirmed our stakeholders, revisited our strategic plan and ensured we understood who and what we are.

Football is the most obvious answer but the Community and the role our Clubs play in it is the most compelling. Football Clubs are community Clubs and play a powerful role in assembling communities as well as ensuring younger generations are engaged on a positive platform.

Our League but more specifically our Clubs are here for those that love the game, whether a player, an official or a volunteer”.

The subtle change to Adelaide Footy League is very deliberate. Footy represents change and as a League we are being challenged to embrace that change with a whole raft of considerations but what won't change is our resolve to provide a safe community to play football, a safe community to volunteer, a safe community to umpire and a safe community to simply be a member.

As we achieve these milestones we will be Strengthening Communities Through Football.

For any further queries please feel free to contact me on:

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John Kernahan  
Chief Executive Officer  
Adelaide Footy League

