



AFL Sydney Strategy

Guiding Principles

October 2015



AUSTRALIA'S GAME

Strategic Framework

The AFL Sydney Strategy Group has formulated a strategic framework which is aimed at guiding the ongoing development and success of community club football in Sydney. After consultation throughout AFL Sydney the following Purpose Statement, Strategic Pillars and Guiding Principles have been established.

AFL SYDNEY PURPOSE STATEMENT

To grow and enhance the community football experience in Sydney in a sustainable and inclusive way.

AFL SYDNEY STRATEGIC PILLARS

- *Participation*
- *Clubs*
- *Talent*

AFL SYDNEY GUIDING PRINCIPLES

Below each Strategic Pillar will sit three Guiding Principles. Future decisions around the development, growth and health of community club football in Sydney will be considered with specific reference to the relevant Guiding Principle.

Guiding Principles - Participation

1

The structure and rules of the AFL Sydney competition will evolve to encourage the ongoing growth of football in greater Sydney. This will specifically ensure that entry level players have ample opportunity to participate in the competition in terms of both geographical accessibility and playing standard.

2

In order to achieve the highest quality Premier Division competition, participation in Premier Division will require clubs to demonstrate strength and sustainability in finances, sponsorship, administration, facilities, teams and on-field performance. Consideration will also be given to the geographic location of the club in order to ensure that the competition is representative of both demand and the Greater Sydney population base where possible.

3

The AFL will co-ordinate its resources and work with clubs to promote the greatest possible participant recruitment and retention, as well as transition from Auskick, school and juniors to senior football in order to maximise participation and ensure the ongoing sustainability of all clubs in Sydney.

Guiding Principles - Clubs

1

AFL Sydney clubs will be required to undertake regular assessments of their operational well-being and the AFL will support this process by providing assistance to clubs to improve performance and promote open, enterprising, inclusive and sustainable clubs.

2

The AFL will actively seek to limit the administrative load on clubs when operational changes are considered. This principle recognises the integral role that volunteers play in the management of clubs and that the workload should be managed as much as possible.

3

The AFL will guide the formation of new clubs to the geographic areas of greatest need and with consideration given to participant demand, while also assisting with the growth of existing clubs to build greater capacity in the current club network.

Guiding Principles - Talent

- 1 AFL Sydney will provide a pathway to support all players to reach their potential from junior to senior football, be that graduation to Swans or Giants Academies, NSW/ACT RAMS, senior community football, NEAFL or AFL standard.
- 2 AFL Sydney will work closely with the Swans and Giants Academies to provide the best possible opportunities for talented players to progress. This will include co-ordination on training loads, playing availability and progression from junior to senior football.
- 3 AFL Sydney will implement rules, policies and a competition model which promotes close and collaborative interaction between community clubs and the three NEAFL clubs in the market, Sydney University, Sydney Swans and UWS Giants.