



Goulburn Murray Action Plan

AFL Victoria - 2026

Performance Key: Traffic Light Status Key			
Completed.	On-track with timeline	Off-track with timeline	Not started.

2026 Participation Targets



	nab AFL Auskick		AFL Superkick		AFL Nines		Community		School Competitions		Target	
2025 Total	B	1901	B	381	B	74	B	6536	B	0	B	8710
	G	514	G	81	G	19	G	518	G	0	G	1209
	T	2415	T	462	T	93	T	7054	T	0	T	9919
2026 Target	B	1898	B	397	B	92	B	6397	B	0	B	8784
	G	607	G	139	G	90	G	665	G	0	G	1501
	T	2505	T	536	T	182	T	7062	T	0	T	10285
Growth %	T	3.7%	T	16%	T	95.6%	T	0.1%	T	0%	T	3.6%

Participation Targets – Term Split



Delivered by	nab AFL Auskick			AFL Superkick			AFL Nines			Community			School	
		Comm	Staff		Comm	Staff		Comm	Staff		Comm	Staff		Comm
Term 4	B	-	85	B	-	85	B	44	12	B	-	-	B	-
	G	-	36	G	-	17	G	50	10	G	-	-	G	-
	T	-	121	T	-	102	T	94	22	T	-	-	T	-
Term 1 (Incl. School Holidays)	B	-	210	B	-	70	B	-	12	B	-	-	B	-
	G	-	70	G	-	14	G	-	10	G	-	-	G	-
	T	-	280	T	-	84	T	-	22	T	-	-	T	-
Term 2 (Incl. School Holidays)	B	1171	160	B	60	97	B	-	12	B	2168	-	B	-
	G	300	88	G	20	58	G	-	10	G	190	-	G	-
	T	1471	248	T	80	155	T	-	22	T	2358	-	T	-
Term 3 (Incl. School Holidays)	B	-	272	B	-	85	B	-	12	B	-	95	B	-
	G	-	113	G	-	30	G	-	10	G	-	30	G	-
	T	-	385	T	-	115	T	-	22	T	-	125	T	-

2026 Region Calendar



		Auskick	Superkick	AFL Nines	Community Football	School Competitions	Other
Term 4	AFL Staff delivered	<ul style="list-style-type: none"> 10x Staff Delivered During Term 2x SHP's 	<ul style="list-style-type: none"> 6x Staff Delivered During Term 2x SHP's 	<ul style="list-style-type: none"> 1x After School Nines 1x League Delivered Nines 			
	Community delivered						
	Third Party delivered						
Term 1	AFL Staff delivered	<ul style="list-style-type: none"> 10x Staff Delivered During Term 4x SHP's 	<ul style="list-style-type: none"> 4x Staff Delivered During Term 4x SHP's 	<ul style="list-style-type: none"> 1x After School Nines 			
	Community delivered						
	Third Party delivered						
Term 2	AFL Staff delivered	<ul style="list-style-type: none"> 8x Staff Delivered During Term 4x SHP's 	<ul style="list-style-type: none"> 4x Staff Delivered During Term 4x SHP's 	<ul style="list-style-type: none"> 1x After School Nines 	<ul style="list-style-type: none"> 3x Unders Programs 		
	Community delivered	<ul style="list-style-type: none"> 37x Community Auskick 			<ul style="list-style-type: none"> 5x Community League Competitions 		
	Third Party delivered						
Term 3	AFL Staff delivered	<ul style="list-style-type: none"> 13x Staff Delivered During Term 4x SHP's 	<ul style="list-style-type: none"> 4x Staff Delivered During Term 4x SHP's 	<ul style="list-style-type: none"> 1x After School Nines 			
	Community delivered						
	Third Party delivered						

Region Focus Areas



	Priority Areas		
	LGAs	Schools	Clubs
Growth/High	2	33	47
Service/Medium	2	43	15
Recovery/Low	4	34	15
Total	8	110	77

Region Strategic Projects

1.	RAC Directional Strategies Project including <ul style="list-style-type: none"> Developed exit plan of RAC Agreements – GVL & KDL Establish Governance and Admin model for GMJ and W&G <ul style="list-style-type: none"> Phase 1 – Regional Representation on junior Advisory Unwind Business entity of Goulburn Murray Football Commission Ltd
2.	First Nations Engagement & Community Education Plan
3.	Update and finalise Regional By-Laws
4.	Junior Competition consolidation <ul style="list-style-type: none"> Implementation of Junior Rules (U12 age groups) Junior Pathways <ul style="list-style-type: none"> Junior age groups transition to senior competitions Alignment of female teams to junior competition scheduling Re-alignment of teams to southern footprint North West competition structure
5.	Women and Girls Initiatives <ul style="list-style-type: none"> Live Life Whole Leadership Network Senior Women's Competition Structure and alignment Participation <ul style="list-style-type: none"> Youth Girls – Echuca FNC Senior – Shepparton Swans, Moama U14's – Support clubs to expand #teams SuperKick – All Girls Community aligned with W&G Competition
6.	Stakeholder Engagement and Communications

Key Offerings

Participation & Programs											Competition Growth				
Kinder Programs	School Touch Points	Teacher Members	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
0	NA	70	41	18	4	1	16	0	11	3	0	0	6	2	2

Key Focus Clubs



	Club Name	Offering	2024	2025	DIFF	Context
Ages 6 – 7 Centres/Clubs (regional Vic); OR Ages 6 – 10 Centres/Clubs (Metro Melb)	Mansfield Auskick Centre	Auskick	78	56	-22	
	Rochester Auskick Centre	Auskick	32	16	-16	
	Wandong Auskick Centre	Auskick	40	24	-16	
	Shepparton East Auskick Centre	Auskick	17	6	-11	
Daily Data Centres/Clubs Ages 4 - 12	Mansfield Auskick Centre	Auskick	154	117	-37	
		Juniors	135	142	+7	
	Wandong Auskick Centre	Auskick	79	58	-21	
		Juniors	71	67	-4	
	Cobram Football Club					
		Juniors	27	12	-15	
	Shepparton Swans Auskick Centre	Auskick	73	59	-13	
		Juniors	3	1	-2	
	Echuca Junior Football Club	Auskick	69	61	-8	
		Juniors	169	156	-13	

Participation & Programs – by product



	WHERE?	WHAT.	WHY	WHO	WHEN	STATUS
	Schools or Clubs where the big play will be implemented.	Key activity, initiative or prioritised BAU led by the region that will drive significant growth, retention or transition in registered participants.	Articulate why the big play will lead to significant growth/retention/transition & why locations have been identified.	Who	When	Status
Schools (promotions, programs or competitions) Big Plays	North Central Focus Area (Cobram, Numurkah, Nathalia): <ul style="list-style-type: none"> St Joseph's Cobram (T3), Cobram PS (T1), St Joseph's Numurkah (T4), Numurkah PS (T1), Nathalia PS (T1), Cobram Anglican Grammar School (T4) 	After School Auskick and/or Superkick program delivered in either T4, T1, T2 or T3	Promote participation in to affiliated Community Auskick Centres	PL/PC	T4, T1, T2 & T3	
	Southern Focus Area (Seymour, Mansfield, Wandong, Euroa, Avenel, Pyalong, Puckapunyal, Yea, Alexandra, Broadford): <ul style="list-style-type: none"> Yea PS (T4), Mansfield PS (T4), Nagambie PS (T4), Puckapunyal PS (T1), Alexandra PS (T1), St Mary's Alexandra (T3), Euroa PS (T1), Seymour College (T2), St Mary's College Seymour (T2) 	After School Auskick and/or Superkick program delivered in either T4, T1, T2 or T3	Strategic focus on different schools at the right time of the year to increase penetration and drive participation growth	PL/PC	T4, T1, T2 & T3	
	Echuca & Shepparton: <ul style="list-style-type: none"> Toolamba PS (T4), St Mary's Echuca (T3), Bouchier St PS (T1), Echuca PS (T4), Kyabram P-12 (T4), Guthrie St PS (T1), St George's Rd (T1), Grahamvale PS (T3), St Luke's (T3), St Mary's Mooroopna (T3), Wilmot Rd PS (T1), Sacred Heart Tatura (T3), St Mel's PS (T2), Gowrie St (T2), Tatura PS (T3), Kialla West PS (T3), Rochester PS (T4), Tongala PS (T3), St Augustine's College Kyabram (T2) 	After School Auskick and/or Superkick program delivered in either T4, T1, T2 or T3	Strategic focus on different schools at the right time of the year to increase penetration and drive participation growth	PL/PC	T4, T1, T2 & T3	
	Increase the number of school teacher members in the region by: <ul style="list-style-type: none"> Primary Schools by 31 (19 to 60) - 66% Secondary Schools by 7 (3 to 10) - 62% 	Run an informal PD with teachers to get more teacher members	Build our relationship and communication with teachers that will allow them to promote & support our programs & participation	PL/PC	T4, T1	
Auskick Big Plays	100% of Auskick coordinators trained and upskilled for the 2026 season	All centres called in Term 1 to ensure they have the appropriate support. Online or Face to Face training offered for all coordinators. Health checks prioritised based off priority of the centre.	This will ensure that all centres in the region are getting the same quality program which will lead to greater retention	PL/PC	T1	
	Maintain existing all girls groups and Increase the number of all girls groups from 9 to 16 targeting: Euroa, Echuca, Mooroopna, Murchison-Toolamba, Tatura, Nathalia, Shepparton Bears	Retain current All Girls Auskick Groups and encourage & support the targeted centres to set up an all girls group in 2026	This will ensure a better experience for young females which will then lead to more female participants across the Goulburn Murray competitions	PL/PC	T4, T1 & T2	
	Support Affiliated Auskick Centres in the Northern part of the region	Provide focus support to Numurkah and Cobram/Barooga Auskick Centres by: <ul style="list-style-type: none"> Running a Staff Delivered Community Auskick centre on a different night to Cobram/Barooga Auskick Centre Wednesday at Cobram Football Club. Focus on finding and supporting a new coordinator for Numurkah Auskick Centre 	This will ensure we increase participation at affiliated Auskick centres	PGM/PL/PC	T4, T1 & T2	
	Echuca & Shepparton All Girls Staff Delivered Community Facing Program. Cobram/Barooga T1 All Girls & Southern All Girls T1 or SHP	T1 & T2/T3 Staff Delivered All Girls Community Auskick and Superkick. Timing dependent on AFLW Community Camp.	Drive participation for females across the region	PL/PC	T2/T3	
	Orrvale Auskick merge in to Shepparton East to make it club aligned. Keep it as 'Shep East' with 2 different groups	Combine Orrvale Auskick and Shepparton East to be one centre just on 2 different nights, in 2 different locations. Keep the Shepparton East name.	This will ensure there is a clear pathway from the Auskick Centre in to the junior football club.	PL/PC	T4, T1 & T2	
	Merrigum Auskick Centre	New Community Auskick Centre	Build out a pathway for the local football club	PL/PC	T4, T1 & T2	
	Kialla Auskick Centre & Shepparton Bears Auskick Centre	Merge the two Auskick Centres	This will ensure there is a clear pathway from the Auskick Centre in to the junior football club.	PL/PC	T4, T1 & T2	

Participation & Programs – by product



	WHERE?	WHAT.	WHY	WHO	WHEN	STATUS
	<i>Schools or Clubs where the big play will be implemented.</i>	<i>Key activity, initiative or prioritised BAU 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>	Who	When	Status
Superkick Big Plays	100% of Superkick coordinators trained & upskilled for the 2026 season.	All centres called in Term 1 to ensure they have the appropriate support for the upcoming season. Online or face to face training offered for all coordinators. Health checks prioritised based off priority of the centre.	This will ensure that all centres in the region are getting the same quality program which will lead to greater retention	PL/PC	T1	
	Maintain existing Superkick centres and increase the number of Superkick centres from 5 to 11 targeting: Echuca United, Euroa, Tongala, Mansfield, Alexandra, Rochester	Encourage & support the additional centres to set up a Superkick centre	To increase retention by giving the older age Auskick participants a more suitable experience	PL/PC	T4, T1 & T2	
	All Girls Community Superkick in Shepparton & Echuca	All Girls Community Superkick in Shepparton & Echuca ran alongside the Under 14's, Youth and Open women's teams. These teams to run the Superkick program	A pathway to then introduce Under12's in 2027 in the competition	PL/PC	T2	
	Regional Leagues and Clubs	Deliver training and education on the SK product.	Increase awareness and engagement in new product and benefit of filling gaps or opportunities at clubs. Delivered at Club Leaders Forum	PC/CDL	T1	
Community Football (incl Unders/Jnrs/Yth/Snrs) Big Plays	Unders: 4 weeks Echuca (Sunday), 4 weeks Shepparton (not a Friday), 4 Weeks – Cobram, Mansfield, Seymour, Euroa	Implement and deliver 4 weeks Unders programs for the Goulburn Murray Junior League	Establish these Unders programs to become a part of the Auskick calendar and to increase transition to community football.	PGM/CDL/PL/PC	T3	
	Align strategy with U14's team growth	Develop new teams in U14 girls teams. Prioritising existing clubs in female space and new opportunities.	Close the gaps in participation entry points at existing clubs and develop new opportunities develop new pathways.	PGM/CDL/PL/PC	T4	
	Regional Leagues and Clubs	Deliver training and education on the Unders product.	Increase awareness and engagement in new product and benefit of filling gaps or opportunities at clubs. Delivered at Club Leaders Forum	PC/CDL	T1	
AFL Nines (League or Staff delivered) Big Plays	After School Nines: - Echuca - Kyabram - Shepparton - Disability Schools Social Open Mixed League Delivered Nines – Echuca & Shepparton	4 week Staff Delivered After School Nines programs.	Provide an opportunity for youth that are not currently playing community football	PL/PC	T1, T2, T3, T4	
	Update this depending on Goulburn Murray Juniors – all girls comp	4 week Social Nines competition in Echuca & Shepparton	Provide an opportunity for people that don't play traditional football to play a modified version of the game for only 4 weeks.	RM/PGM/CDL/PL/PC	T3, T4	
	Regional Leagues and Clubs	Work with AFLV and National to consider flexible delivery of nines as a version of the game.	Allows the adaption of Nines to replace current gala and lightning premierships days at u12's age groups.	RM/CDL	T3	

Participation & Programs – by mix



	WHERE?	WHAT.	WHY	WHO	WHEN	STATUS
	<i>Schools or Clubs where the big play will be implemented.</i>	<i>Key activity, initiative or prioritised BAU 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>	Who	When	
Cultural Diversity Big Plays						
Aboriginal & Torres Strait Islander Big Plays	Implement an ATSI Unders program	Implement and deliver 4 weeks Unders programs for the Rumbalara Football Club	Increase transition from the Auskick Centre to the football club			
	Implement & Execute Junior Development Plan	12 – 18 year olds				
	Rumbalara Auskick Support	Extra Support				
Disability Big Plays	Nines One Day Competition	One day event in T3 for disability clubs and schools to come together and play Nines, ran through Valley Sports	Continue on the success of the 2025 event	PL/PC	T3	
Women & Girls Big Plays	Detailed on Previous Slides					

2026 Club Development & Experience Targets



	Umpiring		Coaching			Club Development		Women & Girls		
2025 Actuals	M	260	M	535		Newsletter updates: <i>Frequency / # of editions</i>	22 editions	W & G Charter	8 clubs / 15%	
	W	33	W	24		% of Clubs completing Health Check	49%	Gender Equity Education Program Clubs	0	
	T	282	AC	38%	T	559	# of Priority Cubs supported	10	Lead Your Way Nominations	9
	Retention	73.1%					% of clubs with 1on1 connection	65%		
2026 Target	M	256	M	570		Newsletter updates: <i>Frequency / # of editions</i>	22 editions	W & G:	26 clubs / 50%	
	W	37	W	35		% of Clubs completing Health Check	75%	Gender Equity Education Program Clubs	-	
	T	293	AC	40%	T	605	# of Priority Clubs supported	10		
	Retention	75%					% of clubs with 1on1 connection	100%		
W & G % of total	3%		5.8%							
Total YoY % growth	4%		8.2%							

Club Development & Experience



PILLAR	WHERE <i>Clubs, Groups or Leagues where the big play will be implemented.</i>	WHAT <i>Identify the key activities, initiatives or prioritised BAU led by the region that will drive significant participant growth, retention, transition or quality of experience for registered participants or volunteers.</i>	WHY <i>Articulate why this big play will lead to significantly improved environments.</i>	LEAD	WHEN	STATUS
CLUB DEVELOPMENT BIG PLAYS	League and Club Executive	<p>Club Education: Deliver Club Leaders Summit with focus on:</p> <ul style="list-style-type: none"> • Understanding the Business of ALF • Vilification and Integrity Management • Cultural Awareness • Women & Girls • Junior Pathways <p>Club Communication:</p> <ul style="list-style-type: none"> • Publish BTB Newsletter (Bi-Monthly) • Partner with SEN to produce a monthly PODCAST version of BYB Newsletter 	Upskill & educate club leaders to ensure alignment with governance, compliance and participation growth.	CDL	Feb 22	
	High Priority Clubs identified by CHC 2025	Develop tailored "Individual Club Plans" defining clear objectives timelines and support measures..	CDL to provide guidance and accountability to strengthen club sustainability and ensure measurable progress.	CDL/R M	Oct - Jan	
	All affiliated Clubs in the AFL GM Region	<ul style="list-style-type: none"> • Achieve 75% completion on rate for Club Health Checks, • Feedback and data shared within 4 weeks. • Financial benchmarking across all Senior Club (priority) 	Strengthen club sustainability by providing insights enabling proactive planning, benchmarking and informing individualized club plans.	CDL	Oct 25 – Apr 26	
	All affiliated clubs in the AFL GM Region	Identify clubs requiring governance and compliance support through Club Health Check process. Including constitution reviews, templates and in-season mentoring to enhance club sustainability and best practice alignment.	Strengthen club governance and compliance, ensuring constitutions are up to date, reflective of best practice and able to support club's long term sustainability.	CDL	Oct 25 – May 26	
COACHING BIG PLAYS	All affiliated clubs in the AFL GM region	<ul style="list-style-type: none"> • Education <ul style="list-style-type: none"> • Elevate Coaching Course – 22nd Feb '26 • Coach Induction Sessions – March 2026 • Coach Your Way – Echuca – 15th Mar '26 • Talls Program – Junior and Senior - 15 March • Coates League Club Coaching Engagement • Coach Developers <ul style="list-style-type: none"> • Identify and recruit Coach Developer workforce 	Develop coaching capability through direct engagement , enabling local coaches to develop their skills and transfer knowledge into their clubs.	CDL/R M	Feb 26 – Mar 26	
	Identified Clubs – Derived from CHC 2025	Identify clubs requiring additional support with coach development with 1:1 support. In the pre-season and in-season phases. .	Provide tailored assistance to enhance coaching standards and improve participant experience.	CDL	Feb 26 - Apr 26	
	All Affiliated Clubs	<p>Spirit of Football Round</p> <ul style="list-style-type: none"> • Positive Coaching sessions (SALT) • Sit down initiatives 2 x Clubs participation – Coaching staff remain seated during the game. 	Data from clubs that have completed, depicts a reduction in umpire abuse. Designed for coaches to lead the way by demonstrating calmness on the sideline transferring to players and			

Club Development & Experience



PILLAR	WHERE <i>Clubs, Groups or Leagues where the big play will be implemented.</i>	WHAT <i>Identify the key activities, initiatives or prioritised BAU led by the region that will drive significant participant growth, retention, transition or quality of experience for registered participants or volunteers.</i>	WHY <i>Articulate why this big play will lead to significantly improved environments.</i>	LEAD	WHEN	STATUS
WOMEN & GIRLS PROGRAMS BIG PLAYS	Affiliated clubs with W&G teams	Live Life Whole	Workshop covering W&G in footy, coaching W&G and off-field considerations.	RM/CD L	Feb – May 26	
	All Affiliated Stakeholder	<ul style="list-style-type: none"> W&G Leadership Network <ul style="list-style-type: none"> 2 x F2F Female Events Digital Comms Plan (BTB Podcast) 	Establish a positive and valued environment where W&G feel connected and welcomed and have positive experiences	CDL	May/June	
UMPIRING RECRUITMENT & RETENTION BIG PLAYS	All Regional Stakeholder - Team Leaders Summit	<ul style="list-style-type: none"> All Coaches, Captains & team managers. Update on new 2026 Laws of the Game. Education around crowd behaviors & expectations. How they as leaders will help drive this. 	<ul style="list-style-type: none"> Improved environment for all Participants & Spectators. 	RM/CD L/RDU		
	All AFLGM Leagues & Competitions. Supporter behavior & Expectations	<ul style="list-style-type: none"> Promotion of acceptable behaviors by spectators towards umpires & players. Highlight the effect poor behavior can have on individuals, families & the game. Empower participants to call out poor behavior. 	<ul style="list-style-type: none"> Improved retention of umpires. Improved relationships between umpiring groups and clubs Better education of all participants in community football across Victoria 	RDU		
UMPIRING RECRUITMENT & RETENTION BIG PLAYS	Moama Grammar School – Umpire Academy	<ul style="list-style-type: none"> School Based Program at Moama Grammar. 15 new participants. After school program on site in TI. 	<ul style="list-style-type: none"> Accessibility to programs 	RDU		
	Parental Engagement	<ul style="list-style-type: none"> Initial come & try for parents. Umpire as a family group 	<ul style="list-style-type: none"> Build the number of mature age on-field umpires in junior umpiring groups, through the engagement of parents as Field, Boundary or Goal umpires 	RDU		
	Junior Club Umpires <ul style="list-style-type: none"> Mansfield, Cobram, Alexandra (New) Shepparton, Echuca, Kyabram, Seymour (Existing) 	<ul style="list-style-type: none"> Local junior umpires officiate local junior games. Expansion to Cobram/Mansfield area. 	<ul style="list-style-type: none"> Continue the connection between Umpire group & Junior community clubs 	RDU		

Community Football



PILLAR	WHERE <i>Leagues where the big play will be implemented.</i>	WHAT <i>Identify the key activities, initiatives or prioritised BAU led by the region that will drive significant improved competition capacity and capability.</i>	WHY <i>Articulate why this big play will lead to significant improved competition capacity and capability</i>	LEAD	WHEN	STATUS
RULES, POLICIES & PROCESSES BIG PLAYS	Affiliated Senior Clubs of GVL, MFL, KDL	Deliver a minimum 1 CCSP Educations sessions providing access to all Clubs by week ending March 16, 2026	Increase awareness and understanding of the CCSP compliance & rules.	RM	Feb/March	
	ALL - Affiliated Clubs fielding junior teams in GMJ GVL, MFL, KDL	Junior Rules – deliver support and education sessions on the implementation of junior rules, specifically changes to u12 team numbers.	Increase awareness of AFL junior rules, their value to ensure a smooth Implementation in 2026	RM/OS	Feb/March	
	All	Update and finalise Regional By-Laws	Update the 2023/2024 in line with the updated Victorian Template	RM	Dec	
DEVELOPING INDUSTRY CAPACITY BIG PLAYS	All – Affiliated League Operational Staff	Promote opportunities for AFLGM affiliated league Operational staff representation at AFLV Operational Conferences	Build the capability of Region and League Leaders and Operational teams.	RM	Ongoing	
		Conduct a local forum to upskill the understanding of Operational staff on key documents and Policies such as NCPH, AFL Vic Handbook	Build the capability of Region League Operational staff to interrupt and manage the rules and policies contained in these documents.	RM	March /June	
	All – Affiliated League Boards, GVFUA, Commission	Conduct a minimum of 3 Heads of Leagues meetings each FY with a focus on Regional priorities and sharing	Continue to develop collaboration, sharing and alignment of key regional priorities and strategy, building capacity of stakeholders to drive innovation and engagement	RM	Feb / June / Oct	
ENGAGEMENT WITH AFLV COMMUNITY FOOTBALL TEAM BIG PLAYS	All – Affiliated League Operational Staff	Coordinate 2 engagement of League Operational Staff with AFLV Staff. 1 x Local 1 x Melbourne	Develop connection of operational staff to wider industry for PD and networking opportunities.	RM	March / June	
REGION FUTURE STATE BIG PLAYS	AFLGM Commission, KDL, GVL, GVFUA Advisories	RAC Directional Strategies Project	Develop a strategy document that with a focus planning the; <ul style="list-style-type: none"> • A transitional exit from service agreements • Develop a plan empowering Leagues to self-manage through building strong league governance and administration models benchmarked of leagues that are leaders in the industry • Develop governance and operational best practice strategy for regional junior and female competitions. 	RM / CDL	Develop timelines in planning document	
	Murray League Board, Clubs and GVFUA	First Nations Engagement & Community Education Plan	Address barriers that exist in the engagement of First Nations people in Australian Rules,	RM	Nov -2025 Onwards	
	All Affiliated League Board, Commission	Future State Project Dashboard – Stakeholder Circulation	Keep League Boards and Commission updated on Future State Projects progress to keep them informed and engaged in key state projects.	RM	Ongoing	

Brand, Facilities & Government



PILLAR	WHERE	WHAT	WHY	LEAD	WHEN	STATUS
BUILD THE BRAND BIG PLAYS	All Affiliated Leagues, Advisory Stakeholders	<p>Planned attendance to a minimum of</p> <ul style="list-style-type: none"> 1 league meeting per season 1 league Executive / Board Meeting with a strategic focus CDL and RM to plan to visit all Affiliated clubs across the region 	<ul style="list-style-type: none"> Strengthen the stakeholder connection, accessibility and awareness of offerings and support 	RM/CDL	Monthly	
	Affiliated internal and external Stakeholders	<ul style="list-style-type: none"> BTB Newsletter Continue to publish fortnightly online newsletter BYB including celebrations of participation team, community and CDL activities and wins Media Utilising the SEN Partnership to develop exposure AFLGM and local leagues <ul style="list-style-type: none"> AFLGM BYB PodCast SEN Run Home content Connect Leagues with SEN to develop Grand Final Broadcast 	<ul style="list-style-type: none"> Increase the awareness of AFLGM activities through a reputable brand and forum Wider regional club and league exposure and audience 	CDL	T1-T4	
	Affiliated internal and external Stakeholders	<ul style="list-style-type: none"> Regional Strategy Monitoring <ul style="list-style-type: none"> Support State and National Facility Team to update Facility Strategy Spreadsheet Provide update to regional Commission and affiliated league stakeholders on progress 	<ul style="list-style-type: none"> Measure success of Regional Facility Strategy against LGA delivered projects Create awareness to Leagues and Commission on how we are measuring the recommendations of the regional strategy 	RM/CDL	T1-T4	
FACILITIES BIG PLAYS	Respective Local Government Areas in Victoria & NSW	<ul style="list-style-type: none"> LGA Engagement Meet with respective LGA's and share the AFLGM Facility Strategy through the regional Tracker 	<ul style="list-style-type: none"> Keeps LGA and AFLVic abreast of how the regional strategy is tracking Allows to identify LGA priorities against the Regional plan 	RGM/CDL	T1-T4	
		<ul style="list-style-type: none"> Connection with State/Federal Govt. Plan to meet with the two Hume Region Managers of the Department of Jobs, Skills, Industry and Regions, to update on key projects and strategies being planned for the region Include North East Border RM and CDL in these meetings Plan a collaborative Meeting to meet with NSW Facilities Manager to understand priority projects in NSW 	<ul style="list-style-type: none"> Hume Region DKSI&R Managers are across key projects and funding Key conduit to state and federal government priorities. Be abreast of cross border projects from NSW LGA's 	RM /CDL	T1-T4	

Brand, Facilities & Government



PILLAR	WHERE	WHAT	WHY	LEAD	WHEN	STATUS
LOCAL GOVERNMENT PARTNERSHIPS BIG PLAYS	Respective Local Government	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 Plan for a minimum of 2 meetings with local government 	<ul style="list-style-type: none"> Ensure communications are going to the correct contacts and keeping all LGA's aware of the activities of the Region. 	RM/CDL	T1-T4	
STAKEHOLDER ENGAGEMENT BIG PLAYS	Affiliated Regional League, Club Stakeholder	AFLGM Regional Leaders Summit <ul style="list-style-type: none"> Develop a strong and engaging Agenda and Presenters focusing on empowering and informing regional leaders, topics to include Business of AFL Culture and Environment including Cultural Awareness & Integrity, Umpiring Junior Pathway Modelling 		RM/CDL	T4-T1	
	Affiliated League, Club and Commission	Stakeholder Communication <ul style="list-style-type: none"> Maintain the planning and updating of the regional stakeholder servicing plan Share document (summary) with Commission and League Chairs 	<ul style="list-style-type: none"> Will maintain understanding of the engagement of the RM and CDL Ensure a focus and planned approach of both the RM and CDL 	RM/CDL	T1-T4	