

AFL Masters Strategy 2023-7



MASTERS

PUBLISHED August 2023

AFL Masters has been played since 1980 and grown to 11,000 registered participants and volunteers in 2022. A National Carnival has been the flagship product for decades and the competition has expanded to include Women in the last 10 years (starting with a Vic Metro competition and then at the 2016 Carnival).

1 in 2 AFL players registered today aged 35+ are playing AFL Masters (i.e. we are successful in attracting 50% of our 'obtainable market'). However, this capture rate reduces to less than **1 in 10** when including AFL players who were once registered, but today are not registered (i.e. we have at least 90% of our 'addressable market' that we can look to attract).

Our participants and volunteers have many options other than AFL Masters for how they choose to spend their discretionary time. These alternative choices include other sports, lower AFL divisions, family time and entertainment.

The purpose of this document is to outline the vision for AFL Masters and the strategic priorities we put in place to achieve that vision.



Our Purpose

We exist to provide all people 35 years and over with the opportunity to enjoy the game of Aussie Rules Football in a safe, supportive, inclusive, family and fun environment.



Our Values

Fun

“Footy for Fun”

Fitness

Continued participation with physical benefits, social connection and mental wellbeing.

For everyone

We embrace diversity, equity and inclusion of all people irrespective of race, religion, gender, age, skill level and experience.

Our Vision

**Create the strongest
Masters sport in Australia,
capable of doubling our teams
and our volunteer support**



Our Strategy

To achieve our vision we have identified 4 strategic priorities:

Game promotion and awareness

Recruit and retain players, umpires, coaches AND volunteers

Obtain funding, facilities, resources and partnering with the AFL and its bodies

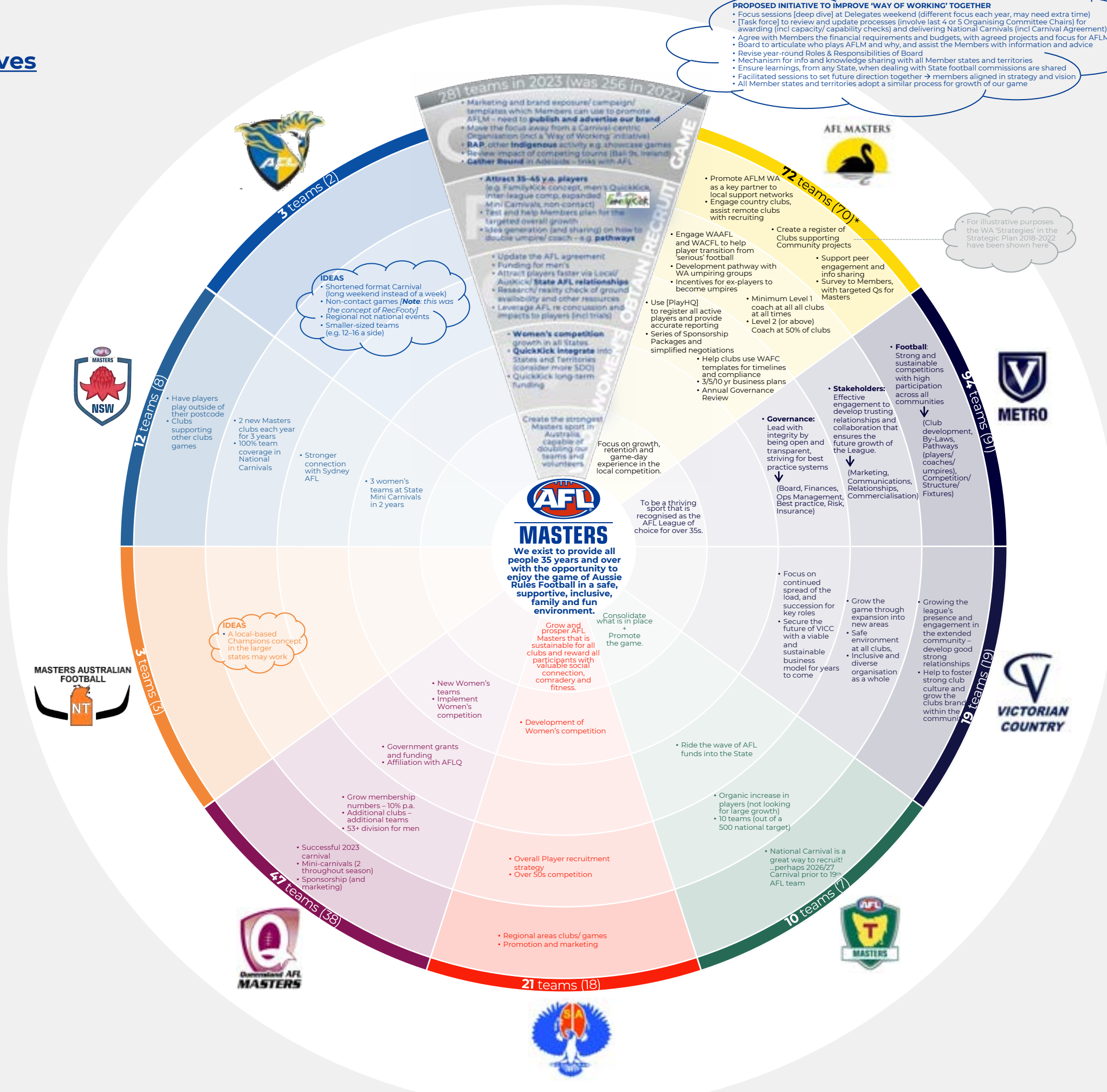
Women's growth and long term viability



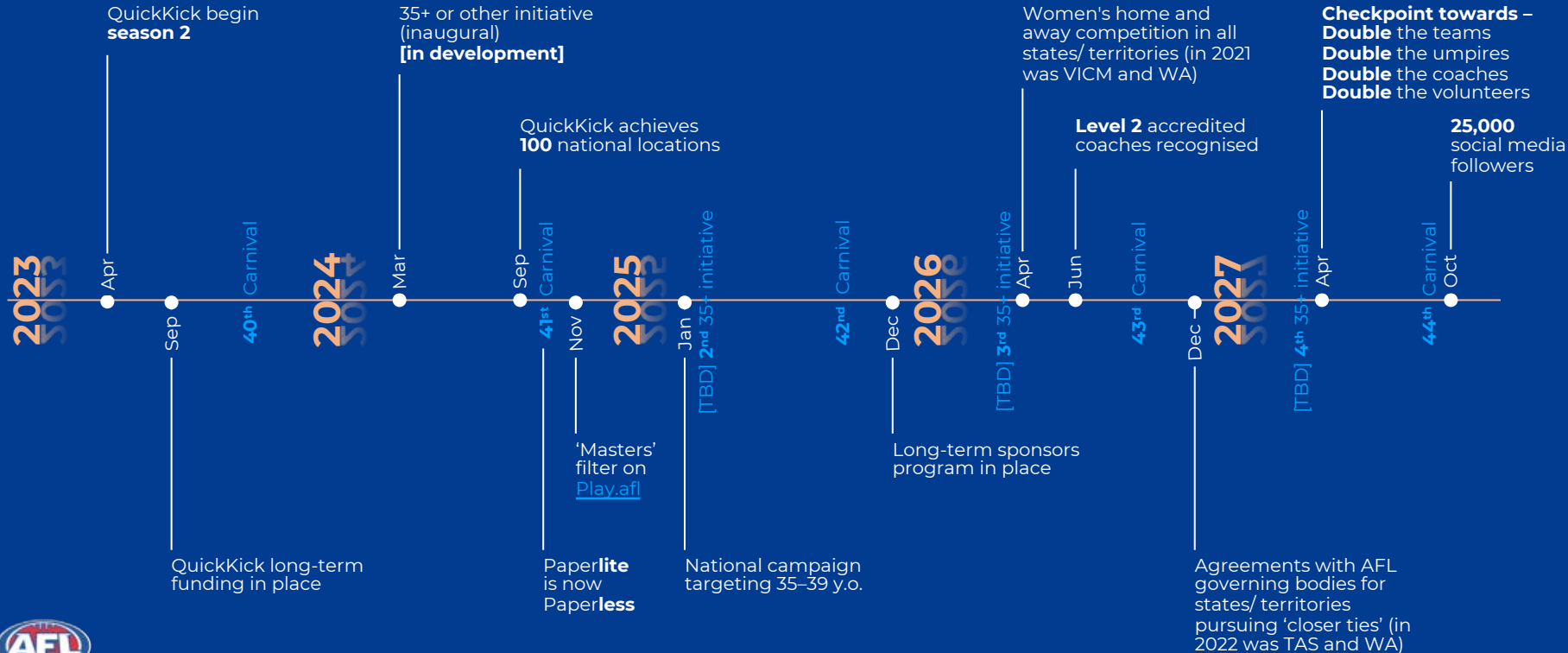
Key Actions and Initiatives

Each State and Territory member has initiatives that support our 4 strategic priorities (G-R-O-W).

Some initiatives (and projects) are shared across all the member bodies and may be led by the National body.



Plan – key milestones and events



AFL Masters

Appendices



MASTERS

Appendix 1: AFL Game Development Vision

FOOTY IN EVERY HOME



STRENGTHEN THE BASE

- COACHES & VOLUNTEERS
- WOMEN & GIRLS PHASE 1
- SCHOOLS
- UMPIRES
- TASMANIA
- GREATER SYDNEY

SECURE THE FUTURE

- INCREASED CULTURAL DIVERSITY
- ACHIEVE WOMEN & GIRLS 2030 VISION
- ALTERNATE FORMATS AVAILABLE EVERY DAY
- ENGAGING DIGITAL BRAND, PRODUCTS & PLATFORMS
- AFFORDABLE & ACCESSIBLE

LOOKING FORWARD OUR VISION



“FOOTY IN EVERY HOME”

Footy belongs in every household and in every community

- From being part of a local team as a player, coach, umpire or volunteer...
- ...to learning the rules and following the scores on your phone
- ...a kick-to-kick in the backyard or park
- ...chatting footy at the dinner table, on the way home from school
- ...digitally engaging with footy communities
- ...wondering why you are languishing at the bottom of workplace footy tipping

Every community feels like they can belong to footy

BE THE MOST PLAYED, MOST LOVED SPORT IN AUSTRALIA

Appendix 2:

Where did our Purpose come from?



2001 mission statement

“Masters Australian Football will provide the opportunity for members and supporters to enjoy the game of Australian Rules Football in a safe, supportive and fun environment.”

2004 proposed vision (not formally adopted)

“To be universally recognised as one of the leading masters sports organisations in Australia for expertise in developing and providing quality opportunities for masters participating in Masters Australian Football.”



Appendix 3: **Strategic Planning Cycle**

We follow a process to develop, deliver and adjust our strategy.

