



# MASTERS

## 2023 ANNUAL REPORT



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## TABLE OF CONTENTS

NATIONAL AFL MASTERS PRESIDENT REPORT .....	3 - 4
NATIONAL AFL MASTERS GENERAL MANAGER REPORT .....	5 - 8
NATIONAL AFL MASTERS COMMUNICATIONS OFFICER REPORT .....	9 - 10
NATIONAL AFL MASTERS DEVELOPMENT OFFICER REPORT .....	11 - 12
NATIONAL CARNIVAL UMPIRE LIAISON OFFICER REPORT .....	13 - 14
STATE/TERRITORY AFL MASTERS PRESIDENTS' REPORTS .....	15 - 40
2023 AFL MASTERS HALL OF FAME / LEGENDS.....	41 - 45
2023 AFL MASTERS NATIONAL CARNIVAL .....	46 - 61
2023 AFL MASTERS NATIONAL CARNIVAL RESULTS .....	62 - 73
IN MEMORIAM .....	74 - 84
NATIONAL AFL MASTERS HONOUR BOARDS .....	85 - 87
2023 AFL MASTERS AUDITED FINANCIAL STATEMENTS.....	88 - 102



### PATRONS:

Gillon McLachlan

John Hammer

Susan Alberti AC (Women)





## NATIONAL AFL MASTERS PRESIDENT REPORT 2023

Coming off the back of a very successful 2022 year where AFL Masters bounced back strongly post COVID, expectations were quite high going into the 2023 season, and it did not disappoint. The feedback from the States and Territories indicated there was a lot of activity around with strong registration numbers converting into a bumper season in all areas. It was pleasing to see more interest in AFL Masters from the younger age groups, which has been of concern in recent years. This growth was reflected in all areas of operation throughout the year culminating in the largest national carnival on record.

The QuickKick program is still enjoying good take up with many participants moving forward into competition at both local and National levels. Cath Quinn and the state coordinators have worked well with local teams and clubs to ensure the program continues to develop. We did put together a sub-committee from across the states to review the structure and examine the delivery to all who are engaged in program. Adrian Raftery has continued working to secure a sponsorship partner for the program which would allow further development going forward.

A comprehensive review of documentation, policies and procedures has been carried out to ensure we are complying with current standards. Along with some proposed changes to the Constitution which may enhance and clarify definitions and protocols in particular areas. We intend to work closely with all member states and territories within AFL Master to deliver the best outcomes.



Both men's and women's competitions continue to grow in most State and Territory jurisdictions, which is testament to the professional and pro-active approach from the state governing bodies across Australia. The time and effort dedicated to developing the code is very much appreciated by all.

SIXT car rental and Sherrin Football were again on board as AFL Masters sponsors delivering benefits to all within the organization throughout the year. LRF Sport along with Sealink, CUB and KommunityTV added some exciting new dimensions to support the annual program.

The 2023 National Carnival on the Sunshine Coast was conducted under the leadership of Queensland President Sam French, GM Maddy McClintock and the SCOC. The Sunshine Coast carnival now holds the title as the single biggest carnival on record with 1598 registered players. This was on the back of the 2022 Adelaide carnival having 1228 registered players previously the best attended carnival. “The records continue to tumble”. The feedback from the attending states participants was very positive with everyone enjoying the playing fields and facilities. Four grounds under lights with perfect playing surfaces – ‘What’s not to like?’

We continued to try attracting younger age players to Masters with measures being put in place through social media to encourage more involvement. Life pressures among this demographic seems to somewhat inhibit their ability to participate however we will continue to work on this area.

Thank you to the board and management Ian Fletcher (VP), directors Andrew Neilson & Sarah Loh, Adrian Raftery (GM) along with Arnold Keuker (National Registrar), Clare Walker (National Communications Officer) and Cath Quinn (National Development Officer) for the time and effort dedicated to advancing the AFL Masters organization across Australia.

We are looking forward to a great 2024 and enjoying “Footy for Fun”.

**Steve Eurell**

*President - AFL Masters Inc*





## **NATIONAL AFL MASTERS GENERAL MANAGER REPORT 2023**

The collation of the Annual Report is a great time to reflect on the hard work and achievements from the previous 12 months and it is with great pride to be able to present our body of work for 2023.

With concerns that our strong participation numbers in 2022 were nothing more than a COVID rebound, AFL Masters defied the second-year syndrome and continued its fast growth trajectory in 2023 with a record number of participants both domestically and at our National Carnival. We consolidated our position as the AFL's second fastest growing segment with 281 teams playing our game in regular season, an increase of 10.2% on 2022's participation numbers. A large reason for this domestic growth was the establishment of women's domestic competitions in ACT, South Australia and Queensland who piggybacked on the launch of AFL Masters QuickKick last year.

Fast growth does come with some growing pains and we experienced that with the AFL Masters QuickKick program this year as resources were stretched across the country with the introduction of those women's teams. In November a Women's Participation & Pathway Steering Committee was convened and they provided a number of recommendations to implement for 2024 and beyond.

During the year, we introduced our new AFL Masters Footy for Fun Medal. Each AFL Masters team across Australia received an AFL Masters Footy for Fun Medal to provide at their discretion to the club member in each team who best exhibited the "Footy for Fun" ethos in season 2023. Whilst the States continue to collate their respective list of winners, I note many recipients to date are the perfect example of what AFL Masters football is all about. Providing everyone the opportunity to enjoy the game of Aussie Rules Football in a safe, supportive, inclusive, family and fun environment. Congratulations to all and thank you for your respective contributions to the code. Hopefully the exposure of our core values of "Footy for Fun, Fitness and For everyone" will resonate with others watching from afar and encourage more to join local clubs in years to come.

Our flagship event – the AFL Masters National Carnival - had a whopping 1946 players and officials in attendance in its 40<sup>th</sup> edition on the Sunshine Coast during the first week in October. This was 24% bigger than our previous biggest Carnival in Adelaide in 2022, which in itself was already 57% bigger than Townsville 2019 and contributed a massive \$8.1M to the Queensland economy in the process.

We consolidated the growth of a number of divisions (including Mens 35s, Mens 40s, Mens 65s and Womens 40s) and introduced a new Non-Contact division for women for the first time at the Carnival. The growth in domestic women's Masters footy was fully evidenced in Maroochydore with 18 teams competing – a far cry from the three who participated for the first time on the Gold Coast in 2016. It was with great excitement that the inaugural Australian AFL Masters women side was announced to take on the Irish in 2024. Good luck to both them and the two Men's squads in Ireland.

The livestreaming of all 116 National Carnival matches via KommunityTV and News Corp was a first and proved to be a ratings success online and provided us with great media exposure. The off-field events were well attended – including a record 2278 Gala Night attendees – and congratulations to our three new inductees into our Hall of Fame and two elevations to Legends Status.



The antithesis of having large numbers of participants is that there is an increasing number that we ultimately must say goodbye to each year. So it was with extreme sadness that a new Carnival tradition was started this year, albeit on a sombre note, with an opening ceremony that remembered the umpires and State & Territory representatives who departed in the past year. With the number of subsequent passings to start 2023/24, I am already dreading the start of the 2024 National Carnival. May they rest in peace.



We have come a long way as an organisation with respect to inclusiveness and acknowledge that we still have a long way to go. However it is with pride that we were able to have the perfect finish to a great Carnival week with the hosting of our inaugural Indigenous Showcase matches. We have been talking about doing it for years and it was great to finally see and hear the pride of our Aboriginal and Torres Strait men and women who donned a special commemorative guernsey across two matches against the All-Star selections. Special thanks to Pat Ockwell, Pepita Wilson, Tony Lovett, Chris Riley, Shaun Wilson, Lisa Roper, artist Greg Wellington and all the players who helped create such a special occasion.



Whilst things went well on the field, it was also a strong year financially off the field for AFL Masters. As can be seen by the audited financial statements at the end of this report, we recorded a profit of \$160,754 which will be reinvested back into the code next year. Record participation numbers coupled with diligent and responsible spending helped achieve this record profit. Our turnover surpassed

\$900,000 for the second year in a row, but this time without any assistance of the Participation Grant from Sport Australia received the previous year. Sponsorship continued with Sherrin and SIXT whilst we are grateful for the financial support of the Tourism & Events Queensland and the Sunshine Coast Council.



For those that have been a part of AFL Masters for a number of years – for me I started in 2006 – hopefully when you scroll this report you will appreciate how much AFL Masters has grown throughout the years. Looking at our Honour Boards, it is a great time to show our gratitude for the pioneers of our code who made significant contributions during their tenure but also were involved in some bold decisions that have shaped AFL Masters for what it is today.

One example of a bold decision occurred in 1983 and one must wonder where we would be today if it was never made. During the 2023 National Carnival I received correspondence from Bob Utber who was our General Manager during the organisation’s formative years between 1983 and 1989. Bob is writing his memoirs at the moment and he reached out after seeing AFL Masters matches being livestreamed to his home. Bob commented about the marvellous growth over the years from its humble beginning and our first Carnival held at Camberwell in 1983 when six States sent a side each to compete. He was delighted to hear that the 40<sup>th</sup> version had a record 76 teams from all nine State and Territory bodies across both men and women. Thank you Bob and your National Board of the day for your foresight.

On the topic of bold decisions, AFL Masters launched our AFL Masters Strategic Plan for the next five years where our vision is to create the strongest Masters sport in Australia, capable of doubling our teams and volunteer support. To achieve our vision we identified four strategic priorities (GROW) in relation to:

1. Game promotion and awareness
2. Recruiting and retaining players, umpires, coaches and volunteers
3. Obtaining funding, facilities, resources and partnering with the AFL and its bodies
4. Women’s growth and long-term viability

A special thank you to the State and Territory Presidents who invested significant amount of time, energy and collective thought in developing this plan and other initiatives throughout the year. A thank you also to their respective families who had to sacrifice their own discretionary time for the betterment of AFL Masters. The growth of domestic footy together with a great National Carnival can be attributed to your

love and devotion to footy and AFL Masters. Masters Footy is in good hands under your collective stewardship. I do want to single out the AFL Masters Queensland President, Sam French, and his Sunshine Coast Organising Committee for hosting a great National Carnival.

It was a special moment to introduce the Susan Alberti and EJ Whitten Medals for our respective Carnival Best and Fairest winners this year. We have been proud to support Ted Whitten Jr and his RULE Foundation for a number of years, so it has been great to be able to recognise his father with an appropriate medal showing his dad's iconic kicking pose. There is not much else that you can say about Susan Alberti AC other than what an amazing advocate she has been for AFL Masters as one of our patrons. Her generosity with her time has been well known but to announce her financial contribution to assist the 2024 Irish tourists at the Gala Night was breathtaking and incredibly grateful for. Thank you.



The National Board continued to be tremendous with their generosity with respect to their time, assistance and guidance this year. There is no doubt that there have been times during the year that AFL Masters has taken a toll on external workloads and family commitments, and I would like to thank both Tank and Sarah for their respective contributions to AFL Masters, particularly from an IT and strategic perspective. I wish you and your families well in the future and I hope that you remain a part of the AFL Masters family for a long time to come. Steve and Fletch continue to be fine ambassadors for the AFL Masters philosophies and I am grateful for their wise counsel when tested many times throughout 2023.

Finally, I would like to thank our wonderful team of National Officers who have put in many, many hours of work behind the scenes. Special thanks to Arnold Keuker (National Registrar), Clare Walker (National Communications Officer), Cath Quinn (National Development Officer) and Ollie Matthews (National Carnival Umpire Liaison Officer) for your wonderful assistance in making memories for others. Bravo!

Whilst 2023 was a great year, on reflection I felt that there were a number of things that we could have done better. For this reason alone I cannot wait for 2024 to implement a few changes to make next year even more successful.

To all who participated in AFL Masters thank you for your contribution to the code. I wish happiness and health to all of you and your families in the 12 months ahead.

**Adrian Raftery**

*General Manager - AFL Masters Inc*





## NATIONAL AFL MASTERS COMMUNICATIONS OFFICER REPORT

The year 2023 has been marked by significant milestones and accomplishments, from engaging sporting events to publishing the new updated AFL Masters Strategy 2023-27. Our unwavering dedication to the values - Fun, Fitness, For Everyone – underpins AFL Masters and our vision to create the strongest Masters sport in Australia.

### Strategic Objectives:

Our strategic communication objectives centre around bringing the joy of Masters football closer to our diverse stakeholders through greater promotion and awareness. Whether players, umpires, coaches, volunteers or supports, our aim was to create an inclusive environment that encapsulates the essence of AFL Masters.

### Digital and Social Media Presence:

AFL Masters' digital landscape has experienced a notable surge in both traffic and engagement, a testament to the lively participation of our esteemed community. Your enthusiasm and commitment have played a pivotal role in shaping the stories and highlights sharing narratives that capture the heart of Australian Rules football. Facebook is the leading platform with the most followers, and highest engagement. Throughout 2023, Facebook engagement was 415,799, up 12.8% from 2022. Despite a drop in Instagram reach, profile visits increased by 27.7% and 19% new followers.

### AFL Masters National Facebook and Instagram metrics and age/gender breakdown for 2023



Source: AFL Masters National Meta Business Suite Analytics

With an increased focus on LinkedIn, the platform saw followers grow by 37% with 19,899 post impressions during 2023. Choosing the right content for this platform is front of mind to ensure there is alignment with the target audience. Whilst AFL Masters exists on X (previously Twitter), there is minimal engagement and is not deemed to be advantageous at this time.

**Media Relations:**

We extend our gratitude to our media partners, particularly KommunityTV and New Limited whose collaboration has played an instrumental role in amplifying the tales of triumph, resilience, and camaraderie, particularly at the National Carnival in Maroochydore. Their support has significantly contributed to the broader dissemination of our organization's narrative.

	2022	2023	+/- YoY	
<b>KTV Content</b>	# Fields Streamed	2	4	+100%
	# Matches Streamed	41	112	+170%
<b>Media Engagement</b>	# Articles	4	14	+250%
	# Page Views	30.8k	78.4k	+160%
	\$ Equivalent Media Value	-\$41k	-\$142k	
<b>Video Engagement</b>	# Video Starts	4.6k	18.6k	+300%
	ATSV - Live	-10mins	-9mins	-10%
	ATSV - Replay	-11mins	-6mins	-45%

Source: 2023 AFL Masters National Carnival – Review 02/11/2023

As we bid farewell to the current year, we eagerly anticipate the forthcoming season with optimism and enthusiasm. Your feedback and insights remain invaluable as we strive to enhance the AFL Masters experience in the coming year. In conclusion, we extend our sincere gratitude to the entire AFL Masters community. Your unwavering support and dedication are the cornerstones of our success, and we anticipate continued success in the future.

**Clare Walker**

National Communications Officer - AFL Masters Inc



## **NATIONAL AFL MASTERS DEVELOPMENT OFFICER REPORT**

2023 Saw another great year for Women's participation in AFL Masters

In 2023, 931 women competed in an AFL Masters Registered Competition or mini carnival. This is an increase of 363 on the 568 women registered in 2022.

AFL Masters Queensland successfully completed their inaugural Women's Masters season fielding an 8-team competition, WA continues to engage women in AFL Masters producing an 8 team, 12 round Women's season, and Vic Metro introduced a non-contact division to their season. ACT continued to cement a women's 3-game fixture in the Heart and Soul Cup and SA built on their "rock-up and play" fixture.

A record 337 women competed in the National Carnival in 18 teams, including 2 teams in the non-contact division. A 40% increase on 2022. All states and territories with the exception of Northern Territory, fielded at least one team in the National Carnival. Growth in the participation of women in AFL Masters has been boosted by the Sport Australia grant in 2022, the inception of the AFL Masters QuickKick program, the overall uptake of AFL by women and girls and the growing support from the wider AFL Masters community, national board, state executives and clubs.

After the success of QuickKick in 2022, which saw close to 3,000 women showing an interest through registration and 940 women participating in one of the 47 clinics held nation-wide, it was decided to continue the program in 2023, and build on the increase of participation of women 35 and over in AFL Masters football. Unable to secure a corporate partner for the project it was necessary to charge a small participation fee to cover resources and fees associated with the running of the program. Participants were charged \$30 to take part in the 6-week course. The registration process was also updated so that participants could register to a specific program location rather than just as an expression of interest within their state.

2023, saw a decline in numbers of QuickKick clinics and of participants. In 2023, 224 women participated in one of 25 clinics delivered across the country. A number of issues including lack in numbers of coordinators/AFL Masters clubs willing to run clinics, lack of available green space, introduction of \$30 fee to participate, and limited clinics to choose from were initially identified as contributing factors, along with the increase of women's club competition that drew women directly into the club environment rather than through the introductory program. Although this last point detracts numbers from QuickKick, it is contributing to the overall growth and success in increasing women's participation in AFL Masters.



Quickkick Data	2022	2023
registered interest	3000*	*did not collect
clinics delivered	47	25
total participants	940	224
ave per clinic	20	9
progressed on pathway	total of both years^	^33%

On the back of a successful inception of QuickKick in 2022, and a slower 2023, the participation of women engaging in AFL Masters competitions in 2023 rose significantly, with 1 in 3 (33%) 2022/23 QuickKick participants registering for a local Masters competition or for the National Carnival in 2023. 61% of QuickKick participants did not go on to participate in an AFL Masters competition and 6% of women participated in a second QuickKick Clinic.

In late 2023, in an attempt to gain an insight into why 61% of participants did not continue on an AFL Masters journey, the National Board instigated a review of the AFL Masters Pathway and how well it supported the current state of play for women participating in AFL Masters. To conduct this review a Women's Participation Steering Committee was formed consisting of members of our Masters community around the country with a range of experience from QuickKick participants, coordinators, long-time Masters players and those new to the game. We were fortunate in the fact that many of these women had experience working within state sporting organisations or professional sports clubs so were skilled in reviewing and developing participation pathways and programs. The committee is responsible for reviewing the participation data of women in AFL Masters to identify opportunities to improve processes and outcomes. This will include creating a documented participation pathway to guide investment of resources and to cement the program as an ongoing, sustainable pathway embedded in AFL Masters clubs and competitions around the country.

The Steering Committee met over a series of 3 meetings in November 2023 and is currently reviewing a draft Women's participation Pathway for AFL Masters and building a list of recommendations to the board to guide resource allocation and investment into building a sustainable future for AFL Masters Women's Football.

**Cath Quinn**

*National Development Officer - AFL Masters Inc*



## NATIONAL CARNIVAL UMPIRE LIAISON OFFICER REPORT 2023

Congratulations on one of the biggest and best run carnivals in my thirty-seven (37) years of attending Superules/AFL Masters Carnivals. A record seventy-six (76) participating teams which meant thirty-eight (38) games on the Sunday (1/10) and Wednesday (4/10) meant for long days. We were fortunate to have the four (4) ovals in great condition on the same complex.

Umpiring wise, the feedback that I have received has been very positive. I would like to thank Adrian Raftery (General Manager), Steve Eurell (President) and the AFL Masters Board members for their assistance on game day, and throughout the week. Umpires are becoming more comfortable in using PlayHQ and OfficialsHQ. Thank you to Arnold Keuker for assisting any umpire requiring assistance.

Many thanks to the travelling umpires and the local umpires from Queensland. I received very few complaints during the week, which is a good indication of their performances.

A special mention to Garry Dunne and his assistants, Nicola Stevens, Chloe Webb and Ky Knight. Prior to the carnival Garry and I had several zoom meetings, text messages and phone calls. We had a great rapport. That continued during the week. Thank you Garry.

I would like to thank the observing team of Garry Dunne, Ray Hocking, Steven (Chief) Leudar and Ky Knight that gave me feedback on the umpiring performances during the week, which assisted me in presenting the various awards at the end of the carnival.

If the same number of teams attend next year's in Fremantle, participating on ovals at six (6) different locations, this may create different challenges.

We provided 3 field umpires for every 35's game, and some 40's games. The boundary umpire numbers were low, however we provided boundary umpires for the above-mentioned games. Goal umpires were provided for all games. There were two (2) **Red** cards and four (4) **Yellow** card incidents. A concern I had was that not all umpires obtained the red and yellow cards that were given out at the Saturday morning umpires meeting. The box of cards was also located in umpires' office. Some umpires had their State/Territory's cards which differ from the AFL Masters requirements.

I also noted that a couple of field umpires didn't carry a pen/pencil and paper to document the better players during the game, and detail relevant details if a card had been issued. I will ensure both comments above will be rectified for next year's carnival.

### Rules

The players were aware of the major AFL Masters rules i.e. the 6.6.6., knees involved in ruck/marketing contests etc, 50 metre penalty and full back having to wait until the goal umpire waves his/her flags before the kick off following a behind being kicked.

### **Time durations**

Umpires will have to be more diligent with the commencement of the quarters. When there are multiple games. If the games don't commence on time, the last games will be late in commencing.

I am aware that there were a number of stretcher cases during the week, which were a reason to delay the games. However, in one game the female players left the field and refused to come back onto the field when summoned by the field umpires. Thanks to Steve Eurell for following this up with the State President involved to ensure that this didn't happen again.



### **Awards**

Due to the number of field umpires and divisions this year I took the liberty of changing medal distribution. The medals were distributed to three (3) umpires as listed in the list below. Each of the umpires, including the field umpires for each age group received a Certificate of Appreciation. Certificates were also distributed to the Rising Stars, Encouragement Awards and Appreciation Award for the support personnel.

**Over 35's and the Ray Hocking Medal** – Brock Herrmann

**Over 40's** – Gary Hofert (received the AFL Masters 35/40's medal)

**Over 45's** – Jason Mounce

**Over 50's** – Walter Gallio

**Over 55's** – Janie McCullagh (received the AFL Masters 55/60's medal)

**Over 60's** – Danny Fitzpatrick

**Over 65's** – Kevin Dennis

**Women's** – Terry Davies (received the AFL Masters 65's/Women's medal)

**Boundary Umpires** – Adrian Weir and Jeremy Aked

**Goal Umpires** – Ray Knight and Damien McAndrew

**Rising Star Awards** – Kaleb Cole, Matt Gilchrist and Peter Coleman

**Encouragement Awards** - Opal Jones, Reed Bennett and Zoey Matthews

**Appreciation Awards** – Garry Dunne, Andrew Muccingat, Steven Leudar, Ky Knight, Nicola Stevens and Chloe Webb

Thank you again for your assistance.

**Alan (Ollie) Matthews**

*National Carnival Umpire Liaison Officer*



## STATE/TERRITORY AFL MASTERS PRESIDENTS' REPORTS 2023



### *ACT President's Annual Report 2023*

The year 2023 was a year of consolidation in the ACT—bedding down the Heart Mind and Soul Cup as a viable masters competition in Canberra and building on the steady uptake of women's participation in masters AFL—and also a return to tried and true footy for fun.

The strength of the Cup as a proposition was proven for certain in what turned out to be an experimental year of sorts since the venue for previous Cups was unavailable this year. The four-round Cup was successfully staged at three different ovals across Canberra, north and south, culminating with the grand final at Canberra's premier AFL venue, the huge and imposing Manuka Oval. The Cup ran to plan and to budget, attracting media interest and, most importantly, new players to the game.

The grand final in the men's comp was a rematch of the 2022 final between the Wildcats and ANU Old Boys with the Wildcats proving too strong once again. New entrants to the cup Belconnen and regulars the Defence Staff College followed up in the last game of the day, playing out a surprisingly high-paced, high-stakes thriller. The women played the curtain raiser, the Southern Stars defeating the Northern Flames to become the inaugural winners of the aptly named Pam Andrew Cup. The Cup's major sponsor, Elysium EPL, was there to present the winners' cups. All in all, a fitting end to a season of highly competitive, attractive masters footy and demonstration of the competitions and masters footy's strength and viability in the ACT.



A cup in her name is an entirely deserved honour—no one has done more as a player, administrator or tireless advocate for women’s masters footy in the ACT than Pam Andrew. The huge growth of women’s footy in Canberra is testament to that, beginning with a trickle of interest only a few years ago to having enough players to run weekly training sessions and send two women’s teams to the nationals this year. Highly competitive teams to boot: the women’s 40s went one better than runner up in Adelaide last year to take out its division with three dominant wins. Other highlights of the carnival included the 45s joint venture with WA, where the two halves melded instantly to play fluent team-oriented footy. Husband and wife John and Renee Duggan winning All Australian medals in their 35 divisions (VC/NSW and ACT/NSW/WA respectively) was another nice Maroochydore moment.

Things were strong on the domestic front too, so to speak. In addition to the Cup games, the ACT went back to the future, reinvigorating its footy for fun fortnightly friendlies. A highlight of the year was the Murray Crays annual visit, staged first up at Manuka oval and then at the nearby pub. Finances are sound, backed by generous sponsors and healthy membership, and with a skilful and experienced committee as stewards.

This is my last time writing an annual report—I’ve resigned as president—so I will take the opportunity to thank the AFL Masters ACT executive, committee and members for all their friendship, hard work, encouragement and support over the last few years and also the national body for its leadership and dedication.

**Matt Gately**

*President - AFL Masters ACT Inc*





## ***NSW President's Annual Report 2023***

2023 was a big first year in charge.

NSW welcomed in Manning Valley - Chip and Zoey have been working hard, and in the first year it was looking to pay off. 2024 will be big for the club.

We had also brought in Byron Bay, but this is a WIP with the club initially focusing on getting their senior grades back playing. Illawarra is also on the cards but looking for someone to take the reins on that. We have also fielded enquiries from Bateau Bay, Gosford and Pambula to join the NSW Masters family. We built the year with Hunter, Macarthur, and Balmain locking in Mini Carnivals. The Dingoes hosted the Derby for the first time.

Balmain and Southern Dingoes competed in a hotly contested AFL Sydney season. After 8 rounds, the 2 finished 4th and 5th respectively. Congrats to UTS bats for taking out the comp in 2023, coming from 3rd and beating St George and Penno in the GF.

I have held talks with AFL Sydney for 2024 and beyond to work closer and ensure we can continue to push the Master's mantra of footy for fun. Focus on their database and targeting their 35+ to get involved no matter who they have played for in the past to start a club, or join an existing club is a main goal. Sydney AFL will work to promote NSW Masters teams, and on their future fixturing.

A big move for 2024 will be to have ALL AFL Masters NSW clubs on PlayHQ. Preference will be to have membership fees to go through, but for 2024, if they are ZERO fees, but ALL players must be on their clubs PlayHQ database. This will allow NSW masters to push out info regarding Comp opportunities, Mini Carnivals, and National Carnival information whilst also getting the info from clubs, should help to grow mini and national carnival participation.

In 2023 we lost our Womens coordinator (Nadene). Following the amazing service held at Singleton, it was agreed that NSW Masters would present the Nadene McBride award (will be given each year at the National Carnival Dinner). The award is to recognise the contribution made by a Masters member during the year to their club, and Masters football in general.

Recognise the 2023 award winner - Steve McClure

At the National Carnival dinner we also introduced NSW Life Memberships.

- Previous acknowledgment of Masters members that helped begin Masters Football
- Newly introduced members - Adam, Sam and Anne

It is recommended that clubs start working on their own Life Membership, which makes it easier to submit when we request nominations.





Thanks to Bryan and Alyne for the work leading into, during the National Carnival. A big thanks to the coaches and Team Managers. Preparation for 2024 in Fremantle begins now, and we need all clubs to start pushing this amongst membership and promote once posters etc are made up. Registration will also be opened early 2024, with Exec hopeful that 1 or 2 major sponsors can step in to assist. We will also look for 6-8 smaller sponsors with the aim of reducing membership costs for such a big trip.

Sports Gear Australia managed the online selling of gear for 2023, and this assisted with the ordering and payment, taking away the need for NSW to have a portable EFTPOS, and added costs.

111 players - 78 men, 33 women with 26 men from Hunter alone. 9 Players were recognised for their carnival by being selected in the All-Australian Squad and a further eight have also been selected in the All-Australian squad to tour Ireland in March.

To close, in 2024 for clubs, the key focus to assist us:

- Have all players affiliated with a you club via PlayHQ, with a strong push on women being members of the club
- Ensure a delegate is on our State Monthly Meetings
- All clubs to have a team at the NSW Mini Carnivals as a goal. Support clubs if your club wants to be supported (only 12 required to constitute your stand-alone team)
- No games are advertised as being ON until they are approved (New system implemented to go through during general meeting) - Opportunity during December to put in your requested games
- Ask/request assistance where you think you may need it from NSW or National
- Merchandise that may be planned should have NSW branding on, and all must be approved. If any merch is not approved, then it will be completed at the clubs cost (also a crack down from National)



- All clubs must use Carnival Footballs for MATCH days - another push from National. Football orders are in, and should arrive in late Jan (small grace period in 2024 until they arrive)
- Will need all clubs to really push the 2024 National carnival. There has been some EOI to host a National Carnival in NSW in the coming years, but to do this, ALL clubs need to have representatives at Nationals. Aim for a 20% attendance and we will be well on our way to have ZERO JV teams!

Thanks for the first year in charge, and here is to growing Masters football in 2024.

**Matt Crowe**

*President – New South Wales AFL Masters Inc*





## ***Northern Territory President's Annual Report 2023***

Firstly I would like to thank all our willing volunteers who help run the NT Masters Competition in 2023. Those 2 or 3 in each club that put themselves forward to make it happen. To our executive committee and our Bali master of ceremony .

The highlight of the year was Roy Baehnisch elevation from HOF to LEGEND status. Congratulations ROY.  
Also for one of our longest servicing members , Chris Lydon`s induction into the HOF. Magic.

Our domestic season ran very smoothly this year , with regos back to normal. The Beach game and Bali Tour helped break up our 10 games this year. The `TOWNIES` finally got to be recognized by the way of a Townies singlet and looked great amounts the Ferials and Falcons on game nights.

30% of our playing group travelled to Queensland for the National Carnival . Some stressful footy was played, but some great relaxation was had off field. Great location and Great carnival. Well done everyone.

Moving forward NT is in a sound position and looking forward to next year.

**Kim Cowan**

*President - Masters Australian Football Northern Territory Inc*







## *Queensland President's Annual Report 2023*

Season 2023 was another year for firsts and only continues to show our commitment for growth and to create the most enjoyable and even competition as possible and to enforce our 'Footy for fun' motto.

One of our major achievements was the inaugural season of the women's competition with 8 teams spread from the Gold Coast to the Sunshine Coast. We had a very competitive group of women taking the field for the first time and whilst there were some geographical challenges and with such a diverse group of women with a large gap between the new players and the more experienced players, the competition will only get better with time and is a major focus of our committee to improve and equalise the competition for season 2024.

Our committee grew from seven members to nine, with two new general members coming onboard after the AGM and this increase in numbers only strengthens our commitment to serve our clubs and members into the future.

2023 was also one to remember with QLD hosting the National carnival at Maroochydore on the Sunshine Coast. In what was the largest National Carnival in the 40-year history of the event, we welcomed over 1700 players with a huge number of supporters and volunteers to the Fisherman's Road Complex, and with approx. 40 games per day, we were kept busy!



Whilst the Carnival was greatly received by all who attended and we have had some very positive feedback, the financial outcome was not as we had hoped with the event producing a smaller than expected profit which is disappointing. We have raised our concerns with the National Board, and we are hopeful that a suitable outcome will ensure that we will host the event again soon and will be a more financially viable event to host.

The South-East QLD competition continues to grow, and we are encouraged by the continued growth across all age groups and genders, we have such a diverse group and whilst the competitive spirit is still within our players, the number of incidents and umpire reports was at a very low number which is encouraging.

Our intention is to create an environment where anyone over the age of 35 can play footy in a safe environment with the focus on fun, not win at all costs.

One of key objectives for 2023 was to ensure that all clubs, players, and members have a voice in our future and how we continue with and sustain our growth. A survey was sent out to all registered members, and we received 557 responses, all of which were greatly appreciated.

We have dissected all the information and will use this information for our season planning for 2024, there were some very insightful and useful comments and feedback, we appreciate all those who took the time to respond.



North QLD continues to show growth and I strongly encourage all the South-East QLD players to keep updated on the carnivals up North. I was lucky enough to attend one earlier this year and it was an awesome event that was well managed by all and a very enjoyable game of footy. There are usually 4-6 carnivals every year so please support our Northern clubs and attend, if possible, the games are played in some beautiful locations, in great spirit and I guarantee you'll see competitive football.

Personally, for me this has been a very challenging year with a huge workload to contend with, this was my first full year after stepping into the vacant position last year and it has certainly been an interesting journey.

As a first year President, having to ensure the women's competition commenced and hosting the National Carnival, it has been a baptism of fire for sure. My commitment to AFLMQ has only been

strengthened by the past 12 months and we, as a committee will continue to be here to serve our members and ensure we have an environment that encourages footy for fun.

To the current Committee Members, I thank you for your efforts this year and I am sure that you will embrace the challenges of the next season.

To our amazing Administration Officer, I can't thank Maddy enough for being the voice of reason in some very trying circumstances, we are in great position due to your commitment and work ethic.

I must make special mention to Maurie Soars who won't be on our committee next year for personal reasons, I thank you for your tireless work over many years and wish you every success with your upcoming challenges, you will be sorely missed mate.



There are some challenges ahead with global issues and cost of living impacting all demographics and we will work closely with all our clubs to ensure the participation numbers remain strong and continue to grow.

There are many exciting changes ahead and I look forward to working with all our clubs to ensure we remain a leader in the Masters footy community.

Bring on 2024!

**Sam French**

*President – AFL Masters Queensland Inc*





## ***South Australian President's Annual Report 2023***

While the 2023 season has now finished, we look forward to the 2024 season with renewed enthusiasm.

The season started with the inclusion of another 2 new clubs, Payneham Norwood Union and Kilburn, joining our SA, AFL Masters association. Welcome, this brought our number of Masters Teams up to 20, and both clubs embraced the “Footy for Fun” motto and I’m sure enjoyed their first season in our family friendly environment.

Games throughout the season were well supported and in the main were played in the true spirit of AFL Masters. Umpiring was performed admirably with the new Umpires co-ordinator overseeing the required personnel for each round of matches. There was the occasional hiccup, but all were handled well by those involved.

As per normal the rounds were adjusted from time to time, given availability of some grounds to the participating clubs affected, it was handled efficiently, and games went ahead without too much inconvenience.

This Season a game was programmed to be played at Kadina over on Yorke Peninsula. The match started on the Saturday night following on from the Local association game, Kadina, reserves then the A grade. The AFL Masters game started at 6.00pm and was played under brilliant lights before a large local crowd who witnessed a high-quality Masters game. Once again, this game was played between Athelstone Raggies & West Brumbys to display the AFL Masters competition, it certainly surprised the locals with the level of skill & competitive nature of the game. The long-term goal is to have a combined Yorke Peninsula team, join our competition similar to the Riverland Superdogs.

Our association was also invited to play a masters game at Murray Bridge, as a curtain raiser to an SANFL game between West Adelaide & Adelaide Crows teams. This was a match dedicated to the memory of Neil Kerley, who had been actively involved with both these Teams before passing away recently. The Adelaide Hills Super Tigers played the Happy Valley Vikings, once again the locals were witness to a superb game of AFL Masters. This may become an annual event.

Our association had strong numbers again for the season, over 650 players registered, which was an excellent result with several new players joining AFL Masters for the first time. This season also saw increased number of families, partners & children supporting their clubs, well done to all involved.

The annual pilgrimage to Broken Hill went ahead mid-season with a collection of players from our various clubs. Broken Hill won a close game with only a couple of goals in it at the finish.



The ongoing planning for the Over 50s competition has gathered momentum, with the leaders of the 4 clubs, North, South, East & West Teams meeting and formulating future plans. The design of the individual club guernseys is well under way, as season 2024 is the next stage of forming a more formal program of matches.

Aside from our normal season there were some extra games played, our over 50 games plus two mini carnivals during the season. This was to give the players playing in the National Carnival, an opportunity to play with possible teammates in their respective age groups. Our AFL Masters Women also were included in these extra games giving them the opportunity to bond together for the National carnival.

Congratulations go to the Women as they worked tirelessly to ensure that they had the opportunity to play more games this season. The increase in numbers assisted in getting extra numbers for the Maroochydore carnival. The result was two complete Teams well out from the Carnival dates.

This year the 2023 National Carnival has been played in Maroochydore on the Sunshine Coast, for the first time since 2011. It had over 70 teams plus over 1600 players in total from around the country compete. It has since been regarded as the biggest National Carnival attendance of all time.

AFL Masters SA fielded a combination of 7 men's Teams plus 2 women's Teams. The SA 35's Men's combined with the WA side plus the 55's side combined with Vic Country as both these two age groups were down on numbers. All SA sides, including our Women's sides performed admirably, with the over 35s, the over 60s men's sides plus the Women's 35 side all playing off for the Australian National Championship. The over 60s were successful in winning the National Championship, the other two teams just being defeated narrowly.



All played well and congratulations go to the players that were named as All Australians at the completion of the Carnival.

There has been a new club enquire about entering into the competition for 2024, the Port Noarlunga club. They have proceeded to tender their application within the guidelines set down in our constitution and will present to the Club delegates at our AGM on December the 11th. They will then be voted on for possible acceptance into the AFL Masters SA competition in 2024.

I would like to thank my fellow committee members for their ongoing support. Your tireless efforts ensured that 2023 was a memorable & successful season for our association.

To all the club delegates on a successful and rewarding season, where everyone has played their part in maintaining a professional standard to keep our game in great shape.

Thank you all for your continued support.

**Brenton Wortley**

*President – Masters Australian Football-SA Division Inc*





## ***Tasmanian President's Annual Report 2023***

Congratulations to the Sunshine Coast organizing committee for organizing the 2023 carnival; a huge event that was managed brilliantly to provide us with a fantastic week of footy and fun.

AFL Masters Tasmania have continued to grow during 2023 with over 180 registered players throughout 8 teams at the carnival on the Sunshine Coast, being our biggest yet!

Whilst the results didn't fall our way, in typical Tassie fashion, we had a brilliant week with some excellent football, played in the right spirit and new friendships formed. Our coaches, match managers, trainers and game day support staff were totally outstanding, not only recruiting full lists but maintaining enthusiasm and guiding them all in the right direction.

Our legendary trainer Lawrie "Snowy" Keating was inducted into the National Hall of Fame, a fitting achievement for all the hard work that he has done over a long period of time. Still the best in the business. Well done Snowy!



Our domestic competition welcomed two new teams and continues to grow under the watchful eye and assistance of Sally Donnelly of AFL Tas. Sally has done a great job supporting the competition and we are very thankful for her support.



AFL Masters TAS would like to acknowledge and thank our generous sponsors for their great support during 2023:

- Newman's Home Furnishings
- AWN livestock & property
- Country Club Tasmania

I would like to thank our committee for their continuous hard work throughout the year, the carnivals continue to get bigger, and our wonderful group continues to strive to improve the experience for our members. Well done team!!

We now turn our attention to Freo, 2024

**Andrew Scott**

*President - AFL Masters Tasmania (Inc)*



## ***Victorian Country President's Annual Report 2023***

2023 has been overall a great year for Vic Country, despite the challenges that invariably arrive throughout any calendar year the organization was in a strong position to weather just about any storm presented. Luckily few of those appeared on the path we took.

As I sit here writing my Annual Report, I am incredibly proud to say that the work the team have done on Strategic Planning, communication and open collaboration with our stakeholders. This work has seen an additional 8 people commit to 10 roles within the non-executive committee. This brings our numbers up from 5 to 15 inside one year. We have filled roles in Communications, social media and website, Events & Functions, Grants & ASF Funding, Fundraising, PlayHQ Management, Carnival Team Manager's Co-ordinator, Carnival Events & Functions.

Fantastic to see people wanting to get involved, using their skills to improve a little piece of Vic Country. In even more positive news the people we've added have including several new men and women to the group, while maintaining our minimum 40% quota of women recommended standard by the Victorian Government's Women in Sport and Recreation levels.

On a disappointing note, we will say thank you and farewell to Kirsten Naylor who has decided to step down from her Executive Role that she has fulfilled since 2018. The work that has been done by Kirsten to grow our Women's numbers and deliver QuickKick have been invaluable. We thank Kirsten for her efforts over many years, however we feel that we are in a strong position to fill the role with another who can build on what has been started. Part of Kirsten's legacy will also be the creation of a Women's Football sub-committee, who have been working on increasing the awareness and opportunity for Masters aged women to come together and play across the year. With game being played in Swan Hill, Bendigo and Torquay in 2024 it was a great start, and I'm confident the new Women's Football Executive will continue to grow the Women's opportunities.

We also had Tony Lovett step away from the Carnival Director's role after one more year, Tony was never too far away however and played a significant role in passing the baton to Anne Ali. Anne's experience in Project Management and Business Ownership over 40+ years proved invaluable, and Anne has already advised she is keen to continue in the role. I look forward to seeing great things at Carnival now Anne has experienced a Carnival at the helm, despite it being information overload at times.

On field in the State League we have had some mixed results, with the number of registered participants a little flat compared to last year. A few clubs saw some good growth while a few others saw a decline. This year was only the second year of using PlayHQ and some clubs had issues registering players while others took a while to get their heads around how to best use the system. Our new PlayHQ Manager will have his hands full, however several people have indicated they are willing to assist other clubs to get them up to speed. We are hopeful that 2024 will see a compliance level close to 100% in 2024.





We had few reports of issues within games, which is a testament to the clubs and their commitment to play “Footy for Fun”. Unfortunately we still had a few forfeits throughout the year, despite the best efforts from clubs to communicate and assist where possible. We made an attempt to change games to mini carnivals around the June school holidays without success and we will continue to work on finding the best solution around the 3-week school holiday period.

In positive news for the upcoming year we have welcomed 3 new teams for the 2024 season, with Yarrowonga and Macorna joining the competition in a full 10 round season, and a team from the South Coast joining and expected to play 4-5 games in 2024 also. Our plan was to deliver 5 teams in each “quarter” of the state and with the inclusion of Yarrowonga we have completed the first quarter of the state. Currently we are also considering an over 55’s team to play in the Metro competition and have considered a women’s team to enter the Vic Metro competition while we build numbers for a standalone Women’s competition.

Our first Surf Coast Carnival was generally well supported and has culminated in the addition of the Surf Coast Sharks. I would sincerely like to thank David O’Brien, Luke Vassallo, Rob Montebello, Jamie McKenzie and everyone who was involved in making the weekend such a success. I would also like to thank the Gippsland Tigers for playing a game of footy in Torquay to start their end of season trip. Hopefully we can turn this into an annual event, supporting the now annual AFL Masters Vic Country McGowan Cup match.

In September we also saw the first game played by a side wearing a jumper sponsored by the First People’s Assembly of Victoria, featuring an outstanding Aboriginal design from Troy Lovett. Following a Carnival training session this game was played against a side from Woodend. While the numbers were a little light on, in the true spirit of AFL Masters teams were equalised and a free-flowing game was enjoyed by all involved. As we continue to work with our Aboriginal and Torres Strait Islander peoples, I sincerely hope we can deliver initiatives that include a dedicated Aboriginal and Torres Strait Islander side, a round to recognise the First Peoples and the traditional lands we play on among other initiatives.

Looking ahead to 2024 we will further look to consolidate and build on the work we have already undertaken. With resources now in communications and digital media, events & functions, funding and fundraising we will be looking to deliver our revised marketing strategy, a consistent and effective social media presence and a strong growth in commercialization and revenue. This will assist clubs in reducing costs and growing local income and players, and the League to reduce volunteer workloads through policy and procedure improvements, invest into future projects and decrease costs associated with Carnival participation.

The on-field year culminated in the AFL Masters National Carnival, and my sincere thanks and well done to the Sunshine Coast Organising Committee. Taking on the Carnival organising under occasional difficult circumstances your ability to deliver the biggest Carnival ever is something you should all be immensely proud of. On behalf of Vic Country I extend my heartfelt thanks for the endless hours you've put in to make it the success it was.



Our numbers were like 2022 which was a good result given the increased cost compared to Adelaide. We again fielded 8 teams, 3 of which were hybrid collaborations with other states. Thanks to NSW (M35's), SA (M55's) and Tas (W35's) for making this happen seamlessly. It was fantastic to see the states working together in the best interests of AFL Masters football. From 21 games we delivered 23 wins (sic) which was a respectable result. 2 teams, Men's 45's and Men's 50's, went through the competition undefeated taking home AFL Masters National titles. For such a small state these 2 moments offered a sense of immense pride in our group. On top of 2 titles we had 17 All Australians, 3 Carnival Best & Fairest winners and 7 players named in the teams travelling to Ireland to represent Australia in the AFL Masters International Rules series.

Our charity partner for the second year was SALT – Sport and Life Training, and I was advised prior to this year's carnival that we were the first group to actively fundraise on behalf of SALT. Since we started this in Adelaide in 2022, we have raised nearly \$3000 purely through our Carnival raffles. SALT's vision to transform Australian culture through sport also saw Echuca become the first Vic Country club to work with Dave Burt and his team, with Damien and his team creating Vic Country's first dedicated trained wellness team within our clubs. In 2024 we understand another

4-5 clubs will roll out this program, critically important infrastructure for Regional Victoria communities.



Every participant, volunteer and supporter should be immensely proud of the reputation Vic Country has within the AFL Masters National Carnival community. We continue to be recognised as the state that has the most fun, the best functions and play some great footy. Congrats and well done to everyone who played their part, no matter how big or small. Our Carnival Director and her team now turn their attention to 2024 in Fremantle. Vic Country hopes that one day we can bring the AFL Masters National Carnival back to the birthplace of Masters football, so that our community can share in the excitement of playing on home soil.

While there has been some immense challenges and some disappointing moments throughout 2023, I look forward to being part of making AFL Masters Vic Country the best they can be and a true piece of the AFL Victoria pathway program.

Thanks to all club Presidents, delegates and committees and their exiting or incoming volunteers for your efforts in 2023, and we look forward to 2024 with an open mind. Thanks to Rob Williamson, Andrea McKenzie, Kevin Rigg and Kirsten Naylor for their support on the Executive this year, and those who would like to get involved please get involved at non- executive/sub-committee level, with the intention of re-nominating in years to come.

Thank you also to Rob Macdonald, Ian “Padre” Walter, Tom Williams, Allan “Ollie” Matthews, Tony Lovett, Chris Riley, Bruce Kent, Ian Prendergast, Jen Pitson, Sam French, Nathan Dixon et al for your guidance and support.

To the partners and families of anyone who has been on a committee or the Board, thank you for allowing us to spend time organising and doing stuff footy related, we all appreciate it. I wish you all a safe festive season and look forward to seeing everyone’s smiling faces in 2024.

**Brent Ali**

*President – Victorian Country Masters Australian Football Inc*

2023 AFL Masters Annual Report





## *Victorian Metropolitan President's Annual Report 2023*

Entering the second term of the AFL Masters Victorian Metropolitan Strategic Plan, the focus in 2023 turned to our 'Football' key pillar, a strategic priority that included the creation and implementation of the AFLVM By-Laws.

Officially approved at the May Board Meeting, the AFLVM By-Laws were communicated to internal and external stakeholders to acknowledge the Board's commitment in providing a clear and concise set of tailored rules to help govern the League. This included the implementation of a robust Tribunal and Appeals Board process, supported by a number of talented volunteers who gave up their time to review reports independently across the year. We are grateful to those individuals and the ways in which you have professionalised this important process.

Two new Board Directors were appointed in 2023. Damian Bradley was appointed at the 2022 AGM, filling Alan Manning's vacant position, while Dr. Tope Adeyoyibi was appointed to the casual Director position, following the resignation of Sarah Loh. We were grateful to know that Sarah left only to join the AFL Masters National Board, where her skills and knowledge of the game, and sport would continue within the AFL Masters family. The Board acknowledged the incredible contribution from Alan Manning, as a Life Member, Board Director and Umpire Director across a 20-year span. Fortunately, Damian and Tope's contribution provided the League with a new skillset and experience that has enabled the AFLVM Board to continue evolving the League.



Following numerous conversations, AFLVM officially entered into an agreement to affiliate with AFL Victoria. The affiliation provides AFLVM alignment with the AFL, including access to funding and governance opportunities and programs, and access to advice and guidance to ensure AFLVM is developing and meeting best practice procedures and standards.

From a staffing point of view, long-term Results Coordinator, Jacqui Miller ended her longstanding employment in February, which the League thanks her for. Selena Prescott was then appointed to the role and was able to immediately provide clubs with support and knowledge of the PlayHQ platform while developing new processes and systems to streamline AFLVM's information storing and sharing practices. The Umpire Coordinator role was filled for a short time by Steve Keating, then by AFLVM registered umpire, Tim Bain who successfully managed to build and support the existing Umpire community. A huge thanks to Steve, Selena, and Tim for your incredible contributions in 2023.

The 2023 season scheduled included 10 rounds which with 92 teams competing across 34 AFLVM affiliated Clubs. The season concluded with 12 divisional grand finals, with the 55s division playing on the alternate weekends. We welcomed Lilydale Football Club, a newly AFLVM affiliated Club, who successfully fielded a new 50s team in the 2023 season.

AFLVM continued to utilise PlayHQ in 2023, while also adopting OfficialHQ, the official's appointment and management platform. With new functionality across both platforms, the League was able to provide a centralised platform for its clubs, coaches and umpires.



The 2023 AFL Masters National Carnival witnessed the highest number of registered players in AFLVM Carnival history. With 270 registered players, plus coaches, team managers and volunteers, AFLVM achieved great success again this year. Of the 12 AFLVM teams entered, 5 were recognised Premiers of their age groups. A huge shout out to the players, coaches, managers and trainers that represented Vic Metro at this year's Carnival. The commitment, support, mateship and inclusion made it a truly incredible week.

We welcomed Gary Wilson and Jamie Doughney as new AFLVM Life Members in 2023. Gary was also recognised as an AFL Masters Hall of Fame Member during the October Carnival on the Sunshine Coast.



We were deeply saddened by the sudden loss of Werribee Football Club's President John Crennan in February and teammate, and Vic Metro Carnival 50s player, Mark 'Darky' Warren in October. Our deepest condolences to both John and Mark's families.

The Women's Advisory Committee again supported the development of the Women's competition and pathway. Monthly meetings were held with all participating Women's club representatives. Pride Round was fixtured during Round 6 of the Women's Competition this year with matches being held at Williamstown and Werribee Football Clubs. A huge thank you to the Women's Advisory Committee and club representatives for your continued support.

AFLVM was successful in two grant and funding applications in 2023. The Office of Women in Sport and Recreation, and AFL Women and Girls Funding providing AFLVM with funding to help build and drive women's participation and engagement, particularly with the development of the Women's competition non-contact pathway program.

Half Back Digital were engaged in 2023 to drive AFLVM's social media presence. HBD were responsible for developing posts pre and post round across the season. During the Final matches, HBD live streamed all Grand Final matches. Engagement across AFLVM's Facebook page increased dramatically across the year. Photographer, Donovan Chin was also engaged to capture the Women's Round matches this year, supported from funding from the Office of Women in Sport and Recreation.

Finally, we celebrated goal umpire Robert 'Rocky' Rosco's 350 games this year. A presentation held at Cranbourne Superules Football Club. A fantastic effort by Rocky.