

AFL TAS Strategy

Our Purpose

Progress the game, so everyone can share in its heritage and possibilities.

Our Vision

“Unite and Grow Tassie Footy”

Our Focus

PEOPLE

- High performance culture driven by development and recognition
- Workforce continually focused on identifying and developing talent for all staff
- Efficient organisational structures and ways of working
- Effective people management systems
- Fostering the next generation of volunteers, coaches and umpires and players

COMPETITIONS

- Support for Clubs and Leagues/ Assoc to aid their long-term sustainability (e.g. governance, admin, policy)
- Design and application of competition rules and regulations (e.g. competitive balance measures)
- Support alternative competition formats to drive growth
- Effective and user friendly competition management systems

PROGRAMS

- Rollout and embedding of Auskick 2.0 across states
- Increased connection into schools through program and curriculum rollout
- Drive Junior and Youth transition and retention
- Investment in diversity programs (i.e. multicultural, indigenous, disability)
- State wide high performance talent program

FACILITIES

- Raise the capacity and quality of existing venues to be fit-for-purpose for community football and second tier football
- Increase carrying capacity and facility footprint where participation growth is expected (both ovals and rectangles)
- Provide inclusive and accessible facilities that cater to all participants with a focus on female facilities

Our Enablers

Fan and
Community
Engagement

Club, Govt.,
Commercial
Partnerships

Diversity and
Inclusion

Pathways

Media and Public
Relations

Our Values



AFL TAS Strategy – Priorities

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PEOPLE

- All staff complete a formal Development plan and discuss quarterly with Manager
- Increased investment in Coaching and Umpiring with measured outcomes
- Volunteer Key Outcomes delivered

COMPETITIONS

- Club/ Association/ League Health Check completed state wide
- Efficient Hub staffing structure in each region
- Sustainable football Leagues and Associations underpinned by contemporary competition structures and governance framework

PROGRAMS

- Defined youth talent pathway
- Successful entry of NAB League Girls full time
- Seamless participant/player transition through available football opportunities i.e. School – Auskick – Junior – Youth – Senior (multiple entry points)

FACILITIES

- Unlock and enable grant and funding opportunities for community facilities with a focus on inclusive environments.
- Create a plan for regional high performance centres for staff, umpires and players.
- Embed Statewide Facility Strategy with a focus on school sites, multipurpose venues and innovative solutions.

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