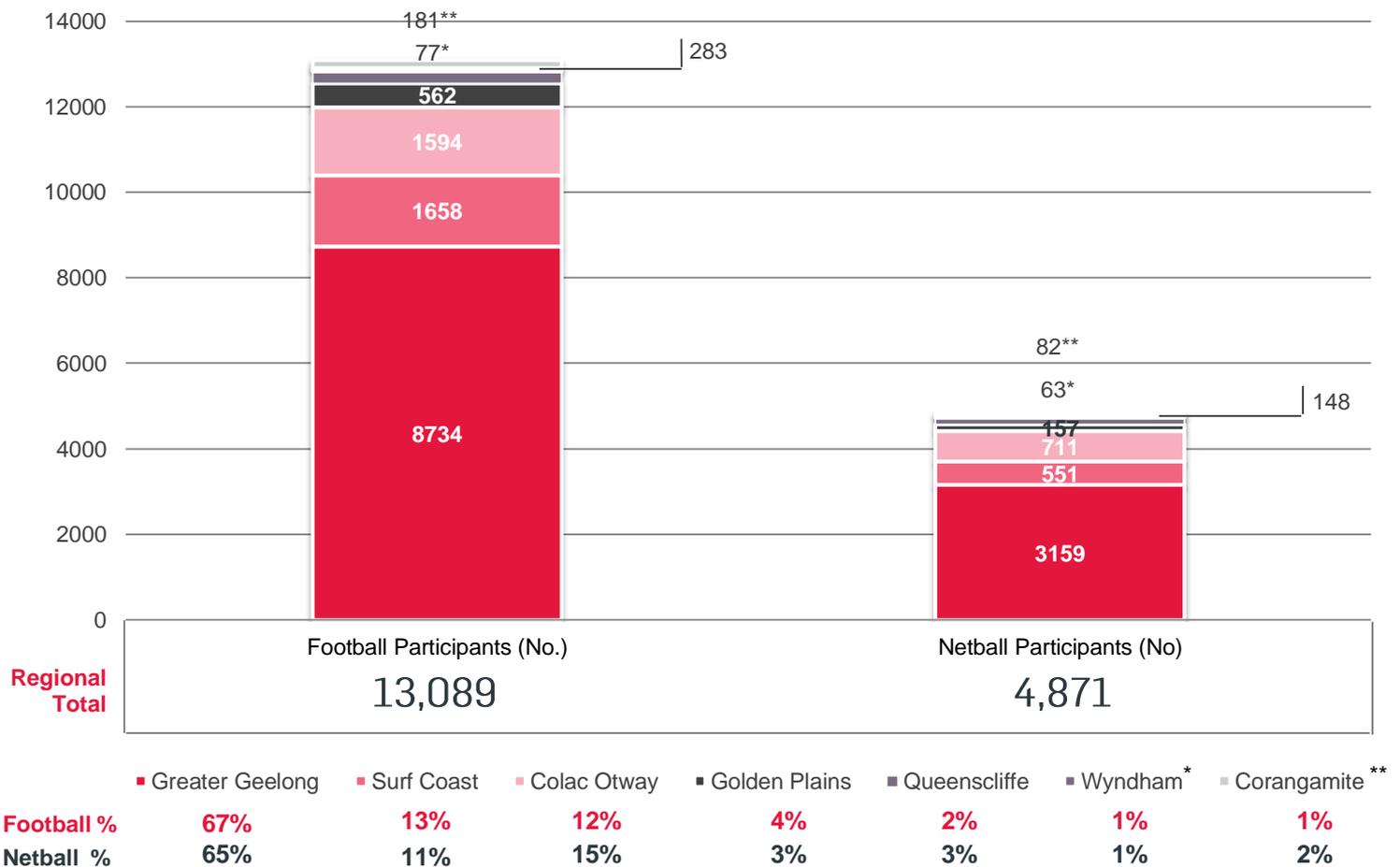


Picture source: AFL Victoria website image June 2014

STATE OF PLAY 2014

AUSTRALIAN RULES FOOTBALL AND NETBALL IN THE G21 REGION - SUMMARY REPORT JUNE 2014

AFL BARWON FOOTBALL AND NETBALL CLUB REGISTERED PARTICIPANTS BY LGA – G21 REGION 2013



*Note: Data represents all known registered participants, participating within the G21 region and although Wyndham City Council and the Corangamite Shire do not form part of the G21 region, league participation includes 2% of total participants that play with Wyndham City Council and Corangamite Shire based clubs and have been included for reporting purposes.

STATE OF PLAY 2014

AUSTRALIAN RULES FOOTBALL AND NETBALL IN THE G21 REGION - SUMMARY REPORT JUNE 2014

PARTICIPATION

The statements below represent a summary of AFL Barwon registered participants for the 2013 season.

- ▶ In 2013 AFL Barwon clubs reported 13,089 football and 4,871 netball registrations across all leagues and all program types.
- ▶ Greater Geelong provided 66% of 2013 AFL Barwon club registered football and netball participants, followed by Colac Otway (13%), Surf Coast (12%), Golden Plains (4%) and Queenscliffe (2%). *1% reside in both the adjoining Wyndham City Council and Corangamite Shire Council.
- ▶ Junior club participants aged between 5 and 12 reported the highest number of football participants (6,293), followed by 13 to 18 aged participants (3,732).
- ▶ In 2013 AFL Barwon clubs had 98 registered youth girls playing in 5 teams, all located in Greater Geelong. Youth girls is a key focus area for future participation growth.
- ▶ There is no senior women's football competition played in the Barwon Region - this will be a focus area for the region to provide pathway opportunities for youth girls teams.
- ▶ AFL Barwon reported 3,218 Auskick participants in 2013 delivered throughout a range of centres.
- ▶ AFL Barwon clubs reported over 600 registered Net-Set-Go and modified program participants in 2013.
- ▶ In 2013 there were 932 Level 1 and 47 Level 2 accredited football coaches in the Barwon Region, 209 (Level 1) and 7 (Level 2) were trained in 2013.
- ▶ 7.35% of the 2013 G21 regional population were registered in an AFL Barwon related football program and 2.18% in a netball program.

CLUB, LEAGUE AND FACILITY NETWORK

- ▶ 4 Football-Netball Leagues, 3 Junior Football / Little Leagues and 2 Umpires Associations operate under the AFL Barwon commission structure.
- ▶ In 2013 there were 352 AFL Barwon club teams playing through the region - 41% mixed junior teams, 36% youth boys, 3% youth girls and 20% senior male.
- ▶ In 2013 there were 50 AFL Barwon affiliated clubs playing on 65 grounds across the G21 region.
- ▶ 26 (or 53%) of clubs are based in Greater Geelong, 11 in Colac Otway, 5 in Golden Plains, 5 in Surf Coast and 1 in Queenscliffe (1 in Wyndham and 1 in Corangamite).
- ▶ Average club football registrations (Senior, Junior and Auskick) vary by League - 326 for GFL clubs, 262 BFL, 154 GDFL and 105 CDFL.
- ▶ Average club netball registrations (Senior, Junior and Modified) vary by League - 153 for GFL clubs, 137 BFL, 75 GDFL and 70 CDFL.
- ▶ 98% of combined Senior-Junior Football-Netball League Clubs in the region had more than 150 registered players across all activities in 2013 - this indicates strong club sustainability.
- ▶ The largest clubs in terms of active club participants (football and netball) was St Mary's Football Club (720), Torquay Football Club (686), St Josephs Football Club (577), Grovedale (572) and Newtown/Chilwell Football Club (570).
- ▶ 88% of football grounds have floodlighting to training standard level.
- ▶ 57% of netball courts (located at Football-Netball venues) have floodlighting to training standard level.

STRATEGIC PRIORITIES

In 2014 the AFL Barwon and G21 Regional Strategy for Australian Rules Football and Football-Netball was completed and a number of regional focus areas were identified to support the growth and development of Football and Netball. These were:

- ▶ SPORT DEVELOPMENT
- ▶ CLUB SUPPORT & DEVELOPMENT
- ▶ INFRASTRUCTURE IMPROVEMENT

For more information and detailed strategies and actions by LGA please refer to the AFL Barwon and G21 Regional Strategy (2014).

OVER THE 2013/14
FINANCIAL YEAR G21
LGA'S INVESTED MORE
THAN \$1.94M INTO \$2.92M
MILLION WORTH OF
COMMUNITY FOOTBALL
AND NETBALL RELATED
CAPITAL PROJECTS.

GOVERNMENT INVESTMENT

HISTORICAL INVESTMENT

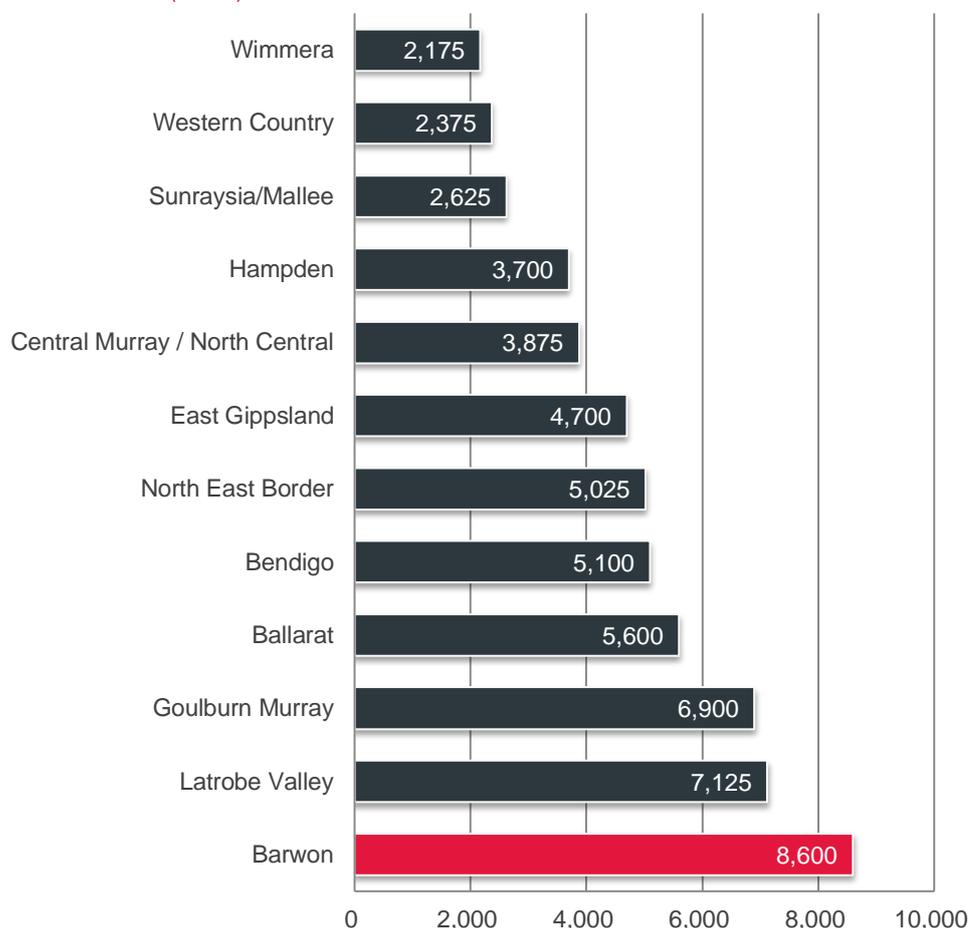
- ▶ In the 2013/14 financial year G21 LGA's delivered \$2.92m worth of football and netball related infrastructure projects, 89% of funding was provided through Local (67%) and State Government (22%) - including Community Football Netball Program (CFNP) projects.
- ▶ 11% of investment was provided through clubs, community and AFL funding sources - totalling \$335,000.
- ▶ The largest single football-netball related infrastructure project delivered in the region was a \$1.264m redevelopment of the Queenscliffe Sports Club.

IN 2013 AFL BARWON REPORTED THE LARGEST REGISTERED PARTICIPANT BASE OF ALL COUNTRY REGIONS ACROSS VICTORIA BY 5,727 PARTICIPANTS.

STATE OF PLAY 2014

AUSTRALIAN RULES FOOTBALL AND NETBALL IN THE G21 REGION - SUMMARY REPORT JUNE 2014

AFL VICTORIA CLUB FOOTBALL - COUNTRY REGISTRATIONS
BY REGION (2013)

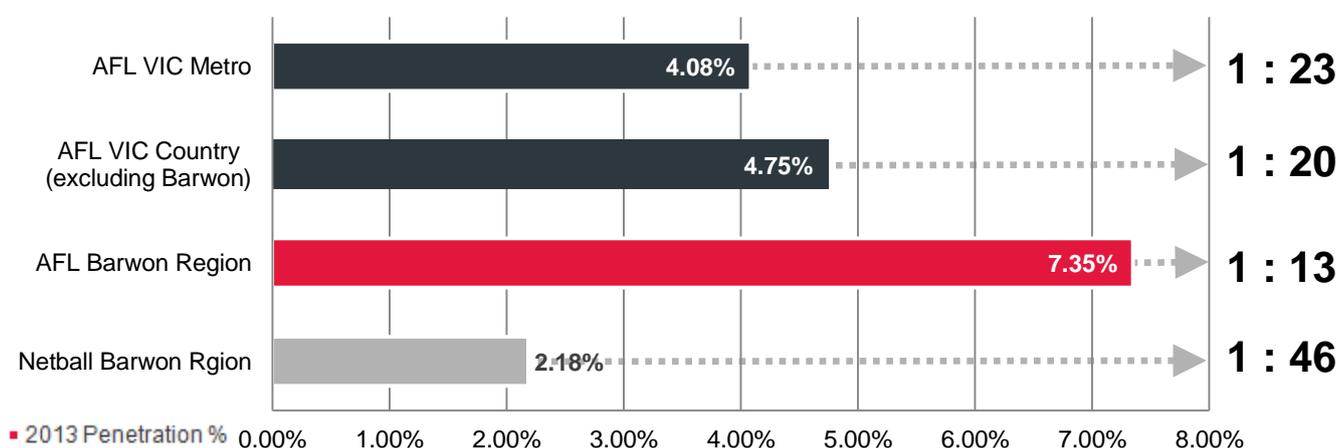


Participation in sport across the G21 region has **changed significantly** in recent years and there is a need to measure and monitor it's progress.

In 2013, there was an estimated 138,750 registered club football players competing in AFL Victoria's club competition. **Metropolitan Regions comprised 58% (80,950 participants)** of AFL Victoria's total club football registrations with **Country Regions comprising the remaining 42% (57,800 participants)**.

AFL Victoria's **Barwon Region comprises the largest proportion** of registered players across the Country Club network with a 15% share and represents 6% of total registrations across Victoria.

AFL VICTORIA REGISTERED PROGRAM PARTICIPANTS TO POPULATION RATIO AND PENETRATION RATE AS A PERCENTAGE OF TOTAL POPULATION (2013)



Note: The following population projections were utilised to determine registered participant penetration in 2013 - Victoria In Future Population Projections 2011 (G21 region n=223,047, VIC Metro n=4,174,042 and VIC Country n=1,477,168).

STATE OF PLAY 2014

AUSTRALIAN RULES FOOTBALL AND NETBALL IN THE G21 REGION - SUMMARY REPORT JUNE 2014

BARWON FOOTBALL AND NETBALL CLUB REGISTRATIONS BY PARTICIPATION CATEGORY, BY CLUB AND BY LGA IN THE G21 REGION (2013)

City of Greater Geelong Football-Netball Clubs	Football Senior	Football Colts	Football Junior	Auskick	Football Youth Girls	Football Total	Netball Senior	Netball Junior	Netball Modified	Netball AAA	Netball Total
Anakie Football Club	80	25	64	17	0	186	73	0	0	0	73
Barwon Heads Football Club	63	58	196	97	18	432	57	61	43	0	161
Bell Park Football Club	57	32	247	70	20	426	57	72	24	0	153
Bell Post Hill Football Club	69	28	27	15	0	139	80	0	0	0	80
Belmont Lions Football Club	77	22	70	7	0	176	98	0	0	0	98
Collendina Cobras Football Club	0	0	203	9	0	203	0	0	0	0	0
Corio Football Club	69	24	102	23	0	218	72	0	0	0	72
Drysdale Football Club	58	29	207	113	0	407	44	57	24	0	125
East Geelong Football Club	85	31	66	15	0	197	75	0	0	0	75
Geelong Amateur Football Club	68	31	280	0	0	379	56	54	14	0	124
Geelong West Sports Club	72	25	0	0	0	97	78	0	0	0	78
Geelong West St Peters Football Club	58	30	223	70	0	381	49	73	16	0	138
Grovedale Tigers Football Club	59	28	302	57	0	446	61	84	28	10	183
Lara Football Club	52	28	197	128	0	405	46	55	16	0	117
Leopold Football Club	58	60	207	103	19	447	51	81	50	0	182
Newcomb Power Football Netball Club	66	0	45	32	0	143	36	30	19	0	85
Newtown/Chilwell Football Club	64	40	268	47	20	439	61	85	32	0	178
North Geelong Football Club	71	27	87	12	0	197	70	0	0	0	70
North Shore Football Club	78	26	144	21	0	269	36	36	10	0	82
Ocean Grove Football Club	61	49	50	193	0	353	59	115	25	11	210
Portarlinton Football Club	64	36	74	32	0	206	35	58	15	0	108
South Barwon Football Club	59	56	259	163	0	537	42	87	26	8	163
St Albans Football Club	54	32	168	49	0	303	41	37	21	0	99
St Josephs Football Club	68	35	317	57	0	477	46	83	22	6	157
St Marys Football Club	59	61	316	139	0	575	60	145	79	0	284
Thomson Football Club	75	0	83	16	0	174	64	0	0	0	64
Winchelsea Auskick	0	0	0	35	0	35	0	0	0	0	0
Auskick - Amateurs	0	0	0	244	0	244	0	0	0	0	0
Auskick - Barwon	0	0	0	64	0	64	0	0	0	0	0
Auskick - Belmont	0	0	0	26	0	26	0	0	0	0	0
Auskick - Cheetahs	0	0	0	20	0	20	0	0	0	0	0
Auskick - Kardinia	0	0	0	24	0	24	0	0	0	0	0
Auskick - Little River	0	0	0	31	0	31	0	0	0	0	0
Auskick - Nelson Park	0	0	0	29	0	29	0	0	0	0	0
Auskick - St Roberts	0	0	0	49	0	49	0	0	0	0	0
City of Greater Geelong Total	1644	813	4202	1998	77	8734	1447	1213	464	35	3159

*Note: Football Junior includes U17, U16, U14, U12, U10 and AK 9's-12's and Netball Modified includes Net-Set-Go and Modified Programs. **Wyndham City Council and the Corangamite Shire are adjacent to the G21 region.

Surf Coast Shire Football-Netball Clubs	Football Senior	Football Colts	Football Junior	Auskick	Football Youth Girls	Football Total	Netball Senior	Netball Junior	Netball Modified	Netball AAA	Netball Total
Airey's Inlet Football Club	0	0	53	0	0	53	0	0	0	0	0
Anglesea Football Club	66	27	100	53	0	246	41	45	18	0	104
Lorne Football Club	63	0	25	25	0	113	35	20	5	10	70
Modewarre Football Club	67	32	128	58	21	306	53	36	50	0	139
Torquay Football Club	66	30	416	270	0	782	57	93	20	0	170
Winchelsea Football Club	68	26	64	0	0	158	68	0	0	0	68
Surf Coast Shire Total	330	115	786	406	21	1658	254	194	93	10	551

Colac Otway Shire Football-Netball Clubs	Football Senior	Football Colts	Football Junior	Auskick	Football Youth Girls	Football Total	Netball Senior	Netball Junior	Netball Modified	Netball AAA	Netball Total
Alvie Football Club	62	0	44	0	0	106	34	33	1	2	70
Apollo Bay Football Club	74	0	39	45	0	158	37	31	1	11	80
Birregurra Football Club	67	0	48	25	0	140	37	30	1	1	69
Colac Football Club	53	28	27	0	0	108	43	52	3	0	98
Colac Imperials Football Club	71	0	48	0	0	119	35	35	4	0	74
Forrest Football Club	71	0	0	0	0	71	36	21	1	0	58
Irrewarra Beeac Football Club	72	0	44	0	0	116	32	29	0	0	61
Otway Districts Football Club	62	0	46	0	0	108	37	35	2	1	75
South Colac Football Club	62	0	48	0	0	110	30	29	0	0	59
Western Eagles Football Club	55	0	43	0	0	98	38	28	1	0	67
Auskick - Colac (Black)	0	0	0	55	0	55	0	0	0	0	0
Auskick - Colac (Gold)	0	0	0	65	0	65	0	0	0	0	0
Auskick - Colac (Blue)	0	0	0	65	0	65	0	0	0	0	0
Auskick - Colac (Red)	0	0	0	50	0	50	0	0	0	0	0
Auskick - Colac (Yellow)	0	0	0	65	0	65	0	0	0	0	0
Colac Mini League - Central	0	0	0	80	0	80	0	0	0	0	0
Colac Mini League – South	0	0	0	80	0	80	0	0	0	0	0
Colac Otway Shire Total	649	28	387	530	0	1594	359	323	14	15	711

Golden Plains Shire Football-Netball Clubs	Football Senior	Football Colts	Football Junior	Auskick	Football Youth Girls	Football Total	Netball Senior	Netball Junior	Netball Modified	Netball AAA	Netball Total
Bannockburn Football Club	70	22	144	80	0	316	83	0	0	0	83
Inverleigh Football Club	74	0	23	41	0	138	74	0	0	0	74
Inverleigh Junior Football Club	0	0	22	0	0	22	0	0	0	0	0
Lethbridge Junior Football Club	0	0	22	0	0	22	0	0	0	0	0
Meredith Junior Football Club	0	0	22	0	0	22	0	0	0	0	0
Teesdale Junior Football Club	0	0	22	20	0	42	0	0	0	0	0
Golden Plains Shire Total	144	22	255	141	0	562	157	0	0	0	157

Borough of Queenscliffe Football-Netball Clubs	Football Senior	Football Colts	Football Junior	Auskick	Football Youth Girls	Football Total	Netball Senior	Netball Junior	Netball Modified	Netball AAA	Netball Total
Queenscliff Football Club	66	42	107	68	0	283	56	67	25	0	148
Borough of Queenscliffe Total	66	42	107	68	0	283	56	67	25	0	148

Corangamite Shire ** (adjacent to G21 region) Football-Netball Club	Football Senior	Football Colts	Football Junior	Auskick	Football Youth Girls	Football Total	Netball Senior	Netball Junior	Netball Modified	Netball AAA	Netball Total
Simpson Football Club	56	0	50	75	0	181	30	31	21	0	82
Corangamite Shire Total	56	0	50	75	0	181	30	31	21	0	82

Wyndham City ** (adjacent to G21 region) Football-Netball Club	Football Senior	Football Colts	Football Junior	Auskick	Football Youth Girls	Football Total	Netball Senior	Netball Junior	Netball Modified	Netball AAA	Netball Total
Werribee Centrals Football Club	77	0	0	0	0	77	63	0	0	0	63
Wyndham City Total	77	0	0	0	0	77	63	0	0	0	63

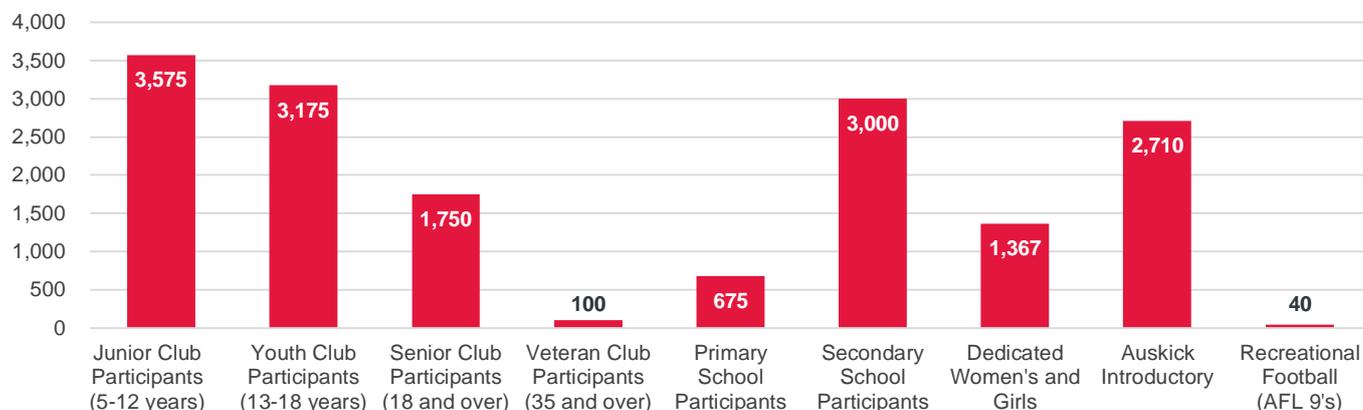
G21 region Total	2966	1020	5787	3218	98	13089	2366	1828	617	60	4871
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*Note: Football Junior includes U17, U16, U14, U12, U10 and 9's-12's and Netball Modified includes Net-Set-Go and Modified Programs. **Wyndham City Council and Corangamite Shire are adjacent to the G21 region.

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AUSTRALIAN RULES FOOTBALL AND NETBALL IN THE G21 REGION - SUMMARY REPORT JUNE 2014

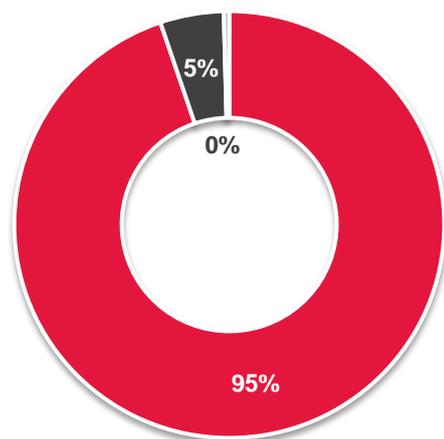
AFL VICTORIA BARWON FOOTBALL REGISTRATIONS BY ACTIVITY TYPE AND AGE PROFILE IN THE G21 REGION (2013)



TOTAL NUMBER OF AFL VICTORIA REGISTERED BARWON CLUB TEAMS (2013)



AFL VICTORIA BARWON REGION CURRENT ACCREDITED FOOTBALL COACHES BY LEVEL OF ACCREDITATION IN THE G21 REGION (2013)



- Level 1 Accredited Coach (932 Coaches)
 - Level 2 Accredited Coach (47 Coaches)
 - Level 3 Accredited Coach (4 Coaches)
- (Total 983 Coaches)

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AUSTRALIAN RULES FOOTBALL AND NETBALL IN THE G21 REGION - SUMMARY REPORT JUNE 2014

BARWON REGION FOOTBALL VENUE PROVISION BY LGA IN THE G21 REGION (2013)

LGA	Number of Leagues	Number of Clubs	Number of Grounds used	Number of Grounds Floodlit	% of Grounds Floodlit
City of Greater Geelong	4	26	37	30	81%
Surf Coast Shire	4	6	6	5	83%
Colac Otway Shire	2	10	10	10	100%
Golden Plains Shire	2	5	8	4	50%
Borough of Queenscliffe	1	1	1	1	100%
*Other (Wyndham City)	1	1	2	2	100%
*Other (Corangamite Shire)	1	1	1	1	100%
Barwon Region Total	-	50	65	53	88%

BARWON REGION FOOTBALL-NETBALL VENUE PROVISION BY LGA IN THE G21 REGION (2013)

LGA	Number of Leagues	Number of Clubs	Number of Courts	Number of Courts Floodlit	% of Courts Floodlit
City of Greater Geelong	4	25	38	21	56%
Surf Coast Shire	4	5	8	4	50%
Colac Otway Shire	2	10	18	10	55%
Golden Plains Shire	2	2	8	4	50%
Borough of Queenscliffe	1	1	2	2	100%
*Other (Wyndham City)	1	1	2	2	100%
*Other (Corangamite Shire)	1	1	1	1	100%
Barwon Region Total	-	45	77	44	57%

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AUSTRALIAN RULES FOOTBALL AND NETBALL IN THE G21 REGION - SUMMARY REPORT JUNE 2014

RECENT AUSTRALIAN RULES FOOTBALL AND NETBALL RELATED INFRASTRUCTURE WORKS COMPLETED BY LGA IN THE G21 REGION FOR THE 2013/14 FINANCIAL YEAR

LGA	AFL or Netball project or Both	Project description	Total Project Value	LGA funds spent/ committed (\$)	State Government funding commitment/ grant (\$)	Sport funding commitment/ grant (\$)	Club or community contribution (\$)
Greater Geelong	Both	Thomson Reserve - Change room extension	\$80,000	\$80,000	\$0	\$0	\$0
Greater Geelong	Both	Grinter Reserve Social room refurbishment	\$75,000	\$75,000	\$0	\$0	\$0
Greater Geelong	Both	St Albans Reserve - Kitchen upgrade and decking	\$80,000	\$80,000	\$0	\$0	\$0
Greater Geelong	Football	Ground renovation program	\$214,000	\$214,000	\$0	\$0	\$0
Greater Geelong	Netball	Windsor Park - Netball storage	\$100,000	\$100,000	\$0	\$0	\$0
Greater Geelong	Both	Portarlington Recreation Reserve - Pavilion upgrade	\$150,000	\$150,000	\$0	\$0	\$0
Greater Geelong	Netball	Portarlington Recreation Reserve - Netball court upgrade	\$150,000	\$150,000	\$0	\$0	\$0
Greater Geelong	Netball	Myers Reserve - Netball change facilities	\$285,000	\$200,000	\$85,000	\$0	\$0
Greater Geelong	Both	McDonald Reserve - Kitchen upgrade	\$50,000	\$50,000	\$0	\$0	\$0
Greater Geelong	Both	Winter Reserve - Pavilion upgrade	\$100,000	\$100,000	\$0	\$0	\$0
Greater Geelong	Netball	Herne Hill Reserve (St Josephs) - Netball court development	\$260,000	\$200,000	\$0	\$0	\$60,000
Colac Otway	Netball	Otway Districts FNC - Netball facilities redevelopment	\$85,000	\$25,000	\$60,000	\$0	\$0
Colac Otway	Football	Central Reserve - Electronic scoreboard	\$10,000	\$5,000	\$0	\$5,000	\$0
Colac Otway	Football	Alvie Recreation Reserve - Electronic scoreboard	\$20,000	\$0	\$0	\$5,000	\$15,000
Queenscliffe	Both	Queenscliffe Sports Club - Building enhancement	\$1,192,618	\$442,618	\$500,000	\$0	\$250,000
Queenscliffe	Football	Queenscliffe Recreation Reserve - Oval fencing renewal	\$44,000	\$44,000	\$0	\$0	\$0
Queenscliffe	Football	Queenscliff Recreation Reserve - Coaches boxes renewal	\$27,000	\$27,000	\$0	\$0	\$0
Golden Plains	N/A	None	\$0	\$0	\$0	\$0	\$0
Surf Coast	TBC	<i>Yet to provide information</i>	\$0	\$0	\$0	\$0	\$0
Total Estimated G21 Infrastructure Works			\$2,922,618	\$1,942,618	\$645,000	\$10,000	\$325,000
Total % of G21 Infrastructure Funding Contribution			-	66.50%	22.10%	0.30%	11.10%

STATE OF PLAY 2014

AUSTRALIAN RULES FOOTBALL AND NETBALL IN THE G21 REGION - SUMMARY REPORT JUNE 2014

PURPOSE

The purpose of this annual State of Play Report is to analyse and represent meaningful information to all levels of government, sporting organisations and the wider G21 community using existing regional and local football and netball participation, club, facility and development information.

The State of Play Report provides an overview of:

- ▶ Player statistics and demographics for the region,
- ▶ Club facility and registration data,
- ▶ Commentary from AFL Barwon on the state of local clubs and the future directions and strategic initiatives of the sport, and
- ▶ Information on capital investment into local football and netball facilities and other key projects.

BENEFITS AND USES

The State of Play Report provides a variety of key benefits and diverse uses. It allows partners to:

- ▶ Measure, monitor and report on participation trends across the G21 region year on year.
- ▶ Visually and easily identify sport trends, local issues and opportunities.
- ▶ Strategically allocate resources and specifically target areas for future development.
- ▶ Measure and quantify impacts of investment, programs and initiatives.

2013 provides baseline data for football and related netball in the G21 region and enables partners to monitor and quantify change across a number of key participation indicators year-on-year from now on.

DATA SOURCES

Participant and Coach Registration Data was provided by AFL Victoria and AFL Barwon Football and Netball Leagues and Clubs.

Population data was sourced from the Department of Planning, Transport and Local Infrastructure, Victoria In Future population statistics, 2014.

Facility Location Data (2013) was sourced from AFL Barwon and from available LGA and club information.

While care has been taken in the production of data sets, analysis and interpretation, the publishers (*insideEDGE*) do not accept responsibility for any errors or omissions relating to the data sources provided by other parties.

