



AFL Victoria Announces Participation Pathways Research Project

AFL Victoria, in conjunction with the SMJFL and the SFNL, is pleased to announce that as part of its continued commitment to the strategic development of Australia Rules Football, work has started on a Participation Pathways project.

The aim of the project is to identify and foster pathways from Auskick through to Seniors and to maximise participant experience and retention whilst promoting the ongoing sustainability and growth of the club networks.

After two interrupted seasons of football, the SMJFL, SFML and AFL Victoria recognise and fully support the need to ensure a clear pathway for participants from the grassroots to senior levels. With this in mind, a working party from the SMJFL, SFNL and AFL Victoria have been tasked with identifying and developing these pathways to support the clubs into the future.

The outcome of the project will afford participants and clubs with a more defined pathway that will ultimately provide longevity in the game and club sustainability for all.

A handwritten signature in blue ink, appearing to read 'Lee Hartman'.

Lee Hartman

Chief Executive Officer
SFNL

A handwritten signature in blue ink, appearing to read 'Matthew Brown'.

Matthew Brown

Chief Executive Officer
SMJFL

A handwritten signature in blue ink, appearing to read 'Richard Black'.

Richard Black

Football Operations
Manager – AFL Victoria

AFL Victoria

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