

AFL CANBERRA STRATEGIC ADVISORY COMMITTEE TERMS OF REFERENCE

1. Purpose

- 1.1 This document provides general terms of reference for the AFL Canberra Strategic Advisory Committee (Committee) which has been established to assist with the strategic direction of Australian Rules Football in the Australian Capital Territory (ACT).
- 1.2 The Committee has been established to represent the interests of key stakeholders, including AFL Canberra Premier Club Presidents, to provide strategic advice and practical insights that assist in shaping the long-term direction, growth and sustainability of Australian Rules Football in the ACT and surrounding region.
- 1.3 AFL Canberra has in place a structured meeting and consultation framework with Senior Men's, Senior Women's, Community and Junior Clubs with respect to the management of the respective competitions. The scope of AFL Canberra, including all affiliated junior, community and senior (men's and women's) clubs represented through this framework, is outlined in Appendix A.
- 1.4 The Committee has been established to represent the interests of all key stakeholders to assist with the broader strategic direction of Australian Rules Football in the ACT and the surrounding region.

2. Background

- 2.1 The game of Australian Rules Football in the ACT and the surrounding region has a long proud history dating back to 1911. Various independent associations have administered competitions in the region since that time including the Federal Territory League, Canberra National Junior League, ACTAFL and, most recently, AFL Canberra where senior and junior competitions were integrated under a single independent board. In 2012, AFL Canberra Pty Ltd was wound up and the direct management of local competitions transitioned to AFL NSW/ACT.
- 2.2 There has been a significant decrease in the amount of funding from gaming revenues invested into local AFL since 2010, which has not been offset by alternative income streams. In response, competitive balance measures have been introduced into the AFL Canberra Senior First Grade competitions in recent years for both men's and women's programs to support sustainable growth in the number of clubs participating. The competition currently comprises seven teams, following the inclusion of Batemans Bay in 2026.
- 2.3 Female football has a strong history in Canberra and is engrained in community club environments with a complete female pathway from Auskick to three divisions of senior women's football.
- 2.4 AFL NSW/ACT now manages over 150 teams across nine senior and thirteen junior/youth competitions across AFL Canberra. Football Operations staff that manage the AFL Canberra competitions collaborate closely with the other AFL NSW/ACT departments across Participation and Programs, Umpiring, Facilities, Coaching with the aim to continue to progress the game in the region.

3. Meeting Structure

- 3.1 The Committee will determine a Chair and a Secretary.
- 3.2 The Committee will meet at least three times a year at the AFL NSW/ACT Office at Phillip Oval or further as required.
- 3.3 The Secretary of the Committee will prepare agendas and record actions with respect to each meeting.
- 3.4 The Secretary, in consultation with the Chair, will prepare and distribute the meeting agenda and supporting papers to members at least five (5) business days prior to each meeting where practicable.
- (a) The meeting agenda will be based on the following agenda:
- Welcome and apologies
 - Confirmation of previous meeting minutes
 - Conflict of Interest
 - Review of outstanding actions
 - Strategic priorities and key initiatives
 - Our People
 - Growth Opportunities
 - Structure & Pathways
 - Facility development
 - Club development
 - Emerging risks and opportunities
 - Recommendations to AFL NSW/ACT
 - Other business
 - Confirmation of the next meeting date.
- (b) Committee members may submit agenda items to the Chair or Secretary for consideration prior to each meeting.
- (c) The Chair may amend the agenda where urgent matters require consideration.
- 3.5 The Secretary will prepare minutes for each meeting that accurately record attendance and apologies, key discussion points, recommendations provided by the Committee, decisions made, action items, responsible persons and agreed timeframes, and matters to be escalated to AFL NSW/ACT.
- (a) Draft minutes will be circulated to members within ten (10) business days of the meeting where practicable.
- (b) Minutes will be confirmed at the subsequent Committee meeting or by out-of-session endorsement where appropriate.
- (c) An Action Register will be maintained by the Secretary and reviewed at each meeting to monitor progress against agreed actions.
- (d) Minutes are intended to provide an accurate record of discussions and recommendations and do not replace any formal decision-making authority vested in AFL NSW/ACT.
- 3.6 Committee members must treat meeting papers, discussions, minutes and recommendations as confidential unless approved for broader distribution by the Chair or AFL NSW/ACT.

4. Scope of Committee

- 4.1 The AFL's national purpose is to progress the game so everyone can share in its heritage and possibilities, and the Committee's aim will be to facilitate this purpose in the ACT.
- 4.2 The Committee, along with the AFL Canberra Premier Club Presidents will support the AFL NSW/ACT Executive Team and the local Manager by providing:
- (a) feedback on competition and participation directions proposed by AFL NSW/ACT; recommendations to AFL NSW/ACT for consideration;
 - (b) work with stakeholders to implement the AFL Canberra strategic plan; and
 - (c) work with stakeholders to implement the AFL Canberra Strategic Plan 2026-2032.
- 4.3 The Committee will ensure that the views of all key stakeholders are represented across the following key areas of focus:
- (a) Our People: Empower and support volunteers, coaches, umpires, administrators, committee members and AFL staff through strong development pathways and a culture of collaboration and respectful communication.
 - (b) Growth Opportunities: To create more ways for everyone to connect and engage with Australia's game.
 - (c) Facility Development: Engage with clubs, the ACT Government (and NSW Government if applicable) and the AFL to continue to build fit for purpose facilities that support the growth of the game.
 - (d) Structures and Pathways: A premier eight team competition by 2030 that is underpinned by a community and junior pathway that attracts players, coaches, umpires and volunteers at all levels.
 - (e) Club Development: Enhance governance and financial sustainability across AFL Canberra Clubs by improving clarity and collaboration between the league and the clubs.

5. Composition of the Committee

5.1 The Committee will comprise of between 5 and 7 members as follows:

- (a) Member(s) with specific skills to enhance the committee eg. Corporate Affairs, Government, Commercial or identified gap of the committee.
- (b) Up to three AFL Canberra Club Representatives
- (c) Manager - ACT/ Southern NSW (AFL NSW/ACT)

5.2 The Committee will aim to have at least 40% female representation.

6. Appendix A - AFL Canberra Club Structure

Senior/Community Clubs

1. ADFA/RMC Rams Football Club
2. Ainslie Tricolours Football Club
3. ANU Griffins Football Club
4. Batemans Bay Seahawks Football Club
5. Belconnen Magpies Football Club
6. Cootamundra Blues Football Club
7. Eastlake Demons Football Club
8. Googong Hogs Football Club
9. Goulburn Swans Football Club
10. Gungahlin Jets Football Club
11. Marist Football Club
12. Molonglo Juggernauts Football Club
13. Murrumbateman Eagles Football Club
14. Queanbeyan Tigers Football Club
15. Southern Cats Football Club
16. Tuggeranong Valley AFNC
17. Woden Blues Football Club
18. Yass Roos Football Club

Junior Clubs

1. Ainslie Tricolours Football Club
2. Batemans Bay Seahawks Football Club
3. Belconnen Cats Football Club
4. Eastlake Demons Football Club
5. Gungahlin Jets Football Club
6. Magpies Juniors Football Club
7. Marist College Football Club
8. Queanbeyan Tigers Football Club
9. Tuggeranong Valley AFNC
10. Weston Creek Molonglo Wildcats Football Club