2026 AFL VICTORIA
COMMUNITY FOOTBALL MEDIA AWARDS
CATEGORIES AND CRITERIA

CLICK HERE TO SUBMIT NOMINATION/S

PLEASE NOTE: Limit of one submission per category for all individuals/organisations.

Queries can be sent to luke.mcmanus@afl.com.au

CATEGORY	AWARDS	SELECTION CRITERIA
Photography *This category recognises outstanding still photography that captures the people, moments and spirit of Victorian community football. Entries should demonstrate strong composition, timing and technical execution, while telling a clear story about the game and the communities connected to it.*	**Outstanding Community Football Photograph - Action**	I. Captures a compelling on-field football action moment. II. Demonstrates strong photographic technique, including focus, framing, timing and use of light. III. Conveys intensity, movement, skill or contest in a clear and engaging way. IV. Reflects the character and authenticity of Victorian community football. V. Is suitable for publication and stands alone as a strong visual story.
	Outstanding Community Football Photograph – The Essence of the Game *Presented by Love the Game*	I. Captures a moment that reflects the heart, culture or community value of local football. II. Demonstrates strong photographic technique and visual storytelling. III. Shows the human side of the game, including people, place, emotion, tradition or belonging. IV. Aligns with the values of community football and the spirit of Love The Game. V. Leaves a clear impression of what makes Victorian community football meaningful.
Written Coverage This category recognises high-quality written journalism and commentary that informs, explains, celebrates or scrutinises Victorian community football. Entries should demonstrate strong writing, accuracy, context and impact, whether through feature storytelling, news reporting or opinion.	**Outstanding Feature Story - Print or Online** *Presented by WorkSafe*	VI. Tells a compelling community football story with depth, colour and context. VII. Demonstrates strong writing, structure, research and accuracy. VIII. Highlights the people, clubs, volunteers or communities that help make the game possible. IX. Provides insight beyond a match report or standard news update. x. Reflects positively on the role and value of community football, while maintaining journalistic quality.
	Outstanding News Coverage - Print or Online	I. Covers a relevant and newsworthy Victorian community football issue, event or development. II. Demonstrates accuracy, fairness, clarity and appropriate sourcing. III. Explains the significance of the story for clubs, leagues, participants or communities. IV. Shows strong news judgement and timely reporting. V. Contributes to public understanding of community football.
	Outstanding Column - Print or Online	I. Presents a clear, original and well-supported point of view. II. Demonstrates strong knowledge of Victorian community football. III. Engages readers through quality writing, insight and relevance. IV. Adds context or perspective beyond straight reporting. V. Maintains fairness, balance and respect for the community football environment.
TV and Online Video This category recognises effective use of video to tell Victorian community football stories. Entries may include broadcast television, online video packages or digital-first content that uses vision, interviews, sound and editing to engage audiences.	**Outstanding Use of TV or Online Video**	I. Uses video effectively to tell a clear and engaging community football story. II. Demonstrates strong use of vision, editing, sound, interviews and overall production. III. Captures the people, atmosphere, action or community impact of local football. IV. Shows editorial judgement and a strong understanding of the intended audience. V. Makes effective use of the chosen platform, whether television, website or social video.

Radio and Podcasts This category recognises audio coverage that informs, entertains and connects audiences with Victorian community football. Entries may include live match coverage, radio programming or podcast content that demonstrates preparation, knowledge, clarity and audience connection.	**Outstanding Radio Match Day Coverage** *Presented by CDS Victoria*	I. Provides clear, accurate and engaging match-day commentary. II. Demonstrates strong knowledge of the teams, players, competition and local context. III. Captures the atmosphere and importance of the match for listeners. IV. Shows professionalism in preparation, delivery and broadcast standards. V. Enhances audience understanding and enjoyment of community football.
	Outstanding Football Radio Show or Podcast	I. Delivers engaging and relevant community football content. II. Demonstrates preparation, structure and strong subject knowledge. III. Features quality discussion, interviews, analysis or storytelling. IV. Connects with its intended audience and reflects the interests of local football communities. v. Maintains strong audio presentation and production standards.
Content Creation This category recognises content creators, clubs and leagues using digital platforms to promote, explain and celebrate Victorian community football. Entries may include individual pieces of content, content series or the ongoing management of social media channels that connect and engage football communities.	**Outstanding Short-Form Content Piece or Series**	I. Communicates a clear and engaging community football story, moment or message. II. Demonstrates creativity, strong execution and an understanding of the chosen platform. III. Captures audience attention through effective use of visuals, audio, captions, design or other creative elements. IV. Reflects the energy, people, personality or community value of local football. v. For a series, demonstrates consistency in quality, tone and storytelling across the nominated body of work.
	Outstanding Use of Club/League Social Media Channels	I. Uses social media channels consistently and effectively. II. Reflects the club or league's identity, people, culture and role within its community. III. Demonstrates creativity across posts, videos, imagery, captions or campaigns. IV. Engages members, supporters, participants and the broader local community. V. Promotes community football in a positive, inclusive and authentic way.
Service to the Game This category recognises people and coverage that make a meaningful contribution to Victorian community football media. It celebrates sustained commitment, inclusive storytelling and emerging talent that helps promote, explain and strengthen the local game.	**Outstanding Contribution to Community Football Media**	I. Demonstrates a significant contribution to Victorian community football media. II. Shows commitment, consistency and service to the local game. III. Has helped promote, explain or celebrate community football. IV. Demonstrates professionalism, credibility and respect for clubs, leagues and participants. V. Has made a positive impact on audiences, communities or the broader football landscape.
	Outstanding Coverage – Diversity and Inclusion	I. Highlights diversity, inclusion or belonging within Victorian community football. II. Represents people and communities accurately, respectfully and authentically. III. Demonstrates strong storytelling, reporting or content execution. IV. Shows the role football can play in creating connection and opportunity. v. Contributes positively to understanding, participation and inclusion in the game.
	Rising Star *Presented by TAC Victoria*	I. Demonstrates emerging talent and promise in community football media. II. Produces work of strong quality, relevance and professionalism. III. Shows initiative, enthusiasm and commitment to covering the local game. IV. Connects effectively with audiences, clubs, leagues or communities. V. Has clear potential to continue contributing positively to Victorian community football media.