



COLGAN BAUER

# G25 Strategy

## Final Recommendation: Senior Competition Structures

This document has been prepared in-line with the Terms of Reference Document. The purpose of this document is to provide the final recommendations for the Senior football competitions for the G25 Strategy.

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# 1 Overview

## 1.1 OVERVIEW OF THE REPORT

### 1.1.1 Scope of the review

The Gippsland region has a rich football history with some leagues dating back to the 19<sup>th</sup> century. However, while community football across Victoria continues to grow, macro challenges have emerged that are impacting community clubs and their respective competitions, including in Gippsland.

To address the concerns and develop a long-term plan for the Gippsland region, AFL Victoria engaged ColganBauer to conduct an independent review into the structure of Gippsland Football. The focus is on creating a structure to ensure the sustainability of football in the region going forward, with a view for developing a strategy for football in Gippsland called the “G25 Strategy”.

The G25 Strategy addresses the Gippsland challenges and determines the appropriate operating structure, including governance and competitions, to ensure long term growth for community football in the Gippsland Region.

The strategy differs from previous reviews at it covers both competition, development and growth areas specific to community football in Gippsland and is structured around:

1. **Playing the Game:** Determine the right competition structure for the region and how to create a sustainable future.
2. **Growing the Game:** Identify the challenges and factors impacting the growth of football in Gippsland.
3. **Running the Game:** Determine the main issues and develop recommendations related to all off-field administrative aspects of community football in Gippsland.

### 1.1.2 Scope of this document

This document captures the final recommendations relating to the senior football/ netball competitions structures. Based on community feedback on the need for clarity on competitions structures as soon as possible, we have accelerated the release of this section of the report to AFL Victoria.

The recommendations relate to the significant structural changes for the leagues in the Gippsland region. We have not commented on the normal movement of clubs between leagues and would expect the natural flow of clubs to continue as competitions change and evolve.

The remaining recommendations relating to “Playing the Game” – youth competition structures, “Growing the Game” and “Running the Game” will be shared in a secondary document, provided to the AFL on 30 June, per the terms of reference.

### 1.1.3 Approach

This review focused on extensive engagement with the Gippsland football community. ColganBauer has provided several opportunities for individuals, clubs, leagues, and participants to provide feedback and commentary on the state of football in the region.

This review consisted of four phases:

1. desktop review
2. industry engagement via town hall meetings/industry surveys/club submissions,

3. Evaluation and solution design
4. Post-draft consultation and solution refinement, with consultation including:
  - a. Virtual town halls with the region
  - b. Sessions with League presidents
  - c. One on One interviews
  - d. Written submissions from the Gippsland community

The contents of this final report are the views and recommendations of ColganBauer, AFL Victoria will need to review the recommendations with the industry to determine their position.

## 1.2 FACTORS IMPACTING COMPETITION STRUCTURES

AFL Victoria identified the need to develop a strategy for community football in Gippsland to address three critical issues that are impacting the competition structure for the region:

1. **The current league structures are not sustainable.** Following restructures of the leagues in Gippsland, the Alberton League has reduced to six clubs and, under the current model, this league is not viable.
2. **There is a decline in participation in the Gippsland region.** Current Gippsland participation rates are declining while Victorian country participation is growing - male juniors are declining at 1% per year, male youth at 2% per year and male seniors are flat. Junior participation decline is a lead indicator for future issues with participation at a senior level.
3. **Demographic changes are impacting community football.** Over the last ten years, the population in Gippsland has been increasingly ageing, with low overall population growth across the region. Population growth is flat in the most eastern areas compared to the western regions, alongside increasing migration to regional centres. All these factors have been impacting club sustainability and competitive balance.

## 1.3 KEY “PLAY THE GAME” RECOMMENDATIONS – LEAGUE STRUCTURES (SENIOR FOOTBALL)

In reviewing the league structures, we have looked to determine what is going to provide the most robust model that will allow football in Gippsland to adapt over the next five years to the challenges that will face and give the most flexibility.

Since the release of the draft recommendations contained within the interim report, we have conducted extensive community consultation and had to consider the impact of COVID on the region. As a result, we have updated our recommendations with regards to “Playing the Game.”

There are two key recommendations in relations to senior football:

1. The Alberton Football Netball League clubs integrate into the Mid Gippsland Football Netball League competition to create a healthy 15 club competition. This recommendation should be in place for the 2021 season
2. Create divisional football in the Western Corridor of the Gippsland region by 2025. The timing allows for the planning required to shift to this model and assess the impact of the current shutdown. This proposal provides for greater flexibility the teams that may look to join the Western Leagues as it supports competitive balance.

As a result of the proposed recommendations the Ellinbank & District Football League, North Gippsland Football Netball League, East Gippsland Football Netball League and Omeo and

& District Football Netball League will not be impacted and should continue in their current model.

The recommendations have considered the impact of COVID on the region. As things are still changing, there may be further adjustment requirements during implementation through the agreement between AFL Victoria, AFL Gippsland and the Gippsland Community

## 2 Executive Summary

Summary of the findings and recommendations in the report

### 2.1 CHALLENGES

Through consultation, we identified a series of challenges across each of these areas:

#### 1. The current league structures are not sustainable:

- a. The creation of the West Gippsland Football Netball Competition resulted in the Alberton league reducing to seven teams. When an Alberton club, DWWW, entered administration, this reduced to six clubs for the 2019 season. A six-team league will not be sustainable moving forward.
- b. Significant growth in the western corridor of the region is forecast over the next ten years. The competition model needs to be flexible enough to adapt to these changes.

### 2.2 RECOMMENDATIONS

ColganBauer appreciates the level of involvement from all stakeholders across the Gippsland community football to date. There is a highly motivated football community in the region with a great passion for Gippsland football.

Recommendation – Playing the Game	Detail	Rationale
P.1. The Alberton FNL Clubs to join the Mid Gippsland FNL for the 2021 season	<p>In 2019, six teams competed in the Alberton Football Netball Competition, and nine clubs in the Mid Gippsland FNL.</p> <p>Integrate into the Mid Gippsland Football Netball League competition to create a 15-club competition.</p> <p>The league structure would then become an 18 round season, with an annual rotation of home and away, followed by a top-eight finals structure.</p>	<ol style="list-style-type: none"> <li>1. League sustainability, for the smaller leagues with less financial security having a larger league size, will provide high protection for the league that may come from further shocks</li> <li>2. It is forecast that the Western corridor will continue to grow, but the central and southern parts of Gippsland is going to have low/ no growth. Highlighting the need to strength central Gippsland</li> <li>3. The amalgamation of the two leagues under the Mid Gippsland governance of the MGFNL will improve the financial position for all members</li> <li>4. A final eight structure will ensure more teams play finals, increase the number of finals played to nine</li> </ol>

Recommendation – Playing the Game	Detail	Rationale
		<p>– which should also improve the financial health of the competition</p> <p>5. The demographic and economic dynamics between the Southern Gippsland clubs and Mid-Gippsland are similar, while the dynamics in the Western Corridor a different</p> <p>6. The Mid Gippsland FNL structure is financially sound with a robust governance model that can accommodate the addition of the South Gippsland clubs and provide the opportunity for the South Gippsland clubs to be active members</p>
P2. Develop a model in the western region to manage the competitive balance by 2025	<p>Shift to divisional football in the Western corridor, with the West Gippsland competition and Ellinbank League maintain their heritage. To be implemented at the point of best fit before 2025</p> <p>Before the implementation of the divisional structure clubs should develop the promotion/relegation criteria</p>	<p>1. Address the forecasted population trends in the western half of Gippsland, where the north-west population is growing at a faster rate than the south-west, which will impact competitive balance and the financial strength of clubs.</p> <p>2. There are currently two levels of competition within both leagues (as measured by average club win rate over three years). By creating a divisional structure, the competitive balance across these two league's associated clubs should improve.</p>

Recommendation – Playing the Game	Detail	Rationale
P.3. Update salary caps by the start of 2021	<p>The apply a reduction in salary caps to all Gippsland senior competitions. The modification to be done in conjunction with surrounding areas as this will have a direct impact on the ability of leagues to attract and retain talent.</p> <p>AFL Victoria to continue to review of the salary caps across all of Victoria annually, to ensure no senior participation shock in the regions.</p> <p>There also needs to be an increase in the audit of the club's salary cap positions with a new process put in place to ensure compliance</p>	<p>A key concern raised by interviewed clubs was the increasing cost and revenue pressure of running a club, with player payments what identified as a primary driver cost pressure for clubs.</p> <p>By reducing salary caps, the financial pressure on clubs will decline, and club sustainability will increase.</p> <p>Reduction in salary caps may also contribute towards increased competitive balance as the incentive for players to move to financially stronger clubs will be reduced.</p> <p>There a currently very few audits conducted on salary caps. As the caps reduce the controls to identify and educate “offending” clubs, need to be strengthened as the margin of error will decrease.</p> <p>Coming out of COVID football finances will be challenged, this is going create a greater need to reduce salary caps.</p>
P.4. Review the player points system to continue to incentivise junior retention/development ongoing	<p>AFL Victoria to conduct a review of the player points program currently being used in Gippsland and identify improvements/revisions to incentivise junior retention and development by senior clubs.</p>	<p>While there is not a 1:1 relationship between every junior / senior football club in the region, the importance of forging relationships between junior and senior clubs was highlighted at various Town Hall sessions.</p> <p>To promote these relationships and incentivise clubs to develop local talent, reviewing and adjusting the player points program to promote further the creation of junior / senior club alignment should occur.</p> <p>Addressing the region's challenge and concern regarding junior/youth drop-out.</p>

## 3 Factors impacting the Gippsland Region

### 3.1 DEMOGRAPHIC FACTORS

#### 3.1.1 Population shifts

Aligned with broader Victorian trends, the larger towns in Gippsland are growing at a faster rate than smaller townships. Most of the growth is located in Traralgon, Bairnsdale, Wonthaggi, Warragul and Drouin. Smaller areas are forecast to experience slow or stable growth.

The areas closest to Melbourne are forecast to grow faster than the rest of Gippsland, driven by the development of the Cardinia Employment corridor and new developments in the region.

#### 3.1.2 Economic

The Gippsland economy has historically related to natural and economic assets; energy, water and agriculture. There has been limited growth in these areas over the last ten years with the growth focused in smaller sectors, e.g. construction and financial services.

Recent and planned closures of powerplants in the Latrobe region, and the current Victorian government proposal to end logging of native forests in East Gippsland, is likely to translate into economic challenges.

Industry	Employees	Growth Rate 2014 to 2018
Health Care and Social assistance	16,900	+22%
Construction	16,000	+19%
Education and Training	13,200	+37%
Agriculture, Forestry and Fishing	9,800	-41%
Retail	9,600	-16%

Table 3-1 Gippsland Top Five Employing Industry and Growth Rates 2014 – 2018  
Source: Australian Government Labour Information Portal

#### 3.1.3 Employment

In the last four years, unemployment has declined from a high of 8% in October 2016 to less than 5% by October 2019. During this period, the labour participation rate stayed at a constant speed in 2017/18 with a drop off in October 2019.

### 3.2 FOOTBALL IN GIPPSLAND

There has been organised football and Netball clubs in Gippsland for over 120 years, with the clubs providing a central point for the towns and sense of community.

The current structure in Gippsland includes six junior competitions, eight male senior competitions, one youth girls' competition and one women's competition.



The leagues have grown in the geographic areas, with two leagues (AFLG Women's League and the Gippsland League) covering the whole region. The senior competitions are more dispersed than the junior leagues.

### 3.2.1 Junior Leagues (Male)

League	Registered Participants 2019
East Gippsland Junior Football League	Data aggregated into Senior Participation
Central Gippsland Junior Football League	649
Sale & District Junior Football Association	665
Southern Gippsland Junior Football Competition	610
Traralgon & District Junior Football League	839
Warragul & District Junior Football League	1,005
<b>Total</b>	<b>3,768</b>

Table 3-2 Junior Leagues Participant Numbers 2019

Source: FootyWeb data extract

### 3.2.2 Senior Competitions (Male)

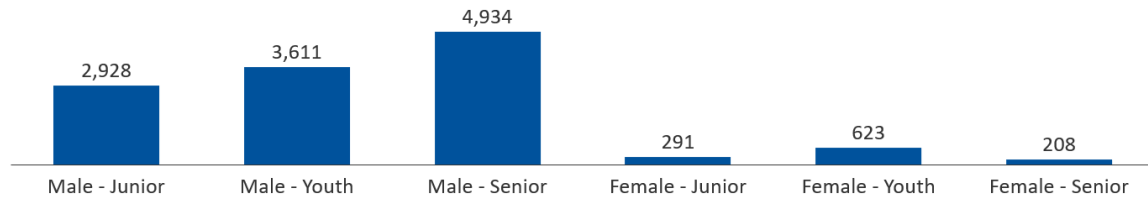
League	Registered Participants 2019
Alberton Football Netball League	503
Ellinbank & District Football League	1,056
East Gippsland Football Netball League	1,290
Gippsland League	1,111
Mid Gippsland Football Netball League	926
North Gippsland Football Netball League	1,092
Omeo & District Football Netball League	420
West Gippsland Football Netball Competition	1,307
<b>Total</b>	<b>7,705</b>

Table 3-3 Senior Leagues Participant Numbers 2019

Source: FootyWeb data extract

There is a concern in Gippsland about the participation base growth, as it is currently lower than the state-wide country region averages across all male categories and youth females, as shown in Figure 3-1.

#### Gippsland 2019 Participant Base, #



#### Gippsland Participant Growth, CAGR (2017-2019) (%)

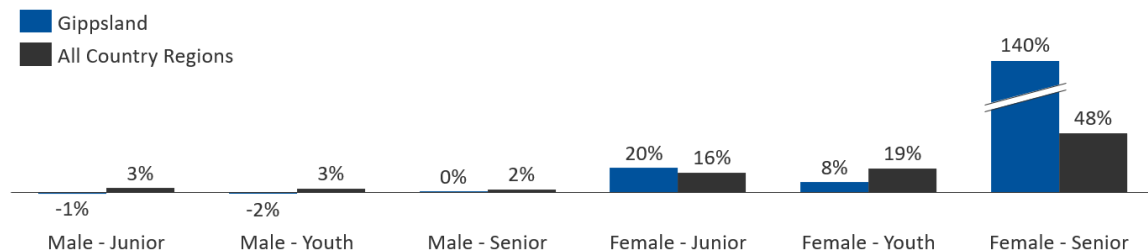


Figure 3-1 Registered Players in Gippsland compared to Victoria Country Average  
Source: FootyWeb extract

West Gippsland Football Netball Competition has the highest registered number of participants at 1.3k, and Omeo & District Football Netball League (FNL) is the smallest at 0.42k. Without accounting for the movements of clubs between leagues, larger leagues are growing faster than smaller leagues across both junior and senior competitions. These trends indicate there is a level of centralisation occurring within the football landscape in Gippsland.

#### Gippsland 2019 Participants (Male), # / % CAGR (2017 – 2019)

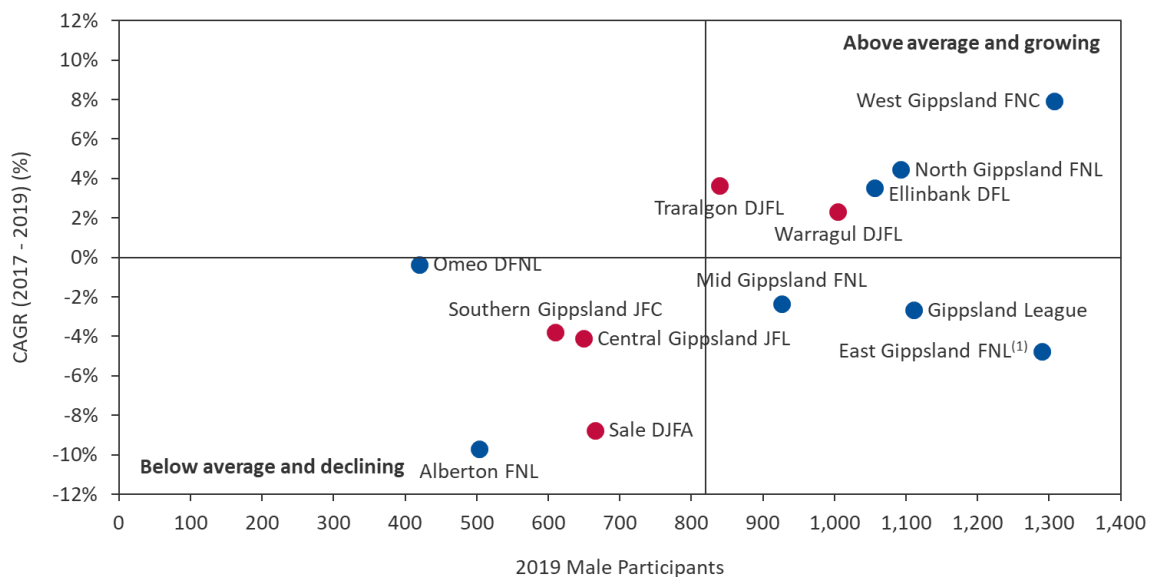


Figure 3-2 Gippsland Registered Players by League compared against Participant Growth Rate by League. (1) includes both junior and senior leagues. Blue = Senior Leagues, Red = Junior Leagues.

Age groups across Gippsland leagues are highly uniform, with junior leagues all fielding U10s, U12s and U14s, while Traralgon & District Junior Football League also have U8s and U16s age groups. Most senior leagues have U16s, U18s, Reserves and Senior competitions, with East Gippsland FNL being the exception having U17s, Reserves and Senior competitions only. Following the last review, FNEG shifted to an U17s model. See Table 3-4 and Table 3-5.

League	U8s	U10s	U12s	U14s	U16s	U17s	U18s	Res.	Snr.	Y. Girls
East Gippsland JFL										
Central Gippsland JFL										
Sale & District JFA										
Southern Gippsland JFC										
Traralgon & District JFL										
Warragul & District JFL										
Alberton FNL										
East Gippsland FNL										
Ellinbank & District FL										
Gippsland League										
Mid Gippsland FNL										
North Gippsland FNL										
Omeo & District FNL										
West Gippsland FNC										

Table 3-4 2019 Age Groups by League (sorted by Junior, Senior League). Green cells indicate the associated competition was active in 2019.

League	U8s	U10s	U12s	U14s	U16s	U17s	U18s	Res.	Snr.	Y. Girls
East Gippsland JFL		N/A	7	8						
Central Gippsland JFL		N/A	12	9						7
Sale & District JFA		N/A	11	11						
Southern Gippsland JFC		N/A	9	8						6
Traralgon & District JFL	N/A	9	8	8	9					
Warragul & District JFL		15	15	15						
Alberton FNL							5	6	6	
East Gippsland FNL						8		8	8	
Ellinbank & District FL					9		9	10	10	
Gippsland League					10		9	10	10	
Mid Gippsland FNL					7		4	9	9	
North Gippsland FNL							10	10	10	
Omeo & District FNL					6				6	
West Gippsland FNC					9		11	12	12	

Table 3-5 2019 Number of Teams by Age Group by League (sorted by Junior, Senior League). Cells are coloured based on the number of teams in the age bracket/league.

Umpire Association	Leagues Officiated
Gippsland Umpire Association	<ul style="list-style-type: none"> <li>• Ellinbank &amp; District Football League</li> <li>• Gippsland League</li> <li>• Warragul &amp; District Junior Football League</li> <li>• AFL Gippsland Youth Girls League</li> </ul>
Sale Umpires Association	<ul style="list-style-type: none"> <li>• North Gippsland Football Netball League</li> <li>• Gippsland Football League</li> <li>• Sale and District Junior Football Association</li> <li>• Victorian Women's Football League and Junior / Youth Girls League</li> </ul>
South Gippsland Umpires Association	<ul style="list-style-type: none"> <li>• Alberton Football Netball League</li> <li>• Gippsland League</li> <li>• West Gippsland Football Netball Competition</li> <li>• Southern Gippsland Junior Football Competition</li> </ul>
East Gippsland Umpires Association	<ul style="list-style-type: none"> <li>• Gippsland League</li> <li>• East Gippsland Football Netball League</li> <li>• Omeo &amp; District Football Netball League</li> <li>• East Gippsland Junior Football League</li> </ul>
La Trobe Valley Umpires Association	<ul style="list-style-type: none"> <li>• Gippsland League</li> <li>• Mid Gippsland Football Netball League</li> <li>• Central Gippsland Junior Football League</li> </ul>

Table 3-6 Umpire Associations in Gippsland including leagues officiated

# 4 Playing the game

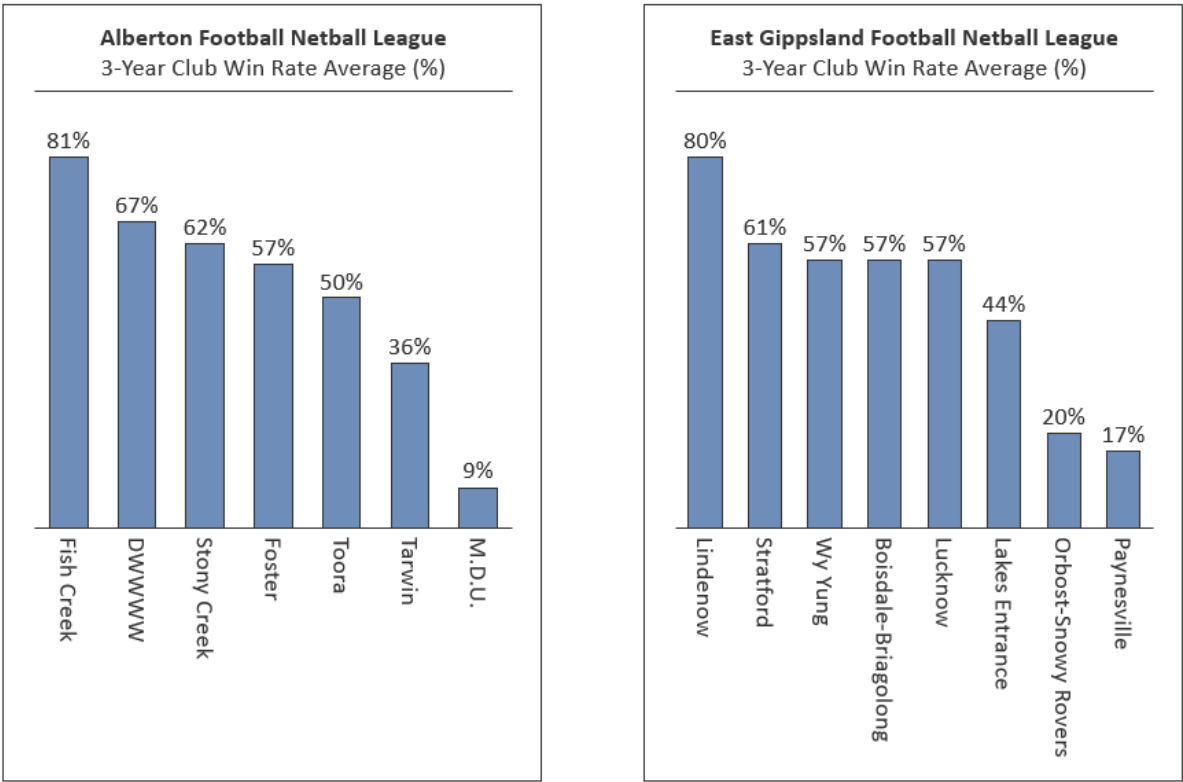
Review of the competitions in Gippsland to determine the right competition structure for the region and how to create a sustainable future.

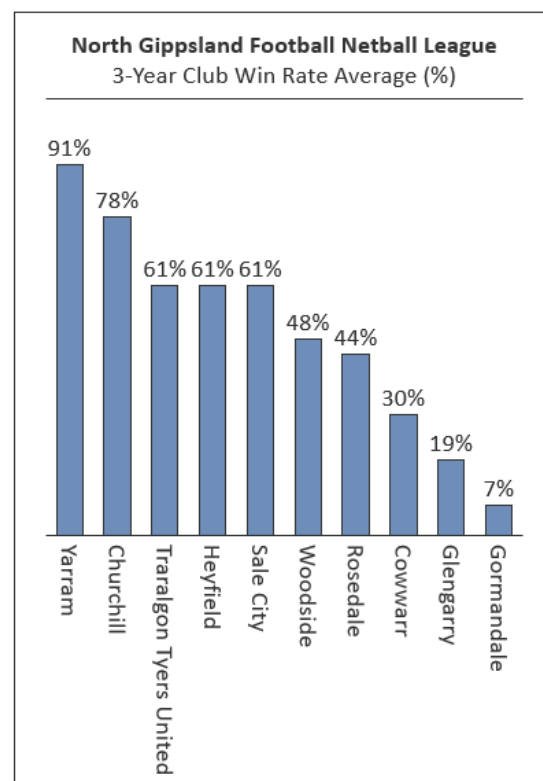
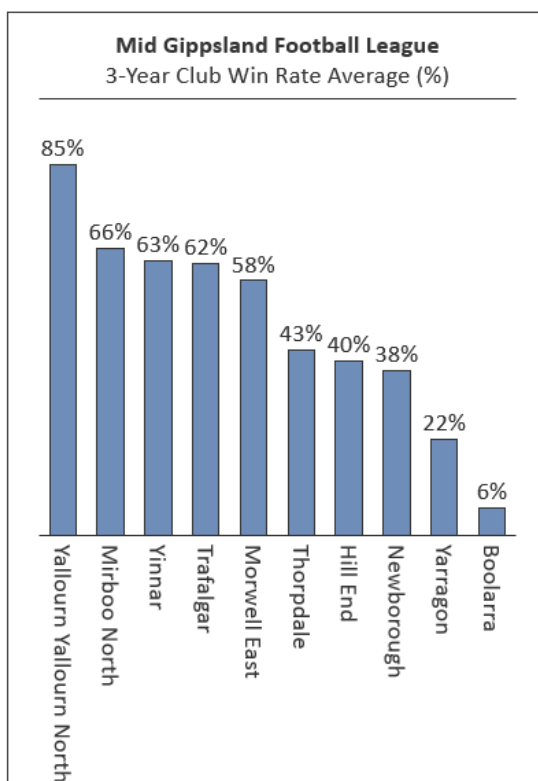
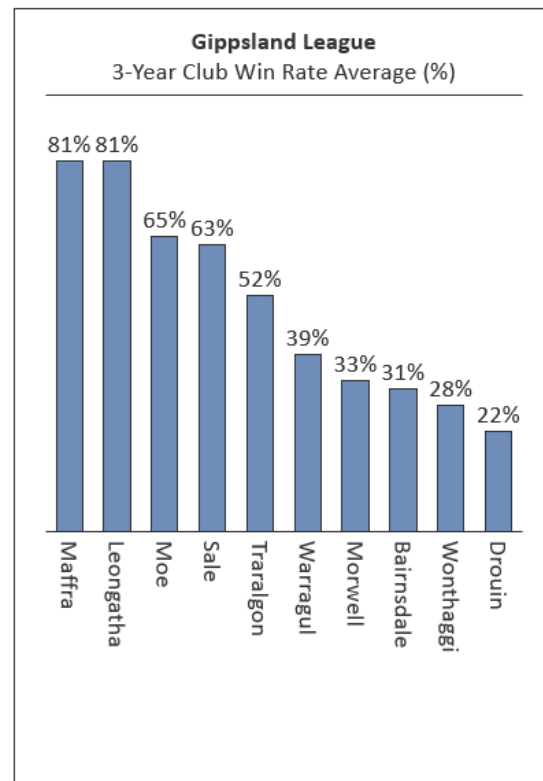
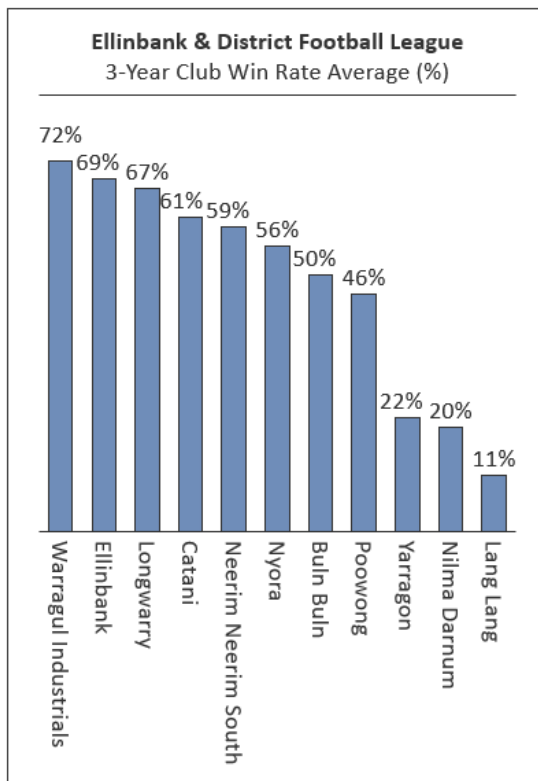
## 4.1 CHALLENGES

### 4.1.1 Levels of Competitive Imbalance

Many Gippsland leagues suffer from competitive imbalance with a few dominant clubs in each league. Competition balance is a significant driver of attendance, participation, sponsorship and interest, both from a player and support perspective.

Figure 4-1 captures the distribution of win rates within each league’s senior competition. The closer the win rates across the sides, the more competitively balanced the competition is.





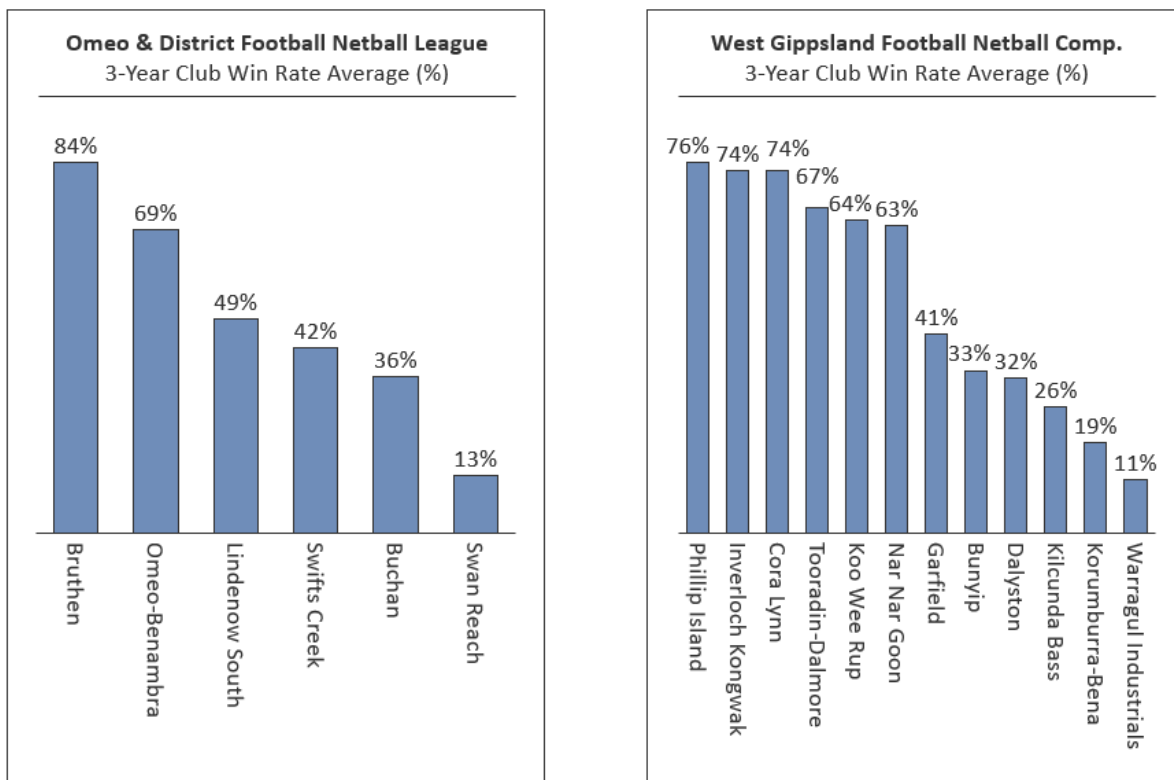


Figure 4-1 Three-year Average Win Rate by Club by League

Source: SportsTG end of season ladder results, 2017 – 2019, ColganBauer analysis

From these win rate distributions, we can see various areas of concern:

- Ellinbank & District Football League have two levels of competition, one including the top seven teams and one including the bottom three teams
- West Gippsland Football Netball Competition top six clubs (Phillip Island, Inverloch-Kongwak, Cora Lynn, Tooradin-Dalmore, Nar Nar Goon) all have similar win rate percentages. At the same time, the bottom six are significantly lower.
- There are several clubs with win rates below 15% (~1 in 6 games):
  - M.D.U. (9%) – Alberton FNL.
  - Lang Lang (11%) – Ellinbank & District Football League.
  - Boolarra (6%) – Mid Gippsland FNL
  - Gormandale (7%) – North Gippsland FNL
  - Swan Reach (13%) – Omeo & District Football League
  - Warragul Industrials (11%) – West Gippsland Football Netball Competition.

#### 4.1.2 Reliance on Out-of-Region Players to “top-up.”

Given the proximity to the outer urban fringes of Melbourne, some of Gippsland’s leagues have ‘out-of-region’ players on their playing lists. This reliance on out-of-region players suggests that the total number of leagues and clubs in the region is not in line and sustainable with the local population.



Each league has a different reliance on out-of-region players to top-up their playing lists. As expected, the further east of Melbourne, the lower the percentage of 'out-of-region' players. Alberton FNL is an outlier – which has a comparatively large 20.1% of players sourced from out of the region. See Table 4-1 and Table 4-2.

Out-of-region players have been defined based on their registered place of address in the Footyweb database and whether it aligns with the AFL Gippsland region. Under this definition, areas such as Pakenham are considered 'out-of-region'. In 2019, 7.5% of players on Gippsland lists were considered 'out of region'.

The high reliance on out-of-region players is likely to become a significant problem if there is a shock that impacts community football. The need to attract players relies on incentives to compete for players with other areas and encourage players to commute to Gippsland.

The reduction or loss of the 2020 season and economic impact on the community from COVID, will put the ability for clubs to be able to attract players to commute to the region at risk. If there is a significant drop in the number of out of region players will place club sustainability at risk.

#### 4.1.2.1 Junior Leagues (Male)

League	% of Out-of-Region Players
Warragul & District Junior Football League	3.0%
Southern Gippsland Junior Football Competition	1.2%
Sale & District Junior Football Association	0.7%
Central Gippsland Junior Football League	0.0%
Traralgon & District Junior Football League	0.0%
East Gippsland Junior Football League	Data aggregated into Seniors

Table 4-1 Percentage of Out-of-Region players in Junior Leagues  
Source: Footyweb Data Extract, ColganBauer Analysis

#### 4.1.2.2 Senior Competitions (Male)

League	% of Out-of-Region Players
West Gippsland Football Netball Competition	27.9%
Alberton Football Netball League	20.1%
Ellinbank & District Football League	17.8%
Mid Gippsland Football Netball League	6.1%
North Gippsland Football Netball League	5.4%
Gippsland League	5.2%
Omeo & District Football Netball League	3.7%
East Gippsland Football Netball League	3.0%

Table 4-2 Percentage of Out-of-Region Players in Senior Leagues  
Source: Footyweb Data Extract, ColganBauer Analysis

#### 4.1.3 Alberton

The Alberton FNL is in southern Gippsland with six clubs competing in the 2019 season (Fish Creek, Foster, M.D.U, Stony Creek, Tarwin, Toora), which is down from 12 teams in 2016.

During the 2015 season, a review was conducted by AFL Gippsland with the recommendation to create a West Gippsland competition. The league was created for the start of the 2017 season with five teams coming out of the Alberton League leaving a smaller seven club competition. Then in 2018, DWWW went into recess citing a lack of players in the district, leaving the Alberton league with a six-team competition.

Following another review in 2018, there was a recommendation for Alberton to join the Mid Gippsland Football Netball League (FNL). Mid Gippsland FNL's appeal against the review recommendation to merge the two leagues was upheld.

Following the upheld appeal of Alberton to join Mid Gippsland, clubs then submitted applications to go to other leagues which broke up the Alberton League. Stony Creek's application to join Ellinbank DFNL went ahead and was denied by the Ellinbank DFNL with the subsequent appeal dismissed.

As a six-team competition, the strength of the league has declined, increasing the challenge to attract and retain players. As such, it is creating a burden on the existing clubs to remain viable in the current structure.

Three options exist to solve the Alberton league issue:

1. Shore up the Alberton League by bringing additional clubs into the league, disrupting other leagues
2. Disband the Alberton League by shifting clubs into different leagues. The result would be that there wouldn't be a football league in South Gippsland, ultimately challenging the sustainability of these southern clubs.

3. The Albion League remains in its current structure but stops being a 'competitive' football league and shifts to a 'social' competition with a reduction in the number of teams. Resulting in a significant impact on the netball league and have potential flow through to participation at both a senior and junior level in Gippsland.

## 4.2 IMPACT IF NOTHING CHANGES

Competition balance is a significant driver for club viability and long-term league viability. If clubs are not competitively sustainable on-field, with player attraction becoming difficult, player attrition will increase, and sponsorship revenue will be harder to acquire. If there is not an improvement in competitive balance in select Gippsland leagues, weaker clubs may lose too many players to field sides and subsequently fold or must merge to survive.

Relying on out-of-region players to top-up Gippsland playing lists is not sustainable in the future from a financial perspective. Currently, AFNL relies on 20% top-up of players from out of the region. These Melbourne-based players are driving up the total player payments as higher payments are required incentivising them to drive down to Southern Gippsland every week. This reliance on top-up players for the western and southern leagues also places Gippsland participation levels at risk to external factors such as increases in player salary caps in metropolitan regions. Without addressing this reliance, player costs will continue to remain at the same level as they are today, which have been expressed as not sustainable in the long-term by the Gippsland community clubs.

## 4.3 RECOMMENDATIONS

### 4.3.1 League Structure Evaluation Framework

We conducted an assessment of the various league structure options against framework defined framework. This framework captures two elements; a qualitative assessment against the selected design principles and a view on the ease of acceptance within the region.

The four design principles chosen are:

1. **Long-term sustainability:** To what extent does the new structure allow for long-term sustainability, given population trends and shifts?  
Since the release of the interim report, the focus on sustainability has increased as a result of COVID. We expanded sustainability to consider the impact of COVID on Gippsland and more directly on football.
2. **Competitive balance adaptability:** To what extent does the new structure allow for maintenance of competitive balance and adapt as different clubs become more dominant due to population growth, financial means and greater junior retention/development?
3. **Alignment of junior and senior competitions:** To what extent does the new structure have alignment between the clubs that juniors compete against senior clubs?
4. **Alignment of football and netball competitions:** To what extent does the new structure cause issues aligning both football and netball clubs within a club/competition?

Evaluated the alternatives on a five-point scale:

- -2: Significantly worse than the current state
- -1: Worse than the current state
- 0: Same as the current state
- +1: Better than the current state
- +2: Significantly better than the current state

These scores are weighted according to the values found in Table 4-3. These weightings were developed from community feedback via the distributed survey.

Design Principle	Respondents that said Important/Very Important	Attributed Weighting
Long-term Sustainability	N/A	100
Competitive Balance within the League	92.0%	100
Alignment of Football and Netball Competitions	86.7%	94.2
Alignment of Senior and Junior Competitions	81.4%	88.5

Table 4-3 Design Principles for League Structure Evaluation  
Source: Industry Survey, ColganBauer Analysis

We compared a total weighted score of the design principles against an ‘ease of acceptance’ within the region. Options are rated from ‘low’ and ‘moderate’ to ‘high’, and directly related to the number of impacted clubs/leagues in each of the potential league structure options.

This ‘ease of acceptance’ ranking is not referencing the level of acceptance for any specific club that would be required to make a change in their current competition structure. It refers to the acceptance sentiment within the entire region about what is the best direction forward for future sustainability.

While we did evaluate the many different permutations for the league structure in the region, we have only included the highest rated options.

### **4.3.2 Potential League Structure Options**

In developing league structures for the central and western portions of the region, we have had to consider the issues in southern Gippsland and the competitive balance and growth through the West Gippsland corridor.

#### **4.3.2.1 Southern Gippsland**

##### **Option 1 – Providing sustainability for football in Southern Gippsland by adding clubs**

Move two clubs from West Gippsland Football Netball Competition into the Alberton FNL. The clubs would be selected based on geographic proximity to the other Alberton clubs and level of competitive balance.

It will help teams that cannot compete at an appropriate level with the other WGFNC clubs but also ensure that Alberton FNL is more sustainable in an eight-team competition.

##### **Option 2 – Provide sustainability for football in the Southern Gippsland by separating current Alberton FNL Clubs into existing league structures**

Move four Alberton FNL Clubs to Mid Gippsland FNL and two Alberton FNL Clubs to West Gippsland Football Netball Competition. As this would result in WGFNC being a 14-team competition, two WGFNC would move to Ellinbank & District Football League to balance their competitions with 12-clubs each.

Mid Gippsland FNL would be a 13-team competition once the four Alberton FNL clubs joined. Moving one or two of the Mid Gippsland FNL clubs to North Gippsland will then create a more sustainable long-term future for football in that region.

##### **Option 3 – Strengthen football in Mid Gippsland and Southern Gippsland with the Alberton FNL clubs joining the Mid Gippsland competition**

Under this model, the six Alberton clubs would shift into the Mid Gippsland competition to create a 15-club competition – covering central and southern Gippsland. The clubs would then compete across an 18 round season, playing each club once with a split between home and away games. The following year would see the teams flip, with teams previously played away now playing home and vice versa.

This model results in a more robust competition with both leagues now protected from clubs leaving either to other leagues, club mergers or clubs no longer being sustainable.

#### 4.3.2.2 The Western Corridor

**An alternative to the current model: Implement a divisional football in Western Gippsland that can adapt to changing population demographics.**

Bring Ellinbank & District Football League and West Gippsland Football Netball Competition would occur to create a two-divisional competition structure. This solution would provide a competition structure in the western part of Gippsland that could remain competitively balanced as the demographic changes occur in that portion of the region.

This two-divisional structure would also allow enhanced competitive balance in the short-term with the more substantial clubs from both competitions being able to compete against each other and the same for the weaker clubs. The divisional structure allows for greater flexibility the teams that may look to join the Western Leagues as it supports greater competitive balance.

Under this model, the legacy of both leagues should be maintained.

### 4.3.3 Evaluation of the Potential Future Gippsland League Structures

#### 4.3.3.1 Competition Structures – Addressing league structures

To determine the recommended structure, the evaluation, as described in section 4.3.1, was conducted. Table 4-4 and Table 4-5 shows the ratings and weighted score for each of the league structure options below. Figure 4-2 shows the total weighted score for each option compared against the rated ease of acceptance in the region.

Design Principles	Design Principle Weighting	League Structure Option 1: Two WGFNC joining AFNL	League Structure Option 2: AFNL joins MGFL	League Structure Option 3: Wholesale reshuffle of clubs
Long-Term Sustainability	100	-1	2	1
Competitive Balance Adaptability	100	1	1	2
Alignment of Football and Netball Competitions	94.2	0	0	0
Alignment of Senior and Junior Competitions	88.5	1	-1	-1
Total Weighted Score		88.5	211.5	211.5

Table 4-4 Potential League Structure Options Design Principle Ratings

Category	League Structure Option 1: Two WGFNC joining AFNL	League Structure Option 2: AFNL joins MGFL	League Structure Option 3: Wholesale reshuffle of clubs
Clubs Impacted from Current State	<ul style="list-style-type: none"> <li>2 WGFNC into AFNL</li> </ul>	<ul style="list-style-type: none"> <li>6 AFNL into MGFL</li> </ul>	<ul style="list-style-type: none"> <li>2 AFNL into WGFNC</li> <li>4 AFNL into MGFL</li> <li>2 WGFNC into EDFL</li> <li>1 MGFL into NGFL</li> </ul>
Number of Clubs Impacted	2	22	9
Number of Impacted Leagues	WGNFC AFNL	WGNFC AFNL EDFL	AFNL WGFNC MGFL EDFL NGFL
Degree of Disruption	Low	Moderate	High

Table 4-5 Potential League Structure Options Impact Assessment

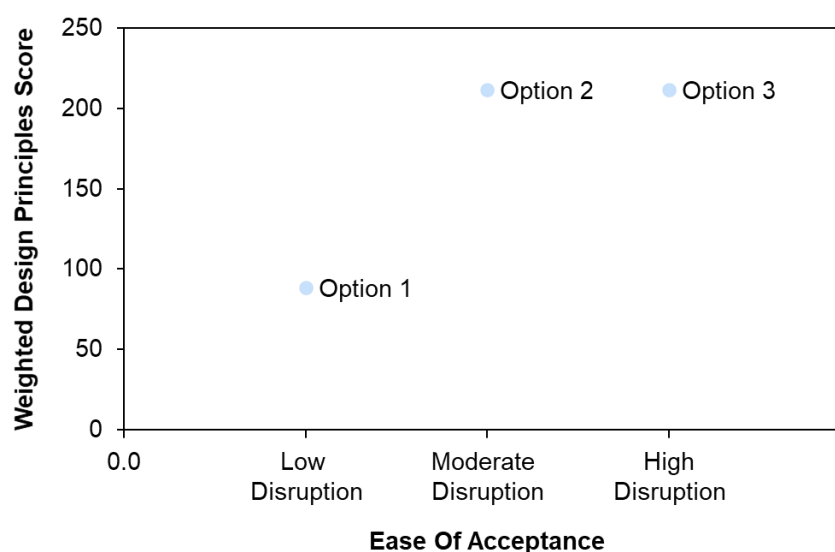


Figure 4-2 League Structure – Summary Evaluation Assessment

### Recommendation

Based on the modelling and investigation we have determined that option two is the best solution for football in Gippsland and implemented for the 2021 season. It will ensure a strong league in the south and central Gippsland area that should be able to adjust to the impacts of COVID.

### Future Considerations

As with all competitions, the dynamics are going to change as the landscape continues to evolve. Many different permutations could be considered, in the future, potential changes could include:

- Some teams shifting to North Gippsland FNL
- Some Mid Gippsland FNL teams moving into the Ellinbank and District Football League to increase this league size

#### 4.3.3.2 Competition Structures – The Western Corridor

There several dynamics impacting football in the western corridor of Gippsland - population growth and two levels of competitions across the West Gippsland Football Netball Competition and the Ellinbank & District Football League. The fundamental elements in considering shifting to divisional football include:

- Club alignment – within each club, there may be variability in performance across the four grades. A shift would need to consider how the whole of club performance would be managed.
- Netball alignment – there is also the potential for there to be variability in performance between the netball sides and football sides – with clubs more robust one area over the other
- Travel – The geographic distance across the corridor is large; the most extended travel distances are over 130km or an hour and a half drive
- Competition structure – there are currently 22 clubs within the Western Corridor, any divisional structure would need to consider the right number of clubs in each league. The competition would also flow in the construction of the fixture and finals system
- Salary Caps – There is the misalignment between the two leagues at the moment, during implementation consideration should be given to what each league should



have as a salary cap level and how caps should be adjusted a clubs move between grades.

Design Principles	Design Principle Weighting	Option 1 No Change to structure	League Structure Option 2: Divisional Football
Long-Term Sustainability	100	0	1
Competitive Balance Adaptability	100	0	2
Alignment of Football and Netball Competitions	94.2	0	-1
Alignment of Senior and Junior Competitions	88.5	0	1
Total Weighted Score		0	294.3

Table 4-6 Potential League Structure Options Design Principle Ratings- Western Corridor

Based on the above weighting, we recommend moving to the divisional structure before the end 2025 season. In the implementation section, we explore how this process could work to consider the above factors.

#### 4.3.4 Implementation of the new league structures

Based on industry consultation and independent analysis, ColganBauer recommends a two-phase approach to the future league structure in Gippsland (**Recommendation P.1.**). We recommend the Albion teams move across to the Mid Gippsland FNL before the 2021 season. With the divisional football in the Western Corridor implemented before 2025.

#### 4.3.4.1 Critical considerations for the implementation of the future model

Areas	Mid Gippsland FNL	Alberton FNL	Future (Recommended)	Alternative solutions
Competition				
Fixture	<ul style="list-style-type: none"> <li>• 18 Rounds – each team with 16 matches</li> <li>• Each has 4 fixtures, with one club having a bye</li> <li>• Play each club home and away once</li> </ul>	<ul style="list-style-type: none"> <li>• 15 Rounds – each club 15 matches</li> <li>• Each fixture 3 matches (no bye)</li> <li>• Each club plays each other 3 times</li> <li>• 3 clubs get 8 home games, 3 clubs get 7 home games</li> </ul>	<ul style="list-style-type: none"> <li>• 18 rounds</li> <li>• 7 matches per round, one bye</li> <li>• Each club with one bye (All teams with a bye awarded 4 points)</li> <li>• Existing Mid Gippsland               <ul style="list-style-type: none"> <li>○ 3 Mid Gippsland clubs with 2 byes, play other 2 Mid Gippsland clubs twice</li> <li>○ 6 Mid Gippsland with 1 bye, play other 3 Mid Gippsland clubs twice</li> <li>○ Play the Alberton clubs 1 – 3 at home and 3 away</li> </ul> </li> <li>• Existing Alberton               <ul style="list-style-type: none"> <li>○ Play 3 other Alberton clubs twice</li> <li>○ Play remaining Alberton clubs one (annual rotation home and away)</li> </ul> </li> <li>• Play each Mid Gippsland club once</li> </ul>	<ul style="list-style-type: none"> <li>• 15 rounds</li> <li>• 7 matches per round, one bye</li> <li>• Each club with one bye</li> <li>• In year one clubs play each club once, with half at home and half away</li> <li>• In year two the fixture flips</li> </ul>
Finals	<p>Top 5</p> <ul style="list-style-type: none"> <li>• Week 1               <ul style="list-style-type: none"> <li>○ Q1: 2 v 3,</li> <li>○ E1: 4 v 5</li> </ul> </li> <li>• Week 2 –               <ul style="list-style-type: none"> <li>○ S2: 1 v Winner Q1,</li> <li>○ S1: Loser Q1 v Winner E1</li> </ul> </li> <li>• Week3               <ul style="list-style-type: none"> <li>○ P1: Loser S2 v Winner S1</li> </ul> </li> <li>• Week Four               <ul style="list-style-type: none"> <li>○ Grand Final</li> </ul> </li> </ul>	<p>Top 4</p> <ul style="list-style-type: none"> <li>• Week 1               <ul style="list-style-type: none"> <li>○ E1: 3 v 4</li> </ul> </li> <li>• Week 2 –               <ul style="list-style-type: none"> <li>○ S2: 1 v 2</li> </ul> </li> <li>• Week 3 –               <ul style="list-style-type: none"> <li>○ P1: Loser S2 v Winner E1</li> </ul> </li> <li>• Week 4 –               <ul style="list-style-type: none"> <li>○ Grand Final</li> </ul> </li> </ul>	<p>Top 8</p> <ul style="list-style-type: none"> <li>• Week 1               <ul style="list-style-type: none"> <li>○ QF2: 1v4 / QF1: 2 v 3</li> <li>○ EF1: 5 v 6/ EF2: 7 v 8</li> </ul> </li> <li>• Week 2               <ul style="list-style-type: none"> <li>○ SF1: Loser QF2 v Winner EF1</li> <li>○ SF2: Loser QF1 v Winner EF2</li> </ul> </li> <li>• Week 3               <ul style="list-style-type: none"> <li>○ Winner QF2 v Winner SF2</li> <li>○ Winner QF1 v Loser QF</li> </ul> </li> <li>• Week 4               <ul style="list-style-type: none"> <li>○ Grand Final</li> </ul> </li> </ul>	

Areas	Mid Gippsland FNL	Alberton FNL	Future (Recommended)	Alternative solutions
Grades – Football	<ul style="list-style-type: none"> <li>• Firsts</li> <li>• Seconds</li> <li>• Thirds (U18's)</li> <li>• Fourths (U16's)</li> </ul>	<ul style="list-style-type: none"> <li>• Firsts</li> <li>• Seconds</li> <li>• Thirds (U18's)</li> </ul>	<ul style="list-style-type: none"> <li>• Firsts</li> <li>• Seconds</li> <li>• Thirds</li> <li>• Fourths (TBC)</li> </ul>	<ul style="list-style-type: none"> <li>• Firsts</li> <li>• Seconds</li> <li>• Thirds</li> <li>• Fourths (TBC)</li> </ul>
Grades – Netball	Fixture as above Finals as above <ul style="list-style-type: none"> <li>• A</li> <li>• B</li> <li>• C</li> <li>• D</li> <li>• 17 &amp; Under</li> <li>• 15 &amp; Under</li> </ul>	<ul style="list-style-type: none"> <li>• Fixture as above</li> <li>• Finals as above</li> <li>• A</li> <li>• B</li> <li>• C</li> <li>• 17 &amp; Under</li> <li>• 15 &amp; Under</li> <li>• 13 &amp; Under</li> </ul>	<ul style="list-style-type: none"> <li>• Fixture as above</li> <li>• Finals as above</li> <li>• A</li> <li>• B</li> <li>• C</li> <li>• D (New team Alberton)</li> <li>• 17 &amp; Under</li> <li>• 15 &amp; Under</li> <li>• Question 13 &amp; Under (Play in local Competition)</li> </ul>	
Salary Cap	\$80,000 – 2019	\$110,000 2019	Alberton to align their salary cap to the Mid Gippsland salary cap for the 2020 season	Alberton to have two years to align the salary cap to the Mid Gippsland Level
Player Points			To operate under the Mid Gippsland structure. Treat all players as having been playing in the same league	
Governance				
Transition	-	-	Working group to be established with equal Alberton/ Mid Gippsland Reps to manage the transition	
Executive structure	-	-	Mid Gippsland structure	
Nominations	-	-	Under the Mid Gippsland constitution	

Areas	Mid Gippsland FNL	Alberton FNL	Future (Recommended)	Alternative solutions
Constitution	-	-	Mid Gippsland	
By-Laws	-	-	Mid Gippsland	
History & Legacy				
Life members	-	-	Preserve Alberton life members and link to the life members of the Mid Gippsland league	
Records	-	-	Alberton Records to be maintained and recognised alongside the Mid Gippsland records	

Table 4-7 Key considerations for Mid Gippsland/ Alberton Solution

#### 4.3.4.2 Implementation of Divisional Football

Under this model, Ellinbank & District Football Netball and the West Gippsland Football Netball Competition join to create two divisions while operating as two leagues. Allowing a rebalance of clubs into two more competitively balanced competitions and allow time for the specific divisional guidelines and rules to be drafted, consulted and approved by the region.

Develop the final model for divisional football once the region has stabilised from COVID, before 2025. Once the region is ready to shift to divisional football, the final mechanisms behind the model should be developed in collaboration between the EDFL and WGFNC.

The model to evaluate the performance of the leagues should be based on a two-year weighted average would be most likely be the most appropriate model. The table below sets out how you would calculate the average for the club and would be a factor of all teams within the club. The approach considers all grades across both football and Netball.

	Weighting	Ladder Position	
		Year 1	Year 2
Football			
Senior	100%	2	1
Reserve	90%	1	3
U18's	80%	7	4
U16's	70%	3	6
Netball			
Senior	100%	3	1
Reserve	90%	4	7
Third	80%	5	1
Fouth	70%	7	4
17 & Under	60%	3	1
15 & Under	50%	6	4
13 & Under	40%	3	1
11 & Under	30%	3	4
Club Performance Score		33	26.2
Weighted Average		29.6	

Table 4-8 Key considerations for Mid Gippsland/ Alberton Solution

The club performance score is used to look across the leagues to determine the underperforming clubs and be used to manage the divisions.

### 4.3.5 Equalisation Policies

As mentioned throughout this document, competitive balance is at the heart of a sustainable future for community football not only in Gippsland but across all regions. Policies that serve to drive on-field competitive balance, such as the club salary cap and player point system, should be maintained and improved over time in the region.

A continued focus on reducing salary caps will help to ensure the sustainability of community clubs in the Gippsland region (**Recommendation P.3.**). It will help promote greater on-field competition and the entire community football environment. However, as seen in Figure 4-3, Gippsland salary caps cannot be reduced in isolation as they are currently at levels that support an inflow of out-of-region players used to supplement Gippsland playing lists.

A review of the salary cap across all of Victoria should be conducted annually by AFL Victoria. The review will ensure there is no senior participation shock in the region and aim to reduce caps to a point they are deemed financially sustainable for community clubs.

Figure 4-3 captures the 2019 salary caps for the Gippsland leagues and neighbouring metropolitan leagues. The WGFNC at \$110K is equal to, or slightly lower than, its neighbouring metropolitan leagues such as the Outer East Division 1 competition (\$110K), SFNL Division 2 competition (\$110K) and MPNFL Division 1 and 2 (\$140K).

2019 League APP

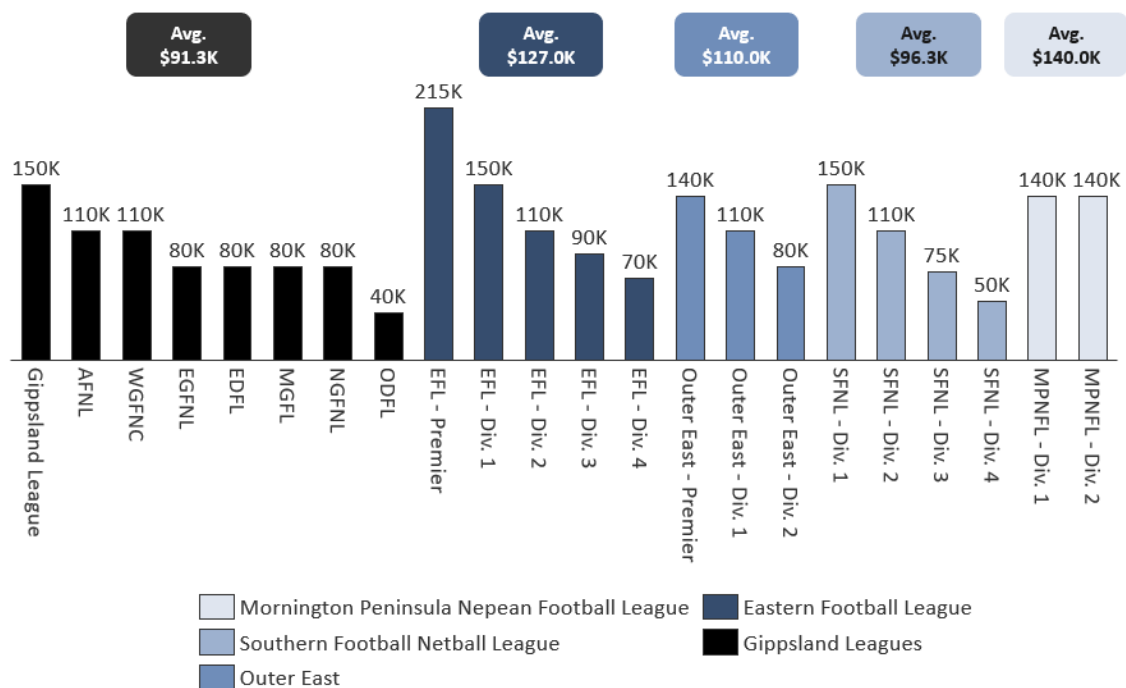


Figure 4-3 2019 Salary Caps for Gippsland and surrounding Leagues

Source: AFL Victoria

Player point schemes should also be revised to increasingly incentivise junior retention and development by senior clubs (i.e. year-on-year reduction of the total points per senior team) (**Recommendation P.4.**). Conduct a review and potentially update the player points model alongside the annual salary cap review.

## 5 Appendix

### 5.1 GLOSSARY

**AP/AR** – Annual Planning/Annual Review Process.

**BAS** – Business activity statements to be reported to the Australian Taxation Office (ATO).

**CIP** – Club Improvement Program launched by AFL Victoria.

**Current Ratio** – Value of short-term assets to short-term liabilities. Indicates the ability of an entity to meet its short-term financial obligations.

**Football Development Managers (FDMs)** – AFL Victoria roles that drive and provide support for game development activities across the state

**FootyWeb** – Technology platform used by the AFL to manage registered participation data

**Labour Participation Rate** – Ratio of the number of employed persons to the total adult population in each area

**Local Government Area (LGA)** – Administrative division of an area that a local government is responsible for local governance. Local governments manage LGAs and are considered the third tier of government in Australia below States and Territories and Federal

**Participant** – A member of the community who participates in a football activity and is registered within a technology database by the AFL (e.g. SportsTG, FootyWeb).

**Statistical Areas (SA1, SA2, SA3, SA4)** – Australian Statistical Geography Standard (ASGS) areas used by the Australian Bureau of Statistics for the publication of statistics that are comparable and spatially integrated. SA4 is the largest region below States and Territories with SA3, SA2 and SA1 decreasing in size.

**SportsTG** – Competition management technology platform used the by AFL to help administer community football across the nation.

## 5.2 RATIONALE FOR LEAGUE STRUCTURE RANKINGS

### 5.2.1 Southern Gippsland Solution

#### 5.2.1.1 Providing sustainability for football in Southern Gippsland by adding clubs

**Long-term Sustainability:** Shifting two teams into the Alberton League will create an eight-team competition. Some of the clubs are already under financial pressure, and if you were to lose a club the league would become seven clubs and uncompetitive.

**Competitive Balance:** By moving two of the weaker WGFNC Clubs into Alberton FNL, the competitive balance of the WGFNC will improve, while making Alberton FNL more competitively balanced into the future.

**Alignment of Football and Netball Competitions:** Under this option, there is no material impact to the alignment of football and netball teams/clubs, if the appropriate clubs are selected to move from WGFNC to Alberton FNL.

**Alignment of Senior and Junior Competitions:** By maintaining and strengthening Gippsland's only senior southern competition, there will be marginally greater alignment between the senior competitions in the region (WGFNC and Alberton FNL) and the Southern Gippsland Junior Football Competition.

#### 5.2.1.2 Provide sustainability for football in the Southern Gippsland by separating current Alberton FNL Clubs into existing league structures

**Long-term Sustainability:** This solution reduces the number of leagues in the region by one. It also ensures that the Mid Gippsland FNL will be secure, it has been indicated through consultation that there may be clubs that might look to leave. Having the larger league size will enable this to occur without putting the league at risk.

**Competitive Balance:** The Alberton league has several clubs that are stronger than the others, playing in a more substantial competition will enable all teams to grow and improve competitive performance. Through consultation, I have received feedback that the alignment in the standard should not cause concern.

**Alignment of Football and Netball Competitions:** The netball grades currently don't align, however, there is the opportunity for the Alberton clubs to add another senior grade. There is also a junior competition in the region that the 11 & Under team can compete.

**Alignment of Senior and Junior Competitions:** Senior clubs in the southern region of Gippsland are playing in the western and mid-located senior competitions. There would be marginally worse alignment with, the Southern Gippsland Junior Football Competition.

#### 5.2.1.3 Strengthen football in Mid Gippsland and Southern Gippsland with the Alberton FNL clubs joining the Mid Gippsland competition

**Long-term Sustainability:** By effectively removing one league in the region and separating its clubs into the surrounding, existing leagues, the region will have greater long-term sustainability given population centralisation and growth trends. This is especially true for the more eastern located leagues such as the Mid Gippsland FNL and North Gippsland FNL.

**Competitive Balance:** By separating the Alberton FNL clubs into the WGFNC and MGFNL, and then rebalancing some of the clubs from WGFNC to Ellinbank DFL, and from MGFNL into NGFNL, there is an opportunity to marginally improve competitive balance across these four leagues into the future.

**Alignment of Football and Netball Competitions:** Under this option, there is no material impact to the alignment of football and netball teams/clubs, if the appropriate clubs are selected to move between the various leagues.



**Alignment of Senior and Junior Competitions:** As the senior clubs in the southern region of Gippsland are playing in the western and mid-located senior competitions, there is marginally worse alignment between their supply of juniors. The Southern Gippsland Junior Football Competition, and the senior sides they would compete against in this league structure option.

### 5.2.2 Supporting Competitive Balance

**Long-term Sustainability:** The ability to provide more flexible options for clubs ensures that they can be competitive in the league in which they compete. If they are currently in a league where they are competing against larger clubs, this is going to put financial pressure on clubs. Two divisions will ensure that clubs don't need to spend outside their capacity to remain competitive

**Competitive Balance:** The competitive balance of the competitions under this structure will be significantly better as the existing Ellinbank DFL and WGFNC competition can be rebalanced through a two-divisional structure.

**Alignment of Football and Netball Competitions:** As a promotion-relegation process must account for the whole club including all football and netball sides. The difference in competitive standard between football and Netball will make the alignment of football and netball priorities difficult for clubs.

**Alignment of Senior and Junior Competitions:** By maintaining and strengthening Gippsland's only senior southern competition, as well as merging the western leagues (WGFNC and Ellinbank DFL), the alignment of junior competitions in the region will significantly improve. Warragul DJFL and Southern Gippsland JFC will both provide a pathway into the broader combined WGFNC/Ellinbank DFL two-divisional structure.

### 5.3 2019 GIPPSLAND LEAGUES STRUCTURE

#### Section 1: Junior League Summary

##### East Gippsland Junior Football League

Number of Clubs: 7

- Bairnsdale
- Lakes Entrance
- Lindenow
- Lucknow
- Orbost Snowy Rovers
- Paynesville
- Wy Yung

Age Groups and Number of Fielded Teams:

Category	U8s	U10s	U12s	U14s	U16s	U17s	U18s	Res.	Snrs.	Yth. Girls
# of Teams		N/A	7	8						

##### Central Gippsland Junior Football League

Number of Clubs: 10

- Hill End/Grove Rovers
- Leongatha
- Moe
- Morwell Eagles
- Newborough
- Trafalgar
- Yinnar
- Yallourn-Yallourn North
- Mirboo North
- Boolarra

Age Groups and Number of Fielded Teams:

Category	U8s	U10s	U12s	U14s	U16s	U17s	U18s	Res.	Snrs.	Yth. Girls
# of Teams		N/A	12	9						7

**Sale & District Junior Football Association**

Number of Clubs: 10

- Boisdale-Briagolong JFC
- College
- Heyfield
- Maffra
- Nambrok-Newry
- Sale
- Sale City
- Southern Suns
- Stratford
- Woodside

Age Groups and Number of Fielded Teams:

Category	U8s	U10s	U12s	U14s	U16s	U17s	U18s	Res.	Snrs.	Yth. Girls
# of Teams		N/A	11	11						

**Southern Gippsland Junior Football Competition**

Number of Clubs: 8

- Corner Inlet
- Dalyston
- Inverloch-Kongwak
- Korumburra-Bena
- Kilcunda-Bass
- Philip Island
- Tarwin
- Wonthaggi

Age Groups and Number of Fielded Teams:

Category	U8s	U10s	U12s	U14s	U16s	U17s	U18s	Res.	Snrs.	Yth. Girls
# of Teams		N/A	9	8						6

## Traralgon &amp; District Junior Football League

Number of Clubs: 9

- Churchill
- Combined Saints
- Cumberland Park
- Glengarry
- Pax Hill
- Police Boys
- Southside
- TEDAS
- West End

Age Groups and Number of Fielded Teams:

Category	U8s	U10s	U12s	U14s	U16s	U17s	U18s	Res.	Snrs.	Yth. Girls
# of Teams	N/A	9	8	8	9					

## Warragul &amp; District Junior Football League

Number of Clubs: 14

- Buln Buln
- Bunyip
- Caldermeade
- Drouin
- Ellinbank
- Garfield
- Hallora
- Longwarry
- Neerim-Neerim South
- Poowong-Loch
- Warragul Blues
- Warragul Colts
- Warranor
- Yarragon

## Age Groups and Number of Fielded Teams:

Category	U8s	U10s	U12s	U14s	U16s	U17s	U18s	Res.	Snrs.	Yth. Girls
# of Teams		15	15	15						

## Section 2: Senior League Summary

## Alberton Football Netball League

## Number of Clubs: 6

- Fish Creek
- Foster
- Meeniyah-Dumbalk United
- Stony Creek
- Tarwin
- Toora

## Age Groups and Number of Fielded Teams:

Category	U8s	U10s	U12s	U14s	U16s	U17s	U18s	Res.	Snrs.	Yth. Girls
# of Teams							5	6	6	

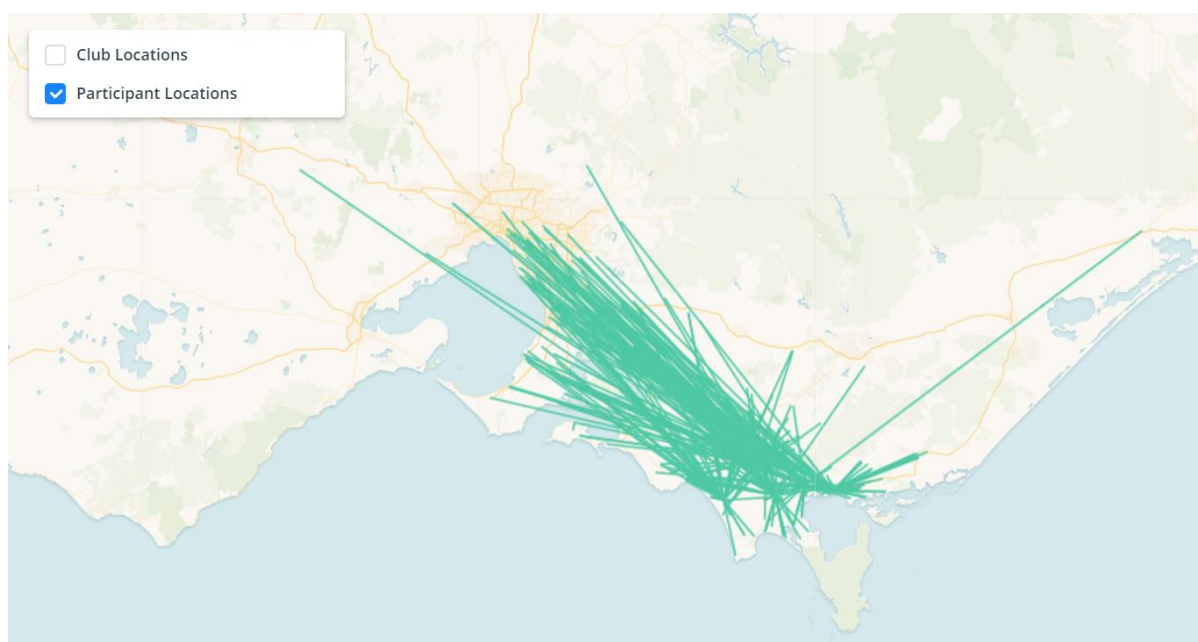


Figure A-1: Location of registered players in the league as of September 2019.  
Source: AFL Carto Mapping System.

### East Gippsland Football Netball League

Number of Clubs: 9

- Boisdale-Briagolong
- Lakes Entrance
- Lindenow
- Lucknow
- Orbost-Snowy Rovers
- Paynesville
- Stratford
- Wy Yung

Age Groups and Number of Fielded Teams:

Category	U8s	U10s	U12s	U14s	U16s	U17s	U18s	Res.	Snrs.	Yth. Girls
# of Teams						8		8	8	

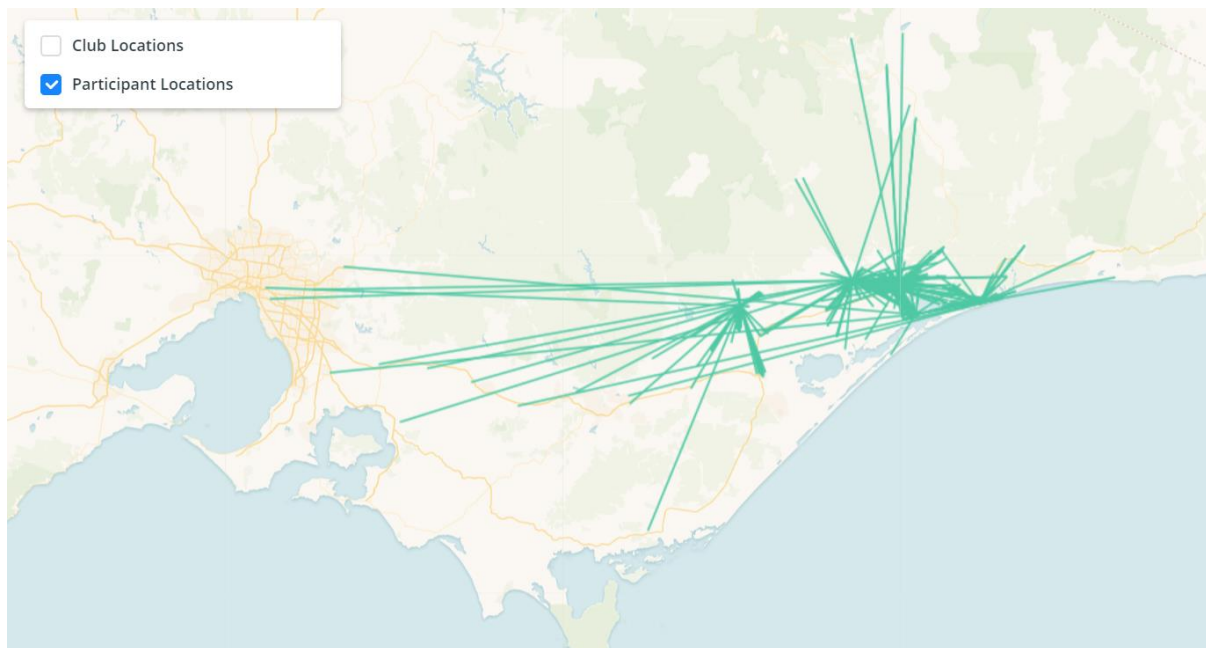


Figure A-2: Location of registered players in the league as of September 2019.  
Source: AFL Carto Mapping System.

## Ellinbank &amp; District Football League

Number of Clubs: 10

- Buln Buln
- Catani
- Ellinbank
- Lang
- Longwarry
- Neerim-Neerim South
- Nilma-Darnum
- Nyora
- Poowong
- Yarragon

Age Groups and Number of Fielded Teams:

Category	U8s	U10s	U12s	U14s	U16s	U17s	U18s	Res.	Snrs.	Yth. Girls
# of Teams					9		9	10	10	

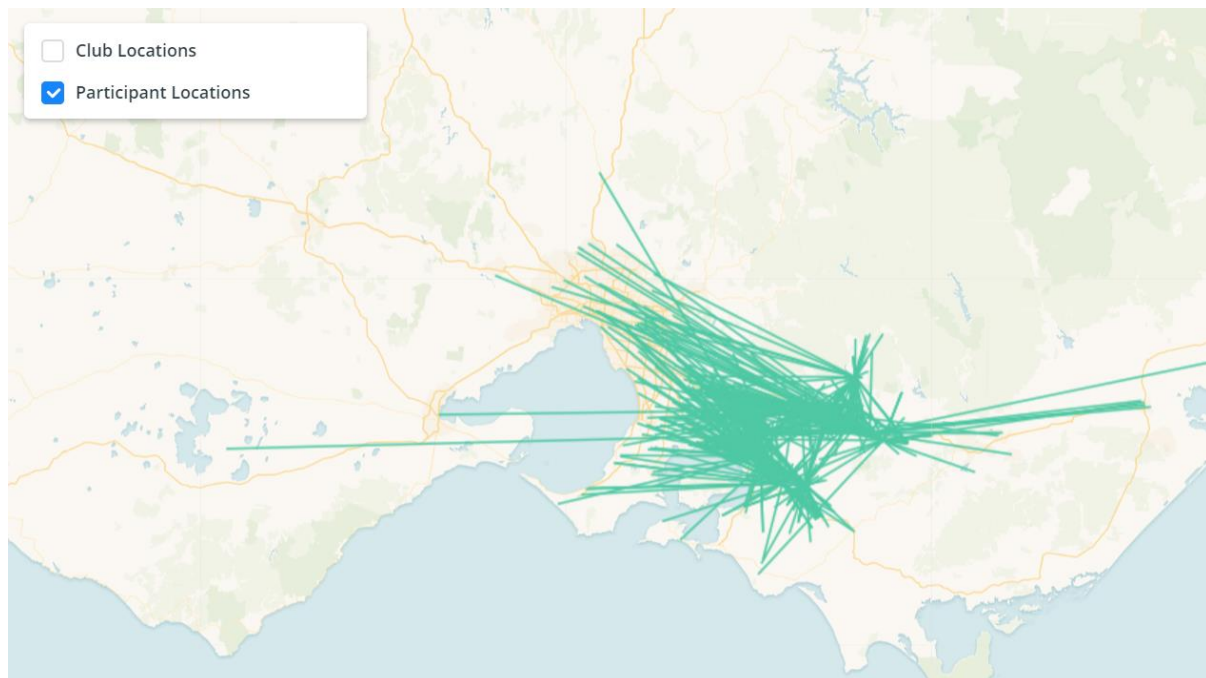


Figure A-3: Location of registered players in the league as of September 2019.  
Source: AFL Carto Mapping System.

## Gippsland League

Number of Clubs: 10

- Bairnsdale
- Drouin
- Leongatha
- Maffra
- Moe
- Morwell
- Sale
- Traralgon
- Warragul
- Wonthaggi

Age Groups and Number of Fielded Teams:

Category	U8s	U10s	U12s	U14s	U16s	U17s	U18s	Res.	Snrs.	Yth. Girls
# of Teams					10		9	10	10	

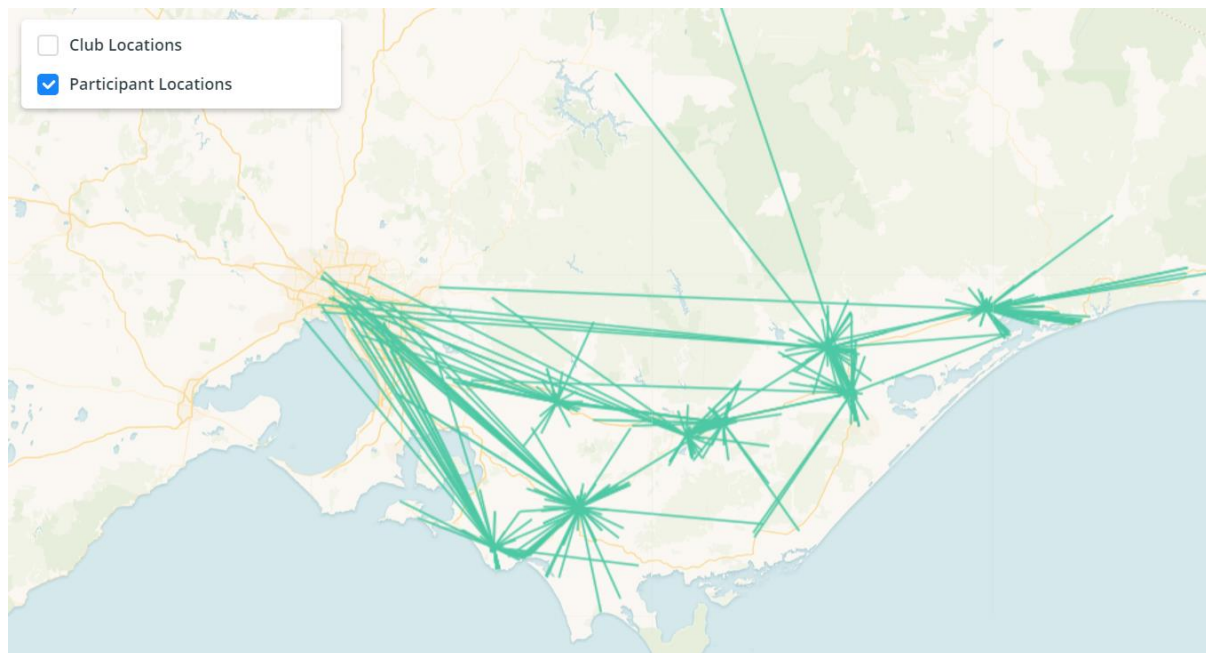


Figure A-4: Location of registered players in the league as of September 2019.  
Source: AFL Carto Mapping System.



## Mid Gippsland Football Netball League

Number of Clubs: 9

- Boolarra
- Hill End
- Mirboo North
- Morwell East
- Newborough
- Thorpdale
- Trafalgar
- Yallourn-Yallourn North
- Yinnar

Age Groups and Number of Fielded Teams:

Category	U8s	U10s	U12s	U14s	U16s	U17s	U18s	Res.	Snrs.	Yth. Girls
# of Teams					7		4	9	9	

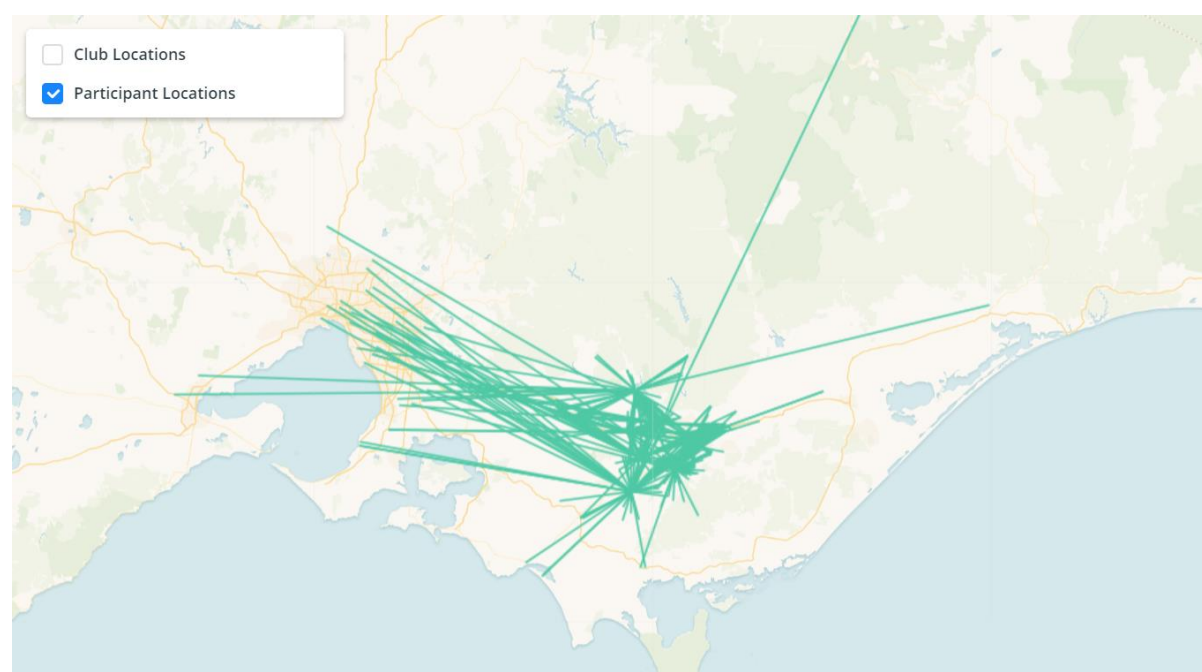


Figure A-5: Location of registered players in the league as of September 2019.  
Source: AFL Carto Mapping System.

## North Gippsland Football Netball League

Number of Clubs: 10

- Churchill
- Cowwarr
- Glengarry
- Gormandale
- Heyfield
- Rosedale
- Sale City
- Traralgon-Tyers United
- Woodside and District
- Yarram

Age Groups and Number of Fielded Teams:

Category	U8s	U10s	U12s	U14s	U16s	U17s	U18s	Res.	Snrs.	Yth. Girls
# of Teams							10	10	10	

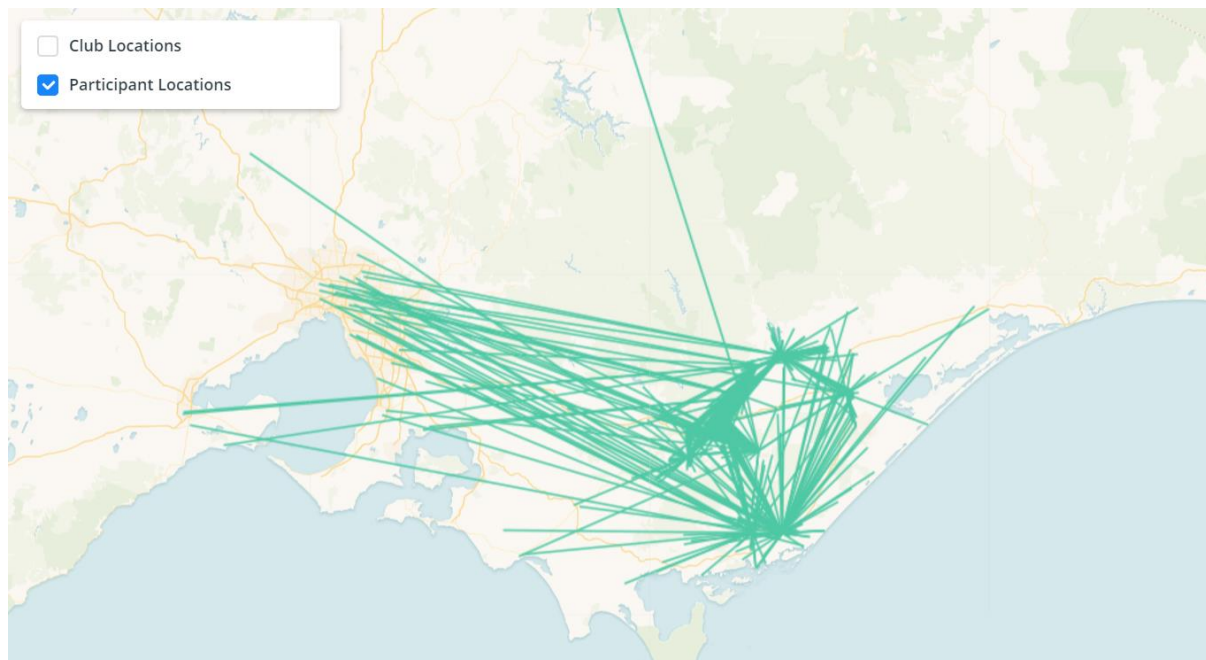


Figure A-6: Location of registered players in the league as of September 2019.  
Source: AFL Carto Mapping System.

## Omeo &amp; District Football Netball League

Number of Clubs: 6

- Bruthen
- Buchan
- Lindenow South
- Omeo-Benambra
- Swan Reach
- Swifts Creek

Age Groups and Number of Fielded Teams:

Category	U8s	U10s	U12s	U14s	U16s	U17s	U18s	Res.	Snrs.	Yth. Girls
# of Teams					6				6	

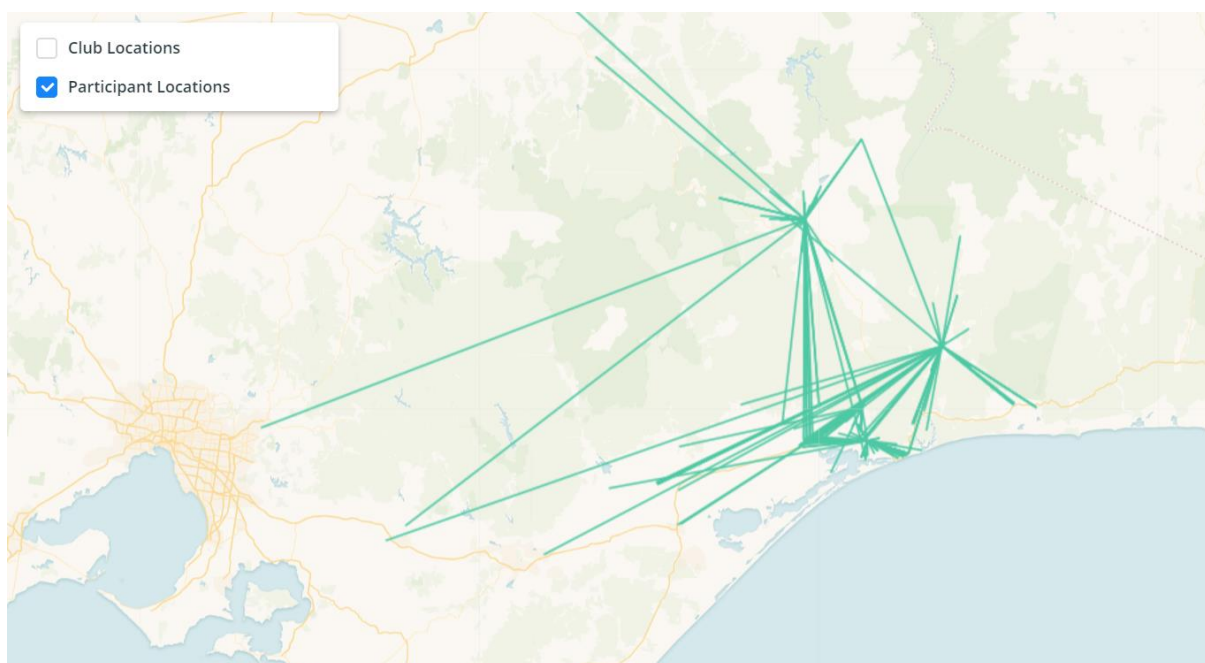


Figure A-7: Location of registered players in the league as of September 2019.  
Source: AFL Carto Mapping System.

## West Gippsland Football Netball Competition

Number of Clubs: 12

- Bunyip
- Cora Lynn
- Dalyston
- Garfield
- Inverloch-Kongwak
- Kilcunda-Bass
- Korumburra-Bena
- Koo Wee Rup
- Nar Goon
- Phillip Island
- Tooradin Dalmore
- Warragul Industrials

Age Groups and Number of Fielded Teams:

Category	U8s	U10s	U12s	U14s	U16s	U17s	U18s	Res.	Snrs.	Yth. Girls
# of Teams					9		11	12	12	

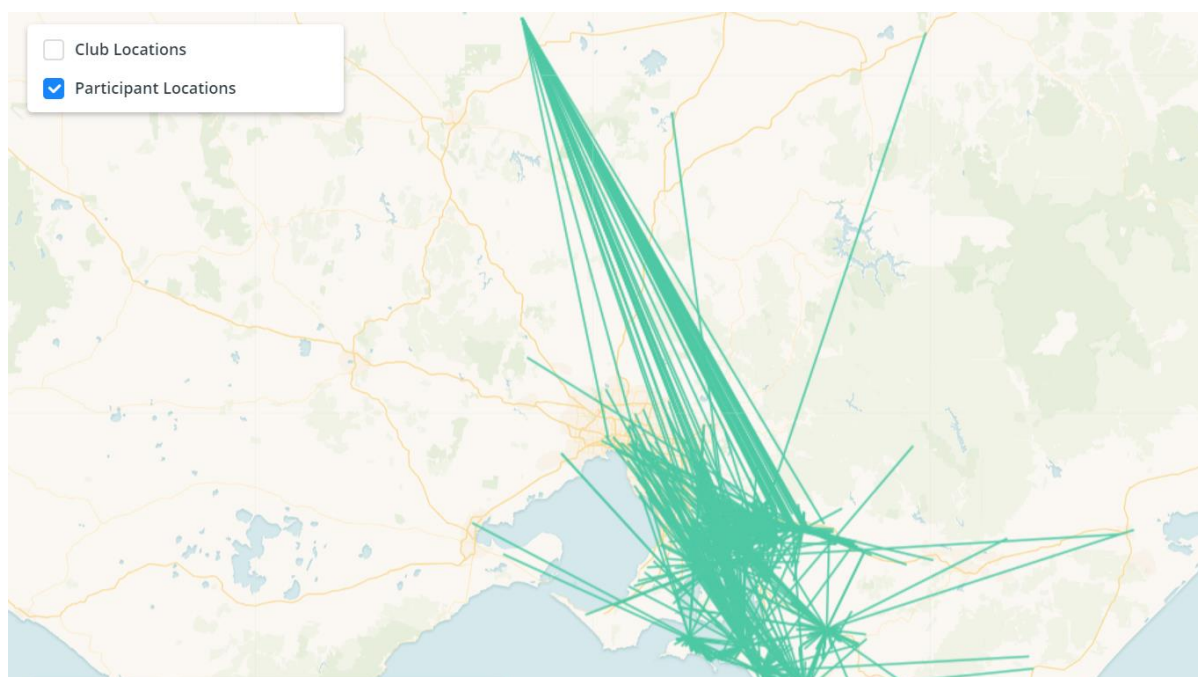


Figure A-8: Location of registered players in the league as of September 2019.  
Source: AFL Carto Mapping System.

## 5.4 CALCULATION METHODOLOGIES

### Figure 3-1 Registered Players in Gippsland compared to Victoria Country Average

Source: FootyWeb extract

**Methodology: Input** - registered participant data from FootyWeb, identifies participants by leagues/associations. Mapped the leagues/associations to AFL Country Regions and calculated the compound annual growth rate between 2017 and 2019 for both Gippsland-only data and broader AFL country participation data.

### Figure 3-2 Gippsland Registered Players by League compared against Participant Growth Rate by League. (1) includes both junior and senior leagues

**Methodology:** As per Figure 3-1. Compared Gippsland association size by its respective 3-year compound annual growth rate in participation.

### Figure 4-1 Three-year Average Win Rate by Club by League

Source: SportsTG end of season ladder results, 2017 – 2019, ColganBauer Analysis

**Methodology:** Sourced ladder results for all senior competitions from 2017 to 2019. The win rate is calculated on a year-by-year basis for all clubs within the leagues. Subsequently averaged the calculated club's win rates across the three years. Note: for clubs that were not located in the league for three years (i.e. Warragul Industrials in the WGFNC), the data presented is only their performance in the WGFNC (2019 season win rate average).

### Table 4-1 Percentage of Out-of-Region players in Junior Leagues

Source: Footyweb Data Extract, ColganBauer Analysis

**Methodology:** Obtained participant-by-participant data extract from FootyWeb, which had geographic marker data (i.e. address, suburb, state, etc.). Completed a suburb by suburb classification of whether it is within the AFL Gippsland region. De-duplicated the participation data and totalled the players in each league who were located within AFL Gippsland's border and who were not located within AFL Gippsland's borders.

### Table 4-2 Percentage of Out-of-Region Players in Senior Leagues

Source: Footyweb Data Extract, ColganBauer Analysis

Source: Footyweb Data Extract, ColganBauer Analysis

**Methodology:** As per Table 4-1.

