



# Sustainability Strategy Version 2 - 2020

February 2020 **FINAL DRAFT**



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*SimonLeisure*

## 1. EXECUTIVE SUMMARY

### 1.1. Background

Since the 2015 Sustainability Strategy was completed, the SMJFL has experienced significant growth in participant numbers: in 2015 there were 399 teams and just over 9,000 players, and by 2019 this had increased to 497 teams and over 11,000 players.

The increase of 98 teams is wholly attributable to the increase in the number of girls teams: in 2015 there were 23 girls teams and 530 players, and by 2019 this had increased to 124 girls teams and 2,500 female players.

The growth has created challenges for the SMJFL and its affiliate clubs, mainly around the shortage of available grounds for training and matches in some areas, and the competitive balance between all clubs.

As a result, the SMJFL Board commissioned a review of the 2015 Sustainability Strategy in May 2019, in order to:

- Quantify the projected growth of girls and boys football to 2025.
- Understand the overall capacity of existing and planned new grounds to meet demand in the future.
- Update the SMJFL's preferred team-to-club framework developed for the 2015 Sustainability Strategy, by including girls teams into the aspirational club team numbers.

During the period since the 2015 Sustainability Strategy was adopted, the SMJFL Board has actioned five of the 13 study recommendations, and five are ongoing and have become operational procedures for clubs. Two of the recommendations were not pursued, as they were deemed unnecessary after an internal review, and one recommendation is under review.

### 1.2. Study Issues and Findings

Research undertaken during the study identified the following key issues.

#### Population Change

The number of potential new junior footballers aged 7 to 17 years in the SMJFL region will increase by a projected 4,178 players by 2025.

The largest increase in children will be in the City of Monash (2,095 players), followed by Stonnington (925 children). However, it is noted that not all suburbs in these two LGAs fall within the SMJFL catchment. Conversely, there is projected to be negative growth experienced in Bayside to 2025 (decline of 174 children).

Whilst Monash has the highest projected growth of 7-17 year olds to 2025, the actual demand for football participation will be offset by the high cultural diversity of this LGA. Research data shows that Victorian children living in households where a language other than English is spoken are less likely to participate in sport than children from households where only English is spoken. In Monash, more than 50% of households speak a language other than English, compared to Bayside at only 14% and Port Philip at 20%.

#### Auskick

Total participation in Auskick within the SMJFL region plateaued between 2016 and 2019, to just over 5,200 participants in 2019.

There were differences in Auskick participation across the six LGAs within the SMJFL region, with increases in participant numbers recorded in Bayside and Greater Dandenong (included as some SMJFL clubs have pathways from Greater Dandenong Auskick centres), but decreases in Monash and Glen Eira.

#### SMJFL Teams

Between 2015 and 2019, the number of teams increased by 98 to 497 teams in 2019. The growth was wholly attributed to the increase in the number of girls teams, with the growth in boys teams plateauing since 2015.



In relation to the growth of teams by council areas, there were varying levels of growth between each of the six LGAs:

- There was strong growth in overall team numbers in Bayside and Glen Eira, moderate growth in Stonnington, whilst Kingston, Monash and Port Phillip experienced only small growth.
- Despite only small growth in Kingston, Monash and Port Phillip, each experienced growth in the number of girls teams, but this growth was offset by a decline in the numbers of boys teams.
- Bayside is the only LGA that experienced growth in both boys and girls teams during the period 2015 to 2019.

In relation to the growth of teams by clubs:

- 14 of the 25 SMJFL clubs either retained the same number of teams between 2015 and 2019, or increased their number.
- 11 clubs experienced decline in their number of teams.
- Two clubs disbanded during this period: Mt Waverley and Northvale (City of Monash).

In relation to the emergence of girls football since 2017 (the season when interest in female football was a national phenomenon), the study found that:

- Most clubs with a girls team in 2017 either retained the same number by 2019, or increased the number.
- All clubs had at least one girls team in 2019, except Highett.
- Eight clubs had at least 6 girls teams in 2019: East Brighton (13), Beaumaris (11), East Malvern (11), Mordialloc-Braeside (9), St Kilda City (8), Prahran (7), Hampton (6), and St Peters (6).

A key issue for the SMJFL in 2015 was the attrition of boys teams as age groups got older. The 2020 study found that a decline in retention was further compounded in 2019, when the percentage retention of boys teams from U8s to the U15s (63%), U16s (43%) and U17s (29%) was less than what was recorded in 2015.

A similar analysis to track the retention of girls from entry level teams to U16s and U18s was not possible, as the period of time since the large intake of girls into football in 2017 is too short to provide any meaningful data.

## Projected Participation Growth

The methodology to determine projected growth in the number of players and teams to 2025 was based on the 2019 participation rate for boys, and an adjusted participation rate for girls, to allow for the fact that participation rates for girls in football across the state has still not levelled out.

In relation to growth, the study projected the following:

- For boys in the next 5 years, there will be an estimated additional 238 players, or up to 12 teams.
- Bayside will experience the lowest growth, whilst Stonnington will experience the largest growth.
- For girls, the number of players to 2025 is projected to increase by 1,878 players, or 75% on 2019. This converts to up to an additional 90–95 female teams, or 3–4 teams per club on average.
- It is expected that just over half of all new female players will reside in Bayside and Glen Eira.

## What does this mean for the number of ovals?

With an estimated additional 2,000+ players in 2025, an additional 15-20 ovals would be required to absorb this demand, assuming all existing ovals are at capacity. Whilst there are some new and upgraded ovals planned throughout the SMJFL catchment, it is not realistic to expect this quantity of new ovals to become available.

More realistic opportunities identified in the study to enable player growth to be absorbed throughout the SMJFL region include:

- Increase the capacity of existing ovals through implementation of a range of upgrades, including:
  - installation of new/ improved irrigation and drainage infrastructure.
  - installation of floodlights to competition standard to enable junior matches to be conducted at times other than during the day on Sundays.
  - installation of hybrid turf surfaces in high wear areas on ovals, such as goal squares and interchange benches, to reduce the number of occasions when grounds have to be closed for



training or matches due to them being declared unsafe or unplayable by councils.

- full conversion of natural grass ovals to synthetic surfaces to significantly increases the carrying capacity of those ovals.

- Maximise the use of existing ovals that are underutilised. The study undertook an analysis of the usage of all ovals currently used by the 25 SMJFL clubs, and found that 17 of the 60 ovals were at or exceeding capacity (8 of these ovals are in Bayside, whilst in Port Phillip none of its 8 ovals were used at capacity in 2019).

The study has identified a range of potential options for the SMJFL to utilise available ovals more effectively, and to increase their capacity for additional use.

- Schedule matches on days other than Sundays.
- Schedule matches in the evening.
- Schedule club 'home' matches at away club ovals, where ovals allocated to away clubs are underutilised.
- Schedule matches at any oval which has spare capacity.

A further option is to redistribute players between clubs by potentially limiting the number of teams a club can enter into an age group. This is one of the objectives from a revised team-to-club framework, which was first developed for the 2015 Sustainability Strategy.

The revised team-to-club framework is outlined in the following table, and the two objectives of the updated framework are:

1. To improve the capability of clubs to field boys teams in the U16 and U17 age groups, and girls teams in the U16 and U18 age groups.
2. To spread the player pool more evenly amongst the clubs.

As was the case with the 2015 framework, it recognises that there are different social and cultural environments across the SMJFL region in which clubs operate that influence the retention of players, hence the LGA in which a club resides dictating slightly different recommended team numbers for some age groups.

### Team-to-Club Framework

Age	Kingston Monash		Bayside Stonnington		Port Phillip Glen Eira	
	Girls	Boys	Girls	Boys	Girls	Boys
U8		2		3		3
U9		2		3		3
U10	2	2	3	3	3	3
U11		2		3		2
U12	2	2	3	3	3	2
U13		2		2		2
U14	2	2	3	2	2	2
U15		1		2		2
U16	1	1	2	2	1	1
U17		1		1		1
U18	1		2		1	
<b>Total Gender</b>	<b>8</b>	<b>17</b>	<b>13</b>	<b>24</b>	<b>10</b>	<b>21</b>
<b>Total Club</b>	<b>25</b>		<b>37</b>		<b>31</b>	

The rationale for the objective to distribute the player pool more evenly amongst clubs, considered the following factors:

- The continued growth in the number of teams at some clubs, and the decline at others.
- The aspiration of clubs to field teams in all age groups for boys and girls, particularly the older age groups.
- The benefit to clubs of having two teams per age group, which provides the opportunity for players to be streamed according to ability (more relevant for older age groups).
- The positive impact on clubs and their committees and volunteers, from a club environment that can provide its players and families with a complete football pathway from Auskick to the oldest age groups.
- The challenges being experienced by some councils to meet the current demand for access to ovals by large clubs for local training and competition space.

- As an extension to the above, the need for a sustainable solution for the projected increased demand for access to ovals, as a result of the organic growth of boys football participation, but more importantly, the likely continued strong growth of girls participation.

### Growing Player Numbers

Presently, boys' participation in the SMJFL has stabilised, however, a key opportunity exists for clubs to tap into the non-traditional football cohorts within the population – people from non-English speaking backgrounds.

The Cities of Monash and Glen Eira have high proportions of their communities from non-English speaking backgrounds, and both LGAs have clubs that have experienced player decline in the past five years. A strategy to assist these clubs to recruit children from diverse backgrounds is to have the AFL conduct football development activities within their catchments. Concurrent with football development, the SMJFL could also facilitate the delivery of programs and services to clubs to upskill club personnel in strategies, techniques and behaviours that will continue to develop positive environments for players from diverse backgrounds.

Similarly, whilst the phenomena of females being attracted to football in large numbers still continues, there may still be gaps in the knowledge, experience and capacity of key club personnel to provide 'female player friendly' and welcoming environments. Similar to above, the SMJFL can have an active role in facilitating the delivery of programs and services to clubs to provide personnel with additional skills, strategies and behaviours that will continue to develop positive environments for girls at clubs.

### 1.3. Strategy Recommendations

The recommendations contained in the [SMJFL Sustainability Strategy Version 2 – 2020](#) are summarised below. A more extensive discussion and background for the recommendations is included within the main body of the Strategy report.

The key issues that have emerged from the review of the 2015 Sustainability Strategy include confirmation of the large growth in girls football participation in the past three years, a softening of the growth in participation by boys, and the fact that there is still more work to be done by the SMJFL Board and affiliate clubs to achieve an equitable football competition in relation to the size and capacity of clubs.

A review of the status of the implementation of the 13 recommendations contained in the 2015 Sustainable Strategy identified that most have been either actioned or are ongoing. The 'ongoing' recommendations have been re-stated as recommendations in the Sustainability Strategy Version 2 – 2020.

1. That composite teams be formed between clubs, where clubs have insufficient numbers for a team to be fielded.
2. That composite teams be formed between clubs, where clubs believe that the range of ability between the players in their respective teams are so great that there will be a high probability that most players will not enjoy their football experience for the season, no matter what division the teams are allocated.
3. That the formation of composite teams should generally be restricted to the age groups between U13 and U17 inclusive, as the composition of teams in the U8 to U12 age groups is highly likely to be based on friendships and/or schools, and that the differences in talent, ability and/or size of players is generally not as wide-ranging as for older age groups.
4. That SMJFL clubs develop alliances with other SMJFL clubs to facilitate efficiencies for the process to form composite teams.
5. That SMJFL clubs develop alignments with Auskick centres to facilitate the progression of players from Auskick to junior football, and develop relationships with senior clubs to identify potential opportunities for players to progress to senior football.
6. That the SMJFL administration continues to monitor the growth of girls football participation, and formulates plans to absorb the potential increase of 90-95 teams by 2025.
7. That the revised team-to-club framework be endorsed in principle by the SMJFL, where the number of teams noted for each age group be the maximum number of teams permitted for a club, noting the variances for each club by LGA.
8. That the SMJFL seek feedback and input from clubs and other stakeholders before adopting a final team-to-club framework.

9. That prior to the implementation of the final team-to-club framework, and its effect to re-distribute players more evenly across clubs/ ovals, that the SMJFL Board seek authority from the six LGAs to fixture matches at underutilised ovals on Sundays, and to investigate the feasibility to schedule matches on a day other than Sunday, regardless of whether the ovals are at reserves that are ‘headquarter’ venues for clubs.
10. That the SMJFL continues to advocate to the six councils within its region for the development of new ovals, and for oval and pavilion upgrades of existing facilities to increase the usage capacity of ovals.
  - The sites for potential new oval developments include Fishermans Bend (Port Phillip), Caulfield Racecourse (Glen Eira), and the Kennedy Community Centre (Kingston).
  - Upgrades to existing ovals include new/upgraded irrigation and drainage infrastructure, installation of hybrid turf/ synthetic surfaces in high-wear sections of ovals, conversion of ovals to synthetic surface, and new/upgraded floodlights to training level (50 lux) and competition level (150 lux).
  - Upgrades to existing pavilions to ensure compliant facilities for players and supporters, particularly facilities that are welcoming and supportive of female players, including new/ upgraded change rooms and amenity areas, and shade and shelter for spectators.
11. That the SMJFL with the support and assistance from the AFL facilitate the delivery of programs and services to clubs to upskill club personnel in strategies, techniques and behaviours that will continue to develop positive environments for players from diverse backgrounds.
12. That the SMJFL with the support and assistance from the AFL facilitate the delivery of programs and services to clubs to provide personnel with additional skills, strategies and behaviours that will continue to develop positive environments for girls at clubs.
13. That [Sustainability Strategy Version 2 – 2020](#) be reviewed in 2023.





## 2. INTRODUCTION

The South Metro Junior Football League (SMJFL) is one of the largest junior football organisations in Victoria. It comprises 25 clubs, and covers a geographic region that incorporates six local government areas in the southeast of Melbourne (see Figure 1). In 2019, the SMJFL had more than 11,500 participants, including footballers and umpires.

Figure 1 – Region Serviced by the SMJFL



In 2014, the SMJFL Board commissioned the SMJFL Sustainability Strategy 2015. The two key objectives for the Strategy were:

1. To undertake a detailed analysis of the projected growth of the SMJFL
2. To assess the adequacy of the SMJFL model of delivery to accommodate the projected growth.

Since the 2015 Sustainability Strategy was adopted, the SMJFL has experienced significant growth in participant numbers; in 2015 there were 399 teams, and by 2019 this had increased to 497 teams. The growth of 98 teams is wholly attributable to the increase in the number of girls teams. In fact, the number of boys teams declined by 3 teams between 2015 and 2019, whilst the number of girls teams increased by 101.

The key reason for the growth in girls football participation is the commencement of AFLW in 2017. The SMJFL had a solid foundation of girls teams in 2016 with 33 teams, however, such was the impact of the 1<sup>st</sup> AFLW season conducted February – March 2017, that the number of girls teams increased by 140% to 78 teams by the start of the 2017 SMJFL season in April. In 2019, there were 124 girls teams, and 2,515 registered female players.

The growth has created challenges for the SMJFL and its affiliate clubs, not least of which is the shortage of available grounds for training and matches in some locations throughout its catchment. There are differences in ground utilisation between clubs, particularly where some clubs are using grounds at or above capacity whilst others have capacity for increased use.

As a result, the SMJFL Board commissioned a review of the 2015 Sustainability Strategy in order to:

1. Quantify the projected growth of girls and boys football to 2025
2. Understand the overall capacity of existing and planned new grounds to meet demand in the future, and also having regard to the distribution of clubs and grounds throughout the SMJFL Region
3. Update the SMJFL's current preferred team-to-club framework developed during the 2015 Sustainability Strategy, by including girls teams into the aspirational club team numbers.

The report provides an overview of the research undertaken during the study and the key findings, and presents a series of recommendations to further strengthen junior football participation and equity throughout the region.

The growth and management of SMJFL umpires was an exclusion from the scope of the study, as a separate review and planning framework for umpiring was recently completed.

## 2.1. 2015 Sustainability Strategy Recommendations

The SMJFL Sustainability Strategy 2015 comprised 13 recommendations under the broad categories of Governance, Operations and Partnerships. Table 1 assesses the status of implementation of those recommendations.

Table 1 – Implementation Status of the Recommendations In the SMJFL Sustainability Strategy 2015

No.	Recommendation	Status
1	Factors to take into account when the Board considers any applications for admission of a new Member Club into the SMJFL, pursuant to Rule 3.18 of the Statement of Purposes & Rules.	Actioned
2	That the SMJFL Statement of Purpose No. 4 be amended to read, “Encourage, foster, develop and promote participation [and pathways] in football in the region.”	Actioned
3	That the SMJFL amend its Rules to give the Board the authority to approve new Member Clubs, however, before commencing this process it should firstly develop criteria for accepting new Member Clubs into the SMJFL.	Actioned
4	That all clubs affiliated with the SMJFL be required to demonstrate the football pathway from U8s to U17s for all players in their club.	Actioned
5	That the club framework outlined in the report be adopted as the aspirational number of minimum teams required by each club, depending on the municipality in which the club is located.	Under Review
6	That composite teams be formed between clubs, where clubs have insufficient numbers for a team to be fielded.	Ongoing
7	That composite teams be formed between clubs, where clubs believe that the range of ability between the players in a team is so great that there will be a high probability that most players will not enjoy their football experience for the season, no matter what division the team is allocated.	Ongoing
8	That the formation of composite teams should generally be restricted to the age groups between U13 and U17, inclusive.	Ongoing
9	That each SMJFL club develop alliances with other SMJFL Member Clubs to facilitate efficiencies for the process to form composite teams.	Ongoing
10	That all clubs be required to document the strategic alliances that they have with clubs.	Not Pursued
11	That all clubs will have such a document completed and publicly available to their members by the commencement of the 2017 SMJFL football season.	Not Pursued
12	That each SMJFL club develop alignments with Auskick centres so as to facilitate the progression of players from Auskick to junior football, and develop relationships with senior clubs so as to identify potential opportunities for players to progress to senior football.	Ongoing
13	That additional resources be allocated to the SMJFL by AFL Victoria, or by other funding sources, for the specific purpose of delivering junior football recruitment activities and services within the SMJFL region.	Actioned

The above reports that a high proportion of the recommendations have either been ‘Actioned’ or are ‘Ongoing’.

Recommendation No.s 10 & 11 were not pursued as the Board subsequently believed that there should be some flexibility retained for clubs to form composite teams and alliances, as the potential for composite teams and other collaborations may differ from season to season.

### 3. CONTEXT

AFL Victoria is the peak organisation for the planning and development of Australian Football in Victoria. It has overseen significant growth in football participation in the past 15 years, particularly in the period since 2017 when the 1<sup>st</sup> season of AFLW was launched.

Table 2 demonstrates the growth in participation between 2014 and 2018<sup>1</sup>.

Table 2 – Change in Key Football Participation Characteristics 2014 - 2018

Category	2014	2018	Change
All participants in football	290,998	474,633	63%
Club footballers	145,136	172,050	19%
Auskick	48,010	42,366	-12% *
Female footballers	30,000	127,115	325%

\* The decrease is explained by the introduction of the U8s age group in many football leagues in 2015, with the impact on Auskick being the loss of most 7 – 8 year olds.

The **Sustainability Strategy Version 2 – 2020** has been informed by the following strategic reports:

1. AFL Victoria Strategic Plan 2017-2022
2. SMJFL Strategic Plan 2015-2018
3. Melbourne South Football Facilities Strategy (2018).

#### 3.1. AFL Victoria Strategic Plan 2017-2022

AFL Victoria sets the direction for football participation and development in Victoria, it's Vision is .....

*To be the most accessible sport for all Victorians*



The three **Keys to Success** in the Strategic Plan are *Embedding Diversity, Ultimate Collaboration, and Easy Accessibility*, and these underpin the following five **Pillars** of the Strategic Plan.



<sup>1</sup> AFL Victoria, 2019



### 3.2. SMJFL Strategic Plan 2019-2021

The Strategic Plan embraces the organisation’s commitment to the growth and development of junior football in the south east of Melbourne. Its Vision is to .....

*Continue to be the industry leader in the administration and delivery of junior sport whilst positively contributing to the community*

The Values of *Fun, Accountability, Integrity and Respect* underpin the below three Pillars of the Plan. The first two Pillars particularly have influenced the directions of the **Sustainability Strategy Version 2 – 2020**.

#### Governance

Ensure the organisation is managed in a way that ensures the long-term viability of the league

#### Football

Maintain quality football competitions, pathways and environments that are safe and fun and which promote health and inclusiveness for all

#### Community

Support, develop and collaborate with kids, volunteers, clubs, partners and other stakeholders



### 3.3. Melbourne South Football Facilities Strategy (2018)

The Strategy identifies, prioritises and plans for the development of football facilities in the Melbourne South Region to better address the future needs of community level football. The Region includes all six local government areas that are the catchment of the SMJFL, plus the Cities of Casey, Frankston and Greater Dandenong.



The Strategy notes that the Region has enjoyed sustained growth in football participation across all player categories, with particularly high participation in the female and junior cohorts, both which sit well above Victorian metropolitan averages. The Region’s average for female participation aged 5 – 39 years is 1.7%, compared the Melbourne Metro average of 0.84%.

Based on football participation penetration rates in 2017 across the Region, it is anticipated that projected population growth will result in an additional 5,065 football players requiring access to facilities by 2026. Except for Bayside, participation increases are projected for all municipalities but centred mainly around the Cities of Casey, Port Phillip and Stonnington. Bayside is projected to have a minor decline in football participation.

The Strategy identifies that participation projections for the SMJFL to 2026, will result in the need for 3 additional football ovals in Port Phillip, 2 ovals in Stonnington and 1 additional oval for the remaining LGAs except Bayside. Facility condition audits carried out during the study also found that the condition of some ovals and the lack of floodlights was restricting the usage capacity of these ovals, and that a majority of pavilions do not meet the preferred facility guidelines of the AFL, with the main non-compliances being the quality of umpires and players change rooms (see Table 3).

Table 3 – Results of Facility Condition Audits of Ovals and Pavilions 2017

LGA	Oval/ Floodlight Deficiencies	Pavilion Deficiencies
Port Phillip	0 ovals	1 pavilion
Stonnington	1 oval	3 pavilions
Glen Eira	10 ovals	2 pavilions
Monash	0 ovals	2 pavilions
Bayside	3 ovals	8 pavilions
Kingston	1 oval	5 pavilions

[It should be noted that all councils have carried out upgrades to some ovals and pavilions since the audit in 2017, in response to identified deficiencies]

## 4. SUSTAINABILITY STRATEGY – WHAT’S CHANGED

The **Sustainability Strategy Version 2 – 2020** considered the same drivers impacting football participation across the SMJFL region as were assessed during the 2015 Sustainability Strategy study. Some of the updates highlight the changing landscape for junior football participation in the region now compared to 2014 and 2015.

The drivers reported in this section include:

- Demographic considerations
- Trends of participation in Auskick
- Trends of participation in the SMJFL
- Club player profiles
- Oval usage levels in 2019.

### 4.1. Demographic Considerations

Understanding the current and projected population profile of the SMJFL region is a key to identifying trends in the demand for football, and also where opportunities might exist to increase football participation.

Table 4 and Figures 2 & 3 show projected growth in the number of 7-17 year olds to 2025 and 2036 for the six local government areas (LGAs) covered by the SMJFL. The focus of the analysis is to 2025, and the short-term implications on football participation.

- The projected total increase of 7-17 year olds across the region to 2025 is 4,178, with nearly three quarters of this growth occurring in Monash (2,095 children, or 49%) and Stonnington (925, or 22%).
- The smallest growth to 2025 is projected for Glen Eira and Port Phillip, with a decline by 174 children projected for Bayside.
- An opportunity exists to grow football participation in Monash for 12-17 year olds, however, recruitment from this age cohort is difficult.
- The Fishermans Bend urban renewal project (an estimated 40,000 new residents in Port Phillip) will begin to impact post 2025.

<sup>2</sup> Source: Forecast id Consulting

Table 4 – Projected Population for 7-17 Year Olds 2019 to 2036<sup>2</sup>

LGA	2019		2025		2036		Change 2019-2025		Change 2019-2036	
	7-11yrs	12-17yrs	7-11yrs	12-17yrs	7-11yrs	12-17yrs	7-11yrs	12-17yrs	7-11yrs	12-17yrs
Port Phillip	3,759	4,120	3,749	4,344	4,219	4,848	- 10	224	460	728
Stonnington	4,620	5,964	5,207	6,302	5,826	7,059	587	338	1,206	1,095
Glen Eira	9,109	10,314	9,133	10,507	9,839	10,875	24	193	730	561
Monash	10,954	13,808	10,993	15,864	11,991	16,456	39	2,056	1,037	2,648
Bayside	6,901	8,695	6,821	8,601	7,081	8,664	- 80	- 94	180	- 31
Kingston	9,604	10,769	9,823	11,451	10,342	11,918	219	682	738	1,149
<b>Region</b>	<b>44,947</b>	<b>53,670</b>	<b>45,726</b>	<b>57,069</b>	<b>49,298</b>	<b>59,820</b>	<b>779</b>	<b>3,399</b>	<b>4,351</b>	<b>6,150</b>

Figure 2 – Population Change (7-17 Year Olds) 2019 to 2025

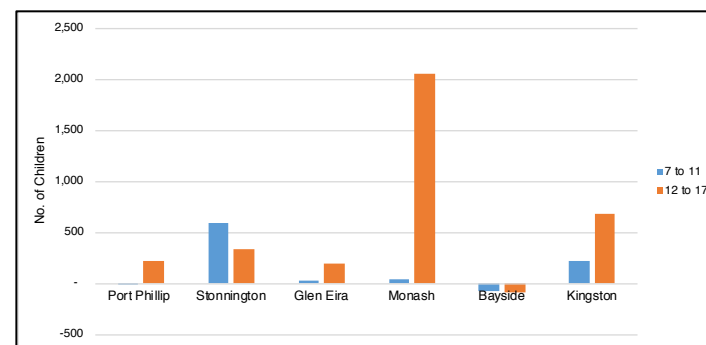
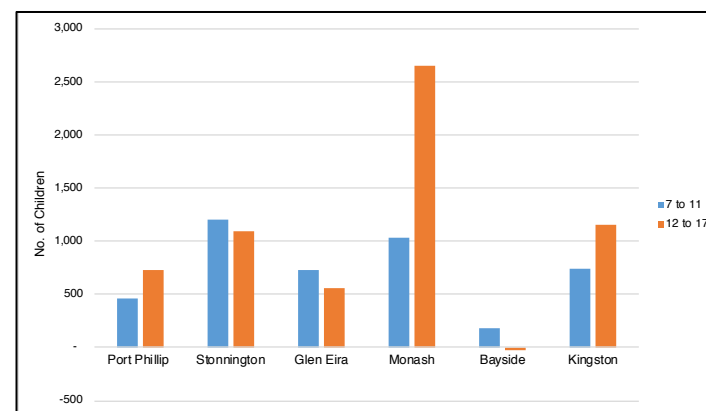


Figure 3 – Population Change (7-17 Year Olds) 2019 to 2036

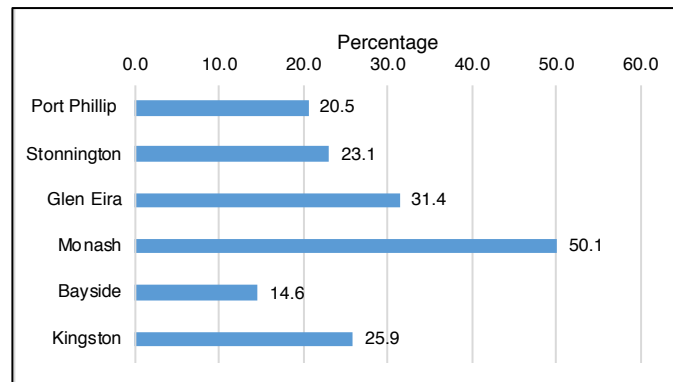


The cultural diversity of an LGA is an important indicator of the likely interest in and demand for football in an area. Research data shows that Victorian children living in households where a language other than English is spoken are less likely to participate in sport than children from households where only English is spoken (67.5% compared to 81.4%<sup>3</sup>).

Figure 4 provides an indicator of the cultural diversity of the six LGAs<sup>4</sup>, and shows:

- The proportion of households in Port Phillip, Stonnington, Glen Eira, Bayside, and Kingston where a language other than English is spoken is less than the Greater Melbourne average of 32.3%.
- For Monash, the proportion of households where a language other than English is spoken is significantly higher than the other five LGAs and the Greater Melbourne average at 50.1%. Of note, there was a 5.7% increase between 2006 and 2011 of the proportion of households where a language other than English is spoken.

Figure 4 – Language Other Than English Spoken at Home by LGA



## 4.2. Implications of the Demographics

Implications from the demographic data for football participation in the SMJFL region.

1. The number of potential new junior footballers in the SMJFL region will increase by 4,178 by 2025 (and by 10,501 children by 2036).
2. The largest potential increase in demand to 2025 will be in Stonnington and Monash (71% of all growth), however, the SMJFL region does not incorporate all suburbs within these two LGAs.
3. Whilst Monash has the highest projected growth of 7-17 year olds to 2025 (2,095 children), the actual demand will be offset by the high cultural diversity of this LGA. Notwithstanding the trend of lower participation in sport by members of culturally diverse communities, this is also an opportunity for the SMJFL and AFL Victoria to target recruitment to diverse communities as a strategy to build participation, particularly for boys football which has plateaued since 2014 (see Section 4.4).
4. The population projections for 7-17 year olds for the next five years to 2025 in Port Phillip (+214 children), Glen Eira (+217), and Bayside (-174) suggest that increased football participation in these LGAs from organic growth may be limited.

<sup>3</sup> Source: AusPlay Victorian data, 2018

<sup>4</sup> Source Community Profile and Consulting (2016 Census data)



### 4.3. Trends of Participation in Auskick

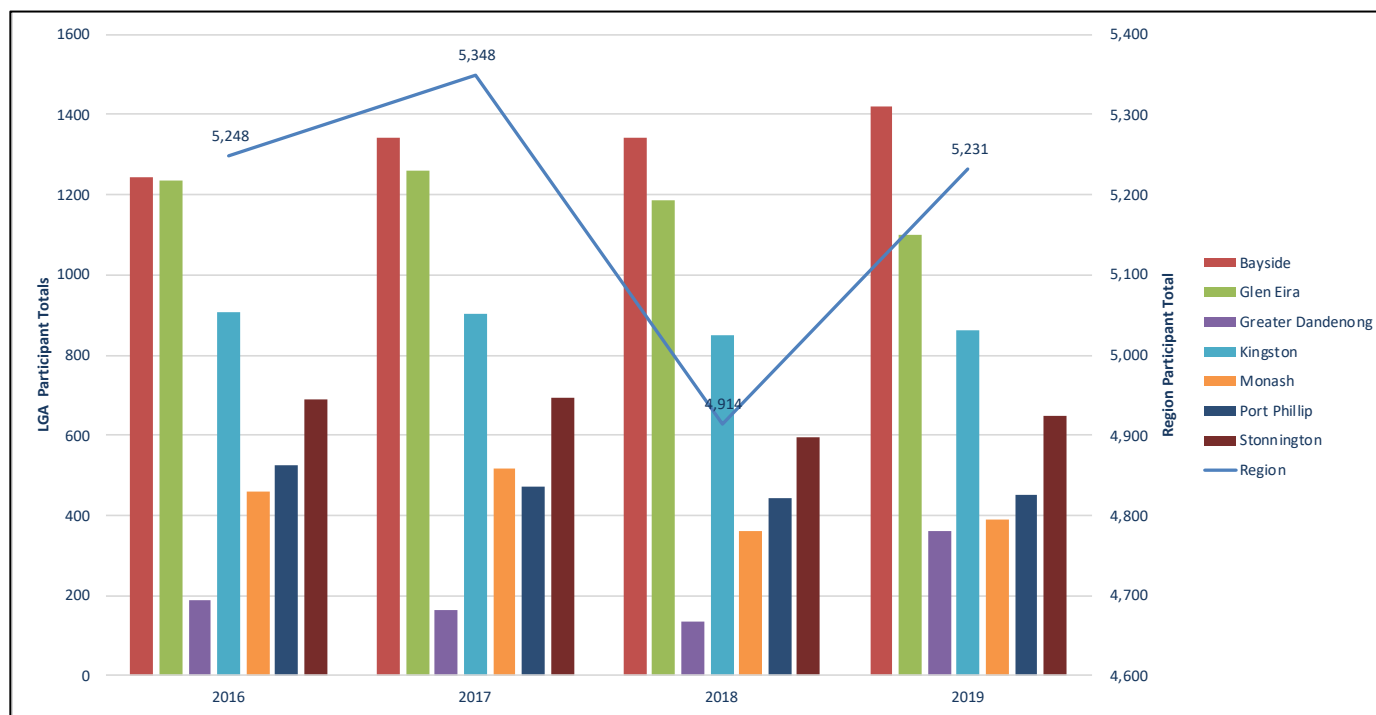
Total participation in Auskick within the SMJFL region plateaued between 2016 and 2019, with a net decline of 17 children (see Figure 5). During this period there have been seasonal variances, which are partly explained by the introduction and cessation of targeted campaigns in selected areas/schools.

Notwithstanding the overall net decline, the total participation in Auskick across the region of approximately 5,000 children still ensures there is a large number of children ready for entry into junior competition football at the 25 SMJFL affiliate clubs.

The data shows that Auskick participation:

- Has increased in Bayside and Greater Dandenong \*
- Has plateaued in Port Phillip, Stonnington and Kingston
- Has decreased in Monash and Glen Eira.

Figure 5 - Auskick Participation in the SMJFL Region 2016 - 2019



\* Greater Dandenong Auskick Centres are included as a pathway exists with some SMJFL clubs located in the east of the region

#### 4.4. Trends of Participation in the SMJFL

Since 2015, when the previous Sustainability Strategy was adopted, there has been substantial growth in the number of teams in the SMJFL. Figure 6 shows that the overall number of teams has increased by 25%, however, all growth has been in the number of girls teams\* (see Figure 7).

Figure 6 – SMJFL Teams 2015 – 2019

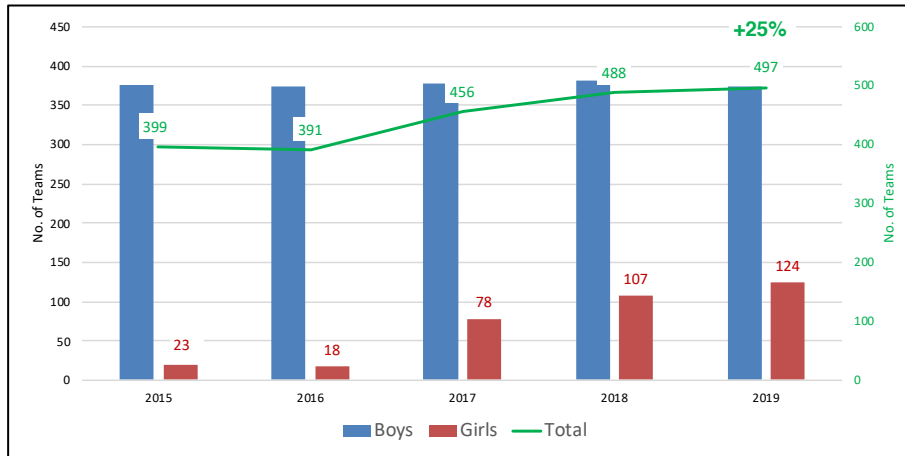
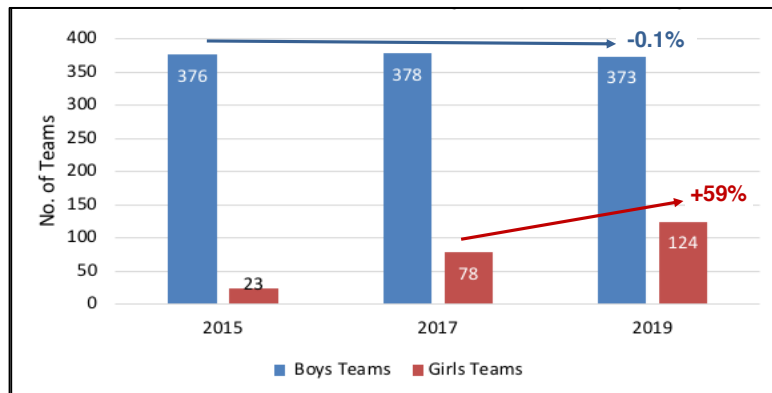


Figure 7 – Boys and Girls Teams (2015, 2017 & 2019)



\* Growth has been recorded from 2017, as that season is considered the 'base season' for girls footy following the initial growth impact from the commencement of AFLW

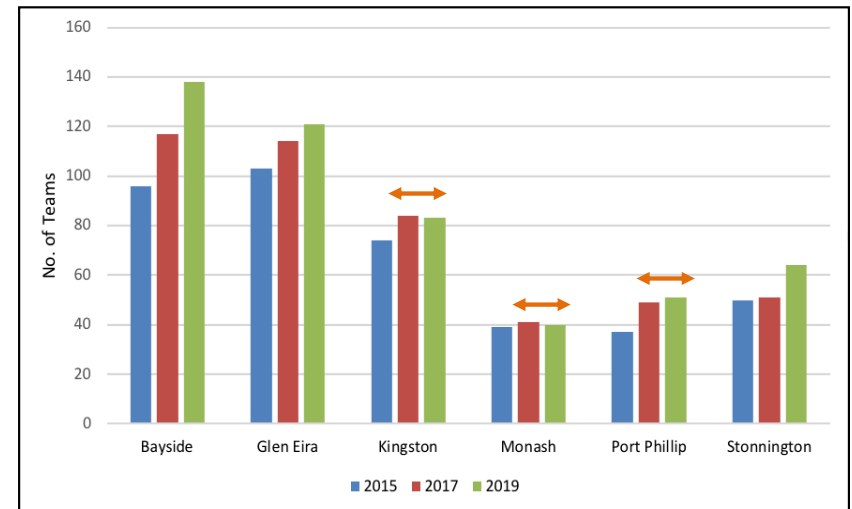
In 2019, the SMJFL had a total of 11,064 players: 8,549 boys and 2,515 girls.

See Appendix 1 for the profile of teams per club for 2019.

An analysis of overall team growth by LGA, and growth of team type (boys or girls) by LGA, shows that there has been varying levels of growth/ decline between each of the six LGAs. Figure 8 shows that there was good growth in team numbers between 2015 and 2019 in Bayside and Glen Eira, and moderate growth in Stonnington.

However, Kingston, Monash and Port Phillip, experienced only small growth. Of note is the lack of growth in the number of teams between 2017 and 2019 in each of these LGAs, despite the emergence of the popularity of female football during this period.

Figure 8 – SMJFL Teams by LGA (2015, 2017 & 2019)



Analysing the growth/ decline of boys teams and girls teams by LGA (see Figures 9 & 10), reveals that Kingston, Monash and Port Phillip did in fact have growth in the number of girls teams between 2017 and 2019, but this growth was offset by a decline in the numbers of boys teams.

In fact, the overall team growth experienced by Glen Eira clubs during the period 2015 – 2019, is also despite an overall decline in the number of boys teams. Bayside is the only LGA of the six in the region that experienced growth in both boys and girls teams during the period 2015 – 2019.

Figure 9 – Boys Teams by LGA (2015, 2017 & 2019)

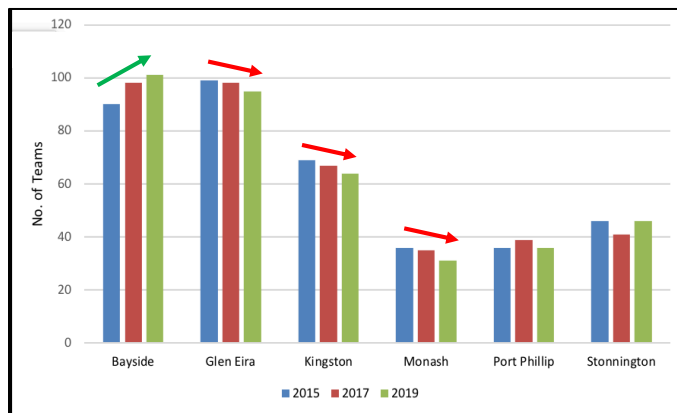
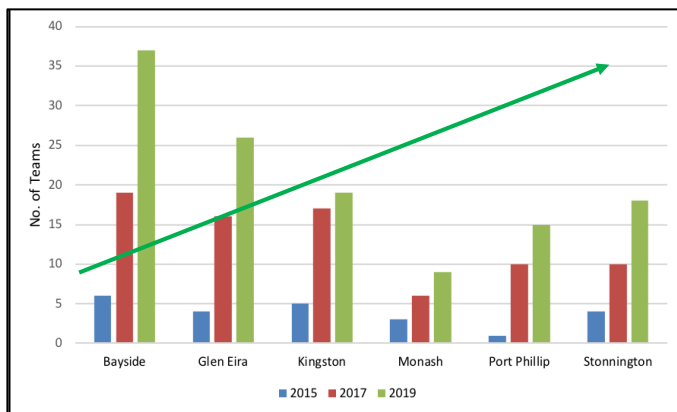


Figure 7 – Girls Teams by LGA (2015, 2017 & 2019)



Appendix 2 includes tables and graphs that have grouped clubs into their respective LGAs, and shows the growth/ decline in boys and girls teams for each club. The highlights from the analysis of all club profiles is as follows.

- All clubs had at least one girls team in 2019, except Highett
- Most clubs with a girls team in 2017 either retained the same number by 2019, or increased the number
- Eight clubs had at least 6 girls teams in 2019: East Brighton (13), Beaumaris (11), East Malvern (11), Mordialloc-Braeside (9), St Kilda City (8), Prahran (7), Hampton (6), and St Peters (6).
- Of the five Bayside clubs, four either retained the same number of boys teams between 2015 and 2019, or increased the number, whilst one club declined
- Of the seven Glen Eira clubs, four either retained the same number of boys teams between 2015 and 2019, or increased the number, whilst three clubs declined
- Of the five Kingston clubs, one either retained the same number of boys teams between 2015 and 2019, or increased the number, whilst four clubs declined
- In Monash, two clubs have disbanded since 2015: Mount Waverley and Northvale. Of the three remaining clubs, two increased the number of boys teams between 2015 and 2019, whilst one club declined
- Of the three Port Phillip clubs, two either retained the same number of boys teams between 2015 and 2019, or increased the number, whilst one club declined
- Of the two Stonnington clubs, one either retained the same number of boys teams between 2015 and 2019, or increased the number, whilst the second club declined.

The summary of the movement of boys teams for all SMJFL clubs is:

- 14 clubs either retained the same number of teams between 2015 and 2019, or increased the number
- 11 clubs declined in number.

A key issue for the SMJFL in 2015 was the progressive attrition of boys teams, as age groups got older. One of the key directions of the 2015 Sustainability Strategy was the SMJFL's support and encouragement for clubs to form composite teams. The two specific recommendations supporting composite teams had two aims:

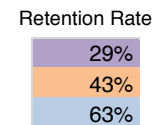
- To ensure boys could remain in the sport when their club had insufficient numbers to field a standalone team.
- To better align the skill level of a player with the appropriate division after two or more clubs pool their players from the same age group to form two or more teams of players of a similar ability, and then enter the teams into the respective divisions commensurate with the skill and ability levels of a majority of the players from each team.

The comparative analysis of the retention rates of teams in 2015 and 2019 shows that the retention of players in the U15, U16 and U17 age groups in 2019 is less than the retention rates in 2015 (see Table 5). This could suggest that the recommendations and strategies endorsed by the SMJFL supporting and encouraging clubs to form composite teams has not been successful, or there are other factors contributing to the drop-out of boys.

Table 5 tracks the retention of teams in the U15 age group from when that cohort was U10 in 2014 (blue line), the retention of teams in the U16s from when that cohort was U10 in 2013 (orange line), and the U17s from when that cohort was U10 in 2012 (purple line).

Table 5 – Retention of SMJFL Teams in 2019

YEAR	U8	U9	U10	U11	U12	U13	U14	U15	U16	U17
2019	38	50	49	49	43	40	34	32	23	15
2018	44	52	53	50	46	38	35	28	21	14
2017	44	51	48	53	43	37	32	29	22	19
2016	40	54	55	46	43	33	34	25	25	18
2015	34	56	52	49	42	38	34	30	21	20
2014	26	52	51	51	43	39	36	27	26	13
2013		79	53	48	46	37	30	30	19	13
2012		74	51	51	44	33	33	25	20	13



The comparative retention rates between 2015 and 2019 are shown in the following table.

AGE GROUP	Retention 2015	Retention 2019
U15	67%	63%
U16	57%	43%
U17	55%	29%



Notwithstanding the trend of decreasing retention rates for the older age teams in the past few seasons, **it is recommended that the SMJFL continues to encourage and support clubs to form composite teams** where a union will ensure boys and girls from two clubs in teams with insufficient numbers to form standalone teams can continue to play football, and where a competitive balance of a group of players of the same gender from two or more clubs can be better achieved by forming composite teams, and then placing those teams in the appropriate divisions to match the skill and ability of the newly formed teams.

This will help to continue to mitigate the loss of players for reasons that have been previously identified: teams losing players between seasons resulting in the number of available players for the ensuing season being below the minimum required to enter a team; and the issue of players of varying abilities being combined into the same team impacting levels of enjoyment.

A similar analysis has not been conducted for girls teams, as the period of time since the large intake of girls into football (2017) is too short to provide any meaningful data, ie. girls football is still in growth mode across all ages.



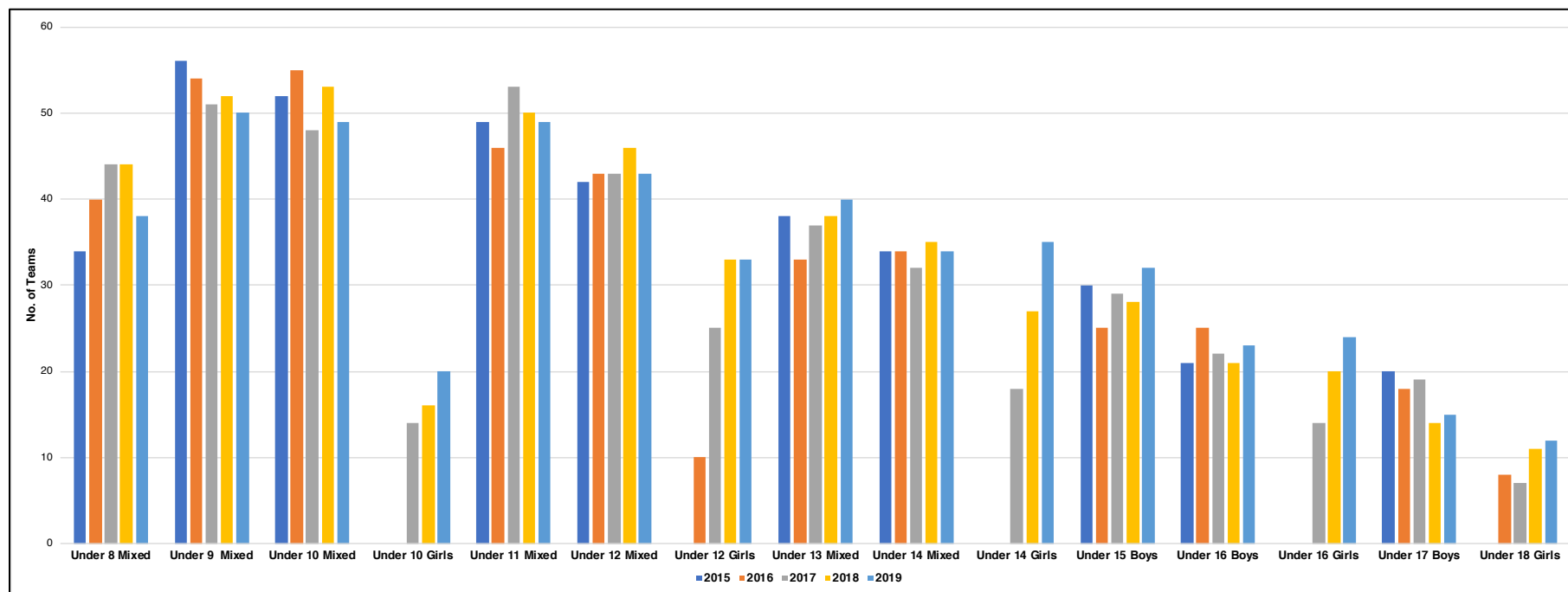
## 5. PROJECTED PARTICIPATION GROWTH

As previously reported, the recent growth in football participation in the SMJFL is largely due to an increase in girls participation.

Figure 8 shows that the number of teams in all of the girls age groups increased between 2017 and 2019. For all of the boys/ mixed age groups between 2015 and 2019, there has been a small increase in the number of teams, with the exception of the U9s, U10s, and U17s.

It is noteworthy that there is one more team in both the U14 girls age group and the U16 girls, compared to the same two age groups for boys. This can be partly explained by the girls age groups representing only the even number ages, and so each age group accommodates players from a two year period, ie. the U14 age group also includes girls eligible for an U13 age group.

Figure 8 – SMJFL Teams by Age Group (2015-2019)



One of the propositions posed during this study, was “*is it possible that the number of female junior footballers will increase to the level where it matches the boys?*”. The probable answer is that it is unlikely, simply given the significant history of male participation and ‘rite of passage’ into football compared to females, and the constraints on female participation in sport evident in some cultures and religions.

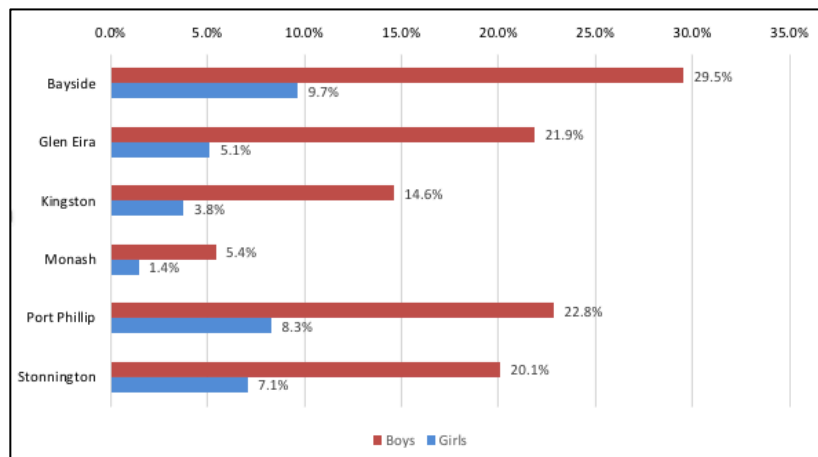
Therefore, in order to project the likely future participation numbers in SMJFL football, the following methodology has been adopted, which uses a different rate for boys and girls. Boys’ projections have simply been based on the 2019 participation rates, whilst the girls’ participation rates have been based on 50% of the boys’ rate. This reflects the actual numbers of girls playing football in the U14 and U16 age groups compared to the equivalent age groups for boys. A similar comparison can be made between the boys U17 age group and the U18 girls age group (includes U17 aged girls), ie. 15 x U17 boys teams compares similarly with 12 x U18 girls teams.

Figure 9 shows the participation rate of boys and girls for the 2019 season by LGA. Bayside has an extraordinarily high rate of participation by boys, with almost 1 in every three boys aged 7–17 years being a registered footballer with the SMJFL. Boys in Glen Eira, Port Phillip and Stonnington are all participating in football at a rate similar to the average rate of participation of all Victorian boys aged 0–14 years (20.7%)<sup>5</sup>.

The lower than average rate of participation by boys in Kingston and Monash is partly explained by the fact that both municipalities have junior football clubs affiliated with either the Frankston District Junior Football League (4 clubs), Yarra Junior Football League (1 club) and Footy EFL (Eastern Football League) (2 clubs). Therefore, the number of SMJFL players as a proportion of all children aged 7–17 years in each LGA will be abnormally low. Stonnington also has one club affiliated with the Yarra Junior Football League, so the current rate of participation of boys in that municipality at 20.1% is actually high.

For participation by girls in 2019, Bayside, Glen Eira, Port Phillip and Stonnington all have rates above the average rate of participation of all Victorian girls aged 0–14 years (4.2%). Refer above for the likely explanation for the lower rates of participation in Kingston and Monash.

Figure 9 – SMJFL Boys and Girls Rates of Participation (2019)



<sup>5</sup> Source: AusPlay Victorian data, 2018

Using the 2019 rates of participation and projecting to 2025 and 2036, Table 6 shows the forecast for additional SMJFL male footballers by LGA. The key take out from this analysis is:

- That an additional 238 players, or an estimated 12 boys teams, are projected for the region in the next 5 years
- That Stonnington will experience the largest growth to 2025 (93 players, 5 teams) or almost 40% of the region's total growth, whilst Bayside's participation of boys is projected to decline
- That 768 additional players (or 38 teams) are expected across the SMJFL region by 2036.

Table 6 – Estimated Additional SMJFL Male Footballers 2025 and 2036

BOYS LGA	2019 No. Players	2025 Projected No. Players	2036 Projected No. Players	Additional Players 2019-2025	Additional Players 2019-2036	Additional Teams (20 players)
Bayside	2,303	2,277	2,325	(26)	22	1.10
Glen Eira	2,124	2,148	2,265	24	141	7.06
Kingston	1,488	1,554	1,626	66	138	6.89
Monash	671	728	771	57	100	4.99
Port Phillip	900	924	1,036	24	136	6.79
Stonnington	1,063	1,156	1,294	93	231	11.56
<b>Region</b>	<b>8,549</b>	<b>8,787</b>	<b>9,317</b>	<b>238</b>	<b>768</b>	<b>38</b>

Table 7 shows the forecast for additional female footballers by LGA, using 50% of the boys' 2019 rates of participation per LGA as the basis for estimating the organic growth of girls football.

Table 7 – Estimated Additional SMJFL Female Footballers 2025 and 2036

GIRLS LGA	2019 No. Players	2025 Projected No. Players	2036 Projected No. Players	Additional Players 2019-2025	Additional Players 2019-2036	Additional Teams (20 players)
Bayside	753	1,139	1,163	386	410	20.48
Glen Eira	498	1,074	1,133	576	635	31.73
Kingston	385	777	813	392	428	21.40
Monash	178	364	385	186	207	10.37
Port Phillip	327	462	518	135	191	9.54
Stonnington	374	578	647	204	273	13.65
<b>Region</b>	<b>2,515</b>	<b>4,393</b>	<b>4,658</b>	<b>1,878</b>	<b>2,143</b>	<b>107</b>

The key take out from this analysis is:

- That the number of female footballers will increase by 75% to 2025, being an increase of 1,878 players, or an estimated additional 90–95 teams, or 3–4 teams per club
- Nearly three quarters of all new female players to 2025 will reside in Glen Eira (31%), Kingston (21%) and Bayside (20%)
- An additional 265 female footballers are projected to 2036.

The combined player projections summarised in Table 8 show that by 2025 there will be an estimated 2,116 additional players in 105 teams throughout the SMJFL region, and increasing by an additional 795 players by 2036.

Table 8 – Estimated Additional SMJFL Footballers 2025 and 2036 (Boys & Girls)

LGA	Additional Players		Additional Teams
	2025	2036	2036
Bayside	360	432	22
Glen Eira	600	776	39
Kingston	458	566	28
Monash	243	307	15
Port Phillip	160	327	16
Stonnington	297	504	25
<b>TOTAL</b>	<b>2,116</b>	<b>2,911</b>	<b>145</b>

The projections compare favourably with those reported in the *Melbourne South Football Facilities Strategy (2018)*. The Facilities Strategy projected an additional 1,217 players by 2026, which was calculated using the actual player participation rates in the SMJFL in Season 2017.

The estimates in Table 8 are based on actual participation rates for boys in Season 2019, and a 'growth allowance' built in for girls to factor-in the likelihood that girls' participation will continue to increase abnormally throughout the forecast period as girls continue to sign-up for footy.

## 5.1. Adequacy of Ovals and Other Facilities

As reported in Section 3.3, the *Melbourne South Football Facilities Strategy (2018)* concluded that the SMJFL would need access to an additional 8 ovals by 2026 to absorb the projected growth in player numbers. This is fewer ovals to what will be required to absorb the 2,000+ additional players by 2025, if the traditional scheduling of matches on Sundays only is retained.

It is unlikely that the six LGAs within the SMJFL region will have the capability to construct or find an additional minimum 8 ovals for junior football use by 2025. A more realistic strategy for the SMJFL Board to meet the projected demand is to work closely with the six councils and advocate for an increased usage capacity of existing ovals through means such as:

1. Installation of sub-surface irrigation and drainage to improve the levels and quality of maintenance, which should enable increased usage
2. Installation of competition standard floodlights at selected ovals to enable junior matches to be conducted at times other than daytime on Sundays, the SMJFL's current preferred competition day
3. Installation of synthetic (or hybrid) playing surfaces in high wear areas on ovals, such as goal squares and interchange benches, or the conversion of the whole playing surface to synthetic, as has occurred at Gardiner Park in Glen Iris (City of Stonnington) – see below. Synthetic surfaces have the capacity to accommodate up to three times the usage load compared to natural turf surfaces.



The following analysis provides a high-level assessment of the usage of all ovals used by SMJFL clubs in 2019, and identified those ovals where there may be capacity to play additional matches on Sunday.

The methodology for the assessment involved aggregating the number of SMJFL matches played on each oval during Season 2019, and then graphing all ovals by LGA, plus the aggregate of matches. The optimum number of matches per round played on an oval used by older aged teams is five. For the 15 round season, the optimum number of matches on a senior oval is therefore 75. The orange line on the graphs represents this optimum (or average) number. If a senior oval hosted 75 junior matches or more in 2019, it has been assessed as 'At Capacity'.

Similarly, for junior ovals, the optimum number of matches per round on an oval used by younger aged teams is four. For the 14 round season (for junior age teams), the optimum number of matches on a junior oval is therefore 56. The blue line on the graphs represents this optimum (or average) number. If a junior oval hosted 56 junior matches or more in 2019, it has been assessed as 'At Capacity'.

*Please note that the capacity assessment does not take into account training loads or the impact of any training and match day use of ovals by co-tenant senior football clubs, it is simply assessing capacity based on SMJFL Sunday match day use.*

Figure 10 – Assessment of Capacity of Bayside Ovals (2019)

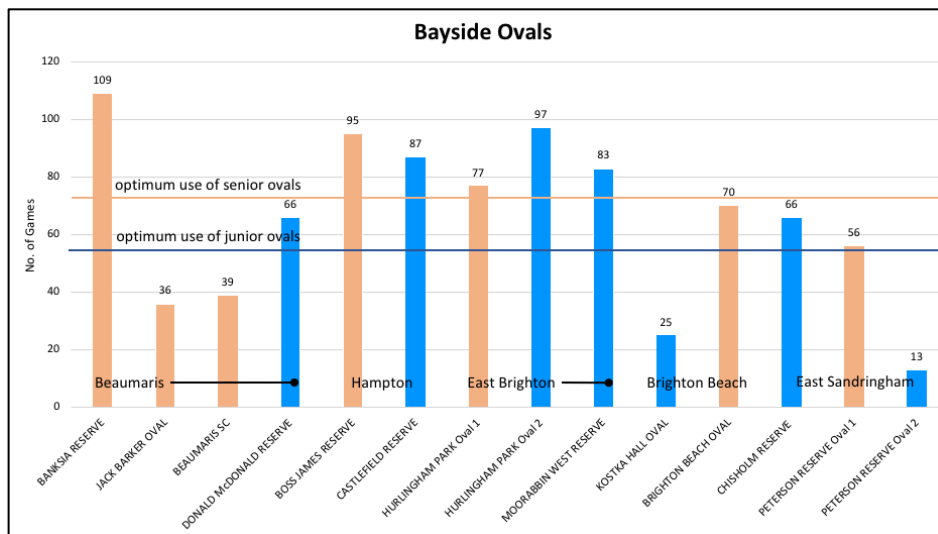


Figure 10 shows that in Bayside, 3 of the 7 senior ovals (orange columns) used for SMJFL matches in 2019 were at capacity. Banksia Reserve and Boss James Reserve significantly exceeded the optimum number of matches, and can be partly explained by each oval simultaneously accommodating two under age matches at times. Five of the 7 junior ovals were at capacity, with Hurlingham Park Oval 2, Castlefield Reserve and Moorabbin West Reserve, each significantly exceeding the optimum number of matches.

Figure 11 shows that in Glen Eira, none of the 11 senior ovals were used at capacity, whilst Princes Park Oval 4 and Centenary Park Oval 1 were the two junior ovals at capacity of the total of 6 junior ovals.

Figure 12 shows that in Kingston, only 1 of the 8 senior ovals were used at capacity (Walter Galt Reserve Oval 1), whilst Walter Galt Reserve Oval 2 was the only junior oval of 4 ovals at capacity, but it significantly exceeded the optimum number of matches.

Figure 13 shows that in Monash, only 1 of the 4 senior ovals were used at capacity (Columbia Park).

The capacity assessments are also shown in map form in Appendix 3.

Figure 11 – Assessment of Capacity of Glen Eira Ovals (2019)

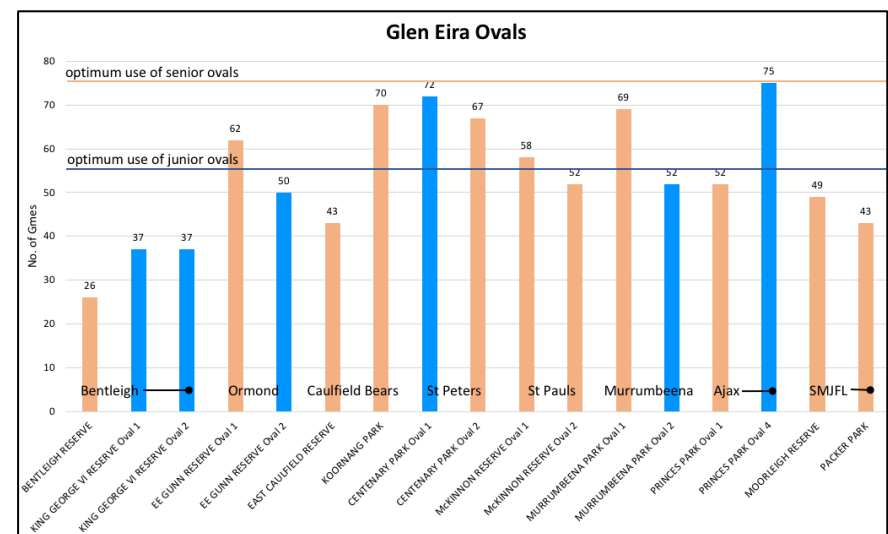




Figure 14 shows that for Port Phillip, 2 of the 6 senior ovals were near capacity, and neither of the 2 junior ovals were at capacity.

Figure 12 – Assessment of Capacity of Kingston Ovals (2019)

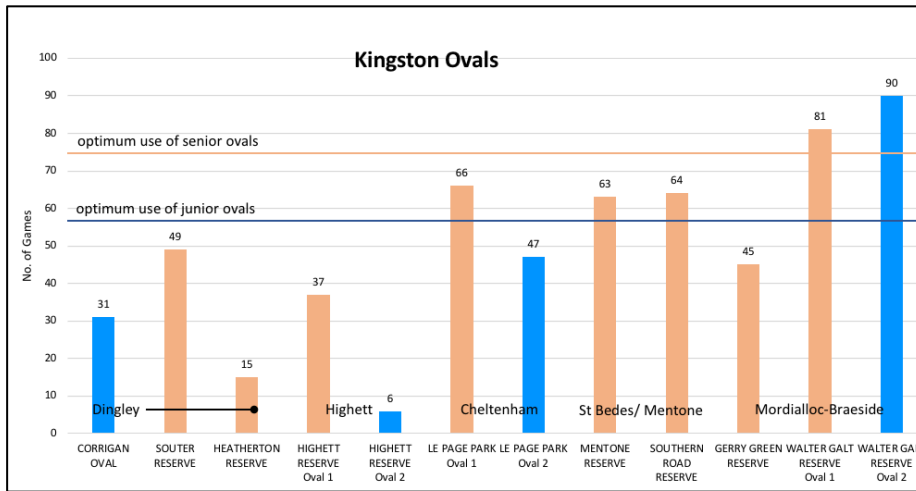


Figure 13 – Assessment of Capacity Monash Ovals (2019)

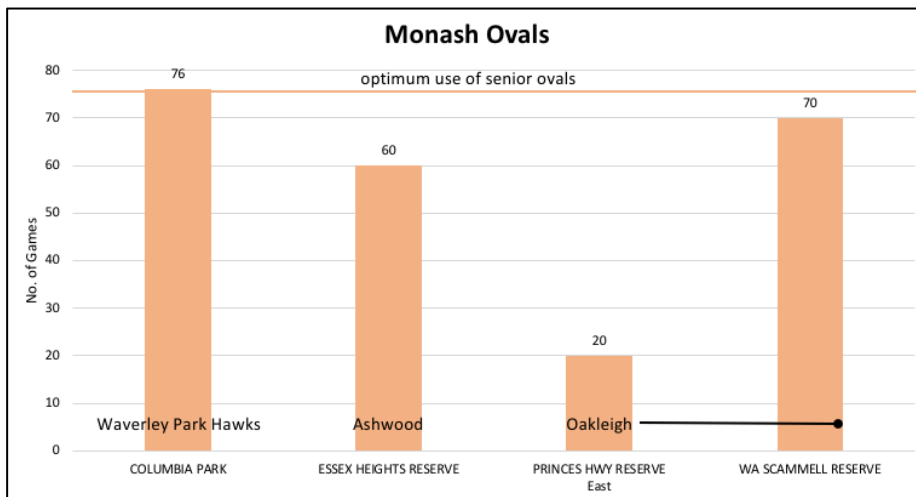


Figure 15 shows that for Stonnington, 3 of the 4 senior ovals were used at capacity. Not surprisingly, DW Lucas Oval, Darling Park and Toorak Park all significantly exceeded the optimum number of matches. Stanley Grose Oval is the only junior oval used for SMJFL competition, and it significantly exceeded the optimum number of matches.

Figure 14 – Assessment of Capacity of Port Phillip Ovals (2019)

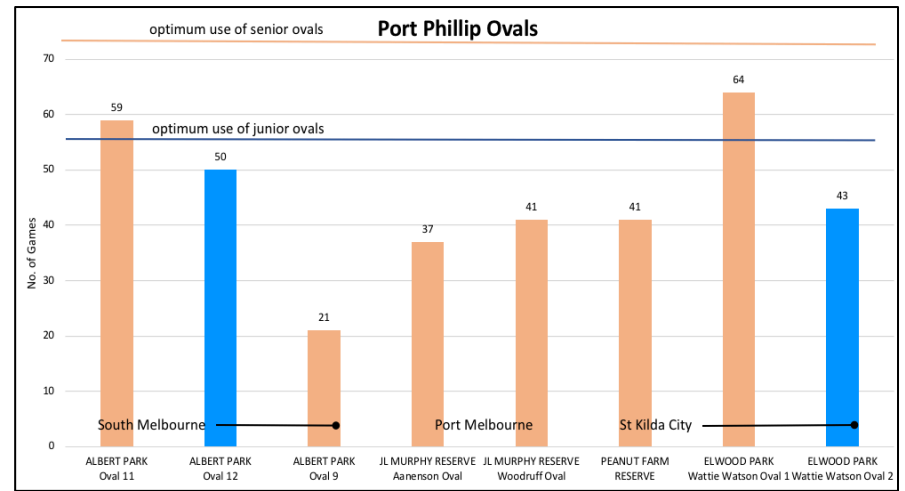
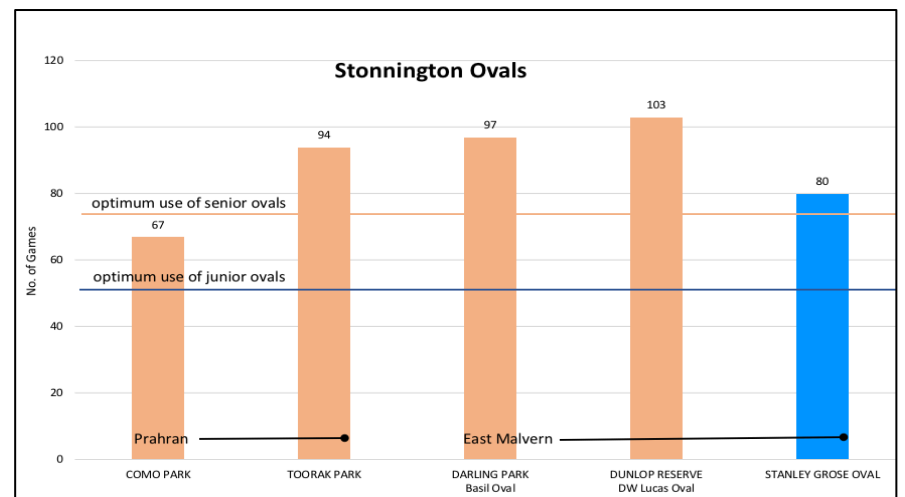


Figure 15 – Assessment of Capacity of Stonnington Ovals (2019)



## 6. FRAMEWORK FOR A SUSTAINABLE COMPETITION

### 6.1. Background

A key recommendation in the 2015 Sustainable Strategy was the development of a team-to-club framework, which outlined the aspirational number of teams per age group that a club should strive for. The aim of the framework is primarily to give clubs the best opportunity to have teams in older age groups, and in doing so, provide a complete football pathway within each club, from Auskick to the oldest age groups.

The analysis of the retention of older age group teams carried out in Section 4.4 suggests that the framework should be retained as an important tool to guide clubs. In 2019, only 15 U17 boys teams remained from an initial 51 teams entered in 2012 for that playing cohort, a retention rate of 29%. The 2015 framework also requires updating, as it does not include any direction for girls teams.

A factor that is working against the implementation of the team-to-club framework, and the general competitive balance of the SMJFL, is the existence of a handful of large clubs throughout the region. Put bluntly, the large clubs create an inequitable environment for the smaller clubs to compete; not only in relation to win-loss performances on the football field, but also to achieve the primary aspiration of the team-to-club framework - *a complete football pathway within each club.*

Research was undertaken during this study, which analysed the place of residence of all registered players at each club. One of the aims of the research was to understand if the larger clubs were in fact drawing players from suburbs beyond their primary catchment, and in doing so potentially reducing the number of players who might otherwise be available to other clubs. That is, to confirm or dispel the thinking that larger clubs might be unreasonably coercing players from well beyond their catchment at the expense of closer and more local clubs for such players, and in doing so, reducing the competitive advantage of the affected clubs.

For the purpose of the research, a club's 'primary catchment' was defined as the suburb in which the club's main venue (or headquarters) is located, plus the adjoining suburbs. It is acknowledged that some clubs have a school or religious alignment on which the club is founded, and may therefore have

catchments that are larger than the suburbs immediately surrounding their main venue.

It is also appreciated and understood that a player's decision to join a club may be influenced by a family member(s) historic connection to a club, and also by the perception of some parents and players that a club may have a more appropriate or superior coaching program than the club(s) in closer proximity to their home. These influences may work against the more popular reasons why parents and players decide to join the club closest to their place of residence: the club has a formal or informal association with the Auskick program within their neighbourhood; and the influence of friendships between children attending the local primary and/or secondary schools.

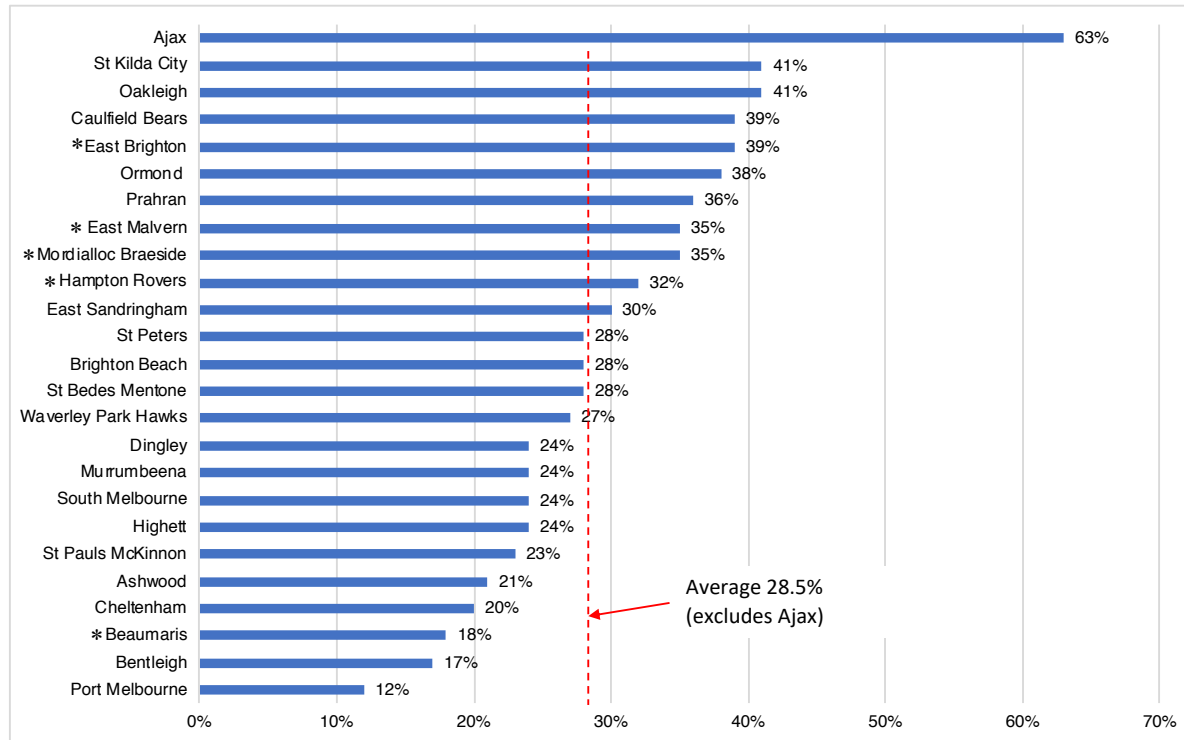
The research did not factor-in different suburbs sizes, nor make allowances for those clubs that have their main venue located in the same suburb.

Table 9 shows the percentage of players in each club that reside beyond the primary catchment of their club. See Appendix 4 for a full set of findings.

Some observations from the research findings are:

- The high percentage of Ajax players from outside its primary catchment is most likely explained by players of the Jewish faith wanting to play with the Club despite living in suburbs beyond Ajax's primary catchment, eg. 26.6% of its players live in Caulfield North
- The high percentage of St Kilda City players from outside its primary catchment is most likely explained by the fact that there are no football ovals in Balaclava, Ripponlea and Caulfield North, and players in these suburbs are closest to the Peanut Farm Reserve
- The Caulfield Bears have a combined 27.6% of players from East Malvern, Elsternwick, Caulfield North, Brighton and Oakleigh South, all suburbs well beyond its primary catchment
- East Brighton has a combined 18.5% of players from Bentleigh, Bentleigh East, Hampton, Beaumaris, Black Rock, Highett, and Sandringham, all suburbs well beyond its primary catchment
- The high percentage of Mordialloc-Braeside players from outside its primary catchment is most likely explained by the fact that Walter Galt Reserve is the southernmost reserve in the SMJFL and is the closest reserve for players in the southern area of the City of Kingston.

**Table 9 – Players Who Reside Beyond Their Club’s Primary Catchment (%)**



\* denotes clubs which had 25 or more teams in Season 2019

The **results of the research are inconclusive** on the proposition that some clubs may have a disproportionate number of players from outside their primary catchment. However, the research identified that some anomalies do in fact exist, which suggests that some players/ parents have made the choice to join a club that is not the closest club to their place of residence.

## 6.2. Updated Team-To-Club Framework

Table 10 contains **the recommended revised team-to-club framework**, which has the aim to improve the capability of clubs to field boys teams in the U16 and U17 age groups, and girls in the U16 and U18 age groups by prescribing a maximum number of teams per age group that a club can enter each season. As was the case with the 2015 framework, it recognises that there are different social and cultural environments across the SMJFL region in which clubs operate that do influence the retention of players. The updated framework also recognises the different capabilities of the six councils in relation to ground provision and maintenance.

Factors that can influence the retention of players, and which might be different between the six LGAs within the region include:

1. The location of private schools, some which require boys and girls to play school football sometimes at the exclusion of club football. For boys, the physical toll from having to play on both Saturday (for their school) and Sunday (for their club) influences decisions by some players to opt out of SMJFL football<sup>6</sup>
2. The cultural diversity of an LGA
3. The popularity of other sports within an LGA, particularly basketball, soccer and netball.

The different capabilities of the six councils include not only the number and distribution of ovals under their management, but also the different levels of investment committed to the annual maintenance of sports fields.

The updated team-to-club framework has two key objectives, whereas the 2015 Sustainable Strategy had one key aim, which was to improve the capability of clubs to field boys teams in the U16 and U17 age groups. The objectives of the updated framework are:

1. To improve the capability of clubs to field boys teams in the U16 and U17 age groups, and girls teams in the U16 and U18 age groups
2. To spread the player pool more evenly amongst the clubs.

<sup>6</sup> Source: SMJFL club survey conducted in 2015

Table 10 – Updated Team-To-Club Framework

Age	Kingston Monash		Bayside Stonnington		Port Phillip Glen Eira	
	Girls	Boys	Girls	Boys	Girls	Boys
U8		2		3		3
U9		2		3		3
U10	2	2	3	3	3	3
U11		2		3		2
U12	2	2	3	3	3	2
U13		2		2		2
U14	2	2	3	2	2	2
U15		1		2		2
U16	1	1	2	2	1	1
U17		1		1		1
U18	1		2		1	
<b>Total Gender</b>	<b>8</b>	<b>17</b>	<b>13</b>	<b>24</b>	<b>10</b>	<b>21</b>
<b>Total Club</b>	<b>25</b>		<b>37</b>		<b>31</b>	

The 2<sup>nd</sup> objective is a bold initiative proposed for the SMJFL and its affiliate clubs. There is no doubt that some clubs will initially oppose any proposal that seeks to restrict their capacity to make decisions on player recruitment and club growth. For this reason it is strongly recommended that the SMJFL seek feedback and input from clubs and other stakeholders before adopting a final team-to-club framework.

The rationale for the proposed team-to-club framework, as a strategy to distribute the player pool more evenly amongst clubs, considered the following factors:

- The continued growth in the number of teams at some clubs, and the decline at others
- The aspiration of clubs to field teams in all age groups for boys and girls, particularly the older age groups



- The benefit to clubs of having two teams per age, which provides the opportunity for players to be streamed according to ability (more relevant for older age groups)
- The positive impact on clubs and their committees and volunteers, from a club environment that can provide its players and families with a complete football pathway from Auskick to the oldest age groups
- The challenges being experienced by some councils to meet the current demand for access to ovals by large clubs for local training and competition space
- As an extension to the above, the need for a sustainable solution for the projected increased demand for access to ovals, as a result of the organic growth of boys football participation, but more importantly, the likely continued strong growth of girls participation.

Appendix 5 contains a spreadsheet showing the impact of the application of the team-to-club framework on clubs in Season 2019. The outcome of this comparative assessment is that:

- Eight clubs exceeded the proposed prescribed maximum number of teams for an age group
- There were 21 boys/mixed teams that exceeded the prescribed maximum number of teams for an age group, compared with 4 girls teams
- Bayside clubs had the largest aggregate of teams that exceeded the prescribed maximum number of teams for an age group, being 13 teams (10 boys/mixed; 3 girls)
- Glen Eira and Monash had no clubs that exceeded the prescribed maximum number of teams for an age group
- The most teams that one club had in one age group that exceeded the prescribed number was 6 teams, which exceeded the prescribed number by 3 teams (East Brighton U/9 Mixed)
- Both East Brighton and East Malvern had the largest aggregate of teams per club that exceeded the prescribed maximum number of teams for an age group, being 9 teams (8 boys/mixed; 1 girls)
- Beaumaris had an aggregate of 2 teams that exceeded the prescribed number for an age group, whilst the other 5 clubs had one team in age group that exceed the prescribed number of teams.

Whilst a detailed analysis was not carried out to understand what opportunities may have existed for clubs in close proximity to those with an excess number of teams in some age groups, should a re-distribution of excess teams have occurred, it is clear that clubs such as Brighton Beach, East Sandringham, and Prahran may have been assisted.

In summary, the proposed team-to-club framework will be good for the competitive balance of SMJFL football, and will assist councils to spread the football playing load across all available ovals. Where the previous framework was aspirational, **it is strongly recommended that the updated framework be mandated and become a policy of the SMJFL.**

Further, **it is recommended that the proposal be initially approved and endorsed in principle**, to enable the Board to seek feedback and input from clubs and other stakeholders. If the framework is approved, it is recommended that it be phased in over several seasons to allow current plans and initiatives by clubs for player recruitment and development to be completed and/or modified accordingly.



## 7. OTHER CONSIDERATIONS

### 7.1. Increasing Access for Football

Section 5 provides a rationale for the projected increase in the number of SMJFL footballers by over 2,000 players by 2025, which equates to a need for an additional estimated 15–20 ovals. It is unrealistic to assume that the six LGAs within the SMJFL region will have the capability to develop that quantity of ovals in a 5 year timeframe, or beyond.

Whilst the Caulfield Racecourse infield, the Fishermans Bend Urban Renewal project, and the Green Wedge offer some opportunities for the respective councils to potentially develop new ovals, these sites will also need to accommodate facilities for other sporting codes. Therefore, additional strategies and initiatives should be pursued by the SMJFL in partnership with councils and clubs to increase access to ovals for junior football training and competition. Such options include:

- Redistribution of the usage of ovals
- Innovative football match fixturing
- Oval and facility upgrades.

#### Redistribution of the usage of ovals

Section 5.1 shows that there are ovals throughout the SMJFL region that are not being used to their capacity for junior football matches on Sundays. This presents an opportunity for the clubs allocated these ovals to absorb future growth in their player numbers. It also presents an opportunity for clubs that have reached ground capacity to have matches fixtured at ovals with spare capacity, irrespective of whether those grounds are in another local government area or have been allocated to another club.

It also validates the intent of the updated team-to-club management framework described in Section 6.2. The framework will drive a redistribution of players between clubs, with the secondary benefit of decreasing the load on overused ovals allocated to larger clubs, and shifting this use to those ovals allocated to smaller clubs where capacity exists for increased use.

#### Innovative football match fixturing

Four opportunities are available to the SMJFL to utilise available ovals more effectively, and to increase their capacity for additional use:

- Schedule matches on days other than Sundays
- Schedule matches in the evening
- Schedule club 'home' matches at away ovals
- Schedule matches at any oval which has spare capacity.

Scheduling matches on a midweek evening, such as Fridays, will create new opportunities to use ovals that are currently at capacity on Sundays. This approach has been successfully introduced for junior cricket, where matches are now scheduled on Friday evenings and Sunday mornings to supplement the traditional Saturday morning timeslot. If endorsed as strategy to increase the capacity of ovals, it is recommended that a whole age group (or division within it) is fixtured to the new day/ time, rather than rotating a round or two of different age groups/ divisions into the new timeslot.

There will be challenges and constraints associated with adopting this strategy, and most of these are operational and will directly impact club volunteers and families. Operational constraints include the capacity of club personnel to be providing services across multiple days per week (eg. operating canteens and providing medical staff), and the use of an oval during a midweek evening for matches removes a timeslot that might otherwise be used for training.

Other challenges include the potential that some parents will not be available due to work commitments, or parents with more than one footballer potentially having to be committed to two days per week to attend football matches. In addition, there is the potential for the new day/ time to clash with other sports or interests, which could have the flow-on effect of some footballers opting to pursue other sports/ interests in preference to football (eg. Friday evenings is when representative basketball is played). Friday evening matches may not be possible at reserves where senior teams are scheduled the next day, due to preparations occurring on Friday (eg. line marking, or setting up of social rooms for functions the next day).

These challenges or constraints will need to be worked through by the SMJFL with the involvement and co-operation of clubs and other stakeholders, such as councils and reserve co-tenants.

The scenario where the SMJFL schedules club ‘home’ matches at ovals allocated to other clubs could be possible if councils allocated the licence to use specific ovals at specific times directly to the SMJFL. Under this arrangement, the SMJFL would have access to a number of ovals at which it could fixture matches at a timeslot(s) where the tenant club has no teams entered.

In these instances, various operational items will need to be assessed and worked through before implementation, such as opening-up facilities where a rescheduled match is the first to be played on the oval, and cleaning and locking up where a rescheduled match is the last to be played on the oval. A ready solution to both of the above scenarios is that rescheduled matches be timed to be neither the first or final match at that venue.

### Oval and facility upgrades

Section 5.1 outlines opportunities where upgrades to existing ovals could increase their capacity to accommodate additional use for training and for matches. These include the installation of sub-surface irrigation and drainage, and the installation of competition standard floodlights to enable junior matches to be conducted at times other than during the day on Sundays.

The installation of synthetic or hybrid playing surfaces in high wear areas on ovals, such as goal squares and interchange benches, will reduce the occasions when grounds have to be closed for training or matches due to them being declared unsafe or unplayable by councils.

The full conversion of the playing surface of an oval from natural grass to synthetic significantly increases the carrying capacity of that oval. Many factors need to be taken into account by a council to determine the feasibility of conversion of an oval from natural grass to synthetic, including the cost-benefit, the impact on other users of the oval (eg. cricket, dog walkers), and the overall impact or benefit to its total public open space offering to residents. The City of Stonnington recently converted Gardiner Park (Glen Iris) to synthetic, and the Cities of Casey and Wyndham have synthetic ovals that are allocated for junior football (Carlisle Reserve and Saltwater Reserve, respectively). The installations have been successful by allowing increased usage of the ovals for training and matches, irrespective of load and the prevailing weather conditions at any one time.

Whilst not directly impacting football matches, there continues to be an ongoing need for councils to upgrade/ renew pavilions to ensure they include player and umpire change rooms that are compliant with the preferred standards of the AFL<sup>7</sup>, including being female friendly. As well as traditional building methods using ‘bricks and mortar’, upgrades can now be achieved through the installation of permanent or temporary modular buildings at reserves, sometimes at two-thirds of the cost of a traditional build, and in significantly less timeframes.

The position of the SMJFL on oval and facility upgrades is advocacy and support to councils, and the ongoing collaboration with clubs and council to identify where needs exist or are emerging.

## 7.2. Pro-Actively Growing Player Numbers

Presently, boys’ participation in the SMJFL has stabilised (refer Section 4.4). Additional research will need to be undertaken by the SMJFL to understand the main reasons for this occurring. However, a key opportunity exists for clubs to tap into the non-traditional football cohorts within the population – people from non-English speaking backgrounds. As previously reported, research data shows that Victorian children living in households where a language other than English is spoken are less likely to participate in sport than children from households where only English is spoken.

The Cities of Monash and Glen Eira have high proportions of their communities from non-English speaking backgrounds (refer Section 4.1). Both LGAs have clubs that have experienced player decline in the past five years, and a strategy to assist these clubs to recruit children from diverse backgrounds is to have the AFL conduct football development activities within their catchments. Concurrent with football development, the SMJFL could also facilitate the delivery of programs and services to clubs to upskill club personnel in strategies, techniques and behaviours that will continue to develop positive environments for players from diverse backgrounds.

This approach is consistent with one of the objectives of the SMJFL’s Football Guiding Pillar ..... “provide opportunities for diverse range of players, coaches and umpires to participate in Australian Football”. AFL Victoria’s Strategic Plan 2017-2022 also has a commitment to encouraging diverse involvement ..... “enhance our support of volunteers and club

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<sup>7</sup> Source: AFL Preferred Facility Guidelines 2019

*development activities, with particular focus on managing increasing diversity and dealing with social issues in the community’.* (Ref: p.7)

Similarly, whilst the phenomena of females being attracted to football in large numbers continues, there may still be gaps in the knowledge, experience and capacity of key club personnel to provide ‘female player friendly’ and welcoming environments. Whilst this may largely be manifested in the type and condition of the off-field facilities available, there may still be gaps in the capacity of club volunteers to create welcoming environments, albeit unknowingly and unintentionally.

Again, it is recommended that the SMJFL has an active role in facilitating the delivery of programs and services to clubs to provide personnel with additional skills, strategies and behaviours that will continue to develop positive environments for girls at clubs.

### 7.3. Pathway Alignments

The 2015 Sustainable Strategy advocated for the continuation of existing alignments, and the formation of new alignments, between Auskick centres, junior football clubs and senior football clubs. This was in support of AFL Victoria’s aspiration that the pathway from introductory football participation to senior football participation be as clear and as well defined as possible<sup>8</sup>.

The **Sustainable Strategy Version 2 – 2020** continues to support this approach. Appendix 6 outlines some possible alignment scenarios for Auskick centres, junior clubs and senior clubs in the SMJFL region, and takes into consideration existing junior-senior ‘one club’ entities, agreements between Auskick centres and stand-alone junior clubs and senior clubs, co-tenancies between stand-alone clubs at specific reserves, and geographical considerations between Auskick centres and junior and senior clubs.

**It is recommended that SMJFL clubs continue to foster existing alignments with Auskick centres, and where required, establish new alignments** to facilitate the progression of players from Auskick to junior football, and to also develop relationships with senior clubs to facilitate opportunities for players to progress to senior football.

<sup>8</sup> AFL Victoria Strategic Plan 2015 Objective 1: Participation – “Develop and support appropriate pathways for all segments from AFL Auskick to open age football that maximises participation”.

### 7.4. Strategy Review

The **Sustainability Strategy Version 2 – 2020** should be a dynamic document that is regularly reviewed and updated. Reviews should be instigated by the SMJFL Chief Executive Officer, and should aim to be inclusive of input from the SMJFL Board, affiliate clubs of the SMJFL, and other stakeholders considered appropriate.

The following timeframe is a guide for subsequent reviews.

#### Year of Review

2023

2028

The nominated year of review of the Sustainability Strategy in 2023 will be the season when the 2017 U12 girls cohort plays its second year of U18 girls football. Therefore, the analysis of retention of female footballers will be more meaningful. Further, the full impact generally of the growth of female footballers in the SMJFL should be more clear to assess.

In addition, the Fishermans Bend Urban Renewal project will have advanced by 5 – 6 years, so likely scenarios on the impact on football participation growth in the northern precinct of the SMJFL region should become clearer.





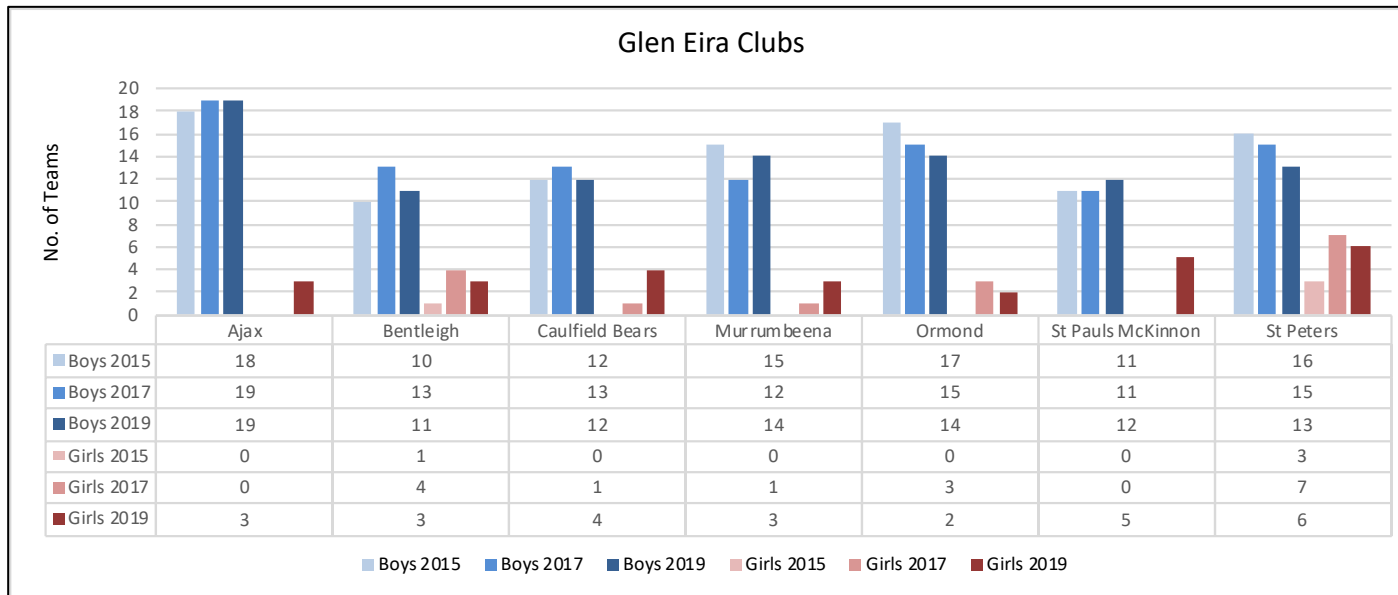
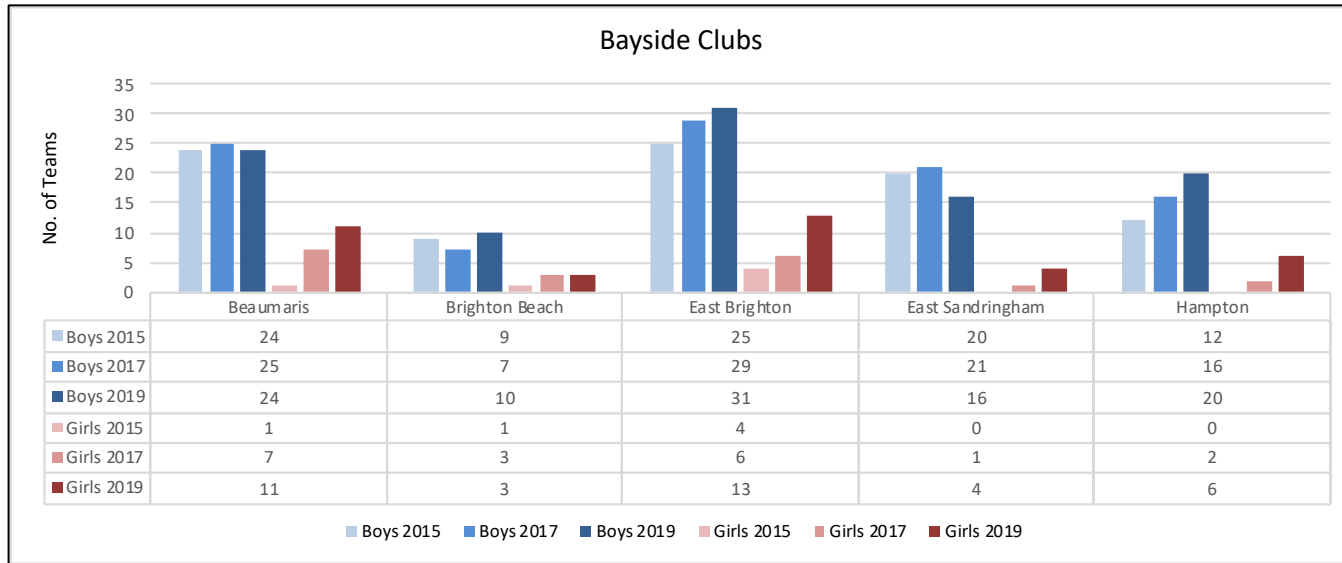
## APPENDIX 1

### Profile of Clubs by Teams (2019)

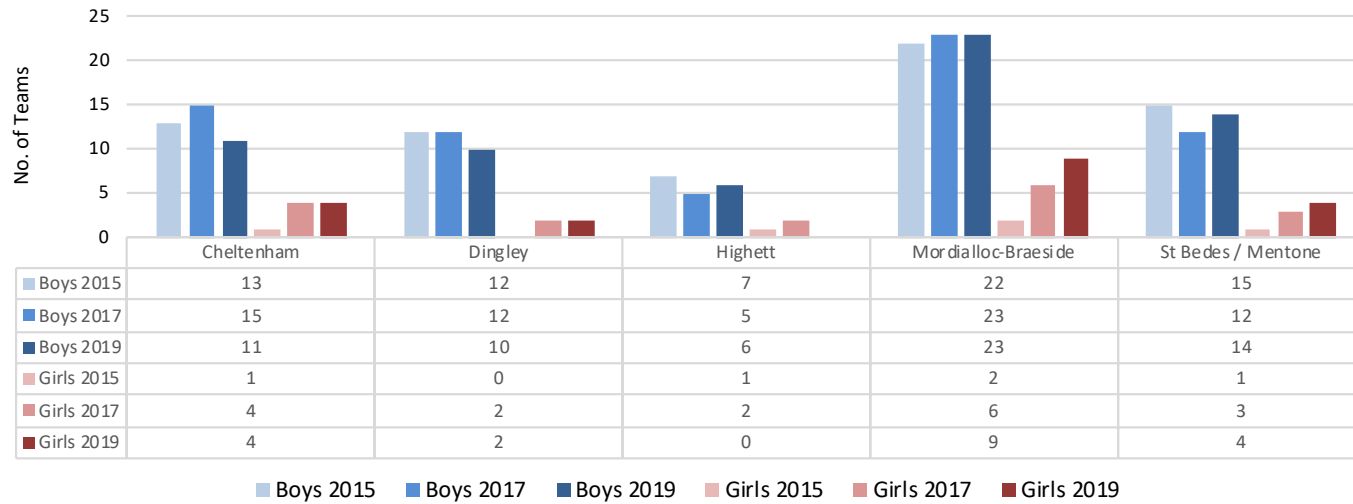
2019 Teams Clubs	Municipality	Ovals Used	Boys/ Mixed										Total Boys/ Mixed Teams	Girls					Total Girls Teams	Total Teams
			U/8 Mixed	U/9 Mixed	U/10 Mixed	U/11 Mixed	U/12 Mixed	U/13 Mixed	U/14 Mixed	U/15 Boys	U/16 Boys	U/17 Boys		U/10	U/12	U/14	U/16	U/18		
Beamaris	Bayside	4	3	3	3	3	2	2	3	2	2	1	24	2	3	4	1	1	11	35
Brighton Beach	Bayside	2	2	0	2	2	1	2	1	0	0	0	10	1	1	1	0	0	3	13
East Brighton	Bayside	3	4	6	4	4	4	3	2	2	2	0	31	2	3	3	3	2	13	44
East Sandringham	Bayside	3	2	3	2	2	2	2	1	0	1	1	16	0	0	1	3	0	4	20
Hampton Rovers	Bayside	2	2	3	4	2	2	2	2	3	0	0	20	1	2	2	0	1	6	26
<b>Sub-Total</b>		14	13	15	15	13	11	11	9	7	5	2	101	6	9	11	7	4	37	138
Ajax	Glen Eira	2	2	2	3	2	2	2	2	2	2	0	19	0	1	1	1	0	3	22
Bentleigh	Glen Eira	3	1	2	1	2	1	0	1	1	1	1	11	1	1	1	0	0	3	14
Caulfield Bears	Glen Eira	2	1	1	2	1	2	1	1	1	1	1	12	1	1	1	1	0	4	16
Murrumbeena	Glen Eira	2	1	1	2	1	2	2	2	1	1	1	14	1	1	1	0	0	3	17
Ormond	Glen Eira	2	1	1	2	2	1	2	2	1	2	0	14	1	1	0	0	0	2	16
St Pauls McKinnon	Glen Eira	2	1	1	2	2	2	1	1	1	1	0	12	1	1	1	1	1	5	17
St Peters	Glen Eira	2	2	1	2	2	1	2	1	1	0	1	13	1	2	1	1	1	6	19
<b>Sub-Total</b>		15	9	9	14	12	11	10	10	8	8	4	95	6	8	6	4	2	26	121
Cheltenham	Kingston	2	1	2	2	2	1	0	1	0	1	1	11	0	1	1	2	0	4	15
Dingley	Kingston	3	1	1	1	1	1	1	0	1	1	2	10	0	1	1	0	0	2	12
Highett	Kingston	2	1	1	0	1	0	1	0	2	0	0	6	0	0	0	0	0	0	6
Mordialloc Braeside	Kingston	4	2	3	2	3	3	2	2	2	2	2	23	1	2	3	2	1	9	32
St Bedes Mentone	Kingston	2	1	1	1	1	2	2	2	1	2	1	14	0	1	1	1	1	4	18
<b>Sub-Total</b>		13	6	8	6	8	7	6	5	6	6	6	64	1	5	6	5	2	19	83
Ashwood	Monash	1	0	1	1	1	1	0	1	1	0	0	6	0	0	0	1	1	2	8
Oakleigh	Monash	2	0	2	1	1	1	2	0	1	1	1	10	0	1	1	1	0	3	13
Waverley Park Hawks	Monash	2	0	3	1	2	2	2	2	2	0	1	15	1	1	1	1	0	4	19
<b>Sub-Total</b>		5	0	6	3	4	4	4	3	4	1	2	31	1	2	2	3	1	9	40
Port Melbourne	Port Phillip	2	1	1	1	1	1	0	0	0	0	0	5	1	1	1	1	0	4	9
South Melbourne	Port Phillip	3	1	2	2	2	2	3	2	2	1	0	17	1	1	1	0	0	3	20
St Kilda City	Port Phillip	3	1	2	2	1	1	2	1	2	1	1	14	1	2	2	2	1	8	22
<b>Sub-Total</b>		8	3	5	5	4	4	5	3	4	2	1	36	3	4	4	3	1	15	51
East Malvern	Stonnington	3	4	4	4	5	4	2	3	3	1	0	30	2	3	4	1	1	11	41
Prahran	Stonnington	2	3	3	2	3	2	2	1	0	0	0	16	1	2	2	1	1	7	23
<b>Sub-Total</b>		5	7	7	6	8	6	4	4	3	1	0	46	3	5	6	2	2	18	64
<b>Total Teams</b>			38	50	49	49	43	40	34	32	23	15	373	20	33	35	24	12	124	497

## APPENDIX 2

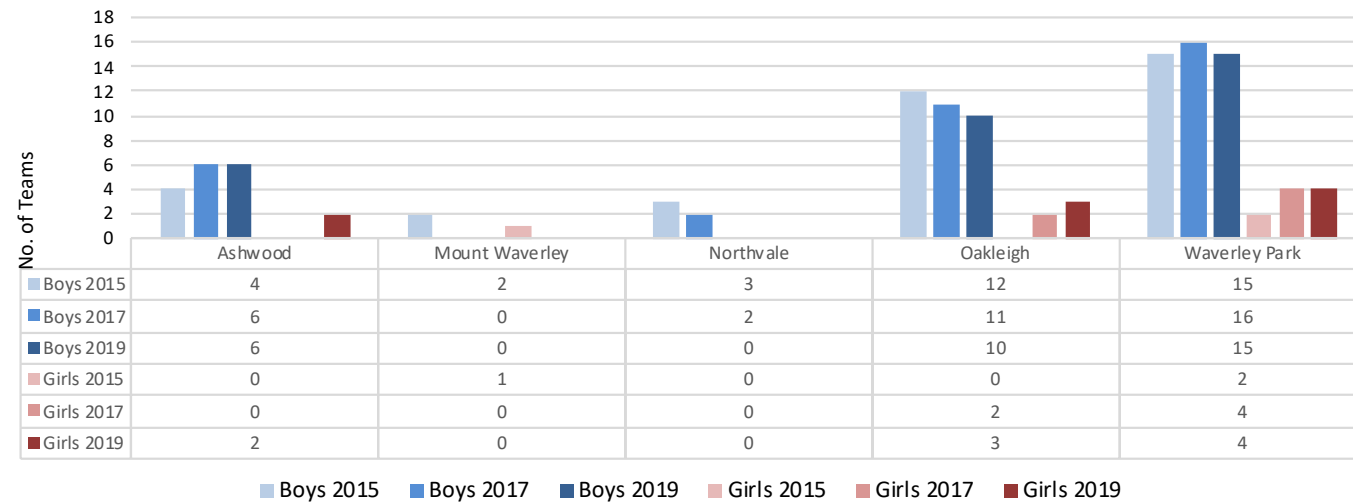
### Boys and Girls Teams Per Club and LGA (2015, 2017 & 2019)

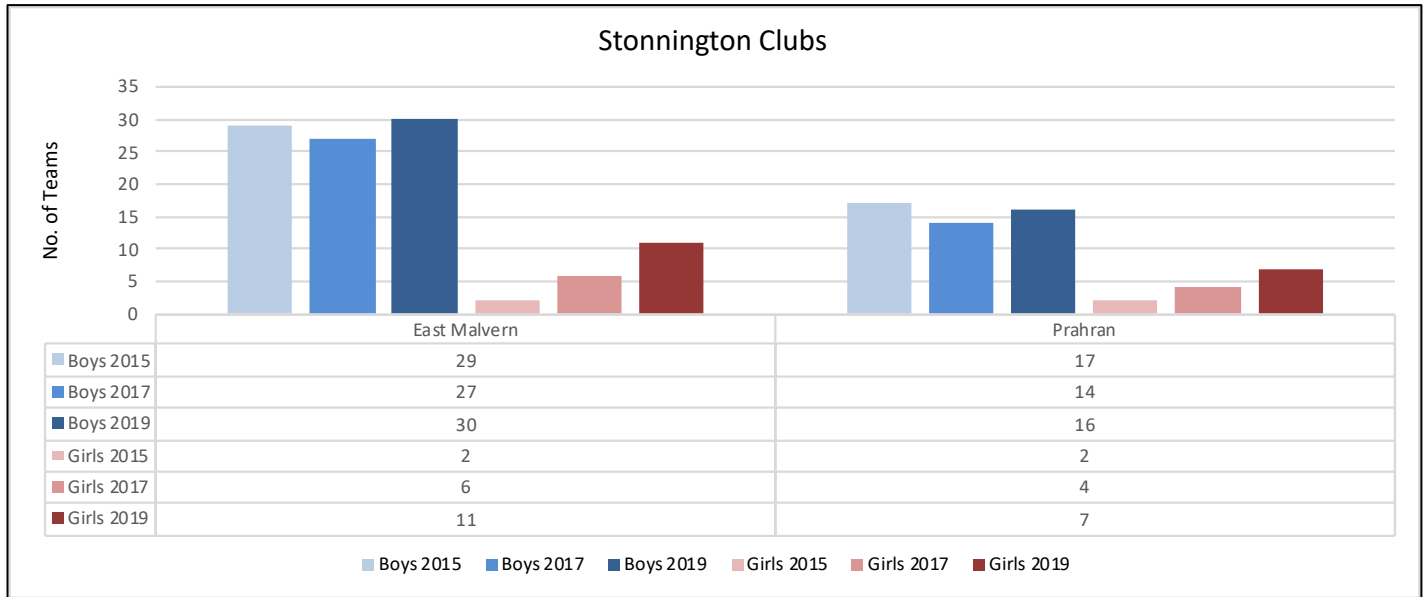
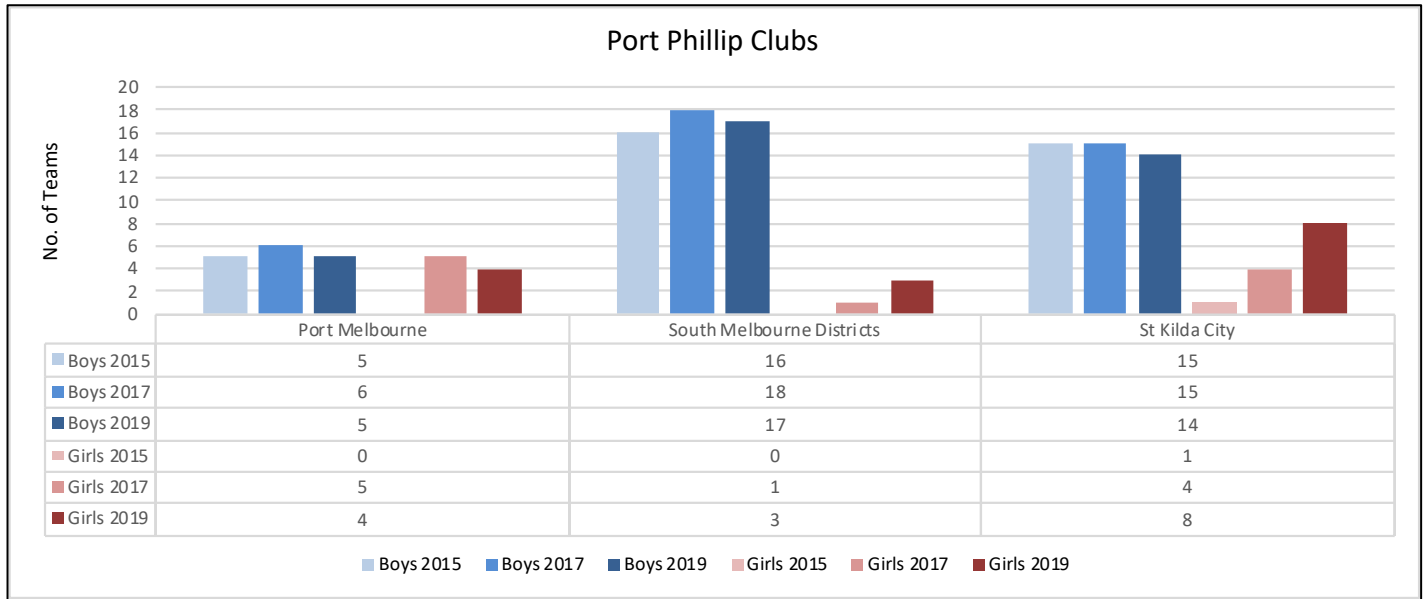


### Kingston Clubs



### Monash Clubs

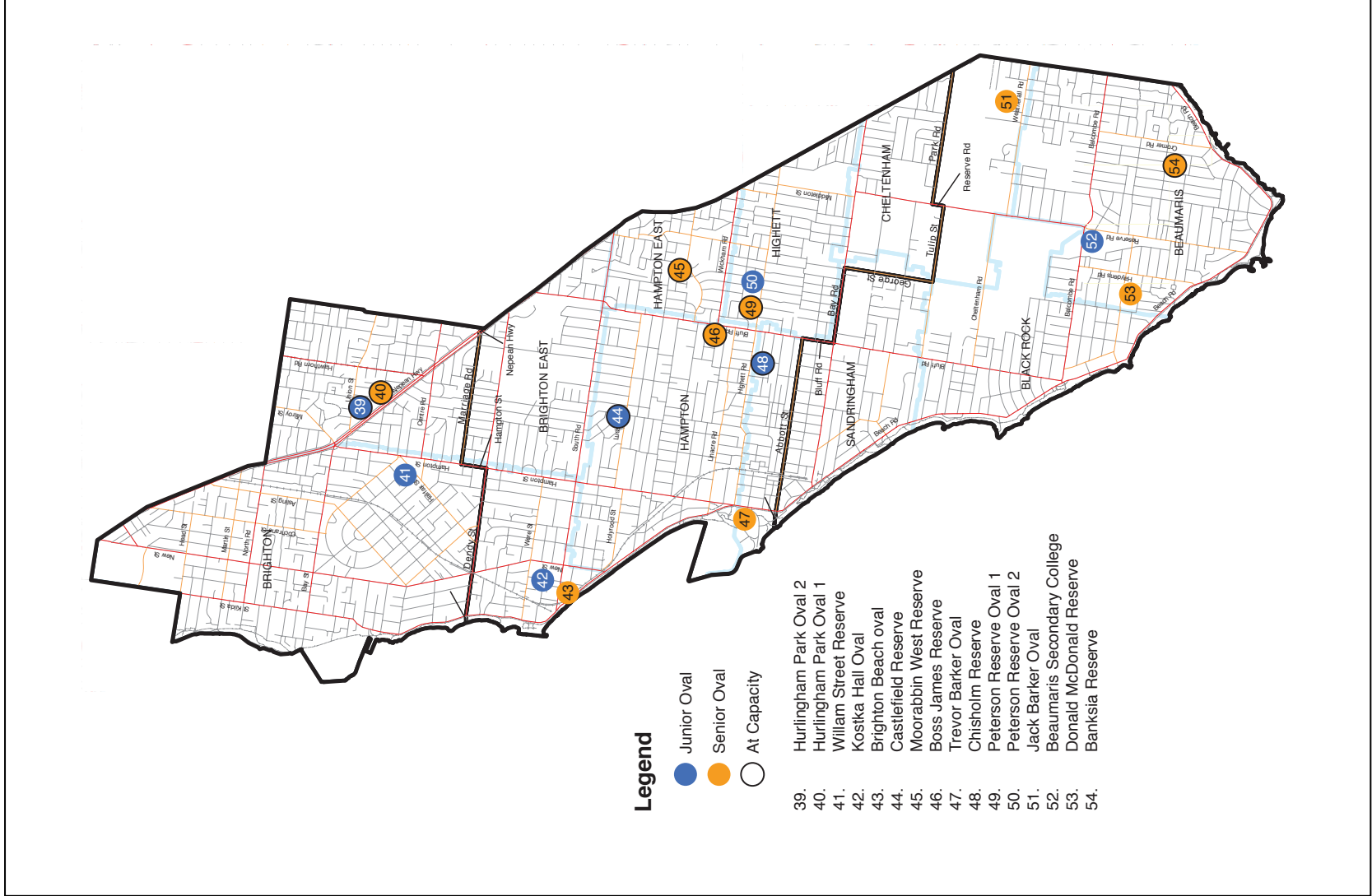




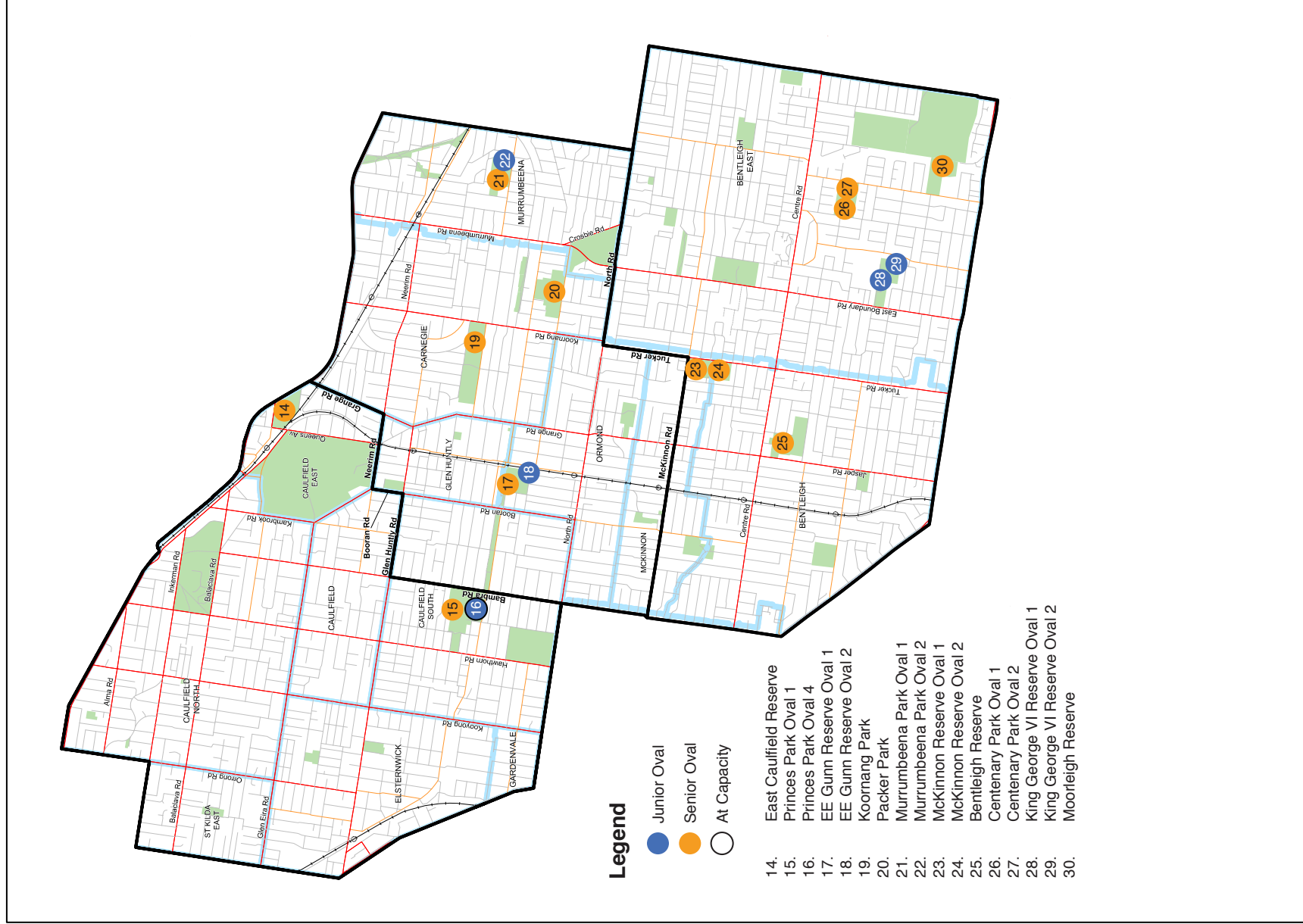
# APPENDIX 3

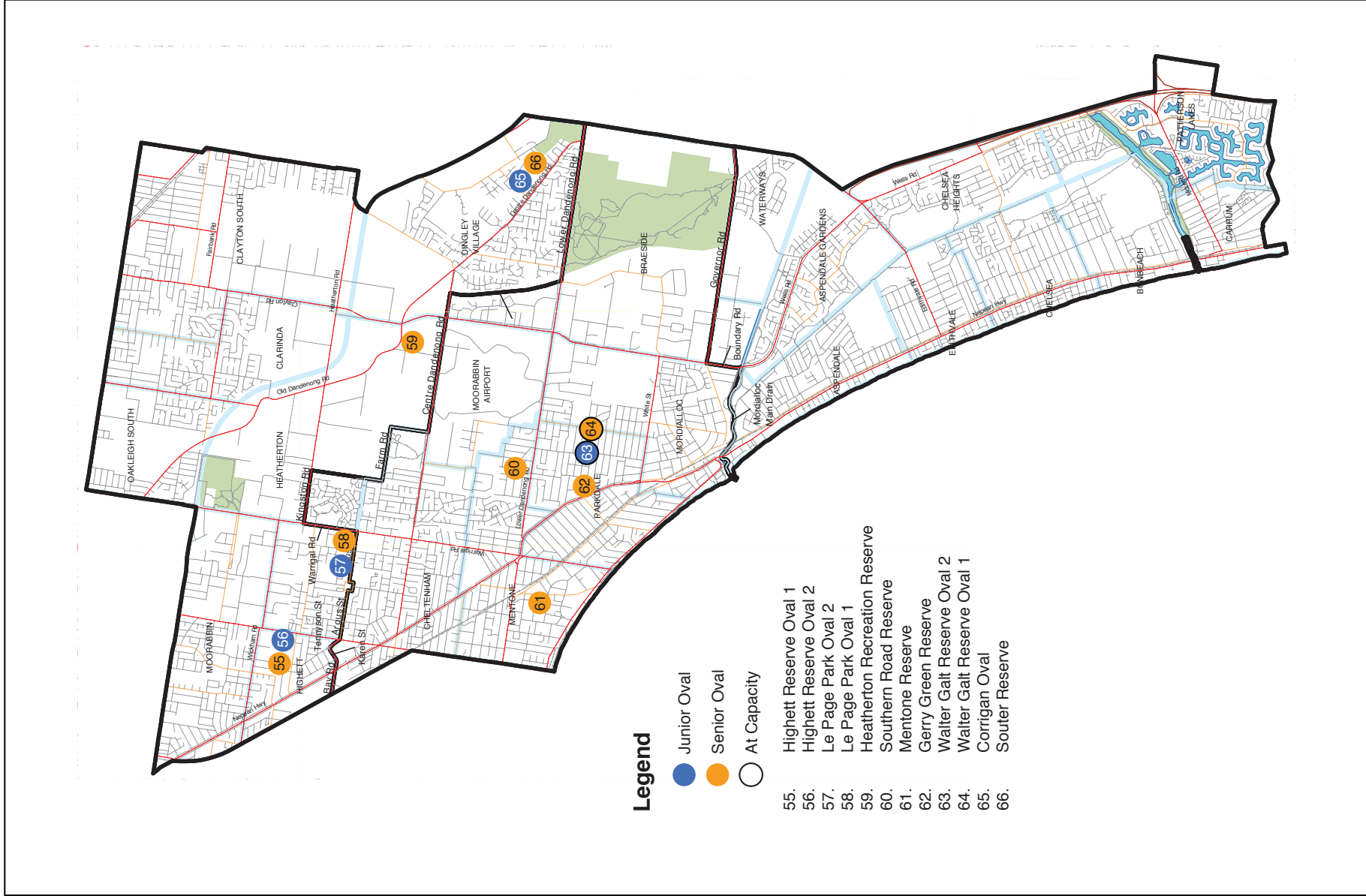
## Mapped Oval Capacity Assessments by LGA (2019)

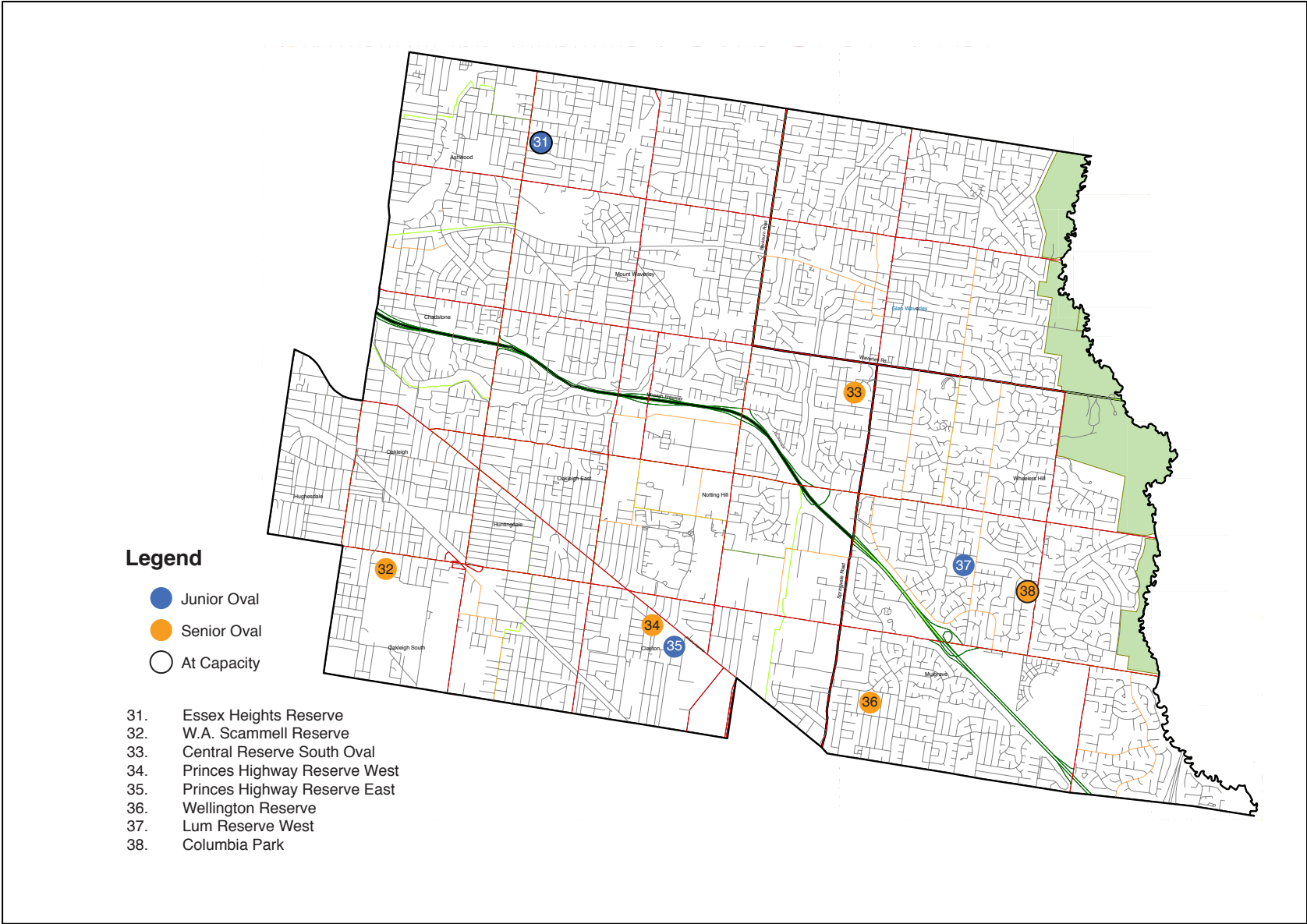
City of Bayside

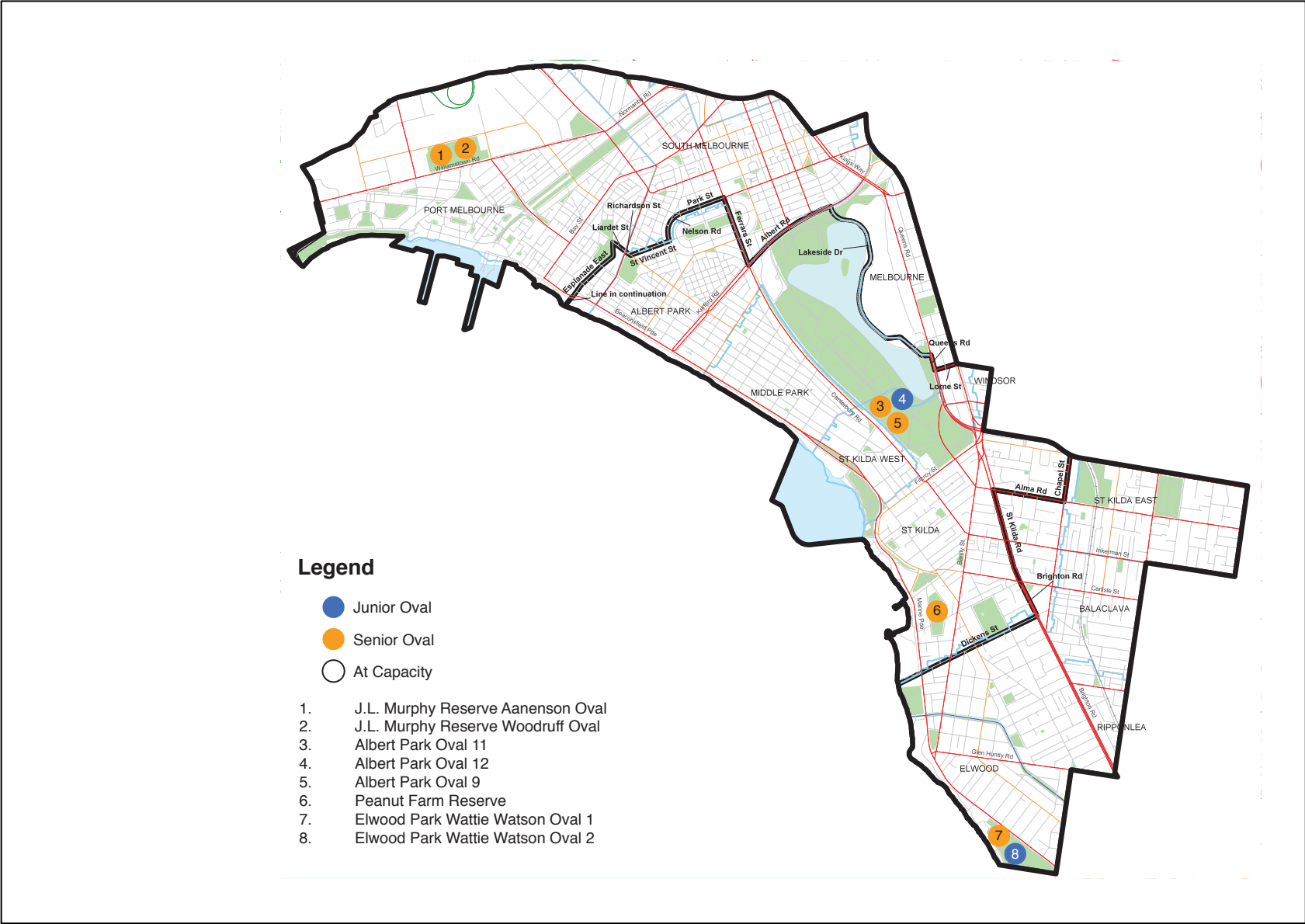










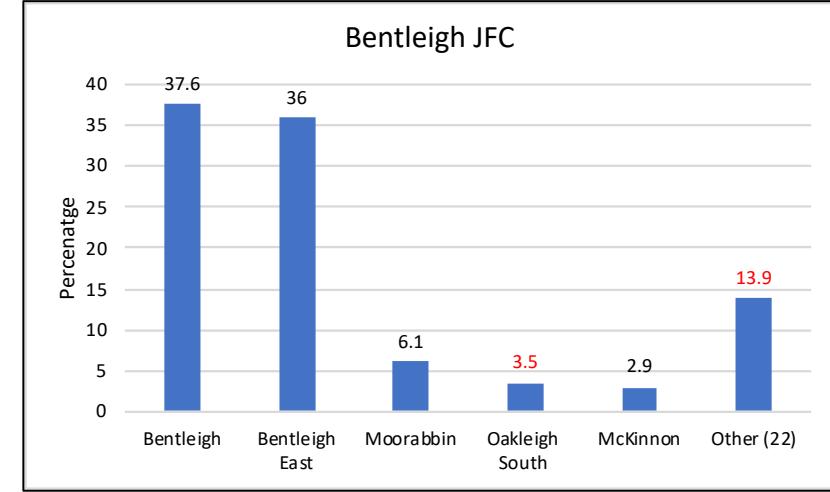
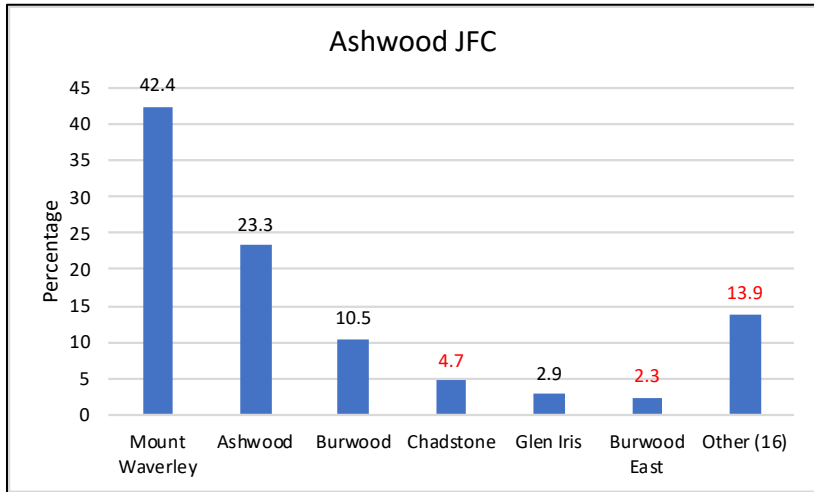
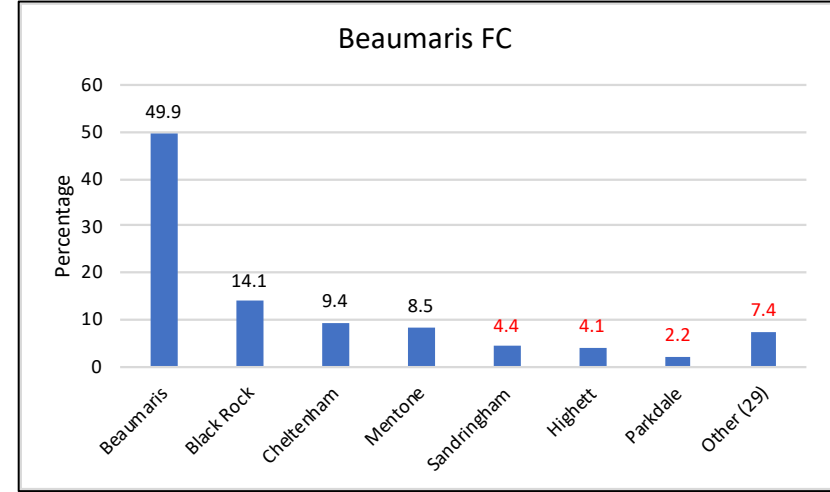
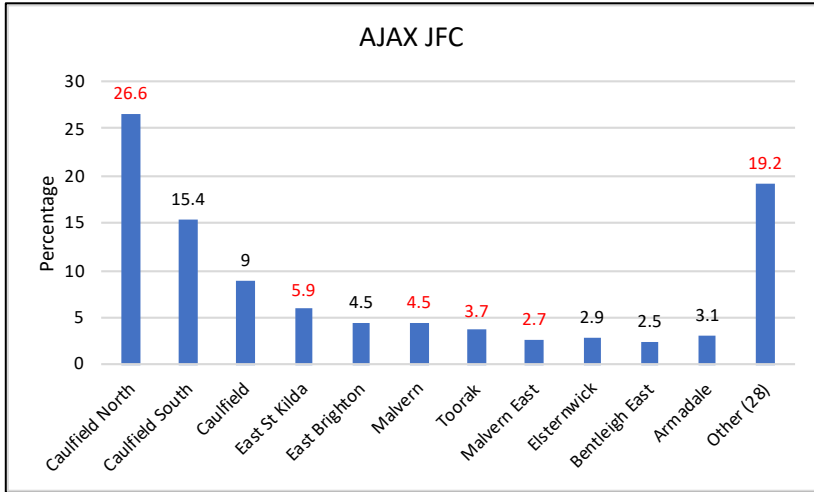


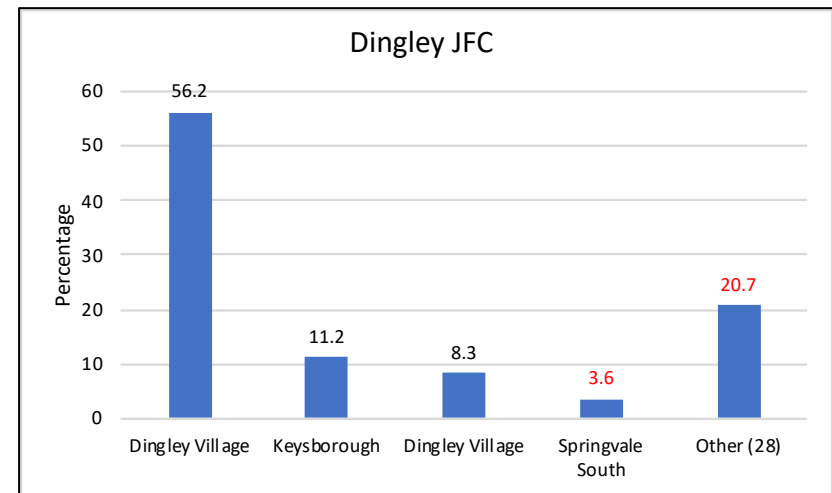
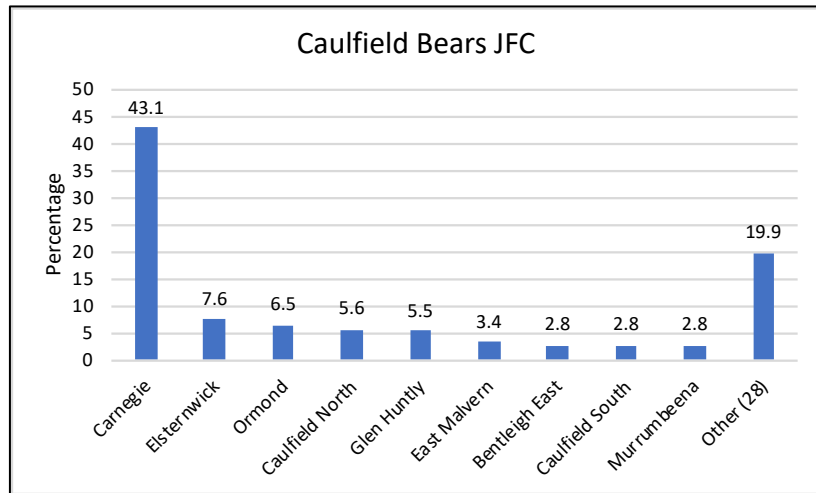
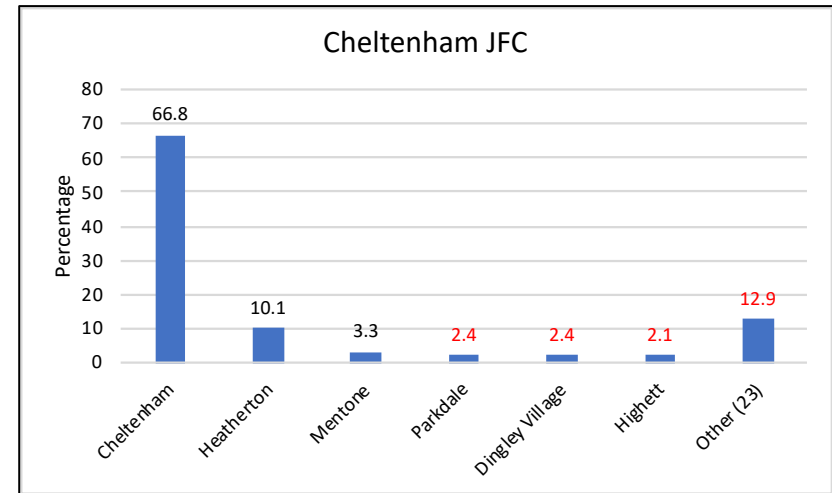
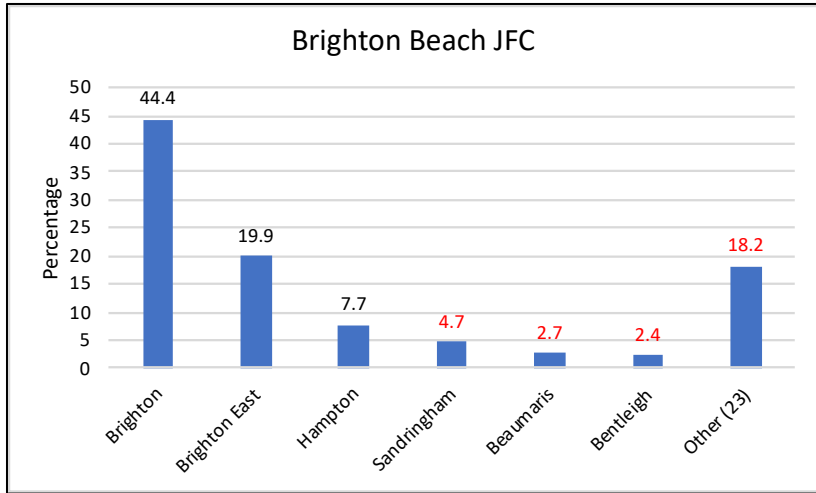


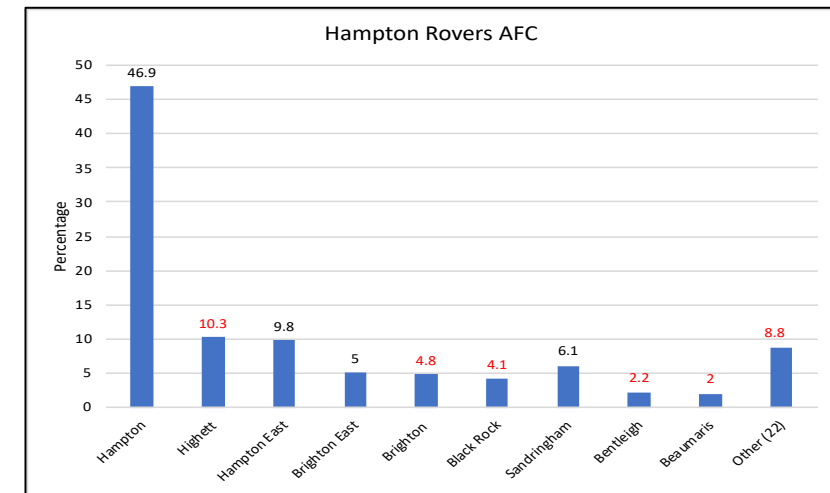
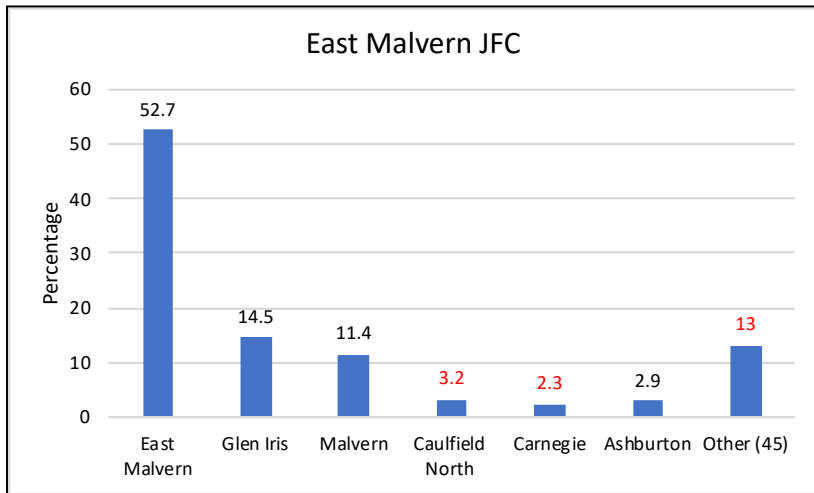
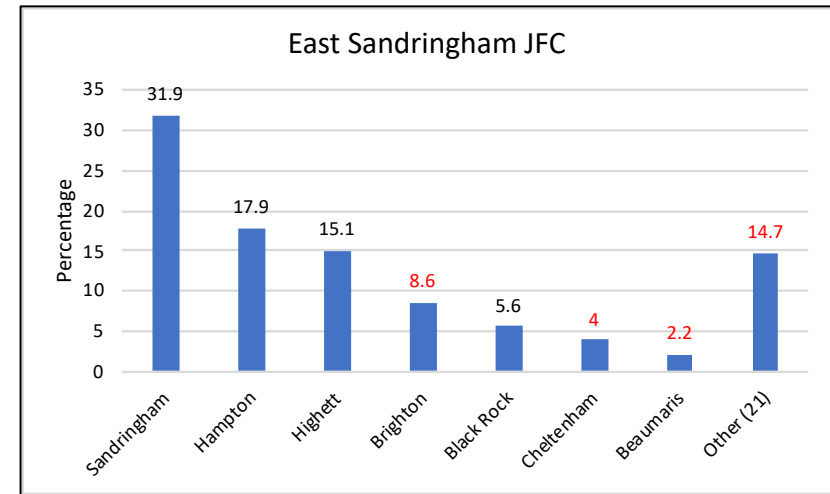
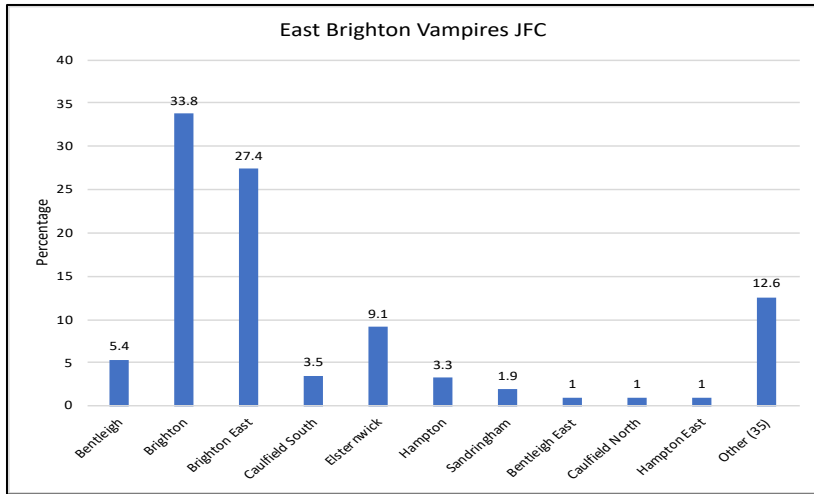


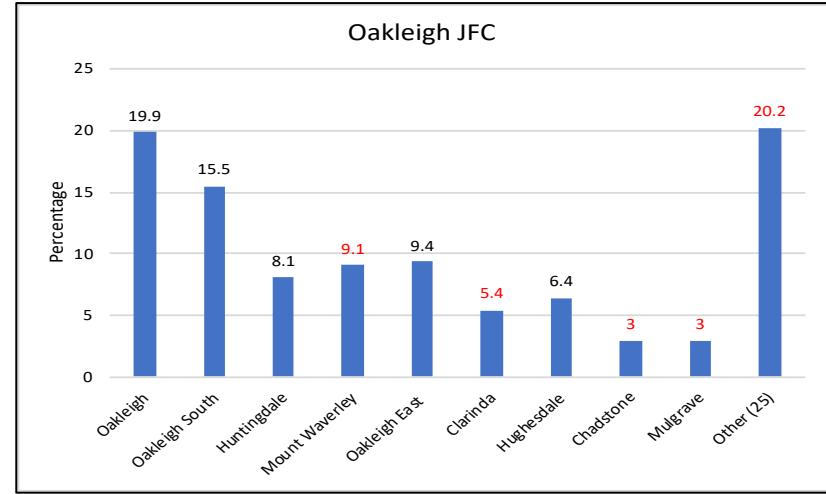
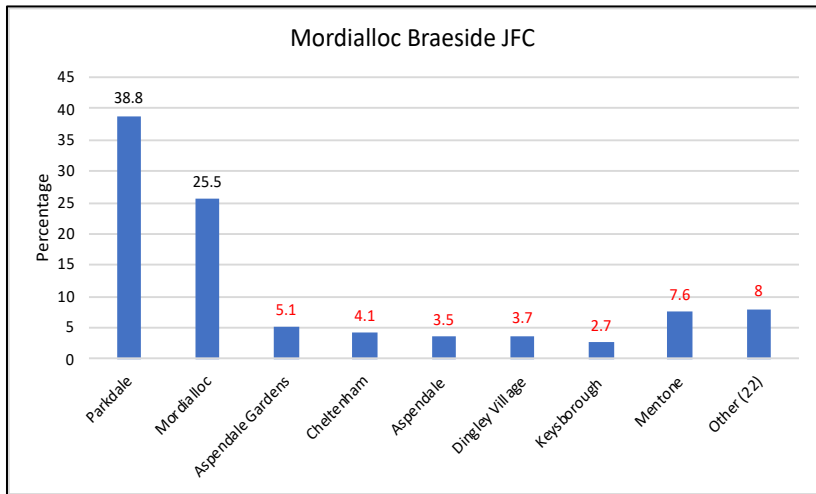
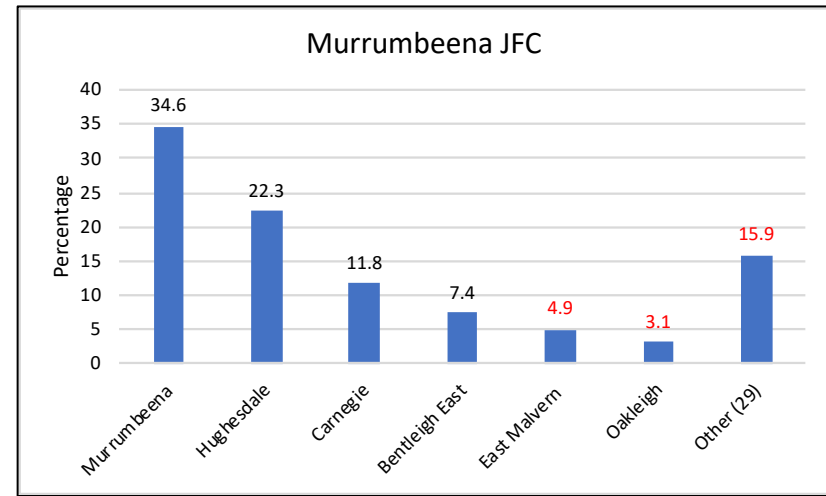
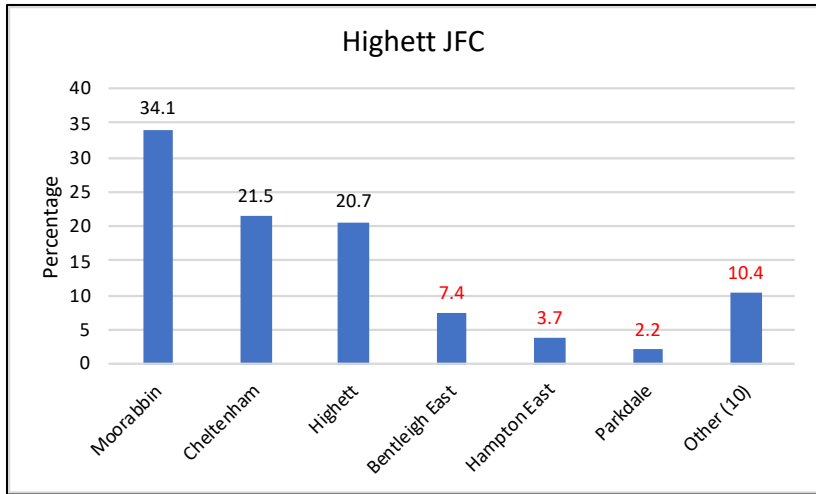
## APPENDIX 4

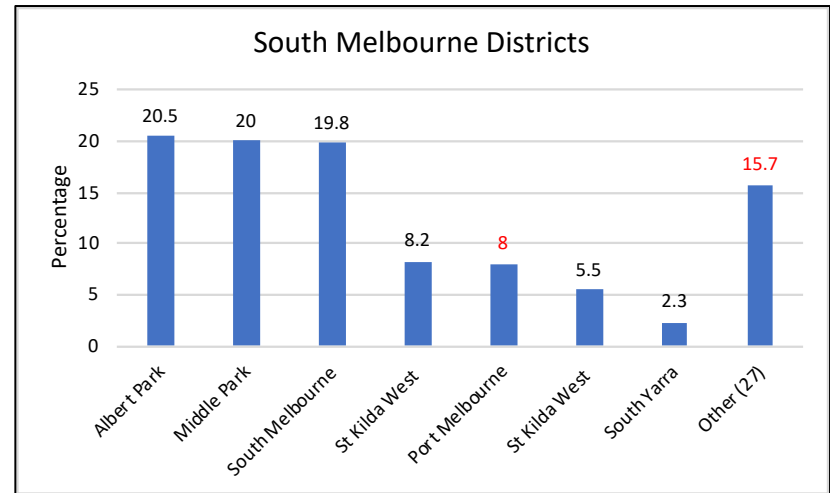
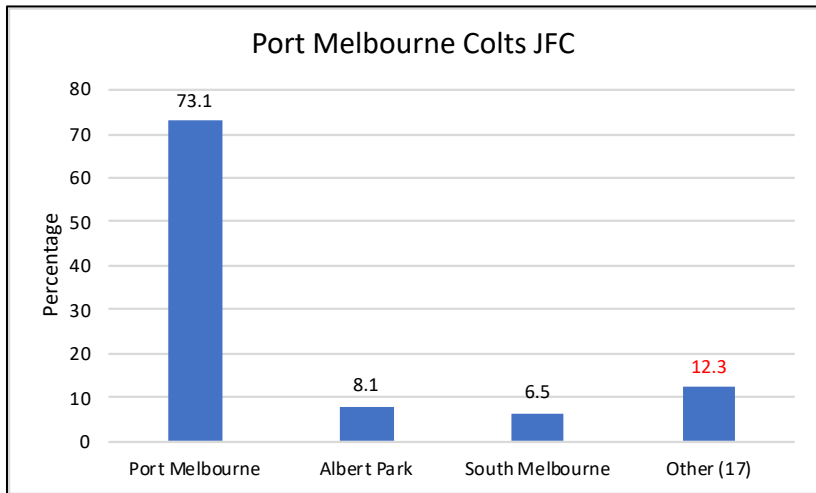
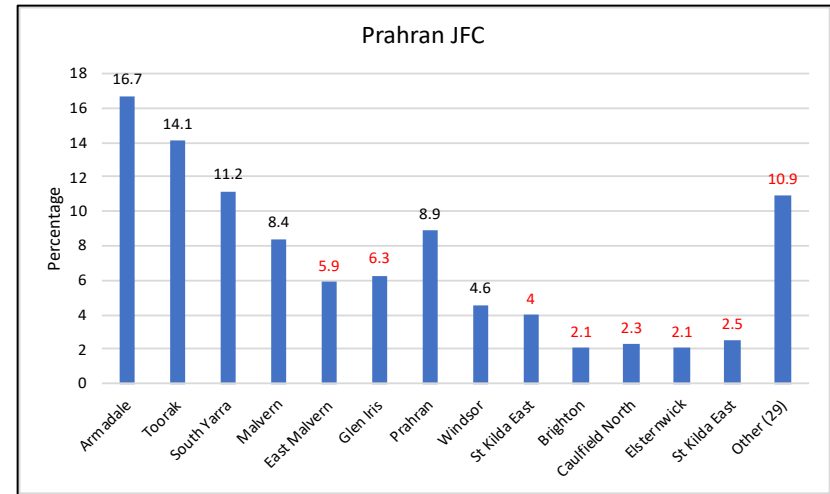
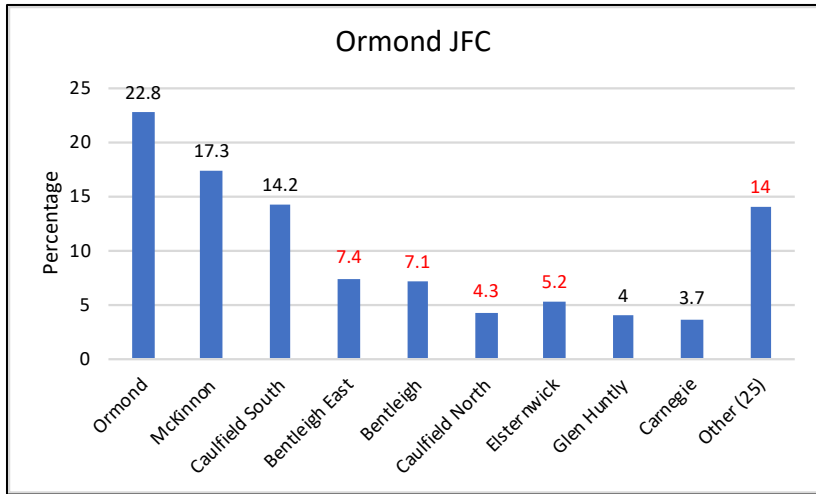
### Club Membership by Suburb of Residence (2019)



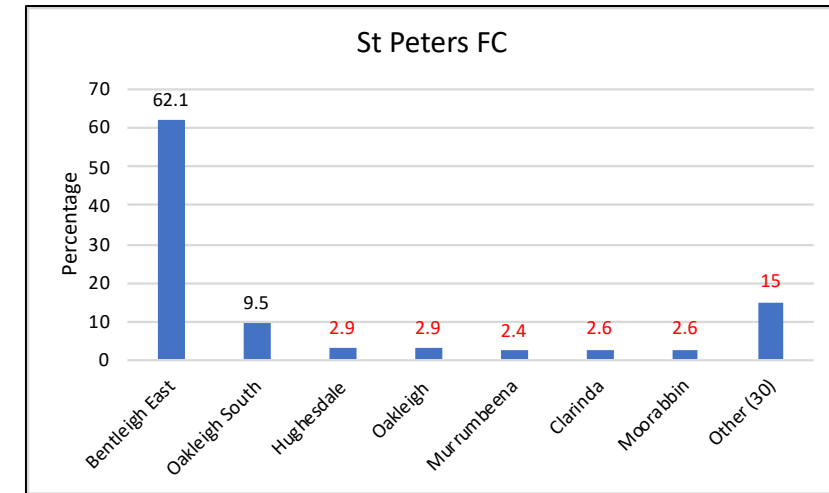
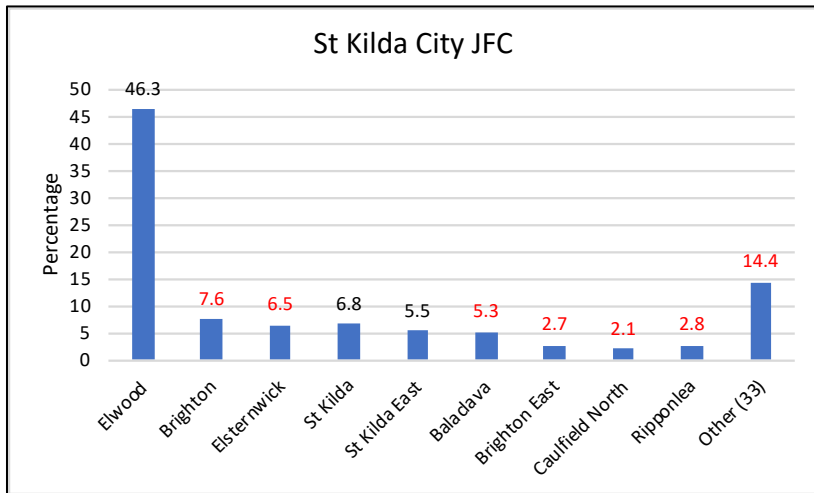
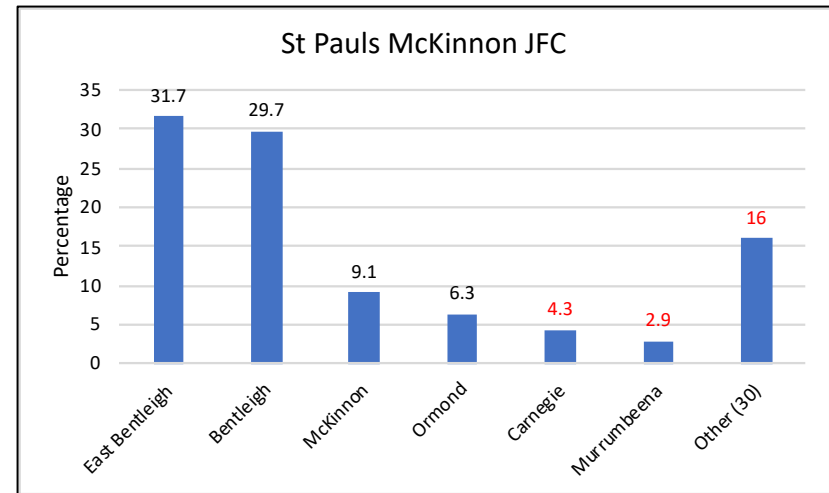
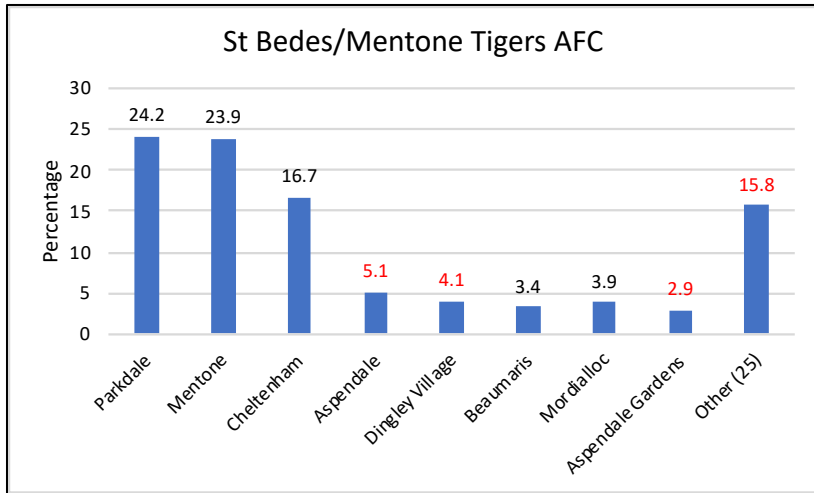


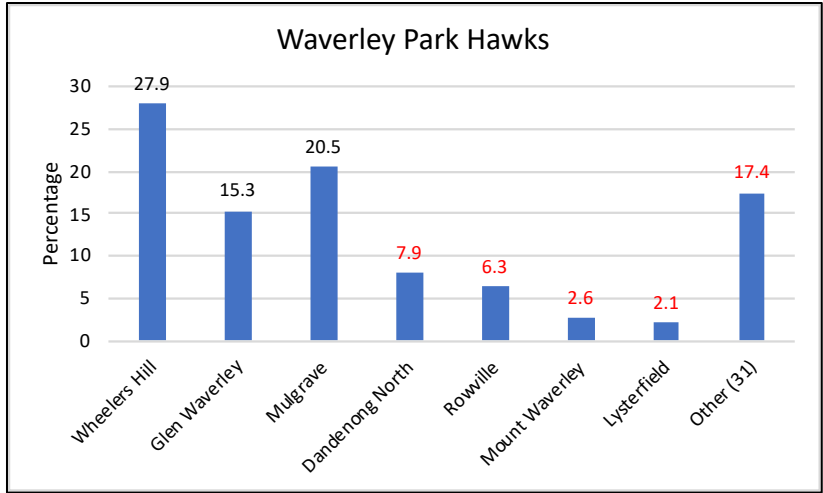












## APPENDIX 5

### Application of the Team-to-Club Framework on Clubs (2019 Season)

2019 Teams Clubs	LGA	Ovals Used	Boys/ Mixed										Total Boys/ Mixed Teams	No. Teams Exceeding Framework	Girls					Total Girls Teams	No. Teams Exceeding Framework	Total Teams
			U/8 Mixed	U/9 Mixed	U/10 Mixed	U/11 Mixed	U/12 Mixed	U/13 Mixed	U/14 Mixed	U/15 Boys	U/16 Boys	U/17 Boys			U/10	U/12	U/14	U/16	U/18			
Framework Team No.			3	3	3	3	3	2	2	2	2	1	24		3	3	3	2	2	13		37
Beumaris	Bayside	4	3	3	3	3	2	2	3	2	2	1	24	+1	2	3	4	1	1	11	+1	35
Brighton Beach	Bayside	2	2	0	2	2	1	2	1	0	0	0	10		1	1	1	0	0	3		13
East Brighton	Bayside	3	4	6	4	4	4	3	2	2	2	0	31	+8	2	3	3	3	2	13	+1	44
East Sandringham	Bayside	3	2	3	2	2	2	2	1	0	1	1	16		0	0	1	3	0	4	+1	20
Hampton Rovers	Bayside	2	2	3	4	2	2	2	2	3	0	0	20	+1	1	2	2	0	1	6		26
Sub-Total		14	13	15	15	13	11	11	9	7	5	2	101		6	9	11	7	4	37		138
East Malvern	Stonnington	3	4	4	4	5	4	2	3	3	1	0	30	+8	2	3	4	1	1	11	+1	41
Prahran	Stonnington	2	3	3	2	3	2	2	1	0	0	0	16		1	2	2	1	1	7		23
Sub-Total		5	7	7	6	8	6	4	4	3	1	0	46		3	5	6	2	2	18		64
Framework Team No.			3	3	3	2	2	2	2	2	1	1	21		3	3	2	1	1	10		31
Ajax	Glen Eira	2	2	2	3	2	2	2	2	2	2	0	19		0	1	1	1	0	3		22
Bentleigh	Glen Eira	3	1	2	1	2	1	0	1	1	1	1	11		1	1	1	0	0	3		14
Caulfield Bears	Glen Eira	2	1	1	2	1	2	1	1	1	1	1	12		1	1	1	1	0	4		16
Murrumbeena	Glen Eira	2	1	1	2	1	2	2	2	1	1	1	14		1	1	1	0	0	3		17
Ormond	Glen Eira	2	1	1	2	2	1	2	2	1	2	0	14		1	1	0	0	0	2		16
St Pauls McKinnon	Glen Eira	2	1	1	2	2	2	1	1	1	1	0	12		1	1	1	1	1	5		17
St Peters	Glen Eira	2	2	1	2	2	1	2	1	1	0	1	13		1	2	1	1	1	6		19
Sub-Total		15	9	9	14	12	11	10	10	8	8	4	95		6	8	6	4	2	26		121
Port Melbourne	Port Phillip	2	1	1	1	1	1	0	0	0	0	0	5		1	1	1	1	0	4		9
South Melbourne	Port Phillip	3	1	2	2	2	2	3	2	2	1	0	17	+1	1	1	1	0	0	3		20
St Kilda City	Port Phillip	3	1	2	2	1	1	2	1	2	1	1	14		1	2	2	2	1	8		22
Sub-Total		8	3	5	5	4	4	5	3	4	2	1	36		3	4	4	3	1	15		51
Framework Team No.			2	2	2	2	2	2	2	1	1	1	17		2	2	2	1	1	8		25
Cheltenham	Kingston	2	1	2	2	2	1	0	1	0	1	1	11		0	1	1	2	0	4		15
Dingley	Kingston	3	1	1	1	1	1	1	0	1	1	2	10	+1	0	1	1	0	0	2		12
Highett	Kingston	2	1	1	0	1	0	1	0	2	0	0	6		0	0	0	0	0	0		6
Mordialloc Braeside	Kingston	4	2	3	2	3	3	2	2	2	2	2	23	+1	1	2	3	2	1	9		32
St Bedes Mentone	Kingston	2	1	1	1	1	2	2	2	1	2	1	14		0	1	1	1	1	4		18
Sub-Total		13	6	8	6	8	7	6	5	6	6	6	64		1	5	6	5	2	19		83
Ashwood	Monash	1	0	1	1	1	1	0	1	1	0	0	6		0	0	0	1	1	2		8
Oakleigh	Monash	2	0	2	1	1	1	2	0	1	1	1	10		0	1	1	1	0	3		13
Waverley Park Hawks	Monash	2	0	3	1	2	2	2	2	2	0	1	15		1	1	1	1	0	4		19
Sub-Total		5	0	6	3	4	4	4	3	4	1	2	31		1	2	2	3	1	9		40
<b>Total Teams</b>			<b>38</b>	<b>50</b>	<b>49</b>	<b>49</b>	<b>43</b>	<b>40</b>	<b>34</b>	<b>32</b>	<b>23</b>	<b>15</b>	<b>373</b>	<b>+21</b>	<b>20</b>	<b>33</b>	<b>35</b>	<b>24</b>	<b>12</b>	<b>124</b>	<b>+4</b>	<b>497</b>

## APPENDIX 6

### Club Alignments and Relationships

SMJFL Club	Auskick Centre	VAFA Club	SFNL Club
<b>Ajax JFC</b> Princes Park	<b>Ajax JFC</b> Princes Park	<b>Ajax JFC</b> Gary Smorgan Oval (Albert Park)	-
<b>Ashwood JFC</b> Essex Heights Reserve	<b>Ashwood</b> Essex Heights Reserve	-	<b>Ashwood FC</b> Essex Heights Reserve
<b>Beaumaris FC</b> Banksia Reserve	<b>Beaumaris</b> Banksia Reserve <b>Black Rock</b> Donald MacDonald Reserve	<b>Beaumaris FC</b> Banksia Reserve	<b>Black Rock FC</b> Donald MacDonald Reserve
<b>Bentleigh JFC</b> King George VI Reserve	<b>Bentleigh</b> King George VI Reserve	<b>Glen Eira Saints FC</b> Packer Park	<b>Bentleigh FNC</b> Bentleigh Reserve
<b>Brighton Beach JFC</b> Brighton Beach Oval	<b>Brighton</b> Brighton Beach Oval	<b>Old Brighton Grammarians FC</b> Brighton Beach Oval	<b>Moorabbin Kangaroos FC</b> Moorabbin West Reserve
<b>Caulfield JFC</b> Koonrang Park	<b>Caulfield</b> Koonrang Park <b>Glen Eira Gryphons</b> Packer Park	-	<b>Caulfield JFC</b> Koonrang Park
<b>Cheltenham JFC</b> Le Page Park	<b>Cheltenham Panthers</b> Le Page Park	-	<b>Cheltenham FC</b> Jack Barker Oval
<b>Dingley JFC</b> Souter Reserve	<b>Dingley</b> Souter Reserve	-	<b>Dingley FNC</b> Souter Reserve
<b>East Brighton Vampires JFC</b> Hurlingham Park	<b>East Brighton</b> Hurlingham Park	<b>Old Brighton Grammarians FC</b> Brighton Beach Oval	<b>East Brighton FC</b> Hurlingham Park
<b>East Malvern JFC</b> DW Lucas Oval	<b>Malvern Districts</b> DW Lucas Oval	-	<b>East Malvern FC</b> DW Lucas Oval
<b>East Sandringham JFC</b> Chisholm Reserve	<b>East Sandringham</b> Chisholm Reserve	<b>Hampton Rovers FC</b> Boss James Reserve	<b>Hampton Hammers FC</b> Peterson Street Reserve
<b>Hampton Rovers FC</b> Boss James Reserve	<b>Hampton</b> Castlefield Reserve	<b>Hampton Rovers FC</b> Boss James Reserve	-
<b>Highett FC</b> Highett Reserve	<b>Highett</b> Highett Reserve	-	<b>Highett FC</b> Highett Reserve
<b>Mordialloc Braeside JFC</b> Walter Galt Reserve	<b>Parkdale</b> Walter Galt Reserve	<b>Parkdale FC</b> Walter Galt Reserve	-

SMJFL Club	Auskick Centre	VAFA Club	SFNL Club
<b>Murrumbeena JFC</b> Murrumbeena Park	<b>Murrumbeena</b> Murrumbeena Park	-	<b>Murrumbeena FC</b> Murrumbeena Park
<b>Oakleigh JFC</b> Scammell Reserve	<b>Oakleigh</b> Oakleigh South PS <b>Oakleigh Districts</b> Princes Highway Reserve	<b>Oakleigh AFC</b> Scammell Reserve	-
<b>Ormond JFC</b> EE Gunn Reserve	<b>Ormond Blues</b> EE Gunn Reserve	<b>Ormond AFC</b> EE Gunn Reserve	-
<b>Port Melbourne Colts JFC</b> JL Murphy Reserve	<b>Port Melbourne Colts</b> JL Murphy Reserve	-	-
<b>Prahran JFC</b> Toorak Park	<b>Old Xavs Prahran</b> Toorak Park	<b>Prahran Assumption FC</b> Toorak Park	-
<b>South Melbourne Districts JFC</b> Albert Oval 11	<b>South Melbourne</b> Albert Oval 11	<b>South Melbourne Districts FC</b> Albert Oval 11	-
<b>St Bedes / Mentone AFC</b> Mentone Reserve	<b>Mentone</b> Mentone Reserve	<b>St Bedes / Mentone AFC</b> Mentone Reserve	-
<b>St Kilda City JFC</b> Peanut Farm & Etwood Park	<b>Elsternwick (Sat Morn)</b> Wattie Watson Oval <b>Elsternwick (Fri Evening)</b> Elsternwick Park	<b>Elsternwick AFC</b> Elsternwick Park	<b>St Kilda City FC</b> Peanut Farm
<b>St Paul's McKinnon JFC</b> McKinnon Reserve	<b>Valkstone St Paul's McK</b> McKinnon Reserve	-	<b>St Paul's FC</b> McKinnon Reserve
<b>St Peters JFC</b> Centenary Park	<b>East Bentleigh</b> Centenary Park <b>Coatesville</b> Coatesville PS	<b>Ormond AFC</b> EE Gunn Reserve	<b>St Paul's FC</b> McKinnon Reserve <b>Bentleigh FNC</b> Bentleigh Reserve
<b>Waverley Park JFC</b> Columbia Park	<b>Waverley Park Hawks</b> Columbia Park <b>Mazenod St Leonards</b> Central Reserve	<b>Mazenod OCFC</b> Central Reserve	-