



2017 PARTICIPATION



TOTAL PARTICIPATION

252,624

PARTICIPATED IN PROGRAMS

173,771

+10.13%

GROWTH

We also delivered more than 710,184 promotional experiences in communities and schools

PARTICIPATED IN COMPETITIONS

79,853

NAB AFL AUSKICK

28,273

PARTICIPANTS

885
AUSKICK CENTRES

+1.15%
GROWTH IN PARTICIPATION

CLUB FOOTBALL

29,525

PARTICIPANTS

15,431
JUNIOR

7,806
YOUTH

SCHOOL FOOTBALL

46,656

PARTICIPANTS IN SCHOOL COMPS

144,173
PARTICIPANTS IN SCHOOL BASED PROGRAMS

SOCIAL FOOTBALL

3,672,

PARTICIPANTS IN AFL 9s COMPETITIONS

8,045
SENIOR

1,553
VETERAN

+15%
TOTAL SCHOOL GROWTH ACROSS PROGRAMS AND COMPETITIONS

FEMALE FOOTBALL

100,841

FEMALE PROGRAM AND COMPETITION PARTICIPANTS

COACHES & UMPIRES

1,125

NEW COACH ACCREDITATIONS

1,234

ACCREDITED UMPIRES

39.9%
OF ALL PARTICIPATION

70
NEW FEMALE TEAMS

+39%
CLUB GROWTH

