



AUSTRALIAN FOOTBALL IS NO.1

Australian Football is the most popular football code in the country and continues to show strong growth at all levels of the game.

The 2005 figures show more people are playing, attending, watching and listening to Australian Football.

Importantly, the game is having a greater impact from a social and financial perspective, with more people involved in the football industry, as either volunteers or employees, than ever before.

Australia's only true indigenous game is in excellent health.

Participation continues to grow across the country with more adults and children playing Australian Football than ever before.¹

In 2005, the AFL invested more than \$30 million at community level to ensure football was the first sporting choice for more and more Australians. A similar amount is being spent in 2006 and more is earmarked for 2007 and beyond.

This investment in the future of the game includes money spent on youth participation, talent identification, extra facilities at community level, umpiring and coaching development and community programs.

Australian Football supports:

- Seven state and territory football bodies.
- 94 regional offices.
- 180 community football development staff.
- 2300 NAB AFL Auskick centres.
- 2589 clubs, fielding 11,500 teams each week.
- 20,000 coaches.
- 9200 umpires.

To assist coaches, players, administrators, those working in the industry, the media and the game's supporters in gaining an accurate view of the health of the game and its contribution to communities and the economy, the AFL has compiled the following information.

1. Participants are those involved in Australian Football programs and competitions for a minimum of six weeks.



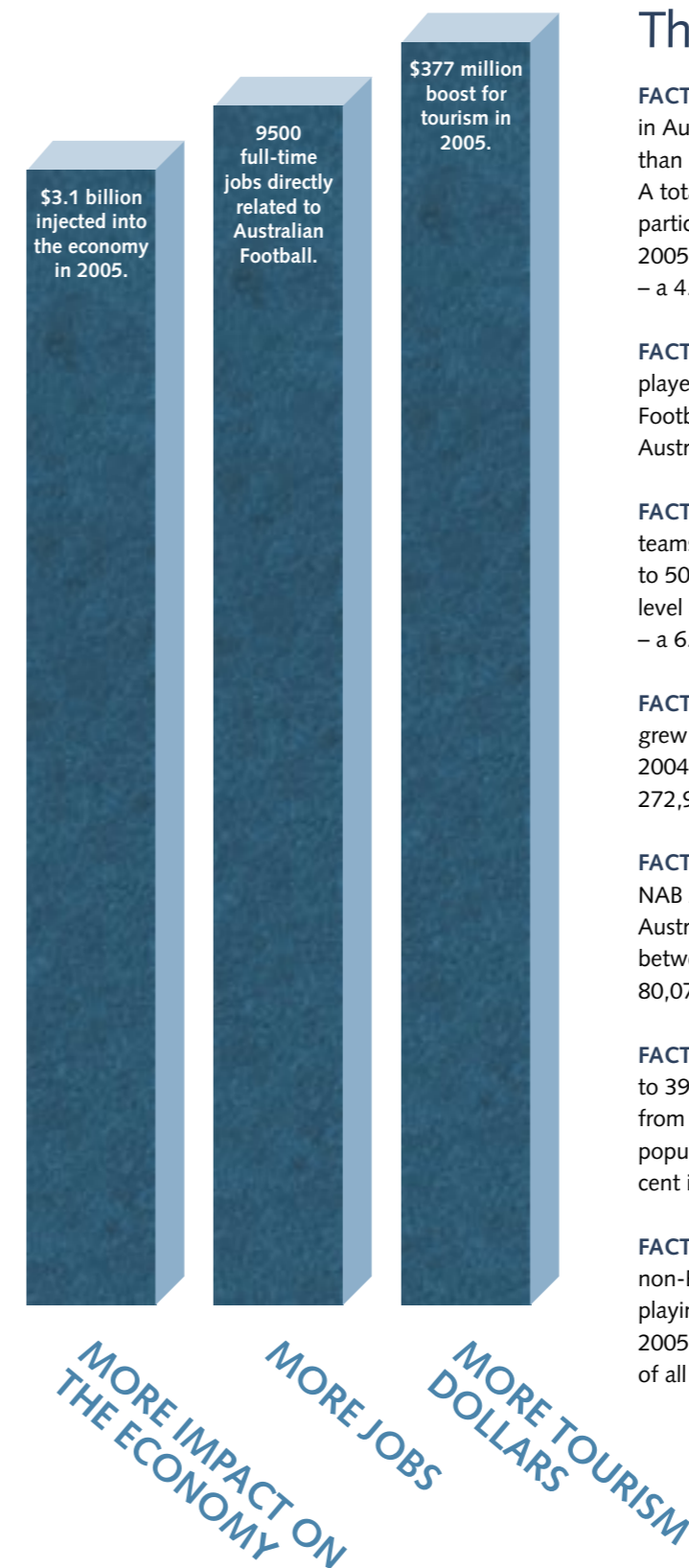
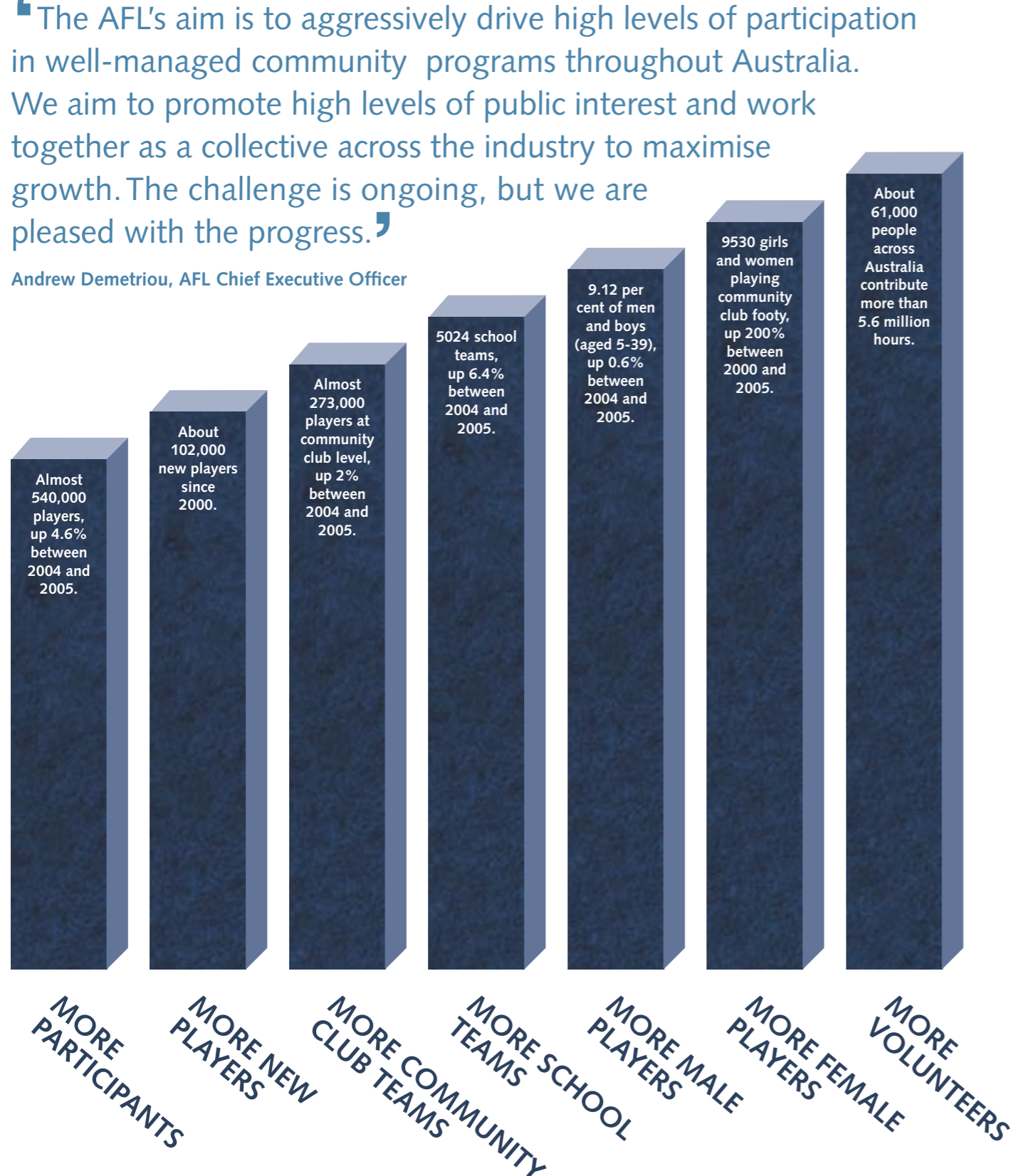
< ANDREW McLEOD, Adelaide

AFL on the rise



‘The AFL’s aim is to aggressively drive high levels of participation in well-managed community programs throughout Australia. We aim to promote high levels of public interest and work together as a collective across the industry to maximise growth. The challenge is ongoing, but we are pleased with the progress.’

Andrew Demetriou, AFL Chief Executive Officer



The facts about Australian Football

- FACT 1.** More people participate in Australian Football in Australia than in any other football code. A total of 539,526 registered participants played football in 2005, up from 516,043 in 2004 – a 4.6 per cent rise.
- FACT 2.** An extra 102,000 new players have taken up Australian Football across all levels in Australia since 2000.
- FACT 3.** The number of school teams competing in Australia grew to 5024 in 2005 (3300 at primary level and 1724 at secondary level) – a 6.4 per cent increase on 2004.
- FACT 4.** Community club football grew by two per cent between 2004 and 2005 and last year had 272,976 participants.
- FACT 5.** Registered participants in NAB AFL Auskick programs across Australia rose by 74 per cent between 2000 and 2005, from 80,074 to 139,549.
- FACT 6.** More males aged five to 39 are playing the game, up from 8.52 per cent of the male population in 2004 to 9.12 per cent in 2005.
- FACT 7.** More people from non-English speaking origins are playing Australian Football and in 2005 accounted for 6.7 per cent of all participants.
- FACT 8.** More girls and women are playing community football than ever before, with female player numbers doubling between 2000 and 2005, from 4728 to 9530. Across all levels in 2005, 37,816 girls and women played NAB AFL Auskick, community club football and school competitions of six weeks or more.
- FACT 9.** More volunteers than ever before are helping to run the game with about 61,000 assisting across the country.
- FACT 10.** Football, as an industry sector, generated \$3.096 billion for the Australian economy in 2005.
- FACT 11.** Australian Football clubs across the country provided the equivalent of more than 9500 full-time jobs in 2005.
- FACT 12.** Indirectly, Australian Football supported an additional 11,645 full-time equivalent jobs in other sectors of the community.
- FACT 13.** In 2005, 120 games involving interstate teams generated \$377 million in the tourism sector.
- FACT 14.** Volunteers contributed 5.6 million hours to football in 2003, the equivalent of \$86 million in labour effort.

THE GAME AND ITS PLAYERS

THE GAME AND THE ECONOMY