

Dr Ian Holland,

Please find attached information sought in relation to questions taken on notice regarding the level of female representation on the Boards of AFL State and Territory affiliates and the way in which results of female football competitions are publicised/disseminated to the media. I have forwarded by mail a copy of pre and post stories about the Victorian Women's Football League as carried by the Herald Sun in Melbourne last week.

Apologies for the delay in getting this to you. I hope the information is appropriate for the Committee's deliberation.

Thank you again for the opportunity for the AFL to participate in the Enquiry and we look forward to seeing the final report.

Kind regards,

Lawrie Woodman
National Coaching Development Manager
Australian Football League

Female Members of Boards/Commissions of AFL State and Territory Affiliates

State/Territory	
NSW/ACT	NSW/ACT Commission is administered directly by the AFL Commission and has an Advisory Board (six members). Currently one female member - Gabrielle Trainor. The previous 11 person Board had three female members (1998 – 2000).
Northern Territory	AFLNT Board (seven members) – no females among current members. Jenny Sinclair was a Board member from 2002-2004.
Queensland	AFL Queensland Board (members) Currently no female Board members. Previously Dr Susan Dann was a Board member from 2000-2004. AFL Queensland employs four full time female development staff.
South Australia	SA Football Commission Created 1991 (eight members) – no females have been elected. SANFL clubs – two currently have one female board member and another had one from 2003-05
Tasmania	AFL Tasmania Board (five members) - currently one female member. Previously all male.
Victoria	Football Victoria Board (10 members) was created as a separate entity to the AFL five years ago - no female members to date. FV employs a full time Female Football Development Manager.
Western Australia	WA Football Commission (seven members). – no females amongst current members. Previously one, Dr Helen Parker, served one term 2000 -2002. WAFC employs a part-time Female Football Coordinator.

AFL- PUBLICATION OF WOMEN'S FOOTBALL RESULTS 2006

Nationally

- All Women's Football Leagues have their own designated websites for their competition fixtures, ladders and results dissemination (Quarter by quarter scores, goal kickers, best players, etc).
- All these sites are accessible via links from each others sites and via the AFL website via their Women's Football section.
- The AFL website also has a designated results page for the AFL Women's National Championships results.
- This also archives results from previous championships and information about the leagues via links.

Wider Media - The AFL posts media releases during the National Championships with results and news stories to gain exposure for the event and women's football in general. Individual teams are encouraged to pass their results to local suburban newspapers.

Following is an outline of the processes employed in a couple of states:

In Victoria

- The VWFL has its own Footy Web site with full sporting pulse access and results management systems.
- The FV Youth Girls' competition also has its own designated site with the full results software attached, it also has a link straight from the State bodies (Football Victoria) home page. This site then has a direct link to women's football.
- The State body posts all major stories and finals results of all female football programs including the VWFL, Youth girls, Secondary and primary School as news items on their websites.
- As a news items on the state body website this is then automatically played in all FV affiliated league sites on the footy web system as a news item at the bottom of their website home pages.

Wider Media -

- The VWFL has a designated board position for media and this person in a volunteer capacity is designated to generate media coverage for the league. She does this in conjunction with Football Victoria with support from the FV marketing Department and the Female Football Development Manager.
- The Youth girls' competition also uses local media outlets for results and news stories and the School girls programs are advertised and results sent out via educational and student newspapers. This is done by the Female Football Development Manager with support from the FV marketing and PR department.

- The VWFL results appear in the Herald Sun and Age results sections every Monday and during finals the AGE also extends those results to best players and goal kickers.
- Football Victoria continuously promotes all its programs in particular its female programs and competition through local and major newspaper, radio and television media outlets.

In South Australia

The South Australian Women's Football League (SAWFL) is the only formal competition in South Australia and comprises of four Clubs with one senior team only.

The SAWFL is one of approximately 30 Affiliated Leagues and none of these leagues publish any results on the SANFL Website. Many of these leagues have their own website and publish weekly results as well as other information.

SANFL provides a link to the SAWFL on the SANFL Website.

SANFL have offered to assist the SAWFL on occasions with media releases from our offices for events of significant importance.

In Queensland

AFL Queensland has a link on their main page to the AFL Queensland Women's League which provides all score, fixtures etc. The Courier-Mail does not publish these results but individual teams are encouraged to pass scores on to their local Quest newspapers.