



GREAT GAME

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AFL CAIRNS PLANNING SURVEY OUTCOMES

You had your say. We listened.

Here are the key outcomes from the 2022 AFL Cairns Feedback Survey.

Firstly, thanks to the **195** people that provided a response, the majority of which were associated with an AFL Cairns Club.

Financial

- AFL Cairns will source additional League sponsors based off the top employment industries of those involved in our competitions (Health Care, Education & Trade).

Community

- Updates to be made to the AFL Cairns website, including integration of match statistics for public viewing throughout the season.
- More content to be provided via the TikTok social media platform.
- Greater promotion of footy programs within schools and the Junior competition in general.

Facilities & Events

- Multi-access water point installed at Cazalys Stadium in late January 2023.
- Additional food vendors booked for major events to provide a greater variety of options.
- A formal toast to be included at the AFL Cairns Presentation Night for the Jo Butland Medal winner.

Leadership & Governance

- AFL Cairns will be undergoing an independent review through [ClubMap](#) with the intent of sharing an updated Strategic Plan and Mission Statement.
- Additional AFL Cairns staff professional development opportunities to improve knowledge and experience in areas that will enhance League operations.

Umpiring

- AFL Cairns to review the Women's field umpire payments completed to determine the potential for a pay increase.
- Head Umpire Coach to address the following trends during pre-season training:
 - Holding the ball interpretation – aiming for consistency across all competitions.
 - Adjudicating the stand rule.
 - Consistency in awarding dangerous tackle free kicks.
 - Improved communication between umpires and players.
- AFL Cairns to crack down on umpire abuse for all competitions – increased punishments and fines to apply in season 2023.

Football Operations – General

- Interest shown from new potential commentators, which will increase the pool of personnel to ensure all season 2023 filmed games have commentary.
- AFL Cairns to provide Clubs and spectators with additional resources to handle unacceptable behavior on match days.
- All Stars vs Indigenous South Pacific Representative fixture key changes:
 - Fixture moved later in the season (now after Round 6) to allow additional training blocks and time for player nominations.
 - Greater responsibility and autonomy afforded to team Head Coaches.
 - Both Men and Women played on the same night at Cazalys Stadium.

Football Operations – Senior Men

- Competition restructure initiated to include a Division 3 grade (more detail to be released in early March 2023). No change to the Senior Men & Women's grades.
- AFL Cairns to officially announce all Club Marquee Players prior to Round 1.
- AFL Cairns' new Coding & Statistics Partner (iSports) to provide improved team and players statistics for all filmed games in season 2023 and beyond.

Football Operations – Senior Women

- An increase in Women's games being live streamed and coded - 24 x Home & Away (up from 10 in season 2022), plus all Finals.

Football Operations – Juniors

- Review to be completed on the feasibility of re-introducing an U17.5 Cairns Juniors Representative interstate trip.
- Competition restructure initiated to remove the Colts grade from Juniors and shift Junior age groups from evens to odds.
- Greater focus on increasing the AFL Cairns online content across all Junior matches and events.

Ben Carbis
AFL Cairns Football Operations Manager

ENDS