



## Australian Football 150 Years

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# Objectives and key messages

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## **Objectives:**

- To connect with community football, our existing fans as well as engage new fans.
- Reinforce Australian football as the leading sport in this country.
- Reinforce the key values of Australian football.
- Deliver major programs that have lasting effect on community football and growth of the game overall.
- Celebrate and enjoy this memorable year.

## **Our key messages:**

- Recognising the past, the present and the future of Australian Football.
- Celebrating the role of Australian football in society and reinforcing its strength and position within the Australian community.

## 2008 calendar of events:

<p><b><u>January</u></b></p>	<p><b><u>February</u></b>          NAB Cup commences: 9<sup>th</sup></p> <p>Australian Football Experience commences 22<sup>nd</sup> February (until Sept 08)</p> <p>Schools program commences</p>	<p><b><u>March</u></b>          Re-launch Australian Football 150 Years including 150 Years Book Launch: 9<sup>th</sup> (Melb)</p> <p>Season Launch: 13<sup>th</sup>          150 Years theme (integrated)</p> <p>Toyota AFL Premiership Season commences: 20<sup>th</sup></p>	<p><b><u>April</u></b>          150 Moments Painting</p>
<p><b><u>May</u></b>  <b><u>Community Football Weekend</u></b>  <b>May 8 to 11</b></p> <ol style="list-style-type: none"> <li>1. Australian Football Hall of Fame Induction &amp; Dinner: 8<sup>th</sup></li> <li>2. Community football round including AFL players visit to senior clubs.</li> <li>3. Hall of Fame Tribute Match</li> <li>4. Volunteer Recognition</li> </ol>	<p><b><u>June</u></b>          AFL Record – The Big Idea: 6<sup>th</sup> to 9<sup>th</sup> June</p>	<p><b><u>July</u></b>          Australian Country Football Carnival: 24<sup>th</sup> to 27<sup>th</sup>. (Shepparton)</p>	<p><b><u>August</u></b>          TV documentary: 4<sup>th</sup>          Kick Around The World: 7<sup>th</sup>          MIFF Football Film Evening: 7<sup>th</sup>          Tom Wills Round: Round 19          International Cup &amp; Dinner: Aug 25<sup>th</sup> -Sept 7<sup>th</sup>.</p>
<p><b><u>September</u></b>          Toyota AFL Grand Final Week: 22<sup>nd</sup> to 26<sup>th</sup></p> <p>Toyota AFL Grand Final: 27<sup>th</sup></p>	<p><b><u>October</u></b></p>	<p><b><u>November</u></b>          Australian Football Industry Conference</p>	<p><b><u>December</u></b></p>

## February - September

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### Australian Football Experience:

- Launched on 22 February at Canberra NAB Cup Match
  - Approximately 90 towns visited with focus on visits to regional Australia.
  - Provide football content as well as interactive participation.
  - Encourage community participation through fun and exciting activities.
  - Use AFL Ambassadors, past and current AFL and state players throughout the Roadshow.
  - Ambassadors include Kevin Sheedy, Neale Daniher, Robert Dipierdomenico, Michael Long, Jason McCartney, Luke Grant, Mark Ricciuto, Michael Voss, Luke Darcy and Nathan Buckley
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- 37 Major Events on weekends
  - 77 Primary School Visits
  - Range of other community activities
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- AFL specific media and promotional activities – coordinated with NAB

## NAB's concert truck



## The Big Sherrin Footy

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## On the beach in Merimbula



## Inside The Big Sherrin Footy



## The Big Kick – Our national goal kicking competition



## March - April

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### **Official Launch – Australian Football 150 Years**

- Sunday 9<sup>th</sup> March, Yarra Park, MCG. Launch is a family-based public event.
- The event will include the official book launch of *“The Australian Game of Football Since 1858”*
- Participation in Moomba Parade

### **2008 Toyota AFL Season Launch:**

- Australian Football 150 Years message will be integrated in to the overall theme.
- To be held at Peninsula, Docklands on Thursday March 13, 2008.

### **150 Moments:**

- A canvas will be painted by artist Jamie Cooper.
- Images include all aspects of Australian Football
- Artwork will not just focus on the elite competition but a true representation of football
- Drive traffic to 150years.com.au – public voting for best weekly moment.
- Used as a consistent Australian Football 150 Years theme throughout the year.
- Painting launched at beginning of Finals

## Hall of Fame Tribute Match – 10 May 2008

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- Victoria v Dream Team at the MCG.
- Saturday, 10 May 2008 at 7.40pm
  
- Victoria – Mark Thompson, Kevin Sheedy and Jonathon Brown
- Dream Team – Mark Williams, Neale Daniher and Andrew McLeod
  
- Victoria will be presented by Toyota
- Dream Team presented by Carlton Draught
  
- Presenting the best 50 players on the same ground for the first time ever
  
- Largest array of Hall of Fame Legends and Members and former star players in attendance
  
- Anticipated match attendance well in excess of 65,000 spectators

### Hall of Fame Induction and Dinner:

- Thursday, 8 May 2008 at Crown Palladium
- Annual event with special focus on Australian Football 150 Years
- Players from Victoria and Dream Team will be in attendance

## 10-11 May - Community Football Weekend

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- The focus of this weekend is to celebrate Australian Football at senior community leagues and clubs.
- No AFL matches have been scheduled and as such provides the opportunity to reflect upon the strength of football, our 600,000+ participants and the many volunteers and supporters of our game.
- Community football round featuring appearances from AFL players at all community leagues (approximately 270) around the country, featuring almost 1500 matches.
- 2008 listed AFL players will be required to take part in either the Hall of Fame Tribute Match, participate in second tier competitions or attend community football activities at senior community leagues/clubs.
- The weekend will also focus on former players of all levels returning to their original clubs. Many leagues have also scheduled key rivalry matches as a highlight of their rounds.
- Anticipated attendance across the almost 1500 matches is between 1.5million and 2 million spectators.
- Opportunity for community football to take centre stage.

# August

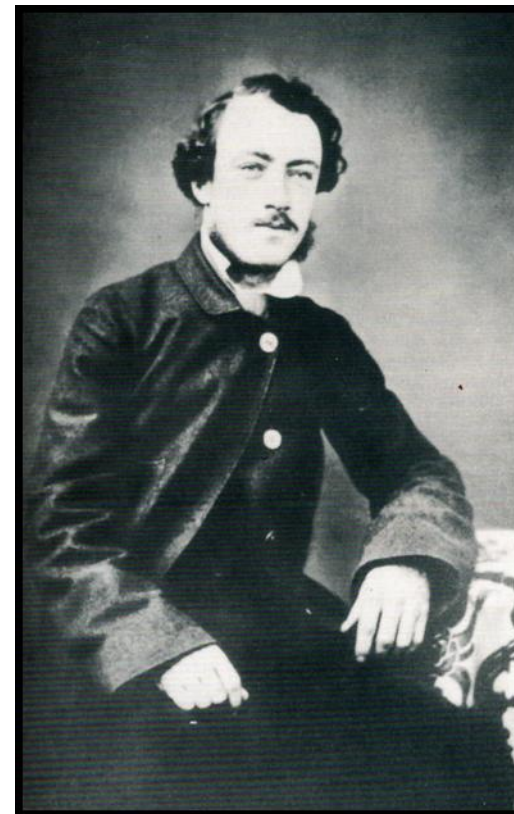
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## Australian Football Documentary:

- Documentary on Channel 7 in August
- AFL to produce a DVD for sale of Channel 7 documentary
- Documentary on Foxtel in July

## Tom Wills Round

- Round 19 - August 8 to 10
- Feature match will be Melbourne v Geelong (MCG).
- Game is also part of Melbourne FC's 150th anniversary.
  
- Round also includes:
  - Carlton v Port Adelaide
  - Hawthorn v Brisbane Lions
  - Collingwood v St Kilda
  - Sydney v Fremantle
  - Kangaroos v Western Bulldogs
  - Adelaide v Richmond
  - West Coast v Essendon



## Thursday August 7, 2008

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### Kick Around The World

- Australians around the world to kick a football on Thursday August 7.
- Promotion to encourage all Australians to bring a footy to work, school etc and have a kick.
- Schools Program to culminate on this day.
- Planned to be a major part of 150years.com.au.
- People to send photos in advance of the most unusual place they have kicked a footy.
- Work with media and government to get shots of famous people kicking a footy.
- Create some magical moments by kicking footballs all over the world

### Melbourne International Film Festival

- Evening to showcase the best 10 short films encapsulating our game in the community.
- Content to be around what football means in the community.
- To be held at ACMI, Melbourne on the evening of August 7.
- Followed by public screening of films in Federation Square on the same night.
- Content to be shown on 150years.com.au

## 150years.com.au

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- Australian Football Experience travelling around Australia
- Community Football Weekend
- Melbourne International Film Festival
- Kick around the World
- User generated content
  - Personal football stories
  - Photos
- Club Histories – creating a *Footypedia*
- Family-tree of football clubs
- All about content and engagement

## Other key activities

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### Community activity

- National Volunteer Recognition Program.
- National schools competitions.
- AFL Ambassador Program.
- 150 Years Licensing Program.

### Integration in to existing AFL activity

- Toyota AFL Season Launch.
- Toyota AFL Grand Final week.
- Toyota AFL Grand Final Pre-match Entertainment.
- Game Development activity including International Cup and integration in to all national and state based development programs.

# **Yarra Park Launch**

**You are invited to join us in**

**Yarra Park**

**for a family picnic day on**

**Sunday 9 March 2008**

**10.30am – 1.00pm**