



# **AFL NORTH COAST PARTICIPATION & PROGRAMS POST SEASON REVIEW**

## 2025 v 2024 NUMBERS AT A GLANCE



Product	2025	2024
School - AK (Programs)	19	18
School - AK (Participants)	446	525
School - SK (Programs)	18	6
School - SK (Participants)	375	101
School Holidays (Programs)	8	3
School Holidays (Participants)	226	153
Community Auskick (Participants)	294	249
Community Superkick (Participants)	113	0
AFL Nines (Participants)	307	348*
<b>TOTAL PARTICIPANTS</b>	<b>1,761 (28%)</b>	<b>1,376</b>

\*5 Term Census (October 2023 – December 2024)

## 2025 ASK NICELY (1 NOV 24 to 31 OCT 25)



Program	2025	2024
Bellingen Auskick	100.0 (3)	No responses
Coffs Harbour Breakers Auskick	100.0 (2)	100.0 (1)
Grafton Auskick	60.0 (5)	100.0 (7)
Lower Clarence Suns Auskick	100.0 (2)	90.0 (10)
Macleay Valley Eagles Auskick	0.0 (1)	No responses
Manning Valley Auskick	100.0 (2)	60.0 (5)
Nambucca Valley Auskick	100.0 (3)	100.0 (8)
North Coffs Kangaroos Auskick	100.0 (2)	100.0 (10)
Northern Beaches Auskick	100.0 (5)	60.0 (10)
Port Macquarie Auskick	71.4 (14)	44.4 (18)
Sawtell Auskick	100.0 (4)	87.5 (8)
South West Rocks Dockers Auskick	No responses	100.0 (1)
AFL Delivered Programs	65.4 (107)	73.6 (87)
<b>Overall</b>	<b>71.7 (166)</b>	<b>73.6 (208)</b>

## 2025 THE WINS AND THE CHALLENGES



### WINS:

- Elite Content
- Club Build – Paving the Way
- Transition Letters
- Superkick in Schools
- Coffs Coast All Girls Program > HT
- AFL Nines

### CHALLENGES:

- Weather
- Staffing (Next intake 16 Dec)
- Club Girls Number (5-10) – Girls Only Groups / Club Superkick?

# WHY DEVELOP SUPERKICK?

## AUSKICKERS ARE GETTING YOUNGER

NAB AFL Auskickers are getting younger  
(87% 4-7 Y/O)

## TIME AND COST PRESSURES

Families are more selective with recreational  
time and where they spend money

**Flexibility** and **convenience** are prioritised

## I'M NOT READY/INTERESTED

Continuing challenge to retain Auskickers into  
Junior Football.

No nationally aligned offering after Auskick for  
those that are not interested/not ready for  
Junior Football.

## TACKLE FREE

Match based participation that offers no tackle



**SUPERKICK  
UNLOCKS...**

# RESOURCES AND SUPPORT

## TO SUPPORT YOUR CENTRE, YOU GET ACCESS TO:

<b>STORE CREDIT</b>	\$200 credit for all centres redeemable by centre coordinator on the AFL PLAY store
<b>STARTER KIT</b> <small>NEW CENTRES IN 2026 ONLY</small>	<ul style="list-style-type: none"> <li>15 x Superkick centre footballs</li> <li>9 x Branded bibs</li> <li>2 x Helper vests</li> <li>1 x Program guide</li> </ul>
<b>COORDINATOR REWARDS</b>	Centre coordinator receives a \$50 voucher off a Superkick program for an immediate family member
<b>ACCESS TO AFL PLAY STORE</b>	Access for one Coordinator to the online store where they may use the centre voucher, plus purchase extra equipment where <u>needed</u>
<b>VOLUNTEER HUB</b>	Visit <a href="https://play.afl/superkick">play.afl/superkick</a> to visit our volunteer resource hub to access a suite of fact sheets to support your centre (update coming end of Jan)
<b>DEDICATED CUSTOMER SERVICE TEAM</b>	Contact our team at <a href="mailto:superkick@afl.com.au">superkick@afl.com.au</a> or 1800 PLAYAFL
<b>LOCAL DEVELOPMENT STAFF</b>	Support provided by local AFL Development Staff

## 2026 CLUB BUILD PROGRAM PLANS



Club	Auskick (Ages 5-7)	Superkick (Ages 8-12)	AFL Nines (Ages 13+)	Dates
Bellingen Bulldogs	✓	✓	-	Term 1 – Tues: 24 <sup>th</sup> Feb
Coffs Breakers	✓	✓	✓	Term 1 – Fri: 27 <sup>th</sup> Feb
Lower Clarence	TBC	TBC	TBC	Meeting next week
Manning Valley	✓	✓	✓	Late term 1 – Thursday's
Nambucca Valley	TBC	TBC	57	Nines Term 4, TBC AK/SK
North Coffs	✓	✓	✓	Term 1 – Weds: 25 <sup>th</sup> Feb
Northern Beaches	✓	✓	✓	Term 1 – Weds: 18 <sup>th</sup> Feb
Port Macquarie	46	16	78	Term 4 – Finished this week

## CLUB BUILD/GENERAL RECRUITMENT: NEXT STEPS



### Before end of T4:

- All Auskick and Superkick centres up to date and ready to accept registrations (Clubs)
- Lock away School Promotions for T1 Club Build Programs (AFL)
- Promote Club Build initiatives to Club networks (Clubs)
- AK Coordinators identified and registered as team managers (Clubs)

### Early 2026:

- Finalise T1 School Promotion Plans (AFL)
- Schedule AK/SK Training Sessions (Pre-season, mid-season and end of season) (AFL)
- Ensure positive experience at Club Build Programs (AFL/Clubs). **Girls recruit girls.**
- Book Come and Try/Bring a Friend club events and promote (Clubs)





**LET'S MAKE 2026 ANOTHER BIG GROWTH YEAR!**