

AFL SYDNEY

CLUB DEVELOPMENT EXPO



SUNDAY
FEBRUARY 16TH



8:30AM START



SWANS HQ
1 DRIVER AVE, MOORE PARK

SCHEDULE

SESSION LAYOUT

TIME EVENT

8:15am **Arrival of Guests** Guest to arrive at check-in.

8:45am **Welcome Address**
An overview and welcome to the day!

9:15am **SESSION 1**

AUDITORIUM
(DAVID BURGESS)

Volunteer Retention & Recruitment
An in-depth look at attracting and keeping volunteers in your club.

MEETING ROOM 1
(SAMAD SHAIKH)

Grants: Applications & Approaches
How to put your club in the best position to gain funds through grant opportunities.

MEETING ROOM 2
(NICK BAGLIN)

Facilities & Infrastructure
Key outlooks for 2025, importance of key relationships and future planning.

MEETING ROOM 3
(STEPH CLARKE)

Womens & Girls Initiatives
How we're helping you empower and engage women and girls at all levels of the game.

AFL BOARDROOM
(SYDNEY JUNIORS TEAM)

Ground Management Practices
Spans Session 3 & 4
A guide to Ground Management 101. A breakdown of processes and procedures.

SCHEDULE SESSION LAYOUT

TIME EVENT

10:05am

SESSION 2

AUDITORIUM

(TODD WILLIAMS)

Club Governance

Stay up to date with club compliance, sporting code requirements and key initiatives

MEETING ROOM 1

(SAMAD SHAIKH)

Grants: Applications & Approaches

How to put your club in the best position to gain funds through grant opportunities.

MEETING ROOM 2

(NICK BAGLIN)

Facilities & Infrastructure

Key outlooks for 2025, importance of key relationships and future planning.

MEETING ROOM 3

(STEPH CLARKE)

Womens & Girls Initiatives

How we're helping you empower and engage women and girls at all levels of the game.

SWANS FOYER

(DANIEL MORRISON)

Sponsors & Revenue Generation

Tips to help expand your clubs revenue streams and finding prospective sponsors.

SCHEDULE SESSION LAYOUT

TIME EVENT

10:55am

SESSION 3

AUDITORIUM

(TODD WILLIAMS)

Strategic Planning

Setting up your club for present and future success through planning and execution

MEETING ROOM 1

(ASH MCCALL)

Ahead of the Game: Mental Health

Immersive session, arming volunteers with tools to recognise mental health challenges, identify when to get help, and building resilience.

MEETING ROOM 2

(HANNAH DAVIS &
JENNY CRANDELL)

Diversity & Inclusion

A round down on how your club can embrace diversity and inclusivity for positive change.

MEETING ROOM 3

(RYAN O'KEEFE)

Coaching in your Club

A deep look into new coaching curriculum, new trends and the new coaching network

AFL BOARDROOM

(BARRY RICHARDSON
& ALEX SMITH)

Tribunal Practices

Spans Session 1 & 2

The role of the tribunal, umpire and player advocates and process outcomes.

SCHEDULE SESSION LAYOUT

TIME EVENT

11:45am

SESSION 4

AUDITORIUM

(DAVID BURGESS)

Volunteer Retention & Recruitment

An in-depth look at attracting and keeping volunteers in your club.

MEETING ROOM 1

(FAN HUB)

Marketing & Social Media

Gaining traction through marketing in your regions and building a strong online presence.

MEETING ROOM 2

(AFL SYDNEY UMPIRING TEAM)

Umpiring in your club

Information on the Umpire Welfare Officer rollout and umpire recruitment within your club

MEETING ROOM 3

(RYAN O'KEEFE)

Coaching in your Club

A deep look into new coaching curriculum, new trends and the new coaching network

SWANS FOYER

(DANIEL MORRISON)

Sponsors & Revenue Generation

Tips to help expand your clubs revenue streams and finding prospective sponsors.

SCHEDULE

12:30PM



LUNCH BREAK

AFL TO PROVIDE LUNCH TO ALL PARTICIPANTS

1:00PM

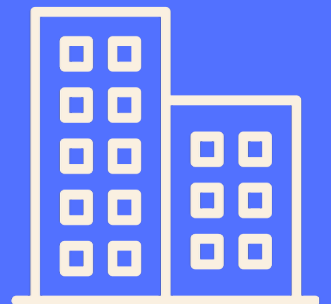
SYDNEY REGIONAL CLUB CONNECTION



JUNIOR AND SENIOR REGION COLLABORATION

1:45PM

SWANS HQ FACILITY TOUR



TAKE A WALK AROUND THE NEW SWANS
FACILITY TAKING IN THE NEW DIGS!

SCHEDULE SESSION LAYOUT

TIME EVENT

1:00pm

SESSION 5

Ahead of the Game: Mental Health

AUDITORIUM

(ASH McCALL)

Immersive session, arming volunteers with tools to recognise mental health challenges, identify when to get help, and building resilience.

MEETING ROOM 1

(FAN HUB)

Marketing & Social Media

Gaining traction through marketing in your regions and building a strong online presence

MEETING ROOM 2

(AFL SYDNEY UMPIRING TEAM)

Umpiring in your club

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MEETING ROOM 3

(HANNAH DAVIS & JENNY CRANDELL)

Diversity & Inclusion

A round down on how your club can embrace diversity and inclusivity for positive change.

SWANS FOYER

(SYDNEY COMM FOOTY TEAM)

Sydney Regional Club Connection

A junior and senior club collaboration session where presidents or delegates can connect on region specific matters