



6 March 2023

Ben Manning
Senior Manager – Advisory and Consulting
Solucio

To Ben

Re: SOUTH EAST SPORTS HUB

The development of community football facilities is a key objective of AFL Victoria as we seek to provide sufficient numbers of well located, accessible and welcoming football facilities that support the growth of our game and our football leagues, clubs and schools.

AFL Victoria is in support of the proposed South East Sport Hub in Bangholme. We understand the proposed development will include three AFL ovals and associated amenities as identified within the Masterplan.

This important project will support new and existing participation levels and assist with the rapid growth being experienced in female football in both umpiring and playing. In 2019, we had over 1,000 female teams across Victoria playing football. Through the AFL Women's Football Vision, we have an aspirational target to achieve equal participation and representation in community football by 2030. To help achieve this we require access to new welcoming and inclusive football venues to cater for the expected growth of women's football.

The benefits of investing in football extend beyond sports participation to providing economic and social outcomes that positively impact the communities that clubs support through inclusiveness, diversity programs, female participation and commitment to participant welfare and wellbeing. The Value of an AFL Community Football Club world first research project has found that for every one dollar invested in a community football club, at least \$4.40 is returned in social value. It found that it does not matter where you live, how long or how often you are involved in a football club, or whether you are a player, coach, volunteer or a supporter, people involved with a football club experience greater social connectedness, wellbeing and self-reported physical and mental health than the general population as a result of being involved in a football club.

AFL Victoria supports this important community project within the City of Greater Dandenong. We look forward to continuing to work with you on this project. Should you have any further queries, please feel free to contact me via jessie.doull@afl.com.au.

Yours sincerely,

A handwritten signature in blue ink that reads 'Jessie Doull'.

Jessie Doull
Facilities & Government Manager

AFL Victoria

Australian Football League (Victoria) Limited ABN 24 147 664 579
Marvel Stadium, 140 Harbour Esplanade, DOCKLANDS, VIC 3008
GPO Box 1449, Melbourne, Victoria 3001
T: (03) 8341 6000 F: (03) 9380 1076 E: aflvicreception@afl.com.au W: www.aflvic.com.au