

AFL CULTURAL DIVERSITY | MANY CULTURES, ONE GAME



AFL
VISION



AFL
GAME
PLAN



CULTURAL
DIVERSITY
2026
PRIORITIES

For everyone to love and connect with Australia's game

Deliver thrilling
FOOTY

That excites and puts our
FANS first

So that we can secure our
games **FUTURE**

Cultural Heritage Series

Celebrate the diverse cultural heritage of our game through a series of themed AFL/W home games

Storytelling

Capture and showcase authentic stories and history of culturally diverse players, fans and participants in our game

Diverse Community Participation

Deliver place-based, co-designed Community Connect and School Connect programs in 21 LGAs nationally

Cultural Diversity Ambassadors

Showcase culturally diverse player ambassadors as new faces and voices for our game



Workforce Representation

Attract, recruit and engage a more representative AFL workforce of emergent communities

Player Talent Pipeline

Grow the pipeline of culturally diverse talent to better represent communities

Multi-Lingual Broadcast

Facilitate new audiences to connect with the game via four Hindi / Mandarin broadcasts

International Growth

Link our global ambitions with opportunities to deepen cultural relevance locally in Australia

