

AFL INDUSTRY MENTAL HEALTH AND WELLBEING STRATEGY:

OUR VISION

All our People are supported to thrive in football, work and life.

HALF-TIME

IMPACT

OUR PURPOSE

To protect and support the mental health and wellbeing of our People for the future of the Game.

The AFL has committed to embedding positive mental health at the heart of its culture. The Industry Mental Health and Wellbeing Strategy 2024-7 has guided coordinated actions across every level of the AFL ecosystem to contribute to football environments that strengthen mental health and wellbeing. The Half-Time impact report marks the mid-point of the four year strategy.

Setting the benchmark for mental health and wellbeing across sport

1ST SPORT

To achieve a **whole-of-system approach** to mental health and wellbeing

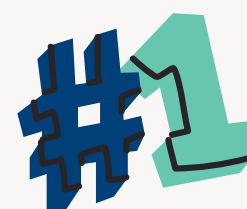
To deliver a **stepped mental healthcare** model for professional Players²

To deliver **suicide post-vention and critical incident care** for communities at times of need³

To develop a distinct **Social, Emotional, Cultural Wellbeing (SECWB)** Framework by and for First Nations peoples¹

To embed a **Community Mental Fitness Charter** that protects and promotes mental fitness

To embed research innovation to **grow the science of mental health and sport**



Leaving a lasting footprint for promoting mental health through the power of Australian football

27+ community mental health partner organisations

Strengthening the SECWB of every Player in Northern Territory Talent Pathways and Diversity Academies through First Nations led SECWB programs

Bolstering wellbeing literacy for **2000+** youth Talent Pathways Players

96%

96% of Talent Pathways Players found their wellbeing support helpful

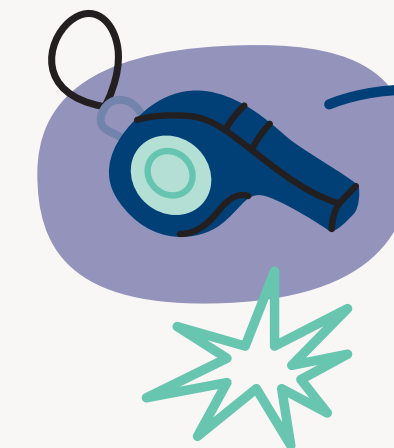
27+ community mental health partner organisations delivering the largest youth mental health in sport program globally⁴

Strengthening resilience and increasing mental health literacy in 28,000+ community football participants

Bolstering confidence in 92% of parents and youth participants to **recognise signs and symptoms of mental ill-health**

Growing confidence in 89% of youth and parent participants to **give help to someone**

Universal access to timely, trusted and empowering mental health support, designed by and for our Industry



Every Club staff, Coach, AFL and AFLW Player, umpire and AFL team member has **access to trusted 24/7 mental health support²**

Every First Nations Player and AFL and Club team member has access to dedicated culturally affirming care



Every AFL and AFLW Player has access to a psychologist in their Club and specialist mental healthcare

100% of Players receive mental health screening in their 18th year before the National Draft

100%



¹ In partnership with AIPA ² In partnership with Converge International ³ In partnership with headspace ⁴ Movember Ahead of the Game, funded by Movember, Toyota, Coles, and the Tasmanian Government. The AFL acknowledges the Traditional Owners of the land on which we work and play our game. We pay our respects to Elders past, present and emerging. We acknowledge we play our great game on this land and respect the cultures of all Aboriginal and Torres Strait Islander Peoples, their contribution to our Nation and contribution to the game of Australian Rules Football.