



PROJECT 500 **UMPIRING REVIEW**

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EXECUTIVE SUMMARY

Early in 2022, AFL Northern Territory (AFLNT) executive launched “project 500” - a phrase to generate awareness and momentum to review and plan for the priorities of umpiring in the Northern Territory (NT). 500 is the “north star” target of umpire registrations to support the demands across all formats of Australian football in the Territory.

WHY IS 500 OUR TARGET?

Based on the assumption that AFLNT aligns with the AFL national strategy target (appendix 1) of achieving a standardised ratio of 1.25 umpires per community football team (current NT ratio 0.35) by 2025, AFLNT will need to reach an approximate 600 umpires by this time. Given that community football is played across multiple days and nights, particularly in the NTFL which has the highest participation, this would mean the ratio would not need to be as high. Therefore by 2025, reaching a total of 500 umpires is an aspirational and sufficient target to keep up with potential growth in team numbers (NB: in 2022 there was 422 community football teams, including remote). This would be a ratio of 1.0 umpires per community football team if team numbers grew to 500 by 2025, which is possible with expanded junior and youth competitions in the regional football hubs.

This report explores, considers, and outlines current state of play, challenges, and recommendations for identified themes that align with the AFL’s National Umpiring Strategy 2023 - 2025 (appendix 1) across the review’s two phases:

PHASE ONE:

- AFLNT Resources - specific resources required to enable meaningful operational and strategic change within the umpiring department and programs.

PHASE TWO:

- Recruiting - “growing” the pool and pipeline of umpires, with a focus on underrepresented demographics - females, multicultural and indigenous population groups.
- Retention - “engage”, “train” and “transition” the pipeline of community football umpires to ensure all have an enjoyable and safe experience, with clear pathways for umpires with higher levels of competencies.

As part of the review, analysis of previous and current National and NT projects, data, information, live observations, and stakeholder consultation assisted in the forming of the paper’s recommendations.

OBJECTIVES & SCOPE

The purpose of the review is to:

- Critically examine all (in scope) facets of umpiring.
- Ensure that the recommendations presented are aligned to the purpose of guiding AFLNT to implement best practices in the human resourcing of the umpiring department and increasing the recruitment and retention of umpires.
- Gather relevant information to analyse, prioritise, and determine recommendations for the AFLNT executive and board to consider for the future directions of umpiring.

To establish clarity of the review project, the following subject matters were classified as either “in scope” or “out of scope” of the review:

IN SCOPE:

- Coaching, upskilling and general support of community football umpires and officials.
- Development and pathway opportunities for talented umpires and officials.
- Environmental mechanisms that foster greater diversity and inclusion in the community football umpiring programs.
- Human resources within the umpiring department.
- Recruitment of community football umpires.

OUT OF SCOPE:

- Future facility needs of community football umpires (note: this review will work in collaboration with AFL NT Participation & Facility Needs Assessment).
- Governance arrangements with Umpiring Associations.
- Individual engagement agreements with community football umpires.

When determining the current state of play, challenges, and recommendations, the following urban and regional community football competitions have been focused on: Barkly Australian Football League (BAFL), Central Australia Football League (CAFL), Big Rivers Football League (BRFL) and the Northern Territory Football League (NTFL).

It should be noted that the Northern Territory faces many unique factors in comparison to other States and Territories which will be considered when determining suitable recommendations. These factors are not limited to, but include the following:

- Approximate 30% growth in the number of community football teams over the last three years.
- Extreme and varied weather temperatures across the Territory including heat, humidity, and rainfall.
- Cultural diversity
- Significant geographical distances between urban settings and remote communities.
- Transient nature of the Territory's population

METHODOLOGY, INFORMATION SOURCES & CONSULTATION

The review followed a staged process to enable an organised and structured review procedure. The review was conducted in two phases - phase one of the review concentrated on AFLNT resourcing, and phase two aligned to operational themes (recruitment and retention) consistent with the AFL's national umpiring strategy.

We gathered and analysed data trends of umpire registrations across the Territory over an extended period (appendix 2), formally consulted relevant internal and external stakeholders, conducted a de-identified umpire experience survey (appendix 3), observed the umpiring environment and analysed best practice umpiring strategies and programs across Australia to assist the determination of review recommendations and actions.

See below key information and data sources and stakeholder consultation groups:

- AFL Community Football Umpiring Insights - 2021.
- AFL Foundation, Talent, Elite & Mastery Umpire Identification Model - 2023.
- AFL Participation census 2014 - 2022.
- AFL Women & Girls Actions Plan 2021 - 2030.
- AFL Umpiring FTEM Model - 2023.
- AFL Officials HQ information system.
- AFLNT Future Directions Review of Umpiring 2019 - 2023.
- AFLNT & NTFL Umpires Association 2019 MOU.
- AFLNT & NTFL Umpires Association Affiliation Agreement 2022/2023.
- AFLNT Umpiring registrations 2014 - 2022.
- AFLNT Umpires' survey - 2022.
- AFLNT Umpires' survey specific to the review - 2023.
- AFLNT Women & Girls Actions Plan - 2023 - 2030.
- Desktop research.
- Live observations of AFLNT umpiring programs' training, match day environments, and of other AFL and other sports' umpiring programs.
- Stakeholder Consultation: stakeholder interviews, surveys & workshops - stakeholders included: AFLNT current and previous Umpires, AFLNT Umpire Associations, AFLNT Umpiring department and program staff, AFLNT Umpire Review Steering Committee, and AFLNT Clubs.

STEERING COMMITTEE

The role of the review steering committee was to ensure that a cross-section of internal stakeholder groups within the AFL and AFLNT were represented during the review. The committee ensured the review activities and strategy were aligned to the objectives, governed project timeframes, and assisted in the engagement with stakeholders for consultation activities.

The steering committee met monthly during the project. See below meeting schedule:

- Meeting #1: Set the scene and scope of the Steering Committee.
- Meeting #2: Critical discussion and modeling – Recruitment.
- Meeting #3: Critical discussion and modeling – Retention (Engage and Train).
- Meeting #4: Critical discussion 3 and modeling – Retention (Transition).

The structure of the review steering committee can be found below:

- Committee Chair
- AFLNT Umpiring Department representative
- National Umpiring Department representative
- AFLNT Women & Girls department representative
- NT Umpiring Program staff representative

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PROJECT 500

PHASE ONE



AFL NORTHERN TERRITORY RESOURCING

CURRENT STATE OF PLAY & CHALLENGES:

It was identified in the early stages of the review that to make successful operational and strategic improvements in umpiring, it was set as a priority to assess key themes that related to the way AFLNT resources umpiring. The below themes were identified that had a direct correlation and reliance on investing in resources:

- Coaching & Development:
- A limited umpiring department knowledge base of best practices provided an ongoing challenge for umpiring programs to be: progressive, more holistic in nature, and tailored to different competencies and demographics (appendix 3).
- Department Operations:
- Within the AFLNT community football structure, there was restricted capacity to develop and implement consistent and proactive administrative measures and processes to improve the environment and overall experience of umpires.
- Recruitment practices:
- Whilst there was a baseline of recruitment activities in place, there was limited capacity to effectively execute these practices successfully across the NT.

Additionally, limited intellectual property of contemporary and effective recruitment strategies was contributing to the overall decline in the number of umpires.

RECOMMENDATIONS:

Following the assessments made from phase one, recommendations were presented to the AFLNT executive and board ahead of review timelines to swiftly implement positive change in resources:

1. Introduce an Operations Coordinator full-time position to execute the administrative and operational requirements of AFLNT umpiring programs.
2. Introduce a Recruitment & Retention Lead full-time position to focus on the development and implementation of effective recruitment and retention practices and processes.
3. Introduce an Umpiring Lead role to drive the senior leadership of the umpiring department, with direction from the Football Sustainability Manager and Community Football Manager.
4. Introduce a Coach Education Lead full-time position to implement the national coach education framework, including the education and development of umpire coaches.
5. Invest in the expansion of community football umpire coach positions, supported by formal professional development of staff to enhance the intellectual property of best practice programs.

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PROJECT 500

PHASE TWO



RECRUITMENT - 'GROW'

CURRENT STATE OF PLAY:

The AFLNT umpiring department has on an ad hoc basis tested and trialed basic recruiting techniques. As highlighted earlier in this paper, the limitations in human resources and knowledge base within the department have prevented AFLNT from effectively planning and implementing targeted recruitment campaigns to grow the pipeline of community football umpires.

Current recruitment techniques that have been observed are the following:

INFORMATION SESSIONS AND PROMOTIONS (“COME & TRY” EVENTS):

- AFLNT has conducted Community Information Sessions and promotional events for the purpose of creating general awareness about umpiring opportunities and to educate potential recruits about the role, requirements, and benefits of being an AFLNT umpire on an ad hoc basis.
- These sessions have been held in schools, local clubs, community centers, or other relevant locations.

DEDICATED RECRUITMENT PERIODS:

- AFLNT has specific periods during the year when they more actively promote umpire recruitment and accept applications. These periods coincide with relevant community football off-seasons (“top end” off-season: April – September and regional NT: October – March) or leveraging off AFL national umpire initiatives and collateral.

ONLINE RESOURCES AND APPLICATIONS:

- AFLNT has a basic online presence through the PlayAFL website where interested individuals can access information, resources, and application forms for expressing an interest in getting involved in umpiring.
- Online platforms also provide avenues for communication, inquiries, and updates regarding umpiring opportunities in the NT.

INTERSTATE UMPIRES:

- The TIO NTFL season provides a unique value proposition to community football and state league umpires from other States and Territories to experience the “Top End” lifestyle during the period of October – March.
- Umpires are contacted through their AFL state body umpiring departments about the opportunities to umpire in the NTFL and off their own motivation engage with AFLNT to temporarily relocate for the season.

RECRUITMENT - 'GROW'

CHALLENGES:

- **Transient population:** The transient nature of the population adds an additional layer of complexity for effective recruitment campaigns to have “cut through” over a sustained period.
- **Geographical Constraints:** The Territory is a vast and sparsely populated region, which can pose challenges in terms of reaching potential umpires in regional areas. The limited population density and long travel distances may make it more difficult to recruit and retain umpires, particularly in areas with smaller communities.
- **Cultural Diversity:** The Territory is home to diverse cultural communities, including Indigenous populations, which have a strong presence in Australian rules football. Ensuring inclusivity and cultural sensitivity in umpire recruitment may require tailored strategies and outreach efforts to engage individuals from different cultural backgrounds.
- **Knowledge of best practice:** The umpiring department’s limited knowledge base of contemporary and effective umpire recruitment strategies, which is also consistent at a national level, where only now resources and due diligence are applied to the recruitment of umpires.

RECOMMENDATIONS:

6. **Implement a strategy for recruitment:** Create an overall NT recruitment strategy that provides a framework for annual region-based recruitment campaigns that allow for bespoke recruitment techniques to be tailored to regional demographics. This strategy should also include embedding AFLNT’s “Women and Girls Action Plan” (Appendix 5) to further strengthen female representation in umpire registrations (Appendix 4).

7. **Leverage marketing expertise:** Bespoke recruitment campaigns should embed and leverage AFLNT and AFL national marketing and digital media resources and expertise, factoring in recent community football umpire insights that are common on a national scale (appendix 6).

8. **Integrate “list management” practices:** Consider factoring in list management trends in the formulation of regional umpiring recruitment plans, including current umpire registration demographics, personality traits, level of capability, and experience. List management techniques should particularly be used within the TIO NTFL programs when engaging interstate umpires.

9. **Integrate umpire recruitment within the game development shopfront:** Utilising AFL national umpiring content, leverage the AFLNT game development network to deliver umpire promotions within the schools & clubs network to create efficiencies and deliver a “holistic” AFL code promotions within traditional markets.

RETENTION - 'ENGAGE'

CURRENT STATE OF PLAY:

Upon the completion of the annual recruitment or retention cycle, umpires are engaged through a variety of touchpoints within the community football umpiring programs of NT, including:

CODE OF CONDUCT AND EXPECTATIONS:

- AFLNT sets forth a code of conduct and professional standard expectations that umpires are expected to adhere to which are inconsistent from region to region.
- Umpires are required to conduct themselves in a professional manner, uphold the integrity of the game, and follow the rules and regulations established by AFLNT.

QUALIFICATIONS AND ACCREDITATION:

- The AFL offers umpire accreditation and qualifications based on the umpire's experience, knowledge, and skill level through the coach.afl platform.

UMPIRE TRAINING:

- AFLNT manages the annual and week-to-week structure of training for community football umpires which includes "pre-season" and "in-season" phases. The synopsis of training umpires will be explored later in this paper.

UMPIRE APPOINTMENTS:

- AFLNT is responsible for appointing umpires to officiate various competitions and matches within the Territory.
- This includes local senior leagues, youth divisions, representative games, and other affiliated competitions across the Territory.

MATCH SCHEDULING

- AFLNT manages the scheduling and logistics of umpire appointments, ensuring that matches are appropriately staffed with qualified umpires.
- Umpires are notified in advance about their appointments and are expected to be available for the designated matches.

MATCH PAYMENTS:

- Umpires engaged by AFLNT receive payment for their services when officiating matches. The specific payment structure and rates may vary depending on the level of the competition and the umpire's qualifications and is out of the scope of this paper.

CHALLENGES:

- Geographic dispersal: The Territory is a vast region with remote communities and long distances between build-up areas. Engaging umpires across such a geographically dispersed area can be challenging, as it requires effective communication and coordination efforts to reach and connect with umpires in various locations.

RETENTION - 'ENGAGE'

CHALLENGES CONT.

- **Competition from other sports:** The Territory has a diverse sporting landscape, with various sports competing for participants and officials. Engaging and retaining umpires in Australian football can be challenging when there are other popular sports, such as rugby, soccer, or cricket, vying for umpiring talent or general participation.
- **Cultural Inclusivity:** The Territory is home to diverse cultural communities, including Indigenous populations, which have a significant presence in Australian football. Engaging umpires from different cultural backgrounds requires cultural sensitivity, inclusivity, and tailored approaches that acknowledge and respect cultural diversity.
- **Resources and Support:** Ensuring umpires have access to resources, training programs, mentoring, and ongoing support is crucial for engagement and development. Limited resources, both in terms of funding and personnel, may pose challenges in providing consistent support for umpires.
- **Retention and Transition:** Retaining umpires and providing clear pathways for career progression within AFLNT and AFL can be a challenge. Umpires may seek opportunities for growth, advancement, and recognition, and it is important to establish mechanisms to nurture their development and provide incentives for long-term engagement to stay involved given the amount of competing interests involved in community members' lives (appendix 6).

RECOMMENDATIONS:

10. **Implement a standardised onboarding process:** Introducing a new formal onboarding process which includes education on organisational policies, code of conduct, and professional standard expectations will set up new and returning umpires for success within NT umpiring programs and create consistency across the Territory.

11. **Introduce a department Standard Operating Procedures:** To create sustainable and effective processes that can be easily accessed by AFLNT umpiring staff members, creating and implementing a Standard Operating Procedures framework for the umpiring department will assist in the transferring of knowledge between new and existing staff members, where the workforce is susceptible to high turnover.

12. **Align with regional umpiring associations for the purpose of social cohesion:** The NT umpiring programs have a broad demographic (ages, gender and personality traits) which are well understood by regional umpiring associations. AFLNT's core business should focus on umpiring program governance and management, and work in conjunction with the Umpiring Associations to facilitate social connection opportunities to support the overall engagement of umpires.

13. **Continue AFLNT's approach to improving the match day experience for all participants involved in community football:** AFLNT have proactively focused on numerous initiatives to improve the match day experience for umpires including: umpire club visits, club education, E-Points & formal reward & recognition activations for volunteers who display quality behaviors.

RETENTION - 'TRAIN'

CURRENT STATE OF PLAY:

The AFLNT is responsible for overseeing the training and development of community football umpires. This includes providing a learning environment that caters for novice-level umpires to highly competent community football umpires, which comprises of broad range of abilities, demographics, motivations, and learning style preferences.

TRAINING PROGRAMS:

- AFLNT offers organised training programs to develop the skills, knowledge, and capabilities of umpires. This is currently done with limited rigor and quality control.
- Training programs encompass mostly practical components to cover a basic understanding of the game and umpiring techniques, with limited theoretical and physical preparation techniques used.
- Programs cover topics such as the laws of the game, positioning and movement on the field, decision-making processes, communication with players and coaches, and managing game situations.

SKILL DEVELOPMENT:

- AFLNT focuses on enhancing the technical and decision-making skills of umpires through training sessions and on-field experience, with little theory and off-field education.
- Umpires receive guidance on positioning, signaling, reading the play, interpreting rules, and making accurate decisions in real-time game scenarios.

MENTORING AND SUPPORT:

- AFLNT provides mentoring and support programs for umpires to facilitate their development and growth.
- Experienced umpires or mentors offer guidance, feedback, and advice to assist less experienced umpires in improving their skills and understanding of the game.

CHALLENGES:

- AFL National Resources: AFL national resources related to accreditation and qualifications for umpires and staff is not well-known or understood amongst the umpiring groups and resources are outdated.
- A diverse range of umpire demographics: Umpiring programs have a diverse range of skill sets, personality traits and motivations to be catered for by umpiring support staff. This is a challenge with finite time, resources, and coach-to-umpire ratios to truly cater to individual or subgroup needs.
- Attraction & retention of support staff: Due to the transient nature of the Territory, limited financial compensation available, and structured professional development on offer, all contribute to a challenging landscape to attract and retain high-quality umpiring program staff to lead and facilitate umpiring programs

RETENTION - 'TRAIN'

RECOMMENDATIONS:

14. Formulate a comprehensive structured and tailored training curriculum: Working in partnership with the AFL national umpiring department, NT umpiring programs are recommended to adopt and integrate a contemporary and holistic training program that reflects the modern AFL national learning and development techniques and content.

15. Adopt a refreshed program staffing structure to reflect a holistic program: The umpiring program staff structure needs to adjust and expand to align with a modern and holistic umpiring program. This includes staff and resources that can service umpires in the areas of on-field skill development, physical preparation, medical management, learning off-field life skills, and well-being support.

16. Offer structured professional development curriculum for staff: Introduce a professional development plan and content for umpire coaches to better motivate and upskill umpire coaches. Whilst there'll be benefits to the umpires who'll be the beneficiaries of new and acquired knowledge of umpire coaches, implementing professional development as part of the compensation for staff will assist in the recruitment and retention of staff.

RETENTION - 'TRANSITION'

CURRENT STATE OF PLAY:

Whilst there is an understanding in the Territory's football landscape, that the NTFL Premier League competitions for players, coaches, and umpires are the aspirational standard to reach locally, there is little infrastructure and education in place to reward, recognise and progress umpires beyond the NT who perform well at community football level.

PERFORMANCE EVALUATION & FEEDBACK:

- Umpires' week-to-week performances are inconsistently evaluated and assessed by AFLNT officials and senior umpires. The evaluation process includes match assessments, application to training, and unstructured discussions to determine the readiness of umpires for higher-level competitions.
- There are no formal or consistent face-to-face or online feedback loops from the performance evaluator to the umpire to communicate performance output.

MATCH EXPOSURE:

- AFLNT provides opportunities for talented umpires to officiate in higher-level competitions or matches.
- This exposure allows them to gain experience and showcase their abilities to officials, coaches, and talent scouts at higher levels.

TALENT IDENTIFICATION:

- The AFLNT umpiring department identifies talented umpires who demonstrate the potential and capabilities to officiate at higher levels of Australian Football, without a framework and structure for identification.
- Umpires are recognized based on their age, performance, consistency, knowledge of the game, decision-making skills, and other relevant criteria which is not documented or structured.

PATHWAYS AND OPPORTUNITIES:

- Talented AFLNT umpires identified for higher-level transitions may receive additional skill development and training opportunities provided by the AFL national umpiring talent team. They may participate in specialized training sessions, workshops, and camps designed to enhance their skills, decision-making abilities, and understanding of the game at higher levels.
- There is no formal or structured talent-based program based in the NT.

RETENTION - 'TRANSITION'

CHALLENGES

- There is no formal high-performance program to cater to talented youth and adult umpires to access a high-performance training environment that is offered locally. Creating aspiration is a key driver in retaining talented umpires at the community football level (appendix 3). Without a physical and tangible program that is visible, limits AFLNT's ability to foster and transition umpires to national programs and opportunities.
- Limited understanding of pathways from NT-based community football programs to national opportunities. There is limited knowledge amongst umpiring staff and umpires about the pathway steps and opportunities available to transition from community football standards to elite AFL/W competitions.

RECOMMENDATIONS:

17. Adopt a standardized performance feedback model at the community football level that includes the documentation of umpire performance at the senior community football level and provides a framework for follow-up communication between the umpire coach and umpire.

18. Introduce the AFL's national umpiring FTEM model (appendix 7) for talent identification and monitoring purposes within the community football and talent pathway systems to support and aid the national strategy. Furthermore, the integration of this terminology and new way of working will aid the segmenting of umpires into groups by competency for tailored training to be delivered.

19. Set up best-practice local Youth Academy & High-Performance program offering for underage and adult umpires that is accessible in the major football hubs in the Territory. The program is to complement and enhance participants' mainstream umpiring commitments and to not be an extra burden for the participants.

20. Document and promote a clear and compelling talent pathway For all umpires and staff to be educated on as part of their onboarding process. This will help define opportunities that are available within the NT and interstate to progress

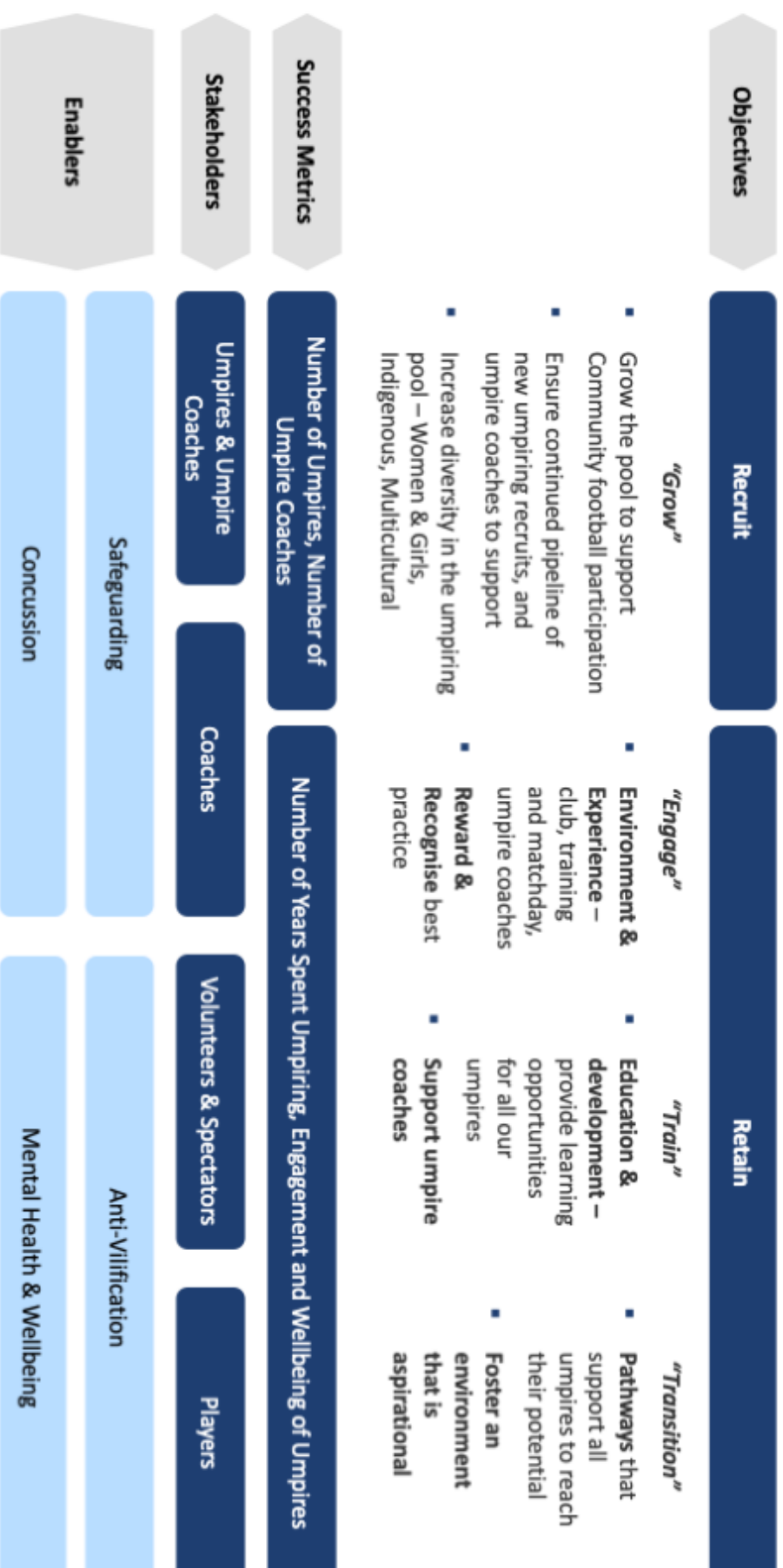
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PROJECT 500

APPENDIX

APPENDIX 1: AFL NATIONAL UMPIRING STRATEGY 2023 - 2025

National Umpiring Strategy 2023-2025



APPENDIX 1: AFL NATIONAL UMPIRING STRATEGY 2023 - 2025

2025 Community Umpire Aspirations – 3,000 additional umpires through new umpire recruitment and umpire retention

Recruit

- Umpiring numbers are keeping pace with participation in each state (umpire to teams ratio target of 1.25 in each state, or 3k additional umpires)
- Umpire coaching numbers increasing to support higher umpire numbers
- The number of community clubs with a club umpiring program has increased
- Expression of interest conversion rates increase – more umpires attend their first training session
- Recruitment of female umpires to support Women & Girls Action Plan target (20% by 2025)
- Increased number of umpires from multicultural and diverse backgrounds included in our game, increased number of Indigenous umpires

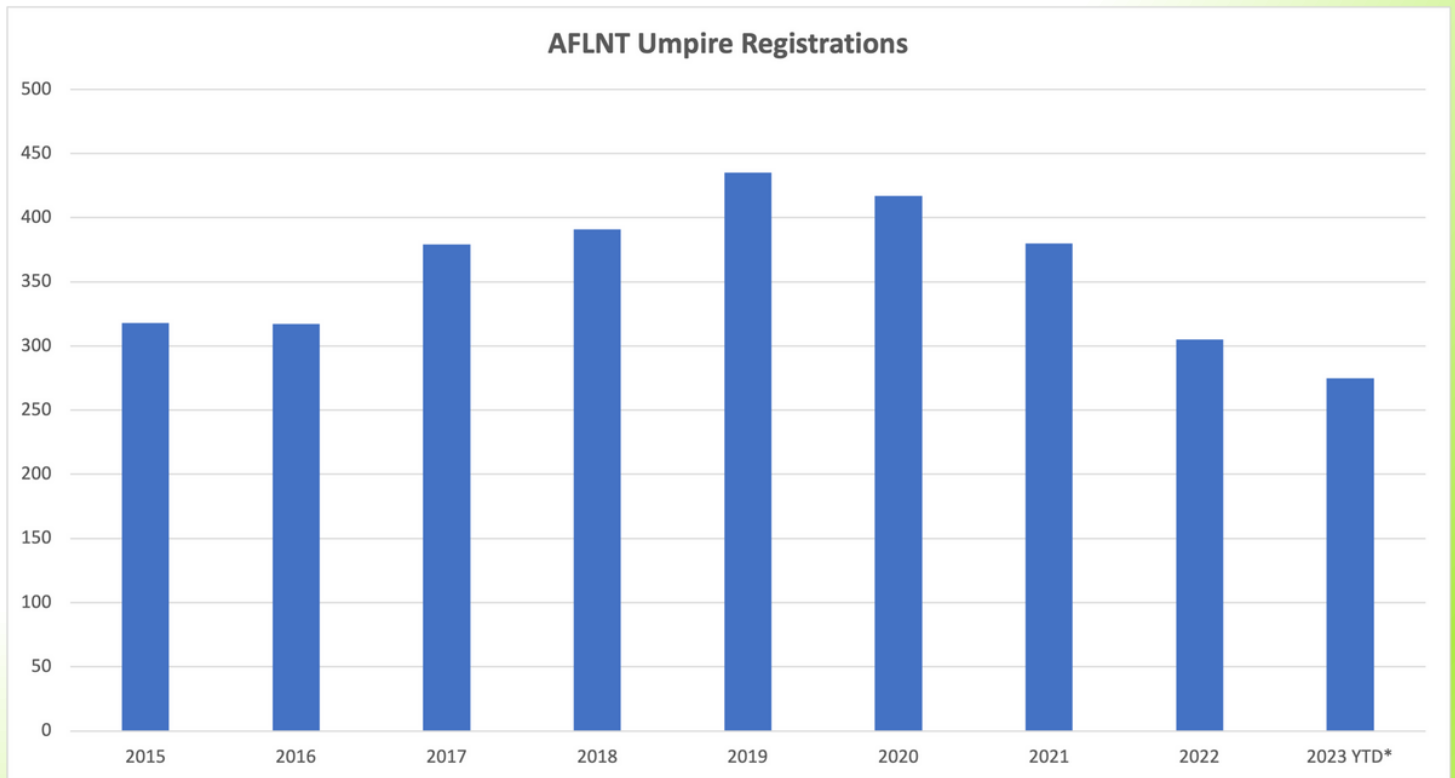
Retain

- Registration and accreditation pathway is clearly defined
- There is high quality online content available for umpires across the pathway that is easily accessible and relevant
- Umpire coaches are well equipped to support umpires and create safe training environments, umpire clubs can access resources to create inclusive environments
- Transition & Pathways - Training and coaching environments support identification of talented umpires
- Umpire respect and matchday environment – Umpire education is embedded across Participation and Community Football environments (Auskick, Schools curriculum)
- Umpire resilience and engagement has increased as a result of best-practice initiatives (matchday environments & wellbeing support)
- Umpires are recognised and rewarded for their contribution to the game – Community Umpiring Round is a celebrated event in the AFL calendar
- Umpire Clubs and Community Football Clubs that are leading the way in creating inclusive and safe environments for umpires are celebrated

APPENDIX 2: AFLNT UMPIRE CENSUS

NB:

- Years 2015 – 2021 registration data captured via the SportsTG system.
- Years 2022 onwards registration data was captured via Officials HQ, which has improved the consistent capability, accuracy, and reliability of data.
- Umpire registrations are only inclusive of BAFL, BRFL, CAFL & NTFL (note: exclude umpires in other remote regions are not counted).



APPENDIX 3: AFLNT UMPIRING EXPERIENCE SURVEY INSIGHTS

Survey Methodology



Total respondents = 85

Scope: The survey was issued to all umpires across the Northern Territory with the purpose of providing a platform for umpires to provide feedback and consultation to the umpiring review project that is currently being undertaken. All survey responses were anonymous.

Demographic Questions

- Age
- Gender Identified
- Discipline of Umpiring
- Years of Umpiring

Quantitative Questions

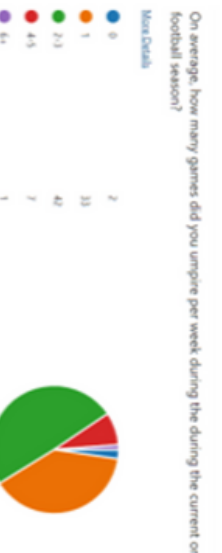
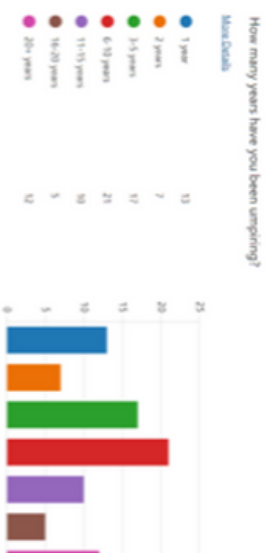
- Likert scale used from "Strongly Disagree" to "Strongly Agree".
- Enables an overview of how our umpires feel towards certain areas of the umpiring program.

Qualitative Questions

- Umpires provided platform for detailed feedback.
- Umpires provided opportunity to express their thoughts, ideas which gives AFLNT ability to explore diverse perspectives.

APPENDIX 3: AFLNT UMPIRING EXPERIENCE SURVEY INSIGHTS

Demographics of Umpires



APPENDIX 3: AFLNT UMPIRING EXPERIENCE SURVEY INSIGHTS

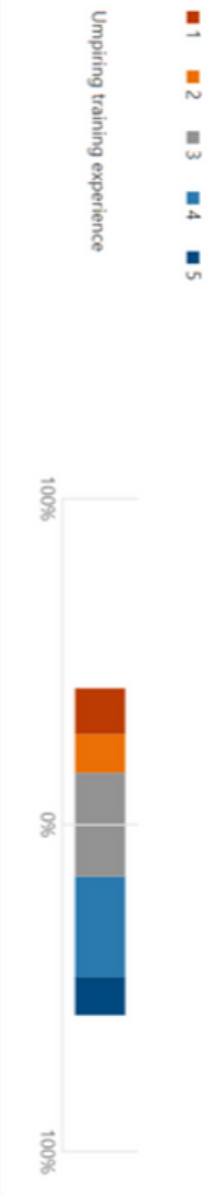
Training



- 42% of respondents rated the training experience as very good or outstanding.
- 25% of respondents rated the training experience as poor or very poor.

11. On a scale of 1-5, how would you rate the umpire training experience? (thinking about your local umpire training night and online education) Where 1 is very poor and 5 is outstanding

[More Details](#)



APPENDIX 3: AFLNT UMPIRING EXPERIENCE SURVEY INSIGHTS

Coaching



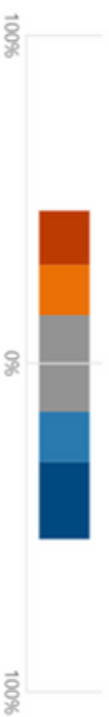
- 38% of respondents rated coaching as very good or outstanding.
- 31% of respondents rated coaching as poor or very poor.

13. On a scale of 1-5, how would you rate the coaching and mentorship that you received this year? Where 1 is very poor and 5 is outstanding.

[More Details](#)

■ 1 ■ 2 ■ 3 ■ 4 ■ 5

Coaching & Mentorship



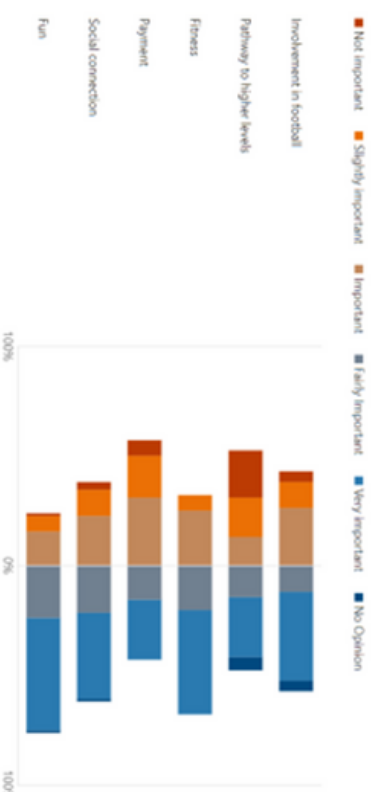


What Motivates Our Umpires

- The involvement in football, fun, and fitness are the most important factors.
- The survey indicated the least important factor is payment, however, several of the written responses indicated higher remuneration would increase retention.
- A high percentage of respondents rated the pathway to higher levels as "very important" and also "not important" indicating a large variance in the aspirations of the cohort.

9. Please rate the importance of the following factors on your motivation to umpire.

[More Details](#)



APPENDIX 3: AFLNT UMPIRING EXPERIENCE SURVEY INSIGHTS

Net Promoter Score

- The survey results reveal that our umpires find umpiring to be a fun and rewarding experience, driven by a sense of accomplishment and fulfillment.
- However, concerns arise regarding the support and encouragement they receive from club coaches, players, and fans.
- By addressing these concerns and promoting a culture of support, we can enhance the overall umpiring experience and foster a positive umpiring community.

15. How likely are you to recommend umpiring to a friend or family member?

[More Details](#)

Promoters	30
Passives	28
Detractors	27

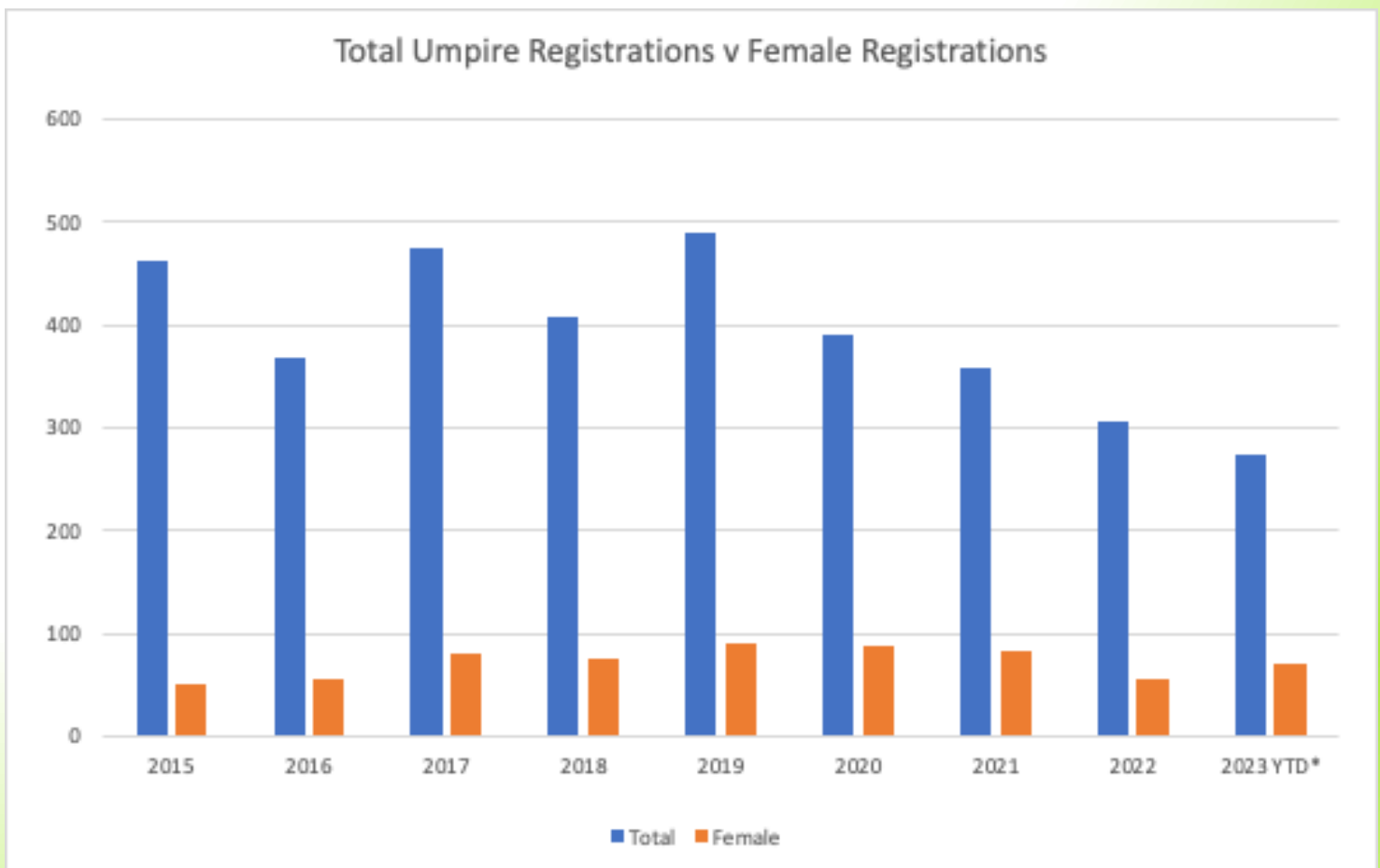


APPENDIX 4: REPRESENTATION OF FEMALE UMPIRE REGISTRATIONS IN THE NT

NB:

Years 2015 - 2021 registration data captured via the Sports TG system. Years 2022 onwards registration data was captured via Officials HQ, which has improved consistent capability, accuracy and reliability of data.

Umpire registrations are only inclusive of BAFL, BRFL, CAFL & NTFL (note: exclude umpires in other remote regions are not counted).



APPENDIX 5: AFLNT WOMEN & GIRLS ACTION PLAN:

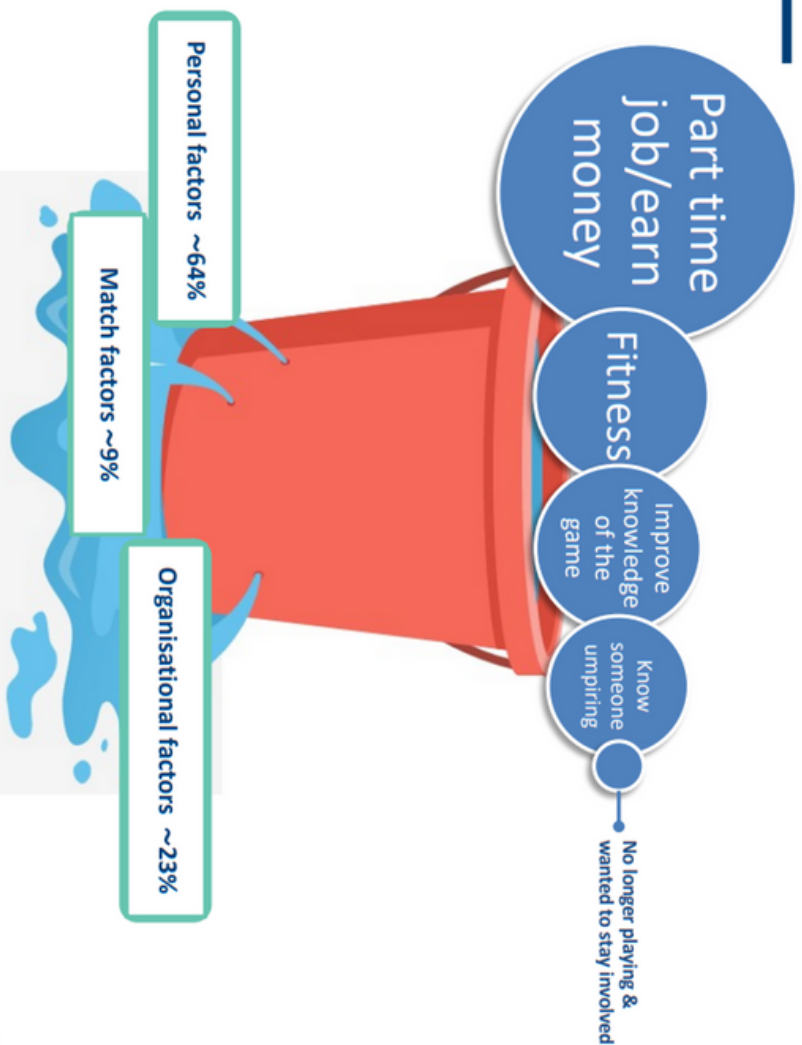
Women & Girls Game Development Action Plan One Pager (2021 – 2030) Women's Football Vision (Participation Pillar)



Women's Vision	Empower and enable the women's game at all levels			
Participation Pillar Vision	Equal opportunity for women to play, coach, umpire, officiate, administer and govern the game. A participation pathway that best supports the continued development of participants and enables lifelong participation in the game.			
Focus Area	PLAYING	OFFICIATING & LEADING	ENVIRONMENT	
In order to achieve the Vision, by 2030 we need	<ol style="list-style-type: none"> 1. Dedicated Women & Girls participation options in every region at every level, from Auskick to Senior Community Football 2. Consistent implementation of a Player Development Framework that supports the needs of girls 3. Access to curriculum-linked football programs and school competitions for all school-aged girls 	<ol style="list-style-type: none"> 4. Gender balanced leadership in all Community Football Leagues & Clubs 5. Women role models in community coaching positions, with women making up at least 40% of all accredited coaches 6. Inclusive & safe pathways for women in umpiring, with women making up at least 40% of all accredited umpires 	<ol style="list-style-type: none"> 7. Sufficient capacity of gender-neutral community football facilities to support the growth in women's football 8. Equity in investment and allocation of resources 9. Education, tools and resources available for Community Clubs to build inclusive environments for women of all backgrounds 	
Aspirational Target	Strive for equal participation and representation in community football by 2030			
Enablers	Equal opportunity for women to play, coach, officiate, administer and govern the game	A welcoming, inclusive, safe and positive experience for girls and women of all abilities to experience our game	Community clubs are representative of the communities in which they live. Everyone is welcome to experience our game and belong	Our game is enjoyed by, accessible to and participated in by Aboriginal and Torres Strait Islander girls and women leading to their leadership and success in our game
				We have a diversity of role models across the industry, on and off field that inspire the next generation

APPENDIX 6: AFL NATIONAL SURVEY INSIGHTS

The reasons why community umpires leave is varied and complex



Work or study commitments ¹	18%
Health/injury/age related ¹	14%
Inadequate support/pay ²	13%
Lack of enjoyment ^{1,2,3}	10%
Lack of time ¹	9%
Playing commitments ¹	8%
Training requirements ²	7%
Abuse ³	6%
Family commitments ¹	6%
Involved in coaching ¹	6%
Other	3%

68% Would consider returning to umpiring in the future

APPENDIX 7: AFL NATIONAL UMPIRING FTEM MODEL (DRAFT PROPOSAL):

AFL – National Umpiring Development Framework										
FTEM Stages	Community FOUNDATION			Emerging TALENT				High-Performance ELITE & MASTERY		
Phases & Descriptions	F₁ Strong fundamentals	F₂ Developing physical literacy and introduction to sport	F₃ Commitment to AFL and early umpiring experiences	T₁ Initial demonstration of future potential	T₂ Verification of talent potential	T₃ Practising and achieving as an Emerging Umpire	T₄ Breakthrough and preparation for elite transition	E₁ Umpiring at an Elite level	E₂ Successful Performance at highest level	M Sustained successful performance at elite level
An umpire is:	Acquiring a full repertoire of fundamental movement skills and early physical literacy – building blocks for later playing AFL and umpiring	Extension of movement skills and physical literacy through age-modified AFL formats, sampling other sports and free play	Applying and progressing rudimentary AFL skills at all community levels through umpiring and/or playing for a local club, school	Identified as having future high-performance potential through formalised scouting process	Holistic potential verified through formal confirmation process (e.g. probationary period, camps etc.) overseen by State Academy	Formal recognition at state/AFL level as an emerging talent that is committed to developing their craft and receives individualized planning & support overseen by State Academy	Individualized preparation for elite transition following breakthrough performances	Achieving elite umpiring status through selection for the AFL list	Achieving success through selection to umpire in AFL finals matches	Achieving sustained success through multiple AFL finals selections
Program/Competition ⁵	N/A	Introductory AFL formats (as a player)	Community Leagues, school, different formats of AFL	Development Squad and Community League	Talent Academy and Development League	High Performance Team, AFLW and State League	AFLW, State League	AFL, AFLW	AFL and AFL Finals	AFL and AFL Finals