



## “GROWING THE HEARTLAND FOOTBALL FACILITIES DEVELOPMENT STRATEGY 2014-2020”

*“Whilst our Strategy was developed in-house, we were keen to ensure it was going to hit the mark when released.*

*insideEDGE's experience in producing high quality, succinct and visually appealing strategic documents within the sporting industry, made them the ideal partner to review our draft document and help us produce a public version for release.”*

*Ricky Bell, Infrastructure and Planning Manager, AFL Victoria*

**COMPLETED: NOVEMBER 2013**  
**CLIENT: AFL VICTORIA**

AFL Victoria's "Growing the Heartland Football Facilities Development Strategy 2014-2020" outlines the organisation's role in facility provision across Victoria.

The Strategy provides a planned approach to the provision of infrastructure across the state, with a focus on establishing state-wide planning systems and strategic directions between 2014 and 2020.

The Strategy will be used to guide AFL Victoria's investment, influence regional/league planning and assist in providing a single strategic voice to local, state and federal government to inform their investment in the future health and growth of football in Victoria.

#### **KEY HIGHLIGHTS:**

- Peer review of Draft Strategy.
- Development of publishing and design principles.
- Production of Final Strategy for launch by AFL Victoria December 2013.