

We are the AFL Fans Association
Giving fans a voice

2021 AFL FAN SURVEY



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Contents

1. Background	3
2. Executive summary	4
3. Main Concerns as an AFL Fan	6
4. Open ended-feedback	8
5. Covid Impacts	9
6. Respondent Demographics.....	11
7. Appendix 1 – Top Thing To Improve Fan Experience	13

1. Background

The AFL Fans Association launched its inaugural annual fans survey in late 2021. This survey was promoted via light touch through email to AFL Fans Association members and on the AFL Fans Association social media sites (Facebook and Twitter). More extensive promotion will be undertaken for future surveys once capability has been proven.

Fans were asked for their feedback on the following:

- Main concern as an AFL fan
- The top thing the AFL should change to provide a better experience for fans
- COVID-specific questions including:
 - Effectiveness of communication
 - Response to COVID by your club (or AFL, MCC etc)
 - Support by clubs of members
 - Impacts of COVID on fan experience
- Other areas the AFL Fans Association can focus on to improve the AFL fan experience

Survey Response

- There were 860 responses received from AFL fans ranging in age from under 18 to the 75-84 years age group (refer section 6.1)
- Respondents were asked to select the main team they support (refer section 6.3). Fans of all clubs participated in the survey and 71% of respondents were club members (refer section 6.2).

Distribution

Results of the survey will be distributed as follows

- CEO AFL
- Club CEOs and presidents – including club-specific results relative to other clubs
- Media release and distribution via AFL Fans Association social media and email channels
- Other organisations including Responsible Gambling organisations

Next Steps

Fans tell us they are keen to see action on the feedback they provide us. The AFL Fans Association welcomes a formal response by the AFL to the feedback received. This will ensure continuous improvement of the AFL. Annual surveys will allow us to identify trends and what improvements have been implemented to improve the AFL fan experience.

2. EXECUTIVE SUMMARY

Despite the COVID-19 pandemic impacting fan attendance and the AFL fixture, rule changes and umpiring remain the major concern of AFL fans. Whilst it is appreciated that umpiring receives scrutiny from fans in most sporting codes, it is the most significant issue for AFL fans surveyed particularly constant rule changes and adjudication causing fan frustration. The open-ended feedback provided by survey respondents sheds more light on the particular concerns. They include:

- constant rule changes
- inconsistent application of the rules
- the stand rule, which was most disliked by the fans.

Key concerns of AFL Fans – Top 5

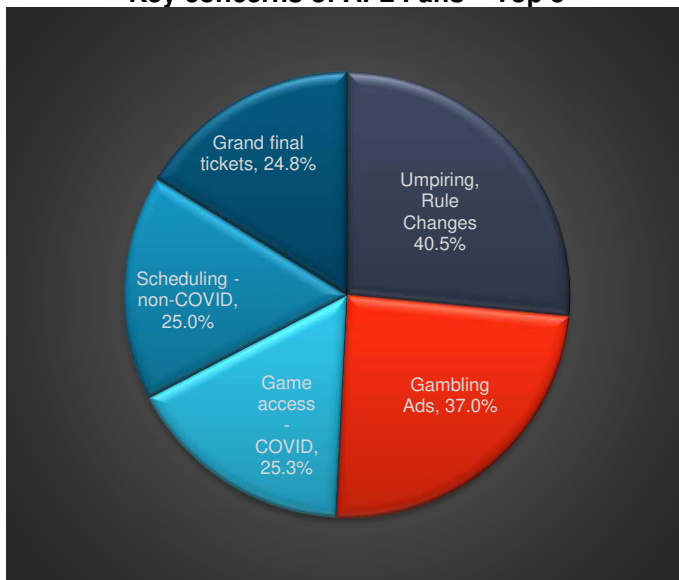


Figure 2.1 Fans selected all areas of concern

Top Concern of AFL Fans – Top 5

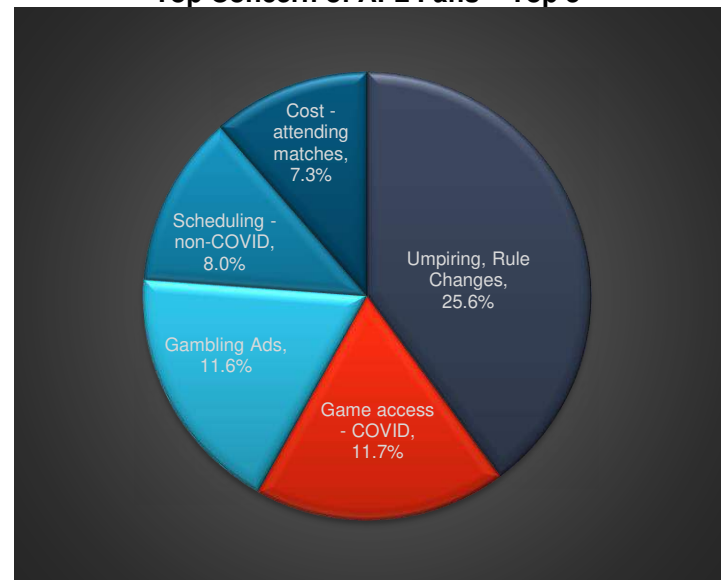


Figure 2.2 Fans selected their top concern

Note: Analysis included 13 categories of key concerns that AFLFA is aware of plus an 'other' category.

The other key concerns of AFL fans include:

- **Gambling advertising.** The AFLFA was aware of this issue and has taken steps this year to support efforts of the Responsible Gambling Foundation and similar bodies. But it was surprised to find 37% of fans were concerned about this issue, which was more prominent than we expected.
- **Game access during COVID** – Fans appreciate the AFL's efforts to ensure both seasons were successfully completed in the last two years during a global pandemic. We appreciate that the restrictions on attending games would feature as a key issue of AFL fans however, 26% of respondents said they would be more likely watch matches at home (TV or live stream), even if they had access to tickets. Our more detailed analysis of COVID impacts provides further insights on what fans expect from clubs given the challenges of restricted game access. Overall, fans rated club communication during COVID 4.1 out of 5 and club response to COVID as 3.9 out of 5.
- **Match scheduling** – One in four fans is concerned about non-COVID related match scheduling. Whilst there are mixed views in the open-ended feedback, there is a general preference for no Thursday night games or late Sunday afternoon games and general support for more family-friendly timeslots. Relevant to this issue, and also COVID impacts, is the feedback regarding increasing free-to-air broadcast or streaming of games, particularly in ensuring proportionate representation of televised games for clubs.
- **Grand Final tickets** – The AFLFA has been pushing for more Grand Final tickets for competing club members since late 2013. With the last two Grand Finals played interstate, this issue will be front and centre in 2022 when it returns to the MCG, where many club members have not attended a final for two years – despite paying membership fees.

- **Overall cost of attending matches** – was the fifth highest concern and is separate to the cost of membership/tickets, which received 6.7% of votes. Combined cost issues account for 14.0% of votes as the major concern of fans.

Other Issues Impacting Fan Experience

In addition to the above, the following issues were the most common relating to fans' suggested match day experience improvements:

- **Reduce noise/flash advertising** – This is the largest single issue outside the above analysis, with many respondents finding it particularly frustrating that they cannot hear family or friends due to the noise level.
- **National focus of game** – This issue was called out by many respondents concerned it was still a “Victorian centric” game. It overlaps with other feedback including perceived bias in umpiring, scheduling and commentary towards Victorian clubs.
- **Curtain raiser** – There was a high level of interest in the return of curtain raisers, including reserves and AFLW.
- **Variety of food/drink options** – Included requests for standardised pricing and more healthy options
- **Ticketing** – Better access to tickets, particularly away games and walk-up tickets.
- **Accessibility** – Improved stadium access, particularly those with mobility impairments.

The AFLFA intends to undertake some specific polls on these topics to provide more detailed analysis.

Role of AFL Fans Association (AFLFA)

The AFL Fans Association (AFLFA) was formed in December 2013 by a group of grassroots supporters who felt that the game's largest stakeholder – AFL fans – needed a collective voice.

The AFLFA aims to give fans a strong and independent voice, ensuring they are not treated as consumers but stakeholders who should be consulted.

When asked in the survey what else the AFLFA can do to improve the fan experience, fans want us to continue to be vocal in lobbying for changes to rules, scheduling, gambling advertising and other issues to ensure the concerns of fans are represented.

3. MAIN CONCERNS AS AN AFL FAN

Survey respondents were asked to identify from a list of common issues raised to the AFLFA what:

- Is their biggest concern as an AFL fan (select one).
- Issues are they concerned about as an AFL fan (select all that apply).

Cost

- Cost – prices of tickets/membership
- Cost – overall cost of attending matches (food/transport)

Ticketing

- Ticketing – restricted ability to access tickets due to COVID
- Ticketing – ability to access tickets (not due to COVID)
- Grand Final tickets – ability to access grand final tickets if my team makes the grand final

Umpiring Rule Changes

- Umpiring/Rule changes - impacting enjoyment of the game

Scheduling

- Scheduling – time/schedule of matches do not suit me
- Scheduling – fixture changes due to COVID

Gambling Advertising

- Gambling ads – impacting my enjoyment of the game

Fan Behaviour

- Fan behaviour – alcohol, bad language etc – impacting my enjoyment of the game

Family Friendly

- Not family friendly – difficulty in attending with family members e.g. facilities, parent rooms, areas for prams

Access to Watching Matches

- Watching matches – ease of access to view matches e.g. free to air TV, live streaming

Club Management

- Club management – concern about the way my club is performing/being managed

Other

- Other (please list)

Main Concern of AFL Fans

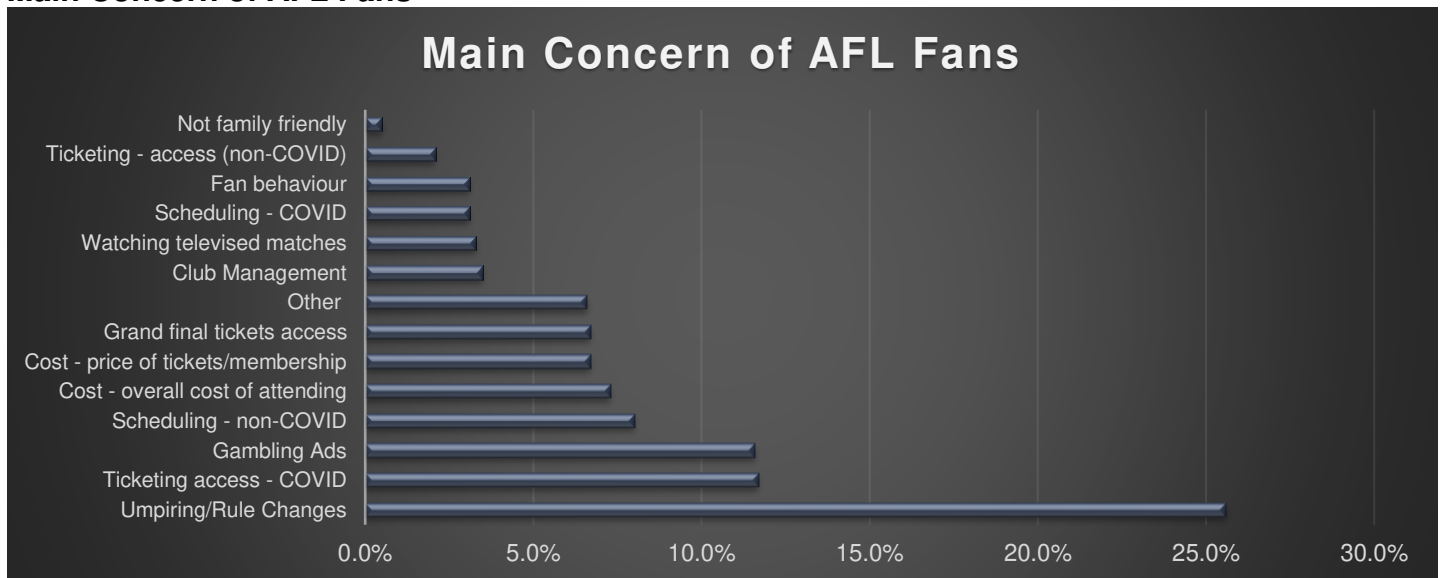


Figure 3a Main Concern of AFL Fans

Umpiring and rule changes is clearly the major concern for fans at more than double, the next key issue.

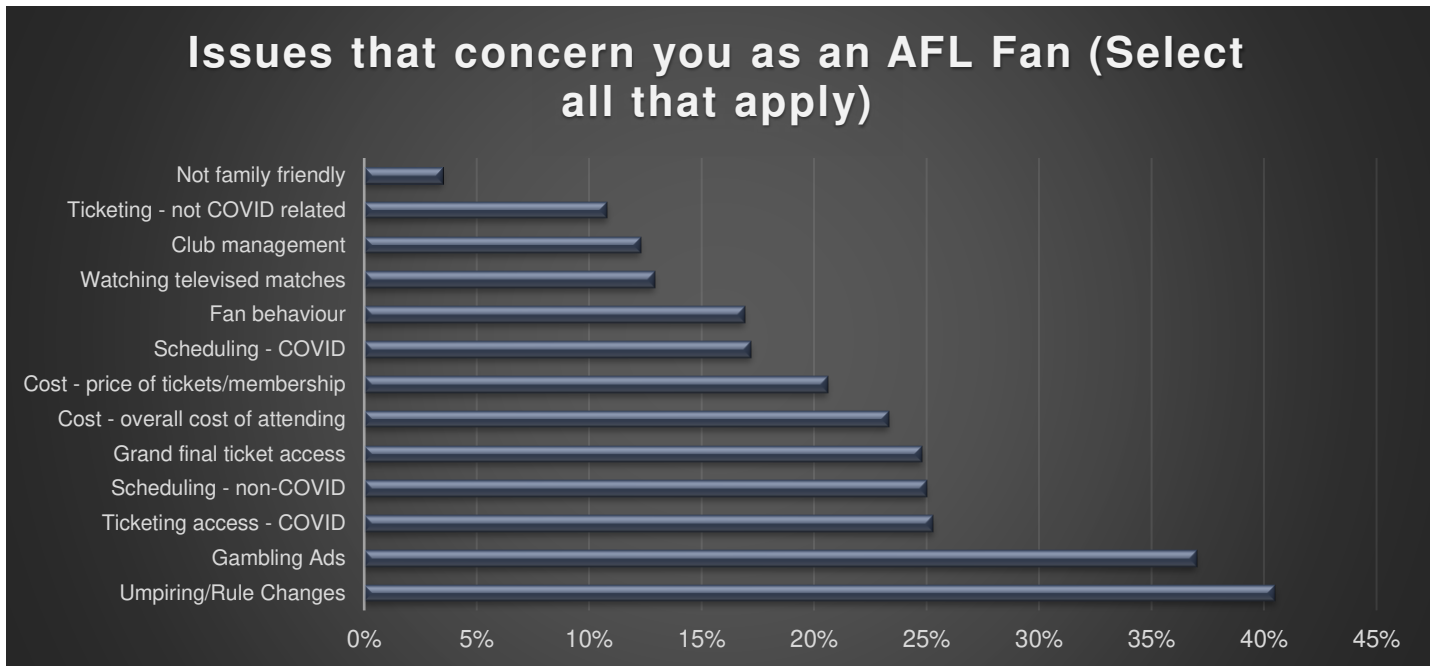


Figure 3b Issues that Concern AFL Fans

Result Summary

- Whilst the themes are consistent with feedback raised by the AFLFA, gambling ads is more significant than expected. In 2021, the AFLFA has commenced working with anti-gambling bodies to address this issue including the Victorian Responsible Gambling Foundation to promote anti-gambling.
 - COVID implications impacting the ability to access matches is an understandable issue (11.6%) with some also concerned about the floating fixture due to COVID (3.1%).
 - Non-COVID related impacts of scheduling are becoming an increasingly important issue for fans with mixed feedback which would appear to be linked to preferences for day v night games, family and other personal commitments impacting the ability to attend matches. The majority of fans call out the request to remove Thursday night games.
 - Longstanding issues that the AFLFA continues to raise remains a key area of concern for fans including:
 - Access to grand final tickets
 - Cost of tickets and overall cost of attendance continues to be an issue for fans
 - Other feedback which is further explored in Appendix 1 reflects that some fans:
 - See the concerns of equal importance and have listed “All”
 - COVID implications including vaccine passports and the ongoing ability to attend.
 - Have concern about the Victorian focus of the AFL, concerns about media/commentary, the management of the AFL and equality and accessibility particularly those trying to book wheelchair accessible seating.
- The AFLFA is keen to understand the AFL’s response to these issues and by providing these survey results on an annual basis, will be able to substantiate what issues have improved or become more problematic for fans over time.

4. OPEN ENDED-FEEDBACK

When asked “What is the top thing you think the AFL needs to change to provide a better experience for fans” wide-ranging feedback was received. Whilst this largely mirrored the results of section 3, more granular detail was provided and some additional issues emerged.

These results have been grouped into themes as outlined in Appendix 1 and include the following in order of highest response rate:

- **Umpiring/rule changes and tribunal outcomes:** a focus on stopping the need for rule changes, removal of the “stand” rule and emphasis on consistent application of rules and tribunal decision. Consideration to professionalising umpiring was also raised.
- **Scheduling:** feedback varied as would be expected with different personal commitments and preferences, the AFLFA is keen to understand what fan feedback is taken into account when scheduling matches and compiling the fixture relative to maximising broadcasting revenue.
- **Cost/Prices:** of tickets in addition to food, drink and other costs to attend remains a constant issue of fan concern. Ensuring the cost does not exclude fans from attending matches is a key priority focus for the AFLFA particularly with not all matches televised on free-to-air TV. Including free transport in the price of ticketing in Victoria like other states will also assist.
- **Noise/Advertising:** as outlined in section 3 is becoming a new area of concern for many fans. The open-ended feedback demonstrates that many fans are finding the noise too loud impacting the ability to talk and be heard and advertising is too excessive – both issues negatively impacting their fan experience. Further analysis will be conducted by the AFLFA on this issue to confirm if there are particular stadiums where this is seen as more problematic.
- **Victorian focus:** despite COVID leading to more games played interstate including the last two grand finals, fans remained concerned about the Victoria centricity of the AFL. This includes concerns of perceived bias in scheduling, umpiring and other factors.
- **Other:**
 - COVID
 - TV/Free to Air
 - Management/Governance of AFL
 - Ticketing – ease of access
 - Curtain raisers
 - Family friendly
 - Diversity
 - Racism

5. COVID IMPACTS

It is to be expected that restricted access to games during COVID has impacted AFL fans. Whilst most appreciate the challenges and appreciate the ability of the AFL to keep the game running during a global pandemic, more detailed analysis of the responses by clubs, effectiveness of communication and suggested responses clubs should consider are outlined below.

5.1 COVID – Response by your club

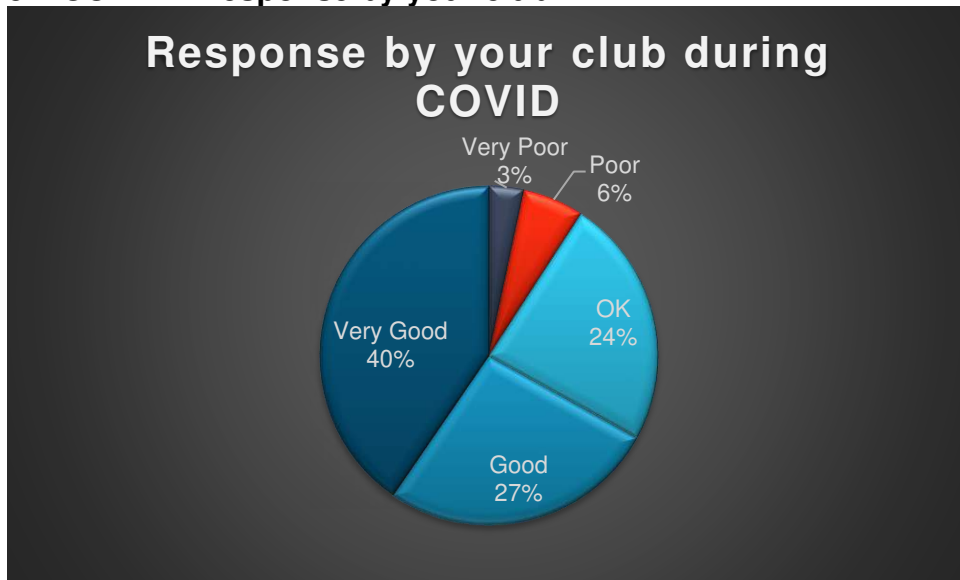


Figure 5.1 Effectiveness of club response during COVID

Overall fans were satisfied with the response of their club during COVID with an average score of 3.9 out of 5. Only 9% of fans believed the response by their club was poor or very poor. Additional comments provided by fans shows some stark contrast in responses for those who have more than one club membership.

5.2 COVID – Effectiveness of communication

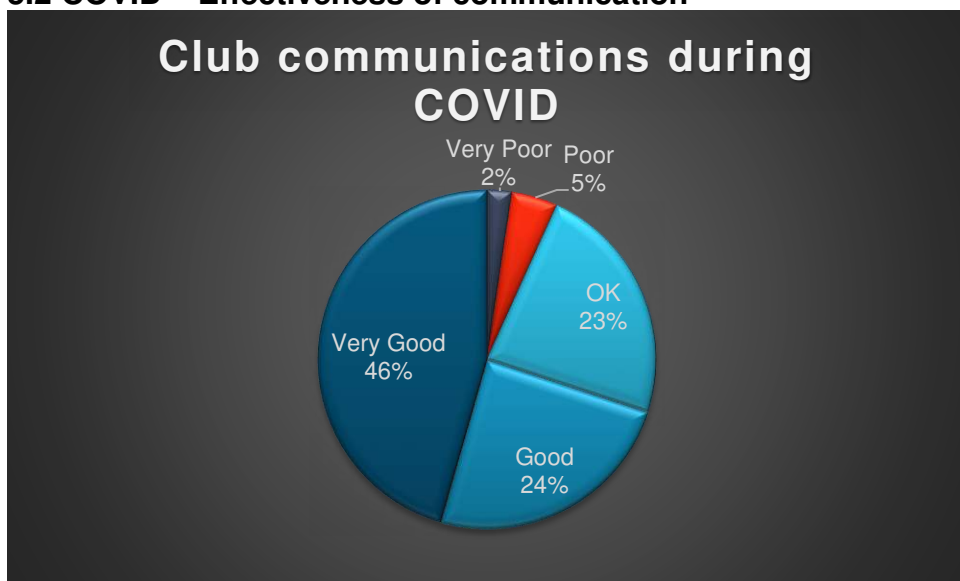


Figure 5.2 Effectiveness of Club Communications during COVID

Overall fans rated club communications 4.0 out of 5 with only 7% listing communications as poor or very poor.

5.3 COVID – Suggested Support to Members during COVID

Members were asked to rank what they would like to see as a result of COVID impacts on their memberships based on the following options:

- Membership discounts
- Guest passes
- Merchandise
- Gift vouchers
- Nothing – the club needs the money
- Access to live streaming
- Refunds

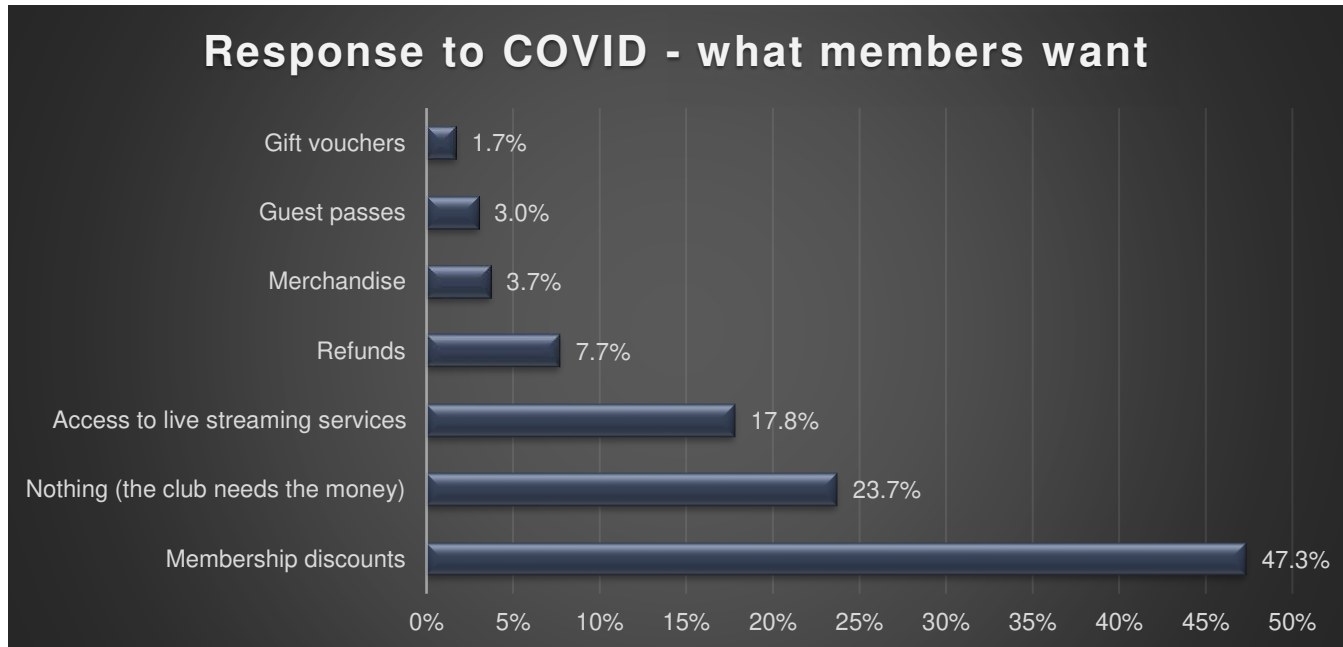


Figure 5.3 What members want in response to COVID

Results Summary

Membership discounts was the overwhelming top request from members in response to COVID.

5.4 COVID – Impacts on AFL Experience

After considering the impacts on COVID, on fan attitudes to attending matches

- 70% of fans have not attended as many matches as they would like due to crowd restrictions
- 26% are more likely to watch games at home rather than attend matches after COVID eases
- 17% did not attend some games due to fear of catching COVID
- 17% did not attend some games due to challenges accessing online ticketing during COVID
- 10% have less interest in attending AFL matches now due to other reasons

A range of comments were provided in response to this question ranging from less interest in attending now the routine has been broken, unable to get like for like tickets (e.g. undercover) and difficulties in planning due to late fixturing.

6. RESPONDENT DEMOGRAPHICS

6.1 Respondent Age Range

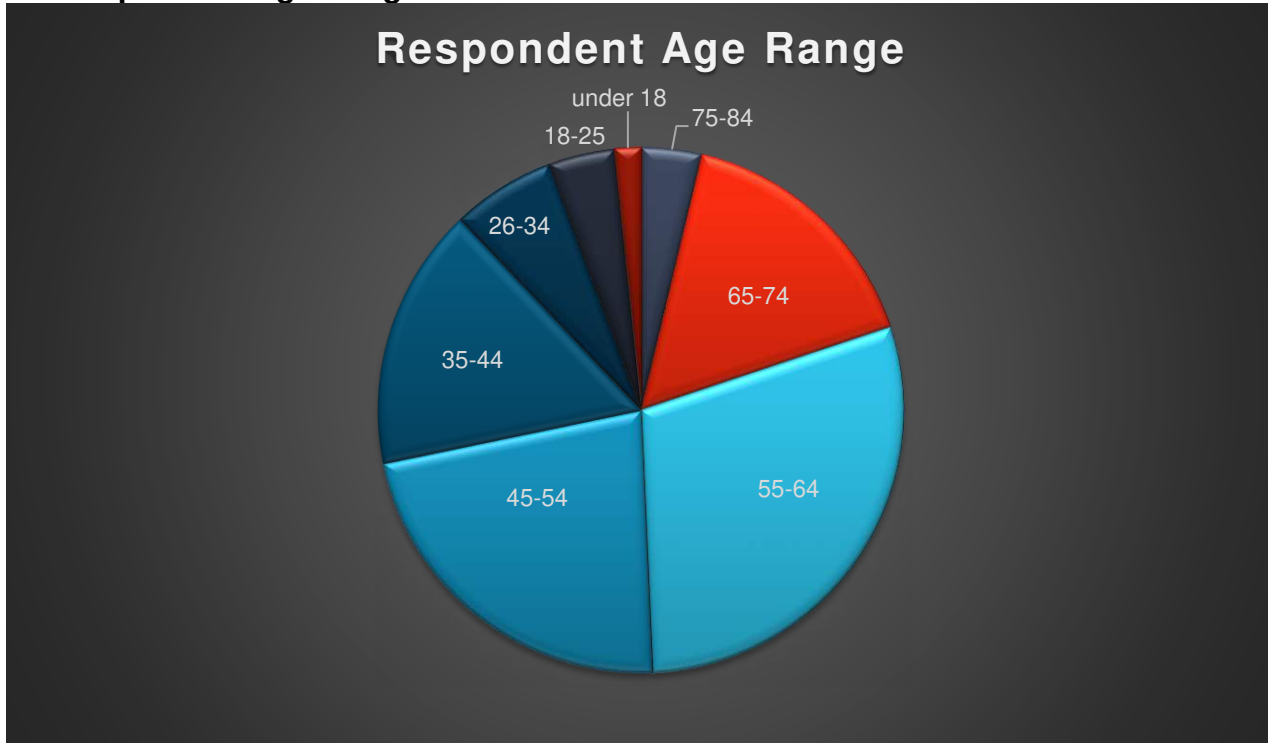


Figure 6.1 Survey Respondent Age Range

The largest respondent age range was the 55-64 year old age bracket (29.4%)
There were no respondents aged 85 and over.

6.2 Respondent Membership Status

- 71% of respondents were club members with the majority holding reserved seats.
- AFL members accounted for 11% with ground members (e.g. MCC) accounting for 9%
- Of the respondents who were not members, the majority (67%) usually attend some games



Figure 6.2 Status of Membership by Survey Respondent

6.3 Respondent Main Team Supported

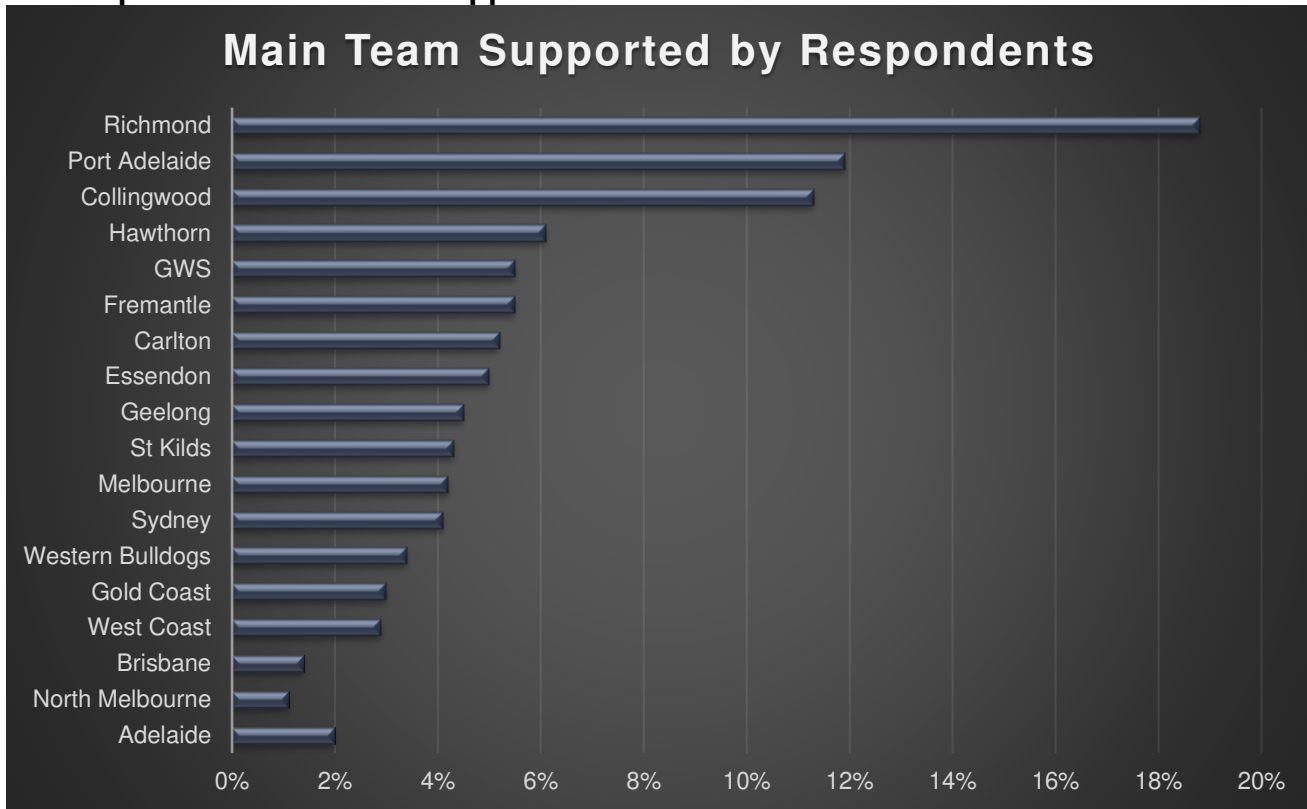


Figure 6.3 Main Team Supported by Survey Respondents

APPENDIX 1: What is the top thing you think the AFL should change to provide a better experience for fans?

Category	Feedback
Rules, Tribunal, Umpiring	<p>Stand rule</p> <ul style="list-style-type: none"> • Once they get rid of stand rule - stop changing the rules • Stop changing rule for the sake of changing rules. Stand rule is an abomination and against the spirit of the game. • The rate of rules changes and the length at which any change needs to remain before it's again changed. There needs to be greater consistency in the changing of any rules and the maintenance of the same rule for 3 seasons. Also, the umpires need to adequately apply it. The "stand" rule comes to mine this year, very inconsistent application and use of the 50m penalty seemed to disproportionately affected a handful of teams. • Get rid of stand rule • Reviewing umpiring and rule changes. If rules can't be officiated consistently something needs to change • Repeal the stupid stand, 666 rule and nominated ruck rule. • Get rid of stand rule • Get rid of the stand rule. Please. It makes the game look ridiculous • Get rid of the stand rule • Scrap the stand rule • The stand rule has got to go • STOP CHANGING THE RULES. Get rid of the 'stand ' rule • Eliminate STAND rule • Get rid of the stand rule • The 'Stand' rule is an absolute disgrace and needs to be removed • Get rid of the stand rule • Stand rule • The rule changes, please get rid of the stand rule; it looks ridiculous, stop changing our game. • Get rid of all the Hocking rules e.g. Stand, ruck nomination, deliberate oob, protected zone, 3rd man up, • Stop changing the rules. The recent changes lime the stand rule are ridiculous unless the umpire calls play on immediately the kicker moves off the line • Get rid of the Stand rule • The stand rule • Silly stand rule • Eliminate the "stand" on the mark

- Get rid of stand rule
 - Remove the stand rule
 - Get rid of the Stand rule
 - Get rid of the 'stand' rule
 - Stop umpires "coaching" by bellowing "STAND" all the time...players know that rule now! Prevent "stacks on the mill" scenarios...two players on the ground contesting for the ball shouldn't be impacted by more landing on top. The Club of the 3rd player piling needlessly on top of the 2 contesting should be penalised with a free to the other team. Plus stop "basketball like" progression of about 30 players from one end then to the other end then back to the other end etc
 - Stop changing rules get rid stand rule
 - Get rid of the stand rule, change the hands on the back rule
 - Stop introducing stupid rules like the standing on the mark rule
- Other**
- Abuse of over the shoulder rules by either ducking, raising arms, or squatting
 - Cease tinkering with the rules that go against natural instincts and are so technical that they must be assessed in multiple stages by an umpire
 - Stop changing the rules
 - Stop changing the rules every five minutes
 - Stop the confusing and misinterpreted rules
 - Better umpiring use of third umpire
 - Stop changing the rules
 - Umpiring
 - Stop changing the rules leave the game as is please
 - Consistency
 - Consistent umpiring
 - Consistent application of rules by umpires would be nice
 - The umpires should do better and be held accountable
 - Undo rule changes
 - Stop creating subjective rules, its ruining the game. If you want to stop congestion have a minimum number of players must be on each side of the ground – job done
 - Stop changing rules
 - Inconsistency in the umpiring and tribunal decisions
 - Consistent umpiring
 - Umpires that are not biased
 - Stop changing the rules. Go back to basics Aussie rules is just that – basic. Fed up with AFL hierarchy telling us it's what the fans want. It isn't!!!
 - Out of bounds rule

- Consistent umpires and reduce stoppage congestion
- Umpires letting things go cos of close games
- Free flowing game
- Fair umpire calls. No Melbourne team bias!!!!
- Simplifying interpretation of the rules
- Better umpiring
- Stop changing rules
- Consistency in application of rules
- Consistent umpiring
- Consistent umpiring
- Umpiring
- Better quality in umpiring
- Lack of consistency by umpires, blatant bias of commentators
- MRC/umpiring inconsistencies
- the CEO and his army of useless rule changing goons
- Stop messing with the rules and listen to the fans
- Stop changing the rules and hold umpires accountable
- Stop changing the rules and ensure that the rules are applied consistently. Way too much variation at the moment.
- Better umpires & MRO
- Consistency with the MRO i.e. Toby Tax v. Selwood favoritism
- Fair umpires ..how often are they reviewed ?
- Full time umpires
- Consistent Umpire decisions across all players.
- Umpire consistently
- Consistent umpiring
- Videos to explain rule changes to fans
- Stop changing the rules
- Consistency in officiating the game
- Better umpiring
- Umpiring
- Have only 2 ways to dispose of ball, kick and handball not attempted or it was knocked out. Also no ruck nominations just throw it up/ in straight away and if a third nan up pay the free kick. Blow the whistle quicker at a stoppage and throw it up straight away.
- The nominate who's the ruck rule

- Stop changing the rules
- Better consistency with umpiring decisions
- Roll back recent rule changes
- Stop making unnecessary rule changes.
- More caution with rule changes
- Get rid of Gil and fix the rules and umpiring
- Consistency in umpires' decisions
- Have a moratorium period before introducing further rule changes.
- Educating fans on rules
- Stop changing rules
- Changing rules
- Stop changing the rules every year
- Umpiring
- Rule changes
- Improve the umpiring standard. Inconsistency is a big problem
- Umpiring rules
- Stop changing the rules
- Umpires doing press / media after game as per the coaches
- Stop the constant rule changes
- stop messing with the game
- Consistent umpiring
- Umpiring
- Stop changing the rules.
- Stop chanting the rules every year
- Create less opportunity for interpretation of rules
- Consistent umpiring
- I support the rule changes to promote scoring, but during games we still see teams getting their whole side behind the ball. This should be disallowed with a certain number of players having to be behind the half way line. There are reserve umpires sitting on the bench who can alert the umpires if the numbers aren't right. We can't burden the field umpires with any more decisions to make!
- Stop changing the RULES.....
- Change the rules back to early 2000's. Cannot think of a rule introduced that has actually made the game better or done what it was supposed to do. Each rule has a negative consequence which only lead to more rule changes. The game is now over umpired, and impossible to umpire due to so many rules and rule interpretations. It used to be a brilliant game and such a simple game. No other sport changes the rules every year

- Umpiring decisions
- Remove prior opportunity for dropping the ball
- Stop tinkering with the rules
- A bit radical I would change from 4 points for a win to 6 points. Also bring in bonus points for winning each quarter. Say a team wins the game and all 4 quarters they get the max of 10 points. This would give fans more interest in the game to the end quarters
- Becoming less lenient on contact (e.g., front on contact, sling tackles, bumps, etc.)
- Stop constantly changing the rules
- Stop tweaking rules and stop politicizing the game with woke agendas
- Improved umpiring, more consistent decisions, seen but not heard, clearer rules with less changes to them
- Pay less free kicks
- make rules easier to adjudicate. Too many 50/50 calls
- Umpires being consistent in the game at play
- Kick/pass ball backwards outside your 50mtr arc is play on. Get rid of the kick back and forth time wasting
- Holding the ball rule
- Hold umpires accountable and remove those just as players get suspended too do, we have a cleaner game
- Umpires' rulings
- More consistency in umpiring decisions
- Umpires to be consistent every week with every team
- Reward players for taking on the game, not penalising for taking in a tackle.
- Get rid of interchanges
- Upgrade standard of umpiring
- Umpires that are not biased. If it's a Free Kick, give it, if it's not don't. Have the Umpires be fair & correct in their decisions. So many high-profile players consistently get away with infringements on the field, & if they are Reported, they get off!!!
- Stop changing the rules of the game
- Inconsistent, biased umpiring against my team
- Consistent umpires
- Get more consistent and less bias umpires.
- The 50-metre rule and deliberate out of bounds drive me mad and are unfair, spoils the game
- Change all the out of bounds rules. Worst rules in world sport
- Umpires should be made accountable for some of their wrong decisions umpires seem very corrupt
- Umpiring consistency
- Get rid of standing on the mark!
- Not let umpiring decisions affect the game or the outcome & make sure all umpires interpret the rules the same. There should not be rules left to an umpire's interpretation of them

- Do something about the umpiring and the impact they are having on the game the perceptions that they are vfl biased
- Full time umpires
- Stop constant rule changes
- Consistent and unbiased umpiring
- Stop altering rules
- Video score review. Officials get paid to make decisions, let them make decisions
- Fix the bad umpiring
- Improve standard of umpiring not favouring Victorian teams
- Stop changing the rules leave the game alone
- Pricing and umping are 2 things that need improvement. Its expensive to take your family to the footy. The umping issue is they are very inconsistent with their decisions. There should be penalties for umpires like there is for players
- Stop changing the rules
- Consistency in umpiring and more importantly match review
- More consistent umpiring
- Having a panel of NON BIAS, Victorian centric umpires
- Make it so the implementation of the rules is consistent and allow us to know what is going on
- Not changing rules all the time
- Consistency of umpiring
- more consistent umpiring and tribunal rulings
- Getting the umpires to be consistent
- Stop messing with the rules. It is not the same sport they've stuffed around with it so much
- Better unbiased umpiring
- Consistency with umpiring and tribunal outcomes.
- Honest umpiring
- Umpiring it's getting worse every match.it sways the games and some are only won by a point. Just play the game as it was meant to be played fast and rough
- Stop changing rules every single season and improve the consistency and quality of the umpiring. It is progressively worse every year
- Make umpires more consistent
- Accountability for umpires. Bad calls and missed calls. Also, red card system - players missing the next game is of no advantage to the team a player has injured.
- Don't tamper with the basic rules of the game year after year as it is starting to make the game too complicated
- Fair umpiring let the best team win without help
- Rule changes that impact adversely on the game resulting in umpiring decisions that are inconsistent and often bewildering
- On field things are probably going the best they can under the circumstances. Umpiring needs to settle but that's all!

- Stop changing the rules
- Getting the umpires to stop favouring Victorian teams
- Get rid of biased umpiring;
- Much stricter penalties for off the ball fouls, especially overly aggressive behaviour
- Stop changing the rules
- Consistent umpiring
- Make umpires full time positions, with better pathways
- Stop constantly changing game rules
- Improve umpiring standards. They are awful
- Umpiring is so inconsistent
- Clearer rules and more consistent umpiring
- Apart from implementing rules to protect the head, leave the game alone
- The Umpiring Department! Rule Interpretation! Rule Simplicity! MR & Tribunal Consistency
- Simplify the rules, by getting rid of the interpretation by each umpire, then make umpires accountable! Full time umpires, who can be fined for their blatant cheating, not hidden behind media bans!
- Stop making so many rule changes
- Evaluate umpires and remove them for bad decisions
- Focus on the football and stop this boring chip and mark game - make it 20m or 25m minimum kick distance
- Stop changing rules better umpiring
- Better umpiring, less rule changes
- Consistent umpiring
- Better umpiring
- Stop making rule changes. Leave the game alone
- Stop changing the rules for the sake of changing the rules! Make the umpires full time and let them do their jobs properly
- Stop changing the rules and don't worry on interchange bench changes that should be not restricted in my books as I feel that's why you end up with injuries if they can't rotate to give sore legs a rest etc, should not matter in my books how many times a team rotates players off the bench
- Consistent umpiring with coaching challenges. Have all umpires paid professional fees and attend 9 to 5 sessions reviewing each round's decisions. So that the consistency from game to game is better. Also do not converse with the players on a first name basis. Identify the infraction and offending team then state the penalty and move on. Also, umpires shouldn't be too precious and quick to call abuse penalties when a player questions a decision. Just ignore it and move on
- Invest in umpiring and have consistency around rule implementation. It's just too hard to watch sometimes
- Stop changing rules. And award the tackler
- reduce ugly congestion - 2 only on the bench
- Better Umpiring

- Stop changing the rules
- Stop changing the rules. Leave the game alone
- rule consistency - stop trying to influence the game through reactive rule changes and umpiring interpretations (note - I don't blame the umpires themselves)
- Larger scrutiny on umpires, MRP & Rule changes. This has far too much impact on games of football
- Umpiring review
- Consistency (umpiring, MRO, tribunal)
- Consistency around constant rules changes. I am also a community umpire so hard to keep up
- Consistency in umpiring
- More umpiring consistency
- Consistency with umpiring - too many wtf moments
- Congestion
- Let the players play and not become robots
- disgusting umpiring
- Stop changing everything every year
- Field bouncelows and throw-ins should mimic centre bouncelows with one player only within 5m of the umpire.
- Simplify the rules for the umpires
- Stop with constant rule changes
- Stop changing/adding new rules to try and change the game - simplify the rule set to make umpiring easier and more consistent – then officiate these consistently (e.g. throwing the ball/incorrect disposal is turned a blind eye to, because I assume the view is it helps clear congestion and improve ball movement even though it is blatant and against the rules)
- 3 IN FORWARD LINE AT ALL TIMES
- Get rid of the bouncing of the ball at centre bouncelows. When the ball doesn't bounce properly and has to it looks awful and stops the momentum of the game. It may be traditional but doesn't fit the modern game and is a horrible fan experience
- Rule changes
- The standard of umpiring
- Change the rules back
- Reducing congestion around stoppages
- Stop changing the rules
- Rules that umpires , players and supporters can understand consistency
- Decent umpires
- The umpiring is inconsistent, confusing and seems biased. More training for the umpires and simplified rules will help.
- Stop changing the rules. Revert recent rules back to the way they were
- Improve the umpiring
- Rules

- Bring back the push in the back rule. As it is it discourages playing in front. di
- The inconsistency of umpiring.
- Stop changing the rules. Why re-invent the wheel?
- Consistent umpiring
- Umpiring consistency
- Consistency in the rules
- Stop changing the rules
- Not changing the rules every year as it has now become confusing to watch
- Stop the incessant rule changes
- Listen to the fans. No more rule changes
- Umpiring. Stop rule changes and interpretations of rules
- Stop rule changes and review the complexity of rules
- Poor umpiring
- CONSISTENT UMPIRING
- Consistency in rule interpretation
- Enough of the knee jerk reaction rules that are screwing up the game
- Stop tinkering with the rules. Keepings off and relentless switching of the footy is incredibly boring
- Roll back the 2021 rule changes. They've ruined the great contested and high intensity aspect to the game and turned it into boring chip/mark circlework
- Don't keep altering the rules
- Less rule changes, more consistency in umpiring
- Stop nominating ruckman at ball ups
- Clarity on reasons for rule changes, some of which create more problems than they solve, and also waste time eg ruckmen nominate
- Stop changing/adjusting rules
- Game rules and MRP
- No kneejerk rule changes
- No more rule changes
- Stop changing the rules
- Stop making things up as you go throughout each season
- Keep the game physical
- Rule changes
- Get the rules right & address umpiring bias
- Revert umpiring and rule changes from the last two years
- Simplify the rules to make it easier to umpire, its time to remove the grey areas

- Give a goal even if it is touched or hits the post and still goes through. Alternatively, do not change any rules for a few seasons.
- better fairer umpires & quicker decisions arc at all grounds
- Freeze on rule changes
- Should give supporters more opportunities to choose rule changes
- More consistent umpiring
- Stop stuffing around with the rules
- Clear rule interpretation
- A moratorium on rule changes
- Stop changing the rules
- Stop changing the rules
- Stop changing the interpretation of rules every season!
- Stop messing with the rules
- Reduce quarters to 18 minutes plus time on or revert the ball up rule so the umpire make the call on ball ups. 35-minute quarters are the norm and not the exception these days and it's drawing out matches
- Too many to list! I find the game is barely recognisable from what I grew up with up. The aesthetic of modern footy at AFL is, generally speaking, dire and dull. I can barely get through a quarter these days. This is coming from someone who was a 20 year Richmond member and now a ten-year MCC member. I still love footy – just not the AFL. So, is there hope of returning the sport at the top level back to its glory days? That, I'm afraid, would require an unravelling of 20 years' worth of tinkering with the rules, sport science, sterile stadiums, defensive coaching strategies, hyper monetisation of the game, etc
- Free flow of the game. I don't want set positions, but we must better space the field out. The way the game is over-coached and over-umpired is why it is uglier. Can we have more freak talent and less 'systems'? We need more Eddie Betts types!
- Stop changing the game, rules, salary cap, soft cap etc
- Consistent umpiring
- Constant changing rules and other types of catering to TV audiences over attending members
- Stop changing the rules and stop protecting the umpires
- Remove grey areas from rules
- Create an Umpires academy and make it an accountable profession
- Stop changing the rules, apart from making sure defenders do not impede playing on from mark/free kick
- Consistency. Player welfare, do they HAVE to be exhausted by games end. Stop changing the rules. It's ok kind of now, but better more empathetic policing of HTB, interpretation diff from ump to ump, haul in Ray it's not about him, haul in new umps and their punishment at all costs because I'm the UMP is awful, better emotional training required, it's not about them
- Stop changing rules
- Must improve umpiring - must be full time and must have appreciation for the essence of the game, not left to individuals interpretation
- Reverse a number of recent rule changes
- Umpires be full-time employees so that is consistency across umpiring and stop changing the rules
- Constant Rule Changes

	<ul style="list-style-type: none"> • Stop changing rules • Full time umpires (post Covid) • Winding rules back to pre-1990 • Stop meddling with the rules, and make it easier for umpires to do their job without so many changes to the interpretation of the rules • Stop constantly changing the rules • It's been so long since I've been to a game I don't even know. But the rules and inconsistent umpiring seems to be an issue even when I watch other games (not my team) • Stop tinkering with the rules, let the game evolve on its own. • Stop thinking the game needs to be "fixed" • Stop changing the rules • The old one on one style football • Rule interpretations and consistency of umpiring, and consistency of MRP / tribunal findings • Stop fiddling with the rules and umpire interpretations • Consistency at the Tribunal. Very frustrating • MRO panel review, • Consistency with the MRO • Consistency with overall penalties when a player is cited to MRC • Free Toby • MRO consistency • The inconsistency with the MRO and Tribunal decisions need to be addressed along with the ridiculous decisions made by some of the umpires. • Consistency of MRO and umpiring
Access	<ul style="list-style-type: none"> • Scanning memberships to enter • Ease of access for digitally illiterate fans • Ease of entry into the MCG • Wheelchair access for country fans • Ability to attend matches • Allow crowds back as soon as is safe to do so • Let us into matches. Watching a game on TV is a weak experience compared with being at the ground • Easier access to games • More tickets • Better viewing for people in wheelchairs as it's the back row needs to be raised so can view better • Accessible seating at Adelaide Oval should be improved. A friend with a platinum membership reserved seats was stuck next to a huge concrete pole so she can't see the wing from her wheelchair past the huge pole. Also, as the area is not raised if those in front stand up she can't see anything. Just not good enough. We had to fight to even get reserved seats for her took 3 seasons and they stuck her next to a huge concrete pole. Really poor! • Make the game accessible to all

	<ul style="list-style-type: none"> • Getting AFL Member access to all stadiums in Australia. All other States but Victoria have rights to access to the MCG • Access for all - socio economically, disabilities etc. Keeping costs down and accessibility to games • Upgrade AFL members area with lifts to all levels • At all Venues, there should be better, more and improved disability access and seating on all levels not just lower levels • Get us to the footy • The AFL & AFLW needs to cater people with disabilities very often. I also love to see both AFL & AFLW have a disability version of the AFL & AFLW competition such as AFL Wheelchair, AFL Blind, FIDA (competition for people of all abilities), National Inclusion Carnival & so on • Getting fans back to the game • Easier access to tickets and stop the need to book each week • DUE TO COVID ALLOW PROVISIONAL MCC MEMBERS THE ABILITY TO HAVE THE SAME RIGHTS AS RESTRICTED MEMBERS AS HAV LOST TWO YEARS OF FOOTBALL AND PAYING THE MEMBERSHIP • Able to attend games, paying membership for nothing • Make the entry process as smooth as possible in 2022, especially for the less digitally literate
Scheduling	<ul style="list-style-type: none"> • Better scheduling to suit family attendance and interstate and long-distance intrastate patrons at games • Play everybody twice • Stop scheduling games late in a Sunday • Play all home games at your home ground • No floating fixture • Match Scheduling. Match days, times & venues • Removal of ridiculous timeslots and floating fixtures to suit tv audiences • Less Sunday afternoon games • Equality - different clubs getting prime spots, night games, etc • Times for games, night games to late • Fixture to be locked in at the start of the season • Not have 3.20 pm games • More variation in scheduled time • More day matches or evenings on Friday and Saturday only so families can attend together. • Double headers • More certain fixtures • More afternoon matches • Scrap the rolling fixture. We need certainty. Would also help to have different teams on FTA not the same ones all the time. Some clubs miss out while others get majority of matches! Not everyone can afford kayo and Foxtel • Scheduling, family friendly time slots

- More night games
- More Day time matches
- Lock in fixtures early
- Night games start too late
- Get the fixture to be better balanced, 19 games and make Melbourne teams travel
- A full length AFLW season. Every team must play each other once.
- Fairer allocation of home games for all clubs
- Fan friendly scheduling
- Stop floating fixture
- More day games, night games are impossible for families
- No Thursday night games
- I have not had any problems with my membership but as I can only attend games on a Sundays or evenings it cuts my seeing more matches.
- No Thursday night games
- More Saturday afternoon games
- Better balance of scheduling of matches. My team's games always seemed to be scheduled for Sunday afternoons - unfair to country members and families with school age children.
- Weekday games don't allow is to take kids so don't promote kids to enjoy the game live thus don't help foster next generation of fans
- Allowing all teams the opportunity to play in a prime time slot
- Go back to 2pm start
- Earlier start times Friday Saturday nights
- Equity in the fixture
- No late games on Sundays
- Thursday night football
- More games on Saturdays at 2:10pm
- Play as many games as possible at times that maximise the ability of fans to attend.
- Stop letting the TV stations run the scheduling
- Fairness in the draw
- Twilight and night-time scheduling on Sundays
- Not have games at the same time
- More day games
- Don't schedule games on Monday or Thursday nights or on Sunday late afternoon
- No more floating fixture. I understand with COVID the need for flexibility but not having set days and times and only releasing 1-2 weeks ahead (even when we could attend) made it difficult to plan around especially with a young family

- Back-to-back games
- Thursday night games interstate not good as fans need to take two days off work to attend
- Fixture timetable
- Sunday games 2:30 instead of 3:20.
- Less Thursday night games
- Time scheduling to be family friendly
- Earlier starting times for evening games.
- Start the day games earlier. 3.20pm and 4.40pm games are too late
- More day games
- No overlap of matches. Each to have dedicated timeslot
- Permanent Thursday night fixture
- Family friendly fixture
- Match time scheduling to encourage attendances and increase atmosphere
- Scheduling to consider fans who travel from country areas
- Timing of evening games; must start earlier
- More afternoon games, not late for families. Less or no Thursday nights
- Saturday afternoon options
- Time of game, no Sunday twilight or Thursday
- Extend the season and drop the pre-season so every club plays each other twice
- Start times
- Less night matches
- Schedule more family friendly
- Remove Sunday late afternoon and evening games from the schedule
- Both women's and men's seasons in winter and games synchronised so you can follow both matches
- All clubs share big games e.g. Anzac Day
- schedule night games earlier so country people can attend and get home at a decent hour
- make the competition fixture fair
- Get rid of rubbish Sunday mid-afternoon games. Too many night games to be able to take kids to the footy
- Fixturing/times of matches
- Starting time on Friday nights
- Less night games
- Less Sunday games for Freo
- No Thursday games

	<ul style="list-style-type: none"> • Night games need to start earlier • Only play matches Friday to Sunday. • Not late Sunday games • Spectators are extremely important to atmosphere of games. Times of games should be spectator friendly. • Bring in 17 - 5 fixturing • No games before 2 pm • Regular Thursday night fixtures • Game time should be to suit attendees not broadcasters • The draw inequities • Schedule more Carlton games at Marvel Stadium and less at the MCG • Get back to fixed fixture ASAP • More day games • All clubs should play at all grounds at least once during season
Prices/ Cost	<ul style="list-style-type: none"> • Prices for tickets, coffee, meat pies • CHEAPER • Lower prices • Ticket prices - fans are being priced out of the game. • Keep overall costs down • The cost of everything. It's too expensive • The cost of food sold at the football • Lowering price of tickets, food and drinks • Cost of going to football for families • Lower membership prices and improve access to better seats. • Drop prices of interstate matches • Reduce costs • Costs • Cheaper seats for teams with less members to encourage more fans to go support their team • Cost of tickets for families. Also, the away team should get better tickets • Food is over-priced • Price of food and drinks • Cheaper price on tickets and food even with finals bigger crowds • Have cheaper options for tickets • Food and drinks at better prices • Keep ticket price down

- Reduce ticket pricing
- Cheaper tickets
- Cost of overall footy experience- prohibitive for low-income families
- More affordable for families during Home and Away games and finals
- Lower food prices
- Cheaper tickets
- Costing
- Cost
- Lower entrance ticket prices
- Classing too many games as reserved seating which is so expensive. Need to leave the top level as general admission so families can afford to go
- Price
- More reasonable ticket pricing
- Pricing
- Catering pricing
- Cost of food and drink
- Make it more affordable
- Cheaper memberships / season tickets and make the game shorter 16min quarters was perfect
- Cheaper food at grounds
- Cost
- Lower ticket prices. More general admission style tickets instead of the ridiculous pricing of different seating categories.
- Cheaper pricing across the board
- Cost reduction
- Reduce cost of food and tickets
- Costs, food pricing
- Cost of refreshments at grounds
- Reduce the cost. The footy industry spends too much and charges fans accordingly. No one needs to be on many hundreds of thousands of dollars pa
- Better pricing to attend, discounts for unemployed and seniors. Better control over food and beverage pricing
- Reasonable prices for families
- Food at venues, prices + wait times
- Better and more affordable food at stadiums
- Cheaper food and drink
- Cheaper general admission tickets to increase crowds

	<ul style="list-style-type: none"> • Cheaper access to QUALITY seats • Attending AFL Matches is way to expensive. I would go to a lot more matches if it was more affordable • Cheaper seats • Cost of tickets, food, drinks is ridiculous • Lower cost • Cheaper tickets and food/drink • Making food more affordable at the ground. Both inside and outside • Food and beverage pricing, quality, and choice • Cost of food and drink at venues • Cheaper experience • Cost • Pricing • Make some pricing uniform across all grounds • Make the game more accessible / affordable to lower income sectors including pensioners. During covid all games should be available to everyone on free tv • Have some tickets at each game at a low price
<p>Fan experience - Noise/ Advertising in stadium</p>	<ul style="list-style-type: none"> • Too much advertising in stadiums • Stop the music during the game - the game itself is the entertainment • Less noise during the breaks, hard to talk and unsettling for kids • Get rid of the music after each goal. This isn't basketball • Less or quieter music before the game and during breaks in the game. • Noisy advertising pumped out at quarter time and half time so you can't talk to you mate about the game • Less "noise " over the past system whenever there is a break in play. The crowd should create sufficient atmosphere • Less music at games • Dial it back. Game day is over blown with noise of promos, ads, crap music. People like to catch up and chat! • Advertising lights around fence • Less music and advertising at games • Stop the flashing lights after goals. Many people cannot handle the flashing at games • Advertising TOO LOUD • Noise over PA at interval • Less loud music in between quarters at games - and no music in between goals please. You don't have to trick us to like the game, we already like it • Eliminate music and loud ground announcements • When a player is having a set shot for goal turn the fecken advertising off for 40 seconds

	<ul style="list-style-type: none"> • Stop the noise • The rubbish emanating from loudspeakers at grounds. Get rid of it • Noise level of music fans like to talk to each other during half time • Don't have the loud music. There are not just young people attending. Show a previous game between the 2 competing clubs before the game • Turn down the noise • Turn down the volume on the music at all grounds • Stop the noise announcements and music at Marvel , you can't hear the person next to you • The blaring ads at the ground and the non stop betting messaging • Loud music at games; don't mike the umpires • Stop all the bloody noise from the scoreboard. It's so loud you can't understand it and it's useless anyway. does not affect me much as i rarely go to games, but i know many people hate the noise, you can't even talk to someone next to you • At the ground? Stop playing loud music/ads in between quarters • Ridiculously loud music/ads during breaks which mean you can't talk to people around you • No blaring music at ground, bring back white coats and hats for goal umpires • Retain some of the traditional stylings of the game...goal umpires and the like. Get all superfluous staff off the ground when the teams run out onto the ground. Stop the PA yelling all the time. Have curtain raisers at all games- VFL, AFLW, VAFA, Juniors anything to value add to the game day experience! • Stop playing music • Less virtue signalling • Less noise at the games, I don't want the game to be Americanised!! • Reduce the volume of the music its too loud to hear the person sitting next to you • Stop perimeter fence advertising • Less "entertainment" at games, less noise • Stop with the gimmicks at quarter breaks and let people speak with each other, same with songs after goals • Get rid of the loud music etc at grounds do you can talk with friends and family
<p>National focus – "Australia wide"</p>	<ul style="list-style-type: none"> • Concentrate on ensuring the league is as fair and Australia wide focused, not just looking after the Victorian based clubs and supporters • Tasmanian team • Reduced focus on specific 'traditional' Victorian clubs for prime-time games, 'marquee' games and focus on neutral Victorian member access to the grand final over participating club members • More equalised, less Melbourne-centric competition • Share marquee games (Dreamtime, season opener, Queen's Birthday etc) outside of Melbourne • Admitting a Tasmanian team to the competition • Make the competition a truly national competition and remove Victorian bias

	<ul style="list-style-type: none"> • The top team gets the grand final in their state • More home games for non-Melbourne teams • More diversity across Australia to show Victoria AFL exists everywhere, more support for other state teams • Not be so biased towards Victorian teams-umpiring, commentary, acceptance of all clubs' history not just VFL clubs • Stop the VFL shit and start recognising it's a national competition now, and the umpiring because the standard is pretty rubbish, can it be more blatantly bias towards certain teams • More Canberra games • Different teams at UTAS, have a duel away game each week. Pull funding from Hawthorne and North Melbourne to subsidize the revenue lost by having games at a smaller ground • Walk the walk in terms of a national competition, too much Vic bias • Stop being biased and thinking you are still the VFL • Victorian-centric media needs to realise it's a national competition • Make it a true Australian football league • Realise it is AFL and NOT still VFL • Equity across the competition and overall "fairness" • Make it a true and fair competition • Make the game less Victorian based and more National. Move the AFL hq out of Victoria to a maybe Canberra • Less Victoria centric commentary • Victorian bias • Less Victorian focus • Genuinely embrace the national character of the League • Fairer fixture, ie Victorian teams having to travel less and being able to play multiple games at the MCG. There should be less Vic teams, bring in a Tasmanian and Northern Territory team • general disregard for non-Victorian teams - still Victorian-centric • Stop favoring Victorian teams with all decisions made • Greater consideration of states outside of Victoria. Reduce number of teams in Victoria • Accuracy and diversity in coverage of the game. Equity in terms of coverage which is currently very Vic-centric. In order to grow the game in QLD and NSW the AFL should invest in more equitable coverage of these teams and opportunities for players to earn money outside of footy • The Victorian bias • Stop being Victorian centric, it is a national game • Less focus on Victorian Clubs/MCG • Reduce the number of Victorian teams to allow for a fairer draw. It's the AFL not the VFL
Fan experience - other	<ul style="list-style-type: none"> • Consider the fan experience rather than money/public perception being focus of key decisions • Improving game day experience

	<ul style="list-style-type: none"> • Fan experience • Bring back cash. Any items under \$20 should have the option to pay cash. I will no longer buy a coffee or a pie at the venue. Very sad as it's small businesses that are affected • Let us use cash for small transactions • Always remember your success if BECAUSE OF the fan • Interactive Fan Zones with trivia and games during all games • Reduce the time delay between goals • Improve pre-match experience. Either have a Reserves game or improve the woeful attempts all clubs make at 'entertainment' • Fan experience • Full crowds • Kick to kick • Better Fan experience at games • Better benefits for interstate members, like access to players, club functions, promotion etc • Game day activities outside of Melbourne • Get the game to reflect the fans and grass roots ... it's a corporate juggernaut that is rapidly kissing appeal due to neglect of core values • More rural exhibition games to promote Aussie Rules in league biased states • Invest into making a decent AFL video game to grow the sport (AFL evolution just doesn't cut it) • Less time between goals to bounce ball takes way too long and kills atmosphere at games • The game needs to be more about the fans/members and less about corporates • Have more personalised experiences for long serving club members • Stop trying to tag other things onto football. I want to see football, not "entertainment" • Cheaper alcohol! How about a fans day! Not FAMILY • We should be able to play in Adelaide and not fear being abused • Focus on fans and not corporate • AFL need to realise that the FOOTBALL is the entertainment and the majority of fans are annoyed by all the other bollocks that goes on during the breaks • Shorter game, better TV cameras • Make sure toilets are cleaned regularly as I try not to use the public toilets but generally have to because of the cold • More female toilets • Stop chasing the corporate dollar and ensure ordinary fans are placed at the head of the queue • Bring back kick to kick
COVID	<ul style="list-style-type: none"> • Compensation for AFL and club members following 74% of games in 20/21 not being accessible by Victorians. 30% compensation offered to AFL members is disgusting • Look at compensating members for the amount of games missed over last 2 years • Automatic pro-rata refunds in case of games moved/cancelled • Stop taking money out when we have not had opportunity to go to footy

	<ul style="list-style-type: none"> • Prove access even during covid times ... ridiculous being li led out in Victoria... need a covid safe guarantee for fully vaxed Covid negative fans • Remove Dan Andrews from office because the last thing he cares about is sport • Tackling how they will make grounds Covid safe • Covid safety • Tickets through COVID times • Crowd capacity • LET FANS ATTEND ONLY IF DOUBLE JABBED WITH COVID VACCINE • Allow fully vacted people to attend • I think the game is going well, but Covid has hampered the game • Ability to attend matches if you are fully vaccinated • Covid - no extra fee should be charged for reserved seats • Lockdown again • Nothing they can do about Covid restrictions • Let us in
Tickets	<ul style="list-style-type: none"> • To be able to get tickets without having to do it on net • Easier access to tickets (seating areas) • More walk up without booking • Easier to buy tickets • Allocated seating with your membership • Personally, the ability to access seats is my biggest concern - I cannot climb to nose-bleed seats • Force Ticketek to bring back email/paper tickets as an option, rather than the current tickets on phones only. • More access to tickets • Tickets available more easily during Covid. • Online ticketing service (especially come finals time) • Ease of access to tickets • More ticket availability for interstate supporters when the team is visiting their state • Priority to home supporters • As a general admission customer i have had trouble accessing tickets online through your Ticketek website. Make it more clear and easier to purchase tickets • Better ticketing system • Build their own Ticketing Software system ... failing that put pressure on both Ticketek and Ticketmaster to indicate position in queues when waiting for a purchasing session for all games not just high demand events • Easier to buy tickets other that on the net • Easier access to purchasing tickets. Easier system

	<ul style="list-style-type: none"> • Make it easier to obtain general admission seats • AFL members with a club support package should get first access to games involving their club. • Decent walk-up seats • The process by which we book tickets with Ticketek and Ticketmaster • Make it easier to buy a ticket at the gate of AFL venues • More access for members to get tickets interstate and at Geelong • Better access for away game members • Easy access to tickets during Covid
TV – Free to air	<ul style="list-style-type: none"> • As I live in Brisbane and support St Kilda, I watch 99.99% of games on Foxtel • More free to air live telecasts • All games in free to air • More games live • Get back with Telstra • Greater coverage of GWS games, not stuck in shit time slots for most of the season. • More free to air games • Free to air • More matches on free to air • Free to air • All games should be live • Complete overhaul of the way it is presented on TV. Both the boofhead, blokey, insular presenters and commentary (see a recent article by RoCo that captures this perfectly), but also how it is so poorly filmed and directed for TV. Zoom out & give us behind the goals footage pls!!! • More games on free to air tv • More free to air games • AFL streaming service with every game ever on tape • More free to air games • All matches on free to air tv • More games on free to air during COVID • Better TV offerings • Free access to games on the AFL App, AND Telstra manages the AFL website. They are the biggest tech company in Australia but the site is often quite poor. • More free to air TV telecasts • Better coverage on free to air • All games on free to air TV • Televisе more games to USA and market more. So many sports fans in USA are fed up with, NFL, NBA and even college football they are looking for a change. Most are not aware of how exciting AFL is

	<ul style="list-style-type: none"> • Free to air games - not enough • More free to air games • Make it more free to air
Gambling	<ul style="list-style-type: none"> • Get rid of all gambling advertising • Remove the gambling advertising and before/during game "entertainment" • Remove all gambling ads during the games • Consider the influence on Australian culture that AFL has. Gambling ads need to go, fights and shirt fronting need to be reduced on field • Remove Gambling ads • Stop supporting gambling • Get rid of gambling ads and gambling sponsorship • Scrap gambling ads • Less gambling ads, the whole inane gibbering of the "game day experience" • Less gambling ad exposure • Get rid of all gambling ads and associations • No more gambling ads and neon adboards • No gambling ads, stop making the game more like an American sport with nonsense entertainment • Get rid of gambling ads and sponsorship • Reduce gambling advertising • Stop promoting gambling • Get rid of gambling ads and companies associated with AFL • Stop association with gambling it ruins lives and families • Removal of gambling ads • Remove gambling ads
Management	<ul style="list-style-type: none"> • League integrity • Transparency, Integrity • Poor management of AFL operations. Also, the Boys Club that run the game • AFL need to stop lecturing fans on social issues and pushing left-wing agendas • More clarity and fairness over the competition • Base the AFL in Canberra and not Melbourne • Allow club members to elect their own boards to make decisions for their members and fans • Put an AFL fan representative on the AFL Commission Board • The administration. The AFL is a bloated bureaucracy with an overinflated sense of its importance • Emphasis on business not footy should be reversed • Their own sense of arrogance in football administration • Put fans ahead of \$\$

	<ul style="list-style-type: none"> • Concentrating on the actual game (that's why we go) rather than so called "fan engagement" • Let the fans have a say in the running of the game • Egotistical men in the football department
Curtain raisers	<ul style="list-style-type: none"> • AFLW as a curtain raiser prior to the men's match • Love to see curtain raisers again • Bring back the before games • Reserve football played before at least 4 games per year (at MCG or Marvel etc.) good for young players and good for fans to see up and coming players • Curtain raiser • Curtain raisers • Include Curtain Raisers • Reserve games played before SENIOR • VFL games prior to AFL games • Bring back curtain raiser matches • Bring in a reserves competition for pre-game entertainment • Pre-game VFL matches • Have the reserves playing genuine curtain raisers before AFL matches and have clubs wearing their proper jumper / uniform in as many matches per season as possible instead of all the nonsense political jumpers. • Return of curtain raisers • Bring back "curtain raiser" matches before the main game on match days
Seating	<ul style="list-style-type: none"> • More comfortable seating so we're not sitting on top of each other. • Better home and away seats at the MCG for reserved seat members • Better seating for members not too if southern stand too old to be there • Access to my reserved seat • Ensure security and allow permanent seat members to use them during Covid. I have more space than the seats redeemed • Easier way to get reserved seating • More seats available for AFL members • Allowing fans of the visiting team to be given a set allocation and sit together in the same section always • AFL members access to level 1/2 seats at marvel ... NOT level 3
Alcohol	<ul style="list-style-type: none"> • Alcohol only served at Bar sick of people with overflowing 4 cups spilling everywhere and by 3 qtr. time abusive on and off field • No alcohol sections including for finals, so I don't have some idiot spilling grog on me and the kids • Crowd behaviour, control of alcohol • Ban alcohol • More dry areas

	<ul style="list-style-type: none"> • The drinking in the cheer squad not good when you have families at the football • Limit alcohol per person at grounds, make it a safer more enjoyable environment for kids/people under 18 • Alcohol free venues • More dry zones • Heavy Beer at all games
Grand final	<ul style="list-style-type: none"> • Bring back the daytime grand final for the kids • Play grand final during the day • GF access to ALL members of supporting teams. Get rid of corporates, they provide a stale atmosphere. • Make the Grand Final a rotating event. Holding it at the MCG EVERY year "because of tradition" is pretty backward. Grow the game in other markets by letting the Show go on the road. This Victoria-centric attitude is hurting the growth of the game in legitimate markets and is destroying competitive balance • Play the gf at another ground if no Vic teams involved • Keep GF time at 2:30 • Day grand final. Less corporates at grand final • Rotate the grand final location • AFL grand final to be played away from the MCG once every 5 years • More affordable tickets for AFL Grand Final. The fact is that fans/members etc are a major stakeholder in AFL footy, its time we were recognised properly and listened to
Finals tickets (including GF)	<ul style="list-style-type: none"> • Giving September members their membership seats during finals • How tickets are allocated in finals • Still allow Members here in Melbourne to attend the finals if you have both injections for COVID • GF tickets shouldn't cost a fortune • More accessible to tickets for finals • Less corporate ticketing and more members of the competing teams ticketing in the grand final (should be 80% teams ticketing and only 20% corporate) • Not allow 25000 Cricket members priority to an Australian Rules Grand final • Lower ticket prices for Finals • Day Footy in Finals. So sick of night football for finals. Worse this year during lockdown without local footy • Ticketing to general public in finals
Commentary/ Media	<ul style="list-style-type: none"> • The bias of commentators • Get quality WA commentators for WA games, and more women in general. Put a ban on commentators mentioning which private schools players went to. Reward commentators who actually commentate the game happening in front of them (or on their screens if commentating remotely ... which should also happen less often) • Get new commentators for channel 7 • Poor quality commercial radio & tv broadcast

	<ul style="list-style-type: none"> • The commentary teams desperately need diversity! Listening to the same boys' club is excruciating and affecting the experience of watching the game. 2022 needs to have no more commentating from a studio in Melbourne and needs gender and tax representation. Open the doors • Fox Footy, Channel 7 commentary team is well below the professional standards. They talk about supplement issue, salary cap, illegal affairs and bully each other. Gender oriented, demeaning comments are absolutely sickening and prefer a live and neutral commentary • Get rid of Eddie, BT, and Brayshaw from commentary • Even up the media • Introduce a moderated online community forum for fan discussion and interaction that is friendly and accessible to all, unlike toxic social media channels.
Kids/ Family	<ul style="list-style-type: none"> • Have an actual play area for young kids inside the stadium • More fan friendly and family orientated. more access for kids to meet players • Engage more younger kids into the experience e.g small umpiring camps • Actually focus on families. This involves costs, normalisation of gambling, unfriendly game times (e.g. Sunday Twilight) • Family friendly • Family friendly spectator areas • More family friendly areas for spectators • Be more consistent with making it family friendly • To have free stuff when you get to the footy for the kids • More fun for the kids
Grounds/ Stadiums	<ul style="list-style-type: none"> • Too late now, but shutting down Waverley Park was a huge, massive mistake, now main pop centre of Melb over there, and nobody i know likes Docklands at all, cold, no atmosphere • Bring back suburban Melbourne venues. Moving forward, crowds at games, in general, will be reduced. It's time for the transition to boutique stadiums in Melbourne's suburbs, returning genuine home ground "feel" and advantage to Victorian teams. An example for my club, Essendon, could be a refurbished Showgrounds OR, possibly, looking into redeveloping the Calder Park Thunderdome site. You've got other clubs with venues not too far off being ready to go now - such as Carlton and Princes Park and/or the Western Bulldogs and Whitten Oval. The colour and heartbeat of Melbourne (and, by extension, Victoria) is in Melbourne's suburbs, and we must return the games to the heartlands of the clubs, they must be playing among "their people", rather than at a soulless, vanilla concrete jungle in Melbourne's Docklands precinct which has no historical relevance or connection to any of the clubs who play home games there (whilst also providing no genuine home ground advantage, as visiting clubs either play their home games there as well or play there many times a year and thus know how to play the ground well) • An opening the operation of the AFL to a transparent, independent enquiry - and acting on the recommendations arising from a thorough forensic investigation of what has happened there over the last 20 years - and is still happening. Nothing short of a root & branch restructure will reverse the rot that has set in. • Hurry up and improve Marvel Stadium • Increased games at alternative grounds to MCG and Marvel • Go to 30000 capacity stadiums for clubs who are not big draws in crowds especially in Melbourne
Entertainment	<ul style="list-style-type: none"> • Better half-time entertainment • More entertainment during halftime

	<ul style="list-style-type: none"> • Halftime entertainment • Pregame and halftime entertainment at all games • Get rid of game day MCs • Entertainment • Show more pre-game entertainment on TV that you only see when attending the game. • Pre-game entertainment
Diversity	<ul style="list-style-type: none"> • Transparency and diversity (including Mgt and coaching) • More diverse range of players • Stop being so Vic/bloke-centric • More promotion and genuine interest in AFLW • End the boys club in the AFL and media
Player Access	<ul style="list-style-type: none"> • Access to meeting the players during open training. Mainly in states other than Vic. • Better access to players in game day for fans not just the broadcaster • More social interaction with the players • More player fan contact • Allowing some fan locker room access with ticket purchase
Feedback	<ul style="list-style-type: none"> • Conduct Surveys like this, asking members what their preferred Grand Final time should be, as well as rule changes. Most want a day grand final. Most want the rules to be unchanged. Better transport to games, never seems to be enough trains after games, surely the AFL can organise with the public transport to ensure multiple trains are there ready to go when the game finishes, instead of having overcrowding on platforms waiting for trains • Consultation with all stakeholders • Fan involvement via AFL Fans Association in administration of game • Listen to what the majority who watch most games want. Not the minority, or changing the game for people who dont even watch the game • Listen to supporters' issues and fix them, don't make it harder
Membership	<ul style="list-style-type: none"> • More flexibility with membership • More games on our membership • Return of membership tickets, no more online pre-booking • Reissue members cards with barcode • Price of membership should be a standard across all clubs and umpiring needs to be consistent
Racism	<ul style="list-style-type: none"> • Be much stronger on racism • Be stronger with racist supporters • Swifter action on racism. Look at how Royal Melbourne hospital acted quickly to anti-semitic comments after covid engagement party • Ban racism • Zero tolerance for discrimination irrespective of who the perpetrator and victim is. Fans should be protected from racism, sexism and homophobia, and players/officials/media should be held to account

Fan experience – unruly	<ul style="list-style-type: none"> • Be tougher on unsociable fans • Fights • Just keep on top of yobbos • Removing the bad behaviour of the fans by removing their membership
Food/ Drink	<ul style="list-style-type: none"> • More food options • Better and cheaper food/drink • Better & healthier food options and more realistic food & drinks pricing
Teams	<ul style="list-style-type: none"> • Reduce the teams • Demerge the Brisbane Lions. Relocate Fitzroy to Tasmania. #BringBackTheBears 🐻 • Less teams to make higher standard football
Fan experience – standing room	<ul style="list-style-type: none"> • Get standing room back • Bring back standing room next season • Bring back Standing Room at the MCG when we can attend games
Clubs	<ul style="list-style-type: none"> • Return of Fitzroy • Mandatory clash kits. No similar jumpers ever again
Player contracts	<ul style="list-style-type: none"> • When a player signs a contract, the AFL needs to enforce it. At present contracts mean nothing
Safety	<ul style="list-style-type: none"> • Have railings on stairs in stands to hold on to, especially coming down the steep stairs
Draft	<ul style="list-style-type: none"> • Basic Draft - no concessions, no bidding
Salary cap	<ul style="list-style-type: none"> • Restrict more financial clubs recruiting top players at will, place limits please
International	<ul style="list-style-type: none"> • Spread the game internationally