



PRESS RELEASE

NSW/ACT TO HOST FIVE PRE-SEASON AFL MATCHES IN THE 2017 JLT COMMUNITY SERIES

The Australian Football League (AFL) today announced it would partner with Australia-wide Insurance Broker JLT (Jardine Lloyd Thompson) for the pre-season competition for the next three years, with today's launch of the JLT Community Series.

AFL General Manager Clubs and AFL Operations Travis Auld joined with JLT Chief Executive Leo Demer to announce the fixture for the 2017 JLT Community Series, which will see all 18 teams play three matches across a four-week stretch between Thursday February 16 and Sunday March 12, to lead into the 2017 Toyota AFL Premiership Season.

NSW and the ACT will host five matches in the series, including the first Sydney Derby of 2017 at Blacktown International Sportspark on Friday 3 March 2017. Narrandera, Coffs Harbour, Canberra and Albury will also welcome matches in 2017.

"Many of those communities cannot regularly access AFL football during our premiership season, due to distance or other constraints, and it is incredibly important that we take matches in the JLT Community Series to venues that don't usually host games when we have the opportunity to do so," Mr Auld said.

AFL NSW/ACT CEO Sam Graham said, "It's great to be able to give regional communities across NSW and the ACT access to elite AFL experiences with the JLT Community Series. In particular, with our local teams the GWS GIANTS and the Sydney Swans featuring in every game across the state and territory, it will be fantastic for all football fans to have the chance to see their local heroes in action.'

For the third successive season, AFL club members with game access will be entitled to attend next year's matches free of charge, subject to availability.

Mr Auld said the AFL was delighted that all 27 matches would again be exclusively broadcast on television live by Fox Footy and, in addition, every match will also be made available live to fans via the AFL Live App.

"The broadcasts of these games is the first occasion the young players chosen in last month's NAB AFL Draft will have the opportunity to showcase their wares for their new teams and begin the chase the ultimate prize in our game, the AFL premiership."

Belinda Kelso
Media/PR Manager
AFL NSW/ACT
Ph: 02 8333 8004 Em: belinda.kelso@afl.com.au





Please see below for games in the 2017 JLT Community Series held in NSW and the ACT

GWS GIANTS vs West Coast Eagles

Saturday 18 February, 2:05pm
Narrandera Sports Stadium

Sydney Swans vs North Melbourne

Sunday 19 February 2:05pm
Coffs Harbour International Stadium

GWS GIANTS vs Sydney Swans

Friday 3 March 7:40pm
Blacktown International Sportspark Sydney

GWS GIANTS vs North Melbourne

Friday 10 March 5:50pm
Manuka Oval

St Kilda vs Sydney Swans

Sunday 12 March 7:10pm
Lavington Oval, Albury

For further enquiries please contact Belinda Kelso, Media/PR Manager AFL NSW/ACT
Ph: 02 8333 8004 Em: belinda.kelso@afl.com.au

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