



AFL NSW/ACT ANNOUNCES KEY PARTNERSHIP WITH MULTICULTURAL NSW

1 April 2017

AFL NSW/ACT today announced a new four year partnership with Multicultural NSW that will see the agency become a key partner in the AFL's Multicultural engagement strategy in NSW.

Sam Graham, AFL NSW/ACT CEO said the partnership is a positive development.

"We are excited to partner with Multicultural NSW to deepen our engagement with diverse communities across NSW."

"Both organisations celebrate the important role diversity plays in Australian society and are committed to fostering a strong and harmonious communities. We look forward to working together in this space."

The partnership was announced during the AFL NSW/ACT Diversity Program Season Launch at Spotless Stadium prior to the GWS GIANTS first home game of the 2017 Toyota AFL Premiership Season.

Minister for Multiculturalism Ray Williams said he was thrilled with the partnership.

"I am delighted that AFL NSW/ACT are supporting the vital work of my agency Multicultural NSW and its mission to promote cultural diversity and harmony," Mr Williams said.

"AFL is an iconic game for all Australians and stands out as a champion of diversity and inclusion.

"Today fans across our State will be supporting the GIANTS as they play their first home match of the season in the beating heart of one of our most multicultural regions."

The next collaboration between the two organisations will be the 2017 AFL Multicultural Round in July 2017. The round will showcase a marquee game in Sydney between the GWS GIANTS and Fremantle on Saturday 29 July which will coincide with a multicultural festival at Spotless Stadium.

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

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

