



# "AFL4Me"

## Campaign Launch

**MEDIA RELEASE: August 1st, 2014**

Disability Speaks is delighted to officially launch the SA "AFL4Me" campaign.

Since campaign inception we have been thrilled with the broad community support for a united push to make AFL the most disability friendly sport in the country. The support of SA Premier Jay Weatherill was especially appreciated.

From within the disability sector, the AFL community, the media and football loving general public we have had enormous encouragement.

The attached "AFL4Me" poster and flyer will be widely distributed both in traditional media and online. Please do your bit to further circulate and spread this important message.

Last week board members from the "AFL4Me" committee met with Andrew Daniels, CEO of The Adelaide Oval Stadium Management Authority and Andrew has confirmed that the SMA will support the IDASA "AFL Today" program that is in its fifth year with a commitment for 500 special access and facility seats in the 2015 season at no cost. That is just fantastic news as it will allow big game access to a group of people with disability to an AFL match who would otherwise find it impossible to attend.

In addition Disability Speaks has spoken to both the SMA and Mr Peter Smith CEO of the Adelaide City Council (ACC) about improving disability access and parking at Adelaide Oval. We are delighted with the SMA planning for post season oval surrounds remodelling and look forward to further discussions with the ACC to explore all options.

In Committee member discussions with the AFL we understand that this issue is getting increasing AFL attention and we intend to maintain the public awareness campaign needed to drive real outcomes.

We would like to thank those people who have put the long term interests of people with disability having access to AFL Football ahead of their own interests and increased their already busy workloads joined the "AFL4Me" steering committee. Deputy Chair, Neil Sachse, Natalie Wade, Stacey Copas, Felicity Anne Lewis, Dale Govett, Renee Durden and John Cranwell. They have shown an energy and enthusiasm that is contagious. Thank you all.

We ask that you please circulate this information widely via your networks and we look forward to not only making this program a success but then expanding it to NRL, Football Australia, Basketball , Cricket and as many other sporting and recreational events we can think of

Our aims of the program are clearly spelt out in the flyer

It is an honour to Chair the "AFL4ME" Committee which is a subcommittee of IDASA and look forward to your ongoing support.

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### **David Holst**

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