

GVL

FOOTBALL NETBALL

Partnership Prospectus





Who we are



The GOTAFE Goulburn Valley League (GVL) is an Australian rules football and netball competition based in the Goulburn Valley region of Victoria. Established in 1894, the League has a long and proud history as one of Victoria's Premier Community Football and Netball Competitions.

The League has 12 member clubs; EchUCA, Rochester, Kyabram, Tatura, Mooroopna, Shepparton Swans, Shepparton, Shepparton United, Seymour, Euroa, Benalla and Mansfield.

Football competitions within the league are Under 18's, Reserves and Seniors, whilst the netballers compete over 5 grades of competitions: A Grade, B Grade, B Reserve, 17 & Under and 15 & Under.

Football Registration Data

| OVERALL | Club | 2024 (YTD) | 2023 | 2022 | 2019 |
|----------------------------------|-----------------------------------|--------------|--------------|--------------|--------------|
| | Total | 1,075 | 1,082 | 1,333 | 1,034 |
| | Benalla Football Club | 88 | 95 | 102 | 104 |
| | Echuca Football Club | 91 | 83 | 120 | 82 |
| | Euroa Football Netball Club Inc. | 91 | 93 | 117 | 82 |
| | Kyabram Football & Netball Club | 75 | 73 | 112 | 80 |
| | Mansfield Football Club | 94 | 97 | 94 | 101 |
| | Mooroopna Football Netball Club | 96 | 102 | 140 | 94 |
| | Rochester Football Club | 88 | 104 | 114 | 79 |
| | Seymour Football Netball Club Inc | 99 | 96 | 128 | 82 |
| Shepparton Football Netball Club | 92 | 85 | 119 | 92 | |
| Shepparton Swans Football Club | 86 | 97 | 117 | 81 | |
| Shepparton United Football Club | 87 | 87 | 86 | 81 | |
| Tatura Football Netball Club | 88 | 70 | 84 | 76 | |

| YOUTH | Club (Youth) | 2024 (YTD) | 2023 | 2022 | 2019 |
|----------------------------------|-----------------------------------|------------|------------|------------|--------------|
| | Total | 321 | 283 | 503 | 317.0 |
| | Benalla Football Club | 27 | 24 | 18 | 29.0 |
| | Echuca Football Club | 29 | 25 | 59 | 30.0 |
| | Euroa Football Netball Club Inc. | 24 | 14 | 41 | 23.0 |
| | Kyabram Football & Netball Club | 25 | 23 | 54 | 26.0 |
| | Mansfield Football Club | 30 | 27 | 30 | 25.0 |
| | Mooroopna Football Netball Club | 27 | 28 | 55 | 33.0 |
| | Rochester Football Club | 26 | 23 | 38 | 23.0 |
| | Seymour Football Netball Club Inc | 35 | 31 | 52 | 31.0 |
| Shepparton Football Netball Club | 29 | 26 | 53 | 29.0 | |
| Shepparton Swans Football Club | 29 | 34 | 48 | 27.0 | |
| Shepparton United Football Club | 25 | 25 | 30 | 27.0 | |
| Tatura Football Netball Club | 15 | 3 | 25 | 14.0 | |

| SENIOR | Club (Senior) | 2024 (YTD) | 2023 | 2022 | 2019 |
|----------------------------------|-----------------------------------|------------|------------|------------|--------------|
| | Total | 754 | 799 | 824 | 716.0 |
| | Benalla Football Club | 61 | 71 | 84 | 75.0 |
| | Echuca Football Club | 62 | 58 | 60 | 51.0 |
| | Euroa Football Netball Club Inc. | 67 | 79 | 76 | 59.0 |
| | Kyabram Football & Netball Club | 50 | 50 | 58 | 54.0 |
| | Mansfield Football Club | 64 | 70 | 64 | 76.0 |
| | Mooroopna Football Netball Club | 69 | 74 | 85 | 61.0 |
| | Rochester Football Club | 62 | 81 | 75 | 56.0 |
| | Seymour Football Netball Club Inc | 64 | 65 | 76 | 51.0 |
| Shepparton Football Netball Club | 63 | 59 | 63 | 63.0 | |
| Shepparton Swans Football Club | 57 | 63 | 68 | 54.0 | |
| Shepparton United Football Club | 62 | 62 | 56 | 54.0 | |
| Tatura Football Netball Club | 73 | 67 | 59 | 62.0 | |

| AVG AGE | Club | SEN | RES | U18 |
|----------------------------------|-----------------------------------|-----------|-----------|-----------|
| | League Avg. | 24 | 25 | 25 |
| | Benalla Football Club | 26 | 31 | 29 |
| | Echuca Football Club | 24 | 22 | 23 |
| | Euroa Football Netball Club Inc. | 26 | 26 | 26 |
| | Kyabram Football & Netball Club | 24 | 24 | 24 |
| | Mansfield Football Club | 25 | 29 | 27 |
| | Mooroopna Football Netball Club | 23 | 24 | 24 |
| | Rochester Football Club | 24 | 26 | 25 |
| | Seymour Football Netball Club Inc | 26 | 25 | 25 |
| Shepparton Football Netball Club | 24 | 25 | 24 | |
| Shepparton Swans Football Club | 23 | 24 | 24 | |
| Shepparton United Football Club | 23 | 23 | 23 | |
| Tatura Football Netball Club | 27 | 26 | 26 | |

Notes:

- Registrations do not vary greatly given the consistent grades fielded in senior competitions.
- At the conclusion of the 2022 season GVL dropped the U16 football grade which reverted to the GMJL competition

Netball Registration Data

| OVERALL | Club | 2024 (YTD) | 2023 | 2022 |
|--------------------|-------------------|------------|------------|------|
| | Benalla | 55 | 54 | 76 |
| | Echuca | 59 | 51 | 68 |
| | Euroa | 63 | 57 | 65 |
| | Kyabram | 85 | 52 | 47 |
| | Mansfield | 84 | 77 | 62 |
| | Mooroopna | 67 | 66 | 61 |
| | Rochester | 66 | 54 | 74 |
| | Seymour | 71 | 57 | 59 |
| | Shepparton | 56 | 65 | 75 |
| | Shepparton Swans | 66 | 59 | 85 |
| | Shepparton United | 54 | 49 | 99 |
| | Tatura | 47 | 51 | 60 |
| Grand Total | 773 | 692 | 831 | |



| SENIORS | Club | 2024 (YTD) | 2023 | 2022 |
|--------------------|-------------------|------------|------------|------|
| | Benalla | 30 | 38 | 49 |
| | Echuca | 33 | 28 | 44 |
| | Euroa | 37 | 37 | 41 |
| | Kyabram | 57 | 31 | 27 |
| | Mansfield | 55 | 47 | 40 |
| | Mooroopna | 36 | 34 | 36 |
| | Rochester | 41 | 33 | 40 |
| | Seymour | 49 | 35 | 35 |
| | Shepparton | 29 | 35 | 30 |
| | Shepparton Swans | 42 | 30 | 39 |
| | Shepparton United | 33 | 24 | 50 |
| | Tatura | 26 | 28 | 21 |
| Grand Total | 468 | 400 | 452 | |

| JUNIORS | Club | 2024 (YTD) | 2023 | 2022 |
|--------------------|-------------------|------------|------------|------|
| | Benalla | 25 | 16 | 27 |
| | Echuca | 26 | 23 | 24 |
| | Euroa | 26 | 20 | 24 |
| | Kyabram | 28 | 21 | 20 |
| | Mansfield | 29 | 30 | 22 |
| | Mooroopna | 31 | 32 | 25 |
| | Rochester | 25 | 21 | 34 |
| | Seymour | 22 | 22 | 24 |
| | Shepparton | 27 | 30 | 45 |
| | Shepparton Swans | 24 | 29 | 46 |
| | Shepparton United | 21 | 25 | 49 |
| | Tatura | 21 | 23 | 39 |
| Grand Total | 305 | 292 | 379 | |

GVL Why partner with us? FOOTBALL NETBALL

- The recent pandemic has shown just how vital Community Football and Netball is. It's more than just a game. It's about the connection people have to their Clubs and it's members, as well as to the League.
- Long rich history of Community Football and Netball across our region.
- Football and Netball Clubs provide an environment where people are more socially connected at every age group.
- Our Clubs are increasingly engaged with their communities, while supporting other community groups' events and fund raising efforts, supporting health awareness and education campaigns and helping socially disadvantaged members of the community participate in football and netball.
- A Club's reach is significant and extends beyond its players, coaches, administrators and volunteers. Football/Netball Clubs are considered the hub of a community, particularly in rural and regional areas, are a focal point for community efforts in times of crisis and celebration and are considered by Club and community members as central to shaping the identity of a town or area.



GVL Digital Reach

FOOTBALL NETBALL

| Channel | Followers |
|-----------|-----------|
| Facebook | 13,557 |
| Instagram | 2,619 |
| X | 3,056 |
| LinkedIn | 424 |

| Facebook | |
|----------------------|---------------------------------------|
| Performance | |
| 1/1/24 – 25/11/24 | |
| Views | 1,131,953 (metric avail from Sept) |
| Reach | 372,711 |
| Content Interactions | 32,000 |
| Link Clicks | 1,905 |

| Instagram | |
|----------------------|-------------------------------------|
| Performance | |
| 1/1/24 – 25/11/24 | |
| Views | 300,193 (metric avail from Sept) |
| Reach | 17,341 |
| Content Interactions | 9,000 |
| Link Clicks | 3 |



GVL Finals Series - 2024

FOOTBALL NETBALL

| Finals Week | Attendance |
|---|------------|
| Week 1 (Elimination & Qualifying Finals) | 4,918 |
| Week 2 (Semi Finals) | 3,577 |
| Week 3 (Preliminary Finals) | 2,495 |
| Week 4 (Grand Finals) | 5,918 |
| Total Finals Attendance (Please note that these figures do not include officials, and children under the age of 17 years.) | 16,908 |



GVL Live Stream

FOOTBALL NETBALL

SEE IT ON
STREAMER

Streamer
FOUNDATION PARTNER **BHP**

| Finals (31/8/2024 - 6/9/2024) | Plays | Users | Avg. Watch Time | Total Hours Watched |
|--|--------------|--------------|------------------------|----------------------------|
| GVL League | 3,691 | 1,632 | 19 m 10 s | 1,373 h |
| Echuca v Shepparton Bears (Qualifying Final) | 1,038 | 548 | 20 m 56 s | 393 h |
| Mooroopna Cats v Kyabram (Elimination Final 2) | 1,178 | 650 | 19 m 32 s | 465 h |
| Rochester v Euroa (Elimination Final 1) | 1,202 | 629 | 28 m 38 s | 498 h |
| Semi Finals (7/9/2024 - 14/9/2024) | Plays | Users | Avg. Watch Time | Total Hours Watched |
| GVL League | 1,889 | 862 | 16 m 21 s | 645 h |
| Echuca v Rochester (2nd Semi Final) | 747 | 374 | 24 m 35 s | 265 h |
| Shepparton Bears v Mooroopna Cats (1st Semi Final) | 960 | 490 | 17 m 13 s | 360 h |
| Prelim Finals (15/9/2024 - 21/9/2024) | Plays | Users | Avg. Watch Time | Total Hours Watched |
| Rochester Tigers v Shepparton Bears | 1,823 | 968 | 17 m 32 s | 747 h |
| Presentation Night (16/8/2024 - 21/9/2024) | Plays | Users | Avg. Watch Time | Total Hours Watched |
| Presentation Night & Vote Count | 6,365 | 2,456 | 21 m 38 s | 1,905 h |
| Grand Finals (22/8/2024 - 28/9/2024) | Plays | Users | Avg. Watch Time | Total Hours Watched |
| GVL League | 15,066 | 5,209 | 20 m 2 s | 5,223 h |
| Netball GFs | 4,213 | 1,733 | 22 m 30 s | 1,123 h |
| Football GFs | 10,382 | 4,155 | 15 m 14 s | 4,081 h |

2024 Full Statistics available on request



Analytics/ Statistics



The GVL has partnered with Premier Data to bring you weekly statistics and video edits from every Senior Football Match throughout the season.

We all work together to generate numbers that unlock stories for fans, coaches, teams, clubs, leagues, recruiters and the wider football community.

Full analytics will be conducted for all Senior football games during the finals series.



GVL App



Launching in Season 2025 the GVL App is everything you need to know about GVL Football and Netball, all in the palm of your hand!

Fans can access news, team squads, fixtures, ladders, match previews, match stats, vision live scores and more.

Available to download free in the Google Play & Apple Stores.

*Read the GVL App Partners Document for more information.

Partnership Opportunities

See how you can get your brand in front
of thousands.



GVL App Partner

As a GVL App Partner (Non-Exclusive), you will receive a banner advertisement on a page within the App, logo on Partners page and Widget on Home Page of the App, all with click throughs to your website.

Your logo will also appear on the GVL's website. All digital posts promoting the App will also include acknowledgement of your organisation as an App Partner.

Your Investment \$15,000 +GST

Bonuses:

6 x GVL Season Passes, 2 x Invitations to all League events including the official Grand Final function and the League's Best & Fairest.





GVL LiveStream Partner

As a GVL Live Stream Partner (Non-Exclusive) you will receive your logo on all live streams (including finals and special events) and your supplied ads (TVC's/Stills) will be played during the breaks.

Your organisation will be promoted in all Live Stream promotions across our digital channels as a GVL Live Stream Partner.

Your logo will also appear on the Partners page of the App and our website with click throughs to your organisations website.

Your Investment \$10,000 +GST

Bonuses:

4 x GVL Season Passes, 2 x Invitations to all League events including the official Grand Final function and the League's Best & Fairest.



Streamer

FOUNDATION PARTNER **BHP**



GVL Analytics/Stats Partner


As a GVL Analytics/Stats Partner (Non-Exclusive) you will receive your logo on up to three different Stats Tiles (subject to availability) across our digital channels.

Your logo will also appear on the Partners page of the App and our website with click throughs to GOTAFE's website.

Your Investment \$10,000 +GST

Bonuses:

4 x GVL Season Passes, 2 x Invitations to all League events including the official Grand Final function and the League's Best & Fairest.

|  ROCHESTER TIGERS | ROCHESTER TIGERS | | | | | | | | | | | | | | | | | |
|--|------------------|----|----|-----|----|---|-----|----|-----|----|----|----|-----|-----|---|---|----|-----|
| | K | H | D | DE% | CP | M | GBG | HO | CLR | T | PA | FF | I50 | R50 | G | B | SI | RP |
| Hamish Hooppell | 12 | 4 | 16 | 56 | 7 | 4 | 5 | 0 | 2 | 1 | 5 | 1 | 2 | 3 | 0 | 0 | 0 | 76 |
| Adam McPhee | 16 | 8 | 24 | 54 | 8 | 8 | 6 | 0 | 0 | 2 | 7 | 2 | 3 | 2 | 0 | 3 | 4 | 95 |
| Mitchell Bright | 4 | 8 | 12 | 92 | 5 | 4 | 4 | 1 | 1 | 3 | 4 | 0 | 0 | 5 | 0 | 0 | 2 | 64 |
| Blake Evans | 10 | 7 | 17 | 76 | 3 | 1 | 2 | 0 | 0 | 0 | 3 | 1 | 1 | 4 | 0 | 0 | 0 | 34 |
| Andrew Henderson | 6 | 7 | 13 | 77 | 7 | 5 | 4 | 1 | 0 | 1 | 7 | 0 | 1 | 2 | 0 | 1 | 2 | 75 |
| Shaun Atley | 6 | 1 | 7 | 100 | 3 | 1 | 1 | 0 | 3 | 0 | 1 | 1 | 3 | 0 | 0 | 0 | 1 | 37 |
| Douglas Wren | 16 | 12 | 28 | 61 | 12 | 3 | 9 | 0 | 7 | 5 | 8 | 0 | 2 | 2 | 1 | 0 | 3 | 103 |
| Grant Fuller | 7 | 2 | 9 | 44 | 7 | 1 | 5 | 0 | 2 | 11 | 23 | 2 | 1 | 1 | 0 | 0 | 0 | 62 |
| Dylan Gordon | 4 | 4 | 8 | 75 | 5 | 1 | 3 | 2 | 0 | 2 | 9 | 1 | 2 | 0 | 1 | 0 | 2 | 52 |
| Lachlan Watson | 7 | 2 | 9 | 33 | 5 | 0 | 1 | 35 | 6 | 3 | 8 | 2 | 0 | 0 | 0 | 0 | 1 | 75 |
| Nick O'Connor | 8 | 7 | 15 | 80 | 7 | 1 | 6 | 0 | 2 | 4 | 5 | 1 | 4 | 0 | 1 | 1 | 5 | 68 |
| Ryan O'Keefe | 15 | 10 | 25 | 80 | 4 | 4 | 3 | 0 | 0 | 2 | 10 | 3 | 1 | 4 | 0 | 0 | 1 | 94 |
| Bailey Wileman | 8 | 13 | 21 | 71 | 13 | 5 | 9 | 0 | 7 | 3 | 10 | 1 | 3 | 1 | 2 | 0 | 4 | 99 |
| Mitch Cricelli | 5 | 4 | 9 | 78 | 5 | 3 | 3 | 9 | 1 | 2 | 4 | 0 | 1 | 0 | 2 | 0 | 6 | 74 |
| Wil Hamilton | 6 | 7 | 13 | 69 | 7 | 4 | 5 | 0 | 0 | 2 | 3 | 1 | 1 | 0 | 1 | 0 | 5 | 52 |
| Dillon Williams | 7 | 6 | 13 | 62 | 3 | 7 | 3 | 0 | 0 | 1 | 5 | 0 | 2 | 1 | 0 | 0 | 1 | 50 |
| Nathan McCarty | 5 | 7 | 12 | 58 | 7 | 3 | 6 | 0 | 0 | 2 | 7 | 0 | 0 | 2 | 0 | 0 | 1 | 48 |
| Matt Kellett | 8 | 3 | 11 | 82 | 3 | 4 | 0 | 0 | 0 | 1 | 5 | 1 | 0 | 2 | 0 | 0 | 1 | 53 |
| Mitchell Trehella | 18 | 17 | 35 | 69 | 16 | 3 | 10 | 0 | 10 | 4 | 8 | 2 | 7 | 5 | 0 | 0 | 6 | 137 |
| Bailey Boyack | 3 | 2 | 5 | 60 | 2 | 1 | 0 | 0 | 1 | 0 | 2 | 0 | 2 | 0 | 0 | 1 | 3 | 21 |
| Hamish Heine | 11 | 4 | 15 | 47 | 4 | 1 | 4 | 0 | 3 | 1 | 8 | 1 | 1 | 2 | 0 | 0 | 1 | 35 |
| Hugh Hamilton | 12 | 6 | 18 | 61 | 13 | 2 | 7 | 0 | 4 | 2 | 6 | 3 | 4 | 3 | 0 | 0 | 2 | 76 |

Key: Kicks, Handballs, Disposals, Disposal Efficiency, Contested Possessions, Marks, Ground Ball Gets, Hitouts, Clearances, Tackles, Pressure acts, Frees For, Inside 50s, Rebound 50s, Goals, Behinds, Score Involvements, Ranking Points.



GVL George Hunter Champion Club Award Partner

The George Hunter Champion Club trophy was donated to the League by Euroa stalwart, long-term Euroa President and GVL Delegate George Hunter, who was honoured with GVL Life Membership for his contribution and support of the League.

George believed that there should be recognition of clubs who perform well in all grades of both football and netball.

Points are allocated for all winning teams and are calculated at the conclusion of the season. The team which tops the list of winning games each season, receives the trophy.

As the George Hunter Champion Club Award Partner (Exclusive), you will receive your logo on the weekly tally board across our digital channels and an invitation for you and a guest to attend the Presentation Night and present the trophy to the winning club.

Your logo will also appear on the Partners page of the App and our website with click throughs to your website.

Your Investment \$5,000 +GST

Bonuses:

2 x GVL Season Passes, 2 x Invitations to all League events including the official Grand Final function and the League's Best & Fairest.



2025 George Hunter Champion Club - Echuca FNC



Best & Fairest Award Partner

Best & Fairest Medals are awarded across all five grades of netball and three grades of football. These are presented at the League's Annual Morrison & Wellman Family Medal Night (Best & Fairest Presentation).

As the Best & Fairest Award Partner for your category (Exclusive), you will receive acknowledgement in all promotion of the Best & Fairest Awards, and an invitation for you and a guest to attend the Presentation Night.

Your logo will also appear on the Partners page of the App and our website with click throughs to your website.

Your Investment \$5,000 +GST (A Grade and Senior Awards.) \$4,000 +GST for all other grades.

Bonuses:

2 x GVL Season Passes, 2 x Invitations to all League events including the official Grand Final function and the League's Best & Fairest.



2024 Morrison Medal (Seniors)
Winner Ash Holland
(Shepparton FNC)



2024 Wellman Family Medal (A Grade)
Winner Kim Borger
(Shepparton FNC)



League Award's Partner

The League presents various awards at it's Annual Morrison & Wellman Family Medal Night (Best & Fairest Presentation). These include Leading Goal Kicker Awards, Coach of the Year (football and netball) and more.

As an Award Partner for your category (Exclusive), you will receive acknowledgement in all promotion of your award, and an invitation for you and a guest to attend the Presentation Night where you will be included in the presentation to the award winner.

Various awards will have regular leaderboards posted on the League's digital channels where you will be acknowledged as that Award's Partner.

Your logo will also appear on the Partners page of the App and our website with click throughs to your website.

Investment: Starting from \$2,000 +GST (dependant on award)

Bonuses:

2 x GVL Season Passes, 2 x Invitations to all League events including the official Grand Final function and the League's Best & Fairest.



*Belinda Lees
Echuca FMC*



*Riley Mason
Seymour - 12 Goals*



Partner with us!



GVL
FOOTBALL NETBALL

LET'S TALK!

We want our partnerships to be mutually beneficial so let's chat about how we can tailor a partnership package that benefits both of our organisations.

Call Jo Spencer on 0459 636 762 or send an email to jo.spencer@afigm.com.au