



SANFL MENTAL HEALTH & WELLBEING STRATEGY

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ACKNOWLEDGEMENT OF COUNTRY

SANFL acknowledges that we meet today on the Traditional Lands of the Kurna people.

We pay respect to their Elders past, present and emerging and support their continued connection to Country.

We recognise the profound contribution of First Nations players, coaches, and officials to our great game and we value their guidance in our endeavour to connect communities through the enjoyment of football.



SANFL MENTAL HEALTH & WELLBEING STRATEGY

The SANFL Mental Health & Wellbeing Strategy has been developed to focus attention, resources and proactive initiatives on the mental health and wellbeing of players, coaches and staff across SANFL clubs.

The SANFL Mental Health & Wellbeing Strategy is structured around three key pillars designed to support clubs:

Prevent · Promote · Respond

Each pillar includes defined priority areas and associated actions. Central to this approach is a commitment to protecting and enhancing the mental health and wellbeing of our people, while ensuring clubs are equipped to effectively support those experiencing mental health challenges.

The purpose of the SANFL Mental Health & Wellbeing Strategy is to create sustainable football environments by supporting and promoting mental health and wellbeing within and beyond the boundary line



SANFL MENTAL HEALTH & WELLBEING STRATEGY

The SANFL Mental Health & Wellbeing Strategy supports the mental health and wellbeing of all people across the SANFL competition; players, coaches, umpires and staff.

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SANFL MENTAL HEALTH & WELLBEING STRATEGY

VISION: Every player, coach, and staff member feels supported to thrive on and off the field

PURPOSE: Create sustainable football environments by supporting and promoting mental health and wellbeing beyond the boundary line



PILLARS

PREVENT

PROMOTE

RESPOND

Policy + Education + Training

Protective Factors + Education

Early intervention & post-vention

Objectives

- Build systems that reduce risk factors and stigma associated with mental ill-health
- Provide education, training and accreditation to players, coaches and support staff to enhance mental health literacy
- Support a positive culture of mental health

- Promote and enhance positive aspects of being part of football that contribute to good mental health and wellbeing
- Strengthen protective factors for mental health through program delivery

- Increase clubs' ability to identify, respond and support people experiencing a mental health emergency or crisis as early as possible
- Facilitate appropriate external referral pathways and support recovery



DEFINING THE PILLARS

PREVENT

Preventing mental ill-health by reducing risk factors and building protective factors before challenges arise

PROMOTE

Actively working to build and maintain positive mental wellbeing by fostering environments where individuals and communities feel safe, valued and equipped to thrive, feel good and flourish

RESPOND

Ensuring that when mental health challenges, emergencies or crisis arise, there is clear, timely and appropriate referral pathways in place for early intervention and to support recovery

PREVENT

PROMOTE

RESPOND

SANFL Actions: Build the capability & capacity of SANFL clubs to support the Mental Health & Wellbeing of their people through:

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| <ul style="list-style-type: none">☐ Provide Mental Health Guidelines/Mental Fitness Charter☐ Develop & provide opportunities for accreditation and education seminars (including initial 'onboarding to strategy' session)☐ Develop mandated safety + integrity session☐ Develop guidelines of policy requirements | <ul style="list-style-type: none">☐ Provide evidence-based guidelines for educational topics, programs and facilitators to fulfil delivery quota (e.g., TYF, AOTG)☐ Explore sustainable competition-wide bespoke MH&W program☐ Develop and provide a Mental Health and Wellbeing Liaison Position Description☐ Develop a Community of Practice☐ Drive initiative of multicultural / MH&W round☐ Facilitate optional MH&W season action plan session☐ Support alignment with specialised local partner | <ul style="list-style-type: none">☐ Develop a clear, structured support pathway and critical incident protocols and crisis response plan☐ Develop clear roles & responsibilities of the SANFL and clubs in a time of crisis response |
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SANFL Club Actions: Build the capability & capacity to support the Mental Health & Wellbeing of our people through:

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| <ul style="list-style-type: none">☐ Ensure minimum number (5) of MHFA Accredited personnel in club☐ Implement MH guidelines/Fitness Charter☐ Through policy, provide a safe and inclusive environment☐ Uphold policy requirements to support the strategy | <ul style="list-style-type: none">☐ Deliver minimum required number of MH&W session per season (e.g., TYF, AOTG)☐ Identify and appoint Mental Health and Wellbeing Liaison☐ Attend Community of Practice sessions☐ Actively participate in MH&W promotion through visual resources (QR codes, posters etc.)☐ Actively promote and engage in multicultural & MH round☐ Seek alignment with local partner (e.g. headspace centre)☐ Optional MH&WB season action plan session | <ul style="list-style-type: none">☐ Create a clear major events response plan (update annually)☐ Prescribe care team roles & responsibilities☐ Develop clear support boundaries |
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PREVENT

Key SANFL strategic actions:

1. Provide SANFL Clubs with clear Mental Health Guidelines / Mental Fitness Charter
2. Develop & provide opportunities for accreditation and education seminars on mental health & wellbeing related topics
 - Including initial 'onboarding to strategy' session with nominated club personnel
3. Develop mandated safety + integrity session
4. Develop guidelines of policy requirements within clubs and support implementation

Key SANFL Club strategic actions:

1. Ensure minimum of 5 Mental Health First Aid accredited personnel in club
2. Implement Mental Health Guidelines and/or Mental Fitness Charter
3. Provide a safe an inclusive environment (through policy)
4. Uphold policy requirements to support the strategy



PROMOTE

Key SANFL strategic actions:

1. Provide evidence-based, best-practice guidelines for educational topics, programs and facilitators to fulfil delivery quota (e.g., TYF, AOTG)
2. Explore sustainable competition-wide bespoke MH&W program
3. Develop and provide a Position Description outlining roles & responsibilities of a Mental Health and Wellbeing Liaison in clubs
4. Develop a Community of Practice for Wellbeing Champions
5. Drive initiative of multicultural / MH&W round
6. Facilitate optional MH&W season action plan session
7. Support alignment with local partner

Key SANFL Club strategic actions:

1. Additional focus on structured education programs & delivery across the club (e.g., TYF, AOTG)
2. Actively participate in MH&W promotion through visual resources (QR codes, posters etc.)
3. Identify and appoint designated Club Mental Health and Wellbeing Liaison
4. Wellbeing Champion attend Community of Practice sessions
5. Actively promote and engage in multicultural & MH round
6. Seek alignment with local partner (e.g. headspace centre)
7. Participate in optional MH&W season action plan session



RESPOND

Key SANFL strategic actions:

1. Explore & build clear, structured support pathways and critical incident protocols
2. Develop clear roles & responsibilities of the SANFL and clubs in a time of crisis

Key SANFL Club strategic actions:

1. Create a clear major events response plan (update annually)
2. Prescribe care team roles & responsibilities
3. Develop clear support boundaries

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