
BROADCAST & FILMING EOI



OUR AFFILIATES

STATE BODIES



GOVERNED COMPETITIONS



NETBALL



JUNIOR
FOOTBALL



ALL ABILITIES



FEMALE
FOOTBALL



UMPIRES

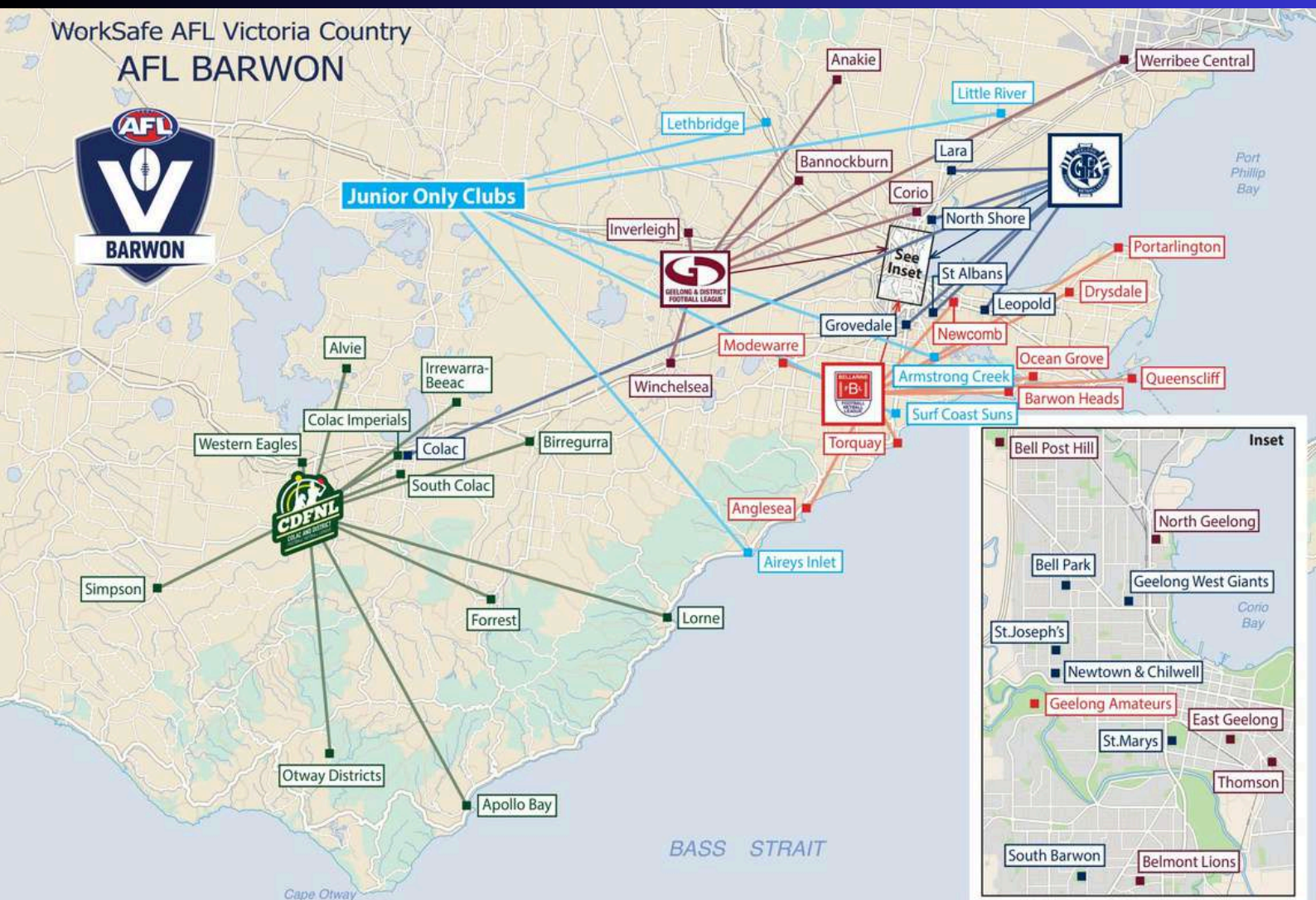
AFFILIATED LEAGUES



ABOUT AFL BARWON



AFL Barwon exists to support the passion of our stakeholders through responsible governance and professional leadership, in order to deliver a thriving sporting community.



DIGITAL OVERVIEW

SOCIAL MEDIA



17K FOLLOWERS



18K FOLLOWERS



1.6K FOLLOWERS



1.3K FOLLOWERS

WEBSITE



105K LIVE STREAM VIEWS



1.02M WEBSITE VIEWS



9.7K MOST MATCH VIEWS



30K BARWON BULLETIN

BIG SCREEN VIEWS



10K CROWD AT GFNL GF



TENDER DETAILS

AFL Barwon is seeking expressions of interest from suitably qualified and experienced media, broadcast, or production companies to deliver filming, live streaming, highlights, and digital content distribution services for football and netball matches across our competitions.

Our current broadcast footprint includes the live streaming of one senior football match per week in both the Geelong Football League (GFNL) and Bellarine Football League (BFNL). All senior football matches are filmed weekly, while netball coverage is provided using VEO technology.

This tender process aims to formalise and potentially expand AFL Barwon's filming and broadcast arrangements from the 2026 season onwards.

Current Deliverables:

- 11 senior football matches filmed weekly.
- Minimum of 2 senior football matches live streamed each week.
- 1 football match each week includes commentary via our radio partner.
- 2 netball matches live streamed weekly via VEO technology.
- All match footage express uploaded and hosted on the AFL Barwon website.
- Weekly highlight packages featuring "Goal of the Week" and "Mark of the Week".



FILMING DESIRABLES

Weekly Football Filming

- Film all 11 senior football matches across the GFL and BFL.
- Footage must be high-quality, stable, and with clear vision of play.
- Footage to be made available to AFL Barwon by 12pm the following day.

Weekly Live Streaming

- Live stream one selected senior football match per week from each of the GFNL and BFNL.
- Option to scale up to live stream all senior football matches, pending feasibility and cost.
- Stream must include:
 - Score overlays.
 - Clock.
 - Commentary Compatibility.
 - Sponsor advertising overlay capabilities.
 - Custom graphics capabilities.

Netball Live Streaming

- Current matches filmed via VEO technology.
- Requirement for:
 - A public, embed-friendly live stream link (YouTube or similar) for viewing across AFL Barwon platforms.
 - Branding and advertising overlay capability.
 - Option for post-game highlight extraction.

Weekly Highlights Packages

- Produce weekly highlights packages for filmed matches.
- Highlights to include:
 - Clean graphics.
 - AFL Barwon and club branding.
 - Sponsored segment opportunities (e.g. “Goal of the Week”)
 - Premier Data Stats

FILMING DESIRABLES

Platform & Distribution Requirements

Provide or integrate a digital content platform for AFL Barwon consumers to access:

- Full match replays.
- Highlights.
- Live streams.

Platform desirables:

- Support post-match content upload.
- Allow option for a paywall or subscription models (e.g. free highlights, paid full match replays).
- Enable content embedding across AFL Barwon and club websites.
- Be compatible with mobile, desktop, and smart TV access.

Capability to overlay or insert:

- Static ads (logos, lower-thirds).
- Dynamic video ads (pre-game, halftime, post-game).
- In-stream sponsorship elements (e.g. scoreboard or match clock branding).

Provide metrics/reporting on:

- Ad impressions.
- View counts.
- Click-throughs (if applicable).



INFRASTRUCTURE AND LOCATION ANALYSIS

An understanding of the facilities across the Bellarine Football Netball League (BFNL) and Geelong Football Netball League (GFL) venues is desirable for reliable delivery of filming and live streaming services.

Tenderers should address:

Venue Locations

- Acknowledgement that games occur across up to 24 venues in the AFL Barwon region.
- Ability to deploy staff and equipment to venues with varying accessibility, amenities, and power availability.

Venue Infrastructure Assessment

Analysis of venue-specific infrastructure relevant to broadcast, including:

- Availability of elevated filming positions (e.g., coach boxes, grandstands).
- Power access points or requirement for portable power solutions.
- Internet/mobile network coverage (for live streaming feasibility).
- Venue lighting conditions (particularly for evening matches).
- Shelter or protection for camera equipment in adverse weather.

Connectivity and Transmission

- Strategy for overcoming mobile network blackspots or low bandwidth areas, especially for reliable live streaming.
- Outline of technology solutions (e.g. bonded cellular units, satellite uplink options) to ensure consistent broadcast quality across all venues.

Venue Familiarity

- Any prior experience operating at AFL Barwon or comparable community football/netball venues would be ideal.
- Proposed approach to undertake venue audits prior to the season commencement to map infrastructure needs and confirm feasibility of services.

Successful Tender will be required to provide:

- A detailed plan outlining how they will address challenges associated with the AFL Barwon venue landscape.
- A proposed venue analysis timeline, including audits or testing dates before the first broadcast.

TENDER SUBMISSION REQUIREMENTS

Interested parties must include the following in their submission:

Company Profile

- Company background and relevant experience.
- Key personnel and their qualifications.

Previous Work Examples

- Links to past match day coverage, live streams or highlights packages.

Technical Capabilities

- Camera and filming equipment specifications.
- Streaming platforms used and options provided.
- Editing software and post-production capabilities.

Service Delivery Plan

- Proposed staffing model for match day.
- Timeline for deliverables (e.g. turnaround time for footage, highlights).
- Workflow for uploading and sharing content with AFL Barwon and public.

Commercial Proposal

Detailed costings for:

- Weekly filming.
- Weekly live streams.
- Full competition streaming.
- Highlights production.
- Netball streaming support.
- Platform and hosting options.
- Cost breakdown per match

Additional Notes

- Advertising revenue-sharing models (if applicable).
- Partnership opportunities (if applicable).
- AFL Barwon reserves the right to accept or reject any or all proposals.
- All intellectual property in recorded content remains the property of AFL Barwon unless otherwise agreed.



CLOSING DATE FOR SUBMISSIONS: AUGUST 10TH, 2025

**SUBMIT PROPOSALS TO:
SEAN ATKINSON**

COMMERCIAL PARTNERSHIPS & COMMUNICATIONS MANAGER

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AFL BARWON PARTNERS

PREMIER PARTNERS



Blood Toyota



MAJOR PARTNERS



OFFICIAL PARTNERS



COMMUNITY PARTNERS

ASSOCIATED PARTNERS

