



Southern Football League

C/- Blundstone Arena
15 Derwent Street
Bellerive, TAS 7018



Friday 21 February 2025

Media Release: The SFL's new partnership takes off

Football in Southern Tasmania is set to reach new heights with a new league naming rights sponsor coming on board.

The Southern Football League is thrilled to announce a new partnership with Hobart Airport.

The three-year deal sees the league renamed the Hobart Airport Southern Football League, across both the premier league and the community league.

The SFL is Tasmania's largest football league and is expanding in 2025, increasing participation across 14 clubs with over 2,000 players both men's and women's.

SFL President David O'Byrne said the SFL is very excited about this new partnership.

"Having Hobart Airport on board supporting us demonstrates they value the impact and importance of our clubs to their communities. There wouldn't be a single flight out of Hobart that would not have someone connected to the SFL, be they a player, family member, official or supporter on board.

"SFL Clubs are the heart of their communities and with this support the new two division structure, Premier and Community, we can really invest in local footy.

"We sincerely thank and appreciate Hobart Airport for their generous support and backing of the SFL."

Hobart Airport CEO Norris Carter said the airport was proud to join the SFL as naming rights sponsor.

"At Hobart Airport our core purpose is to connect communities and nothing brings a community together quite like a footy match," Mr Carter said.

"Every weekend, there's thousands of players, supporters and volunteers giving their all at footy fields across Southern Tasmania, and we're proud to back each and every one of them, to support their passion for their sport and their community.



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Hobart Airport
TASMANIA

“Just as Tasmanian football is preparing to step-up into its AFL future, Hobart Airport is also preparing for an exciting new era with the completion of our \$130 million runway upgrades later this year, which will unlock direct international flights to Asia and more.

“As Tasmania’s most popular gateway to the state, we’re committed to investing in infrastructure to make tomorrow’s Tasmania possible, and connect communities from the sky to the footy field.”

Now you really are flying with the SFL.

For more information please contact:

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