



## **AFL NSW/ACT SMALL COMMUNITY FOOTBALL GROWTH GRANT PROGRAM**

### **Purpose:**

*Growing community club participation is an industry priority. The AFL NSW/ACT Small Community Football Growth Grant Program aims to drive growth in key strategic markets, and ensure opportunities are maximised for all males and females to participate in AFL.*

### **What may constitute a successful application?**

- Establishing a new competition – particularly if this new competition addresses gaps in the player pathway. This should adhere to the AFL Australian Football Match Policy <http://www.afcommunityclub.com.au/index.php?id=32>
- Establishing a new team – for example, starting a new Auskick centre or a group within an existing centre, or establishing a new junior, youth or senior team.
- Addressing retention – sustaining an established competition or team through innovative projects to address retention. For example, this could take the form of a key activity such as a festive recruiting drive day at clubs or providing specific coach or parent education.
- Male / Female club brand alignment – where Male and Female clubs have merged to form one club that is aligned in brand, a grant may be approved to cover costs associated with the change.
- Applicants should clearly articulate:
  - Why the need for funding?
  - The amount of funding required.
  - Who will benefit?

### **What can the Grant cover?**

- A financial allocation to a League to conduct a new competition or create a new club, or a financial allocation for a Club to establish a new team.
- Equipment required to set up a competition such as venue hire, goal post pads, timeclock, portable siren.
- Equipment required to set up a new club team such as jumpers, footballs, team supplies such as drink bottle carriers, water tubs and first aid kits.
- All Grants are allocated for one year.

### **Don't miss these timelines!**

February 8, 2019	Deadline for applications to be sent to AFL NSW/ACT - email <a href="mailto:cameron.borgas@afl.com.au">cameron.borgas@afl.com.au</a>
February 15, 2019	Successful applicants will be notified, and funds allocated
August 5, 2019	Acquittals complete
October / November 2019	Provide AFL NSW/ACT evidence of project and use of funds via a financial report recording purchased item, date and value. This document will be required to be signed by two office bearers of the club/organization. Photos of events may also be requested.

**AFL NSW/ACT SMALL COMMUNITY FOOTBALL GROWTH GRANT APPLICATION**

1. League/Club: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Value of Grant Applying for: \$ \_\_\_\_\_

<b>Role in the Organisation</b>	
<b>Contact Person</b>	Name
	Mobile
	Email

**2. Program/Competition details**

- *What is the project? Why the need for the program/competition?*
- *Target age group? Target numbers? What, when, where, who & how?*

**3. Budget**

- *Please provide details on how funds will be spent/distributed.*
- *What other support is being providing? Are there other funding sources?*

Item	AFL NSW /ACT	League/ Club	Other	Total
e.g - Local club grants / Equipment / Staff				
<b>Total</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>

**4. KPIs / success indicators**

- *How will you measure success? How will you know if the project has been successful?*

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

## **FAQ**

- **Q. What happens if we are unable to attract enough interest and cannot get the competition started?**
  - A. Discuss with AFL NSW/ACT and see if there are alternatives e.g. the Grant could still be used to conduct a Come N Try event to then start a new competition the following year. Or you may be encouraged to conduct a series of “pop up” games or clinics with those players who have registered an interest to play and see where this leads.
  
- **Q. Some club were unable to recruit enough players. What do we do now?**
  - A. If clubs have a small number of registered players the AFL Club Guide provides some alternatives such as combining with a neighboring club or discussing with the competition organisers. There are numerous examples of successful competitions that have been conducted with small sided teams, anything from 6 a side to 16 a side.
  
- **Q. Our application was unsuccessful. Now what do we do to achieve our 2019 targets?**
  - A. AFL NSW/ACT will work with you to explore further funding options and opportunities.
  
- **Q. We didn't use all of our funding allocation. Do we have to return these?**
  - A. An acquittal process will be conducted. AFL NSW/ACT will determine how best to acquit your total Grant allocation. You may be asked to return any funds to assist another State recipient who may not have received the necessary funds to complete their project.