



# Progress the game, so everyone can share in its heritage and possibilities.

## Telstra Footy Country Grants Criteria

Local football clubs across Australia will receive an \$8 million boost over the next four years as the AFL and Telstra launch Telstra Footy Country Grants. With a pool of \$2 million to be distributed in 2024, eligible regional and metro clubs can apply for grants up to \$20,000 – helping strengthen, sustain and grow local footy.

### What initiatives can my club seek funding for?

Aligned to the AFL strategic objectives, the grants will look to strengthen the base and secure the future of community football through the following criteria:

#### 1. Grow and assist volunteer capacity;

- Undertaking short courses in electronic bookkeeping, governance, barista, RSA, food handling (75% of total cost up to \$1,000)
- Improving club financial practices:
  - Electronic POS processes or accounting software such as xero (75% of total cost up to \$1,500)
- Items to ease the workload on volunteers (75% of total cost up to \$2,000):
  - Line-markers (75% of total cost up to \$2,000)
  - Replace of manual score to an electronic scoreboard (50% of total cost up to \$20,000)
- Items required to modify ovals for junior football or NINES competitions (75% of total cost up to \$1,500)
  - Moveable goal posts, cones to define boundaries, additional goal umpire flags.
- Items which improves the safety of the environment
  - Goal post padding (75% of total cost up to \$1,000)
  - Defibrillators (75% of total cost up to \$1,500)



Play as one team



Play fair



Play with passion



Play to win



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- Behind the goal netting where there is a demonstrated safety concern, i.e balls escape onto a busy main road or down a steep embankment (50% of total cost up to \$20,000)
- Other initiatives approved by State AFL body

## 2. Grow and diversify participation;

- Start-up costs associated with the establishment of new or amalgamated clubs or new female teams in the age groups of 5-9 year olds (new team costs up to \$2,000, new club costs up to \$15,000)
- Subsidies to encourage increased participation of multicultural, Aboriginal and/or Torres Strait Islander, all abilities, or disadvantaged participants (up to \$500 per player)
- Undertaking club cultural awareness training.
  - Indigenous or Pride themed jumpers where a club demonstrates additional education/awareness is delivered, i.e a club delivers cultural awareness training to participants prior to an indigenous themed round (75% of total cost up to \$2,000)
- Other initiatives approved by State AFL body

## 3. Improve environments and experiences;

- Initiatives, resources and or assets that promote and enhance child safety standards.
- Short-term financial support to distressed clubs ie where a natural disaster may have impacted on the club's ability to operate.
- Other initiatives approved by State AFL body

*Criteria accurate as at 14/9/2023*



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