



AUSTRALIAN FOOTBALL

FACILITIES FUND

AUSTRALIAN FOOTBALL FACILITIES FUND

Nationally, close to 3,000 ovals are being used for Australian football, with this number increasing annually as record numbers of players are attracted to our game, especially women and girls.



Nationally, close to 3,000 ovals are being used for Australian football, with this number increasing annually as record numbers of players are attracted to our game, especially women and girls.

Our need for well positioned, welcoming, accessible and fit for purpose football facilities continues to expand to support strong participation growth and the changing profile of such participation. Increasing the usage capacity of ovals and pavilions and development of accessible and female friendly rooms that welcome participants and umpires from each gender has never been more important.

The Australian Football Facilities Fund has partnered on

over 1,060 community football related projects benefitting more than 1,200 clubs in the last decade. The combined total value of these projects is over \$700 million when all project partners contributions are also considered.

Benefits stemming from this such investment have included strengthened club viability, increased utilisation of facilities, longer and better tenancy arrangements for community football clubs and greatly increased participation across many parts of Australia.

The Value of an AFL Community Football Club world first research project completed with Latrobe University has found that for every dollar invested in a community football club, at least

\$4.40 is returned in social value. It found that it does not matter where you live, how long or how often you are involved in a football club, or whether you are a player, coach, volunteer or a supporter, people involved with a football club experience greater social connectedness, wellbeing and self-reported physical and mental health than the general population as a result of being involved in a football club.

The Australian Football Facilities Fund is open to all affiliated Australian football clubs. AFL State and Territory bodies employ specialist staff to assist clubs to plan for and develop the best possible environments across all facets of Australian football.

OBJECTIVES OF THIS FUND

The Australian Football Facilities Fund will assist our clubs and stakeholders in securing significant financial commitment from the various levels of government, other sport user groups, sponsors, local community and business organisations, land developers, club foundations, and/or other strategic partners to contribute towards funding the improvement

of existing or provision of new football facilities.

Each community venue is audited annually to measure against our preferred standards for the level of football being played there. When combined with demographic and participation mapping and data systems, our staff and club volunteers are empowered to collaborate with their local

government authorities, land owners and others to plan collaboratively and effectively for the future health of our game.

The Australian Football Facilities Fund's aim and objectives will guide the AFL National Facilities Panel's assessment criteria, listed later in the guidelines, to measure the impact that proposals may have on our sport.

AIM	OBJECTIVES
<p>Support the provision of well positioned, welcoming, accessible, fit for purpose football facilities that support our growing game's strategic priorities.</p> 	<p>Maximise available carrying capacity of existing venues and the quality/functionality of field of play supporting infrastructure.</p>
	<p>Develop increased supply through construction of new ovals, especially in growing communities, in a variety of traditional or innovative settings.</p>
	<p>Provide inclusive and accessible facilities that cater for the diversity of participants, particularly female participants, that wish to participate in our game.</p>
	<p>Develop venues to support the elite game and the sport's complete talent pathway, umpiring, staff, landmark heritage sites and people working and volunteering within the game.</p>
	<p>Enable planning and project partnerships to form with a range of government and non-government bodies to result in an improved quantity, quality and welcoming venue network for Australian football.</p>

On average, this fund partners on \$50m worth of community football facilities projects benefitting more than 100 clubs each and every year.

HOW TO APPLY

Interested applicants need to liaise with their respective AFL state or territory body to discuss their proposal.

Subject to endorsement, applicants must then develop their proposal further for funding consideration.

An AFL National Facilities Panel will consider all lodged applications that are endorsed/ supported by State and Territory contacts when they convene.

Establish your project idea with local stakeholders



Discuss this project idea with your AFL State/Territory body



If asked to, work with AFL State/Territory body to develop a concise concept summary



The AFL to advise if concept has sufficient merit to proceed to a full AFFF application



If concept advised to do so, a full AFFF application developed with AFL State/Territory body



Full AFFF application lodged for consideration/assessment.



Outcome of full application advised.



Contact details for each AFL State or Territory body, where prospective applicants should liaise with a State/Territory facilities development staff member:

AFL NSW/ACT
aflnswact.com.au
p. 02 8333 8000
e. info@aflnswact.com.au

AFL TASMANIA
aftas.com.au
p. 03 6282 1800
e. refer to website

SANFL
sanfl.com.au
p. 08 8424 2200
e. refer to website

AFL NT
aflnt.com.au
p. 08 8980 4801
e. aflnt@aflnt.com.au

AFL VICTORIA
aflvic.com.au
p. 03 8341 6000
e. info@aflvic.com.au

WAFL
wafootball.com.au
p. 08 9381 5599
e. reception@wafl.com.au

AFL QUEENSLAND
aflq.com.au
p. 07 3033 5400
e. reception@aflq.com.au

ASSESSMENT CRITERIA

WHAT WILL THE PROJECT ACHIEVE?

(50%)

Demonstrate the extent to which the project:

- › Increases (or in certain remote areas maintains) participation in football.
- › Improves access/participation opportunities for diverse groups including people with disabilities, females, young people, people from multicultural and Indigenous backgrounds.
- › Improves the terms of access to facilities for football clubs/leagues through a secure long-term agreement with the local government authority or other facility managers (such as education bodies).

WHY IS THIS PROJECT REQUIRED?

(20%)

Demonstrate the extent to which the project:

- › Responds to identified needs and issues and is supported strategically by Australian football club/league/regional/state body planning and/or local government sport and recreation planning.

HOW WILL THE PROJECT BE DELIVERED?

(20%)

Demonstrate the extent to which the project:

- › Clearly identifies the project scope, methodology and timelines.
- › Includes the provision of quotations/cost estimates and concept/schematic plans for the project (that are consistent with the current AFL Preferred Facility Guidelines).
- › Includes confirmation of all other funding contributions (both financial and in-kind).
- › Encourages innovative approaches to address items such as access, multi-use risk management, and environmental sustainability.

WHO WILL BE INVOLVED IN THE PROJECT?

(10%)

Demonstrate the extent to which the project:

- › Will be appropriately managed to completion and collaborates with a variety of stakeholders including the council, other clubs, leagues and other community groups as appropriate. An AFL representative should be included in project groups where an investment is forthcoming from this fund.

HOW MUCH FUNDING COULD A PROJECT RECEIVE?

Interested applicants may apply for an amount of up to \$50,000 per project.

Generally, the amount requested from this fund would not exceed 10% of the anticipated total project cost.

The fund may consider a request greater than 10% of the anticipated total project cost in exceptional circumstances, where a project is deemed by the AFL to be of exceptional strategic importance.

A strategic projects category for projects that clearly demonstrate National

or State significance may be accessed for a project deemed to meet such a definition by the AFL.

Demonstration of National or State significance will be easiest to demonstrate for projects relating to those venues capable of, for example, hosting AFL, AFLW, AFL men's pre-season matches, NAB league or other key talent pathway venues for players and umpires.

A figure above \$50,000 may be available for projects of this nature.

CONDITIONS OF FUNDING

Successful applicants may be required to enter into a Funding Agreement detailing funding obligations and conditions, including future tenancy arrangements.

Where a Council owns the land and will be the project manager, it is preferable that the Funding Agreement is entered into with Council. This can be negotiated upon approval of funding, along with an announcement opportunity for any funding.

A senior representative must be designated by the League or Club to liaise with the AFL State/Territory body representative on the progress of the funded project. At the completion of the project, applicants are required

to complete and return a final project acquittal to the State Body to allow the final payment.

Funding will also be provided on the condition that the AFL are appropriately acknowledged in any formal publicity or events regarding the project both during construction and upon completion.

Applicants are encouraged to discuss their proposals with both their AFL State or Territory Body and the relevant Local Government Authority prior to preparing their submission.

ELIGIBLE AND INELIGIBLE PROJECTS

Projects that focus on enhancing facility elements that are critical to growing and sustaining participation in football will be considered favourably.

ELIGIBLE PROJECTS

Include, but are not limited to:

- Development of new football ovals and amenities, both in traditional and more innovative settings.
- Upgrades to player and umpire change facilities and amenities, particularly conversion to accessible and welcoming female friendly change facilities.
- Playing surface upgrades and extensions of the playing area.
- Football lighting installations or upgrades.
- Projects that protect a football facility against the impact of climate change (i.e. warm season grass conversions, water re-use projects).
- The upgrade or development of multi-use facilities where football is a key user/beneficiary.

INELIGIBLE PROJECTS

Include, but are not limited to:

- Projects that are deemed to have little positive impact on participation levels in Australian Football.
- Projects that require ongoing funding assistance.
- Projects that will receive AFL related funding support through a separate program avenue that is co-funded via the Australian Football Facilities Fund.
- Requests for ongoing assistance with operational costs.
- Routine or cyclical maintenance works.
- Requests for equipment.
- Retrospective funding for a project that has already commenced or has been completed.





**AUSTRALIAN FOOTBALL
FACILITIES FUND**