



**TELSTRA FOOTY  
COUNTRY  
GRANTS  
CRITERIA**

Local football clubs across Australia will receive an \$8 million boost over four years as the AFL and Telstra launch Telstra Footy Country Grants. With a pool of \$2 million distributed in 2024, eligible regional and metro local clubs can again in 2025 apply for grants up to \$20,000 - helping strengthen, sustain and grow local footy.

The AFL is committed to promoting and protecting the safety and wellbeing of all children and young people who participate in AFL Football at any level through activities, programs, services and/or use of facilities by fostering a culture where children and young people feel safe and welcome. A range of safeguarding children and young people resources for community clubs are available on the AFL Play website (Safeguarding Children & Young People - Play AFL).

Where applicable, Clubs will be required to have completed the Women and Girls Community Football Charter, further information on this charter [can be found here](#).

Please refer to the [FAQ's at play.afl](#) to ensure your club is best placed to be successful with your grant application.

## **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 local football through the following criteria.

### **GROW AND ASSIST VOLUNTEER CAPACITY**

- Undertaking short courses in electronic bookkeeping, governance, barista, RSA, first aid/sports training course, food handling (75% of total cost up to \$1,000)
- Improving club financial practices:
  - Electronic POS systems (75% of total cost up to \$1,500)
- Items to ease the workload on volunteers:
  - Line-markers (75% of total cost up to \$2,000)
  - Ice machine (75% of total cost up to \$1,500)
  - Replace of manual scoreboard to an electronic scoreboard (50% of total cost up to \$20,000)
  - Replace manual scoreboard to an electronic portable scoreboard (50% up to \$10,000)
- 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 improve the safety of the environment
  - Goal post padding (75% of total cost up to \$1,000)
  - Defibrillators (75% of total cost up to \$2,000)
  - PA systems (75% of total cost up to \$2,000)
  - 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 recommended by State AFL body to grow and assist volunteer capacity (Maximum \$5,000)

## **GROW AND DIVERSIFY PARTICIPATION**

- Start-up costs associated with the establishment of new or amalgamated clubs (Total costs up to \$15,000)
- New girls teams in age groups up to under 12's (Total costs up to \$2,000)
- Grants of up to \$500 per participant (capped at \$5,000) are available to promote increased participation among multicultural communities, Aboriginal and Torres Strait Islander peoples, individuals of all abilities, and those from disadvantaged backgrounds
  - 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 recommended by State AFL body to grow and diversify participation (Maximum \$5,000)

## **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.
- Safety Lighting and/or surveillance/security cameras to monitor matchday environment on and off field (75% of total cost up to \$2,000)
- Other initiatives recommended by State AFL body that improve environments and experiences (Maximum \$5,000)

## **WHAT WILL NOT BE FUNDED BY THE TELSTRA FOOTY COUNTRY GRANTS?**

- Facilities improvements or acquisitions other than those outlined above.
- Payments for services provided by coaches, trainers, administrators, 3rd party presenters or 3rd party club development providers.
- Costs associated with catering, advertising or room hire.
- Tablets, phones, laptops and computer printers
- Equipment for existing teams, including but not limited to new footballs, sports tape, water bottles and coaches vests
- Costs for activities and/or programs currently offered by the club's league, region, state body or the AFL.
- Player payments or League competition fees.
- Projects that require ongoing funding assistance or routine or cyclical maintenance works.
- Retrospective funding for a project that commenced or has been completed more than three months ago.

## **WHO IS ELIGIBLE TO APPLY FOR THIS GRANT?**

- All Local Football Club's affiliated to the AFL can apply.
- Excluded are VFL, SANFL and WAFL clubs and umpiring groups.

## **WHAT DO YOU REQUIRE AS PART OF THE APPLICATION FOR FIXED SCOREBOARD AND GOAL NETTING PROJECTS?**

- For fixed electronic scoreboards and behind the goal nets projects approval from the landowner should be provided through a letter of support as part of the application

## **WHAT ELSE DO I NEED TO KNOW?**

- Applications up to \$20K (or as specified per category) will be considered and assessed against the above strategic areas by the Grants Advisory Board. Clubs will be required to have support from their relevant State AFL Body prior to the Advisory Board considering the application. Clubs will be limited to 1 one successful application per year unless otherwise recommended by the State AFL Body.
- Where applications include goods or services from a supplier, applications must include official supplier quotes.
- Successful applicants will be required to enter a Funding Agreement.

## **I MISSED THE APPLICATION CLOSURE DATE, WILL MY CLUB STILL BE CONSIDERED?**

Applications will open on Monday 2<sup>nd</sup> December 2024. The following dates will represent a cut off for when applications are considered. For example, if you were to miss Round 1, you can still apply; however, the outcome of your application won't be known until after the Round 2 closure date.

- Round 1: Monday 2<sup>nd</sup> December 2024 to 11:59pm (AEDT) Sunday 2<sup>nd</sup> February 2025
- Round 2: Monday 3<sup>rd</sup> February to 11:59pm (AEST) Thursday 3<sup>rd</sup> April 2025
- Round 3: Friday 4<sup>th</sup> April to 11:59pm (AEST) Sunday 25<sup>th</sup> May 2025
- Round 4: Monday 26<sup>th</sup> May 2025 to 5pm (AEST) Thursday 24<sup>th</sup> July 2025

Application outcomes will be provided via email, and you should expect to receive an update at:

- Round 1: Week of Monday 3<sup>rd</sup> March 2025
- Round 2: Week of Monday 5<sup>th</sup> May 2025
- Round 3: Week of Monday 23<sup>rd</sup> June 2025
- Round 4: Week of Monday 18<sup>th</sup> August 2025