



PLAY

# JUNIOR & YOUTH GIRLS UNIFORM GRANTS PROGRAM

THANKS TO  Fanatics

## 2025 SUBMISSION GUIDE



In 2024, the Australian Football League (AFL) launched the Junior & Youth Girls Uniform Grant Program. Proudly supported by Fanatics, the program strives to help more girls feel confident, included and proud to play community football by giving their leagues, clubs and umpire associations the means to provide them with gender appropriate uniforms. Excitingly, in 2025, the AFL and Fanatics will once again be delivering the grant with a total pool of \$250,000 available.

The purpose of this funding may include:

- Replacing white shorts with a suitable alternative for junior & youth girls' teams; or
- Purchasing of appropriate playing/umpiring uniforms that are made specifically for girls (i.e. female cuts)

The grant applications will open on October 27 to community football leagues, clubs, and umpire associations. Applications will close at 11:59pm AEST Monday November 24.

Please note: this grant round is only open to junior and youth girls. For avoidance of doubt, this includes teams, umpires and competitions under the age of eighteen.

To ensure the grant is easily accessible for everyone, we've made the application process as simple as possible. Writing a grant application doesn't have to be a daunting experience.

To ensure you're well-prepared for your submission, we've put together some tips to get you started. You can also use this template to record all of the information you'll need when you're ready to apply for funding.

**Firstly, you'll need to ensure you have the following information handy:**

- Your club or league's name, address, phone number, email, and website.
- The name of the person filling in the application, their position in the organisation, email, and phone number.
- The organisation's ABN.

The next section is where you'll share details about what you're seeking funding for. This will be one of the abovementioned items related to uniforms for junior and youth girls' teams.

Next, you'll need to provide an overview of the initiative, the title of the project, and a summary of the expected outcomes. You have the option to provide a written application or submit a video (video submission tips to come).

This is the important part- the application will ask you to answer the following 3 questions, whether in written format or via a video.

1. Why is the funding required?
2. How will this support junior and youth girls in community football?
3. What impact will this have on community participation for junior and youth girls?

If you're writing the submission, aim for no more than 750 words. If you're submitting a video, ensure it's no longer than 2 minutes.

### **Video tips**

We don't expect a Hollywood-style production, just your smartphone is fine. It's recommended that you either have someone ask the person in the video the 3 questions to prompt them or they can start their responses with each question and then the answer. Just ensure that they're well-prepared! You can also have the questions and answers written down to read from, or if you want to get fancy, there are teleprompting apps and websites you can copy and paste into to assist the person in front of the camera.

Some additional tips for your video submission:

- Find some good lighting to film in.
- If you're not reading from a script or teleprompter, know your stuff!

- Practice makes pretty good (we're not looking for perfection).
- Show us your passion and what this funding would mean to your club or league.
- Get creative (if you want to). Don't take yourself too seriously, have a bit of fun!

### Finances

The final section will ask for a breakdown of where the funding will go and what costs will be covered. We ask that you do your best to budget and/or attain quotes for the items the funding will go towards.

Some suppliers may provide additional discounts as part of this grant program. Please check with your supplier if this applies. ISC and Burley Sekem have both agreed to offer a discount on orders falling within the grant.

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Once you're ready to submit your application, be sure to triple-check that you have all of the correct information and that you've clearly answered all of the questions. Have someone proofread your submission or watch the video too, as they may notice something that was missed.

Grant applications open on the 27<sup>th</sup> of October and close 11:59pm AEST on the 24<sup>th</sup> of November 2025. More information can be found on the Women and Girls page on Clubhelp [here](#). This is also where you will submit your application when you're ready.

Remember, we just want to hear your story and how new uniforms could help junior and youth girls in your league, club or umpire association. Good luck with your application!





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