TELSTRA FOOTY GRANTS CRITERIA

Local football clubs across Australia will receive an $8 million boost over four years as the AFL and Telstra launched Telstra Footy Grants in 2024. Eligible regional and metro community clubs can again in 2026 apply for grants up to $20,000 to help strengthen, sustain and grow local footy.

Across the first two years of the program, we have seen $4 million distributed to in excess of 1,100 clubs nationally. From new electronic scoreboards, to POS systems to defibrillators to keep club members safe, this program has provided clubs and volunteers additional items and support to assist community clubs to continue to prosper.

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 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, this may include moveable goal posts, cones to define boundaries and additional goal umpire flags (75% of total cost up to $1,500)
- 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 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 (75% of total cost up to $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). This is only available for one (1) team per club per year.
- 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.. This may include, but is not limited to, club attire, registration fees and boots.
- Indigenous or Pride themed items (eg. jumpers, socks, banners or other apparel/merchandise) where a club demonstrates additional education or awareness initiatives are delivered, for example, hosting a workshop prior to either an Indigenous or Pride themed round (75% of total cost up to $2,000)
- Other initiatives recommended by State AFL body to grow and diversify participation (75% of total cost up to $5,000)

IMPROVE ENVIRONMENTS AND EXPERIENCES

- Short-term financial support to distressed clubs i.e. where a natural disaster may have impacted on the club's ability to operate (Maximum $5,000)
- 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 (75% of total cost up to $5,000)

WHAT WILL NOT BE FUNDED BY THE TELSTRA FOOTY 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 90 days prior to the application submission date.

WHO IS ELIGIBLE TO APPLY FOR THIS GRANT?

- All Community Football Club's affiliated to the AFL can apply
- Excluded are VFL, VFLW, SANFL. SANFLW, WAFLW 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 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 one (1) 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. Upon signing the funding agreement, each club will be provided 60 days to provide invoices and documentation as outlined in the funding agreement to obtain the allocated funding.

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

Applications will open on Monday 1st December 2025. 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 1st December 2025 to 11:59pm (AEDT) Sunday 1st February 2026
- Round 2: Monday 2nd February to 11:59pm (AEST) Thursday 2nd April 2026
- Round 3: Friday 3rd April to 11:59pm (AEST) Sunday 24th May 2026
- Round 4: Monday 25th May to 5pm (AEST) Thursday 23rd July 2026

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

- Round 1: Week of Monday 2nd March 2026
- Round 2: Week of Monday 4th May 2026
- Round 3: Week of Monday 22nd June 2026
- Round 4: Week of Monday 17th August 2026

COMMITMENT TO SAFEGUARDING CHILDREN & YOUNG PEOPLE

The AFL is committed to promoting and protecting the safety and wellbeing of all children and young people who participate in Australian 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 that have completed the Women and Girls Community Football Charter may be considered more favourably to receive funding over others, further information on this charter can be found here.