



Delicious Moments Everyday



LEE KUM KEE

COMMUNITY CLUB INITIATIVE

LEE KUM KEE COMMUNITY CLUB INITIATIVE

ABOUT THE INITIATIVE

The Lee Kum Kee Community initiative is a targeted to support the AFL Barwon clubs with projects that improve their club. The objective of the program is to assist AFL Barwon affiliated clubs with small investments that will have a long-term benefit to their club and enhance community engagement.

HOW TO APPLY?

Each AFL Barwon club will be provided with Lee Kum Kee product to produce a video or reel (maximum 90 seconds) respectfully showcasing the products through creativity. The video or reel that is deemed the most entertaining and product associated will be deemed the winner.

Videos need to be posted on the clubs Instagram page, tagging @AFLBarwon and using the #LeeKumKee

Applications must be submitted by 5pm Monday June 30th, 2025

All applications must include full details of what will be purchased and the total costs by emailing AFL Barwon Commercial Partnerships and Communications Manager, [Sean Atkinson](mailto:Sean.Atkinson@AFLBarwon.com.au)

HOW MUCH FUNDING IS AVAILABLE?

For the 2025 initiatives program, the total amount of funding available is \$5,000. The initiatives will be awarded as follows:

- 1st place: \$4,000
- 2nd place: \$750
- 3rd place: \$250

Successful initiative applications must be completed with receipts provided to AFL Barwon by December 31st, 2025.

Any successful initiative applications not completed by the completion date will forfeit their initiative funding.

LEE KUM KEE COMMUNITY INITIATIVE

WHAT ACTIVITIES MIGHT BE FUNDED?

The program will consider the activities that relate to upgrades to canteen, BBQ or cooking equipment that will enhance the cooking or preparation of food at clubs.

WHAT ACTIVITIES WONT BE FUNDED?

The Lee Kum Kee initiatives Program will not fund the following:

- More than one application from an organization.
- Requests for existing activities (only new projects will be considered).
- Project activity beginning, or uniforms or equipment purchased, prior to the closing date.
- Ongoing operational costs (e.g., salaries for ongoing positions, rent, utilities).
- Player payments, coaching payments, and any other salaries or honorariums.

SELECTION PROCESS

An independent panel, including representatives from AFL Barwon Staff , Geelong Cats and Lee Kum Kee will assess all video submissions and make recommendations for funding.

Applicants will be advised prior to July 14th, 2025, or earlier if practical, regarding the outcome of their application.

Successful applicants may be required to enter into a Funding Agreement detailing funding obligations and conditions. A senior representative must be designated by the applicant to liaise with an AFL Barwon representative on the progress of the funded project.

At the completion of the project, successful applicants are required to provide proof of funding spend.

ADDITIONAL INFORMATION

For further information or guidance on the Lee Kum Kee Community Initiative please contact AFL Barwon Commercial Partnerships and Communications Manager, [Sean Atkinson](#)



Delicious Moments Everyday

