



THE **GAME PLAN**

CLUB DEVELOPMENT & CHILD SAFEGUARDING

Presented by: Tim Secombe & Samantha Dellamarta

The AFL acknowledges the Traditional Owners of the land on which we work and pay our respects to Elders past, present and emerging. We acknowledge we play our great game on this land and respect the cultures of all First Peoples and their contribution to our nation and to the game of Australian Rules Football.



Table of Contents

- **Introduction - My Role**
- **Grant/Funding Opportunities**
- **Volunteers - Recruit, Retain & Recognise**
- **Strategic Planning**
- **Online Tools & Resources Tutorial**
- **Child Safeguarding - Sam Dellamarta**



My Role

- My Background
- Dedicated support to all clubs in the GFNL,BFNL,GDFNL.
- I want to be the connector between Clubs/Leagues - Share Ideas, Best Practice, Collaborative approach.
- Primarily focussed on creating awareness and providing support to maximise grants & funding opportunities both external ie Local(LGA) State, Federal Government and internal - AFL Victoria/Barwon. Tips to follow
- Assist in recruiting, retaining & recognising the backbone of any club, our volunteers. Tips to follow
- Providing support and/or advice on existing/future committee structures to ensure that roles & responsibilities are working efficiently to avoid volunteer fatigue. This could also include assisting in formatting or reviewing a clubs strategic plan. Tips to follow
- Ensuring each club is equipped with the necessary tools & resources to operate and administer strategically and improve efficiencies- AFL Club Help Demonstration to follow
- Support and equip clubs on important focus areas such as *child safeguarding, concussion protocols, mental health, vilification, critical incident response and LGA Fair access policy.



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Grants

Grant Opportunities:

Government

- LGA, State & Federal

Governing Bodies

- i.e. AFL Victoria/AFL Barwon



Recent campaign for Telstra Footy Country Grants, an initiative from AFL & Telstra to support community football clubs.



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Grants

Considerations:

- Does your project/ purpose meet the grant criteria.
- Is your club eligible for the grant?
- Timelines - ensure you are across the key dates. Preparation is key.



Preparation:

- Clearly define the project and the benefits for the local community.
- Be curious - Contact the grant provider if you require clarity on any aspect of the grant criteria.
- Obtain letters of support from relevant groups/stakeholders who will also benefit from the grant.
- Gather any data, statistics or evidence to support your application.
- Collect all relevant supporting documentation e.g. quotes, budgets, insurance documents (if applicable).
- Important to note that you must ensure the application is within the word count allocation - Don't ramble on :)

Grants

Submitting the application:

- Ensure the application has been reviewed and signed off by the club committee to ensure transparency.
- The application is lodged by the correct means e.g. online, email, post with all supporting documents and evidence being included in the submission.

Post-Lodgement:

- Make sure that you that you have received acknowledgement that the grant has been received e.g. email confirmation.
- Importantly, in the event that your grant/funding application is unsuccessful, if the opportunity allows I suggest you make contact with the grant provider to enquire as to the 'Why' behind the decision.



Grants

Current Available Grants:

Telstra Footy Country Grants up to \$20,000.00 to:

- Grow and assist volunteers capacity
Think replace manual scoreboard to an electric one.
- Grow and Diversify Participation
Think funding of Indigenous or Pride themed jumpers.
- Improve environments and experiences
Think Initiatives, resources and or assets that promote and enhance child safety standards.

Success Stories:

Toyota Good for Footy Raffle
TAC Club rewards



SCAN TO VIEW CURRENT GRANTS
(<https://aflvic.com.au/news/grant-and-funding-support-available-to-vic-local-footy-clubs-257414>)

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Volunteers

How do we recruit, retain & recognise Volunteers at our Clubs?

Recruit:

- Have you looked outside your club for volunteers?

e.g. Seek volunteers platforms, Social media platforms, connect with local retirement gated communities & community groups, local community notice boards & LGA website- outside lens is important.

- Connect with local schools/universities

Students may need to obtain practical experience as part of their studies. Involve sponsors to provide product/service (Discounted or free) as an incentive to attract volunteers.

- What's in it for me?

Consider engaging Club sponsors to offer a discounted/free product/service for all listed Volunteers at the club upon viewing the 'Club Volunteer Card'.



Volunteers

How do we recruit, retain & recognise Volunteers at our Clubs?

Retain:

- Important to clearly outline Roles & Responsibilities
- 'Skin in the game'
- You are investing in more than just the Club- Investing in the community.
- Highlight the crucial role volunteers play in creating successful clubs.
- Hand Holding' initially, Don't Set them up to fail – make sure there a mentor/hand over process?

Reward & Recognition:

- How do make our volunteers feel valued?
- Communication the key
- Acknowledgment via Club newsletters/Social media - Volunteer/s of the month - Volunteer referral program - Free meal/drink on a Thursday night.



Volunteers

Promotion Club Rewards 2024 AFL Victoria – Volunteer Registration Incentive:

- 05/02/2024- 05/05/2024

Registering Volunteers on PLAYHQ - Clubs that have 5(Five) or more individuals registered as Volunteers via the Clubs PlayHQ account including at least each of the following 4(Four) roles, plus an additional volunteers role.

- President/Vice President
 - Secretary
 - Treasurer
 - Child Safety Officer (More to come)
- TOTAL of Ten (10) will be drawn at random - Each winning club will receive 5x\$200.00 E-Gift vouchers to be spent at the discretion of the winning Club President.

The key focus areas are:

- Clubs setting up a registration form
 - Making the registration form visible (some clubs hide their registration form if they are, for example, at capacity or offering registration initially to previous participants first)
 - Registration fee set >\$0
-
- Gentle reminder about opening up your Club PLAY HQ registration portal - <https://play.afl/learning-resource/playhq#article-0>

Strategic Plan

- **64% of clubs do not have a strategic plan.**
- **Consider conducting a planning workshop involving all stakeholders**
- **Implementation & monitoring is important**
 - The suggested approach is that this strategic plan will be tabled at each meeting of your committee to ensure that what you set out to do is being implemented with the specific timeframes being met.
 - Resources including a facilitated video by subject matter experts can be found - Club Help / Volunteers / Club Management / Planning - <https://play.afl/clubhelp/club-management>



Consider 5 main sections:

1) Snapshot of the Club

- Where are we now?

2) Mission Statement

- Why do we exist? What do we do?

3) Vision Statement

- This is based on perception. What is your clubs point of difference?

4) Values

- What is important to us?

5) Action plan:

- **Goals** - What do we want to achieve? Prioritising - Setting goals/Timeframes.
- **Strategies/Actions** - What are we going to do?
- **Key Performance Indicators(KPI's)** - How do we measure our success in achieving our goals?
- **Responsibilities** - Who is the club person/s responsible for achieving the goal?
- **Timeline** - When is the task due?
- **Resources** - How much money and what will be required to achieve this goal?

Online Tools & Resources Tutorial

- **ClubHelp**
A wealth of resources available to our Clubs. Volunteer centric.
- **Play.AFL**
Check out the various sites to get a sense of other connected areas of the business & resources available – coaching, umpiring, schools, Auskick, Nines. Set up an AFL Learn profile whilst you are there.
- **Sports Community**
A range of useful resources, training and knowledge to assist volunteers and clubs on how to make their roles easier and achieve successful outcomes. Sign up to their newsletter too.
- **Game Plan** – Further guidance to assist clubs from the Australian Sports Commission (ASC)– including modules to help clubs with understanding their admin gaps / opportunities.

Online Tools & Resources Tutorial

- **Volunteer resource hub**
New ASC resource hub. A bit more generic than the AFL Club Help site, however some useful tips / guides / resources.
- **Good Sports**
Help clubs tackle tricky topics such as alcohol, drugs, smoking, mental health and safe transport.
- **Fair Access Policy**
Fair Access Policy Roadmap - Ensuring Community Sporting environments are welcoming accessible and Inclusive.
- **AFL Vic site**
Provides a whole range of guidance and support around Participation, Diversity, Community, Talent, Women & Girls vision and objectives.



Child Safeguarding

What you need to know:

- There are legislated Child Safe Standards.
- They have been in place since 2017.
- ‘Compliance’ looks different to different people. Your club might believe you have done the work, but it is possible there are still gaps.
- We have adapted and contextualised resources to make sense of the standards in a volunteer-led club environment.

If something goes wrong, it can cause significant disruption to individual club members and to the club itself – financially, reputationally, and culturally.

Child abuse claims are unlikely to be covered by insurance.

We recognize that just telling you that you ‘have to do it’ is just not going to cut it.



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Child Safeguarding

What we are offering:

- An Online Resource Hub specifically designed for AFL Barwon clubs.
- A 6-month Child Safeguarding Officer Program aimed at:
 - *Upskilling / strengthening your CSO*
 - *Connecting CSO's together, and*
 - *Assisting in club compliance with the Standards*

We plan to do this by providing:

- Access to an online implementation tool providing simple, step by step tasks to complete
- Access to a combination of online and face to face information sessions that can be offered to the different cohorts / roles of club members
- Ongoing support regarding child safeguarding matters from AFL Barwon Club Development Lead and/or Safeguarding Partner.



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Child Safeguarding

What we need from you:

- Engagement and participation, *regardless of your current status of compliance*
- A Child Safeguarding Officer – *reach out if this has been a challenge or you don't know where to start, we can help with this*
- Commitment and support from the President
 - *Access to complete tasks and support to remove barriers*
 - *Commitment and vocal support in committee meetings*
 - *Standing Agenda Item*
 - *Engagement and participation in any education sessions required*
 - *Promotion of, and advocate for engagement and participation of other club personnel in any education session required.*

In short. Have their back, make it a priority.

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Child Safeguarding

Next Steps:

1. Email Tim Secombe at AFL Barwon by COB 1 March 2024 with one of these three responses:
 - a) Here is the name and contact details of our Child Safeguarding Officer
 - b) We have not yet attempted to appoint a Child Safeguarding Officer, can you please tell us what we need to do this?
 - c) We have tried really hard and cannot appoint a Child Safeguarding Officer, can we please have your help!
2. Once your Child Safeguarding Officer has a) been appointed and b) signed up to the program, we will be in touch with the program schedule and access to the Online Implementation Tool.

WE WOULD LIKE TO PROUDLY THANK OUR
Official AFL Barwon Partners

