AUSTRALIAN FOOTBALL

FACILITIES FUND
Our need for well positioned, welcoming, accessible and fit for purpose football facilities continues to expand to support strong participation growth and the changing profile of such participation. Increasing the usage capacity of grounds/pavilions and the development of unisex change rooms that welcome participants and umpires from each gender has never been more important.

The Australian Football Facilities Fund will enable increased participation levels, assist with club sustainability and significantly contribute to overall community wellbeing.

In the past decade, this fund has contributed more than $40 million to more than 800 community football-related projects benefiting more than 900 clubs. The combined total value of these projects is more than $500 million when all project partners’ contributions are also considered.

Benefits recorded from such investment include strengthened club viability, increased utilisation of facilities, longer tenure/better tenancy arrangements for our football clubs and greatly increased participation levels.

The Value of an AFL Community Football Club world-first research project has found that for every dollar invested in a community football club, at least $4.40 is returned in social value. It found that it does not matter where you live, how long or how often you are involved, or whether you are a player, coach, volunteer or a supporter, people involved with a football club experience greater social connectedness, wellbeing and self-reported physical and mental health than the general population as a result of being involved in a football club.
OBJECTIVES OF THIS FUND

The Australian Football Facilities Fund will assist Leagues and Clubs in securing financial commitment from the various levels of government, other sport user groups, sponsors, local community and business organisations, land developers, club foundations, and/or other strategic partners to contribute towards funding the improvement of existing or provision of new football facilities.

Each ground is audited by AFL representatives annually to measure against our preferred standards for the level of football being played there. When combined with demographic and participation mapping and data systems, our staff and club volunteers are empowered to collaborate with their local government authorities and others to plan effectively for the future health of our game.

The Australian Football Facilities Fund’s aim and objectives will guide the National Facilities Panel’s assessment criteria, listed later in the guidelines, to measure the impact that proposals may have on our sport.

**AIM**

Support the provision of well positioned, welcoming, accessible, fit for purpose football facilities that support our growing game’s strategic priorities.

**OBJECTIVES**

Maximise the carrying capacity of existing venues and the quality/functionality of their supporting infrastructure.

Develop new and increased carrying capacity through construction of new ovals, especially in growing communities.

Provide inclusive and accessible facilities that cater for the diversity of participants, particularly female participants, who wish to participate in our game.

Develop venues to support the game’s complete talent pathway, umpiring, landmark heritage sites and people working and volunteering within the game.

Enable planning and project partnerships to form with a range of government and non-government bodies to result in an improved quantity, quality and welcoming venue network for Australian Football.

In an average year, this fund partners on $50 million worth of projects that benefit nearly 100 community football clubs.
The Australian Football Facilities Fund is open to all affiliated Australian football clubs. Subject to endorsement, applicants must then develop their proposal further for funding consideration.

An AFL National Facilities Panel will consider all lodged applications that are endorsed/supported by state and territory contacts when they convene several times each year.

**Interested applicants need to liaise with their respective AFL state or territory body to discuss their proposal.**

**HOW TO APPLY**

1. Establish your project idea with local stakeholders
2. Discuss this project idea with your AFL State/ Territory body
3. If asked to, work with AFL State/ Territory body to develop a concise concept summary
4. Concept summary then lodged for AFFF consideration by AFL State/ Territory body
5. AFFF advise on whether concept has sufficient merit to proceed to a full AFFF application
6. If concept advised to do so, a full AFFF application developed with AFL State/ Territory body
7. Full AFFF application lodged for consideration / assessment.
8. Outcome of full application advised (usually within 3 months of lodgement to AFFF)

Contact details for each AFL state or territory body, where prospective applicants should liaise with a state/territory facilities development staff member:

**AFL NSW/ACT**
www.aflnswact.com.au
p. 02 8333 8000
e. info@aflnswact.com.au

**AFL QUEENSLAND**
www.aflq.com.au
p. 07 3033 5400
e. reception@aflq.com.au

**AFL VICTORIA**
www.aflvic.com.au
p. 03 8341 6000
e. info@aflvic.com.au

**AFL NT**
www.aflnt.com.au
p. 08 8980 4801
e. aflnt@aflnt.com.au

**AFL TASMANIA**
www.affitas.com.au
p. 03 6282 1800
e. refer to website

**SANFL**
www.sanfl.com.au
p. 08 8424 2200
e. refer to website

**WAFL**
www.wafootball.com.au
p. 08 9381 5599
e. reception@wafc.com.au
ASSESSMENT CRITERIA

WHAT WILL THE PROJECT ACHIEVE? (50%)
Demonstrate the extent to which the project:
› Aligns with the Australian Football Facilities Fund aim and objectives in terms of the project’s expected impact and outcomes.
› Increases (or in certain remote areas, maintains) participation in football.
› Improves access/participation opportunities for diverse groups, including people with disabilities, females, young people, people from multicultural and indigenous backgrounds.
› Improves the terms of access to facilities for football clubs/leagues through a secure agreement with the local government authority or other facility managers (such as education bodies).

WHY IS THIS PROJECT REQUIRED? (20%)
Demonstrate the extent to which the project:
› Responds to identified needs and issues and is supported strategically by Australian Football club/league/regional/state body planning and/or local government sport and recreation planning.

HOW WILL THE PROJECT BE DELIVERED? (20%)
Demonstrate the extent to which the project:
› Clearly identifies the project scope, methodology and timelines.
› Includes the provision of quotations/cost estimates and concept/schematic plans for the project (that are consistent with the AFL Preferred Facility Guidelines).
› Includes confirmation of all other funding contributions (financial and in-kind).
› Encourages innovative approaches to address items such as access, multi-use risk management and environmental sustainability.

WHO WILL BE INVOLVED IN THE PROJECT? (10%)
Demonstrate the extent to which the project:
› Will be appropriately managed to completion and collaborates with a variety of stakeholders including the council, other clubs, leagues and other community groups as appropriate. Football club/league/regional/state body planning and/or local government sport and recreation planning.
HOW MUCH FUNDING COULD A PROJECT RECEIVE?

Interested applicants may apply for an amount of up to $100,000 per project.

Generally, the amount requested from this fund would not exceed 10 per cent of the anticipated total project cost. The fund may consider a request greater than 10 per cent of the anticipated total project cost in exceptional circumstances and where a project is deemed by the AFL to be of exceptional strategic importance.

CONDITIONS OF FUNDING

Successful applicants may be required to enter into a Funding Agreement detailing funding obligations and conditions.

Where a council owns the land and will be the project manager, it is preferable that the Funding Agreement is entered into with council. This can be negotiated upon approval of funding, along with an announcement opportunity for any funding. A senior representative must be designated by the league or club to liaise with the AFL state/territory body representative on the progress of the funded project. At the completion of the project, applicants are required to complete and return a final project acquittal to the state body to allow the final payment. Applicants are encouraged to discuss their proposals with both their AFL state or territory body and the relevant Local Government authority before preparing their submission.

AFL State and Territory bodies employ highly skilled staff to assist clubs to plan for and develop the best possible environments in all facets of Australian football.
ELIGIBLE AND INELIGIBLE PROJECTS

Projects that focus on enhancing facility elements that are critical to participation in football will be considered favourably.

**ELIGIBLE PROJECTS**

Include, but are not limited to, the following:

- Development of new football ovals and amenities.
- Upgrades to player and umpire change facilities and amenities, particularly conversion to accessible and welcoming female friendly change facilities.
- Playing surface upgrades and extensions of the playing area.
- Football lighting installations or upgrades.
- Projects that protect a football facility against adverse climate conditions. (For example warm season grass conversions, water re-use projects).
- The upgrade or development of multi-use facilities where football is a key user/beneficiary.

**INELIGIBLE PROJECTS**

Include, but are not limited to, the following:

- Projects that are deemed to have little positive impact on participation levels in Australian Football.
- Projects that require ongoing funding assistance.
- Projects that will receive AFL-related funding support through a separate program avenue that is co-funded via the Australian Football Facilities Fund.
- Requests for ongoing assistance with operational costs.
- Routine or cyclical maintenance works.
- Requests for equipment.
- Retrospective funding for a project that has started or been completed.