

# AFL COMMUNITY RELIEF FUND

## GUIDELINES FOR BUSHFIRE AFFECTED CLUBS AND FOOTBALL BODIES



### WHAT IS THE AFL COMMUNITY RELIEF FUND?

The AFL Community Relief Fund was established by the AFL in February 2020 to support local communities in fire affected areas to repair and rebuild their football clubs, including helping footballing families in these impacted communities.

An initial \$2.5 million donation was made to the Fund by the AFL, the 18 AFL clubs, the AFLPA and all the AFL and AFLW players. In addition, funds raised from the AFLW / State of Origin double header on 28th February 2020 and other fundraising efforts including at AFL matches, were donated to the AFL Community Relief Fund.

### WHO IS ELIGIBLE TO RECEIVE FUNDING FROM THE AFL COMMUNITY RELIEF FUND?

Funding may be allocated to Australian football clubs, leagues, umpiring associations and Auskick Centres in bushfire affected communities/postcodes as identified by the Australian Taxation Office or relevant government authority in either or both of 2020 and 2021 (see here: [www.ato.gov.au/General/Dealing-with-disasters/In-detail/Specific-disasters/](http://www.ato.gov.au/General/Dealing-with-disasters/In-detail/Specific-disasters/)). Other organisations may be invited to apply in exceptional circumstances e.g. a local council that may wish to upgrade several damaged football grounds on behalf of a number of clubs.

We know how much of an impact the bushfires have had on families and local businesses in your area and that funds normally raised to help football clubs will be needed elsewhere. As such, the AFL made an initial grant from the AFL Community Relief Fund to all football clubs in declared bushfire affected postcodes (as identified by the Australian Taxation Office in 2020 and 2021) to help ease the financial burden and get your club back to training and preparing for the season ahead. Recipients of the initial grant are eligible, and encouraged, to apply for additional support from the AFL Community Relief Fund.

Eligible Australian football clubs, leagues, umpiring associations and Auskick Centres may apply more than once to the Fund to allow them to access support for immediate needs, and then later for medium to longer-term needs, including in both 2020 and 2021 where ongoing support is needed.

### WHAT TYPES OF PROJECTS/INITIATIVES MAY BE FUNDED?

The AFL Community Relief Fund will provide funding to support a range of initiatives to help with ongoing club sustainability and remove barriers for affected communities to participate in our game.

The AFL Community Relief Fund will provide payments to impacted Clubs and Football Bodies in a two phased approach. An initial payment was made in March 2020 to impacted Clubs and Football Bodies in declared bushfire affected postcodes, as identified by the Australian Taxation Office, following the 2019/2020 bushfires and in February 2021 to impacted Clubs and Football Bodies, as identified by the relevant government authority, following the 2020/2021 bushfires, to help get your club or group back on their feet as quickly as possible. This initial payment was able to be utilised in whatever way your football community needed the support.

A second phase of grants has been and will continue throughout 2021 to be made from the AFL Community Relief Fund to those who require longer term recovery and rebuild support. Initiatives that may be considered in the second phase of grants include (but are not limited to):

- ▶ Rebuild and/or repair of facilities that have been directly damaged by the fires, including the provision of temporary facilities to support in the short-term
- ▶ Repair of grounds damaged when used by emergency services or as relief/evacuation centres



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- ▶ Playing and training equipment
- ▶ Playing and training apparel/uniforms
- ▶ Assist in meeting the gap in club sponsorship while existing club sponsors get back on their feet
- ▶ Club membership/registration, equipment, apparel and transport costs for impacted football families
- ▶ Volunteer/administration support to ensure football clubs and programs can continue to operate
- ▶ Other ways in which impacted football families may require assistance

### WHAT TYPES OF PROJECTS/INITIATIVES ARE NOT ELIGIBLE UNDER THE AFL COMMUNITY RELIEF FUND?

Projects that don't align well to the purposes of this fund being to support local communities in fire affected areas to repair and rebuild their football clubs, including helping footballing families in these impacted communities, will not be eligible. For example, this includes, but not limited to:

- ▶ Clubs, leagues, umpiring associations and Auskick Centres who are not in bushfire affected communities/postcodes as identified by the Australian Taxation Office or relevant government authority
- ▶ Replacement of private property
- ▶ Player payments

### HOW DO I APPLY?

To ensure the grant application process is as simple as possible for local volunteers, we have allocated a dedicated AFL contact to work with affected football clubs/communities in each State and Territory to develop the application. Please feel free to reach out to your dedicated contact if you have any questions or would like any assistance in completing the application.

The relevant contacts for each State and Territory are below:

**ACT** – Steven Maher (Steven.Mahar@afl.com.au)  
**Northern Territory** – Peter Bailey (peter.bailey@afl.com.au)  
**NSW (Northern)** – Simon Smyth (simon.smyth@afl.com.au)  
**NSW (Southern)** – Marc Geppert (marc.geppert@afl.com.au)  
**NSW South Coast / Sapphire Coast / ACT / Sydney** – Tim Martin (tim.martin@afl.com.au)  
**Queensland** – Cobey Moore (cobey.moore@afl.com.au)  
**South Australia** – Belinda Marsh (Belinda.marsh@sanfl.com.au)

**Tasmania** – Damian Gill (damian.gill@afl.com.au)

**Victoria** – Jessie Doull (jessie.doull@afl.com.au)

**Western Australia** – Josh Bowler (jbowler@waflc.com.au)

We will continue to monitor the impact of any fires over the next few months and will expand into other States, Territories or regions should other areas be impacted.

The AFL Community Relief Fund is overseen by a Governance Committee who make decisions on how funding will be distributed. This Governance Committee is made up of a diverse range of people from across the AFL industry.

The members of this committee are:

**Hon. Lindsay Tanner**

Former Essendon Football Club President (Chair)

**Simone Wilkie AO**

AFL Commissioner

**Andrew Dillon**

AFL General Counsel

**Tom Harley**

Sydney Swans Football Club CEO

**Paul Vandenbergh**

Diversity Talent Manager, AFL

**Phil Davis**

AFLPA Vice President,  
GWS Giants player

**Meg Downie**

AFLPA board member,  
MFC AFLW Player

### HOW QUICKLY WILL MY APPLICATION BE ASSESSED?

We understand that the timely provision of funds in these circumstances is critical. The Governance Committee met four (4) times in March, May, August and November during 2020 to make decisions on funding allocations. The Governance Committee will meet at least three (3) times in 2021 in approximately March, June and September, or at such other times as is required to make decisions on funding allocations in a timely manner.

### ANY FURTHER QUERIES?

Should you have any general queries regarding the AFL Community Relief Fund please contact **bushfire.relief@afl.com.au** or phone (03) 9643 1999.