

AFL COMMUNITY RELIEF FUND

Guidelines for Bushfire Affected Clubs and Football Bodies



What is the AFL Community Relief Fund?

The AFL Community Relief Fund has been established by the AFL 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 \$1.5 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 AFLW matches, will be donated to the AFL Community Relief Fund.

Who is eligible to receive funding from the AFL Community Relief Fund?

Funding may be allocated to football clubs, leagues, umpiring associations and Auskick Centres in bushfire affected communities/postcodes as identified by the Australian Taxation Office (see here: <https://www.ato.gov.au/Individuals/Dealing-with-disasters/In-detail/Specific-disasters/Bushfires-2019-20/>). 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) 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.

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 to help get your club or group back on their feet as quickly as possible, and is able to be utilised in whatever way your football community needs the support.

A second phase of grants will 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 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 during the fires
- ▶ 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



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What types of projects/initiatives are not eligible under the AFL Community Relief Fund?

Initiatives that don't align to the purpose of the AFL Community Relief 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 funding from the Fund. Such initiatives include (but are not limited to):

- ▶ Funding for clubs, leagues, umpiring associations and Auskick Centres that are not in bushfire affected postcodes (as identified by the Australian Taxation Office)
- ▶ Replacement of private property
- ▶ Areas designated for electronic gaming, including replacement of machines
- ▶ 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. Each State/Territory-based contact will be in touch with affected clubs over the coming weeks to commence this process. Should you wish to contact them sooner, please feel free to do so. The relevant contacts for each State and Territory are below:

South Coast / Sapphire Coast / ACT / Sydney

Matt Graham (matthew.graham@afl.com.au)

Northern NSW

Simon Smyth (simon.smyth@afl.com.au)

Southern NSW

Marc Geppert (marc.geppert@afl.com.au)

South Australia

Lisa Faraci (lisa.faraci@sanfl.com.au)

Victoria

Jessie Doull (jessie.doull@afl.com.au)

Queensland

Cobey Moore (cobey.moore@afl.com.au)

Tasmania

Damian Gill (damian.gill@afl.com.au)

We will continue to monitor the impact of the 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 will be overseen by a Governance Committee who will 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

Essendon Football Club President (Chair)

Simone Wilkie AO

AFL Commissioner

Andrew Dillon

AFL General Counsel

Tom Harley

Sydney Swans Football Club CEO

Paul Vandenbergh

Director Aboriginal Programs,
Port Adelaide Football Club

Phil Davis

AFLPA Vice President,
GWS Giants player

Meg Downie

AFLPA board member,
MFC AFLW Player

Eligible 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.

How quickly will my application be assessed?

We understand that the timely provision of funds in these circumstances is critical. The Governance Committee will meet four (4) times per year in March, May, August and November to make decisions on funding allocations.

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.