

BENEFITS OF AFFILIATION

2026 AFL VICTORIA



PLAY

AFL Victoria support their affiliates through a range of benefits including:

1. Participation
2. Football Communities and Experience
3. Facilities, Partnerships and Government

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PARTICIPATION

PARTICIPATION PROGRAMS

Access to National and State programs including NAB AFL Auskick, NAB AFL Superkick, "Unders" and AFL Nines. AFL Victoria will offer, deliver and promote school, transition and community promotional programs to support the awareness and growth of the game. This is aimed to assist with a more seamless player transition between programs and traditional club-based competitions.

play.afl/play

TALENT PATHWAYS

Affiliated players and umpires are eligible for selection in the relevant Talent League pathways and access to the supporting workforce that manages these programs.

Selection eligibility and participation in the Country Regions V/Line Cup and/or the Metro Development Series is also in place.

Note: Players and umpires registered at non-affiliated leagues and clubs shall be ineligible for selection in the above programs.

play.afl/victoria/talent-pathways

ACCESS TO PLAYHQ

Access to the Registration and Competition Management System for registration for players, administrators, and volunteers, as well as the ability to transfer players from and to other leagues under National Transfer Regulations.

Note: There is no AFL Fee to Register as a Player or Volunteer.

playhq.com

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FOOTBALL COMMUNITIES AND EXPERIENCE

FUNDING AND GRANT ACCESS



Affiliates (&/or their member Clubs), can access a range of funding / grant benefits through the AFL / AFL Victoria and their aligned partners. **Across this list below, affiliated Regions, Leagues and Clubs have received over \$16,800,000 from the AFL, AFL Victoria and partners across the 2023-25 period.** This includes:

- » AFL / AFL Vic Club Development Lead funding support
- » AFL / AFL Vic Club Development Project support
- » AFL / AFL Vic Funded Coach Developer appearances
- » AFL / AFL Vic Funding support for Junior Representative Football
- » AFL / AFL Vic Umpire Recruitment & Retention Funding support
- » AFL / AFL Vic & Partner Women & Girls grants (e.g. new teams support, 'Fanatics' uniform grants, Chemist Warehouse Ambassador Program etc.)
- » AAMI "Clangers for Good"
- » Bunnings "Legend of the Tongs"
- » PILA "Goal Posts subsidy"
- » State Government - Container Deposit Scheme
- » State Government - Get Active Kids Vouchers
- » State Government - Sporting Club Grants Program
- » TAC Club Rewards Program
- » Telstra Football Grants Program
- » Toyota Good for Footy Raffle
- » WorkSafe Club Safety Fund and WorkSafe Country Club Games

Note: Most Government (Federal, State and Local) grants available to sporting clubs require the club to be affiliated through to a National and/or State Sports Organisation.

play.afl/learning-resource/grants

SUPPORT AND GUIDANCE



Regions, Leagues and Clubs can seek support from AFL / AFL Victoria staff as necessary to assist with making it easier to have quality practices in place.

This includes resources, templates and advice re: complex challenges, advocacy, to Government (all levels) and other sports, legal and integrity, safeguarding children, club governance, volunteer recruitment, retention and recognition, critical incident support, system usage/ challenges, conflict resolution as well as Community Connection (culturally diverse and indigenous engagement & participation) etc.

play.afl/clubhelp

COMMUNITY CLUB SUSTAINABILITY PROGRAM (CCSP)

Access to the CCSP - Player Points and Allowable Player Payment policies - and their development which helps ensure more sustainable competitions and clubs.

Note: For the purposes of the CCSP, a player transferring out of a non-affiliated League shall be considered 1-point players under CCSP regulations.

play.afl/victoria/programs-policies



NATIONAL AND STATE POLICIES AND COUNTRY RULES

Access, protection and support for rules, regulations, policies and determinations including but not limited to - National Community Football Policy Handbook, State Regulations and Country Rules (application throughout regional Victoria). Access to conciliation resources for vilification cases is provided for by the AFL.

Further, affiliates are provided the opportunity to work in collaboration with other affiliate Leagues, Regions and AFL Victoria to contribute to the development of policies, regulations and strategic initiatives which addresses and drives the management of community football enabling, and best ensuring, it thrives.

play.afl/clubhelp/club-management/policies-handbooks



MARSH – NATIONAL INSURANCE PROGRAM

Access to the AFL's National Risk Protection (Insurance) Program arranged by MARSH, which includes various forms of insurance - Personal Accident, \$20mill Public Liability, Management Liability, Travel Insurance and "Asset Protect" (contents). In addition, there is also provision for discretionary assistance from a Discretionary Trust, which would not be available through typical insurance products.

play.afl/clubhelp/resources/risk-management-insurance



WOMEN AND GIRLS – MORE WOMEN & GIRLS INVOLVED AT MORE CLUBS

Australian Football will benefit significantly from more women and girls involved in the game at all levels: on-field and off-field.

Advice, resources, programs, funding and templates are available to help ensure that this happens ... and that their experiences are enjoyable.

play.afl/clubhelp/women-girls



COACHING ACCREDITATION AND DEVELOPMENT

Online and face-to-face coach accreditation and education, access to a fully funded State Coaches Forum and AFL Victoria funded Coach Developer appearances.

Note: No AFL Fee to accredit as a coach.

play.afl/coach



UMPIRE DEVELOPMENT, RECRUITMENT AND RETENTION

Access to the national umpire registration platform, as well as umpire coach training and development programs and initiatives (e.g. Hudl, Sportsgauge, OfficialsHQ) and various Umpire recruitment and retention initiatives.

Note: No AFL Fee to register as an Umpire.

play.afl/umpire



VOLUNTEER RECOGNITION PROGRAMS

Opportunities to recognise league/club volunteers via the annual National and State Football Awards, including access to the national awards for Auskick, Volunteers, Schools, AFL Merit Award, Multicultural & Indigenous awards.

play.afl/toyota-afl-national-volunteer-awards



COMMUNICATION / MEDIA / MARKETING / PROMOTION

Access to centralised support via AFL Victoria to assist with local media and may request public relations advice from time to time.

Access to state marketing campaigns, including the AFL PLAY & Local Footy campaign and tailored recruitment tools as well as coordinated access to promotion through the community / fan, membership and football departments of the Victorian based AFL clubs (including AFL Community Camps).

play.afl/clubhelp/resources/club-promotion



AFL VICTORIA LOGO & INTELLECTUAL PROPERTY

Licensed to use AFL Victoria marks on playing jumpers and shorts and can use the logo on approved advertising material, on-line and in print, on request to and with approval of AFL Victoria.



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FACILITIES DEVELOPMENT AND FUNDING SUPPORT

Affiliated leagues/clubs may have access to facilities funding via the AFL's Football Facility Development Fund and benefit from the State Governments "Country Football and Netball Program".

AFL and AFL Victoria also provide pro-active and reactive advocacy for new and improved facility development and facility access disputes support.

play.afl/Victoria/facilities

