



To:	AFL Victoria Country Regions and Metropolitan Affiliated Leagues
CC:	AFL Victoria Management, Coates Talent League Management
From:	John O'Donohue – AFL Victoria Community Football Manager
Date:	Tuesday February 28th, 2024
Re:	Benefits of Affiliation with AFL Victoria and Country Regions

As we approach the start of the 2024 Victorian Community Football season, it is appropriate to reiterate the benefits only available to Leagues, Regions, Umpire Associations and Clubs that are affiliated to AFL Victoria and a Country Region where applicable.

As AFL Victoria evolves in response to the growing needs of community football, the benefits of affiliation continue to grow which has seen additional programs added in 2024 which value add to the function of community football and support the growth of the game.

Please find below a table which outlines programs and benefits only available to affiliated leagues, clubs and umpire association with further details available through the links provided.

Benefits of Affiliation	Description
Access to the Registration and competition management system PLAY HQ	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 league under National Transfer Regulations. No AFL Fee to Register as a Player
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. Access to conciliation resources for Vilification cases provided for by the AFL. https://play.afl/learning-resource/national-community-football-policy-handbook
Marsh National Risk Protection Program (Insurance) (where Leagues participate)	Access to the AFL's National Risk Protection Program (Insurance) arranged by MARSH which broadly includes: • Personal accident cover. • Public liability insurance with a limit of not less than \$100,000,000. • Management liability insurance; and • Asset Protect (contents) cover for member clubs only. The National Insurance Program provides several benefits to affiliates and their participants including but not limited: • the ability to obtain high quality and broad coverage at sustainably affordable premiums.

AFL Victoria

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	• the ability to withstand large losses and hard insurance market cycles whilst maintaining steady premiums, thereby providing a level of certainty for future affiliate and club budgeting. • the provision of discretionary assistance and return surpluses through the use of Discretionary Trusts, which would not be available through typical insurance products; and • access to risk management, insurance broking and administrative support and services through the National Insurance Program's appointed Insurance Broker. https://au.marsh.com/sport/afl.html
Participation Programs	Access to National and State programs including AFL Auskick, Superkick, and Nines. AFL Victoria will offer School and community promotional programs to support the awareness and growth of the game across all Community league regions.
Talent Pathways (Coates Talent League)	Eligibility for selection in Coates 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 the Metro Development Series. Players registered at non-affiliated Leagues and clubs shall be ineligible for selection in Coates Talent League Pathways Programs as of March 1st, 2024.
Facilities Development & Funding Support	Affiliates leagues/clubs may have access to facilities funding via the AFL's Facility Development Reserve (FDR). https://www.aflvic.com.au/facilities-funding
AFL Funding Investment	Access to the Telstra Footy Country Grants (formerly SCIF) and any additional funding/investment offered to affiliated leagues/clubs. https://play.afl/clubhelp/footy-country-grants
Community Club Sustainability Program	Participation in the statewide CCSP - Player Points and Allowable Player Payment policies https://www.aflvic.com.au/community-club-sustainability-program For the purposes of the Community Club Sustainability Program, a player transferring out of a non-affiliated Leagues shall be considered 1-point players under CCSP regulations.
Coaching Accreditation and Development	Access to the free AFL Coach Accreditation program and access to support from AFL Victoria funded Coach Developers designed to provide local recruitment, development and retention strategies to attract new coaches (male & female). https://play.afl/coach No AFL Fee to Accredite as a Coach

Women and Girls Game Development Action Plans	Participation and support in the Women's Football Vision which is to empower and enable the women's game at all levels. Providing equal opportunity for women to play, coach, umpire, officiate, administer and govern the game. https://play.afl/clubhelp/women-girls
Umpire Development, Recruitment and Retention	Access to the National Umpire Accreditation Scheme, as well as umpire coach training and development. Design and delivery of recruitment and retention strategies designed to attract new umpires. No AFL Fee to Register as an Umpire www.afl.com.au/umpires
Club Development Lead (Regional)	Access to support from a dedicated Regional Club Development Lead to support club sustainability within the League.
Volunteer Recognition Programs	Opportunities to recognise League/Club volunteers via the annual Victorian Football Awards, including access to the national awards for Auskick, Volunteers, Schools, AFL Merit Award, Multicultural & Indigenous awards.
Logo and IP	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
Media Management	Access to centralised support via AFL Victoria with local media and may request public relations advice from time to time and includes state marketing campaigns, including the Play AFL campaign at the start of each footy season.
Communication	Access to the AFL/AFL Victoria marketing, media, communication, training and education services and alerts

Please feel free to share with your respective Leagues, Umpire Associations and Clubs. AFL Victoria wishes all parties the best for the 2024 season.

Regards



John O'Donohue
Community Football Manager
AFL Victoria