

GRANTS

APPLICATIONS
&
APPROACHES

Agenda



The Importance of Funding for Community Footy

Navigating the Funding Landscape

Mastering the Grant Application Process

Examples

Overcoming Funding Challenges

The Ripple Effect of Successful Funding

Post Approval

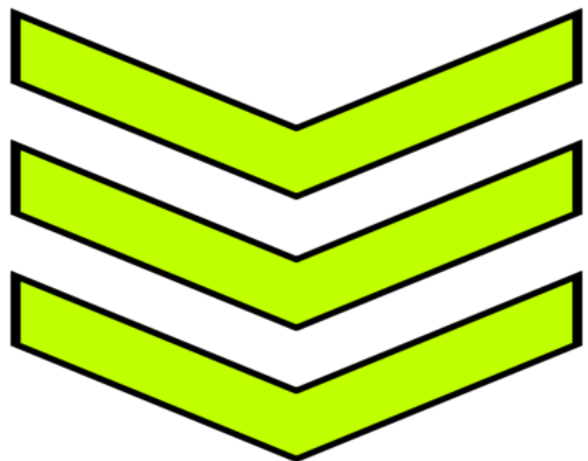
Resources & Support Networks

Q&A

The Importance of Funding for Community Footy



Why Invest in Grassroots AFL?



FACILITY UPGRADES & MAINTENANCE

Ground upkeep (mowing, line marking), lighting, change rooms, canteens, first aid rooms, and other essential infrastructure require ongoing maintenance and occasional upgrades.



EQUIPMENT

Jerseys, guernseys, footballs, training aids (cones, markers, tackling bags), first aid supplies, and other necessary equipment need regular replacement and updating.



COACHING & DEVELOPMENT

Accreditation courses for coaches, coaching resources (manuals, online tools), player development programs (skills clinics, talent pathways), and first aid training for volunteers.



COMMUNITY PROGRAMS

Auskick programs for young children, junior leagues, women's footy teams, inclusion programs for people with disabilities, and community events that promote the sport.

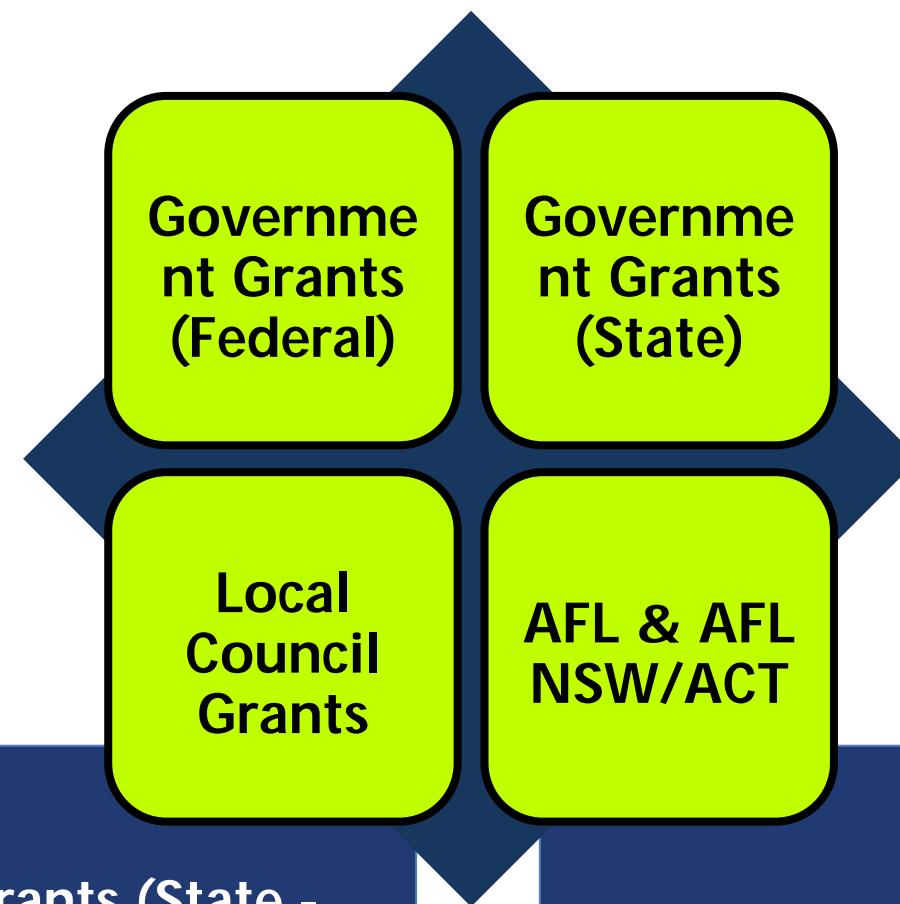


REDUCING FINANCIAL BARRIERS

Keeping registration fees affordable for families, providing financial assistance to players who may be struggling financially, and ensuring that everyone has the opportunity to participate.

Navigating the Funding Landscape

Where to find Grant Opportunities?



Government Grants (Federal)

- Sport Australia**
 - Community Sport Infrastructure
 - Participation Grants
 - Funding Opportunities
- https://www.sportaus.gov.au/grants_and_funding
- Local Member Grants**
 - Contact local federal MP
 - Potential funding opportunities
 - Discretionary funds

Government Grants (State - NSW)

- Office of Sport NSW**
 - Local Sport Grant Program
 - Club Grants Program
 - Community sport funding
 - Initiatives
- <https://www.sport.nsw.gov.au/>
- NSW Government Grants Finder**
 - Central portal
 - NSW Government grants
 - Various sectors
 - Sport and recreation

Local Council Grants:

- Community grants
- Funding opportunities
- Local government area
- Community development
 - Infrastructure
 - Events

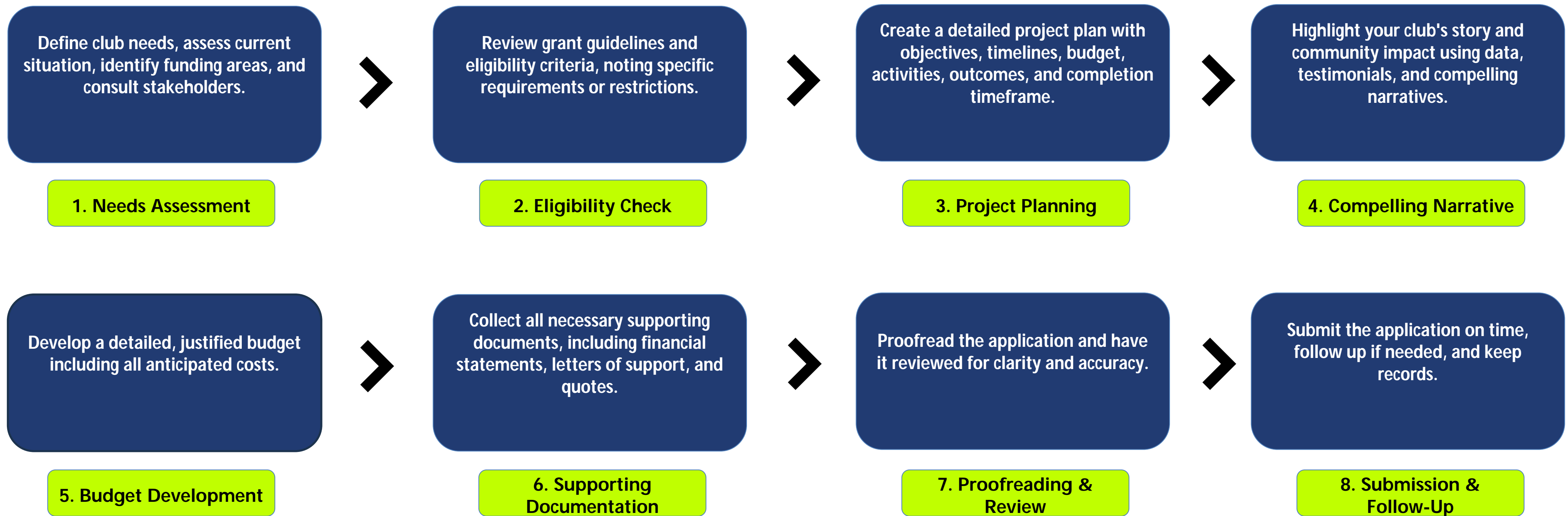
AFL & AFL NSW/ACT:

- Grassroots clubs
- Participation
- Infrastructure
 - Initiatives
- Support and resources
- Funding opportunities
 - Advice
- Grant applications

Mastering the Grant Application Process



Crafting a Competitive Grant Application



Approve or Decline?



Project Details

* indicates a required field

Which key strategic area best represents the grant application that you are submitting? *

- ☐ Grow and assist volunteer capacity
- ☒ Improve club environments and experiences
- ☐ Grow and diversify participation

Categories can be found under the "Initiatives Clubs Can Seek Funding For" heading, here <https://play.afl/clubhelp/footy-country-grants>

What item are you looking to have funded? *

- ☐ Initiatives, resources and or assets that promote and enhance child safety standards
- ☐ Short-term financial support to distressed clubs ie where a natural disaster may have impacted on the club's ability to operate
- ☒ Other initiatives recommended by State AFL body

Provide a brief description of your project. Describe the actual works associated with this project. *

Installation of an electronic scoreboard to replace the existing manual scoreboard.

Provide a short description, consistent with your selections above (100 words recommended) of your project

Anticipated Total Project Cost *

\$71.75

What is the total budgeted cost (dollars) of your project? NOT the requested amount which MUST meet the criteria of the item you are looking to have funded.

Total Amount Requested

What is the total financial support you are requesting in this application?

*

\$20,000.00

Please note this must be in line with the Telstra Footy Country Grant criteria outlined on page one of this application, ie. Defibrillators (75% of total cost up to \$1,500)

Percentage of Total Project Cost

27874.56446

This number/amount is calculated.

Incorrect Category Selected

Lack of description provided "not compelling"

Percentage is incorrect

Error input for Total project cost

Approve or Decline?



Project Details

* indicates a required field

Which key strategic area best represents the grant application that you are submitting? *

- ☒ Grow and assist volunteer capacity
- ☐ Improve club environments and experiences
- ☐ Grow and diversify participation

Categories can be found under the "Initiatives Clubs Can Seek Funding For" heading, here <https://play.afl/clubhelp/footy-country-grants>

What item are you looking to have funded? *

- ☐ Undertaking short courses (75% of total cost up to \$1,000)
- ☐ Electronic POS processes or accounting software such as xero (75% of total cost up to \$1,500)
- ☐ Line-markers (75% of total cost up to \$2,000)
- ☐ Replace of manual score to an electronic scoreboard (50% of total cost up to \$20,000)
- ☐ Items required to modify ovals for junior football or NINES competitions (75% of total cost up to \$1,500)
- ☐ Goal post padding (75% of total cost up to \$1,000)
- ☐ Defibrillators (75% of total cost up to \$1,500)
- ☒ Behind the goal netting (50% of total cost up to \$20,000)
- ☐ Other initiatives recommended by State AFL body

Provide a brief description of your project. Describe the actual works associated with this project. *

Netting is desperately needed due to the goals being only 20 m from the boundary fence adjacent to the busy [redacted] depot. To get these Footballs back we have to jump the fence and go around there grain and fertilizer buildings and try and find the footballs and on a few occasions the footy has landed into a loading truck never to be seen again. The netting will be 11 m height x 32 m length with 4 poles ,4 x cages cemented into ground and poles lifted onto the cages.and netting placed. For our safety ,our sanity and practicality this grant would be a godsend.

Provide a short description, consistent with your selections above (100 words recommended) of your project

Anticipated Total Project Cost *

\$20,295.00

What is the total budgeted cost (dollars) of your project? NOT the requested amount which MUST meet the criteria of the item you are looking to have funded.

Correct funding percentage input

What is the total financial support you are requesting in this application?

*

\$10,000.00

Please note this must be in line with the Telstra Footy Country Grant criteria outlined on page one of this application. Ie. Defibrillators (75% of total cost up to \$1,500)

Percentage of Total Project Cost

49.27322

This number amount is calculated.

Supporting invoices / quotes (OPTIONAL)

Please provide a copy of invoices or quotes supporting the total amount should you have this available. For applications to be considered this IS NOT required at this point however will be necessary for any approved application in order for the funding to be disbursed to your club.

Filename: 240229083459.pdf

File size: 39.6 kB

Multiple files accepted

Quote provided

Attachments (OPTIONAL)

Please provide any additional documentation to support your application, it is recommended that you add supporting evidence here if your application is outside of the criteria of this program.

Filename: 240226105238.pdf

File size: 94.2 kB

Excellent description provided

Letter of support provided

Correct Category Selected

Correct listing of total project cost

Overcoming Funding Challenges | I



Navigating the Funding Maze: Common Challenges



- Intense Competition**
- Make your application stand out in a highly competitive funding process.



- Time Constraints & Resources**
- Grant applications and sponsorships require significant time and effort, challenging for volunteer-run clubs with limited resources.



- Complex Application Process**
- Grant applications are complex and require detailed information, formatting, and documentation, which can be daunting.



- Rejection & Disappointment**
- Rejection is part of the process; learn from it and persevere.



- Changing Funding Priorities**
- Clubs must stay informed and adapt as funding priorities change due to policies, economics, and strategic directions.

Overcoming Funding Challenges | II



Turning Challenges into Opportunities: Practical Strategies



Develop a Comprehensive Funding Strategy

- Develop a diversified funding strategy with grants, sponsorships, events, and membership fees for financial stability.



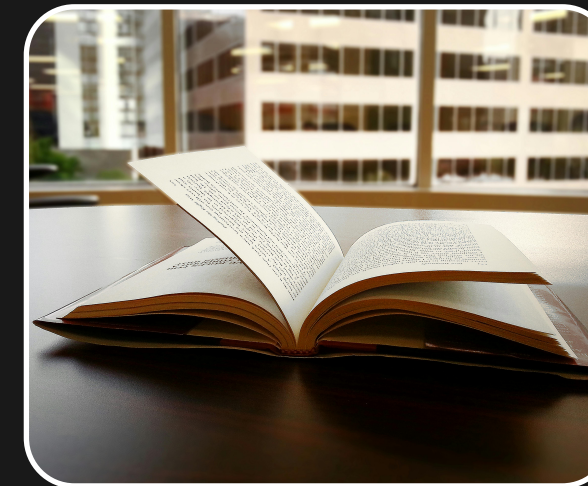
Build Strong Relationships & Networks

- Build relationships with local councils, sporting organizations, sponsors, and community leaders for insights and partnerships.



Invest in Grant Writing Skills

- Develop grant writing skills through workshops, courses, and advice for successful applications.



Seek Feedback & Learn from Rejection

- Request feedback on unsuccessful applications to improve future submissions and view rejection as a learning opportunity.



Be Persistent & Adaptable

- Securing funding demands persistence, adaptability, and continuous refinement of strategies based on feedback and opportunities.

The Ripple Effect of Successful Funding



Impacts on Club Strength

Improved Infrastructure & Facilities:

Funding enables crucial facility upgrades and maintenance, enhancing safety, functionality, and comfort for all users.

Enhanced Equipment & Resources:

Funding is vital for acquiring quality equipment and resources, ensuring player development and safety.

Increased Capacity & Sustainability:

Successful funding ensures the club's financial stability and sustainability, reducing dependence on membership fees and enabling better financial planning and future investments.

Attracting & Retaining Volunteers:

Enhanced facilities and resources attract and retain volunteers by creating a more appealing and rewarding environment for their contributions.

INTERNAL

Impacts on the Community

Increased Participation & Inclusion:

Funding allows clubs to provide accessible and inclusive programs, attracting diverse participants across various backgrounds, ages, and abilities.

Stronger Community Bonds & Social Cohesion:

Funding supports community sporting clubs in hosting events and initiatives that strengthen social bonds and foster a sense of belonging.

Improved Health & Wellbeing:

Funding supports community sports in promoting physical activity and social interaction, leading to improved health and wellbeing for individuals and the community.

Positive Role Models & Leadership Development:

Funding supports community sports in developing young leaders, offering life lessons, and providing mentorship through coaching and leadership programs.

EXTERNAL

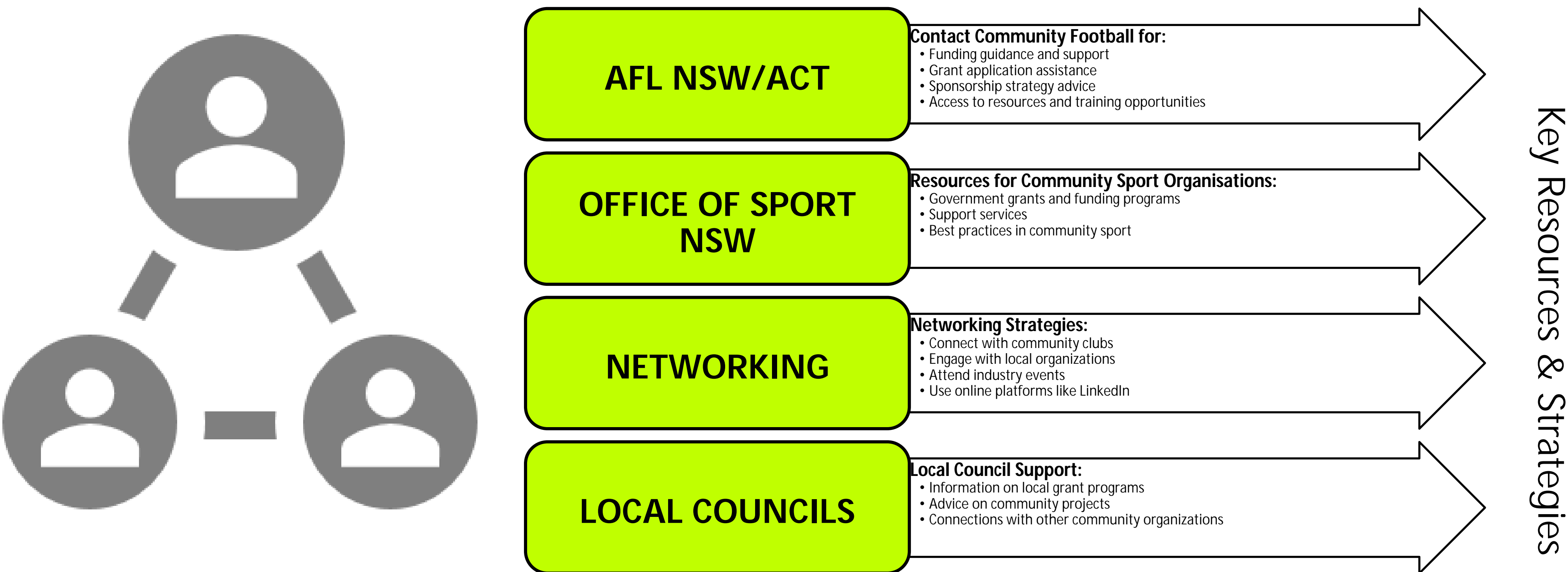
Post Approval



Resources & Support Networks



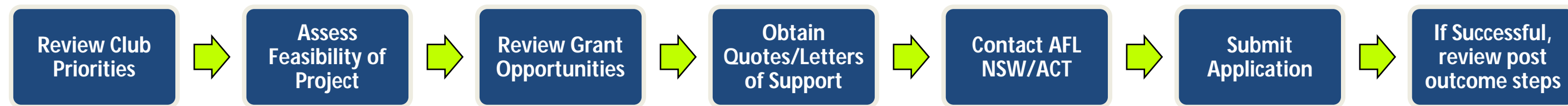
Building Your Support Network & Accessing Resources



Summary

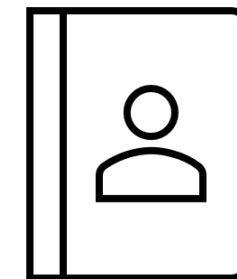


Let's
Review..



Brad Greenshields – League Manager
brad.Greenshields@afl.com.au
0407 228 124

Support within AFL
NSW/ACT



Samad Shaikh – Club Development Lead
samad.shaikh@afl.com.au
0488 777 864

Telstra Footy Country Grants: Fueling Growth in Grassroots Footy



Telstra Footy Country Grants: Empowering Community Clubs

The Telstra Footy Country Grants program provides essential financial support to grassroots Australian football clubs, helping them thrive and contribute to their communities.

**APPLICATIONS ARE NOW OPEN
FOR THE 2025
TELSTRA FOOTY COUNTRY
GRANTS PROGRAM.**

Growing and Assisting Volunteer Capacity:

- Funding for training, resources, and recognition to support the backbone of community footy.

Growing and Diversifying Participation:

- Initiatives to attract new players, coaches, and umpires, ensuring footy is accessible to everyone

Improving Club Environments and Experiences:

- Upgrading facilities, purchasing equipment, and creating welcoming spaces for players and supporters.

Funding Available

Grants of up to \$20,000 are available for eligible projects.

How to Apply:



<https://play.afl/clubhelp/footy-country-grants>

Other Grants & Resources



SCAN ME

AFL NSW/ACT Grant Opportunities

<https://play.afl/nswact/facilities>



SCAN ME

NSW Government

<https://www.nsw.gov.au/grants-and-funding>



SCAN ME

Office of Sport

<https://www.sport.nsw.gov.au/grants>



SCAN ME

Sport NSW Resources

<https://www.sportnsw.com.au/resources-reports/grants>



THANK
YOU