

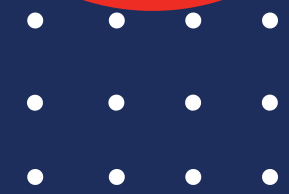


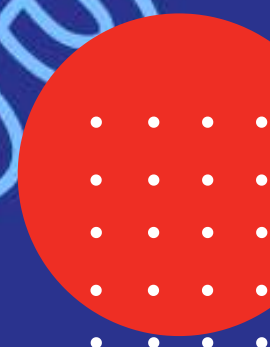
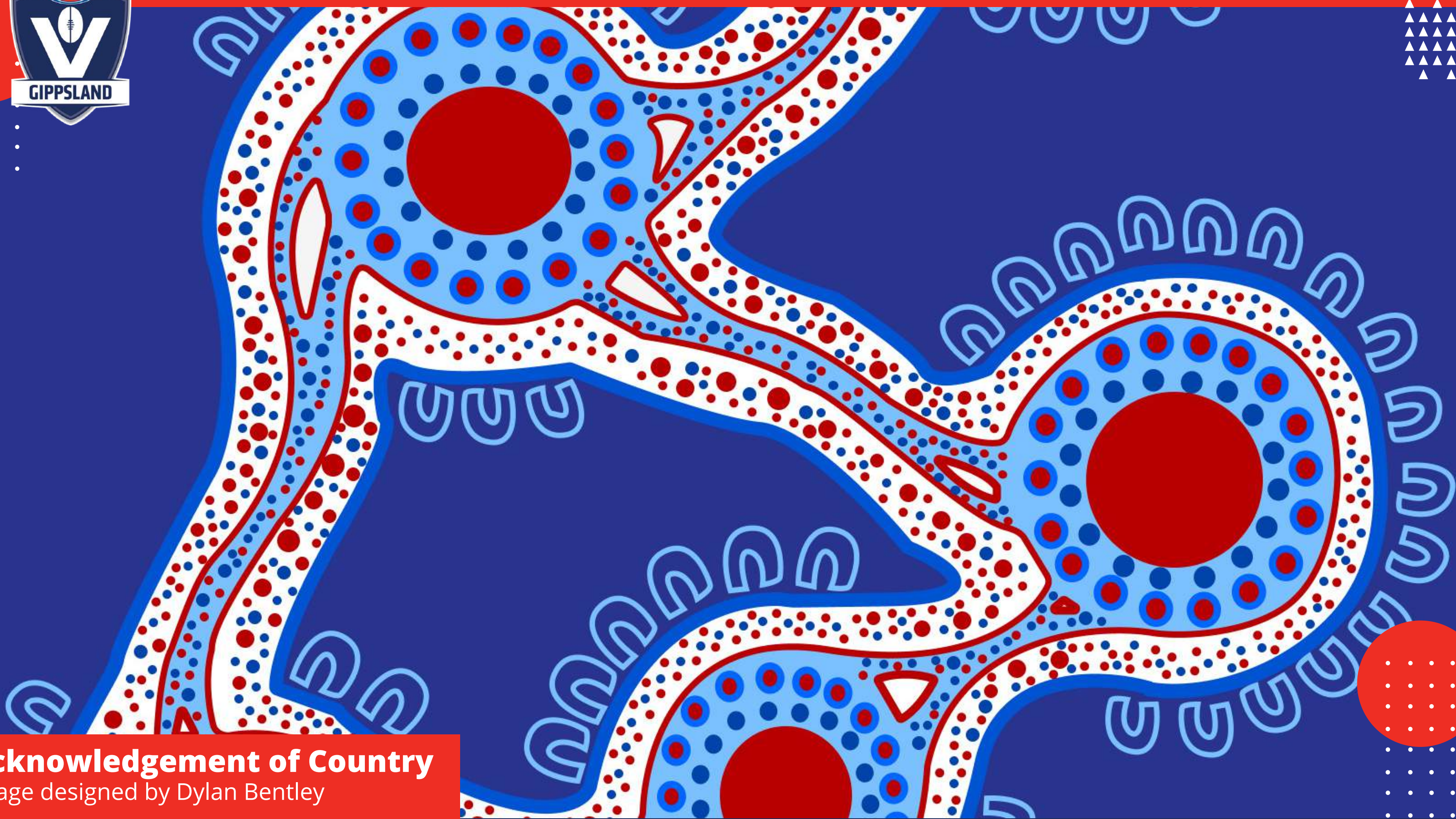
2025 Club Development Conference

Key ingredients for healthy & sustainable clubs

Monday 24th February : East Gippsland
Wednesday 26th February : West Gippsland

Monday 3rd March : South Gippsland
Wednesday 5th March : Central Gippsland





Acknowledgement of Country
Image designed by Dylan Bentley



Introductions



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AFL Gippsland Community

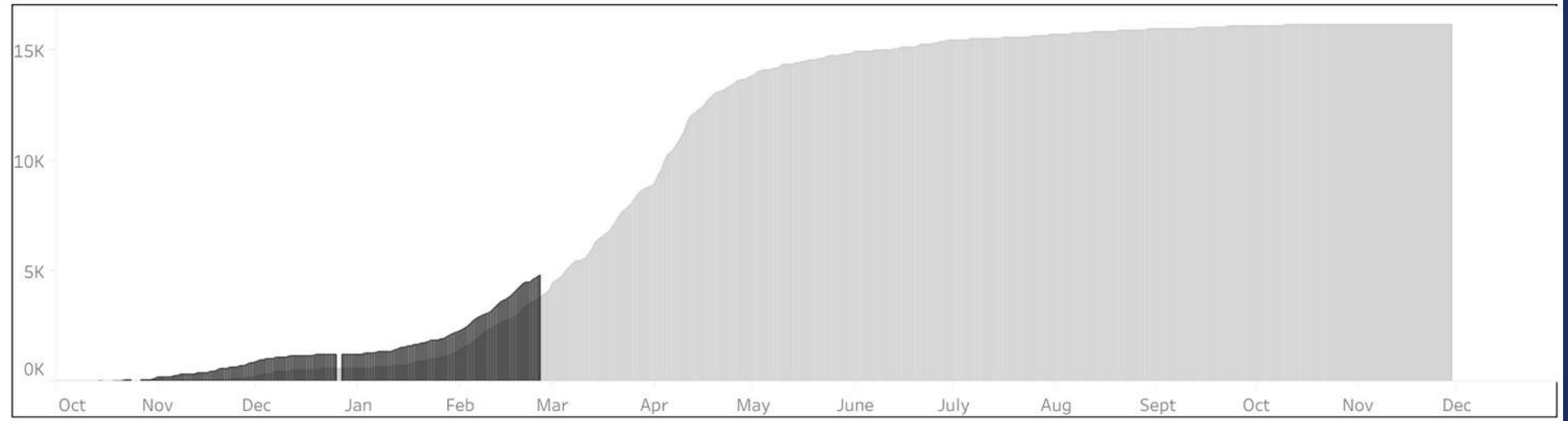
AFL Gippsland Community





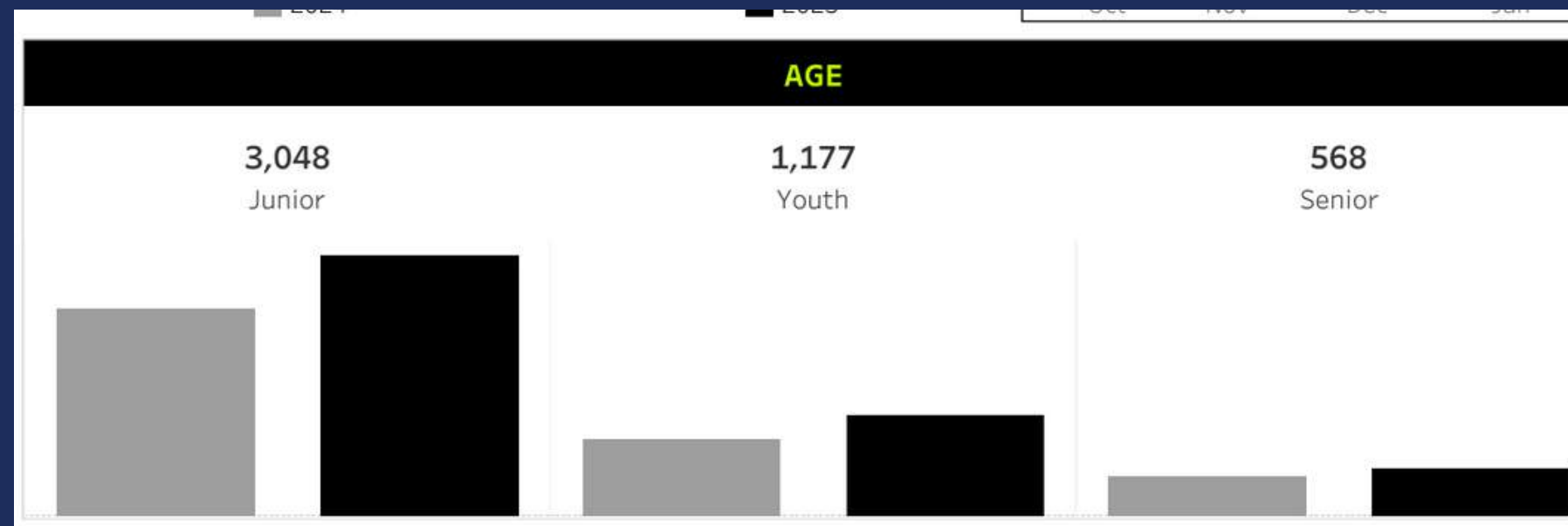
Registrations YTD vs 2024

4,793
Total
↑27% vs 2024



■ 2024

■ 2025





Healthy & Sustainable Clubs

What does a healthy and sustainable club look like?





AFL Gippsland Community



Across the 5 key pillars, how would you rate your club?



1. COMMUNITY CONNECTION

Building lasting relationships with your local community to enhance support and engagement.



2. GOVERNANCE, ADMIN & FINANCES

Best practices to ensure strong, transparent and sustainable club operations.



3. VOLUNTEER ENGAGEMENT

Techniques to attract, support and retain volunteers



4. COACHING EXCELLENCE

Insights into developing coaches and pathway opportunities



5. PLAYING LIST MANAGEMENT

Strategies for building and maintaining a competitive and cohesive team

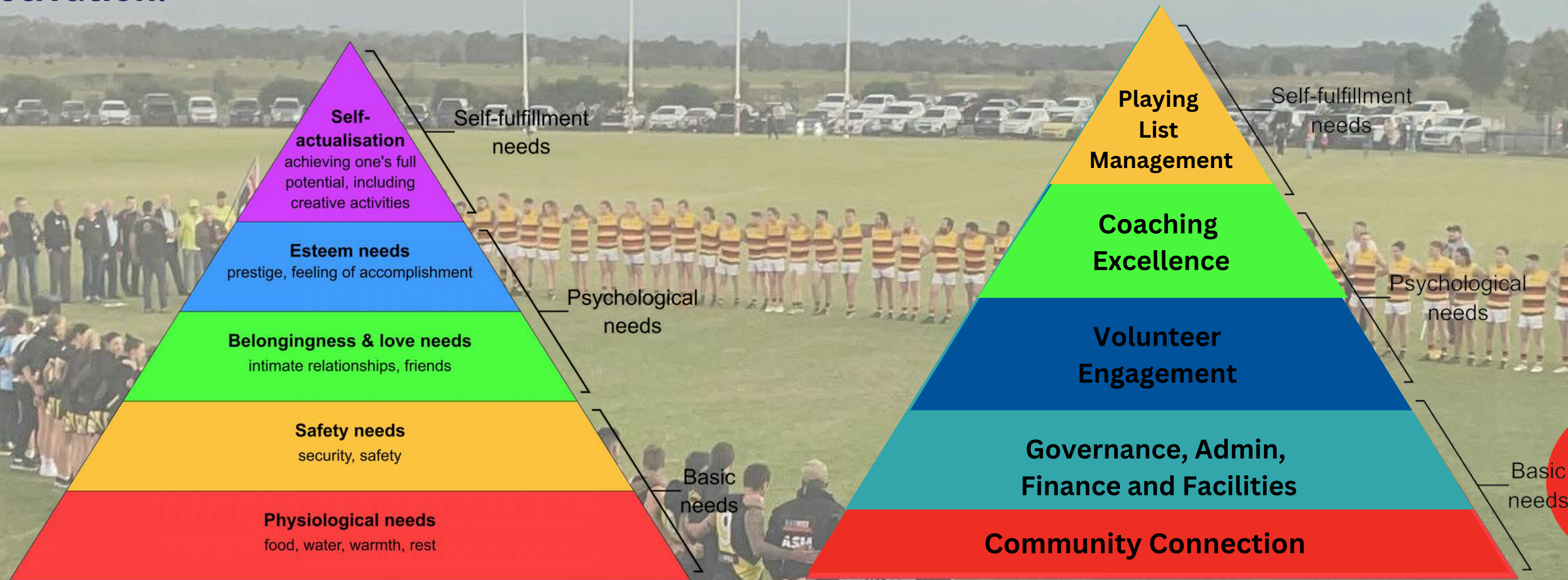




Hierarchy of Needs

Maslow's Hierarchy of Needs : Football Club Requirements

Maslow's hierarchy of needs is a motivational theory outlining five levels of human needs: physiological, safety, love, esteem, and self-actualization. The theory suggests that individuals must fulfill lower-level needs before progressing to higher levels, leading to greater fulfillment and motivation.





Community Connection

Building lasting relationships with your local community to enhance support and engagement.

What do you think Community Connection is?

If we walked down the main street of your community, what would their reflection be of the club?

What does your football club contribute to your local community?



Community Connection

Building lasting relationships with your local community to enhance support and engagement.



FRIDAY DINNERS

COME AND JOIN US FRIDAY NIGHT FOR DINNER.

Bookings essential details above!





Governance, Administration & Finances

Best practices to ensure strong, transparent and sustainable club operations.

Why does it matter?

Strong governance, effective administration, and sound financial management are essential for a football club's long-term success, stability, and growth. These elements ensure that the club operates efficiently, complies with regulations, and provides a positive experience for players, volunteers, and supporters.



Governance, Administration & Finances

Best practices to ensure strong, transparent and sustainable club operations.

What is effective administration?

- Well-organised operations
- Efficient communication & stakeholder engagement
- Accurate record-keeping & reporting
- Proper delegation of roles
- Use of technology for streamlined process



Governance, Administration & Finances

Best practices to ensure strong, transparent and sustainable club operations.

What does good governance look like?

- Clear Leadership & Decision Making
- Compliance with policies & legal requirements
- Transparency & Accountability
- Strategic planning for sustainability
- Inclusive & diverse committee representation



Governance, Administration & Finances

Best practices to ensure strong, transparent and sustainable club operations.

Financial Management

- Sustainable budgeting and financial planning
- Regular financial reporting and oversight
- Transparent handling of funds, sponsorship & grants
- Strong fundraising strategies
- Compliance with tax and legal obligations



Governance, Administration & Finances

Best practices to ensure strong, transparent and sustainable club operations.

How to Achieve This

- Establish Clear Governance – Define roles & responsibilities in the club constitution.
- Plan for the Future – Develop a strategic plan for growth & engagement.
- Ensure Financial Transparency – Conduct audits & report financials regularly.
- Invest in Training – Encourage governance & admin workshops.
- Delegate & Empower – Distribute responsibilities among volunteers.
- Use Digital Tools – Implement software for management & communication.
- Engage with Stakeholders – Build strong relationships with sponsors & community.
- Promote a Positive Culture – Foster integrity, accountability & teamwork.



Governance, Administration & Finances

Best practices to ensure strong, transparent and sustainable club operations.

Club Health Check

The Club Health Check is an online survey designed to assess the strengths and areas for improvement of local football clubs, providing tailored support to ensure their long-term growth and sustainability.





Governance, Administration & Finances

Best practices to ensure strong, transparent and sustainable club operations.

Once clubs complete the survey, they will receive individualised support from AFL Gippsland's Club Development Lead. This assistance includes:

- Targeted recommendations based on their survey results
- One-on-one meetings to discuss specific challenges and opportunities
- Resources and toolkits to address key areas such as volunteer engagement, financial planning, and strategic growth
- Workshops and training sessions to support club officials and volunteers
- Connections with funding opportunities and grant support



Governance, Administration & Finances

Best practices to ensure strong, transparent and sustainable club operations.

Funding & Grant Opportunities

Telstra Footy Country Grants

Toyota Good for Footy

TAC Club Rewards

WorkSafe Club Safety Fund

Container Deposit Scheme

Sports & Recreation Victoria

Local Council Grants





Volunteer Engagement

Techniques to attract, support and retain volunteers



How many volunteers does it take to run a Home Game & Function?





Volunteer Engagement

Techniques to attract, support and retain volunteers





Volunteer Engagement

Techniques to attract, support and retain volunteers

Attract
Support
Retain

Recognise





Volunteer Engagement

Techniques to attract, support and retain volunteers

How do you recruit volunteers - internal and external?

How does your club support the volunteers at your club?

What does a good volunteer look like?

How does your club celebrate its volunteers?

Does any know what micro-volunteering is?

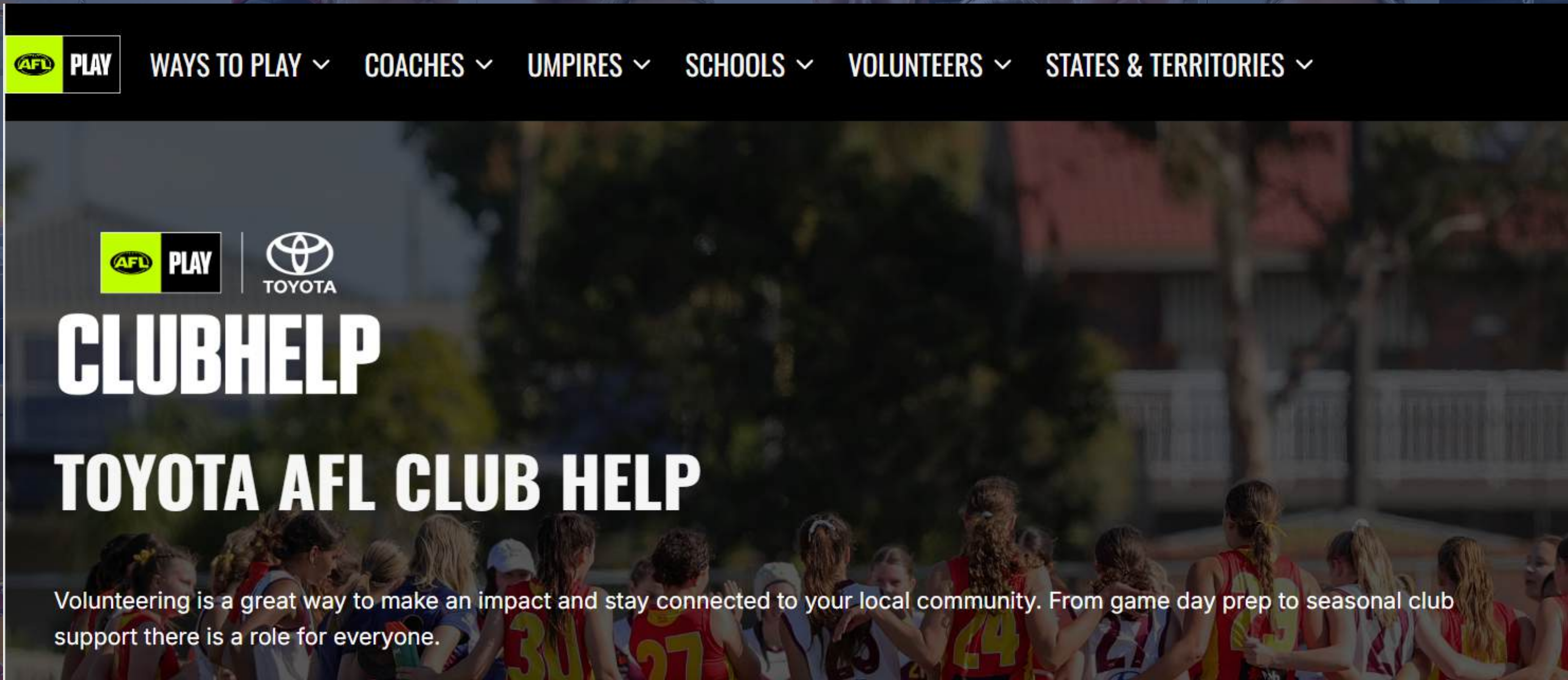




Volunteer Engagement

Techniques to attract, support and retain volunteers

play.afl/clubhelp



WAYS TO PLAY ▾

COACHES ▾

UMPIRES ▾

SCHOOLS ▾

VOLUNTEERS ▾

STATES & TERRITORIES ▾



CLUBHELP

TOYOTA AFL CLUB HELP

Volunteering is a great way to make an impact and stay connected to your local community. From game day prep to seasonal club support there is a role for everyone.



Volunteer Engagement

Techniques to attract, support and retain volunteers



Proposed Executive Committee Role Description

President
The role of the President is to provide the principle leadership and responsibility for the Club and the committee. The President is primarily responsible for ensuring the club sets and meets its goals and objectives, is administered according to the Club Rules and completes all legal and compliance obligations.

Vice President
The Vice President provides primary leadership and shared responsibility for the club and its committees. This role is instrumental in supporting the President, ensuring the club's goals and objectives are met, and overseeing legal compliance and governance. The Vice President collaborates with committee members, communicates club activities, and assists in strategic planning. This role also steps into the President's responsibilities when needed, contributing to the overall success of the club.

Secretary
Administration Coordinator
The Secretary is the chief administration officer of the club. In partnership with the President, this role is responsible for ensuring that the club is run in accordance with the club constitution, rules, by-laws, policies and procedures.





Volunteer Engagement

Techniques to attract, support and retain volunteers

Proposal Sponsorship Packages

These packages are indicative only and we look forward to tailoring our agreement with you to ensure that any arrangement provides benefits to both parties

Bronze

- Club Membership
- Logo displayed at all home games
- Logo on merchandise or apparel (negotiable)
- Social Media Post
- Displayed in social rooms/media wall
- Link on Club App/Website
- 2 x Tickets to Sponsors Event/s

\$2,000

Silver

- 2 x Club Memberships
- Logo displayed at all home games
- Logo on merchandise or apparel (negotiable)
- Social Media Post
- Displayed in social rooms/media wall
- Link on Club App/Website
- 2 x Tickets to Sponsors Event/s
- 2 x Ticket to Best & Fairest Awards night

\$4,000

Gold

- 4 x Club Memberships
- Logo displayed at all home games
- Logo on merchandise or apparel (negotiable)
- Social Media Post
- Displayed in social rooms/media wall
- Link on Club App/Website
- 4 x Tickets to Sponsors Event/s
- 4x Ticket to Best & Fairest Awards night

\$10,000

PLAYER SPONSORS

All senior players have been given the opportunity to not only contribute to the club on the field and court, but also seek a personal sponsor that they feel proud to introduce and involve at the club.

By sponsoring an individual player, the club will commit to:

- Company logo displayed on clubroom television on match days
- Company logo displayed on club website and social media platforms
- Exclusive sponsor poster shared in our sponsor hub on club website
- Invitation to present your player their on field apparel at season launch
- Invitation to Sponsors Day
- Invitation and welcome to all home and away games of the season

COMMITMENT

\$550 FOOTBALL

\$500 FEMALE FOOTBALL

\$500 NETBALL



Volunteer Engagement

Techniques to attract, support and retain volunteers



Female Football Gippsland Club Delegate Meeting

Date: Tuesday 4th March
Time: 6.00pm – 7.00pm Dinner (for those attending in person)
 7.00pm – Webex Meeting to commence
Venue: [Webex Meeting](#) & In Person – AFL Gippsland Office, Morwell

Agenda Items:

1. **Welcome**
2. **Introductions**
 - a. Name & Club Represented
 - b. What is your positive for 2025 and What is a challenge at this time?
3. **Apologies**
4. **Update from FFG**
 - a. President/Vice President & Ops Manager
 - b. Affiliation Fees
 - c. Final date for submission of teams – 14th March at 5pm
 - d. Club Delegate meetings – continue these in 2025: divided into Age Groups and then come together pre-Finals Series.
 - e. Strategic Plan – call for EOI's via email for those who would like to take part in the process.
5. **By Laws**
 - a. Updates & where to find these.
 - b. Rules and Regulations.
 - c. Tribunal.
 - d. Investigation Request.
 - e. Age Dispensation Request.
 - f. Play Up Application Request.
6. **Sponsorship**
 - a. Announce new deals
 - b. Sports Stream Media



Code of Conduct

Codes of Conduct provide the minimum expected behaviour of all personnel within your football club. Strategies to support your Code of Conduct should include:

- Requiring all personnel to acknowledge and sign your code of conduct
- Ensuring your code of conduct is published, made widely available and communicated to all relevant personnel;
- Ensuring your code of conduct it is supported by clear organisational reporting and response mechanisms to address breaches, and
- Remind members of the codes on a regular basis

For junior football players, AFL Gippsland recommends a code of conduct to ensure young athletes, and their parents understand the expectations and standards of behaviour.

Below are some key elements typically included in a Junior Football Player Code of Conduct:

1. **Respect:**
 - o Show respect to coaches, officials, teammates, opponents, and spectators.
 - o Listen to and follow the directions of coaches and officials.
2. **Sportsmanship:**
 - o Play fairly and within the rules of the game.
 - o Encourage and support teammates positively and avoid negative comments.
3. **Effort and Participation:**
 - o Attend training sessions and games regularly.
 - o Give your best effort in practices and matches.
4. **Safety and Well-being:**
 - o Follow safety guidelines and use equipment properly.
 - o Report any injuries or unsafe behaviour to a coach or official.
5. **Behaviour:**
 - o Avoid aggressive behaviour, including verbal and physical abuse.
 - o Do not engage in bullying or harassment of any kind.
6. **Team Spirit:**
 - o Work collaboratively with teammates.
 - o Respect the decisions of coaches and officials even if you disagree.
7. **Personal Responsibility:**
 - o Be punctual and prepared for games and training.
 - o Take responsibility for your actions on and off the field.
8. **Parental Role:**
 - o Parents should support their children positively and refrain from criticizing players, coaches, or officials.
 - o Encourage a balanced approach to sport and life, recognizing the importance of education and other interests.

The below sample documents are examples of Codes of Conduct for a football club, it is provided for your information and should be adapted to be more relevant to your specific Club requirements and needs.



SECRETARY

INSERT YOUR CLUB LOGO

REPORTS TO President

PURPOSE OF THE ROLE

The Secretary is there to understand the Club Rules, By Laws, Policies and Procedures, legal and compliance obligations, to ensure the club is run accordingly. The Secretary is there to manage, collect, review and distribute the club's information and knowledge.

QUALIFICATIONS & DESIRABLE CHARACTERISTICS

- Hold or willing to apply for a current volunteer "Working with Children Check"
- High organisation skills
- Computer skills
- Effective communication skills
- Respects and keeps confidential matters confidential when necessary
- Knowledge or relevant experience of committee procedures

DUTIES AND RESPONSIBILITIES

Prior, during and post season the duties of the Secretary may include but are not limited to:

- Responsible for ensuring meetings are effectively organised and meeting minutes.
- Scheduling of committee and/or executive meetings as well as the Annual General Meeting.
- Develop meeting agendas in consultation with other committee members and distribute prior to the meetings
- Take meeting minutes at each committee and general meetings and circulate accordingly.
- Maintaining effective records and administration for the club.
- Keeping up-to-date contact details for the management committee and ordinary members of the club.
- Keeping a record of the organisation's activities & future activities.
- Ensure all players are registered and cleared to play in their nominated teams.
- Co-ordinate all player and coach clearances and transfers.
- Book venues for training and match day competitions.
- Responsible for upholding legal requirements.
- Act as the "public officer" under the Incorporated Associations Act.
- Lodging club reports and notices as required by relevant Incorporated Associations Act
- Providing effective and efficient communication and correspondence to the club
- Keeping a record of any publications (e.g. newsletters or flyers etc.)
- At the end of each year the review and update the position description to ensure it continues to reflect the requirements of the role.

TIME COMMITMENT 3 - 10 hours per week or as requested





Volunteer Engagement

Techniques to attract, support and retain volunteers

TIPS TO AVOID BURNOUT & ATTRACT NEW VOLUNTEERS

To prevent burnout and attract fresh support, football clubs often adopt strategies such as:

- Match volunteers with tasks they enjoy
- Recognise and appreciate contributions
- Encourage parental involvement
- Share workloads with assistants
- Inspire junior leadership
- Schedule family-friendly events

By embracing these approaches, football clubs can create a vibrant, supportive community where volunteers feel empowered and appreciated.



**Coaching
Excellence**

Insights into developing coaches and pathway opportunities

Importance of Coaches

Setting tone

Face of the Football Club

Key contact for playing list



**Coaching
Excellence**

Insights into developing coaches and pathway opportunities

What does a good coach look like?

How does your club support the coaches at your club?

What process do you undertake in the recruitment of coaches?



**Coaching
Excellence**

Insights into developing coaches and pathway opportunities

AFL Gippsland Offerings

Pathway Opportunities

Coach Developers

Coaching Accreditation

Framework



Coaching Excellence

Insights into developing coaches and pathway opportunities

www.aflgippsland.com.au/coach

COURSES

Learning and Development Framework

Enriching our coaching community.

- Register to Coach
- Resources
- Coach Accreditation Framework

[More](#)

PROGRAM

Coach Developers Program

Support for local coaches.

- Dedicated and experienced coaches available
- Mentoring and support to local junior and senior club coaches, free of charge.

[More](#)

ACADEMY

Gippsland Coaching Academies

Take your coaching to the next level.

- Female Coaching Academy
- Gippsland Coaching Academy
- School Coaching Academy

[More](#)



Coaching Excellence

Insights into developing coaches and pathway opportunities

Pathway.

Identified pathway opportunities for Gippsland Coaches to progress in their coaching careers.

Coach Developers

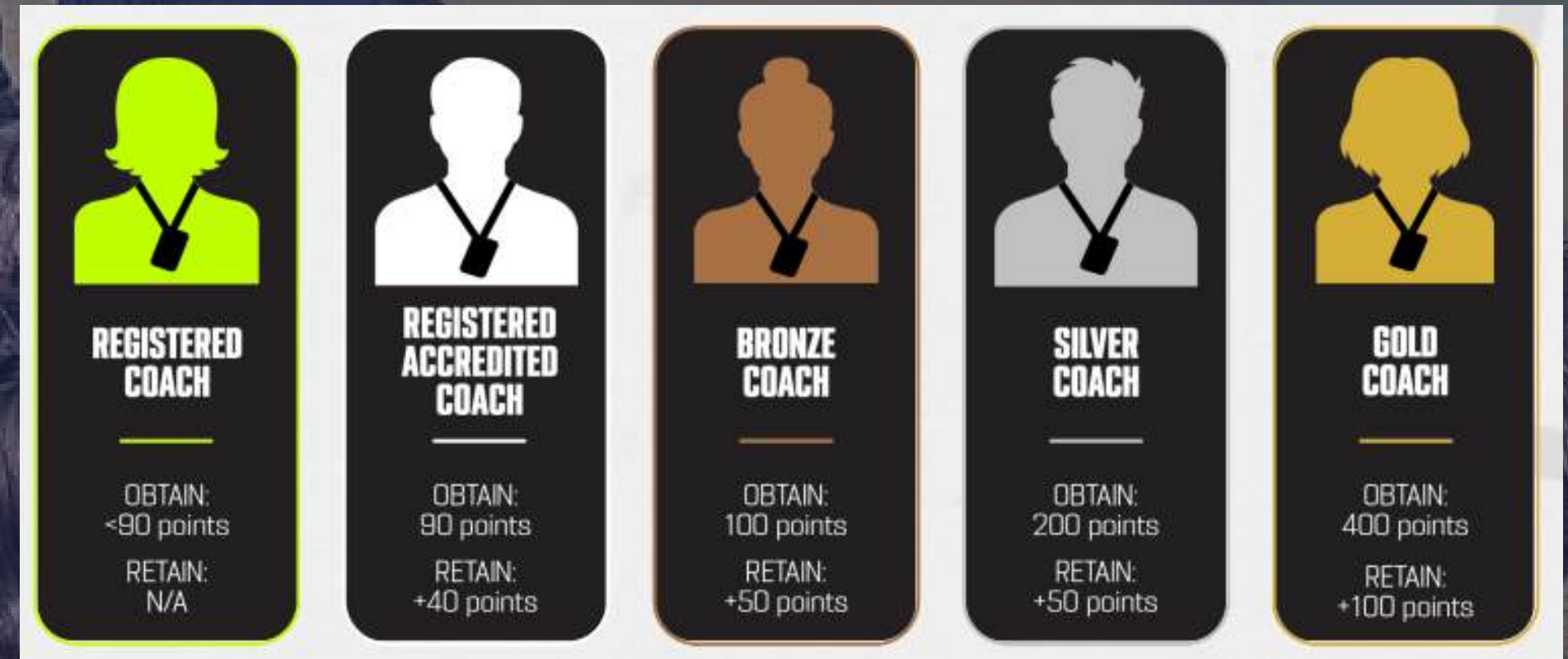
Dedicated coaches to mentor, educate and grow the coaching fraternity in Gippsland.





Coach Accreditation Framework

- Points Based System
- Learning Opportunities
- Online Modules
- Face to Face Workshops
- Practical Coaching
- Observations
- Mentoring
- Self Directed Learning





Playing List Management

Strategies for building and maintaining a competitive and cohesive team.

Recruitment

Development & Pathways

Retention





Playing List Management

Strategies for building and maintaining a competitive and cohesive team.

RECRUITMENT

Programming

Auskick

Superkick

School Programs

School Holiday Programs

AFL Nines - alternative formats

Case Study

PLAY AFL East Gippsland

Junior Development Academies

Regional Strategy

SSP Funding Opportunities





Playing List Management

Strategies for building and maintaining a competitive and cohesive team.

DEVELOPMENT & PATHWAYS

Internal Pathways

Auskick

Superkick

Junior

Youth

Senior

Talent Pathways

Representative Opportunities

Dahlsen's All Stars

Hawthorn Football Club Next

Generation Academy

V/Line Cup

Under 18's Interleague Carnival

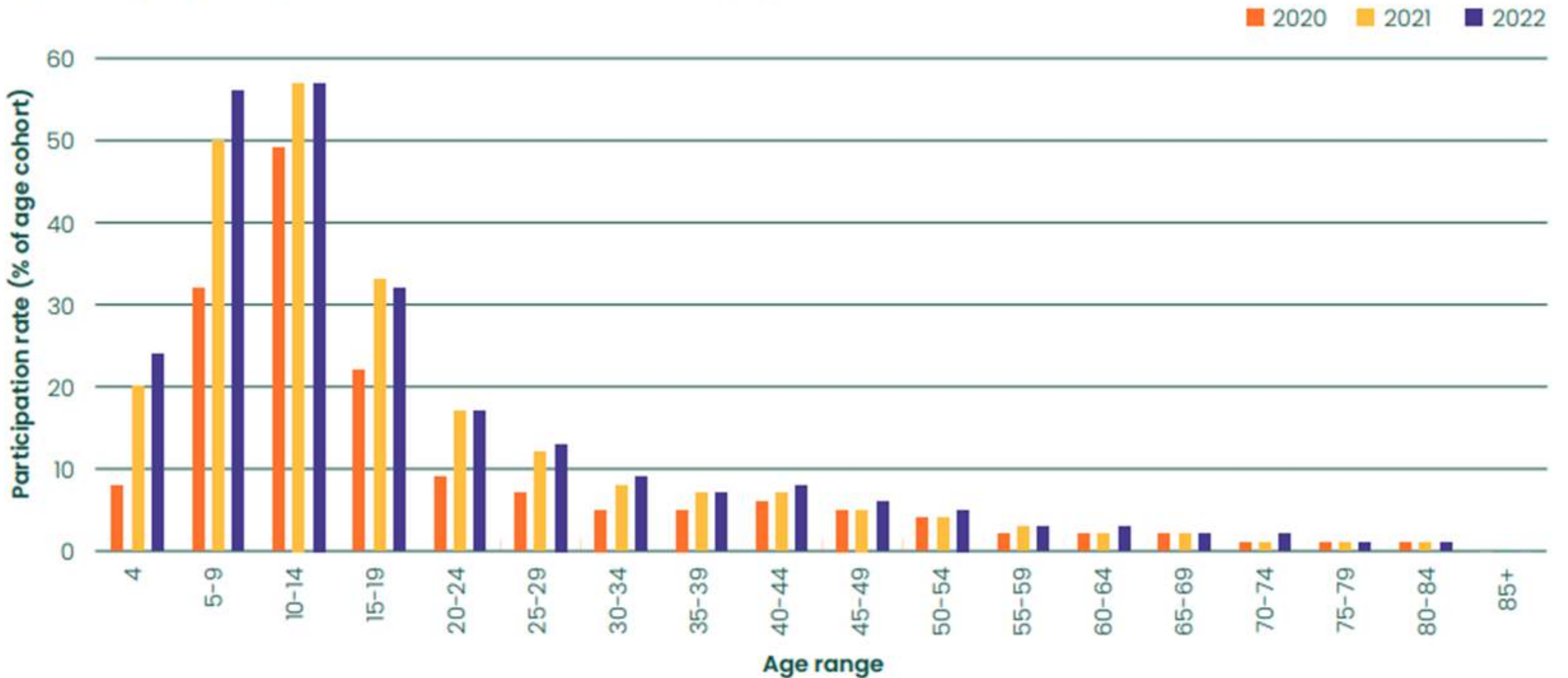
Gippsland Power



Playing List Management

Strategies for building and maintaining a competitive and cohesive team.

Figure 3. Sport participation rates: 2020-2022, Victoria: by age





Playing List Management

Strategies for building and maintaining a competitive and cohesive team.

Junior & Youth Retention Project

- Discover – Identify key challenges, trends, and insights related to junior and youth retention in Gippsland.
- Define – Establish clear objectives and focus areas based on the findings from the discovery phase.
- Develop – Create actionable strategies and initiatives to address retention issues.
- Deliver – Implement, monitor, and refine strategies to ensure long-term success.



Premiership Clock

Realistically you can't always be in the Premiership Window, so are you rebuilding, upcoming or stuck in no mans land?

Do the 5 key ingredients build the basis to work between 4 and 12 in healthy cycles?

Why do Clubs get stuck from 1 - 3?

Long term sustainable success vs cheating the pyramid

You can get on the Premiership clock (Points and Payments Caps) - but when the clock resets if you try and cheat the Pyramid you are back to No Mans Land.





**AFL Gippsland
Community**



**What does a healthy and
sustainable club look like?
Are we missing something?**





AFL Gippsland Community



Thinking back to your original score at the start of the evening, are you now better equipped to increase your club's ranking?



1. COMMUNITY CONNECTION

Building lasting relationships with your local community to enhance support and engagement.



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Best practices to ensure strong, transparent and sustainable club operations.



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Strategies for building and maintaining a competitive and cohesive team





AFL Gippsland Community



Next Steps & Feedback

Your feedback is essential in helping AFL Gippsland support your club effectively.

By completing this short survey, you'll shape future initiatives and resources.

Plus, all responses from our four-part conference series will go into a draw to win a prize!





**AFL Gippsland
Community**



What do you love about football?

Can you help us out with a Gippsland wide project by telling us about what you love about football and what you are looking forward to in season 2025.

Community Football Ambassador Program

