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SWISSE QUALITY CLUB PROGRAM

LET'S SET THE STANDARD

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Australian Government
Australian Sports Commission

FOREWORD

On behalf of the AFL, I present to you the Swisse Quality Club Program and congratulate your club and league for providing a quality environment for all people associated with the game

Football administrators at all levels must seek to ensure a quality environment exists. We are confident that those involved across all States and Territories are passionate about Australian Football and want to ensure that it is in great shape now and for generations to come. As a result, the Swisse Quality Club Program was developed in the interests of assisting community football clubs improve their operations and local environment.

The AFL is conscious that in many cases, the workload required of local volunteers is high and that help is needed to run a club as professionally as possible. Keeping this in mind, the program is designed to assist club

volunteers meet minimum acceptable standards as easily as possible and it is anticipated that every community football club throughout the nation will be able to achieve the Bronze level. Many of the practices detailed in this program will already be in place at your club and we therefore hope that the Silver and Gold levels become a target in the future.

A quality environment has numerous benefits to the participants, clubs, leagues and the sport in general. The program is designed to improve the way your club operates, making it easier for you to attract and retain members.

I wish you well in your efforts to achieve the Bronze, Silver and Gold levels of this program and remind you that AFL staff are always available to assist your club through this process.



Josh Vanderloo

Head of Community Football
Australian Football League

BACKGROUND

THE SWISSE QUALITY CLUB CONCEPT

The AFL has a responsibility to grow our great game across the entire nation. It is widely acknowledged that community football clubs and leagues are the foundation of Australian football, and that the future growth of the game will depend on the strength and viability of community football. With this in mind, we are striving to assist community football clubs to enhance their operations for the betterment of football.

The concept of the Swisse Quality Club Program is to provide an opportunity for all community football clubs to achieve a minimum standard of club

administration and to recognise and reward clubs for achieving the base standard through to standards of excellence. Keeping this in mind, the program is designed to assist club volunteers meet minimum acceptable standards as easily as possible. It is anticipated that every community football club throughout the nation will already be implementing the practices detailed in this program to achieve Bronze level and that Silver and Gold levels become a target in the future

Clubs will have the opportunity to achieve the following levels:



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BRONZE

A level to recognise good club administration.



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SILVER

A level to recognise excellent club administration.



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GOLD

A level to recognise exceptional club administration.
A community leader!

BENEFITS TO CLUBS

Creating a quality environment at your football club will be of enormous benefit to your club as a whole and all of your members. Some of the benefits of being involved with this program include:

- Providing an atmosphere that will help to attract new participants, officials and members (and retain those you already have);
- Providing an environment that will be attractive to sponsors and help your club promote itself amongst the community and particularly to your local Council;
- Minimising many risks associated with running a sporting club;
- Creating a best practice guide for your current Committee and all future Committees; and
- Participating in a sport that can continue to promote itself as a leading sport where quality is valued highly.

Ultimately, the benefit of being involved in this program is to create a better club!

THE PROGRAM EXPLAINED

RECOGNITION & INCENTIVE AWARDS

The Swisse Quality Club Program will consist of recognition and incentive awards for clubs as they achieve the 3 levels in this program.



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BRONZE LEVEL

Once a club achieves the Bronze level, the club will receive the following:

- A Certificate of Achievement;
- A sticker for display at the clubrooms, depicting the Bronze level;

- A jpeg file of the Bronze level to be used by the club for promotional purposes on club letterheads etc.
- Re-accreditation must be sought after 3 years



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SILVER LEVEL

Once a club achieves the Silver level, the club will receive the following:

- A Certificate of Achievement;
- A sticker for display at the clubrooms, depicting the Silver level;
- A jpeg file of the Silver level to be used by the club for promotional purposes on club letterheads etc.; and

- Entry into a weekly draw to win a Football pack (valued at \$500). The packs will consist of training footballs with a draw to be held on the Monday of each round of the AFL Season. Only silver level clubs are eligible.
- Ticketing offer

Re-accreditation must be sought after after 3 years



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GOLD LEVEL

Once a club achieves the Gold level, the club will receive the following:

- A Certificate of Achievement;
- A sticker for display at the clubrooms, depicting the Gold level;
- A jpeg file of the Gold level to be used by the club for promotional purposes on club letterheads etc.;
- Receive a Training Resource pack (valued at \$1,500). The packs will consist of training footballs and training gear

deliverable within a month of obtaining the Gold Standard.

- Priority access to the AFL Community Ticketing program
- Priority access to AFL Grid Games during the Toyota AFL Finals series (junior only)
- 2 places in the annual AFL National Coaching Conference (registration only)
- Priority access to an AFL coach through the AFL Coach appearance program

Re-accreditation must be sought after 3 years

PROCESS

The AFL's state office or affiliate body will be responsible for the coordination of the Swisse Quality Club Program. The process will be as follows:

- 1 Clubs can submit a Bronze level assessment form via **www.aflcommunity.com.au**. Additional assessment forms complete with supporting documentation and assessment forms that relate to the level of application can be obtained from this site also or the relevant state office. Clubs can only achieve the Silver level once they have successfully achieved the Bronze level. Clubs can only achieve the Gold level once they have successfully achieved the Bronze and Silver levels. **Please note that clubs can apply for more than one level at the same time** (ie. A club can apply for Bronze, Silver and Gold in the one submission by submitting the Assessment forms for all three levels).
- 2 The relevant state body will check the Assessment form for compliance. Should compliance be achieved, the club will be issued with the recognition awards for the relevant level. The club will also be entered into the monthly draw for the relevant level. Should compliance not be achieved, the club will be advised accordingly and additional information requested.
- 3 Weekly draws will be conducted with winning clubs notified soon thereafter. Once a club has won a prize pack they will be removed from subsequent draws in that calendar year.

TIMELINES

Clubs can submit assessment forms to the AFL at any stage throughout the year. Some incentives relate to certain timelines such as training kits that are drawn each round of the AFL season.

CONTACTS

If you have any queries on the program or require assistance with completing the criteria and the Assessment forms, please direct your enquiries to the relevant person below.

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