

TELSTRA FOOTY COUNTRY GRANTS

Background

In 2024 the AFL entered into a partnership with Telstra who have committed \$8 million in funding over four years to community football clubs across Australia. This equates to \$2 million a year across the country with a designated amount allocated to WA each year.

The Telstra Footy Country Grants is designed to financially assist initiatives that can support community clubs to strengthen the base and secure the future in three key areas:

- Grow and assist volunteer capacity
- Grow and diversify participation
- Improve club environment and experiences

To ensure maximum uptake by clubs and to assist in ensuring the application process is as easy as possible, the grants are offered over four consecutive rounds and are administrated at a state/territory level. Recommendations are made by the state/territory administrators to the board with the objective of supporting as many clubs as possible through the program.

2024 Overview

In its first year, 123 applications were received from across WA, supporting a multitude of projects from Kununurra in the north to Albany in the south.

59 applications were funded to a total value of \$264,615

- Country – 18
- Metro Junior – 19
- Metro Senior - 22

14 applications were for a cross club / cross sport initiatives.

2025 Grants

WA Football is excited to be rolling out Telstra Footy Country Grants in partnership with AFL and Telstra in 2025.

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

To give clubs the greatest opportunity to access the funding, grant rounds for 2025 have been brought forward.

Rnd	Open Date	Close date	Outcome Notification
1	Mon 2 nd December	8.59pm Sun 2 nd February	Week of Mon 3 rd March
2	Mon 3 rd February	8.59pm Thurs 3 rd April	Week of Mon 5 th May
3	Fri 4 th April	9.59pm Sun 25 th May	Week of Mon 23 rd June
4	Mon 26 th May	3.00pm Thurs 24 th July	Week of Mon 18 th August

* Note, acquittal is within 60 days from outcome notification

What can clubs apply for?

A club can only apply for one item per year. If a club is unsuccessful, they may reapply.

Priority will be given to some identified items in certain rounds to help streamline funding allocation increasing the benefit to clubs. This means, that whilst you can apply for any item at any time, some items may not be considered in non-designated rounds.

Grow and Assist Volunteer Capacity		
Short courses - Electronic bookkeeping - Governance - Barista - RSA - First aid / Sport training - Food handling	75% of total cost up to \$1,000	Available in all rounds
Electronic point of sale (POS) systems	75% of total cost up to \$1,500	Available in all rounds
Line marker machine	75% of total up to \$2,000	Available in all rounds Note: not available for subcontractor costs
Ice machine	75% of total up to \$1,500	Available in all rounds Note: not available for subcontractor costs

Replace manual scoreboard to fixed electronic scoreboard	50% of total cost up to \$20,000	Available in all rounds Note: additional requirements required
Replace manual scoreboard to portable electronic scoreboard	50% of total cost up to \$10,000	Available in all rounds Note: additional requirements required
Items to modify ovals for junior football or NINES competitions <ul style="list-style-type: none"> - Portable goal posts - Cones for marking boundaries - Roping - Umpire flags - Signage - Etc. 	75% of total cost up to \$1,500	Junior football available in rounds 1 and 2 only NINES competition available in all rounds
Goal post padding	75% of total cost up to \$1,000	Available in all rounds
Defibrillator	75% of total cost up to \$2,000	Available in all rounds
PA systems	75% of total cost up to \$2,000	Available in all rounds
Behind goal netting	50% of total cost up to \$20,000	Available in all rounds Note: additional requirements required

Grow and Diversify Participation		
Start up costs for the establishment of new or amalgamated clubs	Total cost up to \$15,000	Available in round 1 and 4 only
New female team in age groups up to under 12's (Auskick to Year 6)	Total cost up to \$2,000	Available in rounds 1 and 2 only
Promote increased participation among multicultural and Aboriginal and Torres Strait Islander people, people of all abilities and those from disadvantaged backgrounds	Up to \$500 per participant capped at \$5,000	Available in rounds 1 and 2 only Note: additional requirements required

Improve Environments and Experiences		
Initiatives, resources and assets that promote and enhance child safety standards - Child safeguarding initiatives - Education programs		Available in all rounds
Short term financial support to distressed clubs ie: where a natural disaster may impact a clubs ability to operate		Available in all rounds
Safety lighting and / or surveillance /security cameras to monitor matchday environment on an off the field	75% of total cost up to \$2,000	Available in all rounds Note: this does not include field lighting

Other initiatives not listed may be approved up to \$5,000 on recommendation from the WA Football TFCG Committee. Note: these must be endorsed prior to applying.

What clubs can't apply for

There are some items that aren't covered by the grant. There is a full list in the grant criteria on the Telstra Footy Country Grants webpage, but some items include:

- Upgrades to facilities such as changerooms, drink fountains etc.
- Payment to sub-contractors or those who provide a service e.g. line marking contractors, coaches, trainers
- Equipment for existing teams
- Technology such as phones, tablets, laptops etc, unless specifically listed as a fundable item e.g. POS
- Projects that require ongoing funding

What to do BEFORE you apply

Before applying, all clubs should contact their Football Representative to discuss the application. This will help ensure:

- The program/ item meets the criteria
- The club meets the criteria
- The club is clear on any additional requirements
- The club understands application requirements
- The best chance of submitting a successful application

Football Representatives

<i>Metro Junior Clubs</i>	Jenné Russell, Club Development and Volunteers Specialist, WAFC jrussell@wafc.com.au
<i>Perth Football League</i>	Mark Sanders, Club Development Manager, PFL mark@perthfootball.com.au
<i>Non PFL Metro Senior</i>	Jenné Russell, Club Development and Volunteers Specialist, WAFC jrussell@wafc.com.au
Country Clubs	Contact your Regional Football Specialist, CFWA

To ensure your club has all of the required information to successfully submit the grant make sure you have:

- A clear vision of what you want to apply for, and why
- Checked that the item is funded under the grant
- A budget for the item and associated project
 - o Anticipated total cost
 - o The amount applying for (ensuring that it meets item criteria \$ and %)
 - o Other funding / sponsorship received for item / project
 - o How much the club will be contributing
- Quotes (not required for all items, but recommended)
- The item will be purchased within the grant timeframe (60 days from outcome notification)

Special Conditions

There are some conditions that clubs should be aware of prior to applying.

- Currently in WA clubs are not required to have completed the Women and Girls Community Football Charter to be considered for funding, but all clubs are encouraged to do so. More information can be found on the Telstra Footy Country Grants webpage.
- Grant funding is made in arrears, after the grant has been acquitted. If your club may be unable to pay for the item in advance, please speak to your football representative.
- Funding can be retrospective up to three months from date of round closing
- Some items will only be available for funding in certain rounds. Please make sure you double check before applying.

Increasing participation

Some clubs can apply for funding to support increased participation for those from disadvantaged backgrounds including:

- Multicultural communities
- Aboriginal and Torres Strait Islander people
- People of all abilities
- Others from disadvantaged backgrounds

Items/projects that would be considered under this stream include:

- Subsidised fees where:
 - o Kidsport isn't available any
 - o The club does not pay players
 - o The club is able to clearly demonstrate that the funds have been used to subsidise fees
- Subsidised club apparel and other equipment
- Other items on approval, please speak to your football representative.

Whilst the criteria states that clubs can apply for \$500 per participant capped at \$5,000, in WA, to assist in supporting more participants, in most instances funding will be allocated at \$200 per participant capped at \$4,000.

Electronic Scoreboards and Behind Goal Netting

Clubs can apply for up to \$10,000 for a portable electronic scoreboard, up to \$20,000 for a fixed electronic scoreboard, and up to \$20,000 for behind goal netting.

Before applying, the following steps must be taken:

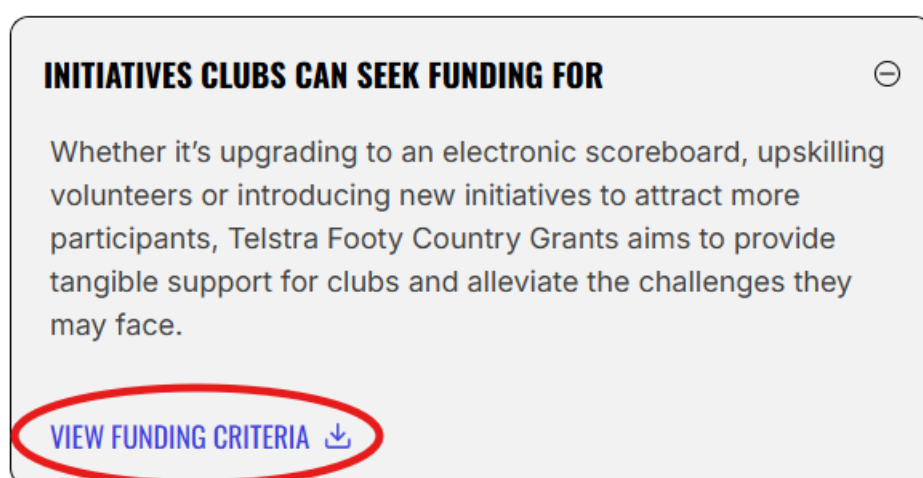
- For a fixed electronic scoreboard or behind goal netting, a letter of support from the landowner (usually local government) must be obtained
- For portable electronic scoreboard or behind goal netting, this must be clearly stated
- At least one quote is required, two is preferred
- Demonstrate forward planning including:
 - o Project plan / steps taken to procure a scoreboard / netting
 - o Project timeline, including confirmation that grant can be acquitted within 60 days of grant approval
 - o Project budget including how additional funds will be acquired including ability to fund project if funded amount is less than requested amount e.g. \$10,000 requested, \$7,000 approved.
- Cross club / sport partnerships, to ensure resource is utilised well, where applicable e.g junior / senior football clubs

Other items not listed

We are always looking for new and innovative ways to support clubs through the Telstra Footy Country Grants. If you have an item or idea which isn't listed, please reach out to your Football Representative to discuss.

Further information

Please make sure that you visit the [TELSTRA FOOTY COUNTRY GRANTS](#) webpage and carefully read thorough the funding criteria which can be accessed by clicking on the link as displayed in the image below



Share your success with us

If your club has been a beneficiary of a Telstra Footy Country Grant, we would love to hear from you. Please share your clubs' story and photos with your Football Representative so that we can join in celebrating your success.