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Champion Club Program Induction

Introduction & Agenda

- Background, Past Challenges
- Champion Club Program Overview
- Foundation Level Requirements
- Premiership Level Requirements
- Portal Registration
- Assets
- Questions



Club Development – Past Challenges

- **2013–2020:** WA Football supported the AFL Quality Club program, a basic yes/no platform for club governance and leadership.
- The program was discontinued post-COVID due to financial constraints at the AFL.
- This led to minimal leadership and structured support for clubs in club development and engagement.
- WA Football's support became ad hoc, with no formal



Establishing a Stronger Club Development Framework

- The Club Development & Volunteers Unit was formalised to provide structured, long-term support.
- We aimed to create a user-friendly platform tailored to WA clubs' needs and state requirements.
- New club portals will serve as secure storage hubs for key documents.
- A comprehensive resource library will provide templates and guidance for clubs across WA.
- Our goal: tailored club development support with a clear framework for success.
- Development began in 2023, with the official launch in 2025.



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Champion Club Program



<https://championclub.wafootball.com.au>



Program Overview

What?

The Champion Club Program is a state-wide initiative by WA Football for community football clubs and leagues focused on the following key pillars:

1. **Strengthening Club Governance**
2. **Enhancing Volunteer Management**
3. **Improving Operational Effectiveness**

The program takes the form of an online portal with clubs/leagues having a personal account where upon registering will have access to a wide range of web resources and templates.

The program consists of two levels:

1. **Foundation Level** – Establishes the essential governance requirements for club administration (e.g., Meeting State and Federal Requirements)
2. **Premiership Level** – Recognises clubs that demonstrate outstanding governance and operational excellence (e.g., Strategic Planning)



Why?

Legal Compliance Support - Assists clubs and leagues in meeting both State and Federal legal requirements by putting all the required information in one place

Policy and Best Practice Guidance - Provides access to resources and templates to ensure clubs' policies are up-to-date and align with best practices

Strategic Goal Setting - Encourages clubs to think strategically about their short- and long-term goals for achieving operational success

Funding Relationship Enhancement - Helps clubs demonstrate best practices, strengthening relationships with funding bodies e.g., local government as well as potential sponsors

Succession Planning and Document Storage - Offers a system for storing key documents to support volunteer handovers and effective succession planning



Foundation and Premiership Level Requirements

Foundation Level

Requirements:

Club Management

- Committee positions
- Committee meeting regularity
- Club committee meeting agenda and minutes

Risk Management and Compliance

- Club constitution
- Certificate of incorporation
- Associations information statement
- Not-for-profit self-review return
- Acknowledgement of compliance with AFL national community football policy handbook
- Club code of conduct/s
- Certificate of currency
- Acknowledgement of compliance with working-with-children legislative requirements
- Food safety supervisor certificate/s – if applicable
- Liquor licence – if applicable

Club Culture and Environment

- Mission / vision / values statement



Constitution

A constitution is a basic set of rules for the running of your club.

It details for your members and others the name, objects, methods of management and other conditions under which your club operates, and generally the reasons for its existence.

A constitution is a legal necessity of an incorporated association

A constitution can be extremely simple, containing only the basic outline to explain who you are, what you are set up for and important management matters. The extent to which you add detail in the rules depends on the needs or formality of your environment.

Many details relating to minor management matters are best included within by-laws, rules and regulations or policies thus keeping your constitution flexible and easy to operate within.



Code of Conduct/s

A club's code of conduct/s is a set of guidelines and expectations regarding the behaviour and attitudes of members (inclusive of committee members, players, coaches, match day volunteers, parents and spectators) associated with the club.

This document's purpose is to outline expected behaviours, helping to maintain a positive, respectful and safe environment for all members involved in the club.

Having a Code of Conduct/s will assist your club to:

Promote Positive Behaviour – it sets clear expectations for how members should behave both on and off the field.

Enhances Safety – it helps ensure the safety for all participants by outlining acceptable and unacceptable behaviours, reducing the risks of incidents and conflicts.

Reputation Management – it protects the club's reputation by promoting professionalism and integrity, which can attract sponsors and new members.

Club Protection – it provides a framework for addressing misconduct, helping the club manage disputes and disciplinary actions fairly and consistently.

Consistency and Fairness – it ensures that all members are held to the same standards promoting fairness and equality within the club.



Marsh Insurance

- Base Level Cover is automatically provided for affiliated community football clubs in Victoria, ACT, NSW, Tasmania, WA and Queensland for their declared club location/s.
- Default cover level for affiliated members (excluding Masters) is bronze level and upgrades to silver, gold or platinum are available.
- If your club wishes to upgrade its cover, please contact Marsh Insurance.
- If unsure of your club/s AFL ID which is required to access your clubs Marsh Certificate of Currency contact clubdevelopment@waafc.com.au

Bronze

- ✓ **Non Medicare Medicals** ⓘ
60% Reimbursement
- ✓ **Reimbursement Limit** ⓘ
\$2,000 max per claim
- ✓ **Excess** ⓘ
\$100 excess per claim
- ✓ **Capital Benefits** ⓘ
\$100,000
- ✓ **Quadriplegia/Paraplegia Benefit** ⓘ
\$1,000,000 Maximum

Purpose, Vision and Mission Statements

Mission Statement

- Defines the club's purpose and values
- Guides daily decisions and actions

Vision Statement

- Inspires future growth and success
- Provides a long-term direction

Purpose Statement

- Clarifies the deeper 'why' behind the club
- Strengthens community and shared values



Committee Positions

A club's committee should operate as a team, draw on the skills and talents of each member, and work towards common goals to ensure a club's success.

Effective committee members should have:

- A commitment to the club
- Sufficient time to devote to their role
- An understanding of the role of the committee and their role within it
- Leadership skills and willingness to accept responsibility
- Listening skills
- The ability to use the technology the club uses to communicate to its members

The specific tasks required of committee members vary from club to club according to the club's plan and the attributes of the volunteers.

It is important that the committee is made up of people with a range of skills and expertise to support the broad range of governance and development needs of the club.



Committee Meeting Agenda and Minutes

Regular club committee meetings are essential for effective communication, decision-making, and coordination among members.

Committee meetings can:

- Ensure accountability
- Enable problem-solving
- Promote member engagement
- Ensure transparency in operations, and
- Aid and adapting to changes

Committee meeting agenda is a carefully structured outline or plan delineating the items slated for discussion and resolution during the committee meeting.

Committee meeting minutes serve as official records that accurately document the discussions, decisions, and actions undertaken during a committee meeting.



Incorporation and the Associations Information Statement

It is considered good practice for clubs to become a formal incorporated association. When a group incorporates, it becomes a separate legal entity which can do things in its own name.

Incorporation provides protection to individual members in certain situations and gives your club the right to sign contracts, lease premises, operate bank accounts, receive grants from government etc.

In simple terms, incorporated associations under the Associations Incorporations Act (WA) 2015 are required to:

- Keep accurate records such as; rules and a register of members
- Keep accurate accounting records and report to members
- Hold an Annual General Meeting
- Ensure committee members act responsibly
- Ensure the rules (or constitution) is kept up to date
- Reports to the Consumer Protection branch of the Department of Energy, Mines, Industry Regulation and Safety
- Follows all requirements set out under the Associations Incorporations Act (WA) 2015

Incorporated associations have an obligation under section 156 of the Associations Incorporation Act 2015 (the Act) to provide information to the Commissioner.

Completing the Associations Information Statement (AIS) is the way that associations meet this obligation.

The information provided in the AIS helps confirm that it is still active, eligible to be incorporated and has held its Annual General Meeting (AGM)



Not For Profit Self-Review-Return

Not-for-profits (NFPs), including sporting clubs, societies and associations, with an active Australian business number (ABN) need to lodge an annual NFP self-review return to continue accessing income tax exemption.

If your organisation has its own ABN, you'll need to complete your own NFP self-review return even if it's affiliated with a broader sporting group.

The form is to be submitted online via the ATO's online services for business, or via a registered tax agent.

To be ready to lodge the form online, the following need to be up to date:

- the organisation's ABN details; and
- the associate (principal authority) has set up a myGovID so they can link to RAM (Relationship Authorisation Manager) and Online services.
- A principal authority includes a primary person who holds one of the following roles of director or public officer for the organisation.



AFL National Community Football Policy Handbook

The AFL National Community Football Policy Handbook aims to:

- Make it easier for leagues, clubs, volunteers, and other stakeholders to administer Australian Football at the State and community level.
- Provide a framework for key organisational requirements in relation to Australian Football at the State and community level.
- Address appropriate standards of behaviour and the prevention of discrimination and harassment in Australian Football at the State and community level.
- Encourage that the game of Australian Football is played in a fair manner and a spirit of true sportsmanship.

While AFL national policies and procedures serve as a guiding framework, your club's local league rules and regulations, as well as WA state government policies, may supersede AFL regulations.

In instances where AFL policies and procedures are not explicitly addressed within your local league or competition guidelines, we advise referencing the AFL national policies and procedures guidelines for clarification and determination.





Child Safeguarding

Working with Children Requirements

- In July 2023 significant changes to Working with Children legislation were introduced that clubs need to ensure they understand
- Whilst volunteers who don't have a child at the club must still provide a valid Working with Children Card, parents and guardians must now also confirm that they are covered by the parent volunteer exemption and record this information.

Child Safeguarding

Working With Children Requirements Continued...

For football clubs, it is recommended that as a minimum, the following volunteers be required to provide a WWC or confirmation of exemption:

Junior Competition Football

- All club committee members
- All match day officials (if club provided)
- All team coaches and assistant coaches
- All team managers
- All team first aiders
- All team runners
- All parent umpires in a junior competition
- Any other person who comes in regular contact with children at the club e.g., life members who regularly hand out awards.





Food Safety Standards

A sporting club operating a canteen must comply with the Food Safety Standard 3.2.2A, Category One which includes businesses that prepare unpackaged foods ready to eat and serve direct to the public.

To be compliant, your club must have a Food Safety Supervisor who:

- Holds a food safety supervisor certificate issued in the last 5 years
- Manage and give direction on safe food handling
- Advise and supervise food handling practices
- Identify, prevent and manage food safety problems
- Be available to supervise food handlers.

Whilst food handler training is suggested, it is not a legislative requirement if the food handler is able to demonstrate knowledge and are supervised by a Food Safety Supervisor.

Premiership Level

Requirements:

Club Management

- Committee role descriptions
- Personal development opportunities for committee members/volunteers
- Annual report
- Strategic plan
- Succession planning document
- Key documents publicly available on club website
- Accounting software

Risk Management and Compliance

- By-laws/rules & regulations
- Club policies
- Risk management plan

Club Culture and Environment

- Initiatives that recognise volunteers
- Club support and promotion of community umpires
- Match day signage
- Education programs for players, coaches and match day volunteers





Annual Reporting

Developing an annual report for a club is of paramount importance for several reasons:

Transparency and Accountability - An annual report provides transparency regarding the club's activities, finances, and governance structure. Members have the right to know how the club is being managed and how their contributions are being used.

Communication and Engagement - The annual report serves as a communication tool to engage members and stakeholders. It keeps them informed about the club's achievements, challenges, and plans for the future.

Historical Record - Documenting your club's information, history, and yearly highlights in the annual report creates a historical record of the club's journey. It allows members to reflect on past achievements and learn from past experiences, contributing to the club's continuous improvement and growth.

Recognition of Stakeholders - Acknowledging committee members, sponsors, and other stakeholders in the annual report recognises their contributions and strengthens relationships. It also provides an opportunity to showcase partnerships and express gratitude for the support received.

Financial Transparency - Including the Treasurer's report and financial statements in the annual report ensures financial transparency. Members can review the club's financial performance, understand income and expenditure patterns, and assess the club's financial health.

Alignment with Mission and Values - The annual report reinforces the club's mission statement and values by showcasing how its activities and achievements align with its core principles. It reaffirms the club's commitment to its mission.



Strategic Planning

Strategic planning is the most effective way to sustain, improve and develop your club. It is often required by funding bodies, local government, and corporate sponsors to demonstrate your club has a clear view on how money is to be spent and how it will grow and develop the club among the community.

As a committee, some of the important questions to ask include:

- Do you have a clear understanding of where your club is going over the next 3 – 5-years?
- Do members of the board, employees and volunteers understand your club's vision, goals and objectives?
- Do you know the strengths, weaknesses, opportunities, and threats faced by your club?
- Do you have strategies in place that use your club's strengths, capitalise on the opportunities, mitigate any threats, and improve areas of weakness?
- Is your progress against your strategic plan being monitored with relevant key performance indicators?



By-Laws/Rules and Regulations

- By-laws sit OUTSIDE the Constitution, however the connection is that it should be included in the Rules of Incorporation that the club Committee can change the by-laws
- It is important to keep by-laws, out of the constitution or rules of incorporation because they change more often, and you don't want to have to pay the fee every time an amendment is made.
- By-laws are generally more operational and internal to the sport in nature
- The sorts of things defined in a club's by-laws are e.g. how teams are formed/determined

Policies

Just as every sport has its competition rules in writing, every club should have their own Policies in place. They set out what behaviour is expected from members and guests.

Your club's policies will also guide the club's decision-making processes in line with its purpose, values and/or mission statement. This makes the day to day running of your club much smoother so that you can spend more time focusing on players and volunteers.

Having Policies in place that are reviewed regularly ensures safety and sets standards for your club and by having these Policies in writing, they can be referred to and show people that you are committed to creating the best environment possible.

Some examples of Policies include but are not limited too:

- Social Media Policy
- Grievance Policy
- Communications Policy



Key Documents

- Having your club's key documents easily accessible on your club's website is crucial because it ensures transparency, clarity, and accountability within the club
- By making key documents readily available, members, stakeholders, and the public can easily understand the club's rules, guidelines, and expectations
- This transparency helps support building trust among members, ensuring consistency in decision-making, mitigates misunderstandings, or disputes, and demonstrates the club's commitment to operating with clear and accessible guidelines



Accounting Software

It is highly recommended that the club, led by the treasurer, establish a computer-based bookkeeping process utilising appropriate secure software and systems.

- Examples to consider include – Xero, QuickBooks etc.

Using financial software will further assist a club in:

- Financial management
- Time saving
- Budgeting
- Transparency
- Ease of reporting e.g., to the Australian Taxation Office





Risk Management Plan

Risk management is the process of identifying a risk and putting in place strategies to minimise or eliminate the risk. It allows club member to take necessary precautions and clearly identifies actions to be taken in the event of a hazard occurring

- Identify the Risk - Identify what, why and how things can arise.
- Analyse the Risk - consider the consequence and likelihood of the risk in the current environment. Consequence and likelihood may be combined to produce an estimated level of risk
- Evaluate the Risk - using the estimated level of risk, evaluate the level of risk. If the levels of the risk are low, then it may not need action beyond its current controls
- Treat the Risk - put measures in place to ensure the risk has a minimal impact or is eliminated

It is important to note that some risks will not be eliminated due to their nature.



Committee Role Descriptions

Having well-defined position descriptions is essential for the smooth running of club. It supports clarity, accountability, and efficiency, benefiting both current and future committee members.

Committee Position Descriptions assist in:

Clarifying of Roles – defines responsibilities and expectations

Accountability – promotes responsibility and transparency

Efficiency – streamlines decision making and tasks

Attracting Volunteers – helps new members understand roles

Succession Planning – ensures smooth operations and skill coverage



Succession Planning

- Succession planning is about putting systems in place to ensure smooth club operation and transition of new volunteers as old volunteers leave the club
- It's a long-term plan to ensure there is someone ready to step up into the role, and transitions smoothly so the club can continue to meet its strategic objectives into the future
- Often within volunteer-based clubs and committees, there are often a handful of volunteers taking on large amounts of work
- They can sometimes get burnt-out and even resentful, leaving the club in a hurry, and leaving a gap in knowledge and expertise
- Even if there is someone willing to take over, the task can be too great, and their lack of skills or knowledge prevents successful succession. Correct succession planning will reduce this risk and ensure the club continues to run successfully despite volunteer turnover
- Succession planning also encourages targeted recruitment of volunteers, investment in developing volunteers' skills and valuing their contribution
- It allows volunteers to see a clear path for progression through the club



Personal Development/Education

- Enhancing the professional development/education opportunities for your club's committee members, players, coaches and match day volunteers is imperative as it serves as a foundation for supporting growth and excellence within the club
- By providing tailored development opportunities, committee members can build their skill sets, broaden their knowledge base, and refine their leadership capabilities, thus driving the club towards greater success
- These opportunities not only empower committee members to govern more effectively but also build a deeper connection with the community they serve
- Through collaboration and knowledge sharing, committee members can access new perspectives and innovative ideas, further pushing the club towards its goals



Initiatives To Recognise Volunteers

Volunteers are the backbone of community football clubs. Without them, football would not take place. Consequently, implementing a volunteer recognition initiative or program is paramount to supporting and retaining these invaluable contributors.

A club's volunteer recognition program/initiatives can take many forms aimed at acknowledging and celebrating the dedication of its volunteers.

Initiatives may include, but are not limited to:

- **Volunteer Appreciation Day** - dedicated to recognising and honouring the efforts of the club's volunteers
- **Life Membership** - to individuals who have demonstrated exceptional commitment and service to the club
- **Certificates of Appreciation** - to volunteers, formally acknowledging their contributions
- **Volunteer Awards** - as a highlight of the annual general meeting or club awards ceremony
- **Social Events** - designed to honour and celebrate the contributions of volunteers, encouraging a sense of fellowship and appreciation
- **Showcasing Volunteers** – on social media or other platforms



Support and Promotion of Community Umpires

The significant role umpires play in Australian Football can sometimes be overlooked and taken for granted. All umpires who officiate our game do so with the best intentions of implementing the 'Laws of the Game' to the best of their ability.

This is a challenging task that is sometimes viewed in a critical fashion, so it is important that we recognise and appreciate the job umpires do.

Some things you can do as a club:

- Zero Tolerance Umpire Abuse policy
- Provide incentives to players who become umpires
- Participate in Umpire Appreciation Round
- Provide umpires with a drink and food after they complete their umpiring game
- Ensure players and coaches thank the umpire's post-game



Match Day Signage

Signage is important for clubs for several reasons, including:

- Reinforcing good behaviours and promoting a positive environment
- Visual Reminders
- Promoting Sportsmanship
- Creating a Safe Environment
- Parent Education
- Setting Expectations
- Cultivating Positive Habits
- Community Building
- Reducing Conflict
- Role Modelling

Incorporating match day signage reinforces good behaviours and should align with a club's mission providing a positive environment for players, umpires, coaches, volunteers and spectators.

Champion Club Program

Online Portal

Champion Club Portal

Key Functions

Sign Up Page –Where clubs/leagues register

Club/League Home Page – Where clubs can track their progress

Adding Users – Up to 3 users per club/league

About Page – Program overview and resources e.g., portal user guide

Foundation and Premiership Modules – Two levels

Hints, Web Resources and Templates – Located within each question

Action Items – Requirements that are outstanding

Review Function – Champion Club team can provide feedback

My Files – Where clubs/leagues submitted documents are stored for quick access

Promotional Assets – Can be used for club/league promotion



Need Assistance?

E: championclub@wafootball.com.au

Assets & Marketing Recognition

✓ Recognition Assets

Upon successful completion, clubs will receive a range of marketing assets to promote their achievement. These can be used across club websites, social media, letterheads, and banners.

✓ Visibility & Promotion

WA Football will provide a certificate of achievement and post recognition on official WA Football platforms. Your club will be featured online as an official Foundation Level or Premiership Level Champion Club.

✓ Showcasing Success

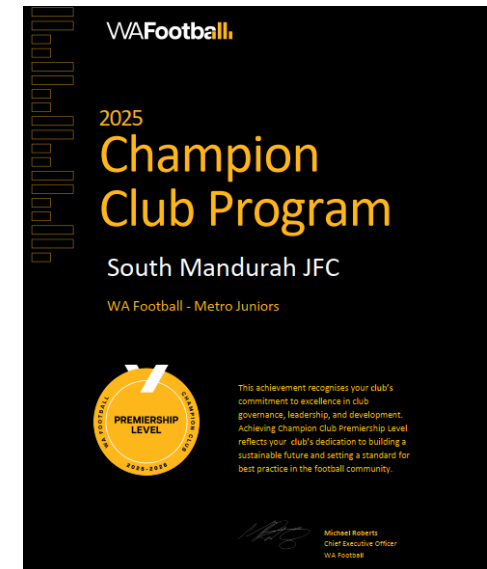
Social media posts about club achievements are always popular and engaging. Sponsors and members will see your commitment to governance excellence.



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Need Assistance?

E: championclub@wafootball.com.au