



The Choice of the AFL

SWISSE QUALITY CLUB PROGRAM

GOLD LEVEL CRITERIA



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Clubs will be required to comply with all of the following criteria to achieve the Gold level. The criteria fall into two categories

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QUALIFIED PEOPLE

CRITERION 1 – TRAINING FOR CLUB ADMINISTRATORS

Your club must participate in a minimum of four educational sessions of the AFL Club Management Training Program across a two year period.

Please note that State Body will confirm with your league that your club has completed 4 educational sessions of the AFL Club Management Training Program.

The Club Management Training Program may consist of modules designed by the State Body and modules from the AFL Club Management Program, which is available to all clubs. The program covers nine key areas:

- 1. Financial Management** – a module about the effective and responsible management of financial resources;
- 2. Football Operations** – a module about all facets of football-related administrative tasks and procedures;
- 3. Committee Management** – a module designed for club presidents about how to effectively lead and manage a committee of management;
- 4. Risk Management** – a module about risk management processes, policies and procedures, and the legal obligations of clubs;
- 5. Volunteer Management** – a module to assist clubs establish a process for recruiting, retaining, effectively managing and recognising volunteers;
- 6. Club Planning** – a module about the benefits of planning, which provides clubs with a basic framework to develop and implement their own plan;
- 7. Community Partnerships** – a module about the importance and benefits of developing relationships with other community organisations, including funding bodies, councils, schools and other sporting groups;
- 8. Sponsorship & Fundraising** – a module about strategies to attract, retain and service sponsors, and how to develop and run other fundraising activities; and
- 9. Junior Development** – a module to assist clubs build quality junior development programs to attract and retain children and their families in a quality club environment.

For further information on the Club Management Training Program, please contact your league or State Body representative.

If you feel that your club administrators have received adequate training through an external provider, please discuss this with your State Body representative.

CRITERION 2 – ACCREDITED COACHING STAFF

A coach at your club must be Level 2 or 3 accredited (This applies to Junior Clubs as well). In the cases where a course isn't available until after the season, confirmation of enrolment must be provided.

All Coaches at your club must be members of the Australian Football Coaches Association (AFCA)

Please note that State Body will confirm with your league that a coach at your club is Level 2 accredited.

Coach Education is conducted through State Body under the auspices of the Australian Football League and the National Coaching Accreditation Scheme (NCAS).

The Level 2 course is conducted through the Game Development Staff over a weekend. The Level 3 course is conducted annually by the AFL for candidates from all around Australia.

Contact should be made with your regional contact should you be unsure whether a club coach is Level 2 accredited. Information on coaching courses can be obtained from your league, your local AFL Regional Development Manager.



QUALITY PRACTICES & PROCEDURES

CRITERION 3 - DISABILITY ACTION PLAN

Your club must adopt a Disability Action Plan.

Please provide a copy of the meeting minutes from the Committee meeting where the Disability Action Plan was adopted, when submitting the Gold level Assessment form.

The development and implementation of a Disability Action Plan will enable your club to be proactive in providing a club environment, which actively encourages the participation of people with disabilities and accommodates their requirements.

Discrimination in regard to disability is an important issue for football clubs. The Disability Discrimination Act 1992 states that it is unlawful for a club or association, its committee of management and the members of the committee to discriminate on the grounds of a person's disability by refusing membership or imposing terms and conditions of membership to the applicant or denying access to facilities or benefits to the applicant.

Refer to the www.aflcommunity.com.au website for a Sample Disability Action Plan template, to be used as a guide for your club.

CRITERION 4 – FINANCIAL MANAGEMENT

Your club must be able to demonstrate a financial report in line with their annual budget.

Please provide a copy of your most recent annual financial report, when submitting the Gold level Assessment Form.

The most common factor that separates the success of any sports club or organisation is the effective and responsible management of financial resources. The best run clubs are able to manage their financial resources in a way that enables adequate provision of services for club members, suitable facilities and the capacity to build a sustainable financial base for the club.

For further information on Financial Management for football clubs, please refer to the Financial Management module of the AFL Club Management Program.

CRITERION 5 – PLAYER WELFARE, EDUCATION & DEVELOPMENT

Your club must be able to demonstrate at least one program/activity that your club runs to benefit its players outside of football.

Please provide in writing (300 words or less) a description of at least one program/activity that your club runs to benefit its players (outside of football), when submitting the Gold level Assessment Form.

The best community football clubs provide more than just an environment for people to play and participate in football. They realise that often players need additional support and/or assistance in other aspects of their lives. Examples of the type of additional support that clubs may offer to their players include:

- ❶ Assistance with employment and job seeking;
- ❷ Provision of tutorial assistance for students;
- ❸ Facilitation of professional services as required (eg. counselling, referral to financial/taxation specialists); and
- ❹ Educational sessions on healthy eating & nutrition, drug awareness, sun protection, responsible consumption of alcohol, and responsible driving.



CRITERION 6 - COMMUNITY PARTNERSHIPS

Your club must be able to demonstrate at least one program/activity that your club has been involved in that has had a positive impact on the community.

Please provide in writing (300 words or less) a description of at least one program/activity that your club has been involved in that has had a positive impact on the community, when submitting the Gold level Assessment Form.

Community football clubs play a key role in forming part of the social fabric of their communities. A well run club helps build spirit within a community by providing recreational and social opportunities for families. Clubs should look at developing partnerships within the community to ensure that other groups such as local councils, other sporting groups, schools and local businesses recognise the value and importance of the club. Clubs that can develop partnerships with various groups in the community will in effect maximise the perceptions of the club by the broader community. Building partnerships with community groups increases awareness for potential membership and community standing, as well as providing increased sponsorship opportunities.

Some examples of clubs that have been active in their community include clubs in depopulating towns merging and creating a unified community spirit; clubs involved in alcohol and drug education; assisting Rotary Clubs with events; or tackling obesity by developing programs to improve kids health.



GOLD LEVEL ASSESSMENT FORM

QUALITY CLUB PROGRAM

Please complete the Assessment form (complete with supporting documentation) and submit to the State body.

Your club must ensure that it complies with **all of the criteria** at the time that the form is submitted. Please note that States will conduct spot checks and verify information with your league as required.



Club _____ Website _____
League _____ Contact Person _____
Telephone _____ (w) _____ (m) E-mail _____
Postal Address _____ Postcode _____

Please indicate the criteria that your club has been able to achieve (please circle)

- 1 Your club must attend a minimum of four modules of the your League or State Body's Club Management Training Program YES / NO
Please note that State Body will confirm with your league that your club has attended four modules of the Club Management Training Program.
- 2 A coach at our club is Level 2 accredited YES / NO
Please note that the State Body will confirm with your league that a coach at your club has achieved Level 2 accreditation.
- 3 Our club has adopted a Disability Action Plan. YES / NO
Please provide a copy of the meeting minutes from the Committee meeting where the Disability Action Plan was adopted.
- 4 Our club is able to demonstrate a financial report in line with their annual budget YES / NO
Please provide a copy your most recent annual financial report
- 5 Our club is able to demonstrate at least one program/activity that our club runs to benefit our players outside of football YES / NO
Please provide in writing (300 words or less) a description of at least one program/activity that your club runs to benefit our players outside of football.
- 6 Our club is able to demonstrate at least one program/activity that our club has been involved in that has had a positive impact on the community YES / NO
Please provide in writing (300 words or less) a description of at least one program/activity that your club has been involved in that has had a positive impact on the community.

On behalf of the _____ Club, I submit that the above information is true and accurate.

Club official (Print name) _____ Position _____

Signature _____ Date ____/____/____

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Date received ____/____/____

Club has achieved the Gold level YES / NO

Signature _____ Date ____/____/____





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