

AFL NSW/ACT

Community Football

Education Session



Agenda

- Community Football Themed Rounds for 2020
- Active Kids Voucher Update
- 2020 Coaching Workshops
- Concussion Management
- Marsh Sport
- 2020 Preferred/Approved Suppliers
- AFL NSW/ACT Branding Guidelines
- Community Football Education Program
- Endorsed Service Providers & FWTRS
- Volunteer Snapshot
- Multi-Cultural, Diversity & Inclusion Information

Community Football Themed Rounds for 2020

Community Umpiring Week – May

National Campaign to promote umpire recruitment and retention

Indigenous Round – 23rd May 2020

Aligned with Sir Doug Nicholls Round

Heritage Round – 20th June 2020

Aligned with the Inaugural NSW Australian Football Hall of Fame Event being held on 19th June, 2020

RUOK? Round – 1st & 2nd August, 2020

Mental Health Awareness Round

Active Kids Update

- In 2020 two \$100 Active Kids vouchers will be available from Service NSW
- From **January 1** parents can access 2020 vouchers - **voucher one** is valid from **Jan-Dec** and **voucher two** is valid from **July-Dec**.
- 2019 vouchers **CANNOT** be used after January 1
- Parents can redeem vouchers through Footyweb (if products are active on rego form) or clubs can manually redeem vouchers through Service NSW
- Clubs can still apply to be a provider through Service NSW
- Voucher redeemed reports can be run through Service NSW and Footyweb to reconcile accounts
- Money should appear in clubs bank accounts within a week of redemption

2020 COACHING WORKSHOPS

2020 workshops will be **FREE** excluding Level 2 Coaching Courses which will cost \$250 and Foundation Coach course costing \$49.95.

Registrations for coaching workshops held in 2020 will be made through the Coach.AFL platform. To register, coaches will be required to:

REGISTERING FOR WORKSHOPS

1. Go to Home Page, go to the 'Workshops' section and click on their state.
2. Scroll through the catalogue to find a workshop they wish to register for and click on the workshop.
3. Once in the workshop click on the 'Sign-Up' link and register – simple as that.

Coaches gain points from completing workshops throughout the year, which helps maintain their accreditation.

Concussion Management Guidelines

For trainers, first-aid providers, coaches, umpires, club officials and parents and should be understood and followed by all parties for the benefit and welfare of the players.

These guidelines can be found at:

aflcommunityclub.com.au/fileadmin/user_upload/Health_Fitness/2017_Community_Concussion_Guidelines.pdf

Key Points:

- Concussion can only be diagnosed by a suitably qualified medical practitioner (i.e. doctor)
- Concussion may take up to 20 mins to diagnose
- If there is a suspected concussion, the player should immediately be removed from play and not return until cleared by a suitably qualified medical practitioner
- It takes a minimum of 7 days to recover from a concussive incident, up to 14 days for children.
- A Concussion Recognition Tool (CRT5) should be used to help identify a suspected concussion. - Not meant to replace a more comprehensive medical assessment.

Concussion Management Tools

The AFL Headcheck Concussion App was developed to help Trainers, Coaches or Parents/Guardians recognise the symptoms and manage a child's recovery. The app can be downloaded from the respective app stores

Emergency Response Co-ordinator (ERC) courses will provide information on concussion management. An ERC qualified person or equivalent i.e. Sports Trainer Level 1 must be present at each youth and senior game as per AFL NSW/ACT by-laws.

AFL NSW/ACT Generic By-law 12.10 provides instructions on concussion management

- Management of concussion in accordance with the AFL Community Concussion Guidelines
- Where the Primary responsibility for the management of concussion lies i.e. the Club of the Player, and their Officials, and where applicable, the Player's Parents / Guardian.
- Assessment requirements at the time where any Player is suspected of having a concussion and the conditions under which a return to participation is allowed
- Decisions regarding return to play after a concussive injury should only be made by a medical officer with experience in concussive injuries

Club Start of Season Requirements

REGISTRATIONS

- Club Registration is an annual requirement of the AFL National Programme.
- This confirms your club's participation in the national programme and allows Marsh to process Personal Injury claims for your members.
- **THIS IS COMPLUSORY** otherwise you run the risk of being unsuccessful in insurance claims.

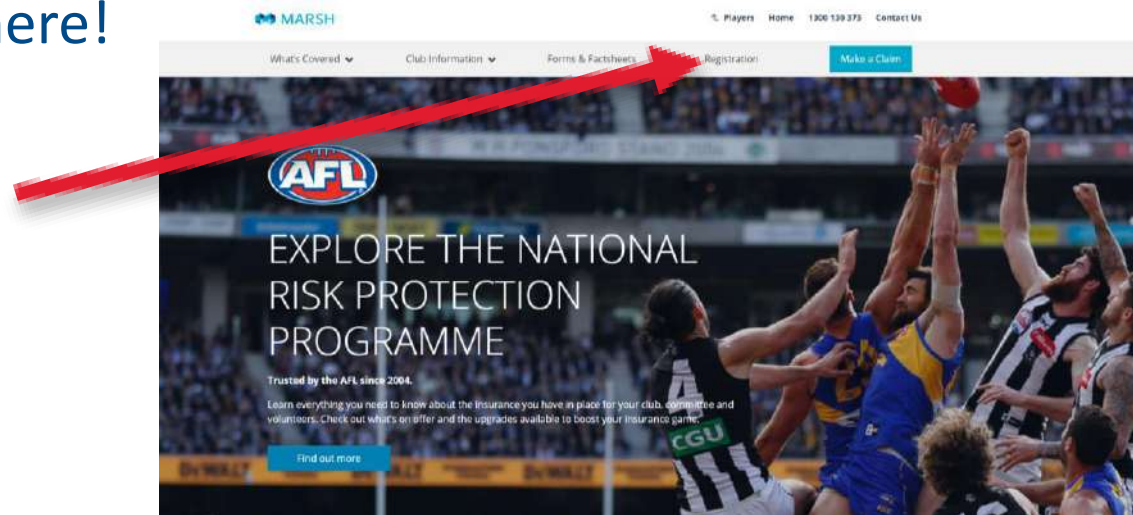
RISK MANAGEMENT

- Marsh Sport's Online Risk Management Module is an annual requirement that forms part of the club registration process
- It only takes a few minutes of your time.
- **THIS IS COMPULSORY** otherwise you run the risk of being unsuccessful in insurance claims

How to register

Step one: Go to <http://afl.jltsport.com.au/>

Step two: Click here!



Step Three: Scroll down and find your club and complete the process.

AFL CLUB SEARCH

1. Type part of your club's name (e.g. 'Melb') and/or select your State and League/Association, then select Search.
2. Find your club's name from the list that appears below.
3. Click on Register, Complete/Repeat or Get CoC.

SEARCH BY REGION

State:

League:

Club:

COVERAGE LIMITS & EXCESS

The Personal Injury coverage section of the Programme automatically provides all affiliated insured clubs with the standard Group level of cover with the exception of all clubs affiliated with AFL, Victoria Country and AFL Queensland who automatically opt-in for their level.

	NON-MEMBERS MEDICAL RECEIPT	CAPITAL SUM INSURED	GROUP LEVEL COVER
	Members are eligible for services received from the Group Medical	Members are eligible for services received from the Group Medical	Members are eligible for services received from the Group Medical
 PLATINUM optimal support	80% reimbursement, \$7,500 max per claim \$0 excess per claim	\$100,000 Maximum	\$1,000,000 Maximum
 GOLD optimal support	80% reimbursement, \$5,000 max per claim \$0 excess per claim	\$200,000 Maximum	\$1,000,000 Maximum
 SILVER optimal support	70% reimbursement, \$2,500 max per claim \$0 excess per claim	\$100,000 Maximum	\$1,000,000 Maximum
 BRONZE optimal basic cover	50% reimbursement, \$2,000 max per claim \$100 excess per claim	\$100,000 Maximum	\$1,000,000 Maximum

* Capital Sum Insured is the sum of an individual's death benefit, which is normally 20% of the applicable member's annual salary.



Upgrading Cover Options

It is essential to know the optional upgrade options available for your Club or individual.

You can upgrade the following:

- ✓ Non-Medicare Medical benefit
- ✓ Capital Benefits
- ✓ Loss of Income Cover (an optional extra)

More information is available on the Marsh Sport website.

MARSH T. Players Home 1300 150 373 Contact Us

What's Covered Club Information Forms & Factheets Registration [Make a Claim](#)

UPGRADE YOUR COVER

WHAT IS IT?
The opportunity for clubs to purchase additional cover above the standard Bronze level provided to all insured clubs under the AFL Programme (VFL & NSW clubs automatically receive the Silver level of cover).

OPTIONAL
Upgrading cover is OPTIONAL. Clubs should consider the costs to players and inform members of all decisions made by the club in regard to Upgrading Cover.

WHO CAN UPGRADE?
Any club/league/association can choose to upgrade one or all components of the Personal Injury cover. Most upgrade options are available on a per team basis with the exception of Loss of Income cover, which can be purchased by individual members. Umpiring, Associations and Representative Teams can also choose to upgrade their Personal Injury Cover (non upgrade option only).

WHAT COVERS CAN BE UPGRADED?
Non-Medicare Medical
Increase the non-Medicare reimbursements that members receive if injured.
Capital Benefits
Increase the compensation payable for Paraplegia and Quadriplegia events.

LOSS OF INCOME COVER
Loss of Income Cover is an optional extra that clubs or individuals can elect to purchase for additional premium. This section of the Programme covers income lost as a result of a football related injury. The cover will be either 80% of the player's net weekly income or the dollar amount selected by the club/individual - whichever is the lesser.

COST
The various premiums are detailed within the relevant Optional Upgrade forms found below.

Optional Upgrade Forms

Download and complete one of the following Upgrade forms. Any upgraded cover is effective from the date Marsh receive your completed Upgrade form and payment.

All Clubs Optional Upgrade form	Download	VFL & NSW Clubs Optional Upgrade form	Download
AFL Members Optional Upgrade form	Download	Umpiring Association Optional Upgrade form	Download
Representative Teams Optional Upgrade form	Download	Volunteers Optional Upgrade form	Download

AFL NSW/ACT Approved Apparel Suppliers



SERIOUS ABOUT YOUR UNIFORM?



AFL NSW/ACT Preferred Suppliers



AFL NSW/ACT Approved Use of Logo

Full Colour Logo

Use wherever possible. It will be used in most applications (print, advertising, web, TV and merchandise). It is reproduced in either PMS, CMYK or RGB. Always choose the right artwork for your medium.

Mono Logo

Use only if colour cannot be used. This Logo can be used on a solid background. Please ensure the white keyline is visible if used on a coloured background.

Reversing the AFL NSW/ACT Corporate Brand

The brand may be reversed from a coloured background or a photographic image. Care should be taken to ensure that no background detail interferes with the brand or makes it illegible. Ensure that the ® symbol is always visible by reversing it from the background colour.



Full Colour Logo



Full Colour Reverse



Mono Logo



Mono Reverse Logo



AFL NSW/ACT Incorrect Use of Logo

Incorrect Usage

When using the AFL NSW/ACT Corporate Brand, it is important to ensure it is not altered in any way.

The AFL NSW/ACT Corporate Brand must be treated with respect at all times and its integrity must remain intact. Variations or treatments such as those illustrated here are not permitted.



Do not use the Logo against a highly detailed background.



Do not alter the colour of the Logo. It must only be used in the approved colourways.



Do not alter the typeface of the Logo.



Do not rotate the Logo.



Do not remove or rearrange elements of the Logo.



Do not re-colour individual Logo elements.



Do not stretch or distort the Logo.



Do not crop the Logo. It must be used in its entirety.



Stipples of the brand are not permitted.



COMING SOON: Toyota AFL Club Help

Toyota AFL Club Help is for people involved in running community clubs. It provides support to volunteers across various aspects of running a successful community club.

Volunteers can find information, strategies and resources on club planning, volunteer management, generating and managing money, and promoting your club, plus links to relevant community football policies and a range of other useful information.



COMING SOON: Toyota AFL Club Help

Club Management



Club Committees



Volunteer Management



Planning



Financial Management



Risk Management



Player Recruitment,
Transition and Retention



Footyweb

Commercial



Fundraising



Grant Writing



Sponsorship



Financial Management

Match-Day Management



Match-Day Volunteers



Risk Management

Marketing & Communication



Marketing



Media and
Communications



Social Media

Diversity



Disability



Indigenous



Multicultural

COMING SOON: Toyota AFL Club Help

Timeline:

Nov 2018 – admin.afl pilot program to volunteer and staff feedback

Early 2019 – pilot feedback and opportunity presented to Toyota for funding opportunity. Toyota became naming rights partner for the new platform

Mid 2019 – working group formed by various state and national roles

Late Feb 2020 – Soft launch of program to be trialed by various volunteers and staff

March 2020 – Launch of AFL Club Help

Club Workshops

How to Win Grants

This is an in-depth session exploring the grants on offer and how your Club can maximise the chances of being successful in their application.

Effective Volunteer Management

This looks at how to grow and retain your volunteer workforce. It explores possible avenues for recruitment, information on job description and inductions, how to look after your volunteers during the season and how to recognise volunteers for their commitment.

Improving Government Relationships

This session looks at the importance of government relationships, the impact the election can have on your club and how to leverage relationships to secure facility developments and other helpful projects.

Running your club like a business

This session explores why you should consider your club as a business and how to generate 'sales' and attract new 'customers'



Club Workshops

Creating a Positive Club Culture

This session explores what club culture is, how it effects your club and how you can establish a more positive club culture.

Marketing your Club

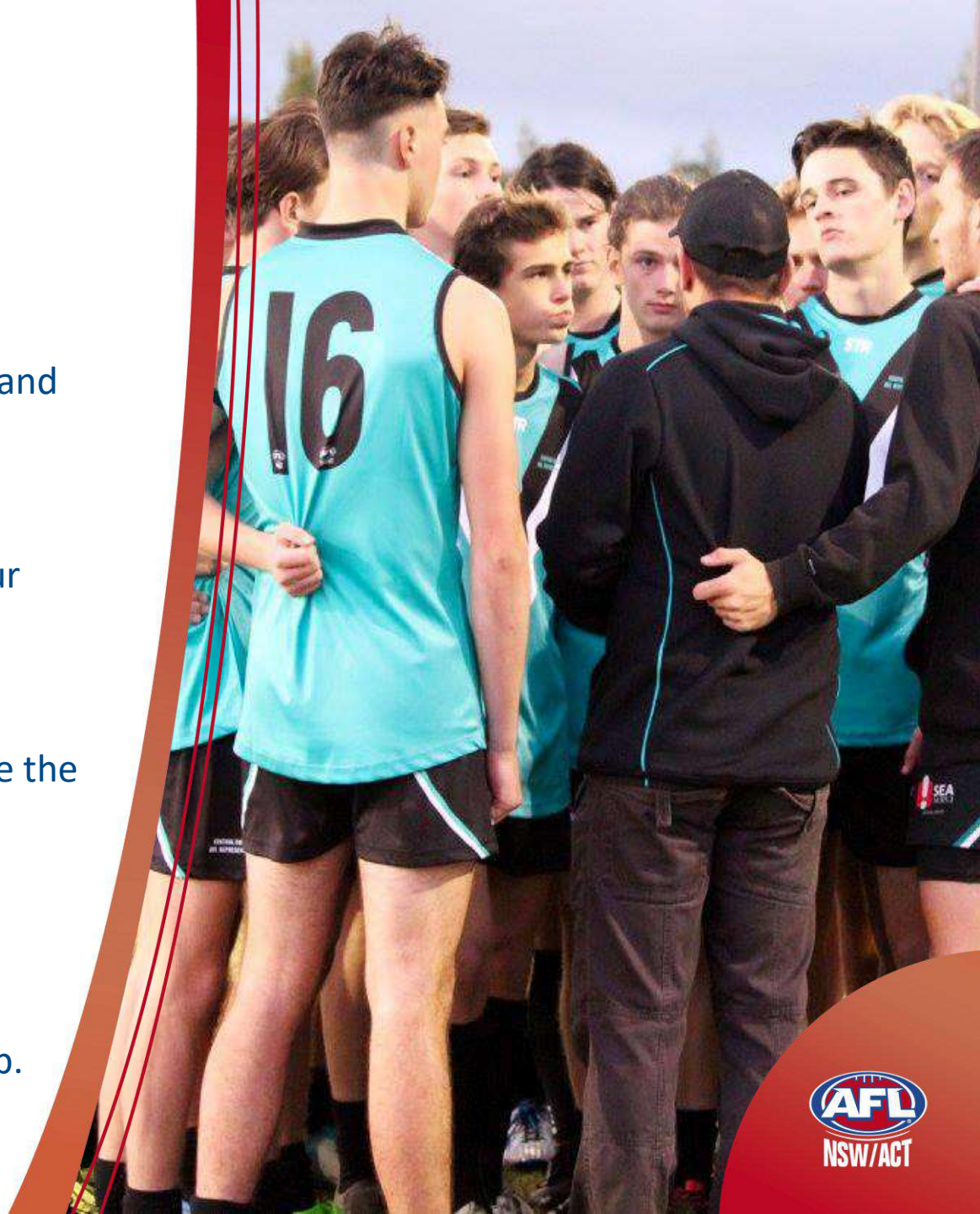
This session looks at the basic principles of marketing and how your club can better market itself to potential members and volunteers.

Using Social Media Effectively

This session looks at the basics of social media and how to leverage the benefits to better engage existing and potential members.

Creating an Inclusive Club Environment

This session explores the importance of creating an inclusive club environment and how to better engage females, people with disabilities, multicultural and indigenous members within your club.



Player Education

- Vilification and Discrimination
- Respect and Responsibility
- Drugs and Alcohol
- Depression/Mental Health
- Cyber Bulling and Social Media
- Anti-Doping (ASADA)
- Healthy Eating (junior clubs)





Endorsed Service Providers



TIDYHQ



EVERPROOF



**Vital First Aid
TRAINING SERVICES**

**FINISH
WITH THE RIGHT
STUFF**



Finish With the Right Stuff

The **FREE** NSW Health program that supports healthy eating and drinking in Junior sports.

Signing up will give you access to:

- **Tailored support** on how to make healthy changes profitable
- **Practical tools and tips** for quick and easy changes
- **Resources and merchandise**

Currently **335** clubs across NSW are already participating!

Sign up for **FREE** at www.rightstuff.health.nsw.gov.au

"The program gave our committee the confidence to implement changes that we all knew were beneficial for the kids playing our sport."

Wollondilly Redbacks President, Tracy Jedrzejewski

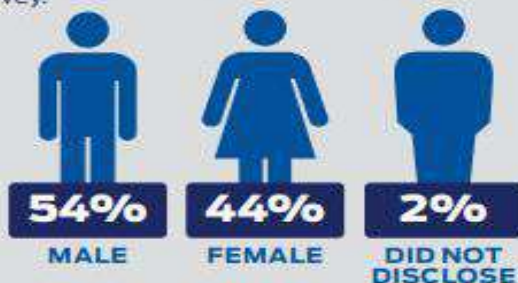


The 2019 AFL NSW/ACT Volunteer Survey

reflects contribution of over 200 Volunteers. Respondents represent a spectrum of volunteer roles including President, Committee Members, Game Day Official, Coach, Runner, Trainer, Canteen Helper, Parent Helper and other roles across New South Wales and ACT Clubs and Leagues.

AFL NSW/ACT conducted the survey online and qualitative and quantitative inputs captured have been incorporated in the results of the survey.

THE FACES OF VOLUNTEERS IN AFL NSW/ACT



75% OF VOLUNTEERS ARE 35 TO 54 YEARS OLD

AGE OF VOLUNTEERS



15%

of respondents are from a Multicultural background and 3% identify as Aboriginal or Torres Strait Islander.

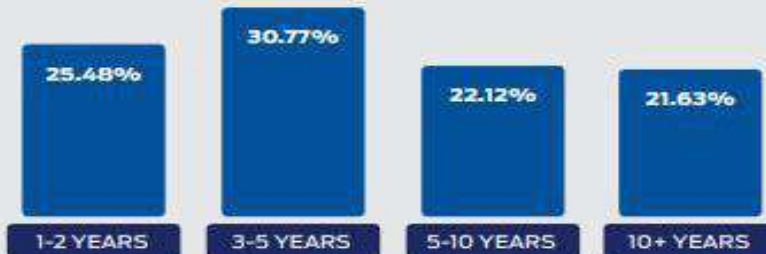


70%

Volunteer because they are directly involved with the Club through playing or children/family playing.

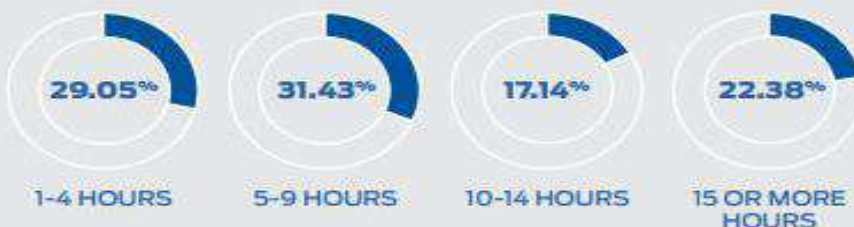
THE COMMITMENT OF VOLUNTEERS IN AFL NSW/ACT

HOW LONG HAVE YOU BEEN A VOLUNTEER AT YOUR LEAGUE/CLUB?



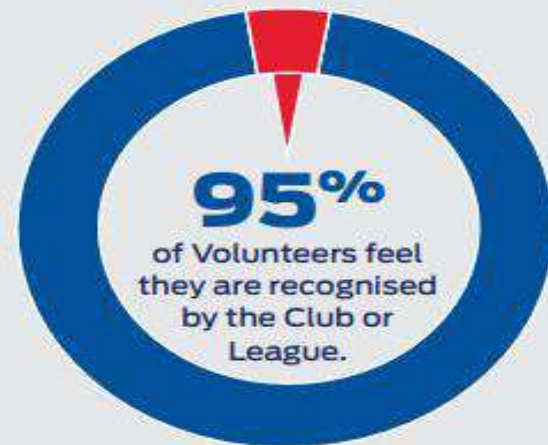
OVER 60% OF VOLUNTEERS SPEND LESS THAN 10 HOURS A WEEK VOLUNTEERING THEIR TIME TO CLUB OR LEAGUE.

HOURS IN A WEEK VOLUNTEERING



Volunteers commit to the hours due to many reasons –

- Children/Family members play
- Meet new people
- They play
- Gain new skills
- Love the game
- Give back to the community



How does your club/league recognise volunteers?

- Recognition on social media
- Award night presentations
- Match day meals
- Plenty of "thank you"s.

What would make volunteering for your league/club more appealing?

- Defined roles and responsibilities
- More volunteers to share the load
- Supportive club atmosphere

AFL NSW/ACT Multicultural Programs

The Multicultural Program Lead focuses on:

1. Assisting clubs to **connect** and **engage** their non-English speaking community
2. Providing **guidance** and **support** to clubs around how to make their environment more accessible to people from different cultures, including marketing and language
3. Assisting clubs to be **involved** in local community events and **targeted** programs which can assist clubs to **increase** their membership
4. Support with talent development opportunities for Multicultural players to participate in State and National Diversity Talent Pathways.
5. **Offering subsidies** to support financially disadvantaged players
6. Assisting clubs to participate in **themed rounds**

IMPORTANT: To help us identify existing players who are Multicultural, it is imperative parents and clubs properly register participants on FootyWeb. This helps AFL NSW/ACT engage players in targeted programs and initiatives.

AFL NSW/ACT Indigenous Programs

The Indigenous Lead focuses on:

1. Increasing the participation of Aboriginal and Torres Strait Islander people across all levels of the game, from players, to volunteers, coaches and umpires
2. Assisting clubs in areas with high Aboriginal populations to **meet and engage** with the local community
3. Support with talent development opportunities for Indigenous players to participate in State and National Talent Pathways.
4. **Offering subsidies** to support financially disadvantaged players (5 per region)
5. Providing How To Guides for Community Clubs to participate in **Sir Doug Nicholls Indigenous Round** (Round 10)

IMPORTANT: To help us identify and invite Indigenous players it is imperative to register Indigenous players on Sports TG as 'identifying as Aboriginal or Torres Strait Islander'. This helps AFL NSW/ACT engage players in targeted programs, talent development opportunities and initiatives.

AFL NSW/ACT Inclusion Programs

The Inclusion Lead focuses on:

1. Assisting clubs to **connect** and **engage** with people and families with children who have a disability
2. Provide resources and support for Inclusive Auskick Centres – We don't turn kids away, find ways to adapt sessions and games to be inclusive of kids with disabilities
3. Kickability Program – kids aged 9-16 focus on, but not limited to kids with intellectual disabilities gives them an opportunity to play modified games and training as part of an AFL club.
4. Support with talent development opportunities for players aged 16+ to participate in National Inclusion Carnival
5. Assisting clubs to become more inclusive of people with disabilities
6. Assisting clubs to become more inclusive of people from LGBTIQ+ communities

IMPORTANT: To help us identify existing players who identify as living with a disability/disabilities, it is imperative parents and clubs properly register participants on FootyWeb. This helps AFL NSW/AC engage players in targeted programs and initiatives.