

AFL COMMUNITY CLUB

IMPROVEMENT PROGRAM

CLUB USER GUIDE





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1. Welcome



The Australian Football League recognises that club volunteers and administrators make a significant contribution to Australian Football. We also recognise that the demands on club volunteers and administrators are increasing along with the need for clubs to operate in a professional manner.

The AFL Community Club Improvement Program has been specifically developed to assist clubs to examine their current operations and identify areas for improvement.

Upon completion of the AFL Community Club Improvement Program you will be sent a detailed report that provides best practise information to help formulate action plans on improving your clubs operations and governance in to the future.

Thank you for taking the time to participate in the AFL Community Club Improvement Program. We believe that this program can greatly assist in the growth and development of your club.

Kind Regards,

Gillon McLachlan
Chief Executive Officer
Australian Football League



2. Introduction

The AFL Community Club Improvement Program has been specifically developed to assist your Club to examine your current operations and identify areas for improvement. The development of this program aims to help your club achieve sustainability and respond to the growing expectations on Clubs to provide positive environments for their members and stakeholders.

The AFL Community Club Improvement Program has been adapted from the Australian Sports Commission's Club Health Check which looks at a number of factors that are crucial to success, and combines these results to build an overall picture of the way clubs carry out their operations.

Upon completion of the online assessment, The AFL Community Club Improvement Program produces a report which contains:

- Benchmarks against other clubs within your league and a summary of performance across a range of areas including:
 - o Strategy/Vision
 - o Values and Culture
 - o Planning
 - o Workforce
 - o Volunteer Management
 - o Connection to Community
 - o Communication with Stakeholders
 - o Financial
 - o Management/Governance
 - o Policy/Procedures
 - o Risk Management/Compliance
 - o Commercial/Fundraising capabilities
 - o Facilities/Event Delivery
- Information to assist in the formulation of an action plan to improve key areas
- Links to resources that can assist with help/support in key areas

In adapting the ASC's Club Health Check The AFL Community Club Improvement Program has also added questions specific to our sport, including those key questions that formed part of The AFL Quality Club Program framework previously.

The AFL Community Club Improvement Program is available for all clubs via Footyweb which all community clubs already use to ensure only authorised administrators can undertake the online assessment on behalf of the club.

The assessment should take approximately 30 minutes to complete and clubs are encouraged to have two or three administrators from the club committee complete the assessment together to get a true reflection of the clubs position.

Once assessments have been completed your region development officer will work with you to help establish suitable actions on areas that have been identified for improvement.



Integrating the existing AFL Quality Club Program

The existing 3 tiers of The AFL Quality Club program (bronze, silver and gold) have been consolidated into two tiers within the new AFL Community Club Improvement Program:

- Quality Club – clubs who meet 100% of existing bronze criteria via the online assessment will be identified to receive a certificate & logo following confirmation via their regional development officer that they have met with the club and can confirm they meet the Quality Club criteria.
- Gold Quality Club – clubs who meet 100% of existing silver & gold criteria via the online assessment will be identified to receive a certificate & logo following confirmation via their regional development officer that they have met with the club and can confirm they meet the Gold Quality Club criteria

The Club's accreditation level (Quality or Gold Quality Club) will also be added to the Play AFL Club locator system.

Whilst there are levels to recognise operational excellence, clubs should focus on answering questions honestly and establishing an action plan for improvement with assistance from development/league staff.

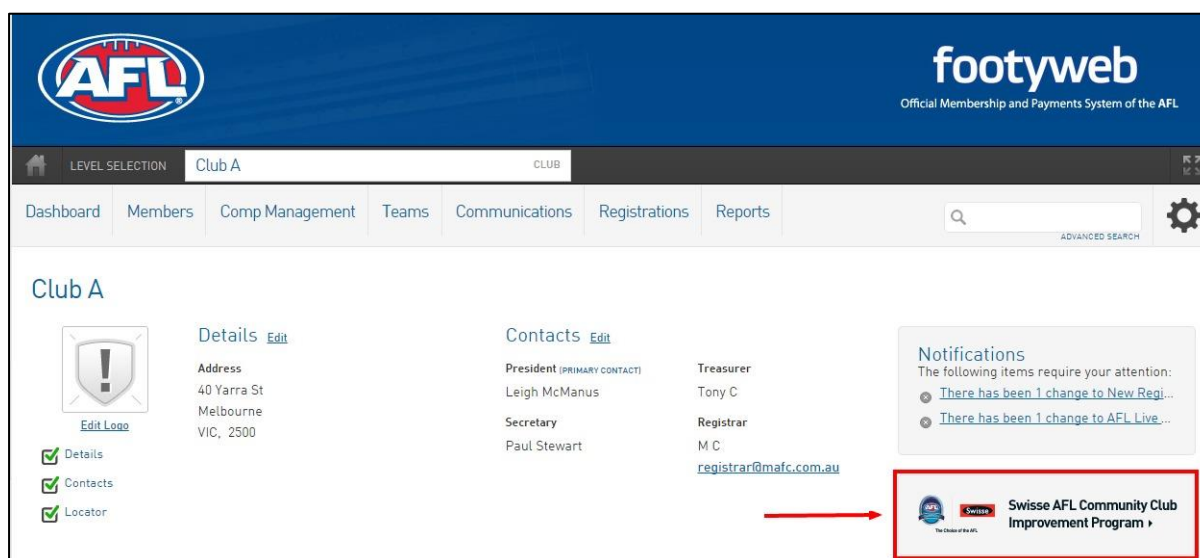


3. How to access The AFL Community Club Improvement Program

The AFL Community Club Improvement Program can be accessed two ways, either directly via the Clubs Footyweb database or via a direct online link.

To access The AFL Community Club Improvement Program directly via the Clubs Footyweb database:

1. Login to the clubs Footyweb account
2. Click on **AFL Community Club Improvement Program** link on the right side under notifications-



3. This will then open up The AFL Community Club Improvement Program online assessment in a new window which the club can then commence.

To access the AFL Community Club Improvement Program directly via the online link:

1. Click on <http://www.qlbs.com.au/AFLHealthCheck/Assessment/AFLHealthCheck> which will open up The AFL Community Club Improvement Program in a new window.



4. Benefits of reaching Quality Club or Gold Quality Club status

Creating a quality environment at your football club will be of significant benefit to your club as a whole and all of your members. The AFL Community Club Improvement Program has been specifically developed to assist clubs to examine their current operations and identify areas for improvement. Some benefits of being involved in the program include:

- Creating a best practice guide for your current Committee and all future Committees
- Minimising the risks associated with running a sporting club
- Provide an atmosphere that will help attract new participants, officials and members
- Provide an environment that will be attractive to sponsors/partners and help your club broaden its appeal within the wider community

Recognition & Incentive Rewards

The AFL Community Club Improvement Program provides the following recognition and awards once a club reaches either the Quality Club or Gold Quality Club level:



Once a club achieves the Quality Club level, the club receives the following:

- A Certificate of Achievement
- Horizontal & Vertical Quality Club Logos to be used by the club for promotional purposes like on websites, letter heads etc.
- The club is listed as a Quality Club on the national club finder via www.playafl.com.au



Once a club achieves the Gold Quality Club level, the club receives the following:

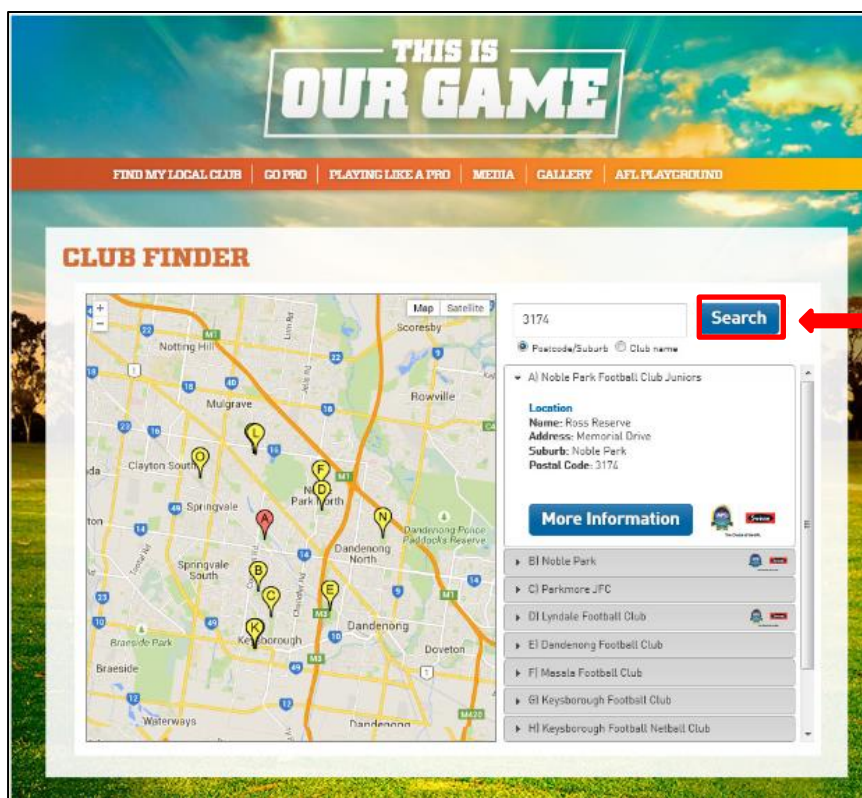
- A Certificate of Achievement
- Horizontal & Vertical Quality Club Logos to be used by the club for promotional purposes like on websites, letter heads etc.
- The club is listed as a Gold Quality Club on the national club finder via www.playafl.com.au



Quality Club & Gold Quality Club Logos on www.playafl.com.au Club Finder Locator

One of the key new benefits to clubs who reach either the Quality Club or Gold Quality Club is that their accreditation level is now visible on the club finder locator via www.playafl.com.au.

This enables a potential participant or parent to easily identify which clubs within a particular area are a Quality Club or Gold Quality Club (see screenshot example below) and may make them more attractive.





5. Process once a club completes the online assessment

The process for the club varies slightly depending on what level the club has reached. The following provides an overview of the steps that need to be taken:

Club not met either Quality Club or Gold Quality Club criteria

1. An automated email will be sent to the club once The AFL Community Club Improvement Program online assessment and has been completed.
2. In the email it will state that the club did not meet the minimum requirements to attain Quality Club status and the automated email will also include a Report which outlines which specific high priority areas your club needs to improve on operationally.
3. An automated email will also be sent to your regional manager asking them to make contact with your club to organise a meeting to discuss the Report and specifically how your regional manager may be able to assist in the areas identified as needing improvement. If you do not hear from your regional manager, their name and email address is provided in the automated email so we recommend being proactive and arranging a meeting with them.
4. Once your club has made improvements in certain areas, you are welcome in to fill in The AFL Community Club Improvement Program online assessment once again to see if you've made the right improvements at your club to potentially reach the Quality Club or Gold Quality Club levels.

Quality Club

1. An automated email will be sent to the club once The AFL Community Club Improvement Program online assessment and has been completed.
2. In the email it will state that the club has met the minimum requirements to attain Quality Club status and the automated email will also include a Report which outlines some specific high priority areas your club needs to improve on operationally moving forward.
3. The next step involves your regional manager contacting your club to organise a time to meet with them and discuss the Report and seek validation/evidence that you indeed meet the minimum requirements to be classified as a Quality Club. If you do not hear from your regional manager, their name and email address is provided in the automated email so we recommend being proactive and arranging a meeting with them.
4. Once the regional manager can confirm the club does indeed meet the minimum requirements to be classified as a Quality Club, they will forward via email to your club the Quality Club Certificate and Logo's so you can use these for promotional purposes. They will also organise for the Quality Club Logo to be added to the www.playafl.com.au club finder under your clubs name.



Gold Quality Club

1. An automated email will be sent to the club once The AFL Community Club Improvement Program online assessment and has been completed.
2. In the email it will state that the club has met the minimum requirements to attain Gold Quality Club status and the automated email will also include a Report which outlines some specific high priority areas your club needs to improve on operationally moving forward.
3. The next step involves your regional manager contacting your club to organise a time to meet with them and discuss the Report and seek validation/evidence that you indeed meet the minimum requirements to be classified as a Gold Quality Club. If you do not hear from your regional manager, their name and email address is provided in the automated email so we recommend being proactive and arranging a meeting with them.
4. Once the regional manager can confirm the club does indeed meet the minimum requirements to be classified as a Gold Quality Club, they will forward via email to your club the Gold Quality Club Certificate and Logo's so you can use these for promotional purposes. They will also organise for the Gold Quality Club Logo to be added to the www.playafl.com.au club finder under your clubs name.



6. Support

If you have any queries on the program, please direct your enquiries to your respective Regional Development Officer or else alternatively you can contact relevant person below in your state/territory:

VICTORIA: Will McGregor – will.mcgregor@aflvic.com.au

NSW/ACT: Taleah Neowhouse – taleah.neowhouse@aflnswact.com.au

QUEENSLAND: Mark Ensor – mark.ensor@aflq.com.au

SOUTH AUSTRALIA: Ben Hopkins – benh@sanfl.com.au

WESTERN AUSTRALIA: Josh Bowler – jbowler@wafc.com.au

NORTHERN TERRITORY: Darryl Griffiths – darryl.griffiths@aflnt.com.au

TASMANIA: Barry Gibson – barry.gibson@afltas.com.au

If you are experiencing technical difficulties with The AFL Community Club Improvement Program, please send an email explaining the issue to the following addresses:

support@qlbs.com

communitydevelopment@afl.com.au