



CLUB DEVELOPMENT & VOLUNTEERS
REGIONAL DEVELOPMENT COUNCILS

NEW PRESIDENT & VICE PRESIDENT FORUM

METRO SOUTH | METRO CENTRAL | METRO NORTH
EDITH COWAN UNIVERSITY, MONDAY 26TH FEBRUARY





AGENDA AGENDA AGENDA

**SOUTH MANDURAH
JUNIOR FOOTBALL CLUB**

- **Introduction**
- **WAFC strategic plan and vision**
- **Regional Development Councils & Governance**
- **Integrity presentation**
- **Role of the Club President presentation**
- **Club Development & Volunteers presentation**
- **Presidents' Panel and Q & A**
- **Inglewood Hotel**

NEW PRESIDENTS & VICE PRESIDENTS

- Name & Club
- Why have you stepped up to lead your football club in 2024?
- What are you hoping to achieve in your role this season?
- What do you enjoy about volunteering in footy?



WAFC EXPLAINED

- The West Australian Football Commission (WAFC) is the caretaker of football throughout the State and is responsible for the overall development of the game.
- Strategic Plan 2023 to 2025
- Overarching vision is:
 - **The game for all Western Australians**



WA FOOTBALL EXPLAINED

- At the WAFC there are over 115 FTE staff responsible for the delivery of football across the following areas;
 - WAFL/W Competitions
 - Country Football WA
 - Leagues and Affiliates (PFL)
 - State Talent Academies (Boys and Girls)
 - Umpiring Programs (Talent-Community)
 - Administration
 - Brand and Growth, Finance, Facilities, Integrity, IT
 - Community
 - Competitions, Participation, Women and Girls, Club Development & Volunteers & Diversity

WEST AUSTRALIAN FOOTBALL

2024



COMMUNITY FOOTY METRO SOUTH



WAFC STAFF

NAME	ROLE
Troy Kirkham	Executive Manager Game Development and Community
Phil Narkle	Aboriginal Program Manager
Darren Bell	Community Coaching Manager
Beatrice Devlyn	Female and Diversity Coaching Coordinator
Jayden Heuer	Metro South Coach Coordinator
Nicole Serafini	Women and Girl's Community Football Manager
Bradd Gardiner	Head of Competitions
Danni Dix	Competitions Specialist
Bree Wagner	Participation Platforms Specialist
Russell Askwith	Metro South Competitions Team Leader
Robyn Elms	Metro South Competitions Admin
Jenni Cocking	Metro South Competitions Admin
Andrew Ridley	Head of Participation
Michelle Sewell	Auskick and Alternative Formats Specialist
Joshua Merrett	Football Fundamentals Coordinator
Rob Geersen	Inclusion Specialist
Smanatha Otway	Inclusions Programs Officer
Regan Atkinson	Schools Specialist
Ben Cribb	Sporting Schools Coordinator
Jade Narkle	Diversity Specialist
Pinar Komur	Multicultural Officer
Naomi Baker	Programs Officer
Jordan Handcock	East Fremantle Development Officer
Kayleigh Richardson	Peel Development Officer
Olivia Hampton	South Fremantle Development Officer
Corey Ranger	Head of Club Development and Volunteers
Jenné Russell	Club Development and Volunteers Specialist
Zachary Binning	Club Development and Volunteers Specialist

COMMUNITY FOOTY METRO CENTRAL



WAFC STAFF

NAME	ROLE
Troy Kirkham	Executive Manager Game Development and Community
Phil Narkle	Aboriginal Program Manager
Darren Bell	Community Coaching Manager
Beatrice Devlyn	Female and Diversity Coaching Coordinator
Ben White	Metro Central Coach Coordinator
Nicole Serafini	Women and Girl's Community Football Manager
Bradd Gardiner	Head of Competitions
Competitions Specialist	Danni Dix
Participation Platforms Specialist	Bree Wagner
Metro Central Competitions Team Leader	Catrina Fyfe
Andrew Ridley	Head of Participation
Michelle Sewell	Auskick and Alternative Formats Specialist
Joshua Merrett	Football Fundamentals Coordinator
Rob Geersen	Inclusion Specialist
Smanatha Otway	Inclusions Programs Officer
Regan Atkinson	Schools Specialist
Ben Cribb	Sporting Schools Coordinator
Jade Narkle	Diversity Specialist
Pinar Komur	Multicultural Officer
Naomi Baker	Programs Officer
Lewis Daisley	East Perth Development Officer
Mackenzie Morgan	Perth Development Officer
Joshua Embry	Swans Development Officer
Corey Ranger	Head of Club Development and Volunteers
Jenné Russell	Club Development and Volunteers Specialist
Zachary Binning	Club Development and Volunteers Specialist

COMMUNITY FOOTY METRO NORTH



WAFC STAFF

NAME	ROLE
Troy Kirkham	Executive Manager Game Development and Community
Phil Narkle	Aboriginal Program Manager
Darren Bell	Community Coaching Manager
Beatrice Devlyn	Female and Diversity Coaching Coordinator
Baker Denneman	Metro North Coach Coordinator
Nicole Serafini	Women and Girl's Community Football Manager
Bradd Gardiner	Head of Competitions
Danni Dix	Competitions Specialist
Bree Wagner	Participation Platforms Specialist
Kathy Monck	Metro North Competitions Team Leader
Sandy Swift	Metro North Competitions Admin
Amy Crane	Metro North Competitions Admin
Andrew Ridley	Head of Participation
Michelle Sewell	Auskick and Alternative Formats Specialist
Joshua Merrett	Football Fundamentals Coordinator
Rob Geersen	Inclusion Specialist
Smanatha Otway	Inclusions Programs Officer
Regan Atkinson	Schools Specialist
Ben Cribb	Sporting Schools Coordinator
Jade Narkle	Diversity Specialist
Pinar Komur	Multicultural Officer
Naomi Baker	Programs Officer
Alex Zulberti	Claremont Development Officer
Corey Dullard	Subiaco Development Officer
Mitchell Gupanis	West Perth Development Officer
Corey Ranger	Head of Club Development and Volunteers
Jenné Russell	Club Development and Volunteers Specialist
Zachary Binning	Club Development and Volunteers Specialist

REGIONAL DEVELOPMENT COUNCILS (RDC)

METRO SOUTH RDC



METRO CENTRAL RDC



METRO NORTH RDC





METRO SOUTH METRO CENTRAL METRO NORTH

ABOUT

The Metro South, Central and North Regional Development Councils (RDC's) were established in 2019 as a new entity and incorporated association.

The core business of the RDC's is the governance of Australian Rules Football within our local districts; promoting and developing the game; supporting competitions, overseeing clubs, expanding, and developing our relationships with schools and community groups and the enhancement of facilities.

Central to the operation of the RDC's are its core values;

- Community
- Relationships
- Trust
- Innovation
- Respect

Our mission is to provide participants with a safe, supportive, and inclusive environment while promoting health & wellbeing and maximizing participation in Australian Football.

☞☞ RDC BOARD STRUCTURE

CHAIR

DISTRICT JUNIOR CLUB DELEGATES X 3

COMMUNITY DELEGATES X 2

WAFL DELEGATE

SENIOR FOOTBALL DELEGATE

FEMALE FOOTBALL DELEGATE

SECRETARY

TREASURER

EXECUTIVE OFFICER

☞☞

AREAS OF FOCUS

AREAS OF FOCUS

AREAS OF FOCUS

GROW THE GAME

- Continue to build and grow club-based participation
- Support and develop strong sustainable Clubs
- Establish, promote and embed opportunities to enhance diversity and inclusion in sport
- Grow and develop umpiring and coaching engagements

ENHANCING THE ENVIRONMENT & EXPERIENCE FOR ALL PARTICIPANTS

- Create positive Club and game day environments that enables a quality experience for all participants
- Increasing customer satisfaction across community football
- Improve participation retention rates

AREAS OF FOCUS

AREAS OF FOCUS

AREAS OF FOCUS

SIMPLIFY FOOTBALL FOR VOLUNTEERS

- To ensure that we support, reward, recognise and retain quality volunteers across football
- Share best practice across teams, clubs, competitions and conferences
- Promote education, training and mentoring to all clubs and volunteers
- Identify and develop the next wave of volunteers

SELL OUR STORY

- To ensure that we communicate effectively to highlight the importance, relevance and influence of community football.
- Increased media and social media presence
- Continue to tell positive community football stories

RDC'S

HOW WE'RE ENGAGING

SOUTH

- Supporting Peel, East Fremantle and South Fremantle Junior Umpires
- Investing in volunteer recognition strategies

CENTRAL

- Partnering with Perth, East Perth and Swan Districts WAFL Clubs to support community clubs
- Investing in NAIDOC Round and Indigenous celebration
- Driving Saturday Mod's participation outcomes

NORTH

- Investing in Club Development outcomes
- Funding 'promotional videos' selling the stories of clubs
- Driving community engagement outcomes

COMBINED

- Investing in a complete set of NAIDOC shirts for all 9x Umpire Associations
- Investing in the RDC Season Launch initiative
- Investing over 100,000K in club grants for 107 junior clubs

WITH WAFC

- Developing the RDC Team of the Year event across the 3 conferences
- Enhancing the Volunteers Awards of Excellence Gala Night
- Driving club consultation and feedback initiatives

2023 RDC

CLUB SURVEY



2023 REGIONAL DEVELOPMENT COUNCIL SURVEY RESULTS

POSITIVE CLUB EXPERIENCES

- Girls football participation growth
- Improvement of club cultures and connection to community
- Auskick activations
- Facility improvements
- Interclub relationships



SIGNIFICANT ACHIEVEMENTS

- Improvements in club culture
- Participation increases
- Connection with community and Indigenous recognition activations
- Facility upgrades
- Strong financial Position



PRIMARY CHALLENGES

- Volunteer recruitment and retention
- Transition from Auskick to Year 3 Junior Football
- Inadequate facilities and ground availability
- Player and team retention
- Parent and spectator education



LESS ENJOYABLE CLUB EXPERIENCES

- Youth club grading
- Inadequate Facilities
- Negative parent and spectator behaviour
- Lack of volunteers and increased volunteer workload
- Conflict resolution on match day and overall game day environments

EXCITING INITIATIVES FOR 2024

- Community engagement and charity/fundraising opportunities
- Club anniversaries
- Parent education initiatives
- Team trips interstate
- Player education programmes



VOLUNTEER SUPPORT

- Promotion of benefits volunteering and volunteers
- Better understanding of WAFC Rules and Regulations
- Face to face workshops for team based volunteers
- Role specific training for volunteers
- Enhanced communication and post game support from the WAFC

2023 RDC CLUB SURVEY

OFF SEASON STRATEGIES

- Improved administration
- Improving job descriptions for volunteers
- Early registration discounts
- Increased school engagement
- Increasing advertising avenues



LOOKING TO ACHIEVE IN 2024

- Increased Participation
- Financial stability
- Sponsorship and revenue growth
- Positive game day environments
- Increased community Engagement
- Spreading volunteer workload



CLUBS RECOMMENDATION FOR RDC INVESTMENT

- Promoting the RDC and explaining their role in community football
- Team managers education and support
- Club development and Culture
- Match day environment improvements
- Umpiring standards and consistency



ADDITIONAL SUPPORT FROM THE RDC

- Continue grants program and volunteer recognition initiatives
- Leadership support and mentorship
- Represent community clubs at local and state government level
- Greater explanation of the RDC and structure
- Increased presence in the community

CLUBS UNDERSTANDING OF RDC MODEL

33.3% NO 66.7% YES

(Note: Clubs who completed survey only)

RDC GRANTS PROGRAM PARTICIPATION

50% NO 50% YES

(Note: Clubs who completed survey only)

METRO SOUTH



METRO CENTRAL



METRO NORTH





CLUB DEVELOPMENT & VOLUNTEERS
REGIONAL DEVELOPMENT COUNCILS

NEW PRESIDENT & VICE PRESIDENT FORUM

EVENTS AND DATES FOR 2024





CLUB DEVELOPMENT & VOLUNTEERS
REGIONAL DEVELOPMENT COUNCILS

RDC JUNIOR FOOTBALL SEASON LAUNCH

WHERE: HYATT REGENCY PERTH

WHEN: SUNDAY, 21ST APRIL

TIME: 4:30PM-6:30PM

WHO: CLUB COMMITTEES & GUESTS





CLUB DEVELOPMENT & VOLUNTEERS
REGIONAL DEVELOPMENT COUNCILS

VOLUNTEERS' APPRECIATION CARNIVAL

WHERE: TBC

WHEN: FRIDAY, 31ST MAY

TIME: 6:00PM-9:00PM

WHO: CLUB NOMINATED TEAMS (9-15 PLAYERS)





CLUB DEVELOPMENT & VOLUNTEERS
REGIONAL DEVELOPMENT COUNCILS

VOLUNTEERS' APPRECIATION ROUND 12

WHERE: COMMUNITY FOOTBALL VENUES
WHEN: FRIDAY – SUNDAY, 2ND - 4TH AUGUST
WHAT: SHOW SUPPORT FOR TEAM-BASED VOLUNTEERS

KINGSWAY
JUNIOR FOOTBALL CLUB
EST 1999

VOLUNTEER ROUND

4TH - 6TH AUGUST

THEMED VOLUNTEER ROUND 4TH - 6TH AUGUST THEMED ROUND THEMED



CLUB DEVELOPMENT & VOLUNTEERS
REGIONAL DEVELOPMENT COUNCILS

RDC TEAM OF THE YEAR CEREMONY

METRO SOUTH | METRO CENTRAL | METRO NORTH

WHERE: HYATT REGENCY PERTH

WHEN: SUNDAY, 6TH OCTOBER

TIME: 4:30PM-6:30PM





CLUB DEVELOPMENT & VOLUNTEERS
REGIONAL DEVELOPMENT COUNCILS

VOLUNTEERS' AWARDS OF EXCELLENCE

METRO NORTH | METRO CENTRAL | METRO SOUTH

WHERE: TBC
WHEN: TBC
TIME: TBC



AWARDS
NIGHT
AWARDS
NIGHT
AWARDS



CLUB DEVELOPMENT & VOLUNTEERS
REGIONAL DEVELOPMENT COUNCILS

RDC ANNUAL GENERAL MEETING & SUNDOWNER

METRO NORTH | METRO CENTRAL | METRO SOUTH
25TH NOVEMBER 26TH NOVEMBER 27TH NOVEMBER



ANNUAL
GENERAL
MEETING
ANNUAL



CLUB DEVELOPMENT & VOLUNTEERS
REGIONAL DEVELOPMENT COUNCILS

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VOLUNTEER PROGRAMS AND INITIATIVES





UPCOMING DATES

The WAFC is offering full subsidies for up to 100 entries to the Level 1 Sports Trainer Course, each valued at \$300 per person. This initiative aims to enhance the skills and capabilities of our sports trainers, ensuring the safety and well-being of our players.

Level 1 Sports Trainer Course: This comprehensive course equips participants with essential skills and knowledge in sports injury management, emergency response, and player safety protocols.

Upcoming Metro Dates:

- Sunday, 10th March: WAFC Tuart College, 8:30 AM - 5:30 PM
- Sunday, 24th March: WAFC Tuart College, 8:30 AM - 5:30 PM
- Sunday, 14th April: Peel Thunder FC, 8:30 AM - 5:30 PM
- Sunday, 21st April: WAFC Tuart College, 8:30 AM - 5:30 PM

LEVEL 1 SPORTS TRAINER COURSES



KEY DETAILS

The theme for National Volunteer Week 2024 is '**Something for Everyone**' and is held on 20-26 May 2024.

This year, we celebrate the diverse passions and talents that everyone brings to volunteering. It's an invitation to explore the myriad of opportunities available, emphasising that there's a place for everyone in the world of volunteering.

Join us in showcasing the vast spectrum of possibilities and the transformative impact that emerges when everyone finds their meaningful role. Let's come together during National Volunteer Week and celebrate the power of volunteering.

<https://www.volunteeringaustralia.org/get-involved/nvw/>



ABOUT

Play by the Rules provides information, resources, tools and free online training to increase the capacity and capability of administrators, coaches, officials, players, parents and spectators to assist them in preventing and dealing with discrimination, harassment, child safety, inclusion and integrity issues in sport.

<https://www.playbytherules.net.au/about-pbtr>

Got an Issue

- Positive Culture
- Sideline behaviour
- Child Safe Sport
- Bullying
- COVID-19 Support Centre
- Governance
- Inclusion and diversity
- Team Selection (Juniors)
- Social Media
- Girls Playing in Boys Teams
- Integrity in Sport
- Physical Contact with Children

Resources

- Articles
- Case Studies
- Magazines
- Templates
- Interactive Scenarios
- Infographics
- Videos
- Webinars
- ebooks
- Posters And Postcards
- Audio Files

Complaint Handling

- Making a Complaint
- Being Complained About
- Dealing with a Complaint
- Complaints Procedures
- Discrimination
- Suspicion of Harm Against A Child
- Meeting with the Parties
- Understanding Complaint Handling

Online Training

- Child protection
- Complaint Handling
- Creating an LGBTI Inclusive Club
- Harassment & Discrimination
- Inclusive Coaching
- MPIO
- Mini-courses

Conduct and Behaviour

- About the issue
- What committees can do
- Tips for coaches
- Tips for officials
- Tips for parents
- Tips for players

Subscribe

Join a fast growing community of people committed to safe, fair and inclusive sport



Find us on Facebook

We make daily updates to our Facebook page - it's a great way to keep informed.





ABOUT

Let Kids be Kids is a national campaign that addresses poor sideline behaviour - largely at junior sport.

The behaviour of people on the sidelines of junior sport can have a profound impact on kids' participation and enjoyment of sport.

<https://www.playbytherules.net.au/let-kids-be-kids>

“

Addressing Poor Sideline Behaviour A kid's perspective

https://www.youtube.com/watch?v=7dgMxDIN_kM&t=2s

”



VOLUNTEERING WA

ABOUT

Volunteering WA is the peak body for volunteering in Western Australia, working across community, government, corporate and education organisations to build capacity of volunteer involving organisations, and support volunteering.

A range of key resources relating to volunteer retention, education, and celebration is found here. So, check them out.

<https://www.volunteeringwa.org.au/about>

ABOUT



WELCOME TO TOYOTA AFL CLUB HELP

Not yet helping out at a Club, then Volunteering is a great way to make an impact and stay connected to your local community. From game day prep to seasonal club support there is a role for everyone.

We're here to help you, help your club. Whatever your role, we've got what you need to be the best volunteer you can be.

[VOLUNTEER TODAY →](#)



VOLUNTEER OF THE YEAR PROGRAM

ABOUT

Celebrating WA Football's Volunteers in 2024

The West Australian Football Commission (WAFC), supported by The Sunday Times, is proud to announce the Volunteer of the Year award for 2024. This initiative aims to honour the invaluable contribution of volunteers to the development and success of football in WA.

Nominations Open: 20th May

Nomination Close: 10th July

Rio Tinto
FOOTBALL
TEER OF THE YEAR

Nomi
SOMEONE YOU



RioTinto

VA FOOTBALL
VOLUNTEERS OF THE YEAR

CLUB DEVELOPMENT & VOLUNTEERS DEPARTMENT

HERE TO HELP

Facilities and Government Advocacy: We advocate for your Club's needs regarding facilities and liaise with government bodies to ensure your requirements are met.

Support with Internal Conflict: Our team provides guidance and assistance in resolving internal conflicts within your Club, helping to create a harmonious environment.

Celebration of Key Volunteers: Recognising the dedication of your volunteers is essential. We organize events and initiatives to celebrate their contributions.

Support with Strategic Plans: We offer expertise in developing and implementing strategic plans tailored to your Club's goals and vision.

Support with Club Partnerships: Leveraging our network, we assist in forming valuable partnerships to enhance your Club's resources and opportunities.

One-on-One Meetings: We're here to listen. Schedule individual meetings to discuss any concerns, ideas, or needs specific to your club.



CLUB DEVELOPMENT & VOLUNTEERS
REGIONAL DEVELOPMENT COUNCILS

NEW PRESIDENT & VICE PRESIDENT FORUM

INTEGRITY



WA FOOTBALL INTEGRITY UNIT



SCOPE

To assist the West Australian Football Commission (WAFC) in fulfilling its responsibilities relating to the issues of Integrity and Compliance across the WA Football Industry

WA FOOTBALL INTEGRITY UNIT



CONTEXT & PURPOSE

Context

In 2022 the WAFC Integrity unit via its newly formed Steering Committee, developed and endorsed a 'Terms of Reference' which includes the aim to provide adequate support and guidance to all our administrators to manage integrity matters

Whilst the Integrity unit is striving for consistency to support its stakeholders, there is an inconsistent level of knowledge around complaint management processes and procedures

Purpose

To have clear processes of complaint handling and investigation procedures across the industry

To support a safe, fair and inclusive environment for all participants

Mitigate risk to safeguard the organisation and industry

THE WAFC INTEGRITY UNIT PILLARS

WA FOOTBALL INTEGRITY UNIT

Steering Committee

PURPOSE

- Strategic Direction
- Policy Review
- Recommendation
- Evaluation
- Marketing - Media
- Timelines
- Framework

Operations

PURPOSE

- Incident Management
- Collective Approach
- Investigation Standards
- Confidentiality
- Consistency in case management
- Utilization of external resource

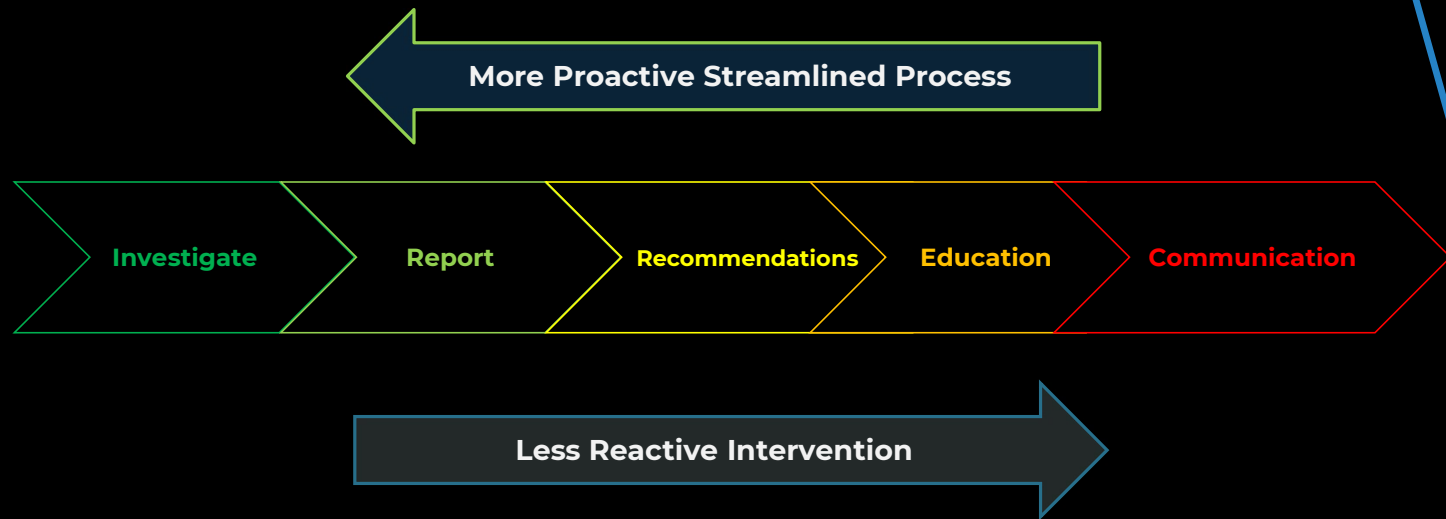
Education

PURPOSE

- Develop eLearning Education
- Player Age Group relevant
- Junior Community
- Talent Programs
- 18+ Community
- WAFL/WAFL W

PROCESS & PROCEDURE

WA
FOOTBALL
INTEGRITY
UNIT

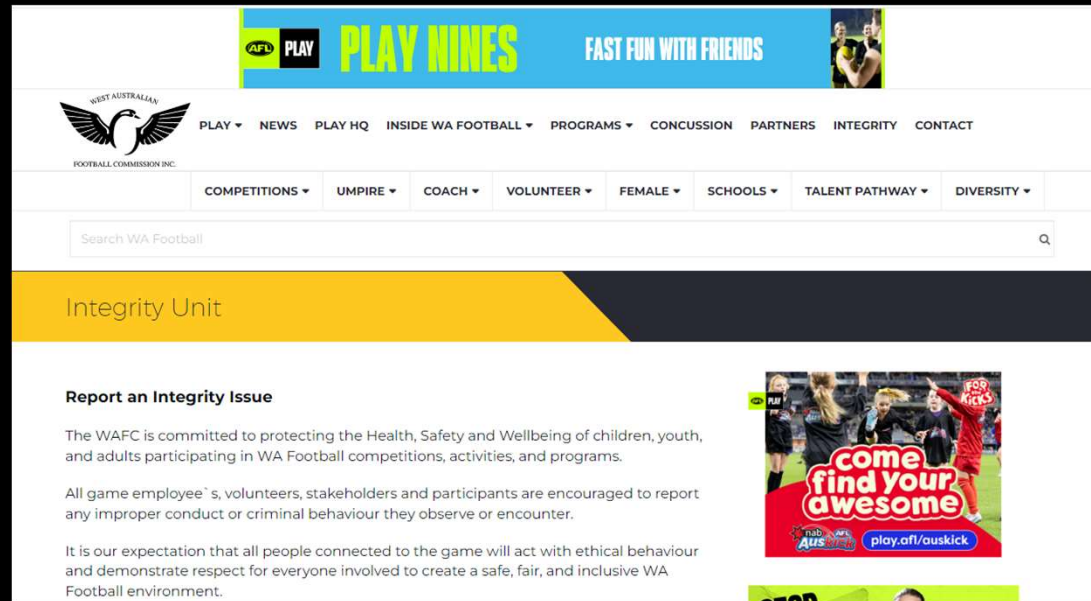


Recommendations, Education, Prevention

WAFC INTEGRITY REPORT FORM

WA FOOTBALL INTEGRITY UNIT

www.wafootball.com.au/integrity



The screenshot shows the WAFC Integrity Unit webpage. At the top, there is a blue banner with the text "AFU PLAY PLAY NINES FAST FUN WITH FRIENDS" and a small image of a player. Below the banner is the WAFC logo and a navigation menu with items: PLAY, NEWS, PLAY HQ, INSIDE WA FOOTBALL, PROGRAMS, CONCUSSION, PARTNERS, INTEGRITY, and CONTACT. A secondary navigation menu includes: COMPETITIONS, UMPIRE, COACH, VOLUNTEER, FEMALE, SCHOOLS, TALENT PATHWAY, and DIVERSITY. A search bar is located below the navigation menus. The main content area is titled "Integrity Unit" and features a section for "Report an Integrity Issue". This section contains three paragraphs of text and a promotional image for "come find your awesome" with logos for "nab Afls" and "play.af/auskick".

Report an Integrity Issue

The WAFC is committed to protecting the Health, Safety and Wellbeing of children, youth, and adults participating in WA Football competitions, activities, and programs.

All game employee`s, volunteers, stakeholders and participants are encouraged to report any improper conduct or criminal behaviour they observe or encounter.

It is our expectation that all people connected to the game will act with ethical behaviour and demonstrate respect for everyone involved to create a safe, fair, and inclusive WA Football environment.

WAFC INTEGRITY REPORT FORM

WA FOOTBALL INTEGRITY UNIT



Junior Community Football - Metropolitan

Please note: If this matter is urgent or requires immediate assistance - please call Emergency Services on 000 or Crimestoppers on 1800 333 000

This WAFC Integrity Report Form covers matters relating to the following categories.

- Child Safe Guarding
- Grooming
- Illicit Substances
- Sexual Misconduct
- Wagering
- Anti Doping
- Match Fixing

All other competition, activity, or program matters must be actioned through your Club or directed to Head of WAFC Competitions - bgardiner@wafc.com.au

By completing and submitting the following information the WAFC Integrity Unit will be notified and contact you accordingly.

Please indicate if you wish to remain anonymous to parties external to the WAFC Integrity Unit. (However please remember if you do not leave your name, we will be unable to contact you for further information). *

Yes No

WAFC INTEGRITY REPORT FORM

WA FOOTBALL INTEGRITY UNIT

Please Enter Your Details

Your Name *

First Last

Your Role

Your Phone Number *

Your Email

What is the nature of the Incident *

Child Safe Guarding Grooming

Sexual Misconduct Illicit Substances

Wagering Anti Doping

Match Fixing

Who does the Incident involve *

Player Spectator Club Official

Coach Umpire Parent

Trainer League Official WAFC Staff

WAFC INTEGRITY REPORT FORM

WA FOOTBALL INTEGRITY UNIT

Which club does the Incident relate to *

Date of Incident *

Time

At what location did this Incident occur *

Brief Description of Incident *

Has the matter been reported to the Police *

Yes No Unsure

Upload a File or supporting document if relevant

The information I have provided in this Statement is true and correct to the best of my knowledge and represents everything I can recall. I understand that this Statement may be used to assist the WAFC Integrity Unit report on how a matter may proceed and that it may be provided to other relevant parties.

By submitting this form I acknowledge the above statement



CLUB DEVELOPMENT & VOLUNTEERS
REGIONAL DEVELOPMENT COUNCILS

NEW PRESIDENT & VICE PRESIDENT FORUM

CONFLICT OF INTEREST



CONFLICT OF INTEREST

Volunteers lead our sporting clubs and are usually heavily involved in other areas of the community. As a result, the potential for conflicts of interest are common in the club setting and are sometimes impossible to avoid.

The term 'conflict of interest' refers to a situation in which an individual has competing interests or loyalties.

When it comes to sporting clubs, you could think of it as a 'conflict of roles or responsibilities'. Perceived or potential conflict of interest can be just as damaging to the Club.



AVOIDING CONFLICTS

The key is to declare any potential or actual conflicts of interest which may arise from your private or professional interests up front, so appropriate action can be taken to remove that conflict.

The other option is to retain your position but remove yourself from discussions and/or decisions where a conflict may exist.



MANAGING CONFLICTS OF INTEREST

Clubs should include guidelines for managing potential conflicts of interest in their **Code of Conduct** or **Code of Behaviour**. This should outline examples of the types of conflicts of interest that may occur in sporting clubs and include:

- Strategies designed to avoid conflicts of interest (e.g. the establishment of a team selection panel with no vested interest in the outcome, thereby resolving a parent coach of that responsibility).
- Policies outlining the responsibility of all club administrators and officials to disclose any real, perceived or potential conflicts of interest
- The actions to be taken when a conflict of interest is identified.





CLUB DEVELOPMENT & VOLUNTEERS
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METRO SOUTH | METRO CENTRAL | METRO NORTH
EDITH COWAN UNIVERSITY, MONDAY 26TH FEBRUARY



ROLE OF THE PRESIDENT

- Define and uphold Club culture and behaviours
- Complaints and dispute management
- Support volunteers to undertake their roles
- Maintain the health and safety of all Club members
- Communicate effectively with stakeholders
- Chairing meetings and representing the Club



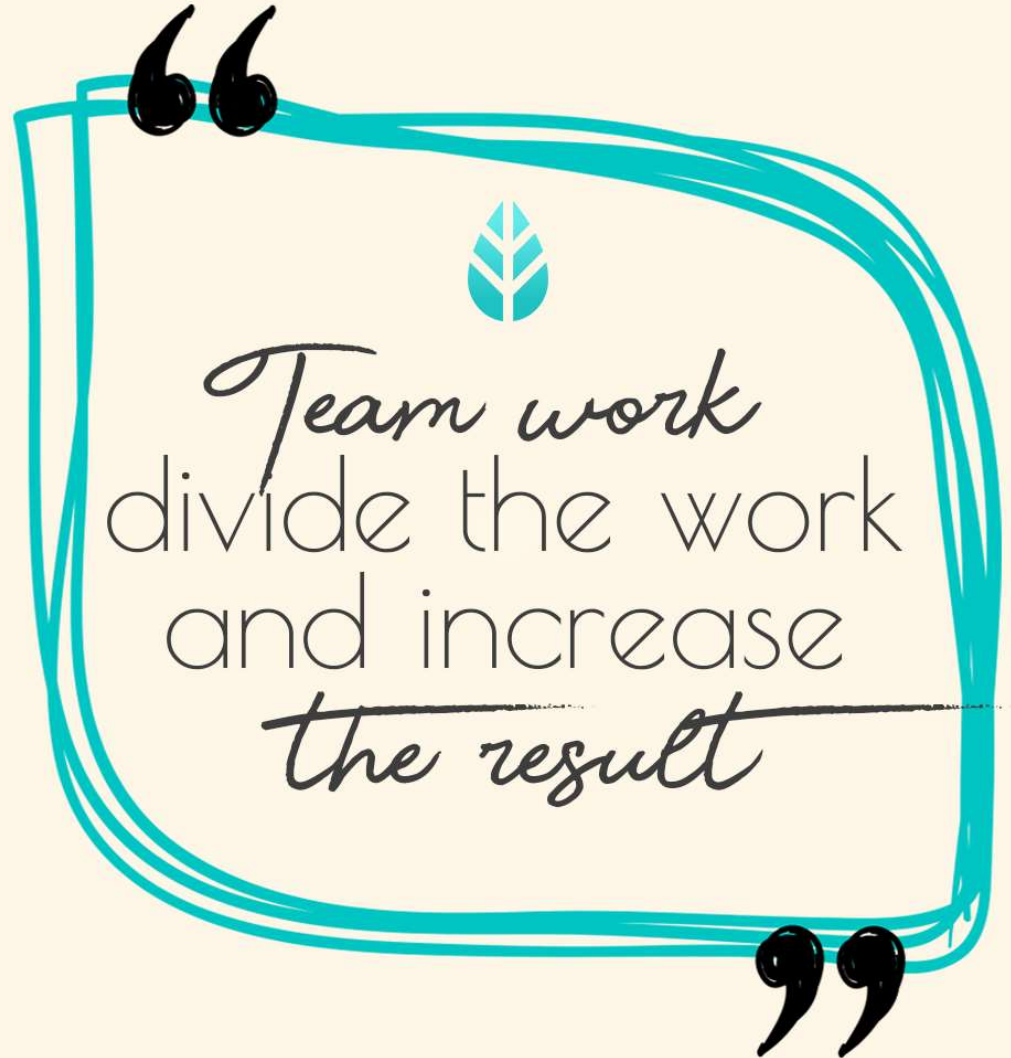
ROLE OF THE PRESIDENT & WAFC

- Attendance at meetings
- Liaising with the Competitions team
- Upholding WAFC Rules and Regulations
- Ensuring positive match day environment
- Provide feedback



THE IMPORTANCE OF DELEGATING

Delegation is the process of distributing and entrusting work to others.



THE IMPORTANCE OF DELEGATING

Why people don't delegate

- Don't want to burden others
- Want things done their own way
- If they don't do it, nobody will
- There is no one else

What if people don't delegate

- Burn out
- Limits new ideas
- Volunteer role perceived as too big so less likely to recruit new volunteers

CLUB CULTURE AND ENVIRONMENT

WHAT DOES YOUR CLUB DO TO
PROMOTE A POSITIVE CULTURE?



UB
URE
NME
CLUB
TURE
ONME
CLUB

INNOVATION



SOCK IT TO SARCOMA

Ocean Ridge JFC / Wanneroo JFC



MULTICULTURAL ROUND

Ellenbrook JFC



STARKICK PROGRAM

Coolbinia JFC



PINK JUMPER DAY

Jandakot JFC

INTERNAL CLUB ENGAGEMENT

- Clear and open chains of communication
- Role descriptions
- Robust Constitution and Rules and Regulations
- Committee Code of Conduct
- Engage life members



PLAYER / TEAM RETENTION

- Club culture
- Committee support
- Tracking participation
- Strong partnerships



PRESIDENT TO PRESIDENT RELATIONSHIPS

- Dealing with game day incidents
- Working through conflict
- Facility management and sharing
- Projects and initiatives
- Partnering to form teams
- Support



CARINE AND SORRENTO DUNCRAIG
18S MERGE
2023



PRESIDENT TO PRESIDENT RELATIONSHIP

- Your background in footy
- Why did you put your hand up to take on the President role?
- What are you hoping to achieve during your time as President?
- Your relationship with neighbouring clubs

VOLUNTEER RECRUITMENT AND RETENTION

A hand holding a piece of white chalk is shown writing the phrase "Together WE Achieve More" on a dark grey chalkboard. The words "Together", "WE", and "More" are written in a yellow, bold, sans-serif font, while "Achieve" is written in a white, bold, sans-serif font. The hand is positioned on the right side of the board, with the chalk tip touching the end of the word "Achieve".

Together
WE
Achieve
More

WAFC VOLUNTEER STRATEGY

- Volunteer recruitment
- Onboarding & induction
- Training & education
- Engagement & communication
- Support & wellbeing
- Reward & recognition
- Retention & replacement
- The role of WAFC

VOLUNTEER ROLES

EXECUTIVE COMMITTEE

- President
- Vice President
- Secretary
- Treasurer
- Registrar

GENERAL COMMITTEE

- Coach Coordinator
- Manager Coordinator
- Auskick Coordinator
- Grounds Coordinator
- Social Media
- Sponsorship
- Merchandise
- Canteen Manager
- General Committee

GAME DAY VOLUNTEERS

- Coach
- Assistant Coach
- Manager
- First Aid
- Runner
- Interchanger
- Goal Umpire
- Boundary Umpire
- Field Umpire

VOLUNTEER RECRUITMENT AND RETENTION

- Barriers to recruiting volunteers
- Initiatives for recruiting volunteers



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SPREADING THE WORKLOAD

- Job descriptions
- Delegation
- Reinforcement of club mission and vision
- Volunteer Coordinator



THANK YOU

“

Never doubt that a small group of thoughtful, committed people can change the world. Indeed. It is the only thing that ever has.

– Margaret Mead



CLUB DEVELOPMENT & VOLUNTEERS
REGIONAL DEVELOPMENT COUNCILS

NEW PRESIDENT & VICE PRESIDENT FORUM

METRO SOUTH | METRO CENTRAL | METRO NORTH
EDITH COWAN UNIVERSITY, MONDAY 26TH FEBRUARY



TELSTRA FOOTY COUNTRY GRANTS

What is it?

In 2024 Telstra and the AFL have launched an initiative that will support community football clubs by establishing the Telstra Footy Country Fund that will provide \$2M per year for four years to meet the needs of community footy clubs across Australia.

Who can apply?

- Grants are available to all community football clubs in WA both Metro and Regional

How to apply?

1. All applications must be submitted by the Club President
2. Contact your area specialist to discuss your application
3. Once principal support granted apply through

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



Grow and Assist Volunteer Capacity	Grow and Diversify Participation	Improve Environments and Experiences
<p>Short Courses</p> <ul style="list-style-type: none"> • bookkeeping, governance, barista, RSA, food handling • 75% of total cost up to \$1000 	<p>Startup costs for new or amalgamated clubs or new female teams in the age groups of 5–9-year-olds</p> <ul style="list-style-type: none"> • New team costs up to \$2000 • New club costs up to \$15000 	<p>Initiatives, resources and/or assets that promote and enhance child safety standards</p>
<p>Accounting Software</p> <ul style="list-style-type: none"> • e.g., XERO • 75% of total cost up to \$1500 	<p>Subsidies to encourage increased participation of multicultural, Aboriginal and/or Torres Strait Islander, all abilities, or disadvantaged players</p> <ul style="list-style-type: none"> • Up to \$500 per player 	<p>Short-term financial support to distressed clubs i.e. where a natural disaster may have impacted the club's ability to operate</p>
<p>Line Markers</p> <ul style="list-style-type: none"> • 75% of total cost up to \$2000 	<p>Club cultural awareness training</p> <ul style="list-style-type: none"> • Indigenous or Pride themed jumpers where a club demonstrates additional education/awareness is delivered, i.e. a club delivers cultural awareness training to participants prior to an Indigenous themed round • 75% of total cost up to \$2000 	<p>Other initiatives approved by State AFL body</p>
<p>Electronic Scoreboards</p> <ul style="list-style-type: none"> • 50% of total cost up to \$20000 	<p>Other initiatives approved by State AFL body</p>	
<p>Moveable Goalposts, Cones and Umpire Flags</p> <ul style="list-style-type: none"> • 75% of total cost up to \$1500 		
<p>Goal Post Padding</p> <ul style="list-style-type: none"> • 75% of total cost up to \$1500 		
<p>Defibrillators</p> <ul style="list-style-type: none"> • 75% of total cost up to \$1500 		
<p>Behind the Goal Netting</p> <ul style="list-style-type: none"> • 50% of total cost up to \$20000 		



RDC COMMUNITY GRANTS PROGRAM

In 2023, RDC launched its Community Club Grants Program for the first time.

With a total investment of **\$47,145**, 12 Metro North Clubs, 16 Metro Central Clubs, and Metro South clubs benefited from the grants.

The program returns in 2024 with over \$100,000 planned for Metro Junior Football.

Grants are available in key areas: Community Engagement, Volunteers, Game Day Environment, and Club-Based Participation.

We strongly encourage all Metro Junior Clubs to seize this opportunity in 2024!



COMMUNITY IMPACT AND ENGAGEMENT

OPPORTUNITIES FOR COMMUNITY ENGAGEMENT

- Auskick Gala Days and Festival of Football
- Themed Rounds - NAIDOC, Umpire Appreciation, Volunteer Appreciation, Sock it to Sarcoma, Superkids Superheroes
- School Clinics and Come and Try Days
- WAFL Little League/Auskick and Parade Day's



COMMUNITY IMPACT AND ENGAGEMENT

WHAT IMPACT DOES THIS HAVE ON A CLUB?

- Creates a sense of belonging
- Encourages participation
- Builds support networks
- Promote healthy lifestyles, teamwork and social skills
- Strong community ties can attract sponsors, volunteers and resources which are essential for the club's sustainability and success



WAFC CHAMPION CLUB PROGRAM

PROGRAM OVERVIEW

- Online Club Governance Program
- Will provide an opportunity for all community football clubs to meet a minimum standard of club administration

STRUCTURE

- Metro Junior Affiliation – Compulsory prior to the 2024 season beginning
- Champion Club Base Level Status – Good Governance
- Champion Club Gold – Excellent Governance



WAFC CHAMPION CLUB PROGRAM

REWARD AND RECOGNITION

- An essential part of this program is the reward and recognition framework that provides incentives to clubs to strive to be the most well governed club they can be.

REWARD AND RECOGNITION OPPORTUNITIES

- Certificates, Plaques, Pull Up Banners
- Digital Champion Club Assets
- AFL Opportunities
- Equipment Vouchers



PRESIDENT'S PANEL

KYLA TILBURY-KEGG - COOLBINIA BOMBERS JFC

- Vice President 2017-2020
- President 2020-2023
- General Committee Member - Present

PETER ROSS - JOONDALUP KINROSS JETS JFC

- President 2018-Present
- Ex West Perth Football Club Board Member

ROB PINI – PALMYRA DEMONS JFC

- Rob has volunteered for 10+ Years and has been the Palmyra JFC President on two separate occasions
- Community Delegate on the Metro South Regional Development Council





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