



The Choice of the AFL

# SWISSE QUALITY CLUB PROGRAM

## SILVER LEVEL CRITERIA



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Clubs will be required to comply with all of the following criteria to achieve the Silver 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 two educational sessions per year of your league or State Body's Club Management Training Program (it is recommended that the President, Secretary or Treasurer attend).

Please note that State Body will track that your club has completed 2 educational sessions of the 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.



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## CRITERION 2 – CLUB STAFF & VOLUNTEERS

**Your club (senior clubs only) must appoint a Football Manager.**

The role of the Football Manager is to oversee all aspects of football operations for the club. The duties of the Football Manager could include the following:

- Overseeing the appointment, management and development of all football operations staff, including coaches, team managers, match day manager, trainers/medical staff, junior development officers, Auskick liaison officer, property steward and tribunal advocate;
- Responsibility for player list management, player development and recruiting; Overall responsibility for match day operations; and
- Responsibility for league liaison on football related matters.

**Your club (junior clubs only) must appoint a Coaches Coordinator (must be Level 1 minimum)**

The role of the Coaches Coordinator is to manage and support all of the coaches within the club.

**Your club must appoint a Volunteers Coordinator.**

The role of the Volunteers Coordinator is to manage and support all of the volunteers within the club and provide them with a clear role description.

**Please provide a copy of the minutes from the Committee meeting where these positions have been appointed when submitting the Silver level Assessment form.**

Refer to the [www.aflcommunity.com.au](http://www.aflcommunity.com.au) website for Sample Football Operations, Coaches Coordinator and Volunteer Coordinator Job Descriptions, to be used as a guide for your club.

## CRITERION 3 - RISK MANAGEMENT OFFICER & POLICY

**Your club must appoint a Risk Management Officer and adopt a Risk Management Policy.**

**Please provide a copy of the minutes from the Committee meeting where the Risk Management Officer was appointed and Policy adopted, when submitting the Silver level Assessment form.**

Every football club has a responsibility to provide a safe environment for players, coaches, umpires, officials, spectators and the public. Creating a safe environment is common sense and requires a cycle of continuous review and improvement. A risk management policy will help your club to establish those reasonable steps. The risk management policy should be relevant to the club's strategic context and its goals, objectives and the nature of the business. Management should ensure that this policy is understood, implemented and maintained at all levels of the club.

The role of the Risk Management Officer is to oversee all risk management issues for the football club.

The duties of the Risk Management Officer could include the following:

- Raising awareness of risk management issues associated with the club;
- Responsibility for the assessment of all club facilities from a risk management perspective;
- Responsibility for the completion of match day checklists;
- Responsibility for the development and implementation of a Risk Management Plan, policies and procedures for the club; and Education of club members on risk management issues.

For further information on risk management issues for football clubs, please refer to the Risk Management module of the AFL Club Management Program.

Refer to the [www.aflcommunity.com.au](http://www.aflcommunity.com.au) website for a Risk Management Officer Job Description and Sample Risk Management policy template, to be used as a guide for your club.



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# QUALITY PRACTICES & PROCEDURES

## CRITERION 4 - CLUB STRATEGIC PLAN

**Your club must develop and implement a Club Strategic Plan.**

**Please provide a copy of your Club Strategic Plan and a copy of the meeting minutes from the Committee meeting where the plan was adopted, when submitting the Silver level Assessment form.**

Planning is a process of identifying goals or objectives and developing ways of achieving them. The planning process is a good exercise for every club, as a club which plans for the future is a club which plans to not only survive but continue to grow and prosper. Some clubs have identified the need for a plan but do not know exactly what they need to do or where they should start.

Clubs which plan are able to identify:

- Where they have come from.
- Where they are now
- Where they want to go
- How they are going to get there.

For further information on Club Planning for football clubs and a sample Club Plan template, please refer to the Club Planning module of the AFL Club Management Program.

## CRITERION 5 – CLUB EDUCATION PROGRAMS

**Your club must participate in a Taking the Tackle education program.**

Clubs must watch the DVD with players from the senior, reserve and Under 18 groups and fill in the appropriate form. This form must then be provided to the State Body for accreditation. It is expected that there be at least 20 people attend this education, which must be run every two years with the same groups.

This DVD was distributed to all clubs during the 2012 and 2013 seasons. For more information about accessing this DVD, please contact [education@afl.com.au](mailto:education@afl.com.au). It will also be made available via the [www.aflcommunity.com.au](http://www.aflcommunity.com.au) website.

Additionally, someone at the Club can be trained to deliver face-to-face sessions through the CS&E Unit. For further information regarding Train-the-Trainer programs, please contact [education@afl.com.au](mailto:education@afl.com.au).

**Your club must participate in the AFL Kids First program.**

The AFL Kids First is a program for Clubs to guide parents so that both they and their children obtain the maximum benefit and enjoyment from their participation in junior football.

Today's parents have an important role in the delivery and support of sporting activities for their own and other children. With it comes a clear responsibility to act in a constructive and encouraging manner at all times.

AFL Kids First includes recommendations for leagues, associations and their clubs to manage situations where parents become over-enthusiastic and risk having a negative impact on their children's activities.



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## CRITERION 6 - COMMUNICATION STRATEGIES

**Your club must have a club website, newsletter and club e-mail address.**

**Please provide links or examples of the above (as relevant).**

Communication is the key to spreading information about your club to your membership base and throughout the community. A club website or newsletter are the ideal mechanisms for being able to effectively and efficiently ensure that all club members and the broader community have access to information about your club and its activities.

A club e-mail address refers to a generic club e-mail such as goannas@gmail.com or manager@gungahlinfc.com which allows the club to maintain the same email address after changing committee's or staff. This also enables your club to effectively and efficiently communicate to all its stakeholders.

For further information on Communication Strategies for football clubs please refer to the Community Partnerships module of the AFL Club Management Program.

## CRITERION 7 - ANNUAL REPORT

**Your club must produce an Annual Report for presentation at the Annual General Meeting (AGM) of the Club.**

**Please provide a copy of your most recent Annual Report, when submitting the Silver level Assessment form.**

The Annual Report should provide information to club members on the activities and operations of the club for a given season. An important component of the Annual Report is the audited financial report to be adopted by members at the AGM. The principal components of the annual financial report are a statement of income and expenditure and a statement of assets and liabilities. These statements show the profitability and financial position, as well as the net worth, of the club after the year's activities and should include comparisons to the previous year's figures to assist the members in determining any areas of significant change.

All clubs should provide a copy of their Annual report to their league after their Annual General Meeting has been held.

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

## CRITERION 8 - VOLUNTEER MANAGEMENT

**Your club must participate in the State Volunteer of the Year program and the AFL Volunteer Recognition Program on an annual basis.**

The AFL has worked hard to recognise the important and valuable contribution of volunteers at community clubs and leagues via the AFL Volunteer Recognition Program.

The State Volunteer of the Year program revolves around Clubs nominating individuals who they feel provide a significant contribution to the game. Details of the nomination process can be obtained via [www.aflcommunity.com.au](http://www.aflcommunity.com.au) or through the State Body.

Participating clubs and leagues also have access to create and receive recognition certificates for volunteers via the [www.aflcommunity.com.au](http://www.aflcommunity.com.au) website. Special medallions are also awarded to recognise the significant contribution of 50 years or more.

Clubs throughout Australia can create a username and password to access the volunteer website and program - this ensures that only you (or someone the club nominates) can change or update your club's details.

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



# SILVER 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 two 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 2 modules of the Club Management Training Program.
- 2 Our club (senior clubs only) has appointed a Football Manager ..... YES / NO  
Please provide a copy of the meeting minutes from the Committee meeting where the Football Manager was appointed.  
Our club (junior clubs only) has appointed a Coaches Coordinator ..... YES / NO  
Please note that the appointed Coaches Coordinator must be accredited as a Level 1 Coach.  
Please provide a copy of the meeting minutes from the Committee meeting where the Coaches Coordinator was appointed.
- Our club (junior clubs only) has appointed a Volunteers Coordinator ..... YES / NO  
Please note that the appointed Coaches Coordinator must be accredited as a Level 1 Coach.  
Please provide a copy of the meeting minutes from the Committee meeting where the Coaches Coordinator was appointed.
- 3 Our club has appointed a Risk Management Officer ..... YES / NO  
Please provide a copy of the meeting minutes from the Committee meeting where the Risk Management Officer was appointed.  
Our club has adopted a Risk Management Policy ..... YES / NO  
Please provide a copy of the meeting minutes from the Committee meeting where the Risk Management Policy was adopted.
- 4 Our club has developed and implemented a Strategic Plan ..... YES / NO  
Please provide a copy of your Club's Strategic Plan and a copy of the meeting minutes where it was approved.
- 5 Our clubs participates in education programs ..... YES / NO  
Please provide a copy of the form whereby your players were involved in the Taking the Tackle education program.  
And demonstrate where the Club has adopted the Kids First program (Junior Clubs only).
- 6 Our club has a club website, newsletter and club e-mail address ..... YES / NO  
Please provide a copy of your Club newsletter (as relevant).
- 7 Our club produces an Annual Report for presentation at the AGM of the club ..... YES / NO  
Please provide a copy of your Annual Report.
- 8 Our club participates in the Volunteer of the Year Program and the AFL Volunteer Recognition Program ..... YES / NO

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

Club official (Print name) \_\_\_\_\_ Position \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_/\_\_\_/\_\_\_

State Office Use Only

Date received \_\_\_/\_\_\_/\_\_\_

Club has achieved the Silver level ..... YES / NO

Signature \_\_\_\_\_ Date \_\_\_/\_\_\_/\_\_\_





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