

# WA FOOTBALL COMMISSION - CLUB CIRCULAR

**Subject:** 2025 Season Update  
**Department:** Club Development and Volunteers  
**Subcategory:** Club Education  
**Circular:** CD&V 25-01  
**Audience:** Perth Metro Junior Clubs  
**Date:** 03/02/25

SUMMARY	CLUB ACTION
The Club Development and Volunteers Team are excited to deliver a wide range of programs, initiative and events to Metro Junior Football Clubs in 2025.	Distribute to relevant club members

The Club Development and Volunteers Team would like to welcome all new and returning committee members to the 2025 Metro Junior Season. We are looking forward to delivering high quality programs and events to clubs across the season, including some new initiatives this year.

## Key Season Dates

New Presidents Forum	Wednesday 26 February
Telstra Footy Country Grants Rnd 2 Close	Thursday 3 April
National Volunteer Week	Monday 19 May to Sunday 25 May
WA Football Volunteer of the Year Awards	Monday 19 May to Monday 7 July
Telstra Footy Country Grants Rnd 3 Close	Sunday 25 May
Sock it to Sarcoma!	Friday 20 June to Sunday 22 June
Telstra Footy Country Grants Rnd 4 Close	Thursday 24 July
Community Football Awards	Friday 10 October

## Champion Club Program

The WA Football Champion Club Program is an exciting opportunity for clubs to enhance their governance and club development practices and gain recognition. By meeting key criteria, clubs will stand out as a leader in the football community and have the potential to attract new players, officials, and sponsors.

This program is not just about meeting requirements – it's about creating a quality environment that boosts the club's reputation, engages the community, and sets the foundation for long-term success.

All Metro Junior Clubs will be required to reach Foundation Club status by the first bye round. The Champion Club Program will be launched in late February with onboarding sessions available in mid March.

For more information on Champion Club, contact Zac Binning [zbinning@wafc.com.au](mailto:zbinning@wafc.com.au).

### **Telstra Footy Country Grants**

Telstra has partnered with the AFL to deliver \$8 million over 4 years to community football clubs across the country. 2025 marks the second year of the program and all clubs are encouraged to apply. To talk more about your grant application and to ensure you have the best chance of being successful contact Jenné Emberson [jemberson@wafc.com.au](mailto:jemberson@wafc.com.au).

### **Mid-Season Survey and Focus Group**

In 2024 the CD&V team delivered its first mid-season survey which gave clubs the opportunity to provide valuable feedback to the team on key club development and volunteer initiatives and events. This included gaining an insight into what club value as key priorities for their ongoing development.

From the survey, clubs were invited to a focus group session which delved deeper into three the key topics highlighted in the survey, which in turn influenced the teams forward planning for 2025.

We will again be providing clubs the opportunity to give feedback through the 2025 mid-season survey and focus group.

### **Club Development Webinar Series**

Based on feedback received in the 2024 CD&V Mid-Season Survey, the team will be delivering a collection of webinars available to all clubs. Whilst final dates are TBC, the following will be offered

February	Working with Children Requirements and Safeguarding in Football
May	Volunteer Recruitment and Retention
June	Selling Your Club – Social Media
July	Strengthening Junior / Senior Club Relationships

### **Club Committee Meeting Attendance**

To continue growing and strengthening club committees, the CD&V team have developed a suite of workshops which we can come out and run with club committees. These workshops will run for 45 mins to an hour and can take place at a regular committee meeting or at a stand-alone date. The topics chosen were influenced based on feedback from the mid-season survey and are focussed on growing the capacity and capability of club committees.

The workshops will be available between April and July and will include topics such as:

- Growing your club culture
- Strategic planning for the future
- Alternate formats of volunteering – Growing your committee
- WA Football Structure and RDC

- Conflict Resolution within Clubs

More information on the topics and how to register will be out soon.

### **YouVolunteer Program**

WA Football is partnering with the Duke of Ed to provide opportunities for community football clubs to increase their volunteer base through the YouVolunteer program. The program links young people who are participating in the Duke of Ed through their school with volunteering opportunities at community football clubs. Research shows that the earlier someone starts volunteering the more likely they are to continue to volunteer throughout their lives. By engaging youth volunteers, clubs are in turn strengthening ties between young people and their club.

To find out more about the YouVolunteer Program and how your club can get involved, contact Jenné Emberson – [jemberson@wafc.com.au](mailto:jemberson@wafc.com.au).

### **Sock it to Sarcoma!**

Once again Sock it to Sarcoma! will be taking place during round 8, 20 – 22 June. In 2024, metro junior football clubs raised over \$36,000 to support people living with sarcoma and their families. All clubs are encouraged to get behind this great cause once again by wearing odd socks and collecting donations.

A Sock it to Sarcoma! toolkit will once again be sent out closer to the date.

### **WA Football Volunteer of the Year Awards**

The WA Football Volunteer of the Year awards will once again launch on the 19 May in conjunction with National Volunteer Week. The theme for this year is Connecting Communities and we encourage all clubs to nominate their amazing volunteers in the following categories:

- WA Football Volunteer of the Year
- NAB AFL Auskick Volunteer of the Year
- Club Coach of the Year (Male and Female)
- Community Umpiring Service Award
- Disability Inclusion Ambassador
- Diversity Ambassador
- AFL School Teacher of the Year
- Young Volunteer of the Year
- Community Club of the Year (new category)

### **Community Football Awards**

The Metro Junior Community Football Awards are set to take place on Friday 10 October at Optus Stadium. All metro junior clubs are invited to attend to help recognise those amazing volunteers who go above and beyond in their roles and celebrate the end of the junior football season.

This year we would like to give clubs the opportunity to nominate in more categories. Clubs are invited to nominate extraordinary volunteers through the WA Football Volunteer of the Year Awards. These nominations will then form the basis of the selection in the following categories:

Administrator of the Year (nominate in WA Football Volunteer of the Year)

Coach of the Year Male and Female

Auskick Coordinator of the Year

Auskick Club of the Year (nominate in Community Club of the Year)

Young Volunteer of the Year

Junior and Youth Club of the Year

By linking the Community Football Award nominations with WA Football Volunteer of the Year Award nominations, clubs have a greater opportunity to showcase their amazing volunteers without increasing volunteer workload at such a busy time of year.

Clubs will be able to nominate their Club Person of the Year and are encouraged to nominate for the Further with Football Award.

In addition to nominations received through Volunteer of the Year Awards for Junior and Youth Club of the Year, additional criteria based on club's performance throughout the competition season. These criteria are as follows:

- Team nominations and withdrawals
- Willingness to work with other clubs e.g. merged teams
- Participation growth
- Retention of players
- Yellow and red cards (players and officials)
- General game incidents and forfeits
- Code of conduct/rules and regulations breaches
- Attendance at Competitions meetings
- Effective, respectful and timely communication
- Club members who umpire
- Attendance at coaching education, workshops and meetings
- Coaching citations
- Payment of affiliation fees
- Attendance at Community Football Awards

Please note that results are scaled based on club size.

The Club Development Team looks forward to supporting clubs with their operations and helping to set them up for future success. Please don't hesitate to reach out to us at any time to discuss how we can assist your club.

Corey, Jenné and Zac

Club Development and Volunteers Team

[clubdevelopment@wafc.com.au](mailto:clubdevelopment@wafc.com.au)