



AFL Sydney Juniors

Presidents Guidelines

Strong and sustainable clubs are built on strong, structured leadership.

These guidelines have been established to support club leaders in developing strong and sustainable clubs.

Bob Robinson
Regulatory Manager

David Burgess
Chairman AFL Sydney Juniors

The Guidelines

Guidelines Objective:

- These guidelines will provide Presidents with an understanding of the AFL Sydney Juniors operational environment and a template of activity that will guide them through their period of club President.
- The information will provide a baseline of activity that can be enhanced and improved to ensure information remains current, relevant and valued. Information that is of benefit to clubs of various sizes and maturity
- The guidelines are an ongoing journey that will be enhanced and measured to ensure it continues to provide Presidents with the best opportunity to succeed

Guidelines include:

- Club Leadership
- Sydney Football Structure
- AFL Sydney Juniors Structure
- Club structure
- Rules and Bylaws
- Conduct
- Activity Calendar
- Available Resources
- Links to – AFL *Sydney Juniors Engagement Model*, AFL *Sydney Juniors Competition Rules & Bylaws*, *Club Role Descriptions*, *President Calendar*, *Conflict Of Interest Guidelines*, *AFL SJ Game Day Checklist*



Club Leadership – Sydney Football Structure

Competition Structure:

Levels of Competition

- **NEAFL**
- **Sydney AFL**
- **AFL Sydney Juniors***

* AFL Sydney Juniors is an Incorporated body

AFL NSW/ACT ROLE:

Community Foundation:

Maximise Participation, Grow League & School Network, Promote Community Engagement.

Talent:

Talent Pathway, Nurture 2nd Tier Competitions, Centralise Recruiting Information System.

Infrastructure:

Facility Development, Develop & retain quality staff,
Strong organisation – Brand, Governance & Collaboration

Partnerships:

AFL Players, Clubs & Corporate Partners, Government Relationships,
Community Engagement, Education and Leadership

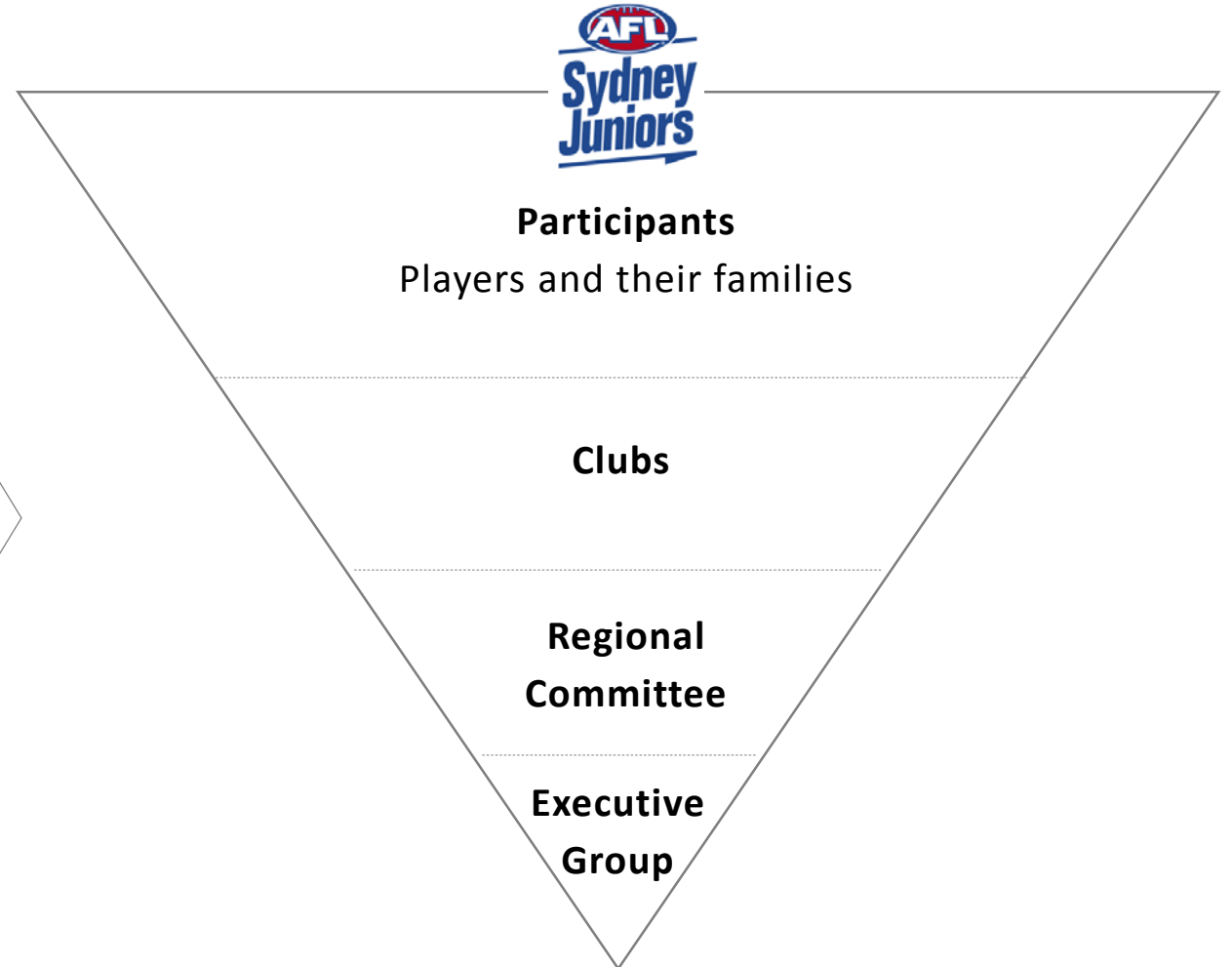
Marketing, Media & Events

Fan Development, Fan Pathways, Quality Events & Marketing Campaigns



Club Leadership – AFL Sydney Juniors

AFL Sydney Juniors Structure:



[Click here for AFLSJ Engagement Model](#)



Club Leadership – AFL Sydney Juniors

Affiliation:

The hierarchy of Affiliation is

- Player registers with Club
- Club via an Affiliation document is affiliated with AFL Sydney Juniors
- AFL Sydney Juniors is Affiliated with AFL NSW ACT

All Leagues in NSW/ACT operate under this structure.

The Regional Committee are part of AFL Sydney Juniors

Club Responsibilities:

- Adhere to the rules and bylaws of Sydney Juniors
- Ensure internal governance is in place and being managed
- Deliver all Home Club match day responsibilities.
- Ensure the Code of Conduct obligations are delivered and monitored.
- Support the development of umpires through match day support – Umpires remain a “NO GO ZONE”
- Support Representative Carnivals and Junior Development Days
- Support (on rostered basis) Competition Finals
- Develop strong and engaging communications to club members.
- Provide a professional, positive and inclusive environment that can be enjoyed by all.
- Implement Club and AFL Recruitment and Retention strategies



Club Leadership – AFL Sydney Juniors

Planning:

- Hold a Club planning day
- Review Club strategic plan
- Commit to Club Vision & Values
- Review facilities plan (including lighting audit)
- Create 1 year action plan for the following year
- Create budget for following year
- Discuss/review club recruitment plan.

Presidents Meeting

- Presidents meetings are conducted by the Regional Committee
- Two way communication opportunity.
- Normally held up to 4 or 5 times a year.

Agenda (example)

- Current Position/News
- Issue/Opportunity/Decisions
- Voice of Clubs
- Updates
 - Executive
 - Girls Football
 - Representative Football
 - AFL Development
 - Umpires

Key forum to meet and interact with other/neighbouring clubs.



Club Leadership – AFL Sydney Juniors

Child Protection:

- As specified in By-laws

Coaches:

- Identify need at end of previous season
- All should go through interview/review process.
 - Key piece in player/family retention
 - Identify appropriateness to positively manage players, family & club brand.
- All must be accredited in accordance with By-laws
- All must wear identification vest.

[Click here for a Sample Coaches application & information pack](#)

Team Numbers:

- Team numbers should be assessed at end of previous season.
- Target age groups – Joint venture opportunity.
- Initial numbers to Regional Committee early December
- Update periodically through registration period.
- Final numbers – before draw
- Fines may be applied for late change.

Team Managers

- Vital Role – should be structured and reliable.
- Manage communications within team
- Match day tasks
 - Team Sheets, liaison with Ground Manager and Opposition Manager
 - Identify, manage possible issues of inappropriate behaviour.
- Develop parent relationship.



Club Leadership – Conduct

Code of Conduct:

- **The Codes of Conduct applicable cover:**
 - **Players** (part of Terms and Conditions in registration)
 - **Parents and Supporters / Spectators**
 - **All Officials**
 - **Coaches**each having general and specific provisions
- Coaches, parents, all club officials, supporters and spectators should be aware of their obligations under the relevant code of conduct
- **Officials**
- Within the bylaws, breaches of such are generally heard by an ISC (Investigations Sub Committee convened by the Regional Committee)

Tribunal Process / Code of Conduct Hearings:

Tribunal Process / Code of Conduct Hearings

- The disciplinary process may involve a Tribunal Hearing or a Code of Conduct hearing depending on the nature of the matter.
- Matters can be raised through Match day Umpire Reports or Incident Reports lodged by Clubs (disputes)
- Some matters may be resolved by Prescribed Penalties, others will invoke a form of hearing.
- In the lower age groups (below Under 12) most matters are referred to a Club for action and signoff.
- The panels of either form of hearing are independent of Regional Committees

[Click here for “Guidelines” documents to assist clubs in understanding the process for disciplinary matters](#)



Club Leadership – Conduct

Club Structure:

- Minimise **Presidents** time in hands on activities.
- Separate **Football Operations** and **Club Administration**
- Ensure all club roles have a Job Description and a measure of success.
- Roles should be refined to these descriptions – *“I know I won’t be dragged into other things”* – voice of volunteer
- Each volunteer should be empowered to manage 1st Phase issue management.
- It is OK to ‘corrupt’ structure to suit a particular volunteer.

Conflict of Interest:

- With-in a club environment, you may at times be confronted by a Conflict of Interest situation.
- It is important to appropriately identify/disclose and effectively manage any actual, perceived or potential COIs.
- **AFL Sydney Juniors – Conflict of Interest Guidelines** have been prepared to assist you through this process.

[Click here AFL Sydney Juniors – Conflict of Interest Guidelines](#)

Committee Roles:

Key positions include:

- **Secretary, Treasurer, Registrar**
- **Vice President:** Support President, Council Liaison, Lead in position to President.
- **Football Operations:** Coaches, Team, Managers & Teams
- **Match day Operations:** Ground set-up, Ground Manager roster, ground pack-up.
- **Equipment Manager:** Maintains equipment, managers equipment purchasing, managers equipment return & stocktake.
- **Club Auskick Coordinator:** Manages Auskick participation & growth.
- **Communications Officer/Webmaster:** Club communications
- **Canteen Manager:** Key to good club experience, club revenue.
- **Social Manager:** Focus of engagement and family experience
- **Sponsorships:** Revenue opportunity – internal or local business.

[Click here for Committee Roles Job Descriptions](#)

Club Leadership – Activity Calendar

Key Activities:

During the season there are many activities that need to be completed – timing and approach is paramount.

- Committee Appointment & Structure
- Equipment Management
- Team Nominations
- Coach Appointment
- Team Manager Appointment
- Parent Liaison
- Ground Bookings

.....and the season has not yet commenced.

The following pages provide you a high level view of timings of all key activities. These timings may vary from club to club.

[Click here for a Presidents Calendar](#)



Club Leadership – Activity Calendar

Internal Governance	Key Date	J	F	M	A	M	J	J	A	S	O	N	D
Committee Members													
Retain	October												
Recruit	February												
Role Definitions	October												
Ideal Structure Vs Current Structure	November												
Appoint Club Child Protection Office	February												
Annual General Meeting	September												
Coaches/Football Operations													
Nominations	October												
Selection Process	November												
Accreditation Management	March												
Match day Support Roles													
Ground Management	February												
Review Sports Trainers/ERC requirements	February												
Canteen	February												
Set Up/Pack Up	February												

Club Leadership – Activity Calendar

Internal Governance	Key Date	J	F	M	A	M	J	J	A	S	O	N	D
Administration													
Registrations, Approach, Process	January	█	█	█	█	▨	▨					█	█
Register with JLT for Insurance	November											█	
Submit Affiliation Documentation to AFLSJ	March			█									
* Bank Access/Handover	October										█		
* Department Fair Trading	December										█	█	█
Other AFL Requirements	January	█	█	▨	▨	▨	▨	▨	▨	▨	▨	▨	▨
Prepare Club Events & Key Dates Calendar		█	█										
Equipment													
Post Season Stocktake	September									█			
Pre Season Stocktake	February		█										
Jumpers – Additional, Number, Orders ,	February	█	█										
Manager Kits			█	█									
Sponsorship													
See all sponsors	November										█	█	
Confirm following years arrangements	November										█	█	



Club Leadership – Activity Calendar

Internal Governance	Key Date	J	F	M	A	M	J	J	A	S	O	N	D
Ground and Council Liaison	December												
Nominate Ground *	December												
Nominate Times *	December												
- Sunday	December												
- Friday/Saturday Nights	Dec & As Req.												
- Training	December												
- Other Times	As Required												
Establish Relationships with other sports	All Year												
AFL Club Visits – planning/communication	March												
Pre-season games	January												
Grading Games	January												
Other events	As Required												
Identify key council personnel	October												

Club Leadership – Activity Calendar

Internal Governance	Key Date	J	F	M	A	M	J	J	A	S	O	N	D
Recruitment & Retention													
Identify age champion for Intel	October												
Bring a friend/try AFL organisation	January												
Liaison with AFL – Club Marketing	December												
Jumper Presentation or equivalent	March												
Parent Information sessions, approach	March												
Paul Kelly Cup – club presence	March												
AFL Programs – club presence	As Required												
Other Programs	As Required												
Reward & Recognition													
Identify nominations for Volunteer of Year	April												
Identify nominations for Coach of Year	April												
Identify nominations for NAB Volunteer	April												
Identify Nominations for SJ Awards	April												

Club Leadership – Activity Calendar

Internal Governance	Key Date	J	F	M	A	M	J	J	A	S	O	N	D
AFL/RC Liaison													
Team Nominations	February												
- Determine approach	February												
- Internal “Golden Rules” set now	February												
Grading Concerns – liaise with AFL	February												
Post draw – game start times	March												
Post draw tidy-up – mistakes & clashes	March												
Establish RC & AFL relationships	All Year												
Understand Laws and season updates	January												
Regional Presentation Invitations	August												
Regional Presentation Attendance	August												
Rep Carnivals - Communication	March												
Rep Carnivals - Nominations	April												
Rep Carnivals – Recovering Rep Fees	June												

Club Leadership – Activity Calendar

Internal Governance	Key Date	J	F	M	A	M	J	J	A	S	O	N	D
Junior Gala Days													
- Communication	April												
- Managing Nominations	May												
- Recovering Fees	June												
Finals Hosting – nominations & mgt	July												
Grand Final Day – Club jobs	August												
Rule Changes - suggestions to RC													
During Season													
Code of Conduct	March												
Tribunals	March												
Presidents Meetings	All Year												
AFL Memo & Distribution	All Year												
Wet weather/Ground availability	April												

Club Leadership – Available Resources

- **AFL Sydney Juniors Engagement Model**

[Click here](#)

- **AFL Sydney Juniors – Competition Rules & By-Laws 2016**

[Click here](#)

- **Club Role Descriptions**

[Click here](#)

- **Sample Coaches Application and Information Pack**

[Click here](#)

- **Presidents Calendar**

[Click here](#)

- **AFL Sydney Juniors – Conflict of Interest Guidelines**

[Click here](#)

- **AFL SJ Game Day Checklist**

[Click here](#)

- **AFL Sydney Juniors Website**

- Competition News, Draws & Results, Club Details/Ground Locations

- Footyweb Login, Resource Centre, General Information

- By-Laws, Reports & Manuals, Forms

[Click here for AFLSJ website](#)

- **Guidelines to assist with Disciplinary matters**

[Click here](#)

Key Contacts

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