



## COVID-19 COMMUNITY CLUB SUPPORT RESOURCES

The EDFL want to support our clubs during this period of instability in order to remain strong, sustainable and ready for the resumption of football, when it becomes safe and practical to do so.

- ☒ Below is a checklist of suggested actions, together with links to external resources, to assist your club's decision-making and planning for a strong new future together with our members.

If you need any assistance on any of the topics below please do not hesitate to contact the EDFL office.



### 1 KEEP UP TO DATE WITH OFFICIAL INFORMATION ON COVID -19 AND THE FINANCIAL ASSISTANCE THAT IS AVAILABLE

- a. FEDERAL GOVERNMENT - Boosting cash flow for employers – support for small and medium businesses <https://treasury.gov.au/coronavirus/businesses>
- b. FEDERAL GOVERNMENT – Support for not for profit organisations – Fact Sheet - [https://treasury.gov.au/sites/default/files/2020-04/Fact\\_sheet\\_support\\_for\\_nfp\\_organisations\\_0.pdf](https://treasury.gov.au/sites/default/files/2020-04/Fact_sheet_support_for_nfp_organisations_0.pdf)
- c. VICTORIAN GOVERNMENT – Business Support Grant - [https://treasury.gov.au/sites/default/files/2020-04/fact\\_sheet-boosting\\_cash\\_flow\\_for\\_employers.pdf](https://treasury.gov.au/sites/default/files/2020-04/fact_sheet-boosting_cash_flow_for_employers.pdf)
- d. LOCAL GOVERNMENT – COVID-19 Community Grant Programs / Recovery / Rapid response Grants
  - Brimbank City Council - [Click Here](#)
  - Hume City Council - [Click Here](#)
  - Moonee Valley City Council - [Click Here](#)
  - Moreland City Council - [Click Here](#)
  - Melton City Council - [Click Here](#)



### 2 UPDATE YOUR FINANCIAL RECORDS

- a. To make good decisions during challenging times it is vital to have financial records up to date and to monitor transactions even more regularly than normal. The AFL have provided an assessment tool to help clubs undertake some financial modelling,. <https://www.afl.com.au/clubhelp/covid-19/financial-assessment-tool>



3 REVIEW THE FINANCIAL HEALTH OF YOUR CLUB

- a. After updating your clubs finances review your clubs cash reserves.
- b. Prepare a cash flow forecast to understand when you will be receiving any funds owed to you and understanding where your money will be spent and when, and update the cash flow forecast regularly (weekly/monthly).
- c. Review your expenses and decide which expenses need to be decreased, paused or stopped.



4 MANAGE THE PEOPLE AND BUSINESSES THAT OWE MONEY TO YOU

- a. Seek payment from anyone that owes you money.
- b. If the people and business that owe you money are also experiencing cash flow difficulties negotiate periodic payments.



5 MANAGE THE PEOPLE AND BUSINESSES YOU OWE MONEY TO

- a. Negotiate reductions or pausing of lease payments, rent or other services.
- b. Review current debts.
- c. Review supply contracts for events/services that need to be cancelled.
- d. Sponsors – Stay in touch with your sponsors. There will be things that you can no longer provide to your sponsors but keep the lines of communication open, and see what level of exposure you can provide for them. Due to Covid-19, their business operations and may have changed, and they may need you to help spread the word.



6 MAKE CONTACT WITH YOUR LOCAL COUNCIL

- a. Make sure you keep up to date with Council announcements, which will help you understand any initiatives being undertaken locally and any requirements once restrictions start to lift.
- b. Understand lease, or rental arrangements and what the council can do to assist.



7 IF YOU ARE IN FINANCIAL DIFFICULTY SEEK PROFESSIONAL ADVICE EARLY

- a. Regularly review the financial reports and cash flow statements to ensure your Club is able to pay the people or businesses you owe money to and assess if you have enough financial reserves to cover debts due and payable.
- b. If required, seek professional advice early.



8 MAINTAIN COMMUNICATION WITH KEY STAKEHOLDERS AND KEEP MEMBERS CONNECTED

- a. Your administrators, volunteers, members and other stakeholders may have questions through this period. Maintain communications and keep members engaged. Seek innovative ways to keep your connection with members and offer some fun on-line activities, competitions or challenges.
- b. Engage with sponsors to see if you can promote their business activates throughout this period.



9 UPDATE CLUB POLICIES AND PROCEDURES

<https://www.playbytherules.net.au/resources/templates>  
<https://goodsports.com.au/templates/>  
<https://www.clubhelp.org.au/club-resources>

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## 10 CREATE A RESTART PLAN

- a. Build a marketing plan:
  - How will you entice players back when the competition resumes
  - Can you entice players from other sports that are not ready to resume
  - Can you use this period to create content for your website and social media
  - Consider planning activities that are attractive to players from different walks of life. There will be members of your community that will value the connections and support that is the essence of what community clubs offer and maybe looking to become involved with a club just like yours once this is over.
- b. Membership offerings – Consider the financial effect that COVID-19 has had on your membership. Consider different membership structures that you may be able to provide to ensure that membership fees are not a barrier to members coming back to your club. We need our members participating in sport and reengaging with the social connectedness that a community sports club can offer to the community.



## 11 THINK SPORT

All community sports are going through the same thing and there are some fantastic resources available.

**Leisure Networks** have been running a series of Zoom presentations entitled Community Sport and COVID-19, which have encompassed legal/player contracts, Strategic Planning, Innovative participation Strategies – staying connected and Managing Finances and Sponsorship.

Their club help website <https://www.clubhelp.org.au/> will have these presentations available. They also have a variety of resources and templates covering

- People & Membership
- Media & marketing
- Meetings & Governance
- Business planning
- Finances & Sponsors

Play By The Rules as created a handy guide for Clubs and Associations working their way through the crises – The riskiest thing we can do right now is nothing – 7 things to get on with <http://playbytherules.net.au/resources/articles/riskiest-thing>

**AFL Club Help** [Click Here](#)

**Vicsport** have been offering a series of COVID-19 webinars <https://vicsport.com.au/covid-19-vicsport-webinar-series>

The first webinar was 'The state of the sports industry'

5<sup>th</sup> May – Working Together to Support Clubs

12 May – Inclusive & Active Participation Initiatives

Recordings are available via the link above

**The Offsiders** – ABC's TV program on the 12<sup>th</sup> April, covered grassroots sports and the impact of COVID-19

Watch through to the closing remarks from Dr Bridie O'Donnell & Paul Kennedy, they leave us with plenty to think about !

<https://www.abc.net.au/sport/offsiders/sunday-12-april-full-program/12143410>

**SPORTAUS (Australian Institute of Sport)** [https://www.sportaus.gov.au/club\\_development](https://www.sportaus.gov.au/club_development)

**The importance of Community Connections** for sports clubs at this time and post COVID-19 – Online Event Friday 8<sup>th</sup> May 10.00am no need to register just [Click Here](#)

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