



MEMORANDUM

To: **AFL Western District League Stakeholders**

From: **Matthew Ross, Regional Manager**

Date: **17 December 2021**

Re: **Announcement of The Midfield Group - AFL Western District 2022 Support**

Dear All,



Background

The Midfield Group commenced a region wide support initiative of clubs, leagues and umpiring associations in 2020 through partnership with AFL Western District.

The benefits to the region from the 2021 support included:

1. Customised club COVID-19 signage packs

All 40 affiliated AFL Western District clubs received a custom signage pack to assist with keeping their communities safe and advising patrons of the COVID-19 related measures. These packs helped clubs comply with COVID-19 regulations and saved countless volunteer hours and club costs in procuring them individually. In partnership with league contributions and AFL Western District, the total value to the club network was approximately \$26,000 (GST Excl)

2. Junior Support Fund

50 junior participants from across all leagues were again supported by the partnership initiative between AFL Western District, Sportspower and The Midfield Group. The program commenced in 2020 and we are pleased to provide details of its continuation and expansion in 2022 a little later in this memo. Eligible applicants received a \$120 Sportspower voucher to equip themselves with clothing, shoes or equipment. We thank the Sportspower stores across Portland, Hamilton and Warrnambool again for their support with this program.

3. Full funding of region's first All-Abilities Auskick Centre

We were chuffed to be able to offer the inaugural participants at the Merri River School All-Abilities Auskick centre with fully subsidised fees for their participation at \$85 each. We look forward to seeing this centre grow and continue to provide important development opportunities for our all-abilities participants.

Recommitment of support in 2022

We are thrilled to announce that The Midfield Group has again recommitted their support for season 2022. The particulars of this support are detailed further below.

Midfield Group & Sportspower – 2022 AFL Western District Junior Support Fund



It gives us great pleasure to announce that not only is this initiative continuing in season 2022 but will be expanded from the previous 50 vouchers on offer to 120 vouchers in 2022 via The Midfield Group and AFL Western District investments. These vouchers will support disadvantaged participants with funding the costs of the necessary equipment or apparel for their chosen sport (football or netball).

Sportspower stores across Warrnambool, Hamilton and Portland have generously become involved to facilitate and support the program for the third year running.

In 2022, the scheme will be club driven with all of our 40 affiliated clubs receiving 3 x \$120 vouchers to distribute to participants in their club needing the support. COVID-19 and general economic pressures can often mean that participating in sport becomes a discretionary spend area. We are keen to remove as much costs barriers to participate as possible and this program is our way to assist.

We encourage clubs to begin to consider eligible juniors that would benefit from the program. We are particularly keen to support juniors where these vouchers assist them to participate where they might not have without the support.

Club nominations will open in early 2022 and will be vetted by AFL Western District.

Eligible application criteria is as follows:

1. Applicant must be a junior football or netball player in an AFL Western District affiliated competition;
2. Player must have registered for season 2022; and
3. Player can demonstrate hardship via evidence of a healthcare card (or similar) or be able to demonstrate evidence of hardship experienced as a result of COVID-19.

The nomination system will open in early 2022 and details will be advised at that point. Vouchers will be distributed to clubs with the trainers apparel / first aid kits as follows in early 2022.

We encourage clubs to share this opportunity via their social media channels to assist in ensuring we reach the kids that need support. Please see the AFL Western District Facebook for a poster you can share with your own community.

Trainers Apparel and Victor Sports First Aid Kits



All 40 affiliated clubs in the region will receive the following:

- 2 x Trainers Soft Shell Winter Jackets
- 2 x Trainers Vests
- 1 x Victor Sports Medical Case Sports Kit
- 1 x Victor Sports Care Bag Kit

We thank our sports medicine partner, Victor Sports, for their support also with the above package.

All-Abilities Auskick Centre Funding

Planning is presently underway for the establishment of the region's second all-abilities dedicated Auskick centre. With the support of The Midfield Group, AFL Western District will be able to again cover the registration fee for all inaugural participants involved with the centre. We are eager to share further details of the centre once planning is more advanced early in the new year.

Summary

In summary, each club is to receive in early 2022 a kit containing the following:

Item	Value (GST Incl)
3 x \$120 Sportspower Voucher	\$360
2 x Trainers Jackets	\$200
2 x Trainers Vests	\$55
Victor Sports First Aid Kits x 2	\$350
Total Value per club	\$965

AFL Western District and our affiliated leagues are very appreciative of the support of The Midfield Group in facilitating the above support to our region's football and netball competitions. This support directly and indirectly benefits our 10,000 football and netball participants across the region. We believe this type of support contributes to the future sustainability of the sports we love and we look forward to continuing the strong relationship with The Midfield Group in coming years.

Regards,

A handwritten signature in blue ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

Matthew Ross
Regional Manager – AFL Western District