NEW CLUB GUIDE

A guide on establishing a new Australian Rules Football Club in Europe

BEFORE YOU START

- Research if there is structured AFL already being played in your country via afleurope.org
- Research local regulations and legal obligations around establishing a Club in your region.
- Contact AFL Europe (admin@afleurope.org) advising you wish to start a new Club.
- Find a core group of 2-3 committed indivdiduals to share responsibilities with.

WHAT TO EXPECT

- Anticipate investing approximately 8 hours a week as you get your Club established.
- Support and guidance from AFL Europe and the wider AFL Europe Community.
- Plenty of laughs, challenges, frustrations, little wins and fun along the journey!

STARTING THE CLUB

Communications
Establish pages on social media to promote your Club and its activities. Also set up a WhatsApp group to communicate directly with interested Players & Support Staff and make them feel part of the community. Take plenty of photos / videos and post to your social media channels. Engage with local Australian communities, embassies and other sports Clubs in your area.

Governance
Hold your first "General Meeting" establishing the Club's governing documents in accordance with local regulations and legal obligations. Good governance is essential at the beginning to ensure your Club thrives in the future.

Sponsorship & Funding
Look at local businesses and approach them to see if they can help cover some of your costs in exchange for promotion on your social media channels or logo placement on your first ever kit. Discuss potential grants with AFL Europe focussed around start up costs and equipment for your new Club.

Come & Try Days / Training / Social Events
Secure a venue and host your "Come & Try" sessions. Use social media and word of mouth to generate interest. Ensure that there is a social activity after the session (BBQ or drinks). Ensure your sessions are engaging and focus on fun, teaching new skills and providing a friendly, inclusive and social environment. Recruitment and retainment of Players is your main priority.

Matches & Tournaments
If there is an AFL presence in your country, look to join the League. If not, look to organise "friendly" games with nearby teams or "intra-club" matches if you have enough players. AFL Europe and Member countries also run Tournaments throughout the year - reach out and see if you qualify to play.

YOUR HARD WORK AND PERSISTENCE WILL PAY OFF