



**SOUTH
METRO
JUNIOR**
FOOTBALL LEAGUE

NEW CLUB CRITERIA

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Purpose

The purpose of this document is to guide the decision making of the South Metro Junior Football League Inc. (SMJFL) in accepting or rejecting new club applications. Additionally, this document provides a guiding framework for football clubs that are applying to become a member of the SMJFL.

The SMJFL New Club Criteria (NCC) has been developed in line with the recommendations and findings of the SMJFL Sustainability Strategy. The Strategy document will continue to be the central reference point for all key decision making of the SMJFL.

Above all else, a new club must prove that it will increase junior football participation in the region, while not significantly affecting participation rates of existing SMJFL member clubs.

SMJFL Inc. reserves the right to refuse an application by a new club.

NCC Sections

As a minimum, the new club application must address the five major sub-sections, which are Club Location, Participation Pathway, Facilities, Governance and Club Structure.

The new club may choose to include further information over and above the five sub-sections required.

Application Process

A phased application process has been provided to streamline the administration process for both the SMJFL and the applying club.

The two phases, and relevant sub-sections, are:

Phase One: Club Location, Participation Pathway, Facilities

Phase Two: Club Structure, Governance

A new club will not move to Phase Two of the application, unless it has fully completed Phase One to the SMJFL's Boards expectations. Any questions relating to the application process should be emailed directly to the Chief Executive Officer (CEO) of the SMJFL at ceo@smjfl.com.au

Application Deadline

Full SMJFL new club applications close on July 1st of each year. Clubs must submit their application before the closing dates listed below.

The individual phase deadlines are:

Phase One: Closes on April 1st of each year (SMJFL to advise result by May 31st)

Phase Two: Closes on July 1st of each year (SMJFL to advise result by August 30th)

Please note that new clubs starting from scratch (i.e. not an existing incorporated football club), are required to be approved by the SMJFL and then be approved by AFL Victoria. AFL Victoria's timeline closes on the 1st December each year.

PHASE ONE

I. Club Location

Preferences will be given to new clubs that are based within one of the SMJFL's six municipalities, which are:

- Bayside City Council;
- City of Glen Eira;
- City of Kingston;
- City of Monash;
- City of Stonnington; and
- City of Port Phillip

A key consideration will be the proximity of the new club to existing member clubs, as well as the proximity of the new club to feeder schools for existing member clubs.

Council Support

Provide evidence that your local Council is aware of and supports your application for incorporation in the SMJFL. Said evidence, where possible, should outline their agreement to provide access to appropriate grounds for training and match purposes.

Physical location of Club ground(s)

Provide a detailed list of the below listed items, which includes providing the name, address and distance (km) from the ground(s).

- New club's ground(s) (and whether they are used for training, matches or both)
- New club's social rooms (name/location)

Player recruitment / catchment area

Provide a detailed list of the below listed items, which includes providing the name, address and distance (km) from the ground(s) (where required).

- Intended feeder Auskick centre(s)
- Intended feeder primary school(s)
- Intended feeder secondary school(s)
- Which existing SMJFL Clubs tap into the feeder schools

Local Area & Neighbouring SMJFL Clubs

Application must list any SMJFL Clubs within a 10km radius; providing the exact distance (km) from the new club. New club must clearly articulate how the expected demand is not currently being satisfied by an existing Club.

Local Region Demographic

- Provided demographic statistics of population of 7-18yo's in the region (by Council, demographer or Forecast ID)

2. Participation Pathway

The new club must prove that it has the capacity to build its Club to the aspirational number of teams, as outlined in Recommendation 5 of the SMJFL Sustainability Strategy listed below:

It is recommended that the club framework described in the table below be adopted as the aspirational number of minimum teams required by each club, depending on the municipality in which the club is located.

Age	Kingston Monash	Glen Eira	Port Phillip Bayside Stonnington
U8	2	2	3
U9	2	3	3
U10	2	3	3
U11	2	2	3
U12	2	2	3
U13	2	2	2
U14	2	2	2
U15	1	2	2
U16	1	1	1
U17	1	1	1
Total	17	20	23

Furthermore, the new club must demonstrate that it can achieve the aspirational number of teams, without affecting the ability of existing member clubs to achieve that number of teams.

The new club must also provide documentation, statistics and information relating to the following:

A. Aspirational Model

- Demonstrate that the new club can achieve the aspirational number of teams
- Demonstrate how the new club will achieve the aspirational number of teams

B. Timeline & Pathway

- Clearly outline the Club's 10-year growth profile, fully inclusive of number of teams in each age group, in each of the 10 years.
- Demonstrate the player pathway from AusKick to Junior Club
- Demonstrate the player pathway from Junior Club to Senior Club(s)

C. AusKick

As a guide, a new club should aim to have a minimum of 100 registered AusKick participants (over multiple years). Furthermore, the new club must:

- List the total number of players at the existing centre;
- Have its own AusKick centre, that has grown organically, and has not impacted neighbouring centres;
- Have a signed MOU between the AusKick centre and Junior Club, outlining the player pathway; and
- Provide a AusKick breakdown (provided by AFL Victoria) by:
 - Age
 - Gender
 - Schools
 - Residential address (Suburb)

D. Female Football

All new clubs are required to outline the Club's female football strategy, which will include:

- 1) If female teams will not be entered in the first year, demonstrate the short & long-term strategy for female participation; and
- 2) If no female teams will be entered by the new club, what neighbouring SMJFL club(s) will the new club send interested female players to

E. Pathway for merged teams

- Outline which neighbouring Clubs the new club will join for merged teams at older age groups (if/when needed)

3. Facilities

Playing Oval Allocation

The new club application must supply a list of ovals that will be used for playing SMJFL matches. To assist with future planning, the playing oval allocation should be listed for a period of ten (10) years.

Training Oval Allocation

The new club application must supply a list of ovals that will be used for club training. To assist with future planning, the training oval allocation should be ideally listed for a period of ten (10) years.

Preferred Facility Guidelines

The following section outlines the preferred facility requirements for a club to be considered for inclusion to the SMJFL. The SMJFL's preferred requirements are drawn from the 'AFL Preferred Facility Guidelines – For State, Regional and Local Facilities (2019)' document. A copy of the document can be downloaded from AFL Club Help website at https://resources.afl.com.au/afl/document/2020/01/24/72b6d867-1926-4f51-96c1-a3a59c40d856/AFL_PFG_Guidelines_2019-compressed.pdf or can be provided by the SMJFL, if requested.

Assumptions

The sizes quoted in the 'AFL Preferred Facility Guidelines – For State, Regional and Local Facilities (2019)' document are based on requirements for a single oval facility catering for one 'home' and one 'away' team at any given time. Where more than one playing field is to be provided and results in more than two teams operating simultaneously, additional facilities are likely to be required. This may not necessitate a complete duplication of facilities, rather additional core facilities required for players and officials (e.g. change rooms, amenity areas and umpires' rooms) will be required, along with a review of the overall sizes of other facility components in order to ensure adequate spaces to cater for multiple playing fields (and peak crowds).

Where new sites are being established, it is preferable that two oval venues be provided. A minimum of 8-10 hectares is required to provide 2 full size football ovals, pavilion, car parking and circulation space. Two oval venues provide sufficient facilities to enable a club to grow and be sustainable. It allows a club to spread use across the two playing fields, protecting them from overuse whilst catering for future participation growth in a geographic area. It also provides economies of scale in terms of pavilion/amenity developments, where a single pavilion can be developed to service two ovals.

The key facilities/areas identified in these guidelines can in some cases be consolidated (i.e. change rooms and strapping). However, if this approach is adopted the individual areas allocated for each amenity needs to be combined. For example, if the change rooms are 75m² and strapping room 15m² and the areas are to be combined then the overall size of the area should be 90m².

When considering the recommended facility sizes the following broad definitions have been used based on competition hierarchy.

It is acknowledged that many existing facilities may not meet these preferred standards, however it is not intended that they be used as a basis for assessing the suitability of existing facilities. Rather should existing facilities be considered for upgrade, then where possible, the guidelines should be used to inform future facility development.

Preferred Facility Requirements

Playing Field Facilities	Recommended size for Junior Football	Non-Negotiable or Negotiable	Playing fields should ideally be developed with a north-south orientation to avoid players having to look into the sun.
<i>Coaches Boxes (2)</i>	Forms part of Interchange bench	<i>Coaches Boxes:</i> Non-negotiable <i>Location:</i> Negotiable	Provision of two coaches' boxes are to be provided (home and away team) on the western side of the ground (both on the same side, looking away from the sun), positioned adjacent to the 'Centre Wing' position. Depending on the design and impact on spectator viewing of the playing field, two tiered (elevated) structures may also be appropriate, which is preferred for State League venues.
<i>Interchange Benches (2)</i>	4.8m long x 1.2m wide (Accommodate 8 people)	Negotiable	Two interchange benches are to be provided (home and away team), these are to be permanent structures that have three fixed sides to provide shelter, form part of the boundary fence and seat club officials and interchange players. Ideally the facilities should not impede viewing of the ground, therefore consideration should be given to Perspex shelters (e.g. bus shelters).

<i>Goal and Point Posts</i>	Goal Posts - 10m out of ground. Point Posts – 6.5m out of ground.	Posts: Non-Negotiable Size: Negotiable	Goal Posts - two posts 6.4 meters apart at ground level and measured for outer perimeter of post. Padding - from ground to 2.5 meters, 35mm thick foam covered in canvas or painted. Include flag holder on each goal post (50mm diameter PVC pipe, 500mm length, capped at bottom, 600, off the ground). Point Posts - two posts 6.4 meters either side of the goal posts. Point Posts are preferably 2/3 the size of the goal posts Padding - same as Goal Posts.
<i>Interchange Steward / Umpires / Officials Box</i>	1.8m long x 1.2m wide (Accommodate 3 people)	Negotiable	The interchange/umpires/officials box should be located between the two Coaches Boxes and be of a similar design and construction.
<i>Playing Field Materials</i>		Negotiable	Construction of playing fields should incorporate adequate (for local conditions) sub-surface drainage and irrigation as required. Robust drought resistant/low water use grasses are recommended. The playing field must have an even turf cover and level surface with no obvious depressions or holes. Synthetic Turf (meeting approved criteria) is now an acceptable surface for all football competition below State League level.
<i>Playing Field Condition / Maintenance</i>		Negotiable	Playing field maintenance will need to reflect local environmental requirements and the standard of play to be hosted. All grounds should be deemed 'fit for play' following an oval inspection undertaken by both teams (home and away) and officials prior to any games being played. A written record of the ground inspection results, including identification of any potential maintenance or risk management issues, should be recorded. A copy of the record should be kept by both teams and a copy provided to the venue management group/body. Each oval/venue should have a planned maintenance program to ensure ground quality that considers: Aeration (preferred minimum 6 times per year), Fertilizer application (preferred minimum 3 times per year), Regular mowing (as appropriate for geographic and seasonal conditions, removing no more than 1/3 of the grass leaf, avoid weed seed distribution from machinery), Weed management and an appropriate herbicide program, Irrigation (late evening/early morning, an automated system is preferred).
<i>Playing Field Marking</i>		Non-Negotiable	Line marking material should not cause grass loss (death), erosion or soil damage, therefore chemicals and/or weed killers should not be used.
<i>Scoreboard</i>		Negotiable	There is an emerging trend for State League and Regional level grounds to provide electronic scoreboards. These not only provide for better spectator experiences but can also provide valuable income for clubs through sponsorships. There is no defined standard for scoreboard design or construction, however all scoreboards should have the capacity to display scores in the following format (electronic or manual): G B P e.g. Richmond 10 12 72 Collingwood 8 5 53

Additional Facilities		Non-Negotiable or Negotiable	
<i>Car parking</i>	No specific standards	Negotiable	Adequate car parking will be required at all venues to cater for anticipated levels of use, including spectators. Car parking may be sealed or unsealed as appropriate, designated disabled car parking should be provided. The number of car spaces will need to be assessed on a case by case basis.
<i>Clock</i>	Optional	Negotiable	An approved match time clock that can be seen by spectators, players and officials shall be provided at all State League venues. Any finals venue should strongly consider installing time clock, potentially as part of an electronic scoreboard.
<i>Oval Fencing</i>	No specific standards	Negotiable	Oval fencing should be approximately 900mm high with mesh in-fill or similar and allow adequate run-off distance from the playing field boundary line (i.e. minimum 5m State League, 4m Regional and 3m Local). Fencing of Local ovals is desirable although not essential. Adequate gates/access for maintenance and emergency vehicles, players and officials is required.
<i>Public address system</i>	No specific standards	Negotiable	A public address system is not essential, although highly desirable, particularly at State League level venues.
<i>Reserve Fencing</i>	No specific standards	Negotiable	Reserve fencing is required at State League venues to control crowd access and management, including collection of entrance fees. Fencing of Regional and Local reserves is also preferred for the same reasons, however this will depend on local conditions and anticipated use. Please note that many football associations will not schedule finals at venues that do not have reserve fencing. Reserve fencing can be provided in such a way as to assist in crowd management on match days, whilst still facilitating public access at all other times (i.e. sliding gates/fence panels).
<i>Siren</i>		Non-Negotiable	An approved siren shall be installed and operated in accordance with the Laws of Australian Football (Section 10). Multiple sites for amplification around the ground may be required.
<i>Spectator Seating/Grandstand</i>	No specific standards	Negotiable	Determined on a case by case basis having due regard to the standard of competition to be hosted, anticipated crowds and site appropriateness.
<i>Water Harvesting/ESD</i>	Optional	Negotiable	The inclusion of environmentally sustainable design (ESD) features in a facility can reduce operating costs and the environmental impact of a facility. This may include the use of natural light, installation of solar panels and water harvesting for pavilion plumbing (toilets) and/or ground irrigation is strongly encouraged.
<i>Sports Lighting (Average Minimum Lux)</i>	Training = 50 Match Practice = 100 Night Competition = 100	<i>Training:</i> Non-Negotiable <i>Match:</i> Negotiable	The average lux readings are consistent with AFL interpretation of the Australian Standard (AS 2560.2.3-2002 Sports Lighting – All Football Codes) (Appendix 3) for community based Australian Football (amateur and semi-professional). The lux readings are an average minimum requirement to meet the Australian Standard and whilst the average minimum lux levels for club competition is 100lux, clubs/leagues/councils should consider providing a minimum 150 lux should they wish to take contemporary spectator requirements into account.

Main Pavilion	Recommended minimum size for junior football (m2)	Non-Negotiable or Negotiable	Pavilions (and main viewing areas) should be positioned to allow viewing of the entire field of play and to avoid looking into the sun, therefore pavilions are generally positioned on the western side of the playing field.
<i>Amenities (Player toilet/showers)</i>	25m ² x 2	Negotiable	The size provided is to cater for two change rooms (home and away). State League standard facilities should incorporate a minimum of five showers, whereas four showers are appropriate for Regional and three showers for Local. Cubicle showers (similar to those provided in Caravan Parks) should be provided to improve flexibility for mixed gender use. In addition, to better cater for mixed genders: <ul style="list-style-type: none"> • Avoid open shower pillars, open stalls and glazed shower screens. • Provide compact laminate shower cubicles with dedicated seating. • Provide vandal-resistant fittings and fixtures such as recessed soap dishes. • Avoid trough and individual urinals. • Convert all urinals into individual partitioned toilet pans. • Provide minimum 1 (no) ambulant accessible toilet cubicle in each Amenities and Umpires rooms as required by current codes and standards.
<i>Change Rooms</i>	45m ² -55m ² x 2	Non-Negotiable	Size allows for two separate change rooms (one home and one away team). Individual lockers should be provided for 30 players in each change room in State League standard facilities, however clothing/bags hooks are appropriate for Regional and Local standard facilities. Bench seating is to be provided around the room perimeter. If lockers are included then the size of the room may need to increase to compensate.
<i>Change Rooms (unisex compliant)</i>		Negotiable*	It's preferred that change rooms (for players & umpires) are unisex compliant. Facilities that don't currently have unisex compliant change-rooms, should be included in master planning (by local Council) for future infrastructure upgrades. The timeframe for the upgrade, should be included in the new club application.
<i>Doctors Room</i>	10m ²	Negotiable	Separate area to cater for desk and treatment bed. Area would need to include sink. This facility is optional at Regional and Local level and Massage/Strapping room could be used.
<i>Massage/Strapping Room</i>	10m ² x 2	Negotiable	These functions can be performed within the change room for Local standard facilities or a separate room (optional) provided.
<i>External covered viewing area</i>	50m ²	Negotiable	Final sizes may depend on likely crowd attendance, the objective is to provide adequate space for viewing the playing field whilst providing sufficient protection from the weather.
<i>Gymnasium/Fitness Room</i>	20m ² -25m ²	Negotiable	Core facility component for State League and Optional facility component for Regional and Local. Spatial requirements to be determined in consultation with likely tenant clubs.
<i>Kitchen & Kiosk</i>	20m ²	Negotiable	Facility designs will require local municipal Health Department approval. Access to storage immediately adjacent to the Kitchen/Kiosk and internal/external servery is paramount. Where possible kiosks and serveries should allow volunteers manning these areas a view of the playing field. Football facilities often act an important hub where the community comes together and providing these facilities facilitates this important role.
<i>First Aid/Medical Room (Public Access)</i>	15m ²	Negotiable	A dedicated first aid/medical room may not be needed at the Regional and Local level. Facilities at this level can share the Office/Administration/Meeting room as a first aid area, although a sink and wash basin will be required along with space for a stretcher/examination bench. Additional preferred facilities include a flexible or mobile light above the examination bench, sharp disposal containers (wide mouth), disposal unit for bloodied dressings, soap dispenser, hand towel dispenser and Jordon Frame/Ferno Scoop.
<i>Office / Administration / Meeting</i>	15m ²	Negotiable	The inclusion of an office/administration/meeting room is required to facilitate club management. These spaces are important in assisting volunteers in the significant duties they undertake. The room should provide access to broadband internet connections, telecommunications and include appropriate shelving, file storage (secure) and computer equipment.

<i>Public Toilets</i>	Male 10m ² , Female 10m ² , Disabled 5m ²	Negotiable	Final sizes will depend on likely crowd attendance based on historical data, municipal town planning requirements and building code requirements. Public toilets should be easy to access and be signed appropriately.
<i>Storage (internal and external)</i>	20m ² +	Negotiable	Internal and externally accessible storage areas are needed that provide adequate space for seasonal storage of club equipment, files, stock and other material. An externally accessible storage facility is important for maintenance equipment, materials and secure services (e.g. rubbish bins). Storage areas may need to provide separate secure areas (e.g. cages or lockers) for storing equipment used by a variety of pavilion users (seasonal and casual).
<i>Social/Community Room</i>	100m ²	Negotiable	The provision of social/community rooms facilitate opportunities for social interaction, community building, social capital and club sustainability. It is therefore strongly recommended that social/community rooms and support infrastructure be provided at all levels of facility. Total sizes may be influenced by likely average crowd attendance. Social/community areas may include specialised Bar facilities and/or access to appropriate Kiosk/Kitchen servery. State League facilities are likely to require a separate cool room for food and beverage storage, whereas a lockable fridge is likely to be adequate for Regional and Local standard facilities, space for these facilities is included in the sizes quoted in this table. Flexibility of the space is desirable to enable it to cater for a variety of community uses. This can be achieved with operable walls.
<i>Third umpire / match referee / venue management room</i>	10m ²	Negotiable	Provision of an elevated room with unobstructed views of the playing field that can be used by match officials and for crowd monitoring/management will be required at State League level facilities. The room should allow for adequate telecommunication connections/use.
<i>Timekeeping / Scorers Box</i>	10m ²	Negotiable	Facilities need to provide a clear view of the playing field, usually located on the centre wing position (central to the playing field). The timekeepers/scorers box is usually provided as part of the main pavilion although it can also be provided as a stand alone building. The facility should be fitted with electronic siren control and (ideally) electronic scoreboard controls, although manually operated scoreboards are acceptable at all levels.
<i>Umpires Rooms (including toilet and showers).</i>	20m ² -25m ²	Negotiable	Umpires rooms need to cater for an increasing number of female umpires. As such the provision of areas where changing can occur in private is required. A minimum of two showers within a lockable cubicles, toilet, hand basin, bench seating and clothes/bag hooks are to be provided at all levels.
<i>Utility / Cleaners Room</i>	5m ² +	Negotiable	Fit out to include an appropriate cleaners sink, hot and cold water, shelving, hooks and drainage.

Phase One Application Details:

Please send your completed *Phase One* application and any relevant documentation, no later than C.O.B 1st April, to:

CEO

SMJFL

PO Box 3,

Moorabbin, Victoria 3189

Email: ceo@smjfl.com.au

PHASE TWO

Upon successful completion of phase one applicants will be required to provide further documentation and information as outlined in phase two of this document. Any questions or clarification should be directed the CEO of the SMJFL.

4. Governance

a) Incorporation

Provide a copy of the Club's incorporation

b) Constitution

Provide a copy of the Club Constitution.

Include an outline which type of Club (3 types available) the new club will be:

- 1) Stand-alone junior club
- 2) 'One Club' (senior & junior club)
- 3) Multi-sport club (i.e. Sports Club Model comprising of a junior football club, senior football club & other sport(s))

c) SMJFL By-Laws & Policies

All new clubs must adhere to and abide by all of the SMJFL's policies. A full list of policies can be found in the SMJFL By-Laws and on the SMJFL website.

Applications must include an undertaking to commit to the above.

d) Smoking & Alcohol Policy / Sporting Club Model

All new club must adhere to the SMJFL Smoking & Alcohol Policies.

Applications must include an undertaking to commit to the above.

5. Club Structure

a) Financial

It is non-negotiable that the new junior club has its own bank account.

b) Club Operations

If the new club intends to operate as a One Club or Multi-sport club model, the application must clearly outline the operations of the club, which includes (but is not limited to):

- Voting rights of junior club members
- Number of junior club representatives on club committee / board
- Shared services
 - List any shared services, which could include:
 - Revenue
 - Expenses
 - Sponsorship revenue
 - Match day revenue

- Operational costs
 - Ground costs
 - Utilities
 - Equipment
- Finances
 - List any shared finances, which could include:
 - Revenue
 - Player registration fees
 - Sponsorship
 - Events & Match day revenue
 - Expenses
 - Operational costs
 - Ground costs
 - Utilities
 - Apparel
 - Equipment

c) Committee Structure

Provide an organisational chart of the club committee structure and key staff. Positions may include President, Vice-President, Secretary, Treasurer, Registrar, Team Manager’s Coordinator, Girls Football Coordinator and Coaching Coordinator / Director of Coaching.

d) Volunteer recruitment & retention strategy

Provide the club’s volunteer recruitment and retention strategy. The strategy document should clearly articulate how the club will recruit and retain enough volunteers.

Phase Two Application Details:

Please send your completed *Phase Two* application and any relevant documentation, no later than C.O.B 1st July, to:

CEO

SMJFL

PO Box 3,

Moorabbin. Victoria 3189

Email: ceo@smjfl.com.au