

Richmond Football Club Supporter Group Guidelines 2024

1. Introduction

Purpose of Supporter Groups

- 1.1. Membership is essential to the success of any AFL club and the Richmond Football Club (the **Club / we**) is no exception. Local, regional and interstate supporters play a vital role in assisting the Club to turn supporters into financial members of the Club.
- 1.2. Local, regional and interstate supporter groups of the Club (**Supporter Groups**) have become an important mechanism in ensuring the future of the Club by:
 - (a) providing supporters and members, often living some distance from Punt Road Oval, with the opportunity to become closely involved with the Club;
 - (b) locating supporters in their local region and recruiting new members; and
 - (c) fundraising and providing a fun social atmosphere for members to meet and discuss football.

Approval of Supporter Groups

- 1.3. Given that Supporter Groups are formed to assist and represent the Club, they must first be approved by the Club and all events, functions, fundraising ideas and activities and key communications to members (**Supporter Group Activities**) must also be approved by the coordinator of the Supporter Groups (**VIP Groups Lead**) in accordance with these Guidelines.
- 1.4. The VIP Groups Lead details are specified in Item 1 of the Schedule.

Supporter Group Status

- 1.5. Supporter Groups acknowledge that they:
 - (a) are legally separate from the Club;
 - (b) are responsible for their own operations, Supporter Group Activities and financial management;
 - (c) do not constitute contractors, servants, agents or partners of the Club; and
 - (d) have no authority to incur, and will not incur, any obligation on behalf of the Club, except with the prior written approval of the Club.

2. Application and Purpose of the Guidelines

Application

- 2.1. These Supporter Group Guidelines (**Guidelines**) apply to all approved Supporter Groups.

Purpose

- 2.2. These Guidelines set out the Club's requirements and guidance for Supporter Groups to assist with their operations and the management of Supporter Group Activities which will help to promote a happy and fun environment for their members and the opportunity contribute to the Club.

Review

- 2.3. These Guidelines will be updated yearly and any feedback from Supporter Groups will be appreciated.

3. Objectives and Commitments of Supporter Groups

Objectives

- 3.1. The main objectives of a Supporter Group are to:
 - (a) help grow the membership of the Club;
 - (b) create and foster a friendly social environment for supporters of the Club to meet on a regular basis;
 - (c) promote and market the Club and the "Richmond Football Club" brand;
 - (d) operate as an official supporter group of the Club and be self-funded;
 - (e) develop and implement all marketing activities in accordance with these Guidelines;
 - (f) maintain membership records;
 - (g) conduct fundraising activities to generate funds for the Club;
 - (h) encourage and promote the vision and reputation of the Club and on and off the field;
 - (i) promote active participation and interest in the social and sporting activities of the Club; and
 - (j) encourage attendance at AFL and AFLW matches and barracking for the teams (subject to geographical

limitations).

Commitments

3.2 Each Supporter Group must:

- (a) operate principally for the purpose of supporting the Club;
- (b) raise **a minimum of \$5,000 per year** (to receive the relevant Supporters Group Additional Entitlements Package) which will be donated to the Club at the end of the Club's financial year (October 31);
- (c) have a minimum of thirty (30) members to be recognized as an official Supporter Group; and
- (d) use its best endeavours to ensure that its members are financial members of the Club (but acknowledge that this may not always be possible).

3.3 Each Supporter Group must:

- (a) obtain the prior approval from the VIP Groups Lead for all Supporter Group Activities;
- (b) not use funds generated by it for the personal use of any of its members (i.e. purchasing goods or services for personal use – e.g. entry tickets to AFL or AFLW matches);
- (c) not donate its funds to other sporting bodies or charities;
- (d) use the "Richmond Supporter Group" logo (specified in Item 5 of the Schedule) (**Logo**) and the "Richmond Football Club" name in accordance with any brand guidelines or specifications of the Club as communicated from time to time; and
- (e) operate with a financial year which begins on November 1 and ends on October 31 each year (**Financial Year**), unless prior approval is obtained from the Club; and
- (f) comply with all applicable laws and regulations in relation to its operations and Supporter Group Activities.

Code of Conduct

3.4 All members of Supporter Groups are required to adhere to a code of conduct which reflects the values of the Club. Supporter Groups must:

- (a) ensure that their members:
 - (i) behave appropriately, respectively and lawfully according to local, State and Commonwealth laws and comply with the Supporter Group's code of conduct;
 - (ii) conduct themselves in a manner that does not damage (or have the potential to damage) the reputation of the Club; and
 - (iii) respect other members of the Supporter Group; and
- (b) communicate and disseminate information about the Club which is accurate (and if unsure ask the VIP Groups Lead).

3.2 VIP Groups Lead and the Committee of the Supporter Group may, at their discretion, take appropriate action if the conduct is not adhered to by a Supporter Group member.

4. Key objectives and commitments of the Richmond Football Club

Objectives

4.1. If the Supporter Groups are to be successful, the Club will:

- (a) be proactive by assisting to set up Supporter Groups nationwide;
- (b) give effect to these Guidelines; and
- (c) provide support to the Supporter Groups wherever possible.

Commitments

4.2. The Club will assist each Supporter Group by:

- (a) providing the Supporters Group Minimum Entitlements Packages (as described at Item 3 in the Schedule) (**Supporters Group Minimum Entitlements Package**);
- (b) providing the relevant Supporters Group Additional Entitlement Package to the Supporter Group in consideration for the additional amount of funds raised by the Supporter Group;
- (c) permitting the use of the Logo and the "Richmond Football Club" on the Supporter Group's website, letterhead, flier, posters and any other materials of Supporter Groups (in any medium approved by the Club);
- (d) supplying the Supporter Group's membership brochures, application forms and membership posters to the Supporter Group to distribute throughout their region;
- (e) providing operational support where necessary with social functions and other fundraising activities including

- communicating Supporter Group Activities to Club members in the Supporter Group's local area (subject to the Supporter Group providing the required information in accordance with clause 5.24);
- (f) providing "Richmond Football Club" memorabilia and merchandise for fundraising activities and opportunities;
- (g) providing Committee members of Supporter Groups a discount off the purchase certain products offered for sale by the Club (as described in Item 4 of the Schedule) provided that the Committee members comply with the conditions communicated by the Club for such discounts; and
- (h) providing information about the Club when necessary or when requested.
- 4.3. Should the Club collect any personal information of members of any Supporter Group, it will be managed in accordance with its Privacy Policy <https://www.richmondfc.com.au/privacy#:~:text=You%20consent%20to%20the%20AFL,now%20and%20in%20the%20future> and all applicable privacy laws. Under no circumstances will such personal information be provided to any external parties, unless the consent of the relevant members is obtained.

5. Supporter Group Operations

Supporter Group Structure

- 5.1. It is essential that all Supporter Groups adopt an organized management structure by establishing a committee or similar body to manage the operations of the Supporter Group (**Committee**).
- 5.2. It is recommended that all members of the Committee are members of the Club.
- 5.3. The structure of the Committee is designed to be simple and efficient. However, it is encouraged that members of the Supporter Group also are involved in the organization and execution of Supporter Group Activities with responsibilities to be allocated to such individuals (depending on the size of the Supporter Group). Members can be responsible for various Supporter Group Activities.
- 5.4. The structure of the Committee must include the following officers, being a:
- (a) President who:
 - is the direct point of contact with the Club;
 - manages the overall operation of the Supporter Group; and
 - chairs all official meetings of the Supporter Group;
 - (b) Secretary who:
 - sets the agenda of all meetings of the Supporter Group; and
 - takes the minutes of all meetings and provides a copy to the VIP Groups Lead and to each Committee member prior to the next meeting; and
 - (c) Treasurer who:
 - is the financial controller of Supporter Group; and
 - is responsible for all financial management of the Supporter Group and providing all financial reports to the Richmond VIP Groups Lead in accordance with these Guidelines.
- 5.5 All Committee positions must be up for election each year at the Supporter Group's Annual General Meeting of members (**AGM**). The Supporter Group must provide the details of any candidates for the Committee positions to the VIP Groups Lead prior to the AGM, with all elected committee members being first approved by the VIP Groups Lead. If a casual vacancy arises for a Committee position, any replacement must be first approved by the VIP Groups Lead.

Meetings

- 5.5. In relation to the Supporter Group's first informal meeting, it is recommended that the following key items be included in the agenda:
- (a) Supporter Group structure;
 - (b) Committee structure;
 - (c) membership fees, entitlements and other costs;
 - (d) fundraising ideas; and
 - (e) meeting frequency and venue.
- 5.6 In relation to Committee meetings:
- (a) it is recommended that a minimum of three (3) Committee meetings are held each year (e.g. one held in October; one in February or March as the playing season gets ready to start; and one in June at the mid-point of the

- season); and
- (b) minutes from Committee meetings and any other important submissions are to be sent directly to the VIP Groups Lead after each meeting.

Annual General Meeting

- 5.7 Subject to any applicable laws, the Supporter Group must:
- (a) hold an AGM in the month of October in each year;
 - (b) provide sufficient written notice to its members prior to each AGM (e.g. fourteen (14) days) which documents the business to be conducted at the AGM (**AGM Notice**);
 - (c) provide a copy of the Supporter Group's annual report and financial statement to its members with the AGM Notice;
 - (d) conduct the election of officers of the Committee for the next Financial Year; and
 - (e) provide a copy of the AGM Notice and supporting documentation to the VIP Groups Lead prior to the scheduled date of the AGM.
- 5.8 It is recommended that the following format be adopted for running an AGM:
- (a) Reading of the minutes of the previous AGM– Moved/Seconded;
 - (b) President's Report – Moved/Seconded;
 - (c) Treasurer's Report – Moved/Seconded;
 - (d) Election of Office Bearers – Nominate / Seconded / Show of hands for support. (Note: If more than one person is nominated then a majority vote will be taken);
 - (e) Business arising from minutes and reports; and
 - (f) General Business.

Minutes of meetings

- 5.9 Proper minutes of all proceedings of meetings of the Supporter Group should be entered within one (1) month after the relevant meeting in the minute book kept for that purpose and provided at the end of the Financial Year to the Club.

Financial management

- 5.10 The Supporter Group must:
- (a) keep such accounting records as are necessary to correctly record and explain the financial transactions and the financial position of the Supporter Group (i.e. the Treasurer should keep track of all income received and expenses incurred);
 - (b) only use its funds for its operations, Supporter Group Activities and for the purpose of donating to the Club. In no way should the funds be used for any other activities outside of the Supporter Group;
 - (c) set up its own bank account to manage its operating revenue;
 - (d) provide any donations to the Club by the end of each Financial Year; and
 - (e) provide a financial statement (which includes a profit and loss statement) to the Club within one (1) month of the end of each Financial Year.
- 5.11 It is recommended that:
- (a) expenses are paid by direct debit/transfer with statements supplied; and
 - (b) at the end of the Financial Year enough money (we recommend at least \$250) is retained by the Supporter Group to assist with expenses to be incurred in the future generation of funds, and if additional funds are required for the following year, please contact the VIP Groups Lead.
- 5.12 The Club will not be liable for any liabilities, losses or expenses of Supporter Groups (or their members) and Supporter Groups must not represent or claim that the Club is responsible for any liabilities, losses or expenses of the Supporter Group (or their members). Care should be taken by Supporter Groups to avoid becoming engaged in any activities that cannot be fully funded by the Supporter Group.

Membership

- 5.13 It is recommended that:
- (a) members are recruited through simple computer-generated window signs, fliers and posters, located at various businesses within the local town or suburb. Often business proprietors can be adopted as a local or regional recruiter for the Supporter Group and sometimes can be persuaded to sponsor the Supporter Group;
 - (b) membership information and an application form for the Supporter Group are sent to all supporters that have been identified in the local area or region;
- 5.14 Each Supporter Group must maintain an up to date electronic database of all their members and any prospective

members (**Member Database**) and a dedicated email account for communication with members and the VIP Groups Lead. Each record on the Member Database should contain the following information:

- (a) Title
 - (b) First name
 - (c) Surname
 - (d) Postal address
 - (e) Home phone number
 - (f) Work phone number
 - (g) Mobile number
 - (h) Email address
 - (i) Gender
 - (j) Date of birth
 - (k) Richmond membership number (if applicable)
 - (l) Richmond membership type (if applicable)
- (collectively "**Personal Information**")

5.15 The Supporter Group should encourage its members to become members of the Club– (given the objective of Supporter Groups).

5.16 The Supporter Group should adopt practices for the management of the Personal Information which comply with the Australian Privacy Principles in the *Privacy Act 1988* (Cth).

Member Communications

5.17 It is important that Supporter Group keeps in regular contact with its members and the VIP Groups Lead. Some of the tools listed below may be used to get information to current and prospective members:

- (a) Newsletters: All successful groups publish a monthly newsletter to their members. (Please ensure the VIP Groups Lead is included in the mailout);
- (b) Website: The Club runs a dynamic website with a large amount of regular traffic. The Supporter Groups have their own section where information relating to each Supporter Groups Activities can easily be added regularly. Subject to the prior approval of the VIP Groups Lead, Supporter Groups may also elect to set up their own website to advertise Supporter Group Activities and manage communications with members;
- (c) Email: This form of communication has become a very valuable way to reach people. The Club has set up a Supporter Group specific address for each group. e.g. ballarat@rfcsupportergroup.com. A personal email account may be used at the Supporter Group's discretion;
- (d) Social media: There are many social media platforms available to use to communicate with members and advertise Supporter Group Activities.

5.18 All communications must go to the VIP Groups Lead.

Membership Fee

5.19 Each Supporters Group should charge their members an annual membership fee to cover ongoing expenses related to set-up costs, mailouts, administration and the convening of various social functions throughout the year.

5.20 It is suggested that membership fees are kept between \$5 - \$30 for adults depending on the entitlements of the membership to keep prices at a similar standard. Supporter Groups may elect to offer Club members a discounted fee.

Advertising, Fundraising and Social Activities

5.21 All fundraising and social activities are subject to prior approval by the VIP Groups Lead. All such activities for the year should be planned and forwarded to the VIP Groups Lead by 30 January of that year to allow adequate planning in conjunction with the AFL fixture and Club events.

5.22 Supporter Groups may raise funds through various means which may include raffles, auctions, game-day activities, trivia nights and/or bus trips.

5.23 The Supporter Group must comply with all applicable laws and regulations which govern fundraising (e.g. permits may be required for larger fundraising activities – please check the relevant State or Territory's gaming regulation website for more details).

5.24 Upon request by the Supporter Group and subject to the VIP Group Lead's approval and the Club's Privacy Policy, the Club may assist with advertising:

- (a) the establishment of any new Supporter Group by contacting the Club's members in the relevant local area. Any



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such request should contain the time, date and venue details of the Supporter Group's first meeting and the contact details of the Supporter Group organiser; and/or

- (b) a Supporter's Group's fundraising activity to the Club's members. Any such request by a Supporter Group must be provided for approval at least three (3) weeks prior to the scheduled date of the activity.

Sponsorship

5.25 It is recommended that Supporter Groups approach local business people who may be willing to donate their products and services. For example:

- (a) a hotel proprietor may wish to designate their hotel as the official Supporters' Group meeting place for televised games and functions and offer discounts for members on meals/drinks; or
- (b) a radio or newspaper may wish to advertise for membership or any future events.

5.26 If any sponsors wish to have their name on any newsletters, invitations or membership forms etc., the prior approval of the VIP Groups Lead is required.

5.27 Supporter Groups must not approach the Club's sponsors directly. The sponsors of the Club are listed at Item 3 of the Schedule.

Execution

The agrees to comply with these Guidelines for 2024.
(Supporter Group name)

Signed by an authorized representative:

.....
(Name / Title of authorized representative)

.....
(Signature of authorized representative)



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Schedule

Item 1 VIP Groups Lead

Marcus Crocitti

Email: mcrocitti@richmondfc.com.au

Phone: 0422 547 802

Item 2 Supporters Group Entitlements Package - 2024

The details of the Supporters Group Entitlements Packages are attached at the annexure.

Item 3 Club Sponsors – 2024 (current as at 30/01/2024)

Name of sponsor	Type of sponsor	AFL and/or AFLW
NIB	Co-Major Partner	AFLW
Latitude	Co-Major Partner	AFL
Swinburne	Naming Rights & Education Partner	AFLW
KFC	Platinum Partner	AFL
Puma	Platinum Partner	AFL
Hostplus	Platinum Partner	AFLW
National Storage	Platinum Partner	AFLW
Milwaukee Tool	Platinum Partner	AFL
A.G.Coombs	Gold Partner	AFLW
VRGF	Gold Partner	AFL
Comwire	Gold Partner	AFL
Crypto.com	Gold Partner	AFL
Motorola	Gold Partner	AFL
Jim Beam	Gold Partner	AFL
Plenary	KGI / Diversity & Inclusion Partners	AFL
VEC	KGI / Diversity & Inclusion Partners	AFL
Culture is Life	KGI / Diversity & Inclusion Partners	AFL
Vic Health	KGI / Diversity & Inclusion Partners	AFL
Australian Government	KGI / Diversity & Inclusion Partners	AFL
Australian Defence Force	KGI / Diversity & Inclusion Partners	AFL
Specialised Fire Protection	KGI / Diversity & Inclusion Partners	AFL
Australian Defence Force	KGI / Diversity & Inclusion Partners	AFL
Deadly & Proud	KGI / Diversity & Inclusion Partners	AFL
First Peoples' Assembly of Victoria	KGI / Diversity & Inclusion Partners	AFL
New Era	Official Suppliers & Providers	AFL
JR Group	Official Suppliers & Providers	AFL
ZOGGS	Official Suppliers & Providers	AFL
PTP	Official Suppliers & Providers	AFL
Melbourne Airport Parking	Official Suppliers & Providers	AFL
2XU	Official Suppliers & Providers	AFL
The Pass	Official Suppliers & Providers	AFL
Club Warehouse	Official Suppliers & Providers	AFL
Cool Ridge	Official Suppliers & Providers	AFL
Pepsi	Official Suppliers & Providers	AFL
Gatorade	Official Suppliers & Providers	
Fulton Hogan	Proud Partners	AFLW



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Item 4 Committee Members Discount

20% off apparel and associated products (excluding memorabilia, premiership ranges and sale items) as specified by the Club

Item 5 Richmond Supporter Group Logo



Annexure

2024 Supporter Group Entitlements Packages

Part A – Minimum Entitlement Package

All Supporter Groups that sign the Richmond Football Club Supporter Group Guidelines for 2024 and comply with such Guidelines will receive at a minimum the following:

- \$100 Roar Store voucher
- One AFL team signed guernsey and one AFL team signed football (signed by all AFL players)
- One AFLW team signed guernsey and one AFLW team signed football

Part B – Additional Entitlements Packages

As an incentive to sign up members and raise more funds for their Supporter Group these additional entitlements will be available to Supporter Groups to access.

Over and above the Minimum Entitlement, Supporter Groups will be provided with additional entitlements relative to the funds raised by the Supporter Groups for the Club from the previous Financial Year.

A: Funds raised: \$5,000 - \$9,999

- One AFL team signed guernsey and one AFL team signed football (signed by all AFL players)
- \$200 Roar Store voucher
- Two 3-game Club (AFL) memberships to raffle or auction before the AFL season starts
- Two passes to join the Guard of Honour before an MCG or Marvel AFL home game
- Two passes to the Club's change rooms before the AFL home game (subject to the Club's football department allowance)

B: Funds raised: \$10,000 - \$14,999

- Two AFL team signed guernseys and two AFL Team signed footballs (signed by all AFL players)
- Two tickets to 3121 - The "Tiger" Sanctum AFL home game match day function - hosted by "Flea" (Dale Weightman)
- \$300 Roar Store voucher
- Four 3-game Club (AFL) memberships to raffle or auction before the AFL season starts
- Two passes to join the Guard of Honour before an MCG or Marvel AFL home game
- Two passes to the Club's change rooms before the AFL home game (subject to the Club's football department allowance)

C: Funds Raised: \$15,000 - \$19,999

- Three AFL team signed guernseys and three AFL team signed footballs (signed by all AFL players)
- Two tickets to 3121 - The "Tiger" Sanctum AFL home game match day function – hosted by "Flea" (Dale Weightman)
- \$400 Roar Store voucher
- Four 3-game Club (AFL) memberships to raffle or auction before the AFL season starts
- Two passes to join the Guard of Honour before an MCG or Marvel AFL home game
- Two passes to the Club's change rooms before the AFL home game (subject to the Club's football department allowance)

D: Funds raised: \$20,000 +

- Three AFL team signed guernseys (signed by all AFL players) and one signed guernsey by the current AFL coach, AFL captains and leaders of the playing group
- Four AFL team signed footballs (signed by all AFL players)
- Two tickets Jack Dyer Medal Function (flights and accommodation not included)
- Two tickets to 3121 - The "Tiger" Sanctum AFL home game match day function – hosted by "Flea" (Dale Weightman)
- \$500 Roar Store voucher
- Four 3-game Club (AFL) memberships to raffle or auction before the season starts
- Two passes to join the Guard of Honour before an MCG or Marvel AFL home game
- Two passes to the club's change rooms before the AFL home game (subject to the Club's football department allowance)



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Part C Current & Former Player Appearances

Despite a proposal put forward for more current AFL and AFLW player appearance requests this AFL and AFLW season, the Club's football department has strict guidelines and deadlines for AFL and AFLW players to meet which makes it difficult to access players for Supporter Group functions.

Therefore, the Club has been in contact with many of former players and they are keen to help with appearances at Supporter Group functions etc.

All requests for former player appearances should be forwarded to the VIP Groups Lead at least 8 weeks before the proposed date of the event. The more notice provided to the Club, the more likely the Club will be able to assist with the request.

All requests for a player appearance must include the following information:

- Description of the event and purpose
- Venue details
- Date and time
- Promotional activities
- Ticket price
- Details of formalities and Master of Ceremonies
- Fundraising activities to be conducted
- Number of guests expected to attend
- Anticipated profit/loss from the event

Please note – the cost of flights and accommodation for each player are to be paid by the Supporter Group and must be considered and factored into the budget and planning of an event.

Part D: Other conditions

Please note that:

- The amount of funds raised by each Supporter Group in 2024 is based on funds donated at the conclusion of the Club's end of financial year.
- Upon confirmation of the funds raised and the selection of the relevant Additional Entitlement Package, all items in each of the Additional Entitlement Packages (ie A, B, C and D) will be provided once by the Club to the Supporter Group and must be used for fundraising purposes of the Supporter Group only.
- All items are subject to availability with an exchange of an item to the equivalent value available for request. Each item's terms and conditions (available on request)
- Special requests can be made by the Supporter Group to the VIP Groups Lead for memorabilia above the allowances included in each Additional Entitlement Package mentioned above. The costs of such memorabilia are to be funded by the Supporter Group.