

GRASSROOTS CRICKET FUND

GRASSROOTS CRICKET FUND GRANT PROGRAM

Guidelines for Cricket Clubs



FUND OVERVIEW

Australian cricketers love the game—and they're equally passionate about giving back to the sport that has shaped their lives. That's why they've contributed up to \$30 million of their own money to establish the Grassroots Cricket Fund (GCF), a joint initiative of the Australian Cricketers' Association (ACA) and Cricket Australia (CA).

Established in 2019, the GCF exists to strengthen grassroots cricket across the country. Each year, the Fund invests in priority areas aligned with the Australian Cricket Strategy to boost participation, enhance community club experiences, and ensure clubs remain vital hubs for local connection and development.

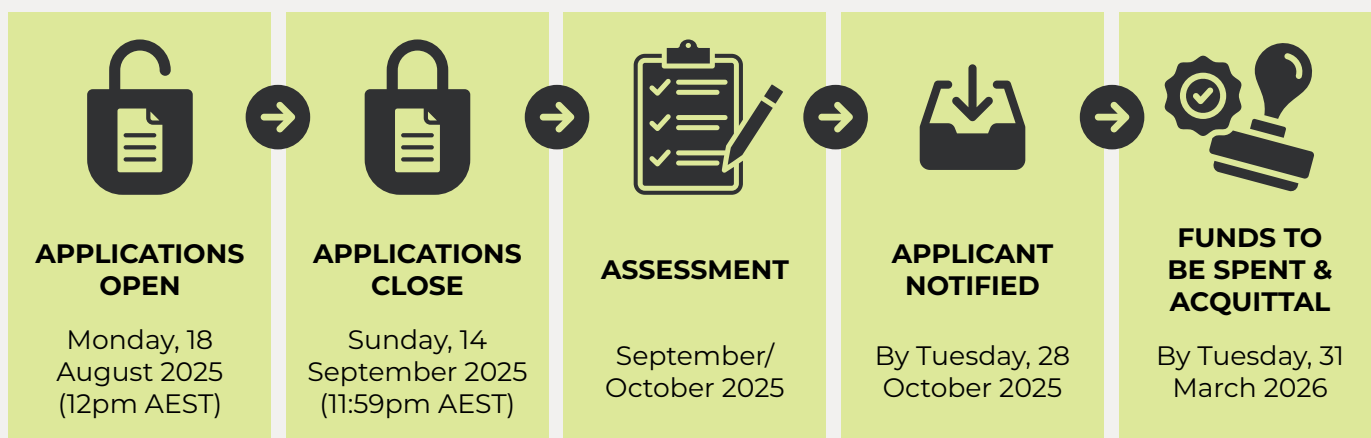
These guidelines outline how community cricket clubs can apply for funding in the current season, including eligibility criteria, key conditions, and the assessment process.

PROGRAM OBJECTIVES

The objectives of the **GCF Community Grants Program** is to facilitate sustainable impact and to ensure Cricket Clubs around Australia:

- Remain strong pillars of local community development;
- Are supported to grow and improve the experience of 5 – 12 year olds, in line with Australian Cricket's strategic priorities;
- Are empowered to create sustainable growth and deliver high-quality experiences for their members so they can thrive as players, coaches and volunteers;
- Have access to funding to build the capability of their administrators and volunteers;
- Provide safe, inclusive and accessible environments for all participants and the wider community.

IMPORTANT DATES



FUNDING ELIGIBILITY

Submissions made to the GCF must meet the following conditions:

Who can apply:

- Community Cricket Clubs
- Associations that 'act' as clubs in regional areas
- Premier Cricket Clubs

The following entities are not eligible for funding in this round:

- Associations (we acknowledge that some associations act as 'clubs' in some regional areas, and they will be eligible to apply)
- Regional boards which oversee associations
- Schools & Colleges
- Umpire Associations

To apply for a grant, Cricket Clubs must:

- Fall under the affiliation umbrella of a State or Territory Association;
- Be located in Australia;
- Be properly constituted and registered as an Incorporated Association under their relevant State/Territory legislation;
- Must have met reporting requirements on any previous GCF grants;
- Have adopted and endorsed the latest Australian Cricket Framework for Safeguarding Children & Young People and provided updated Child Safety Officer details to their State or Territories.

For clarification, contact your local Cricket Manager or Premier Cricket Manager.

Further to the eligibility above, the Cricket Club must have **ONE** of the following statement to be true for the 2024/25 season:

- a. Delivered or participated in a Woolworths Cricket Blast program (activated a Cricket Blast Program, School Holiday program or Pop-Up centre in PlayHQ); or
- b. Fielded at least one junior girls' team in an affiliated girls' competition; or
- c. Had a total of 10 or more girls registered in or across Woolworths Cricket Blast and Junior Cricket.

FUNDING INFORMATION

Grant Amount:

Eligible clubs can apply for grants of up to **\$3,000**.

Please note:

To ensure fair distribution of support across Australian Clubs:

- Clubs that did not receive GCF funding last season will be given priority. However, all eligible clubs are encouraged to apply, as the prioritisation will be dependent on the volume of applications received.
- Your funding request may be partly granted, as a co - contribution to that initiative.

Conditions of Submission:

- All submissions must be approved by your local Cricket Manager (CM), with a written approval letter or email attached to your application.
- Funding can be used retrospectively for expenses incurred from 1 July 2025, provided proof of expenditure is included.
- All initiatives must be completed during the 2025/26 season, with funds fully used by 31 March 2026.
- Costs incurred prior to 1 July 2025 will not be eligible for funding.
- Submissions which are creative and strategic, targeted at enhancing the experience of members and driving growth, will only be considered.

ELIGIBLE ACTIVITIES & INITIATIVES

GROW PARTICIPATION OPPORTUNITIES

Supports Initiatives that create or expand participation pathways for key focus groups:

- Woolworths Cricket Blast
- Junior Cricket
- Women & Girls
- Multicultural and Diversity & Inclusion Initiatives

Examples of eligible initiatives:

1. Recruitment Drives

- School - to - Club engagement activities;
- 'Come and Try' days;
- Targeted recruitment campaigns (e.g social media campaigns, flyers, banners)

2. Marketing Strategies

- Hiring the services of a consultant or agency to support marketing activities;
- Website development (excludes ongoing maintenance costs)

3. Playing Support

- Playing equipment for new participants and / or teams;
- Female menstrual cycle support e.g. provide period product packs for kit bags and bathrooms, dark coloured pants (excludes purchase of any other playing and training uniforms);
- New girls teams playing uniforms

4. Cricket Blast – Enhance the Experience

Create a fun environment at your Cricket Blast centres.

Examples of eligible expenses:

- Purchase of new equipment, speakers for music, Cricket Blast flags/signage, BBQ purchase or coffee van hire;
- Parent engagement night to upskill parents on the program and how it runs and how to be involved

5. Smash Series Cricket – Pilot Funding

The GCF will support a one-year pilot of Smash Series Cricket – a 60-minute, modified ball, backyard cricket style format with both competitive and non-competitive options aimed at:

- Women & Girls
- Multicultural communities
- Lapsed participants
- Cricket Blast transition into Junior Cricket
- New participants to Junior Cricket

Eligible Expenses for Smash Series Initiatives:

- Equipment purchase
- Ground hire
- Promotional material
- Coordinator honourarium (max. \$500)

Learn more about Smash Series Cricket here: <https://play.cricket.com.au/play/social-cricket>

CREATE BRILLIANT EXPERIENCES

Initiatives that enhance the experience of volunteers, participants and the broader club community.

Examples of eligible initiatives:

1. Building Operational Capacity & Capability

Projects and initiatives that help clubs run more efficiently:

- Development of a club strategic plan (vision, mission, goals);
- Operational plans to boost engagement and participation;
- Technology for new initiatives – e.g Laptops and/or tablets (max. 3 per club)

2. Volunteer & Member Development & Engagement

Support for training, upskilling and modernising the volunteer & participant experience:

- Coaching & Umpire courses
- Mental Health First Aid, Mental Health Awareness Workshops
- First Aid Training
- Child Safety Officer Training
- Governance, Risk Management or Financial Training
- Social Media and Volunteer Management Training
- Leadership Courses for junior participants
- Conflict Resolution, Building Resilience and Wellbeing Sessions
- Initiatives that support reimagining the volunteering experience (modern practices, micro-volunteering, flexible/online roles, use of technology)
- Activities that promote engagement of under-represented communities in volunteering/ club support capacity (eg: women & girls, youth, multicultural)

3. Volunteer Recognition Program

Celebrate the impact of your club Volunteers:

- Volunteer Recognition Activity (e.g Volunteer of the Month/Year)
- Public recognition campaigns (newsletters, social media, events)

4. Improve Inclusion & Diversity Initiatives

Support participation from under-represented communities including:

Culturally & Linguistically Diverse (CALD) communities, Aboriginal Australians, People with a Disability, LGBTIQ+, and socio-economically disadvantaged groups.

Examples:

- Welcome to Country Ceremonies (involving local Elders)
- Cultural education and awareness sessions
- Community-building events that foster inclusion and connection

5. Other Initiatives

Any other initiative that creates a safe, inclusive, and high-quality experience at your club, especially for: Juniors, Girls, Diverse or marginalised communities and volunteers.

ITEMS NOT ELIGIBLE FOR GCF FUNDING

- Costs towards the purchase of playing & training balls and bowling machines.
- Purchase of playing and training uniforms (new girls teams uniforms and dark coloured pants initiatives are an eligible item).
- Purchase or operating costs of a FrogBox system.
- Flicx pitches, gazebos, pitch covers, pitch roller and other infrastructure items or projects.
- Payments to external providers or State Cricket Associations to deliver Cricket programs.
- Professional coaching fees, player payments, volunteer honorariums (that sit outside the volunteer recognition program and/or social smash pilot) or administrative salaries.
- Individual scholarships/sponsorships.
- Capital building works such as renovations, extensions or new building projects.
- Canteen related expenses including soft drinks, food and alcohol.
- Rental costs associated with the annual or seasonal hire of facilities
- Leasing of vehicles, trailers or related accessories
- Ongoing and annual operational costs e.g. staff/coach wages and administration costs that relate to the running of the club/organisation including yearly subscriptions/memberships, rent, utilities and venue hire.
- Events and initiatives that are scheduled post the 2025/26 season in your State or Territory.

HOW TO APPLY

From **12pm AEST, Monday, 18 August 2025** clubs can apply via an online form at: www.grassrootscricketfund.com.au. The round will close on Sunday, 14 September 2025.

Your application must include:

- A detailed project outline
- A cost breakdown
- Official quotes
- Projected outcomes and community impact
- Endorsement from your local Cricket Manager (a letter or email must be uploaded)
- Club Bank Details

SUPPORTING DOCUMENTATION

The below documents must be uploaded into your application form:

Costs Breakdown:

Use the budget template provided in the application form to outline:

- All income and expenditure specific to your initiative;
- Clear, itemised estimates that reflect value for money (especially for event-based proposals)

Quotes Must:

- Be dated from 1 July 2025
- Equal or exceed the total amount requested
- Include the supplier's business name, ABN and/or website

Acceptable Quote Formats:

- Website shopping carts
- Paid and Unpaid invoices
- Screenshots (with required supplier information)

Bank Details:

A screenshot or scan of the club's bank statement which shows Bank name, Account name, BSB and Account Numbers only (blank out the rest).

ASSESSMENT

The fund is administered by a joint committee of representatives from the ACA and CA. The committee has been formed to make decisions on the allocation of the funds, on behalf of the players. Grants will be allocated to clubs by the Joint Committee, in its absolute discretion, on a merit and needs based assessment of the application (again, subject to club applicants satisfying the applicable funding criteria).

Key Assessment Criteria:

- Merit & Needs-Based Evaluation
- Alignment with the Australian Cricket Strategy
- Strength of Community Impact

As mentioned above, to ensure fair distribution of support across Australian Clubs:

- Clubs did not receive GCF funding last season will be given priority. However, all eligible clubs are encouraged to apply, as the prioritisation will be dependent on the volume of applications received.
- Your funding request may be partly granted, as a co - contribution to that initiative.
- Submissions which are creative and strategic, targeted at enhancing the experience of members and driving growth, are of a higher priority.

All applicants will be **notified in writing** of the outcome once assessments are complete.

ACQUITTAL PROCESS

All successful applicants are required to send through a written submission detailing outcome of the initiative/s, impact and receipts as proof of spend no later than Tuesday, 31 March 2026.

CONTACT

For further information about the Grassroots Cricket Fund Club grants please contact:

PlayCricket Support Team

1800 CRICKET (274 2538), or visit www.grassrootscricketfund.com.au

Or alternatively contact your State or Territory Local Cricket Manager / Premier Cricket Manager.

CASE STUDIES

KUHCC has developed our Junior Club Plan 2024-2026, which details step by step how KUHCC will achieve our goal to rebuild our inclusive junior cricket systems - introducing one additional junior team each season, until KUHCC is represented in all junior age groups (including a target of 20 girls registered across Blast and Juniors).

These goals were to be achieved through a variety of strategies, including the redevelopment of the club website and social media, targeted marketing campaigns and the purchase of club banners to drive registrations. Based on the success of the website redevelopment, advertising campaign and purchase of banners, our club was able to run a junior blast program, an under 9s team and under 12s team. After the success of the blast program, we were able to add an additional juniors team (U8s) after Christmas. It appears highly likely that all junior teams will continue to play next season, with the club looking to add an additional 1-2 junior teams.

– Kenthurst Upper Hills Cricket Club

Koonwarra/Leongatha RSL Cricket Club received a grant for two ClubMap workshops, Planning & Implementation. Following these workshops, we now have a clear plan to follow in order to improve our club in many areas; committee structure, attracting & retaining volunteers, fundraising, improving use of technology and more. Without the grant these workshops would simply have been out of reach for our small club and we would have continued paddling away without much progress at all.

– Koonwarra / Leongatha RSL Cricket Club

The GCF grant was used directly in a new initiative developed by our club to scaffold and support our junior program, we call it Sharks Kids. Sharks Kids is a bespoke junior program with a holistic approach to junior development on and off the field. Concepts of health and wellbeing, diversity, inclusion and safeguarding are at the core whilst promoting and fostering SAFE PEOPLE, SAFE PLACES, SAFE PROGRAMS and SAFE PRACTICES. The initiative was a huge success for our club, recently receiving recognition from Cricket Victoria for the program, we were awarded Junior Initiative of the Year. As a club we are extremely proud of our achievement in this regard and the grant funding allowed us to purchase the necessary resources to implement and support the program.

– Sorrento Cricket Club

The Parent and Family engagement initiative aims to better engage existing families and attract new families to the Uraidla Cricket Club, improving family retention and increasing player numbers and volunteer support for the junior and club programs.

The initiative focuses primarily on recruitment and promotional activities, including:

- Recruitment drives at the Uraidla Show and other events over the course of the year, including school open days;
- Marketing and promotional drives on social media and through Australia Post;
- A series of events for parents and families over course of the season, including Pink Stumps Day fundraiser and Club Planning day, encouraging new and existing families to connect with the club; and
- Focused skills workshops for Under 10's and Under 12's to help manage anxieties around transitioning to the use of the hard cricket ball and helmets.

– Uraidla Cricket Club

The club wishes to use their funding to engage SALT and their 'Champions of Change Program' and 'Club with Heart Program'.

The Champions of Change program tackles the issue of gender equality. Sport is a powerful catalyst for social change; it can help shape community attitudes and perspectives and plays a crucial role in advancing gender equality and challenging stereotypes. We hope the program supports the future success of our club by helping create an inclusive and welcoming environment.

The Clubs with Heart program helps our club create a new ERA through Education, Responsibility and Accountability. Clubs with Heart aim to be highly competitive, they want to win, and they want to produce great players. However, they understand that they have a higher calling, which is to create a community of care, respect, courage and resilience. People are drawn to successful clubs and that is what we want to be known as, both on and off the field.

– Nunawading Cricket Club

The goods purchased were to provide cricket kits to our Stage 1 Girls/U10s/U12s teams so that initially families do not need to fork out \$100s for their children's cricket. Personal equipment is quite an expense so for the club to be able to purchase new kits (bats, helmets, gloves & pads - our previous kits were very old), enables young players to use excellent quality shared equipment. As these children continue with their cricket in 14s/16s, parents can then start to purchase individual items for their children. While we try to keep junior player fees as low as possible; the cost of personal equipment can be the difference between parents choosing other sports for their children over cricket.

So we thank you for your generous grant and know that these purchases will ensure that our young players are using quality equipment for many years.