



AFL Central Victoria

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MEDIA RELEASE

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AFL CV, Heathcote District Football Netball League & Community Bank collaborative sponsorship

An innovative partnership between Elmore/Rochester/Lockington, Rushworth and Heathcote Community Bank companies with AFL Central Victoria has ensured funding for the 2023 Heathcote & District Football Netball League (HDFNL) season.

As major financial supporters of the HDFNL, the funding arrangement provides umpires, training for club committees, youth engagement programs, and coaching education and support.

All three chairs of the Community bank boards agreed that supporting youth returning to and staying in sport after COVID disruption is a focus for grassroots sporting communities and the 2023 funding for the Heathcote & District League ensures the league can provide community-based sporting opportunities for local kids.

The Community Bank purpose is to invest profits into local community groups and partner with local communities and this partnership with AFL Central Victoria and the HDFNL in collaboration with our Community bank network makes sure profits go back to where they are needed most – in our communities.

Previously the league was supported by Bendigo Bank itself, however it was agreed that the Community bank network had deeper connections to the communities directly involved in the HDFNL.

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