

# GAME DEVELOPMENT NEWSLETTER



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## A new strategy for Game Development

### *Matt Bulkeley – Head of Game Development*

Over recent months, FFA has been working on the formulation of the National Game Development Strategy, a plan that will focus on the next four year period. This process has involved consultation with the football community through focus groups with more than 100 clubs, as well as workshops with our nine Member Federations. It will also aim to address factors identified by respondents in the National Participation Survey about the ways in which football can become more appealing and accessible to participants.

Through the associated review process of the National Football Development Plan, released in 2007, it has become very clear that significant progress has been made with respect to the objectives set out in this Plan. With the support of our Member Federations and the broader football community, much has been achieved over the last three years. Some key highlights include:

- i. Cottee’s Schools 5-a-side program – Approximately 22,000 school children (9,000 girls, 9,000 boys) have experienced football at 120 individual events throughout the country.
- ii. Optus Small-Sided Football – 148,000 children are now playing football in a format that is appropriate for their age. Just under 40,000 players will come on board over the course of the next 12 months.
- iii. In 2010, female participation surpassed 100,000 players. Over recent years, female participation has grown at a rate of 13%

- iv. All community pathway coach education courses have now been completely rewritten and are being delivered to the football community. In 2009/10, 693 community courses were delivered nationally, which represented an increase of just over 30% from 2008/09.
- v. In 2010, six Member Federations used the MyFootballClub online registration system to register their players – representing a total of 140,000 participants.
- vi. In 2010, a National Facility Audit was completed with information being received from around 1000 clubs and 500 Local Government Authorities.
- vii. Over the last two years, \$1.5 million has been distributed to 468 clubs as part of the Grassroots Football Facilities Fund
- viii. FFA has been an active part of ASC Sport Connect over the last two years and is in the process of implementing aspects of our Disability Action Plan.
- ix. The Indigenous Football Development Program has been significantly expanded to include a National Indigenous Football Festival focused on first time football players. The first ever Festival was held in July 2009.



Whilst FFA, our Member Federations and the football community have reason to be proud of the collective progress that we have made in the area of grassroots football, there remains much that needs to be done in order to continue grow the game.

In the context of our stakeholder engagement and information gathering process the football community have told us:

- Playing and training facilities are inadequate for the present and future needs of football, both in terms of quality and quantity
- There are a lack of volunteers and insufficient recognition for the contribution that they make to the development of the game
- The education and development of grassroots coaches is critically important
- A greater focus needs to be placed on providing education and other services to clubs and participants in regional and remote areas of the country
- Football must ensure the experience is positive for all players, but in particular for 5 to 10 year olds
- The dearth of referees was identified as an issue in all focus groups that were conducted
- Clubs require support in educating and guiding their volunteers

FFA is committed to working hard on the implementation of the soon to be released National Game Development Strategy as well as engaging in a more meaningful way with all levels of the football community – with the view to providing tangible and valuable support for the grassroots of our great game

## Growing the game in Northern New South Wales

*Kean Marshall - FFA Regional Participation Manager*

Northern New South Wales Football will continue with the implementation of Optus Small Sided Football which will be completely rolled out from under 6 – 11s by the end of 2012. Across NNSW, seven zones, clubs, coaches and parents are seeing the benefits of their children playing OSSF.

To assist all clubs in NNSW, a 'Grassroots Week' will run from April 4th – 8th. These grassroots courses will be conducted over the entire state, with 21 courses in total. This course provides coaches with the knowledge and confidence to best cater for our youngest players. During this course, coaches will be educated on the philosophy of OSSF with the view to making every players football experience the best it can possibly be. In 2010, 400 coaches participated in a course during Grassroots Week.



During Grassroots Week, Instructing Referee (IR) courses will also be offered following the success of the course in 2010, which saw 390 participants attending across three venues. In 2011, this course will be expanded with 14 courses to be conducted in two days across the state. The IR course is the perfect environment for our future match officials to learn and begin the journey to becoming a fully accredited referee.

Cottee's Schools 5- a-Side will be starting again in Northern New South Wales, with a target of 4000 primary school students being actively involved in organised events. The program is a fantastic opportunity to retain current players as well as recruit new players to football. The focus of the day is participation, and by removing the emphasis on winning and losing, a fantastic environment is created for years 3 – 4 students to enjoy football. Football Federation Australia, in conjunction with Northern New South Wales Football, will continue to introduce and develop football in Indigenous communities. In 2011, the "No School No Play" program will include the towns of Lightning Ridge, Walgett and Moree. This program is aimed at students increasing their personal school attendance which will in turn improve the students education.

Using football as an incentive for attending school, Moree High School will have the opportunity of sending a girls team to the FFA Indigenous Football Festival in Alice Springs in July 2011. The first visits commenced in early March and conclude in May with students completing a Grassroots Coaching Certificate as part of the program.



INDIGENOUS FOOTBALL  
DEVELOPMENT PROGRAM



## Optus Small Sided Football – A fresh start to 2011

*Vito Basile – National Participation Manager*

Welcome to season 2011.

With an expected 150,000 Optus Small Sided Football (OSSF) players set to 'kit up' to embark on the early stages of their football careers, the education of coaches, parents, team and club officials, plays a pivotal role in the understanding and environment enhancing experience which is provided for all participants.



The OSSF website ([www.smallsidedfootball.com.au](http://www.smallsidedfootball.com.au)) is now fully updated, including the OSSF Handbook, Parent Flyer, Poster and Laws of the Game, all of which can be downloaded. The Parent Flyer has adopted a new design, with the inclusion of both the Game Leader and Instructor Referee resources. This handy three-in-one educational tool provides all the necessary information for parents new to OSSF, and allows for the re-education of existing families.



New in 2011, the 'Resource' section on the OSSF website provides video footage of training practices for coaches and parents directly involved with grassroots teams. The training games are divided into two sections; Under 6 and 7 &

Under 8 to 11. Additionally, the benefits and formats of OSSF are also explained with the assistance of visual action aids.

All formats remain consistent with the previous year, however, one minor variation has been introduced to the Laws of the Game, specifically the Goalkeeper. The modified rule now states:

#### **Under 8 – 11: Goalkeeper**

The goalkeeper is allowed to handle the ball anywhere in the penalty area. To restart play after a save or gathering the ball with their hands, the ball must be thrown or rolled from the hands or played from the ground with their feet, within 6 seconds. The goalkeeper is not allowed to kick or drop kick the ball directly from their hands. Opponents must be at least 5m outside the penalty area and cannot move inside the penalty area until the ball is in play.

- U8 & 9 - The ball is in play once it moves out of the penalty area.
- U10 & 11 - The ball is in play once it moves out of the penalty area or when the goalkeeper places the ball on the ground\*.

An indirect free kick is awarded if the goalkeeper touches the ball with his hands after it has been deliberately kicked to him by a team-mate.

#### **Goalkeeper Progression**

The developmental progression of the game becoming “live” when the goalkeeper places the ball on the ground provides the necessary learning phase for players transitioning to the 11 v 11 format of football.

FFA would like to thank all Member Federations, Associations, Zones and Clubs for their continued support of the implementation of Optus Small Sided Football.

Let the fun continue...



## MyFootballClub Club Accreditation - 'Raising Standards in Football'

*Emma Highwood – National Club Development Manager*

Clubs play a fundamental role in the development of football in Australia. In order to raise the overall standard of club administration at all levels of the game, FFA, in conjunction with our Member Federations, will introduce a National Club Accreditation Scheme that will identify, support and reward development best-practice in our football community.

Similar programs have been delivered by a number of National Sporting Organisations in Australia, by the Football Association in the United Kingdom, as well as by other major European football nations. These club accreditation initiatives have successfully raised standards at a club level and assisted National Sporting Organisations to provide greater support to grassroots clubs.

There are 4 levels within the National Club Accreditation Scheme, with clubs progressing from Level 1 up to Level 4. The levels will be depicted as stars. One star will be used to indicate football's minimum standards, whilst four stars will indicate the maximum standard. Although the most logical process for clubs will be to work through the various levels to gain stars, beginning with one star, clubs will be able to enter at any level, providing they meet the criteria from previous levels.

### **The core themes in the Accreditation will be;**

1. Youth Development Opportunities
2. Accreditation of Coaches
3. Compliance with National Registration Regulations, rules, and policies
4. Child Protection and Risk Management
5. Adoption of the National Curriculum
6. Club Development and Strategic Planning
7. Developing Effective Partnerships
8. Positive Playing Environment
9. Volunteer Development



### **The Roll out of MyFootballClub Accreditation**

In 2009 FFV, in conjunction with FFA, piloted a club accreditation scheme called Achieving Club Excellence (ACE). This process, including the content of the ACE program, has been particularly useful in helping shape the NCAS criteria as well as the overall approach we take to its implementation. The ACE program has received overwhelmingly positive feedback from clubs and key sporting stakeholders, including the Victorian Government's Department of Sport and Recreation. As a result FFV have become the first state to roll out the National Club Accreditation Scheme, and are in the process of rolling out level 2 to their clubs.

FFA aims to commence the roll out of the scheme nationally by the end of the year. For further information on the scheme and how to become involved please email [myfootballclub@footballaustralia.com.au](mailto:myfootballclub@footballaustralia.com.au)



## Match Officials - Registration and Accreditation

*Richard Beazley – Referee, Coach and Volunteer Accreditation Coordinator*



Firstly who are match officials? These are referees (which also include assistant referees and fourth officials), referee assessors (who coach the referees) and referee instructors (who conduct official FFA courses to train our match officials).

There are two distinct processes to be able to officiate in matches in Australia.

Annual or seasonal registration with FFA through an FFA-recognised referee group (including Member Federation) and four-yearly accreditation as either a referee, assessor or instructor.

### Registration as a Match Official

Registration as a match official is completed on an annual or seasonal basis in accordance with FFA's National Registration Regulations. You are therefore registering with FFA as a match official.

In 2011 this should be done by either completing the FFA NRR10 "Application for Registration of a Match Official" form or by using the MyFootballClub online registration system. (Please refer to your refereeing branch or Member Federation to determine which approach they will be using this year).

FFA does not charge an annual National Registration Fee for match officials.

### Accreditation as a Match Official

In 2007, FFA established a formal structure of match official accreditation under the Australian Sports Commission's (ASC) National Officiating Accreditation Scheme (NOAS), which covers referees, assessors and instructors.

This accreditation needs to be renewed every four years, much like a drivers licence needs to be renewed periodically.

In November 2010, FFA communicated that an accreditation fee of \$22 (inc GST) will now be paid when you attend an NOAS-accredited course or when you renew your accreditation as a referee.

This accreditation process and fee is similar to what coaches have been doing for many years when they attend a coaching course and will be invested into the delivery of initiatives within the National Refereeing Strategy. In the majority of cases a referee will only pay this fee once every four years.

It is important to note that a match official must be registered with FFA and accredited by FFA before he or she can officiate in a match.

A copy of the Australian Officiating Development Schedule (AODS) which outlines FFA's match official courses as well as the process and requirements for renewing accreditation can be found in the resources section of

[www.footballeustralia.com.au/refereeing](http://www.footballeustralia.com.au/refereeing)



## Referee Levels 1, 2 and 3 split into Theory and Practical parts

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The Level 3 Adult Referee, Level 2 Senior Referee and Level 1 Elite Referee programs are now composed of two parts:

### Theory

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This part includes all theoretical units of the program including the examination.

If a match official undertakes the theoretical units of the program, passes the examination and does not wish to undertake the practical components they will be recognised as holding the appropriate theory qualification.

### Practical

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This includes all practical assessments and physical fitness test.

If a match official undertakes the all components of the program including passing the examination and practical components they will be recognised as holding the appropriate refereeing accreditation.

Theory and practical components of the same course must be successfully completed with a two year period.

This means that any referee can do just the theory components of these courses without having to do fitness tests or be assessed on matches. That will result in better educated and more knowledgeable referees officiating in matches around Australia.

These courses may be available through your local referee body in 2011 but will be available all around Australia from 2012.

For more information go to [www.footballaustralia.com.au/refereeing](http://www.footballaustralia.com.au/refereeing)





## What has been happening in Coach Education?

*Norm Boardman – National Community Coach Education Manager*



Since our last newsletter, we have been very busy in the Community Coaching department finalising and rolling out the national Goalkeeping courses, determining the content and conducting some pilot courses for Futsal as well as attending to the steady flow of enquiries and issues on a daily basis.

### Community Courses for W League and HAL Clubs

We have also now facilitated or actually conducted Junior License courses for Perth Glory FC, Newcastle Jets FC, Sydney FC and the Brisbane Roar, as part of an agreement that we have with the W League and HAL clubs to educate their players at the Community level. We acknowledge the efforts of Northern NSW Football, Football Queensland, Football NSW and Football West for getting behind the initiative and supplying their staff to help provide the courses at a nil cost to the players.

### Positive Feedback from Community courses

I am pleased to announce that the feedback from the Community courses has been very good; people are sending in emails and I have also spent time on several courses providing feedback for our presenters and talking with the coaches who attend the courses who are working at the “coalface”, in an effort to find out their thoughts and help them develop their understanding of the philosophy in Community coaching.



### Goalkeeping Presenters' Workshop

We recently completed our second Goalkeeping presenter's workshop in Canberra where we had 12 presenters in over a weekend to upgrade their accreditations. Dean May and Qantas Socceroos goalkeeper coach Tony Franken presented the weekend where all the candidates had opportunities to put on sessions to be assessed. The presenters were all provided with verbal and written feedback in order to further develop themselves as we strive for excellence in our Coach Education programs. In the coming months the Member Federations will be advertising these courses so please check the websites for more details.

As we head into a new season it is time to remember some very important points about coaching in general but in particular at the community level.

- Help the players to enjoy their football
- Use the ball in all practices
- Refer to the 4 Functional Game Skills for training sessions with players up to 13 years old
- Refer to the Game training phase for ages 14 and above
- Help the players learn using the game as the teacher
- LET ME LEARN DON'T TEACH ME !!!

## Thomas Goodman: One of the Many Young Rising Stars of the Australian Paralympic Football Team

*Paul Brown – Head Coach, National Paralympic Team*

Thomas Goodman has only been involved with Paralympic Football for a short time but has made an instant impression on National Paralympic team Head Coach Paul Brown “Thomas is a fine young attacking player. He loves to take on players in the attacking third and has a good long range shot. Thomas plays off both feet and has good passing accuracy”, said Paul. Originally from South Australia, Thomas started playing football at a young age, never realising that one day he would be playing for Australia. “It is such an honour to play for your country” said Thomas.

Thomas spends part of his time in Dubai where his parents live, but ‘commutes’ back to Australia for National camps and International tournaments.

Thomas made his debut for Australia in Canada in 2008 and now has more than a dozen caps for his country. At 20 years of age Thomas is one of the younger players in the National Team.

Australia is currently ranked 10th in the world and will travel to The Netherlands in June to play in the World Championships. This tournament will be the major qualifier for the 2012 London Paralympics.

‘Representing Australia at The Paralympics in 2012 is my dream’ said Thomas. We have a lot of work to do before 2012, but I’m sure with the players that we have and the Coaching staff that we have I’m sure we can do it’.

‘The culture that we have in the squad is very positive and it is so professional. We train and go into camp just like all the other National Teams. We do video analysis, lecture, and physiological training with our Strength and Conditioner, Kylie Johnson. It is hard work, but worth it for the outcome’.

Thomas is the Captain of the South Australian State Team and will compete against the other states from around Australia at the Nationals on 12th-15th April in Adelaide this year. “Our program in South Australia is only new, but we have a good young team and I’m sure we will be very competitive against Queensland and New South Wales, the powerhouses of Australian Paralympic Football”.

As a key part of our Disability Action Plan, FFA is working closely with our Member Federations and the football community to provide opportunities for people with all types of disabilities to play and enjoy football – including those with



Cerebral Palsy like Thomas. The primary focus is on introducing them to football and, if they have the talent to progress, provide ongoing competition and development opportunities.

For further information on how to get involved in football please contact your Member Federation in the first instance.

## Bringing the Community Together in Bridgewater, Tasmania

*Anthony Alexander – Game Development Officer, Football Federation Tasmania*

The Bridgewater community, located just north of Hobart, experienced its first taste of a Cottee’s 5 a-side Gala Day recently. The success of this day was the result of a combined effort between Football Federation Tasmania, Red Cross Tasmania and a local group of youth from the Bridgewater High School called Young People in Action (YPIA).

The aim of the partnership was to drive a football interest in the community through schools and enable the YPIA to up skill themselves in coaching football to facilitate future football endeavours. It is hoped that this will lay the



foundation for the formation of a junior football club in the area, which then can take part within the local competitions organised by the Northern Suburbs Junior Soccer Association in 2011.



Three schools and over 70 children participated in the gala day. The three primary schools were Heardsmans Cove, Gagebrook and East Derwent. Each school was well represented through their year 2/3 age groups. Each child enjoyed the day immensely and by show of hands would be eager to play Optus Small Sided Football in 2011.

The three members of the Young People in Action Group, Maddy Doust, Nathan Fisher and Allen Burgess undertook mentoring over a three week period from the local Football Federation Tasmania development officer to complete their Grassroots Certificate. This was done through Football Federation Tasmania school visitations at each of the three schools, so the children could recognise the YPIA in their Community. By completing their Grassroots Certificate the three YPIA were able to help facilitate and demonstrate the games on the gala day.

Red Cross Tasmania was key in facilitating this triangular partnership. It was able to provide support through transporting the YPIA, school contacts and supplying fruit and drinks for the children. The work undertaken through this partnership has begun to strengthen the Bridgewater community through football and will continue to do so in the future.

## Contacts

Organisation	Telephone	Email Address	Website
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Football Federation Northern Territory 	08 8941 2444	info@footballnt.com.au	www.footballnt.com.au
Football Federation South Australia 	08 8340 3088	info@ffsa.com.au	www.ffsa.com.au
Football Federation Tasmania 	03 6273 3299	admin@footballfedtas.com.au	www.footballfedtas.com.au
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