




Background



FFA has made strong progress in football development through the introduction of the NFDLP, National Curriculum, revision of coaching courses and strengthening of elite player development pathways

However, continued reform is required to address key gaps in the talented player pathway, ensure the sustainability of league competitions nationally and improve the quality of youth development by football clubs of all levels

This presentation discusses a number of enhancements to FFA's Elite Player Development Strategy and integrates the outcomes of several projects and new policy initiatives as follows:


- 1. Outcomes from the recently conducted National Competition Review** – these include the introduction of a comprehensive elite club accreditation system, changes to competition windows, establishment of a player cap and revisions to training compensation regulations)
- 2. Recommendations from review and assessment of the current Elite Player Development Pathway** – these include the recognition of accredited (state-league) clubs in the pathway

An assessment of the risks and barriers to implementing these recommendations has also been performed and is summarised in this presentation.

National Competitions Review	
The NCR directly addresses the most pressing issues affecting second tier club football in Australia	
Issue	Solution
1 Clubs don't feel part of the development pathway	• Clubs officially recognised as being important element of pathway (refer 3 pathway diagram)
2 Clubs don't have the capability to deliver consistently high quality development programs	• Introduction of accredited club program for elite second tier clubs which requires appropriate coach qualifications, delivery of curriculum, etc
3 Clubs are paying unsustainably high wages to players at the expense of inward player development	• Introduction of squad points system which incentivises youth development and punishes lazy poaching/importing of players
4 Clubs feel like their players are taken away from them for the benefit of FFA or A-League clubs without adequate compensation	• Revision of Training Compensation Regulations to ensure clubs continue to 'own' the players whilst away at FFA, AIS, NTC or Member Federation elite programs
5 Many clubs are charging high fees to junior and youth players	• Accreditation criteria will punish unreasonable charging of fees to young players
6 Inconsistency in the structure of second tier leagues across each state	• Winter timing confirmed and explained • Definition over team requirements (first and youth teams) • Consistent nomenclature to be adopted (eg, Australian Premier League – NSW, Australian Premier League – Victoria, etc)
7 Many clubs are limited in their ability to forge relationships with amateur clubs (particularly in NSW)	• Accreditation criteria to recognise clubs which have meaningful relationships with clubs below the U13 age level


Key Outcomes	
There are 5 core outcomes from the NCR...	
<ol style="list-style-type: none"> 1. Evolution of the Elite Player Pathway to: <ol style="list-style-type: none"> a) recognise the important contribution of state-based elite clubs b) Address gaps in the Talented Player Pathway 2. Introduction of an Elite Club Accreditation system to: <ol style="list-style-type: none"> a) increase the quality of youth development practices b) Develop better coaches 3. Introduction of a Player Points System to: <ol style="list-style-type: none"> a) correct unsustainable player payments in State League competitions b) promote youth development within the club team structure 4. Revision of Training Compensation regulations to: <ol style="list-style-type: none"> a) Reward clubs which achieve accreditation b) Increase the flow of revenue to elite clubs 5. Definition of competition windows and participation requirements to: <ol style="list-style-type: none"> a) Extend the duration of the season in critical stages of player development 	

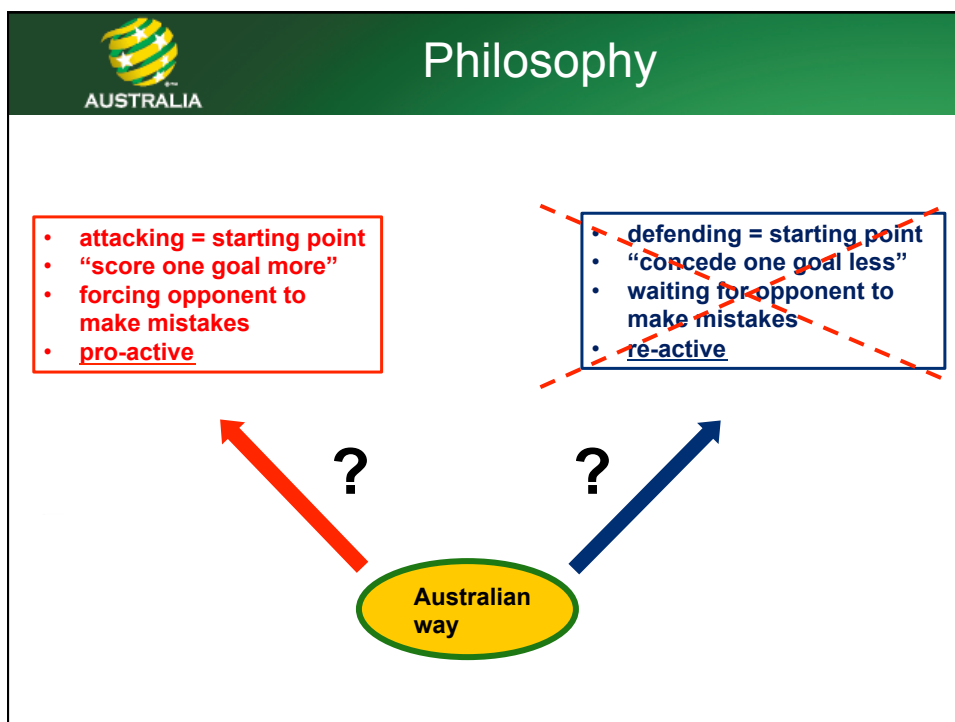





Philosophy

There are many **successful** playing styles in world football, ranging from an ultra defensive, counter attacking **re-active** playing style to the total opposite of striving to put the opponent under so much pressure that they will make defensive mistakes and concede goals, taking the defensive risks for granted (**pro-active** playing style).










Philosophy


A pro-active playing style can be applied in various ways, ranging from possession based “Barcelona-style” football to taking “the shortest route to the opponent’s goal”.



Philosophy




Analysis shows that nowadays the world’s most successful teams play a pro-active, possession based type of football with ‘special’ players who can decide games







Philosophy


We therefore have to focus on developing players and teams that are able to play this way.



Philosophy


Of course the traditional strengths of Australian football players such as winning mentality, 'never give up attitude' and willpower must be preserved but if Australia is to one day be competitive enough to challenge the best of the World, changes and improvements are essential!






Philosophy

- From 'fightball' to football;
- From a direct, physical playing style to technical, possession based football;
- **A fundamental transformation.**



FOOTBALL
FEDERATION
AUSTRALIA



Vision

This is what the Curriculum is about!



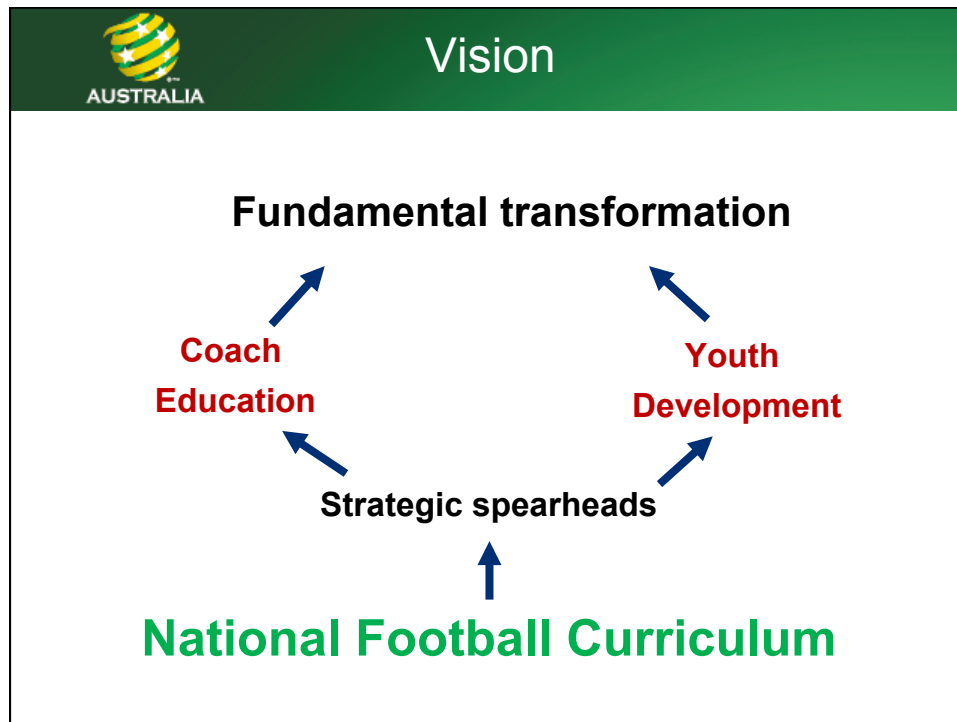
Vision

How to bring the theory to life?



Vision


In the vision of FFA *Coach Education* and *Youth Development* are the strategic spearheads to realize the Curriculum's objectives



The diagram, titled "Why Youth Development?", lists three key challenges in youth football development in Australia. The text is as follows:

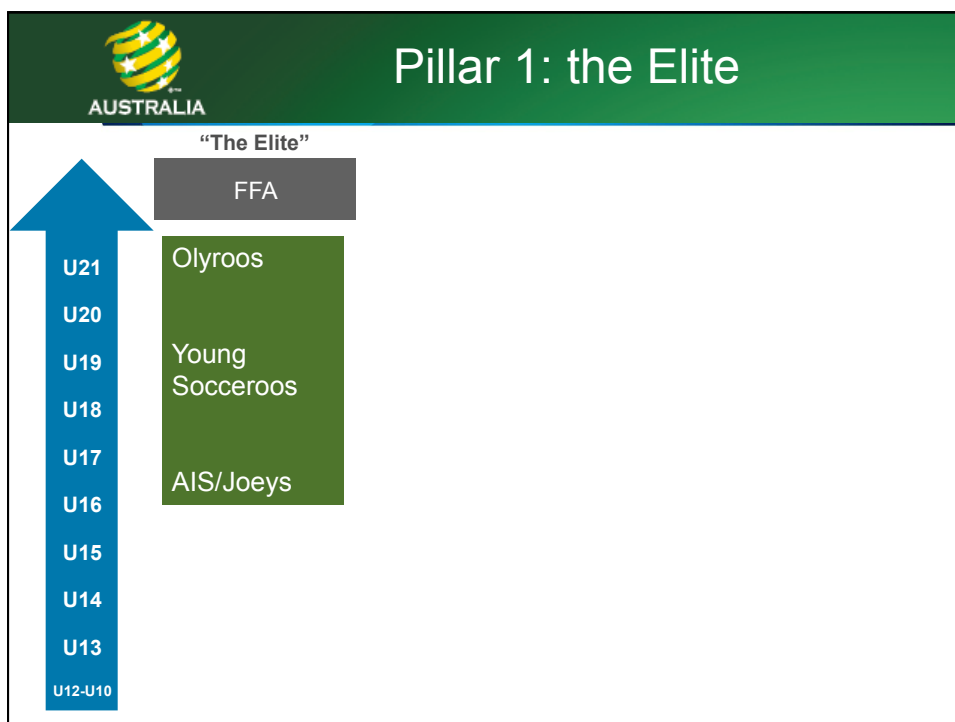
- Youth development in Australia is all over the place due to the diversity and self interest of clubs; coaches; agents; private academies; (sports high) schools; etc.
- The quality of youth coaching is generally still very poor;
- The “winning at all costs” mentality is detrimental for the technical and psychological development of young players and the Relative Age Effect is a major threat.

The diagram is set against a white background within a green-bordered box, with the Australian Football Federation logo and "AUSTRALIA" text in the top left corner.



Why Youth Development?

- This is why the FFA has taken ownership of a part of the National Talented Player Pathway whereas in most other countries in the World youth development is owned by the clubs;
- When the competition structures as well as the structure and quality of club youth academies are of the required standard, the clubs should take ownership of youth development again;
- Successful implementation of the complete Elite Player Pathway **Three Pillar Structure** will be decisive as to if/when this will happen.



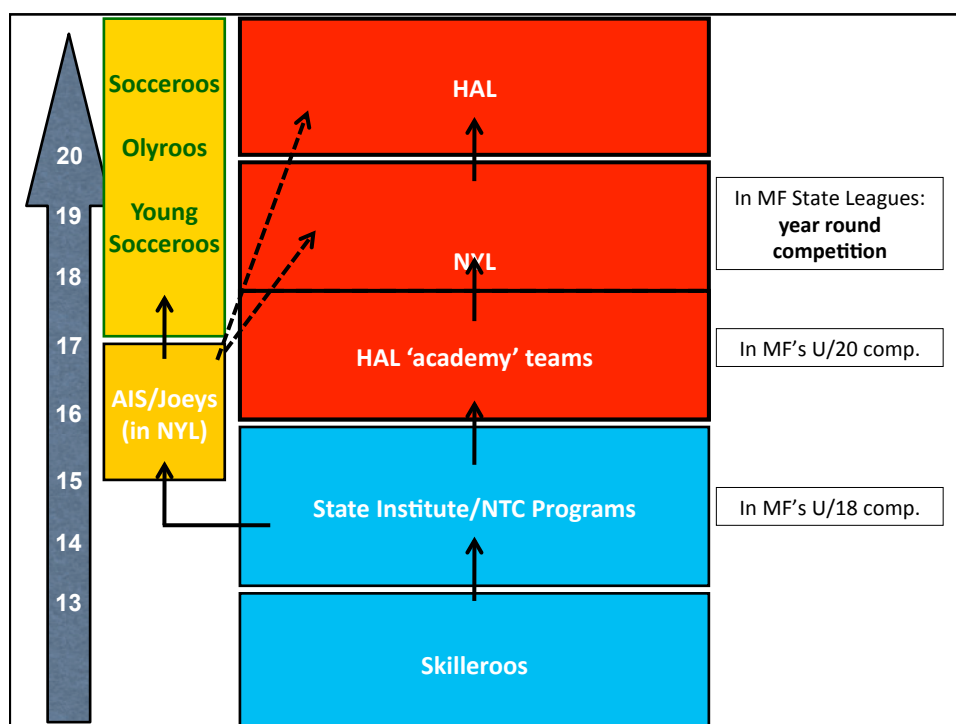


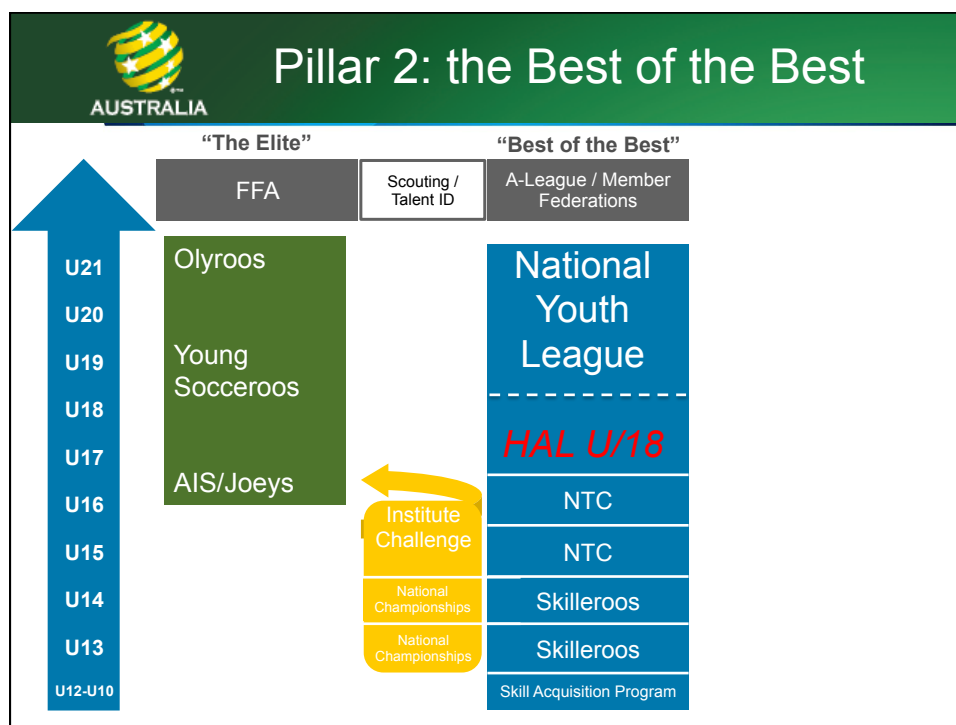
Pillar 2: the Best of the Best

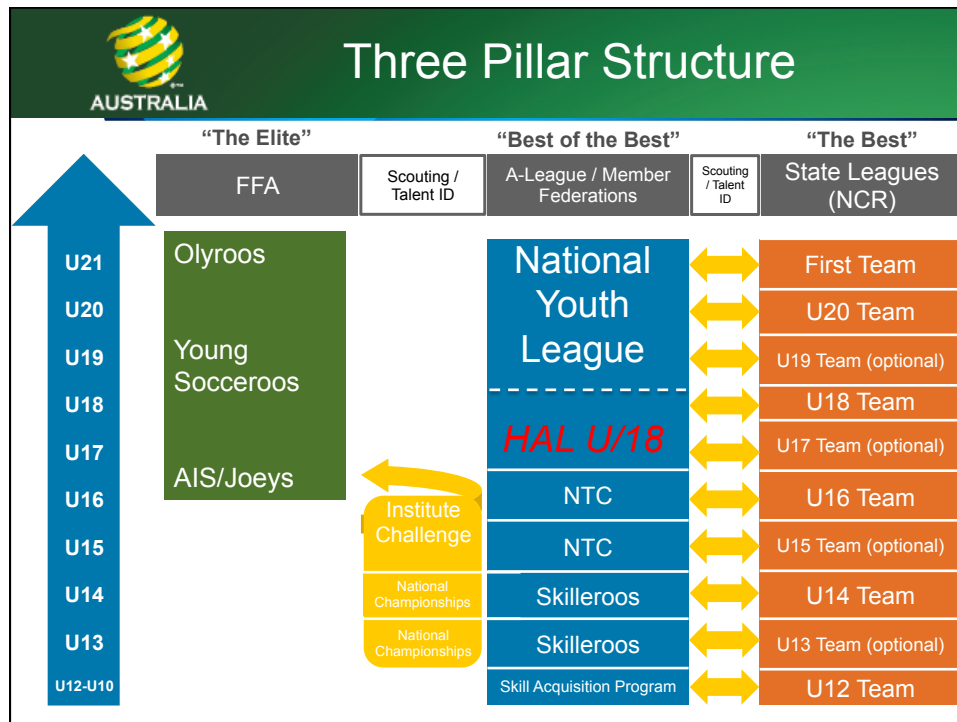
The second pillar consists of the combined FFA-State Federation programs such as the Skill Acquisition programs and NTC programs leading into the National Youth League teams of the A-League clubs

It is FFA's intention to link up the FFA-Member Federation programs with A-League clubs and to close the current gaps by, amongst other things, implementing U/18 A-League Academy teams

In due time, when the A-League clubs are well established and ready, they should take over the full ownership of the programs that are currently still run by FFA and the Member Federations.







Coach Education

- The only way to really bring about change and improvement is to better educate coaches, especially the ones that work with youth players:
- Better Coaches > Better Football
- Therefore FFA has re-written and re-structured all it's coaching courses (recognized by AFC)
- A long term process: it will take a couple of generations of coaches going through the new coach education pathways before the effect will become visible



Coach Education

Advanced Coaching Courses:

- C-B-A Licence
- Pro-Diploma
- Football Conditioning



Coach Education

Community Coaching Courses:

From 2014 the Community Coaching Courses will change to align with the Curriculum Building Blocks:

- Grassroots Certificate (8 years and under)
- Skill Training Certificate (9-12 years)
- Game training Certificate (13-16 years)
- Senior Certificate (17 years and above)



Coach Education

New initiatives:


- Yearly State Coaching Conferences (Curriculum based)
- New updated version of the Curriculum (including exercise sections)
- Youth specialist C-licence (from 2013 especially designed for NCR)
- TD's course ???

Thank you





Training Compensation

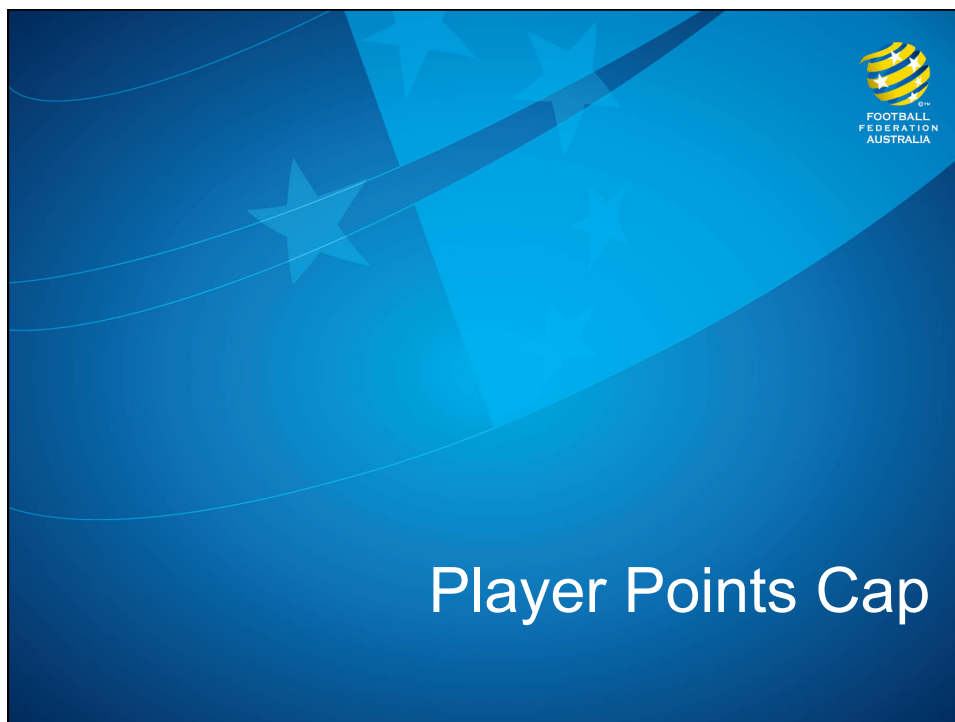


Adjusting the Training Compensation regime is fundamental to increasing elite club revenues and to incentivise accreditation


The principles in amending the current system are as follows:

- The key objective is to appropriately allocate funds received for Training Compensation.
- FFA should continue to allocate funds in a way that provides greater assistance to football development than is provided for in the FIFA Regulations.
- There should be different levels of eligibility for clubs to receive funds, reflecting the quality of training a club has provided to a talented young player.
- It is important that clubs are rewarded for investing in professional training environments.
- APL Club Accreditation will be used to determine the level of a club's eligibility.
- It is not appropriate that state/national bodies such as the AIS receive funds for Training Compensation
- Rather, the junior club from which the player has come should continue to be recognised for Training Compensation purposes during the time he is at an Institute, NTC etc
- This should incentivise clubs to facilitate the movement of their players into NTCs, SAPs, etc

Accredited APL clubs will receive a greater share of training compensation.



Objectives



Two fundamental issues were identified during the recently conducted National Competitions Review (NCR): inadequate focus on youth development and unsustainable player wages.


A key outcome of the NCR was the introduction of a new Player Points System (PPS) to complement a Club Licensing framework.

The PPS provides an opportunity to incentivise youth development, curb excessive player payments and limit the time and effort required to monitor and evaluate compliance by clubs.

The PPS was preferred over a salary based cap system due to the high compliance costs such a framework would impose on Member Federations and an inability to simultaneously bring focus to player development.



Player Points System




The PPS assumes a mandatory squad size of 20 players for the First Team.

Each player is initially worth 10 points and the absolute point limit is 200 points per squad.

Player values are then discounted, or inflated, depending on the characteristics of the player and whether this characteristics have been prioritised. The adjusted values, which would be cumulative, are as follows:

Category Name	Category Description	Points Adjustment	Commentary
Standard Player	All players in the First Team squad	+1	+1 for each year the player is over the age of 25
Visa Player	Player holding an international visa selected in the First Team squad	+10	Maximum of 2 visa players per squad
Home-grown Player	Player who has risen through the youth development system within the licensed club to be selected in the First Team squad	-1	-1 for each youth team the player has played >15 matches for in a season (max of 5)
Pathway Players	Players who have participated in an elite 'pathway team', such as the A-League, NYL, AIS or NTC but have returned to the licensed club and are members of the First Team squad	0	No penalty for players who have left a club, joined a pathway team and subsequently returned to the club
Rising Stars	Highly talented young player, under 18, who has been selected for the First Team squad	-3	Discount if U18 player promoted to First Team within same club
Switching Player	Players who have switched clubs from the preceding season and are in the First Team squad	+8	Added points if a player switches clubs

U20 Team Squad



PPS would only be applied to the First Team squad

No PPS would be applied to the U20, U18, U16, U14 or U12 teams within a licensed club's structure.

However, it should be noted that the U20 team would double up as a reserves team and would allow for up to 3 overage players from the First Team squad to play on a weekly basis.



Australian Premier League Accreditation Criteria



The Australian Premier League Accreditation Criteria has been designed to raise the standard of second tier (State League) football in Australia.


There are 10 areas that clubs must meet to fulfill their criteria in joining the Australian Premier League.

These areas include:

Teams	Youth Development	Coaching	Governance	Finance
Facilities	Organisational Structure	Membership Protection	Medical	Reporting

The Australian Premier League will commence in 2013, with initial expressions of interest to be received by Football Queensland by no later than 8th June 2012.

Football Queensland will then work closely with each applicant ensuring that each of the criteria is met and ticked off by the required dates.



General Business

General Business



Competition Rules and Regulations

1. The Australian Premier League will replace the current Queensland State League and the Junior Premier League competitions across the state.
2. The preferred licences for the 2013 Australian Premier League will be a 12 with a minimum of four from the greater Brisbane area.
3. Initial Licence will be for five (5) years and is subject to an annual review.
4. Clubs accepted into the Australian Premier League will not be denied access to community football competitions because of their acceptance into the Australian Premier League.
5. The preferred Corporate Structure for each applicant is a Company Limited by Guarantee. (Explanation on guarantee to be provided at one on one meetings).
6. Competitions between regions for all Leagues (excluding open men and Under 20) be conducted in geographic regions with an inter-region cross over at the end of the season.

General Business



7. Leagues for Under 18 and below be conducted over a thirty-six week season.

Coaching

8. Football Queensland will redesign its Coach education and development program and work in partnership with Australian Premier League Clubs for delivery of these initiatives.

Commercial

9. Commercial and in kind support measures from the FFA, Football Queensland and Corporate are currently being investigated. FQ will rollout initiatives to each "Expression of Interest" applicant at each of their one-on-one meetings.

