
TO: Club Officials

FROM: MyFootballClub

DATE: 28 January 2013

SUBJECT: Introduction of MiniRoos

Dear Club Officials,

Introduction of MiniRoos: Football's new junior participation brand

Football Federation Australia (FFA) is excited to announce the introduction of 'MiniRoos' as Football's new junior participation brand for boys and girls aged 5 – 11.

MiniRoos will replace Small sided Football as the new name and brand for junior football.

MiniRoos is the launch of an umbrella brand to unifying grassroots junior football in Australia. It is the first step for boys and girls on a pathway to a life in football.

Together, the Football Family can ensure MiniRoos becomes the most popular junior sports brand in Australia.

What does this mean for associations and local football clubs?

Firstly, it is important to note there will be NO change to the Small sided Football national playing formats, nor its administration or delivery.

MiniRoos has been introduced to address brand issues associated with 'Small-sided Football', with consumer research revealing the name itself held very little appeal and awareness in the marketplace was well below that of its competitors.

Launch plans

MiniRoos will be officially launched on Monday 3 February as part of the Hyundai A-League's Play Football Round. The launch will occur via FFA's digital and social channels and be complemented by Member Federation communications. Additional MiniRoos promotional activities will take place throughout the first half of the year at major events including both the Socceroos & Matilda's farewell matches and the 2013/14 Hyundai A-League Finals series.

Club and Player Services

To support the push for MiniRoos to be the most popular junior sports brand in Australia, FFA and Member Federations will provide a range of services to support associations and clubs including but not limited to:

1. A new MiniRoos website which will house a number of resources for club administrators, coaches and parents;
2. The administration and delivery of free grassroots coaching courses;
3. Supporting materials for coaches, including the launch of a new digital coaching resource as well as the 'Football for Kids' coaching handbook;

4. The appointment of MiniRoos ambassadors to help promote the new brand and participation in football;
5. Promotional activities within local schools; and
6. Distribution of promotional materials to assist clubs with their recruitment endeavours.

FFA is currently investigating options for affordable, quality MiniRoos branded products and resources to provide to players and clubs a-like. Whilst it is not likely to occur in time for the 2014 winter season it is a high priority project that is well underway.

Call to action: how you can help

1. FFA kindly requests all members of the football family take reasonable action to replace all collateral which carries the now defunct 'Small-sided Football' brand. This includes digital collateral, printed materials and football equipment;
2. Please direct all players, parents, coaches and volunteers to the new MiniRoos website (launching February 3 2014) for all related resources and information: www.miniroos.com.au;
3. Refer to junior football as MiniRoos in all communication to players aged 5 – 11 and their parents/guardians.

Clubs and associations can request a copy of the MiniRoos logo and brand guidelines from their Member Federation.

MiniRoos Girls Football

As part of the push to grow participation in football among primary-aged girls, FFA will be working with Member Federations on a number of initiatives, including:

1. The continued push for girls-only playing opportunities;
2. The development of female-friendly club environments; and
3. Targeted promotional initiatives.

Further to this, FFA, in partnership with Member Federations, is interested is keen to work with local associations to trial further modifications to the national playing formats for girls only within the MiniRoos age groups. Local associations and/or clubs interested in exploring this opportunity should contact their respective Member Federation for more information.

Future plans

FFA continues to strive towards greater benefits for local clubs and associations and improved value for registered participants and parents. We are excited to launch such an appealing brand which resonates well with the target market and believe it will have an immediate impact, particularly during a year which includes the FIFA World Cup and Women's Asian Cup. By working together, the following can be achieved:

- Increase participation among boys and girls aged 5 - 6;
- Improve the churn rate of participants aged 7- 11, particularly among girls;
- Improve the conversion of participants involved in sample programs;
- Increase fanaticism for Hyundai A-League and Westfield W-League clubs; and
- Introduce more primary-aged boys and girls to football than ever before.

If you have any questions regarding MiniRoos please contact your Member Federation.