

Eyre Peninsula Zone Football Task Force

Review of the Future of Football on Eyre Peninsula



Presented by:
Daniel Anderson
Director - Collins Anderson Management

Project Brief

- ❖ CAM was appointment in May 2007 to assess the future direction and structure of football leagues within the Eyre Peninsula (EP) Zone and provide recommendations to the EP Zone Council for consideration.
- ❖ The methodology involved extensive consultation with clubs and leagues, supported by appropriate research and analysis of relevant documents and demographics.
- ❖ The consultation process incorporated the following activities:
 - Initial briefing with the Eyre Peninsula Zone Council
 - Preparation and collection of Players Surveys (targeted at players representing their leagues during Mortlock Carnival)
 - Initial individual interviews with league delegates
 - Key stakeholder interviews
 - Preparation and distribution of surveys to all registered football clubs on EP
 - Follow-up interviews with league delegates, clubs and key stakeholders.



Previous EP Football Reviews

- ❖ 1985 Eyre Peninsula Zone Council
 - Key recommendation:
 - The then seven leagues be re-zoned to four
- ❖ 2002 EP Recreation, Sport and Open Space Strategy
 - Key recommendations:
 - Revised league structure of either 4 or 3 Leagues
 - Divisional competition structure (as alternative)



Previous EP Football Reviews

- ❖ 2005 Ceduna Sport, Recreation and Open Space Strategy
 - Key Recommendations
 - Administration remain with Council and Independent Commission
 - Centralised administration of all EP leagues be investigated
 - Promotional campaign to attract more participation



Key Findings

❖ Trends Analysis

- key trends that have a direct influence:
 - Changed working arrangements have altered the notion of the traditional working week
 - Increasing use of fly in - fly out employment arrangements within the mining sector, coupled with an increased access to a skilled migrant work force.
 - There is an increasing range of sport and recreation opportunities available to the community.
 - Increase in unstructured, adventure-based, electronic based activities and privately organised activities where volunteering is not required.



Key Findings

❖ Demographic Analysis

- Population on Eyre Peninsula has been static for the last 10 years
- At least half of the Statistical Local Areas (SLA) making up the Eyre Statistical Division (SD) have experienced negative population growth between 1996 and 2006
- Whyalla has experienced negative population growth
- The male population in the Eyre region is ageing
- Population prediction indicate a growth rate of between 0.17% and 0.57% to 2021
- Predicted annual growth for the Eyre Peninsula region is lower than the predicted State average.



Key Findings

❖ Economic Indicators

- Good economic indicators including:
 - Potential mining boom
 - Sustained increased activity in seafood & tourism sectors
- Impact of football may include:
 - Need for flexible 7 days a week workforce
 - Mining benefits likely to be more significant in regional cities/towns
 - Large workforce requirements may see significant increase in skilled migrants
 - Mining is 24/7 operation limiting player availability
- Agriculture is a significant economic contributor and farming sustainability key factor for many clubs



Key Findings

❖ Participation Analysis

- Participation in sport is generally high for residents of Eyre Peninsula
- Anecdotal evidence suggests participation for Australian Rules Football (AFL) is higher than State Average
- There would appear to be sufficient junior members, although this may change from location to location
- Projected population growth will require maintaining a high participation rate



Key Findings

❖ Club Survey

- Football clubs are currently experiencing good club management and are financially sound.
- Football clubs have satisfactory club facilities and these facilities will meet their future needs. Clubs would be 'open' to a discussion around neutral facilities, but most indicated neutral facilities would be detrimental to individual clubs.
- Football clubs rely on the community and local businesses for their patronage and support.
- In particular they rely on the work of volunteers in the operation and maintenance of their clubs.
- Volunteers are very important to a club and clubs are supporting and recognising their volunteers.



Key Findings

❖ Club Survey Cont'd

- There is no unified view as to what is the correct future structure for football on Eyre Peninsula.
- Any re-structuring of leagues would have to ensure distance to games did not increase for clubs.
- Clubs want the EP Zone Task Force to continue to help clubs, encourage change, assist with junior football and ensure good line of communication and consultation across all clubs and leagues.
- Clubs would like to see a healthy and balanced football competition on Eyre Peninsula.
- They would like to see viability across all clubs and the alignment of the football season with the netball season.



Key Findings

❖ Player Survey

- Standard of competition within the leagues is satisfactory
- Facilities are satisfactory
- Overall league and club management is good to excellent.
- Football on Eyre Peninsula is struggling, but mainly in a club's ability to adequately field teams.
- Lack of numbers, but good quality of young talent was a recurring theme
- Opportunities for growth and development through coaching clinics, involvement with some high profile players and promoting the game to young members in the community
- Structure of football on Eyre Peninsula needs to be revised and possible re-zoning/merging undertaken.



Key Findings

❖ Consultation Findings

- Club Viability
 - Some clubs are struggling to maintain membership, volunteer and player base for longer term sustainability
- League and Club Management
 - Administrative requirements are more complex and time consuming
 - Difficulty attracting office bearers
- Facility Standards and Management
 - A third of clubs indicated that facilities would not meet future needs
 - A number of clubs are maintaining more than one ground



Key Findings

❖ Consultation Findings Cont'd

- 'B' Grade Competition
 - Increasing number of forfeits
 - Children as young as 12-13 playing
 - Inconsistency in applying player permits across leagues
 - Inconsistency in application of rules/modifications to competitions across EP
- Junior Development
 - Most clubs maintaining adequate numbers
 - Uneven distribution of both numbers and ability within leagues
 - Ad-hoc application of changes to even out competition



Key Findings

❖ Consultation Findings Cont'd

– Participation

- Most clubs able to field competitive 'A' Grade teams
- Participation rate higher than state average but likely to remain static
- Trends, population projections and economic factors will have negative impact

– League Structures

- Anecdotal evidence indicates that at least one club in every league could face possible demise over next 1-3 years
- Any change to existing club structure would have a negative impact on all existing league structures
- Increasing pressure on 'smaller leagues' to maintain a sustainable and interesting competition
- Netball to be key part of any new structure



Key Findings

❖ Consultation Findings Cont'd

- Regional Leadership
 - Recognition of the need for a new direction
 - Capacity of Zone Council to provide necessary leadership
 - no known charter
 - main objectives – administering Mortlock Shield and EP representative teams
- Junior Committee functioning well but has no formal linkage to Zone Council



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Key Directions

- ❖ Proposed League Structures
 - League 1:

Boston Football Club	Cummins Kappine Football Club	Eyre United Football Club
Lincoln South Football Club	Lock Football Club	Mallee Park Football Club
Marble Range Football Club	Ramblers Football Club	Tasman Football Club
Tumby Bay Football Club	United Yeelanna Football Club	Wayback Football Club

Initial base of 12 football clubs

Lock and United Yeelanna football Clubs could easily fit into the second proposed league below

Future consideration of netball is important, thus requiring an alignment of netball with football



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Key Directions

- ❖ Proposed League Structures Cont'd
 - League 2:

Central Eyre Football Club	Kimba Districts Football Club	<i>(possible inclusions could also be Lock and United Yeelanna Football Clubs)</i>
Cleve Football Club	Ports Football Club	
Cowell Football Club	Rudall Football Club	
Elliston Football Club		

Minimum 7, potentially 9 initial clubs

Elliston Football Club may wish consider that alignment with League 1 is more appropriate for their longer term future.



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Key Directions

- ❖ Proposed League Structures Cont'd
 - League 3:

Blues (Smoky Bay and Ceduna) Football Club Koonibba Football Club	Thevernard Football Club West Coast Hawks Football Club Western Districts Football Club	Western United Football Club Wirrulla Football Club Wudinna Football Club
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Consist of 8 initial member clubs,
Wudinna Football Club Could align to League 2



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Key Directions

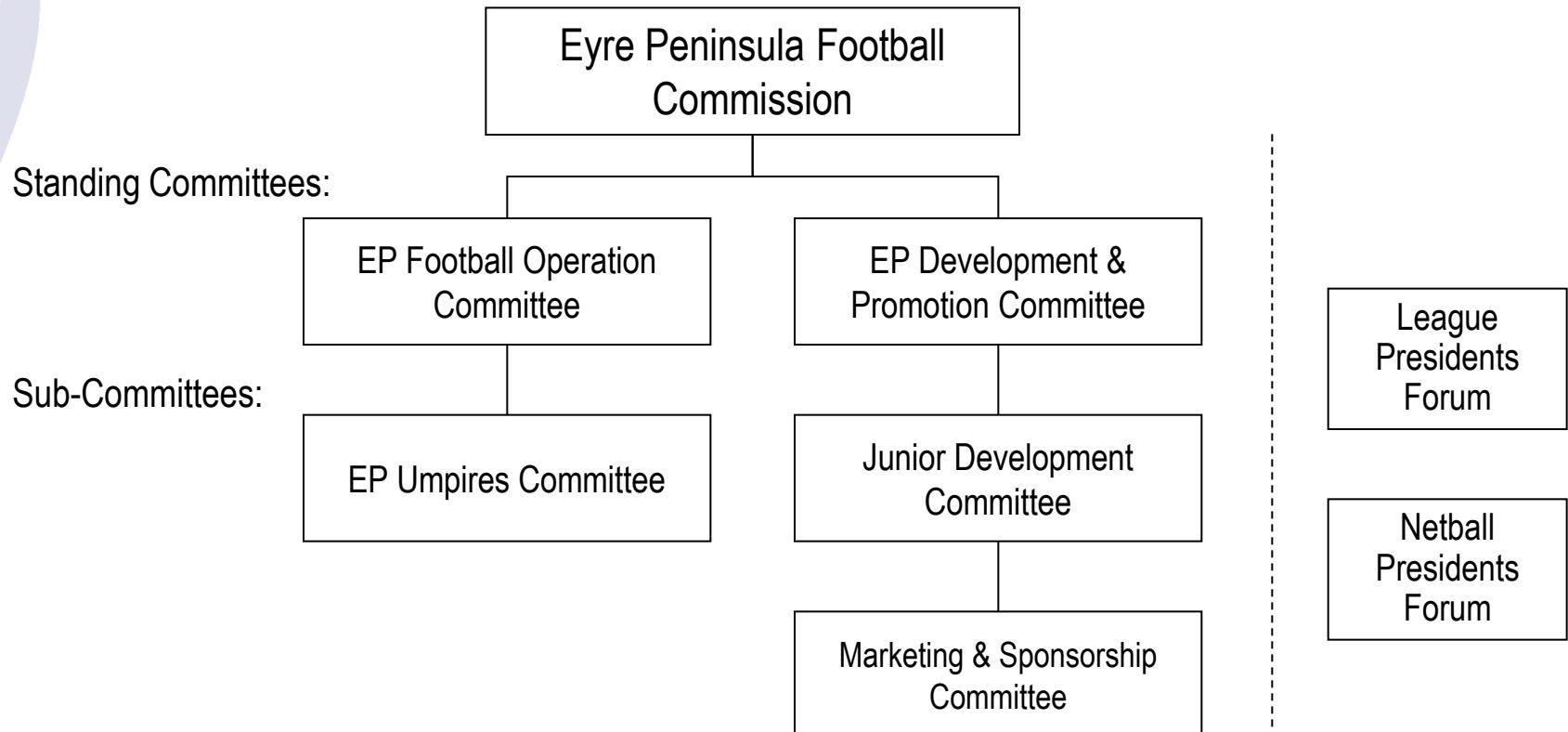
❖ Governance Structure

- The consultation process highlighted a need for changes to the existing governance structure of the Western Zone Council and the development of a meaningful charter.
- The aims of the new governing body would entail the following:
 - The arrangement and promotion of Australian Rules Football across the Eyre Peninsula, including the development and implementation of by-laws, the consideration and decisions of all disputes in which any of the leagues shall be concerned, the selection and management of EP representative sides and the provision of administrative support for affiliated leagues and their clubs



Key Directions

Proposed Revised Governance Structure



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Key Directions

❖ Governance Structure Cont'd

– Membership

1 Independent Commissioner appointed by each individual league (minimum 4, maximum 6)

2 Independent Commissioners selected by Commission

Zone Director ex-officio

– Standing Committees

Minimum 2, maximum 4 Commissioners

Chair of each Sub-Committee

– Sub-Committees

As appointed through nominations from Affiliated Leagues or appointed by the Commission (It is proposed that the current Western Zone Junior Committee would form the Junior Development Committee)



Key Directions

❖ Governance Structure Cont'd

– EP Football Operation Committee

Competition evaluation & review

By-Law development

Umpires

Training & development of officials

Participation

Mortlock Shield Carnival

Inter-League matches (senior)

EP Representative sides (Senior)

– EP Development and Promotions Committee

Player Development (senior/junior)

Training & development programs for officials and volunteers

Liaison with Port Adelaide Magpies & AFL clubs regarding promotions

Junior inter-league competitions & EP representative sides

Development & review of Marketing and Sponsorship Strategy



Key Directions

❖ Governance Structure Cont'd

– Length of Tenure

Eyre Peninsula Football Commission

Affiliated Leagues appointed Commissioners 2 years on rotational basis; 50%in, 50% out

Independent Commissioners fixed 2 year term

Standing Committees & Sub-Committee

As determined by Commission, in accordance with rotational policy.

– Meeting Frequency

Eyre Peninsula Football Commission

Bi-monthly with additional meetings as required

Four monthly League Presidents forum

Annual Netball Presidents Forum

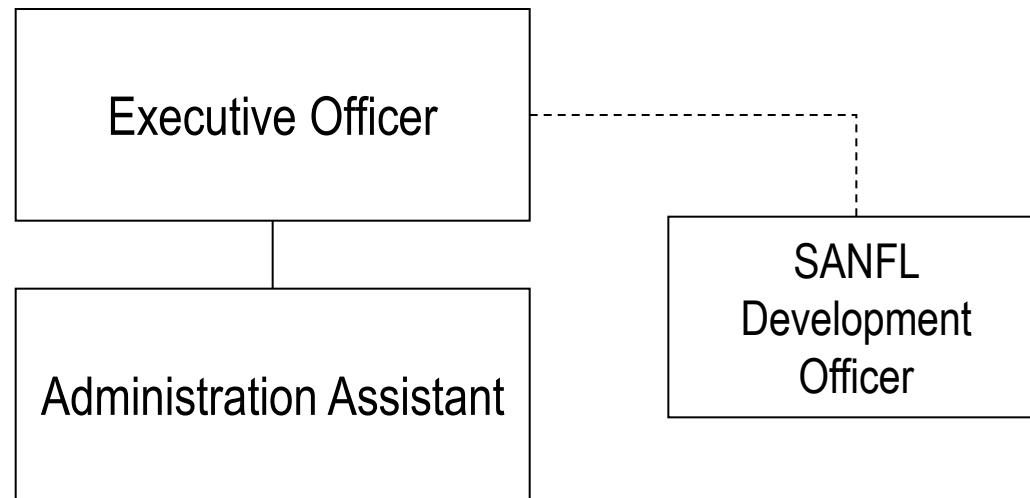
Standing Committees & Sub-Committee

Monthly during season, bi-monthly there afterwards or as required



Key Directions

Proposed Management Structure



Key Directions

❖ Proposed Management Structure

– Chief Executive Officer

- Initially part time appointment
- Performance based contract
- Roles & Responsibilities to include:
 - Governance Support
 - Administration Management
 - Strategic & Business Planning
 - Financial Management
 - Internal & External Communications



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Strategic Outcomes

The Following Strategic Outcomes have been identified:

- Outcome 1:
 - *Viable clubs operation in a strong football competition across Eyre Peninsula*
- Outcome 2:
 - *Sustainable and equitable league structures*
- Outcome 3:
 - *A strong regional body guiding the development of football on Eyre Peninsula*



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Key Strategies

A number of supporting strategies to achieve the above outcomes were identified and classified as either Critical, Essential or Desirable.

These Strategies are:

❖ Critical Strategies

- Establishment of an Eyre Peninsula Football Commission
- Implementing standard player registration, clearance and permit rules and processes
- Developing coaches, trainers and umpires at all levels through well structured accreditation programs and ongoing learning opportunities
- Broadening the appeal of football through well developed promotional programs
- Reducing the number of leagues on Eyre Peninsula from 5 to 3 over the next 3 years



Key Strategies

❖ Critical Strategies cont'd

- Development of a charter including:
 - Powers
 - Sources of revenue
 - Membership conditions
 - Executive Committee
 - Voting
- Actively seek funding from the SANFL for commission operations
- Ensuring structured and regular communications with affiliated leagues, clubs, regional sporting associations and other key stakeholders are upheld.



Key Strategies

❖ Essential Strategies

- Providing clubs with the management tools to maintain and enhance management performance of their clubs
- Promoting best practice in volunteer recruitment, management and retention throughout the sport.
- Ensuring a regional focus to sponsorship and grant revenue streams
- Ensuring junior competitions have clear focus on player participation, development and enjoyment



Key Strategies

❖ Essential Strategies Cont'd

- Introducing standard conditions for 'B' Grade competition including limiting the number of on-field players to 16
- Establishment of a management structure to support commission, league and club operations
- Development of a business plan for Commission operations
- Pursing grant, sponsorship and other revenue raising activities as appropriate



Key Strategies

❖ Desirable Strategies

- Ensuring that planning for succession is in place at all levels
- Developing systems and processes that streamline the administrative processes at league and club level
- Encouraging clubs in collaboration with local government to rationalise dual facilities where appropriate
- Introducing a inter-league, inter-club competition as part of the 2008 season
- Inviting the Whyalla League into the Western Zone
- Investigating mechanism, including recruitment zones to achieve a more equitable spread of player numbers across clubs



Quotations

“We all have a resistance to change built in us. Hopefully some accept change more quickly than others”

Mr David Cole

Thoroughbred Industry Icon

“..it will be a crippling blow for cricket because a sport without a strong leadership can never reach its potential. A game run by self interests is a game in trouble”

Robert Craddock

Herald Sun



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Questions?



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