

Geelong Regional Football

Strategic Plan 2016-2021

DRAFT



**A thriving and united football community,
known for its inclusive and representative approach
to excellence in
coaching, player & facility development**

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INTRODUCTION

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The Time for Change - Geelong Regional Football

As [Victoria's second largest city](#), Geelong has been a sleeping giant with regards to the sport of football (Soccer). The region continues to experience exceptional growth, well above the State and National average. The [time is now](#) right to leverage on this wave of interest and build a vision and pathway to secure the future of this great game in our region.

Following the successful Asian Cup tournament in 2015, Geelong braced itself for a grassroots explosion of new players and experienced growth of [over 18.5%](#) which was greater than both State (13%) and National (7%) averages. The region has not been disappointed with participation and expects in 2016 to reach almost [4,000 players!](#) This growth, in combination with continued [high population growth rates](#) provides the opportunity for Geelong and the South West Region more broadly, to drive a range of outcomes associated with [economic benefit, improved wellbeing and enhanced social fabric](#).

Recent studies both in Australia and internationally, show that community sport can have a [significant multiplier](#) effect on the [economic benefit](#) to [local communities](#). Some studies estimate an economic return of [\\$4.40 for every \\$1](#) spent running a community club. The opportunity is however [far greater than this](#), with prospects of driving visitation and leveraging [tourism](#) spend by hosting [major regional, state and interstate events](#).

Our region is well renowned for delivering high calibre sporting events and boasts a university with exceptional credentials in the sports arena. Working in [partnership](#) with sporting bodies, government, educational institutions and the regional footballing community, we are [uniquely positioned](#) to harness this [expertise and reputation](#), along with providing the regional infrastructure to support this.

Growth to date, including the massive growth of female participation, has left many community clubs with inadequate resources and placed additional strain on facilities both in the north and south of the region. The [maximisation of existing](#) and [development of new](#) regional infrastructure is required to accommodate new community and existing clubs. In particular, adequate [female](#) and [lighting](#) facilities, along with [regional facilities](#) are needed not only to keep [up to date with our 'sister' regions](#), but also to support the staggering [growth and opportunities](#) of the sport.

The need for a [regional facility](#) is well documented and has been identified within the G21 Sport & Recreation Pillar for some time. The GRFC, hand in hand with Football Federation Victoria (FFV), will work [collaboratively with all levels of government](#) to bring this to fruition.

Our region is known for its [liveability](#), with incredible natural beauty, entertainment and sporting activities in abundance. Undoubtedly sport is an essential part of the Australian psyche and a [thriving football scene has a significant role to play in developing and enhancing the social fabric for all our communities across the region](#).

There is also much work to be done to [increase and retain quality coaches](#), strengthen and maintain current [player pathways and development](#) (Community Youth, Women's, Men's and Elite), and improve other [supports that clubs need to thrive](#). This plan identifies and [prioritises](#) the challenges that the GRFC, in collaboration with our key stakeholders must meet in order to position Geelong for the future.

Australia is world renowned for its ability to host sporting events of the highest quality such as the Sydney Olympics, Commonwealth Games, Cricket World Cups and of course the recent Asian Championships. [Geelong is a city synonymous with sporting success](#) and it imperative that our region positions itself to reap the economic and social dividends and benefits of any future Australian Football World Cup or indeed, an ['A League' team in 2020](#).

Together with government, business, club and community partners, and all sports lovers from our Geelong Region, we will **see and feel the social and economic contribution a thriving football community can make to our great city.**

BACKDROP

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[A Brief History of Football in Geelong](#)

By: Roy Hay

Small-sided predominantly kicking rather than handling games of football were played in Geelong in the 1850s only fifteen years after the Europeans arrived in Victoria. Probably the first under the rules of the Football Association took place in 1884, when the Richmond and Carlton clubs, not the footy clubs but the soccer ones, played a demonstration match on Corio Oval. That match does not appear to have resulted in regular games being played in Geelong, while there were league and multiple cup competitions in Melbourne in the 1880s. Association football rose and fell with waves of migration bringing in people with a soccer background, though they were never able to seriously challenge the dominance of the local code of football.

On the eve of the First World War the first Geelong City club was formed on 17 June 1914. There was also a team at the Geelong Naval College. A few matches were played during the war, but many of the football players enlisted and no regular competition took place.

League competition resumed in Victoria in 1919. A demonstration charity match was played in Geelong in 1920 between Windsor from Melbourne and the crews of visiting British warships. Geelong United was formed in 1923 and took part in Victorian League competition, and a local league was established in 1924 and flourished until a split in the game in Victoria in 1927. That problem had just been solved when the great depression struck and the game suffered a set-back. The local league had only four clubs in 1930 and it was wound up in 1931. Geelong United, the team of the reformed Geelong association, took part in Melbourne competition from 1934. But in 1939 it was reported that an attempt was being made by the Victorian football authorities to revive interest in soccer in Geelong.

League and cup competitions in Victoria were played on a very restricted basis during the Second World War and several Melbourne clubs amalgamated or withdrew for the duration. I have, so far, been unable to trace any reports of soccer matches in Geelong during the war.

Soccer resumed in Geelong in 1950 with at least four clubs taking part in Melbourne competitions—Geelong United, Geelong Celtic, International Harvester and Industrial Service Engineers. A team simply labelled Geelong became the leading local club by 1954 when it was taken over by Italian migrants, even being known locally as IAMA (Italian Australian Migrants Association). It reached the first division in 1957. Joe Radojevic brought Croatia from Melbourne to Geelong in 1957 and it replaced Geelong in the first division in 1960, though it had to move to Melbourne to do so. The big split from 1958 to 1962 resulted in all the Geelong teams being sent back to play in the Ballarat and Geelong District League. By now all the Geelong clubs were largely based in the post-war migrant communities from continental Europe. Corio was the first to return to Melbourne competition in 1968 and over the next decade or so Bell Park, North Geelong, Hamlyn (later Geelong) Rangers, Geelong and Geelong United followed.

In 1981 the Association of Geelong Soccer Clubs was formed with the aim of creating a national soccer league team for Geelong. That aspiration remains unfulfilled. That year the *Geelong Advertiser Cup*, a pre-season competition, was also launched. It proved much more successful and continues to this day under new sponsorship.

When the Victorian Premier League began in 1991, North Geelong won the first division that year, then took the VPL by storm the following season under Branko Culina. It remains the only club to win the VPL in its first season. Geelong has produced enough top class players to form a national league club. Edi Krncevic began as a junior at Corio and he was followed into the Socceroos by Steve Horvat, Kris Trajanovski, Josip Skoko, Mathew Spiranovic and Adrian Leijer. Many others played for Australia at youth level and David Cervinski won the National Soccer League three times and played in five grand finals. North Geelong reached National Premier League in Victoria in 2014 and is on track to do so again in 2016.

For more detailed history of the game in Geelong, see:

Roy Hay, 'Soccer in Geelong between the Wars', *Investigator*, No. 115, vol 29, No. 2, June 1994, pp. 47-60.

Roy Hay, 'Soccer in Geelong since the War', *Investigator*, No. 116, Vol. 29, No. 3, August 1994, pp. 87-108.

A Timeline of Football in Geelong

1850	First game for a wager
1860s	Undifferentiated football, the old English game
1884	First association football game in Geelong, Carlton versus Richmond
1890s	depression - game seems to have died in Victoria
1909	Harry Dockerty and Cup, but no signs of Geelong games
1920	Demonstration charity match, Windsor versus <i>Platypus</i> and submariners
1923	Geelong United and A D live
1926–30	Geelong league, up to seven clubs, Caledonian Shield, Madden Cup Split and Depression
1934–36	Geelong United
1950	Post war revival, Geelong United, International Harvester, Geelong Celtic and Industrial Service Engineers.
1953	Geelong in second division and Dockerty Cup, Shell
1954	IAMA
1956	Geelong Amateur Soccer Association league
1957	Geelong in First Division
1959	Geelong relegated and the Croatia promotion saga
1958-62	Big split and setting up of ASF and VSF
1963	Geelong clubs banished to the BGDSA
1968	Corio first team back into Metro Division 4
1972	Corio, Rangers, Bell Park and Geelong back in metro comps, North in and out
1974	Australia qualifies for the World Cup
1976	Geelong passed over for Morwell
1977	Start of the National Soccer League (Philips League)
1981	Association of Geelong Soccer Clubs and the Geelong Advertiser Cup
1984	NSL split into two, Rangers and North Geelong promoted
1988	Geelong wins Division Three. Geelong hosts matches in the Indoor World Cup and Robbie Noggler and 'Lucky' Inturissi play for Australia.
1989	Bell Park wins Division Three and Division Two the next year. Geelong City and North Geelong in National Youth League
1991	North Geelong wins Division One
1992	North wins Premier League in first season
1990s	For the most part Geelong football goes backwards, Bell Park from Division 2 to Provisional 3, North Geelong from Premier League to State League Division Two. But several players represent Australia at various levels including Steve Horvat, Kris Trajanovski, Josip Skoko and Adrian Cervinski. Others play for Victoria or in the NSL including David Cervinski, Ante Deak, Mijo Trupkovic, Grgo Saric, Charles Fitzpatrick, Louisa Mazza, Teresa Balint, Joey Didulica chooses Croatia, referees including Ace Nikolovski, Nenad Kerkez, reach top levels.
2003–5	Replacement of the ASF by the FFA and NSL by the A-League
2000s	Bell Park, Corio, North Geelong diaspora and emergence of new teams on the coast
2005	Last <i>Geelong Advertiser</i> Cup, replaced by Community Shield in 2006.
2008	Matthew Spiranovic and Adrian Leijer represent Australia.
2009	Go for your life Cup replaces Community Shield, GRFA/WVSA.
2010s	A-League matches played at Kardinia Park (Simonds Stadium), including Melbourne Victory versus Perth Glory and Central Coast Mariners.
2016	The pre-season competition becomes Morris Finance Cup and is won by Bell Park for the third time since it began in 1981.

[Current environment](#)

The FFA's [National Premier League Model](#) has been rolled out across all states of Australia and Geelong is represented in each of these competitions with Men's (North Geelong Warriors) and Women's (Galaxy United), providing Geelong with a pathway to meet the needs of [Geelong's growing band of talented players and coaches](#).

Both Football Federation Australia (FFA) and Victoria (FFV) are embarking on a reinvigorated journey with recent and pending Strategic Plan releases after "We are Football-This is our Vision – Whole of Football Plan" was released by FFA in 2015. (See Appendix)

As FFA and FFV review the current requirement for [National Premier League](#) teams to field a 'senior team', the [potential](#) may exist for Geelong to apply for [at least one additional Youth license](#). With the explosion of junior players across the north and south hubs, 'non-traditional' clubs (those that have formed in the past 10 years) who may not have the depth to field senior teams, could have the opportunity to participate at this elite level and provide yet another option for Geelong's talented junior players.

[Quality coaching is at the cornerstone of player development and experience](#). Due to the fast growth in participation, Geelong has been caught short in the number and quality of coaches available. Training programs have been instigated through FFV and a number of strategies have been identified to increase numbers and accreditation.

[Referees](#) have also been highlighted as deficient in the National Premier and senior leagues. Currently there are approximately 35 senior games played each week in the Geelong region and each senior NPL game is required a minimum of three officials. There are only 25 trained referees available which demonstrates potential again for strategies to increase number and quality of these. Importantly, this is a paid role and provides an opportunity for [top up pay and experience for employment](#).

It is important to note that there has been much activity and some excellent investment in soccer around the Geelong Region with approximately \$3.7m spent 2011-2014 (See Appendix State of Play 2013 Soccer in the G21 Region). It should also be noted that there are a number of masterplans, strategies, and facility developments that have been adopted across the G21 region. The GRFC is looking forward to working with our partners to source funding and transition these opportunities into facilities on the ground.

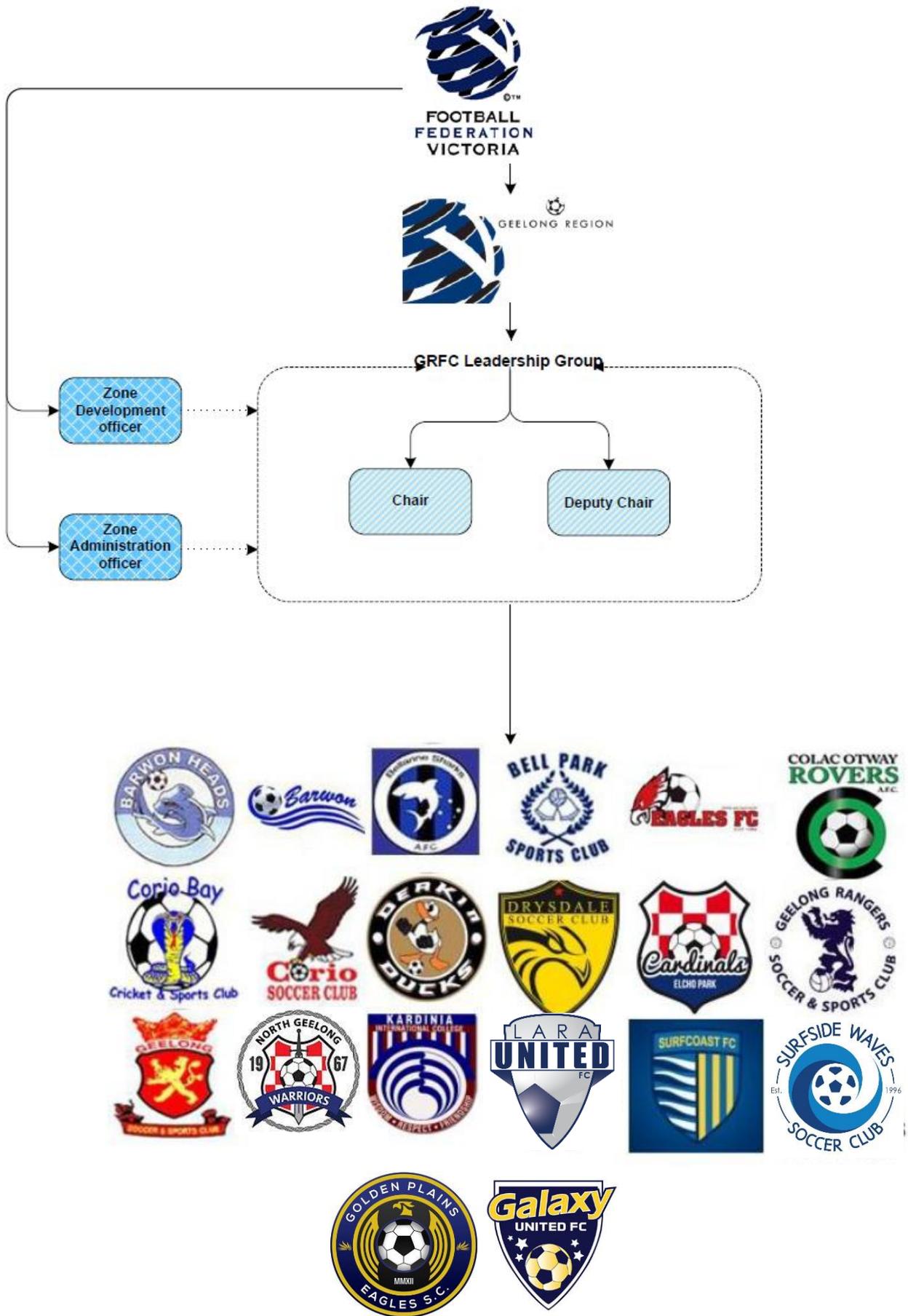
As seen by the Greater Geelong's [2015 summary](#) (see appendix), which **excludes Futsal** numbers, Geelong ranked 4th from 67 for total players in the state with;

- 20 clubs across 31 pitches that accommodate 110 players per pitch on average * [Noting that the greater burden lies in the Northern Hub with a current average of 136 players per pitch \(37 over the state average\)](#)
- 3413 players, a 14.7% increase on 2014
- 20.6% female participation (Noting a Women's Task Force has recently been created by the GRFC to not only encourage greater participation by females, but also to improve the quality of their playing and coaching experience and ensure facility development is catered for appropriately)

[Using a modest forecasted growth model over the next 10 years, and with the creation of 7 new clubs, 25 new pitches, players per pitch increase to 149 \(40 per pitch greater than the current state average\)](#).

GRFC, FFV, and G21 have recognised the opportunity to work together with the aim of refreshing the existing G21 Soccer Strategy (2012) and State of Play (2013). The GRFC strategic plan will inform and be informed by these findings and recommendations and together, we will collaborate to [achieve G21's vision to be Australia's most active region](#).

GRFC structure



Financial Overview

Governance and Administration

The GRFC has been established by the FFV under [by-law provisions in the FFV constitution](#). The key role of the GRFC is to advise the FFV Chief Executive Officer (CEO) on matters relating to football in the Geelong Region in line with the policy framework and strategic direction set from time to time by the board of Directors.

Financial Arrangements

Financial administration of the Committee is undertaken centrally by FFV and the appropriate application of financial standards and accounting practices overseen by FFV financial services.

Annual budget setting is undertaken by the GRFC and submitted to FFV not later than October of each calendar year in conjunction with the regional plan.

Current Financial position

Operating Budget

Revenue:

Revenue is made up of a number of sources but primarily comes from player registration fees (63%) and team entries (34%).

The [individual fees have not been increased for a number of years](#) and a moderate increase should be applied on an annual basis to ensure that fees do not become too far out of sync with expenditures.

[A high proportion of team entry fees come from futsal activities](#) and monitoring and review of these cash inflows needs to be strengthened, along with thinking about other income models as the game diversifies from its traditional form.

Expenses:

Key expenses relate to the provision of salaries and wages for the regional support staff (57%) and an FFV recharge (23%) for competition, financial and other administration services to the committee.

Salaries and wages have seen an increase on the previous period and this is due to an increase in the number of hours required in the administrative role.

Most other expenditures have remained fairly constant with the previous year.

GRFC Reserves:

Current reserves of around [\\$60k are held in a separate account and are to be used at the sole discretion of the GRFC](#). Authorisation for the use of these funds must be made by resolution of the GRFC.

FFV Geelong – Summary Budget 2016

Regional - Geelong Profit & Loss	2016	2015	Var	Var
October	Budget	Actual	%	\$
Income				
Team Entry	45,359	52,559	(14%)	(7,199)
Registrations	85,480	85,480		
Grants		1,676	(100%)	(1,676)
Rent/Pitch Hire	3,800	4,518	(16%)	(718)
Other		41	(100%)	(41)
	134,639	144,274	(7%)	(9,635)
Expenses				
FFA				
Events	8,250	8,104	(2%)	(146)
Travel and Accommodation	300	304	1%	4
Football	35,600	35,644	0%	44
	44,150	44,052	(0%)	(98)
Employment Costs				
Salary & Wages	88,905	77,234	(15%)	(11,671)
Other Employee Costs	6,586	5,271	(25%)	(1,314)
	95,491	82,506	(16%)	(12,985)
Other Expenses				
Facilities	6,110	11,182	45%	5,072
Printing & Stationery	1,200	3,082	61%	1,882
Telecommunication	3,407	4,235	20%	828
Other	4,340	2,844	(53%)	(1,496)
	15,057	21,344	29%	6,287
Total Expenses	154,698	147,902	(5%)	(6,796)
Profit/(Loss)	(20,059)	(3,628)	453%	(16,432)

GRFC Reserves

Date:	Description	Cash Inflows	Cash Outflows	Balance
27/08/2010	GRFA Transfer of Funds to FFV (Opening Balance)	\$ 90,144.58		\$ 90,144.58
2010/11	Facilitating Football Carnival Activities and Advertising campaign (\$12k)		\$ 14,859.72	\$ 75,284.86
2011/12	Facilitating Junior Carnivals, coaching and equipment.		\$ 5,229.07	\$ 70,055.79
2012/13	Equipment purchases for Junior Hubs (Samba Goals)		\$ 8,584.06	\$ 61,471.73
31/10/2015	Net Balance	\$ 90,189.62	\$ 28,717.89	\$ 61,471.73

SWOT ANALYSIS

KEY Current Strengths and Weaknesses

<p>Strengths:</p> <ul style="list-style-type: none">• History within the region• Growing participation rates along with growing regional population• Growing recognition of opportunity afoot• Existing clubs strong and well established• Renewed leadership & focus	<p>Weaknesses:</p> <ul style="list-style-type: none">• Too few volunteers for the job at hand• Lack of coaches• Lack of accreditation for coaches• Lack of resources to host major competitions outside of the norm• Current facility infrastructure underutilised across the region• Additional facilities in terms of number of pitches, lights and female change rooms are required in some areas• Lack of referees• Pre-season planning too late• No annual, business, financial plan or strategic plan in place• Resistance to change largely due to lack of leadership• Inward individual club focussed approach with no plan for the region being driven
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KEY Future Threats and Opportunities

<p>Threats:</p> <ul style="list-style-type: none">• The regional opportunity is missed on an economical & social level• The 'right' decision making key stakeholders are not engaged or provided the opportunity for input at the right time• Funding and resources not available to drive the plan• The current developments at Corio Leisuretime Centre will be too expensive for community club access	<p>Opportunities:</p> <ul style="list-style-type: none">• Senior leadership community engagement – FFA, FFV, Government, Business, GRF Club & community• Timely operational planning that is documented and accessible – financials, competition & administration• Development of a medium to long term strategy• A regional facility to host major competitions-both community & elite levels• Maximise current sporting facilities infrastructure across sports & institutions• Improved infrastructure of existing clubs• Development of new clubs• Expansion of Youth & Women's leagues• Bid for A League team 2020
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OUR FUTURE

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Executive Summary

The GRFC is maturing in the way we work together with our fellow clubs and key community stakeholders such as local councils, government, business and our governing football bodies.

Whilst ensuring we continue to provide operational value to our local football clubs, a major focus is now being placed on strategically developing football in our region for the betterment of the entire Geelong Region.

By 2021, we expect to experience continued growth in participation rates supported by;

- Improved coaching and playing development, opportunities and pathways
- Providing more occasions to participate and compete at community and elite levels
- Partnerships, collaborations and strategic alliances that produce mutually beneficial outcomes
- Funding diversification –through grants & sponsorship in addition to Government, Council and Membership
- Timely, operational planning that is documented, communicated and accessible to all
- Transparent and collaborative administration of operations
- Senior leadership fostering community engagement – FFA, FFV, Government, Business, GRF Club & community
- Expansion of Youth & Women’s leagues
- Resourcing and positioning the region to bid for an additional NPL licence and/or A League team when the opportunities arise
- Development of short, medium & long term Facilities Plan
 - Leverage of existing sporting infrastructure across sports
 - Improved infrastructure of existing clubs
 - Development of new clubs
 - Ensuring flood lit spaces available for night time training and playing
 - A regional facility enabling hosting of larger scale events and championships
 - Appropriate female friendly facilities

Future Predictions Summary

*Note that we do not expect each of the LGA’s to increase at the same rate as each other. However, these percentages have been used as a starting point and to demonstrate the opportunity in each of the areas.

This summary across the region shows us we have 20 clubs across 31 pitches that accommodate 110 players per pitch on average. Geelong, Surf Coast, Golden Plains and Colac are documented overleaf. It is however important to note that in terms of facilities, that the greater burden lies in the Northern Hub with a current average of 136 players per pitch (23 over regional average and the 37 over the state average). This situation, even with modest growth forecast, exacerbates over a 10-year period even with the introduction of new pitches.

GRFC Projections Summary	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Number of Players	3413	3891	4397	4880	5368	5851	6320	6825	7303	7741	8128	8372
% of Female Players	20.6%	22.6%	24.3%	26.3%	29.2%	31.2%	33.7%	34.6%	35.5%	35.5%	35.5%	35.6%
No of Pitches	31	33	35	38	40	48	50	51	51	53	56	56
No of Clubs	20	20	21	22	23	25	26	26	26	27	27	27
Players per pitch	110	118	126	128	134	122	126	134	143	146	145	149
Growth from Previous year	15%	14%	13%	11%	10%	9%	8%	8%	7%	6%	5%	3%

GRFC Projections Geelong	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Number of Players	2847	3246	3668	4071	4478	4881	5272	5693	6092	6457	6780	6984
% of Female Players	19.2%	21.1%	23.0%	25.0%	28.0%	30.0%	33.0%	34.0%	35.0%	35.0%	35.0%	35.0%
No of Pitches	21	23	25	27	27	35	37	37	37	39	40	40
No of Clubs	16	16	17	18	18	20	21	21	21	22	22	22
Players per pitch	136	141	147	151	166	139	142	154	165	166	170	175
Growth from Previous year	15%	14%	13%	11%	10%	9%	8%	8%	7%	6%	5%	3%

GRFC Projections Surf Coast	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Number of Players	408	465	526	583	642	699	755	816	873	925	972	1001
% of Female Players	31.0%	33.1%	34.0%	36.0%	38.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%
No of Pitches	6	6	6	6	8	8	8	8	8	8	10	10
No of Clubs	2	2	2	2	3	3	3	3	3	3	3	3
Players per pitch	68	78	88	97	80	87	94	102	109	116	97	100
Growth from Previous year	24%	14%	13%	11%	10%	9%	8%	8%	7%	6%	5%	3%

GRFC Projections Golden Plains	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Number of Players	89	101	115	127	140	153	165	178	190	202	212	218
% of Female Players	30.0%	32.0%	34.0%	36.0%	38.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%
No of Pitches	1	1	1	2	2	2	2	2	2	2	2	2
No of Clubs	1	1	1	1	1	1	1	1	1	1	1	1
Players per pitch	89	101	115	64	70	76	82	89	95	101	106	109
Growth from Previous year	53%	14%	13%	11%	10%	9%	8%	8%	7%	6%	5%	3%

GRFC Projections Colac -Otway	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Number of Players	69	79	89	99	109	118	128	138	148	156	164	169
% of Female Players	5.8%	8.0%	10.0%	12.0%	14.0%	16.0%	18.0%	20.0%	22.0%	24.0%	26.0%	28.0%
No of Pitches	3	3	3	3	3	3	3	4	4	4	4	4
No of Clubs	1	1	1	1	1	1	1	1	1	1	1	1
Players per pitch	23	26	30	33	36	39	43	34	37	39	41	42
Growth from Previous year	228%	14%	13%	11%	10%	9%	8%	8%	7%	6%	5%	3%

What is the GRFC striving to achieve for our region?

What we Value

1. The Future – Building a sustainable and exciting legacy for our youth, community and region
2. Connectedness – Community, Business, Government
3. Collaboration – Working with all stakeholders and our local community to achieve 'win-win' outcomes
4. Communication – Clear and effective communication that ensures inclusive and respectful behaviour to all
5. Integrity – Leadership and good governance where relationships are built on trust and transparency
6. Development – Skill development of coaches, players, referees and volunteers

Our Vision



A **thriving** and **united** football community,
known for its **inclusive** and **representative** approach to
excellence in coaching, player and facility development

Our Mission

To collaborate, engage and unite Geelong
on a journey to a **socially** and **economically** thriving football community
that significantly advances the social fabric of our wonderful region.

Development Pillars – Statements of Strategic Intent

1. Coach & Player Development

Excellence in coaching is seen as the cornerstone of player attraction, development and retention. Therefore, identifying and implementing strategies to increase and retain the number of accredited coaches will continue to be a key focus. Increasing the number of opportunities for players to participate and pathways to develop within will increase the quality of the game. Research will inform strategies to further improve retention. We will proactively embrace female participation in coaching and playing.

2. Participation & Competition

The GRFC will work collaboratively to ensure that the growth and participation of grass roots and elite football continues to expand and develop in accordance with the FFV and FFA frameworks.

Competitions will be well planned and communicated to ensure the best possible experience for the whole football community. Opportunities to develop and diversify various forms of the game to provide year round opportunities for adults and kids will be continuously explored along with inter region/state/country prospects to maximise our community resources and outcomes.

3. Key Stakeholder relationships & Strategic alliances

The GRFC will identify, develop and foster key stakeholder and strategic alliances. These are imperative to the implementation success of our longer term Facilities Plan. Relationships will be built on trust and integrity at organisation level, ensuring longevity irrespective of individual involvement. A bipartisan approach to government, clubs and our community as a whole, will be adopted to ensure objective and sustainable outcomes for the greater good of the Geelong Region are achieved.

4. Finance & Administration

The GRFC's finance and administration will be professionally run in partnership with FFV with integrity and transparency being applied to all transactions. Funding diversification will be a key focus in securing our financial capacity and sustainability. The GRFC will work in partnership with FFV to help build sustainable clubs across the region, developing financial competency, affordable participation and increasing 'resilience' through better governance and financial management. The GRFC will consider setting up and administering a Trust or Foundation for the purpose of Football development in the Geelong region.

5. GRFC Membership

The GRFC is a representation of each football club within the Geelong Region. The GRFC will work continuously to engage the clubs for which it is responsible to, by providing the best possible value at club and regional levels. Clubs representatives will be called upon to assist in the continuous improvement of operations around the region within the effective systems and processes developed with FFV. The GRFC will work with our members and clubs to support the best possible family friendly and affordable experience.

6. Major Events. Marketing & Sponsorship

The GRFC will actively promote and market football to grow the game across the Geelong Region. We will identify positive playing, coaching and refereeing role models, stories and events to showcase the best that football has to offer. We will collaborate broadly to attract and develop a calendar of major events and appropriate sponsorship opportunities. The GRFC will work in collaboration with the FFA and FFV to partner with sponsors that are congruent with our values and are able to support the growth of football while enhancing their brand standing in the community

7. Facilities

GRFC will proactively collaborate and partner with FFV, Councils, Government and business to maximising use of existing sporting facilities, upgrade and/or expand existing football clubs and introduce new 'fit for purpose' facilities where it makes economic, social and/or strategic sense to do so. These will be designed to meet the needs of growing male and female participation and reduce the current player per pitch ratio to at least the state average. These facilities will improve experience, choice and opportunity for players, coaches, members and indeed our sport loving community as a whole. They will also assist in increasing our social & economic wellbeing in the region.

DRAFT

THE PLAN

Coach and Player Development

Excellence in coaching is seen as the cornerstone of player attraction, development and retention. Therefore, identifying and implementing strategies to increase and retain the number of accredited coaches will continue to be a key focus. Increasing the number of opportunities for players to participate and pathways to develop in, will increase the quality of the game. Research will inform strategies to further improve retention. We will proactively embrace female participation in coaching and playing.

No.	Objective/Goal	Success Criteria	Finalised
1.	Geelong is synonymous with excellence in coaching and player development	<ul style="list-style-type: none"> • Strategy to attract and retain community and elite coaches is developed and implemented • 80% of all coaches to be accredited according to the relevant accreditation (players aged 5 to 9 with Grass Roots Cert, players aged 9 to 13 with Skill Training Cert and players aged 13 to 17 with Game Training Cert) • Each club has minimum one C licensed coach in each age group • Develop partnerships between FFV and Deakin Univ. Sport Science resourcing 	2020
2.	Identify & Develop Coach Education Instructors to deliver Coach ED in the Geelong Region	<ul style="list-style-type: none"> • An Annual Coaching Calendar is developed and accessible • A funding/subsidy program for volunteer coaches is developed for volunteer coaches through GRFC • The Club Coach Coordinator Project (CCC) is delivered and embraced in partnership with FFA and FFV • Minimum of 1 Instructor working independently of the ZDO 	2017 Ongoing
3.	Develop a pool of Club Coach Coordinators to mentor club coaches who are coaching the 9 to 13 age group	<ul style="list-style-type: none"> • A minimum of 1 Club Coach Coordinator at every GRFC club 	2018 Ongoing
4.	Encourage and support all clubs to have a 'Technical Director/Head Coach'	<ul style="list-style-type: none"> • 85% of all Clubs to have a Technical Director/Head Coach with a minimum C license 	2019

5.	Develop and maintain female coaches	<ul style="list-style-type: none"> • Develop strategy to attract & retain female coaches • 30% of all coaches to be female • 80% of all female coaches to be accredited according to the relevant accreditation (players aged 5 to 9 with Grass Roots Cert, players aged 9 to 13 with Skill Training Cert and players aged 13 to 17 with Game Training Cert) 	2019 Ongoing
6.	Create Coaching Association to provide a network for local coaches of all levels	<ul style="list-style-type: none"> • Advisory committee in full operation and holding regular meetings • A regional coaching support and mentor program developed 	Nov 2016
7.	Embrace and/or create pathway opportunities in Football	<ul style="list-style-type: none"> • Inter-regional opportunities sourced and maximised • Build culture of collective performance and achievement across the region • Monitor and record the number of players that are selected for all Footballs Elite Levels, Skillaroos, NTC, Victoria, etc. • Bid for an additional NPL license for the Geelong region • Identify strategies to strengthen pathways between, Community, Youth, NPL, W & A Leagues 	2017 ongoing
8.	Coordinate Junior development across the region by aligning player pathways with local clubs, schools and representative opportunities	<ul style="list-style-type: none"> • Integrated plan developed • 30% increase in juniors trialling for representative football • Links with schools, clubs, NPL, WNPL and A League teams evident. 	2018 ongoing
9.	Increase fan base and football loyalty, across the region to position Geelong in the running for an A league team 2020.	<ul style="list-style-type: none"> • Create opportunities for showcase events and representative games hosted at Geelong premier venues <ul style="list-style-type: none"> ○ A league – x2 ○ W league – x1 ○ Y league – x2 • Relationships developed with key stakeholders that ensure a minimum number of representative games are hosted in Geelong each year 	From 2017

Participation & Competition

The GRFC will work collaboratively to ensure that the growth and participation of grass roots and elite football continues to expand and develop in accordance with the FFV and FFA frameworks. Competitions will be well planned and communicated to ensure the best possible experience for the whole football community. Opportunities to develop and diversify various forms of the game to provide year round opportunities for adults and kids will be continuously explored along with inter region/state/country prospects to maximise our community resources and outcomes.

No.	Objective/Goal	Success Criteria	Finalised
1.	Increase & maintain participation rates in line with Future Predictions Summary	<ul style="list-style-type: none"> • Develop strategy to diversify range and increase playing occasions across the year for both genders and all age groups (e.g. Summer 7's, Beach Football) • Develop policy & process that enables 'every child' playing opportunities through the year (e.g. Miniroos maybe spilt over 2-3 seasons over 11 months of the year) • All P&C opportunities are planned and available to GRFC club delegates by the start of the competition season • The C& P taskforce collaborates with neighbouring regions bi-annually • ZDO to continue working with schools and intuitions of higher education to stimulate participation and growth • Develop strategy & resources for ZDO, volunteers and clubs to targets male and female 5&6 year olds through school's programs to motivate participation & continue pipeline (e.g. gift bag of balls and a couple of nets to prep years) 	From 2017
2.	Planning & administration of competitions are well managed	<ul style="list-style-type: none"> • An annual GRF Participation & Competition calendar is developed that documents and all opportunities within the Geelong & neighbouring regions, i.e. collaboration with Ballarat • Each season, competition and participation opportunities are implemented and communicated effectively prior to its commencement • GRFC club delegates assist in preparation, update and communication of the competitions document • Increase number of referees available to ratio of 1.2 per game 	2017
3.	Increase female participation to Future Predictions Summary	<ul style="list-style-type: none"> • Every club in the Geelong region has at least one female team in each age group • Maintain & strengthen Woman's Task force to promote and increase all aspects of female participation – Coaching, playing, refereeing, administration and officials. • Male & Female role models & 'champions of change' are identified and active in engendering equality 	2019
4.	Increase retention rates of players taking part in all forms of the game	<ul style="list-style-type: none"> • Improved player retention rates across the region from 54% to 75% • Annual review of retention stats and regional (GRFC) action plan to address issues identified. 	2019

Key Stakeholder relationships & Strategic alliances

The GRFC will identify, develop and foster key stakeholder and strategic alliances. These are imperative to the implementation success of our longer term Facilities Plan. Relationships will be built on trust and integrity at organisation level, ensuring longevity irrespective of individual involvement. A bipartisan approach to government, clubs and our community as a whole, will be adopted to ensure objective and sustainable outcomes for the greater good of the Geelong Region are achieved.

	Objective/Goal	Success Criteria	Finalised
1.	Identify and engage a high profile patron(s)/brand ambassador/s for guardianship of the game in the Geelong Region.	<ul style="list-style-type: none"> • Ambassador/s are embraced by Geelong's sport loving community and is/are widely endeared • Opportunities to attract and engage with 'non-traditional' football networks are embraced • Positive publicity results in increased participation of coaches, players, referees and volunteers 	2016
2.	Clearly identify support requirements and identify a base of business and community leaders that will support these across the region	<ul style="list-style-type: none"> • Leaders are identified and engaged in the medium to long term strategic plan • Expectations between stakeholders are clear and agreed • New community and business opportunities introduced to the sport that would not otherwise exist 	2017
3.	Strengthened relationships with and between local government and football governing bodies	<ul style="list-style-type: none"> • When COGG, Surf Coast Shire, Colac and Otway Shire, Golden Plains, Borough of Queenscliff and FFV are engaged as true strategic partners • Strategic planning process is collaborative and owned by all key stakeholders 	Ongoing
4.	Maximise 'off season' sporting facilities & educational institutions across the region	<ul style="list-style-type: none"> • An audit of regional facilities is easily accessible and regularly updated to inform and maximise opportunities 	2017
5.	To maximise economic opportunities through collaboration with other sporting codes & aggregation of facilities	<ul style="list-style-type: none"> • All sporting codes are engaged in the benefits of supporting facility aggregation • Sporting competition is seen as a key contributor to the economic wellbeing of the region through the hospitality, tourism & retail opportunity it brings 	2018

Finance & Administration

The GRFC's finance and administration will be professionally run in partnership with FFV with integrity and transparency being applied to all transactions. Funding diversification will be a key focus in securing our financial capacity and sustainability. The GRFC will work in partnership with FFV to help build sustainable clubs across the region, developing financial competency, affordable participation and increasing 'resilience' through better governance and financial management. The GRFC will consider setting up and administering a Trust or Foundation for the purpose of Football development in the Geelong region.

No.	Objective/Goal	Success Criteria	Finalised
1.	In conjunction with FFV establish an agreed annual budget	<ul style="list-style-type: none"> Annual budget approved by FFV and GRFC membership. 	2016
2.	Develop & initiate a plan for funding diversification	<ul style="list-style-type: none"> GRFC has multiple streams of funding available and membership fees forms no more than 60% of total revenue Research benefits & practicalities of setting up and administering a Trust or Foundation 	2018
3.	Develop an annual GRFC meeting and key decision calendar	<ul style="list-style-type: none"> All meeting and key decision dates are planned and available to GRFC club delegates by the end of February each year 	2016
4.	In conjunction with FFV review and agree on the governance structure for GRFC	<ul style="list-style-type: none"> Review is completed and considers continued operation under FFV by law or the establishment of an incorporated association. FFV and GRFC agreement and implementation of the best structure. 	2020
5.	Resource GRFC and FFV staff and administrators adequately to meet the tasks at hand	<ul style="list-style-type: none"> Resourcing of GRFC strategic and operational activities are not completely dependent on volunteer support. A paid executive officer model is considered. 	2017
6.	Review fees, charges and revenue approaches across the state and other sports	<ul style="list-style-type: none"> FFV review complete and available to clubs. Clubs across the region are financially and administratively more stable. 	2017
7.	Provide opportunities for clubs to increase knowledge and capacity to better manage financial and governance activities.	<ul style="list-style-type: none"> Strong attendance at finance events provided by government and/or sporting bodies. Clubs implementing ideas and initiatives identified at GRFC workshop. 	2017

GRFC Membership

The GRFC is a representation of each football club within the Geelong Region. The GRFC will work continuously to engage the clubs for which it is responsible to, by providing the best possible value at club and regional levels. Clubs representatives will be called upon to assist in the continuous improvement of operations around the region within the effective systems and processes developed with FFV. The GRFC will work with our members and clubs to support the best possible family friendly and affordable experience.

	Objective/Goal	Success Criteria	Finalised
1.	To be a collective and united strategic voice for our member clubs that lobbies and advocates initiatives for the greater good of the game	<ul style="list-style-type: none"> • Member clubs work in partnership to achieve improved outcomes for the region as a whole • The GRFC is well respected across Geelong's key stakeholder groups • Member clubs identify new opportunities for intra and inter club partnerships to foster continuous improvement • Succession planning for the GRFC and its sub-committees 	2017
2.	Membership to the GRFC and attendance to its monthly meeting adds value to individual clubs and the region as a whole	<ul style="list-style-type: none"> • The individual and collective club's needs are identified and prioritised on an annual basis • Educational opportunities for member club development and sustainability • GRFC Agenda includes appropriate time for education, problem solving and opportunity development • Research and evidence is used to educate and make decision • Plan developed to enhance club's capacities to provide positive experiences for its fans • Football is synonymous with diversity, inclusion and family • Research identified that supports volunteer recruitment and retention education 	2017

Major Events, Marketing & Sponsorship

The GRFC will actively promote and market football to grow the game across the Geelong Region. We will identify positive playing, coaching and refereeing role models, stories and events to showcase the best that football has to offer. We will collaborate broadly to attract and develop a calendar of major events and appropriate sponsorship opportunities. The GRFC will work in collaboration with the FFA and FFV to partner with sponsors that are congruent with our values and are able to support the growth of football while enhancing their brand standing in the community

No.	Objective/Goal	Success Criteria	Finalised
1.	To increase funding available to the GRFC that can be reinvested into regional programs & resources	<ul style="list-style-type: none"> • Minimum 40% of funding is provided by sources other than GRFC membership • Annual 'zero net gain' due to investment in programs and resources 	2018
2.	Ensure membership remains affordable to all of the regions clubs	<ul style="list-style-type: none"> • Engage business development specialist specific to Geelong Region to acquire grants; attract business investment and sponsorship and philanthropic investment 	2018
3.	Increase awareness of and engagement in football across the sport loving community	<ul style="list-style-type: none"> • Develop marketing and sponsorship plan that results in year on year increases in fans & supporters • Football brand ambassador/s for the Geelong region are identified and engaged 	2018
4.	Consistently attract and develop major football events to the greater Geelong region in addition to the annual GRF Participation & Competition calendar	<ul style="list-style-type: none"> • The Geelong region consistently hosts a number of international & national games annually • Grass root and elite Championship forums are hosted in Geelong at least biannually • Geelong is well positioned to apply for an 'A League' license in 2021 and considered as a serious contender should we choose to do so 	2019
5.	Host an annual Geelong Regional Football Summit	<ul style="list-style-type: none"> • Commencement 2017 and continuously improved each year 	2017
6.	Host an annual Community in Business forum	<ul style="list-style-type: none"> • Commencement 2017 and becomes and anticipated and coveted event each year as an important calendar date for Geelong 	2017

Facilities

GRFC will proactively collaborate and partner with FFV, Councils, Government and business to maximising use of existing sporting facilities, upgrade and/or expand existing football clubs and introduce new ‘fit for purpose’ facilities where it makes economic, social and/or strategic sense to do so . These will be designed to meet the needs of growing male and female participation and reduce the current player per pitch to at least the state average. These facilities will improve experience, choice and opportunity for players, coaches, members and indeed our sport loving community as a whole. They will also assist in increasing our social & economic wellbeing in the region.

No.	Objective/Goal	Success Criteria	Finalised
1.	As part of the strategic planning process, collaborate with Geelong’s councils, community leaders, government and FFV to develop a Facilities Plan that is deliverable and meets the needs of Football and sport in the region	<p>Finalised plan is developed collaboratively, socialised and agreed amongst key stakeholders</p> <ul style="list-style-type: none"> • Actions agreed by GOGG, Council Govt. and football leaders that meets the needs of our community. • The Facilities plan is used as the guiding principle for GOGG, Council Govt. and football leaders and is proactively implemented & updated over the period of the plan • Both outdoor and indoor codes and facilities are addressed • Facilities meet the needs and enable social & economic drivers to be realised <ul style="list-style-type: none"> ✓ Existing club development & expansion if required ✓ New club development (including a process that steps out how to develop a new club) ✓ A regional complex that enables and encourages hosting and showcasing of larger scale competition, top-line and regional finals games ✓ Venue availability enables Geelong to participate in the A league should the opportunity arise 	From 2017
2.	Maximise ‘off season’ sporting facilities & educational institutions across the region	<ul style="list-style-type: none"> • Existing sport infrastructure across the region is audited, information accessible and resources shared to maximise the benefits 	2017
3.	To maximise economic opportunities through collaboration with other sporting codes & aggregating facilities	<ul style="list-style-type: none"> • All sporting codes are engaged in the benefits of supporting facility aggregation • Sporting competition is seen as a key contributor to the economic wellbeing of the region through the hospitality, tourism & retail opportunity it brings • A facility for high performance development is available (e.g. a Centre of Excellence at Deakin University) 	2017

APPENDIX



2015 IN DETAIL



Greater Geelong

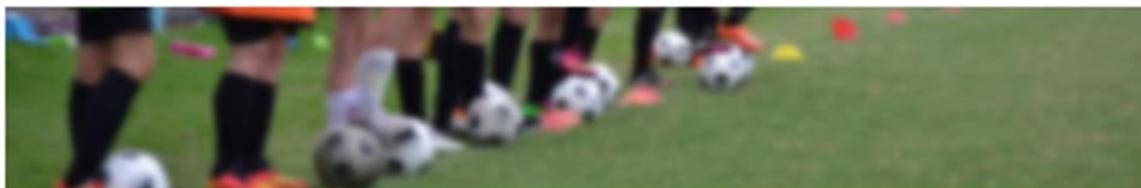
Key Stats and Highlights

Key Statistics	LGA	State
Total Players	2,797	62,133
Ranking of Total Players	4 of 66	-
Population Ranking	2 of 66	-
Player Growth (vs 2014)	14.7%	13.4%
Player Growth (vs 2013)	5.9%	2.2%
Player Churn	29.8%	30.4%
Est. Population	222,760	5.6 million
Est. Population Growth	1.1%	1.7%

Greater Geelong Highlights

- The growth in Greater Geelong was above the state average in 2014 and 2015.
- Every Club in Greater Geelong fields women or girls players.

Population is estimated population based on Census 2011 LGA populationbreakdown and Victoria in Future 2015 growth projections.



Pitch and Football Penetration Information

Pitch Information			
	LGA	State Avg	State Total
Football Venues	16	7	402
Senior Pitches	21	9	552
Players per Pitch	133	109	-
Total Pitches	29	16	937
Total Pitch m ²	161,419	88,061	5,195,623
Players per Pitch Ranking	49 of 66	-	-

Greater Geelong Football Penetration		
Profile	Playing %	State Avg
MiniRoos	4.9%	4.1%
Junior	4.5%	4.9%
Senior	1.5%	1.0%
Over 35s	0.11%	0.10%

Number of Pitches refer to pitches available within an LGA for FFV managed competitions

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2015 IN DETAIL



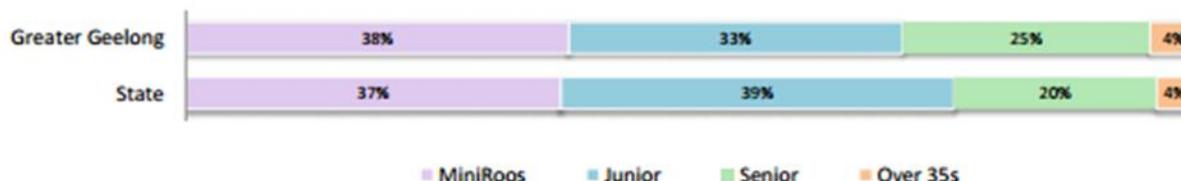
Player and Population Stats

Players							Estimated Population						
Male				Female			Male				Female		
LGA	LGA Share	State	Profile	LGA	LGA Share	State	LGA	LGA Share	State	Profile	LGA	LGA Share	State
850	30.4%	32.0%	MiniRoos	214	7.7%	5.3%	11,319	5.1%	5.0%	MiniRoos	10,361	4.7%	4.8%
754	27.0%	31.1%	Junior	173	6.2%	7.9%	10,507	4.7%	4.5%	Junior	10,047	4.5%	4.3%
544	19.4%	16.2%	Senior	144	5.1%	4.0%	23,265	10.4%	12.0%	Senior	23,565	10.6%	12.1%
112	4.0%	3.2%	Over 35s	6	0.2%	0.4%	63,149	28.3%	27.6%	Over 35s	70,547	31.7%	29.7%
2,260	80.8%	82.5%	TOTAL	537	19.2%	17.5%	108,240	48.6%	49.2%	TOTAL	114,520	51.4%	50.8%

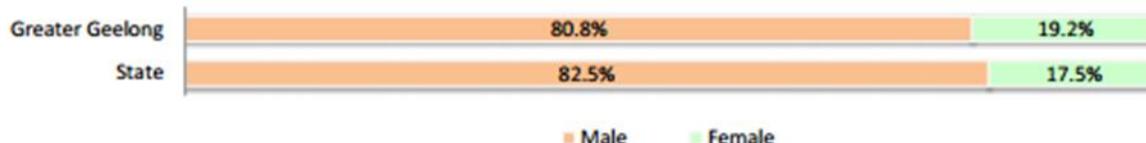
Player Growth by Gender and by Profile

Male			Female	
LGA	State	Profile	LGA	State
17.6%	21.0%	MiniRoos	23.0%	9.0%
19.9%	14.2%	Junior	15.3%	3.9%
5.6%	7.7%	Senior	10.8%	9.5%
-0.9%	3.0%	Over 35s	50.0%	15.6%

Greater Geelong Player Profile Share vs. State Player Profile Share



Greater Geelong Gender Split vs. State Gender Split

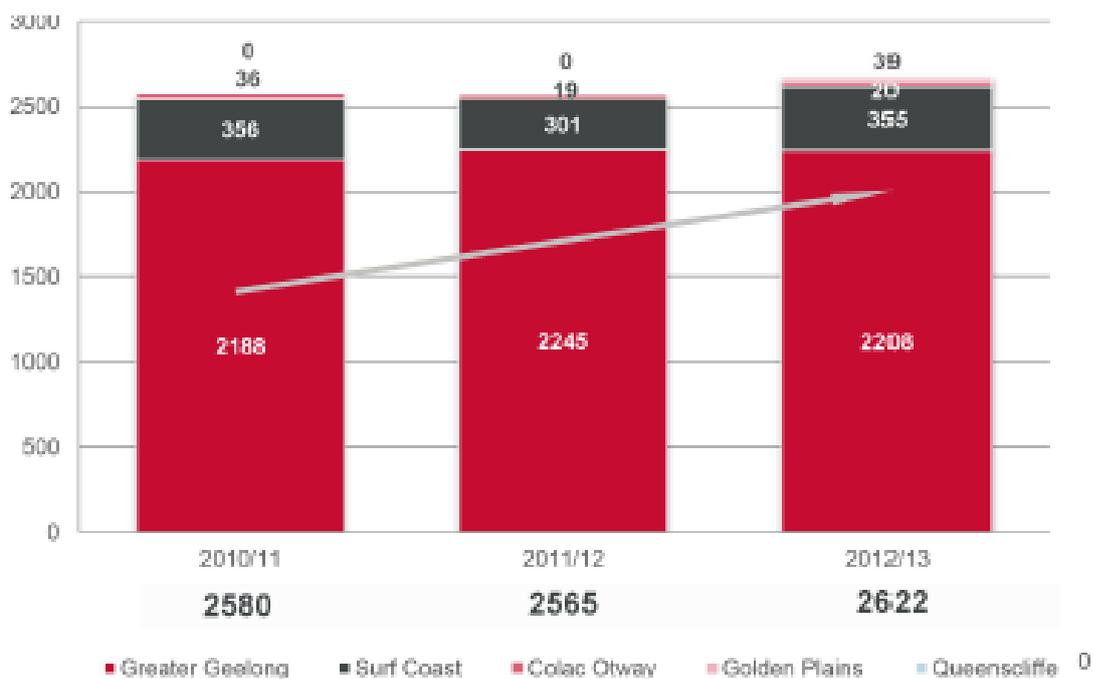


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STATE OF PLAY 2013 FOOTBALL (SOCCER) IN THE G21 REGION SUMMARY REPORT SEPTEMBER 2013

CLUB MEMBERSHIP TRENDS BY LGA - G21 REGION
2010/11 TO 2012/13



STATE OF PLAY 2013

FOOTBALL (SOCCER) IN THE G21 REGION

REGISTRATIONS

The figures provided below represent all FFV registered players living within the G21 region.

- In 2012/13, there are a total of 52,913 registered players across Victoria with a total of 2,851 (5.4%) residing within the G21 region, consistent with the proportion of Victoria's population living in the G21 region (5.1%).
- Greater Geelong comprised the highest proportion of registered players with 75% of the total region, followed by Surf Coast (11%), Golden Plains (10%), Colac Otway (1%) and Borough of Queenscliffe (0%).
- Of the registered players living within the G21 region 88.4% participate at clubs located within the region and 11.6% participate at clubs outside of the region.
- 2,851 registered players living in the G21 region participate across 58 different clubs and 22 different municipalities. *Note: not all G21 region registered players participate at G21 region based clubs.*
- 21% of registered players residing in the G21 region are female and 79% are male.
- Small Sided Football (SSF) (5-11 years 35%) and Junior (12-16 years 36%) registration categories comprise 71% of total registrations. Seniors (17-35 years 24%) and Masters (35+ years 5%) comprise the remaining 29% of registrations.

CLUB NETWORK

The figures provided below represent all FFV club based registrations within the G21 region.

- There are 19 clubs registered with FFV located within the G21 region.
- FFV registered players at clubs based in the G21 region have increased by 95 participants (4%) in 3 years, from 2,580 in 2010/11 to reach 2,675 in (2012/13).
- The average total club membership (active participants) across all clubs is 138.
- The minimum number of registered players per club is 20 (Lovely Banks Lions FC) and the maximum is 355 (Surf Coast FC) registered players.
- G21 region based clubs comprise 20% active female participants.
- Club based SSF (5-11 years) and Junior (12-16 years) registration categories comprise 69% of total registrations.
- Clubs based within the G21 region have localised member catchment areas with 96% of all club registrations living within the region and only 4% being drawn from outside of the region.

FFV ACTIVITY IN THE REGION

FFV'S PARTICIPATION FOCUS

- Supporting girls participation, which is supported by many of the larger clubs who are developing and delivering initiatives in this area.
- Driving female participation through SSF for 6-11 year olds.
- Inclusion of new arrivals and indigenous populations into regional activities.
- Development of various formats of the game to suit lifestyles, in particular a move towards Football 5's, Futsal and other formats.
- Planning and implementation of a new introductory program (next 1-2 years) called Mini-Roo's, aimed at 2-4 year olds.

FFV'S FACILITY CONSIDERATIONS

- Geelong Leisuretime provides a strong indoor social futsal competition and modified outdoor (synthetic court based) competition. Continued centre access will be important to support ongoing program delivery.
- There are no known infrastructure development / improvement projects funded by FFV in the G21 region over the past five years. FFV do not generally fund facility development.

FFV'S CLUB DEVELOPMENT CONSIDERATIONS

- Within Greater Geelong specifically, any new club interest is referred to work in with existing clubs ahead of new club development.
- Outside of Greater Geelong, new club interest will need to be cultivated and supported.
- Armstrong Creek will be a key focus area for the development of new clubs and facilities.
- Individual club growth in the Surf Coast Shire has been the direct result of a mix of a break-away club forming from the original Surf Coast SC and the recruiting of players from other existing clubs, not necessarily a net increase of players in the area.

FFV ARE PLANNING TO IMPLEMENT A NEW PROGRAM BY 2015 CALLED MINI ROOS - A SOCIAL AND DEVELOPMENT PROGRAM FOR 2-4 YEAR OLDS.

STRATEGIC PRIORITIES

In 2012 the G21 Regional Soccer Strategy was completed and a number of regional priority focus areas were identified. These are:

- ▶ ALIGNMENT OF FOOTBALL (SOCCER) PLANNING
- ▶ PARTICIPATION AND PATHWAYS
- ▶ FACILITY MANAGEMENT
- ▶ CLUB MANAGEMENT AND SUPPORT
- ▶ RESOURCE AND PARTNERING

For more information and detailed actions please by LGA refer to the G21 Regional Soccer Strategy (2012)

LOCAL AND STATE GOVERNMENT WERE RESPONSIBLE FOR 98% TOTAL PROJECT FUNDING TOWARD SOCCER PROJECTS IN THE G21 REGION OVER THE PAST FIVE YEARS.

GOVERNMENT INVESTMENT

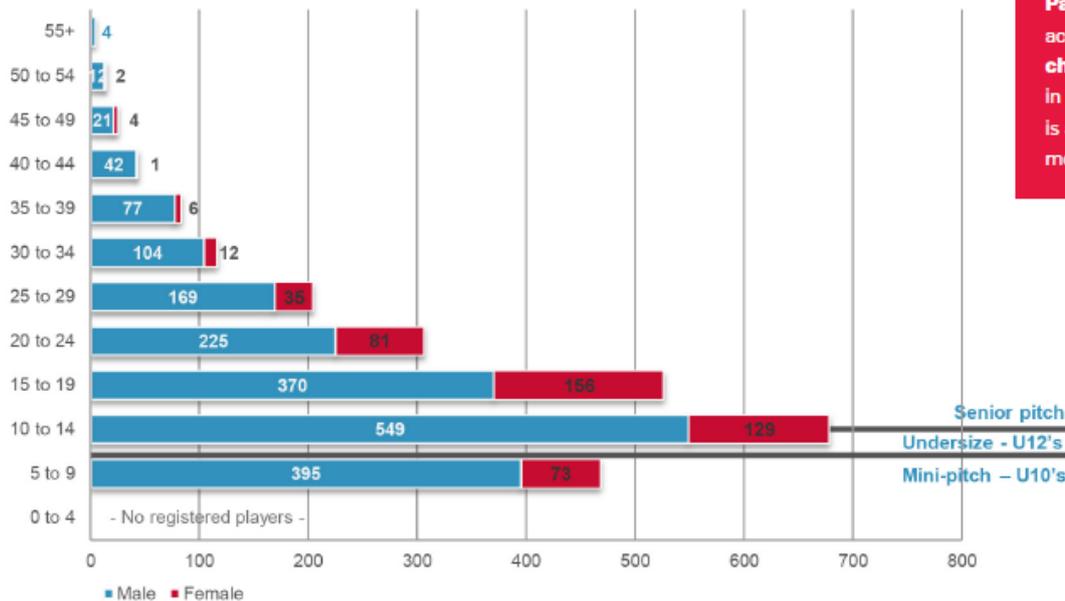
HISTORICAL INVESTMENT

- All local council's have invested in football (soccer) related projects with the exception of the Borough of Queenscliffe who have no soccer provision to date.
- Significant funds have been invested into football (soccer) related planning and infrastructure projects across the region in recent years. \$699,982 (2011/12), \$890,750 (2012/13) and \$760,000 (committed for 2013/14).

STATE OF PLAY 2013

FOOTBALL (SOCCER) IN THE G21 REGION

FFV CLUB BASED REGISTRATIONS BY GENDER AND AGE PROFILE - G21 REGION (2012/13)



Participation in sport across the G21 region has **changed significantly** in recent years and there is a need to measure and monitor its progress.

FFV registered players have **increased by 33%** from 2,139 in 2006 (+712) to reach **2,851** registered players in 2012/13.

G21 region clubs	Full size pitches	Under size pitches	Lights	Change rooms	Female	Male	SSF	Junior	Senior	Over 35's	Total 2012/13	Total 2011/12	Change +/-
Surf Coast FC	1/1/1	0/0/1	1/1/0	6/4/1	110	245	146	122	75	12	355	301	+54
North Geelong Warriors SC	1/1	2/0	1/1	4/0	40	231	86	121	60	4	271	262	+9
Bell Park SC	1	1	1	4	47	207	104	91	48	11	254	240	+14
Barwon SC	2	1	2	2	40	206	63	100	66	17	246	259	-13
Geelong Rangers SC	3	0	2	4	20	162	79	36	54	13	182	211	+29
Breakwater Eagles SC	1	1	1	4	36	139	45	84	37	9	175	172	+3
Geelong SC	2	0	1	2	20	135	46	55	43	11	155	172	-17
Lara SC	2	0	0	2	40	112	45	65	36	6	152	53	-1
Regional Average	-	-	-	-	28	110	48	47	36	8	138	135	+3
Surfside Waves SC	2	0	2	1	40	95	37	77	16	5	135	144	-9
Barwon Heads SC	1	0	0	2	26	99	76	5	27	17	125	93	+32
Bellarine Sharks AFC	1	1	0	2	18	91	31	32	38	8	109	76	+33
Corio SC	2	0	1	4	0	106	13	40	49	4	106	05	+1
Kardinia International College	3	0	0	2	36	64	83	17	0	0	100	94	+6
Deakin University SC	1	0	1	2	19	54	0	2	64	7	73	81	-8
Springdale FC	1	1	1	2	6	47	21	4	20	8	53	52	+1
Corio Bay SC	1	0	1	2	11	39	2	24	18	6	50	96	-46
Golden Plains Soccer Club	1	0	0	0	28	11	31	8	0	0	39	0	+39
Colac Otway Rovers AFC	1	1	1	0	0	22	0	3	16	3	22	19	+3
Lovely Banks Lions FC	1	0	0	2	0	20	0	0	17	3	20	35	-15

STATE OF PLAY 2013

FOOTBALL (SOCCER) IN THE G21 REGION

RECENT INFRASTRUCTURE WORKS COMPLETED BY LGA

Local Government Authority	Project	Project Value
City of Greater Geelong	Evans Reserve improvements	\$50,000
City of Greater Geelong	Barwon (Grovedale) Soccer Club	\$920,000
City of Greater Geelong	Shell Road Reserve - soccer storage	\$50,000
City of Greater Geelong	Lara - new sports field lighting	\$750,000
City of Greater Geelong	Geelong Soccer Club - field lighting	\$20,000
City of Greater Geelong	Regional Football (Soccer) Strategy - North Geelong	\$20,000
City of Greater Geelong	Regional Football (Soccer) Strategy - Bell Park Soccer Club	\$31,000
City of Greater Geelong	Lovely Banks Lions Football (Soccer) Club	\$2,500
City of Greater Geelong	Shell Road Reserve Master Plan implementation - field lighting	\$105,000
City of Greater Geelong	Geelong Rangers Myers Reserve change rooms - 3rd year	\$51,500
Golden Plains Shire	Bannockburn soccer pitch development	\$462,750
Colac Otway Shire	Colac Secondary College community sports field	\$500,000
Colac Otway Shire	Central Reserve ground redevelopment (to incorporate soccer training)	\$750,000
Total estimated soccer infrastructure related works completed:		\$3,712,750

STATE OF PLAY

PURPOSE

The purpose of this annual State of Play report is to analyse and represent meaningful information to all levels of government, sporting organisations and the wider G21 community using existing regional and local football (soccer) participation, club, facility and development information. The State of Play report provides an overview of:

- player statistics and demographics for the region
- club facility and registration data mapping
- commentary from FFV on the state of local clubs and the future directions and strategic initiatives of the sport
- information on capital investment into local (football) soccer facilities and other key projects.

BENEFITS AND USES

The State of Play report provides a variety of key benefits and diverse uses. It allows partners to:

- measure, monitor and report on participation trends across the G21 region year on year
- visually and easily identify sport trends, local issues and opportunities
- strategically allocate resources and specifically target areas for future development
- measure and quantify impacts of investment, programs and initiatives.

2013 provides baseline data for football (soccer) in the G21 region and enables us to monitor and quantify change across a number of key participation indicators year-on-year from now on.

DATA SOURCES

Participant Registration Data (2013) was provided by Football Federation Victoria (FFV). Active participant registrations categories include:

- Small Sided Football (SSF, 5 - 11 years)
- Junior (12 to 16 years)
- Senior (17 - 34 years)
- Masters (35+ years)

Spatial data used for mapping purposes was provided by the Australian Bureau of Statistics (ABS).

Facility Location Data (2013) was sourced from the FFV website.

While care has been taken in the production of data sets, data maps, analysis and interpretation, the publishers (*insideEDGE*) do not accept responsibility for any errors or omissions relating to the data sources provided by other parties.