



The future of Junior Footy

- Full-time competition managers employed by the SANFL
- A team dedicated to improving the football experience for all junior and youth participants
- Increased support for coaches and club volunteers
- No additional cost to parents or clubs





The future of Junior Footy

- Fixture created with minimal travel for parents in mind, but also seeking the best experience for participants
- Local competitions created for the youngest age groups with a focus on creating even competitions as finals and premiership points are introduced
- A centralised management structure within the peak body for the sport will provide significant benefits all players and clubs





**South Australian
National Football League Inc.**

Junior Football in Metropolitan Adelaide

Making it easier to be involved in Football....

Our goal

*Develop a favourable **competition and management structure** for the **attraction** of participants to Australian Rules, **retention** in the game and which offers quality **support for club administrators** and volunteers.*

“Make it easy to be involved”



- Goal identified by the project team involved was to make it easy to be involved in football
- Remove the complications and the barriers to implementing best practice

The current landscape



- Four junior leagues operating independently
- Volunteer or part-time administration
- Little to no collaboration leads to duplication and inefficiencies
- Disconnected from peak body and SANFL clubs



Club feedback

- 36 club meetings, 10+ junior league meetings
- Club feedback indicated leadership and improved governance was required
- Clubs expect professional efficient competition management



Governance

Competition
Management





South Australian National Football League Inc.

- Current governance model is confused and includes too many layers of bureaucracy
- For support and resources from the SANFL to reach community clubs, there are too many groups/committees that need to be consulted

Current Metropolitan Junior Football Governance Model





**South Australian
National Football League Inc.**

- SANFL organisation is committed to development of the game at community level
- SANFL clubs have acknowledged The importance of strong community connections

The **South Australian National Football League** is the peak body for Australian Rules Football in South Australia.

*Our **Mission:*** To protect, lead, manage and deliver the promotion and development of Australian Football for the people of South Australia.

*Our **Vision:*** Football fostering healthy outcomes and development for participants and communities in South Australia.

*Our **Clubs:*** *Celebrated football competition cultivating strong communities, Clubs, leaders and elite pathways.*



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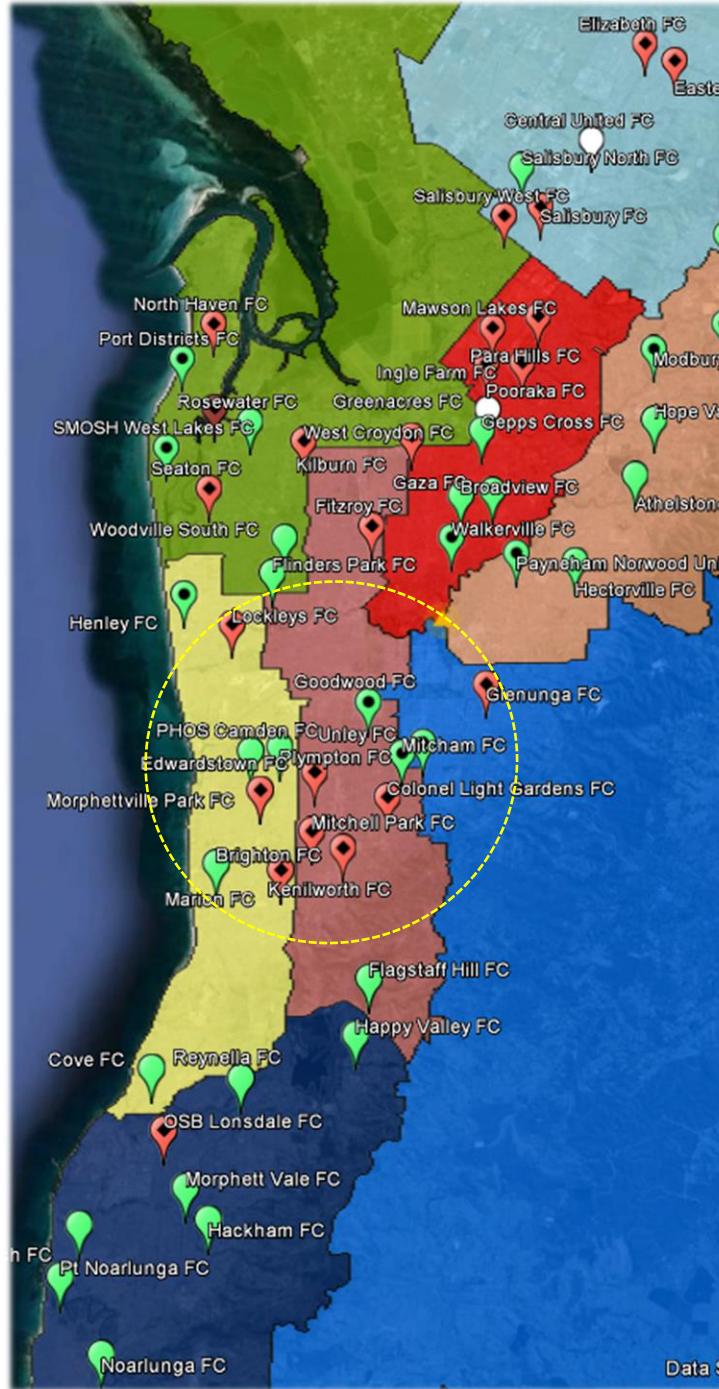
- The new model offers clubs a much closer connection with the peak body
- Support will be easier to access, communication lines will be opened up
- All clubs can benefit from collaborative effort
- Competitions will be divided into 'conferences' of clubs in an immediate area



SANFL Juniors

58 Member Clubs

Competition management



- In terms of who you play against week to week, for Metro South clubs, it is unlikely that significant change will be necessary
- There are enough teams in each age group to maintain competition structures
- Possible inclusion of clubs from the immediate area could add variety and depth to the competition
- Centralised management provides FLEXIBILITY that has never existed before

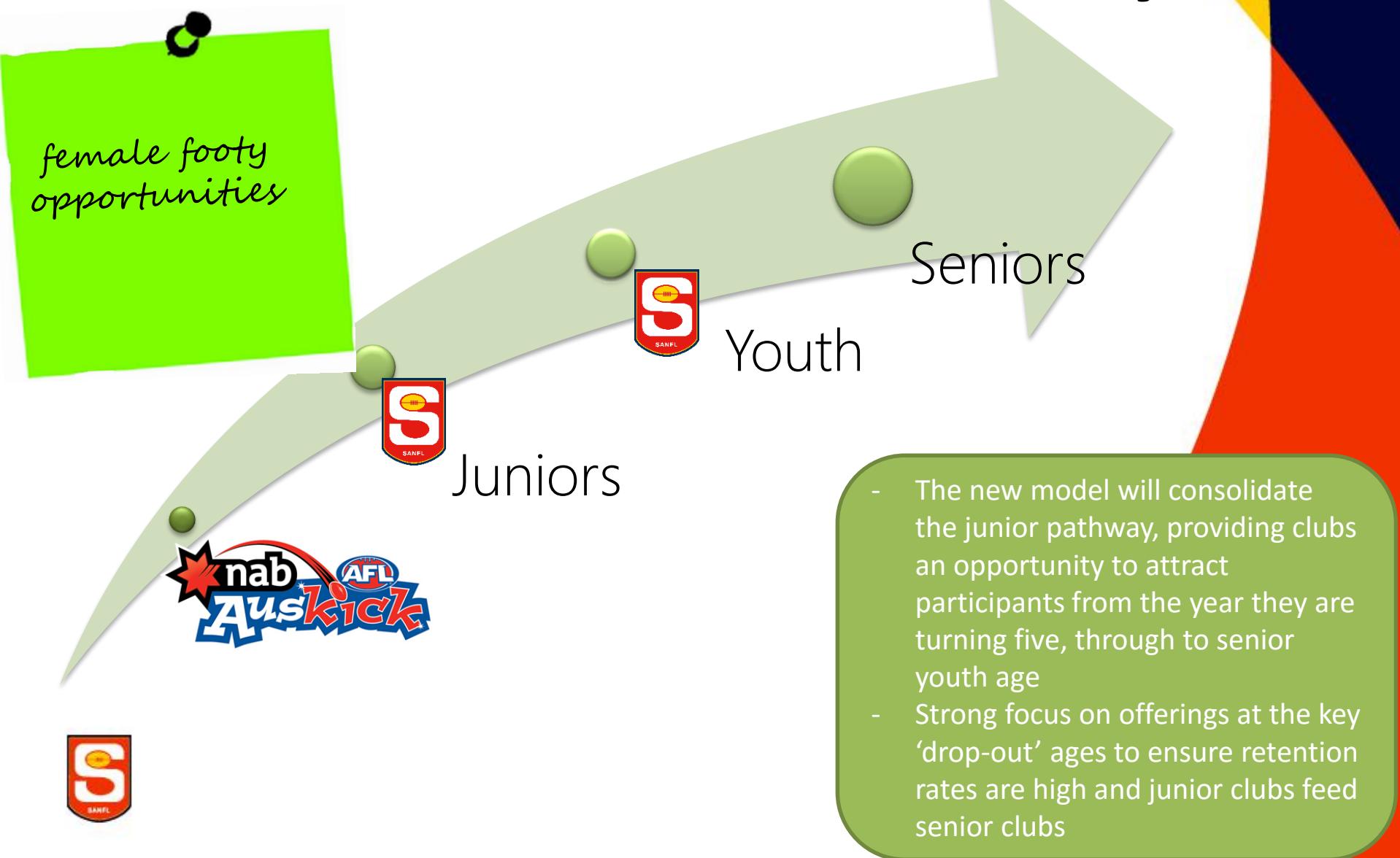
Club desires

- Local competitions
- Revenue from match days

- Competition managers are well aware that parents don't want to travel large distances for junior football and that clubs need to drive income through their BBQs and canteens on match days
- These needs will be used as the guiding principles when fixture is created



Additional benefits - Pathway



State Championship Series

- Opportunity for “Premier Teams” to participate in a State Championship event/series and compete against other Premiers
- Possibly use Adelaide Oval, AAMI Stadium or an SANFL venue for the play-offs

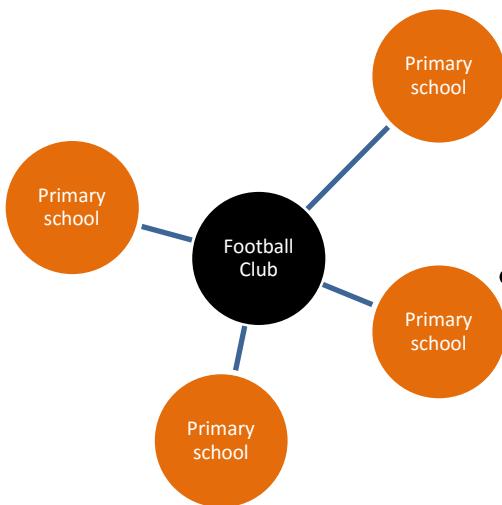
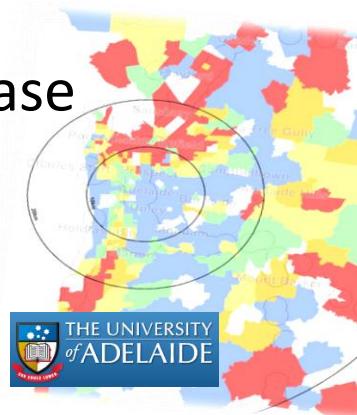


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Participation growth

- Spatial database



- School alignment model

- Volunteer support and training

- ie Delegates, Registrars, Team Managers

- Working to develop strong understanding of demographics of specific areas so we can assist clubs in attracting and retaining participants
- Investigating possible 'school alignment models' used interstate to allow clubs to draw players from specific schools in their immediate area
- Training developed for key volunteer roles to support clubs recruitment

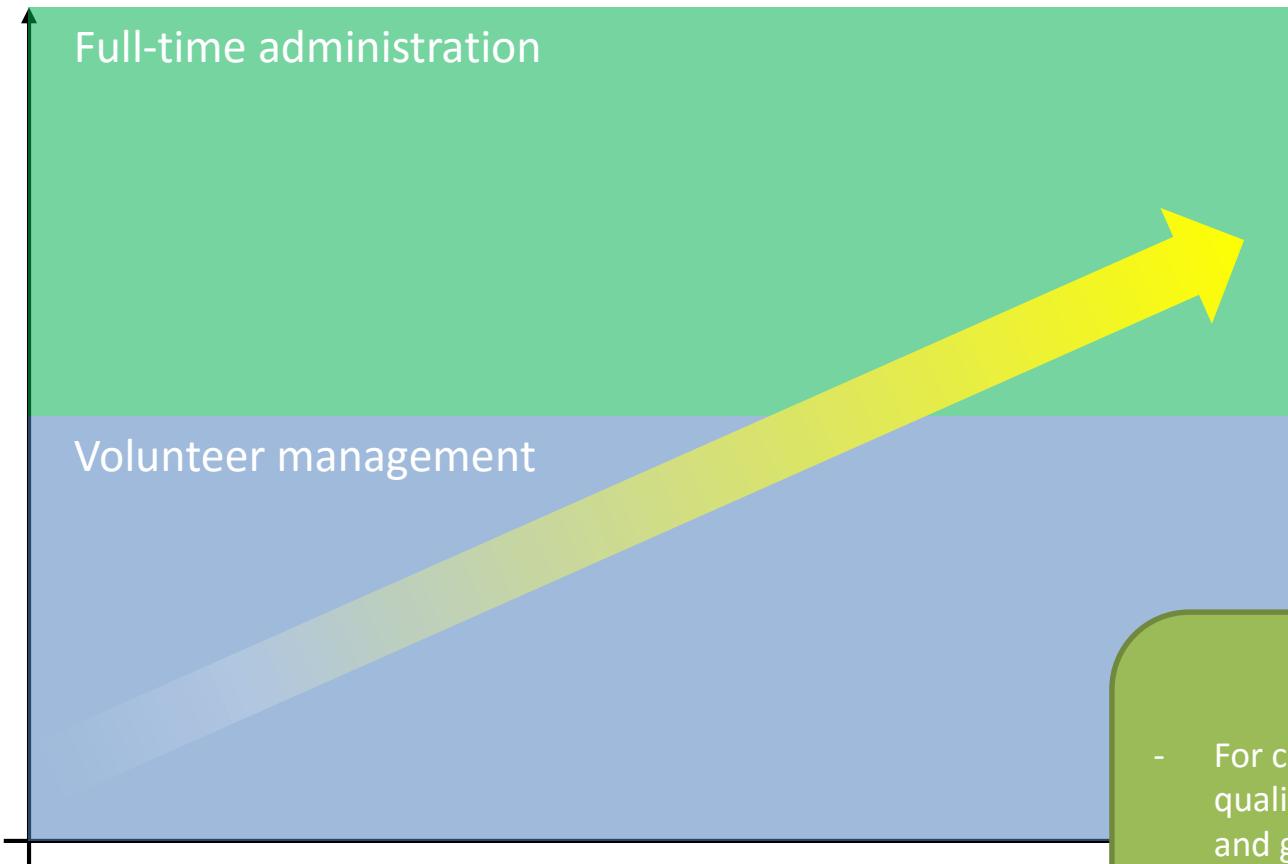
Umpiring

- Quality umpire coaching and training
- Direct support from SANFL Umpiring Department
- Centrally managed appointments
- Local panels aligned with competition conferences



- Consistency in competitions will have flow on effect for umpiring with better support for coaches leading to improved umpiring quality
- Centralised management will also strengthen umpiring development pathway

Competition management



- For continued improvement in the quality of junior football competitions and growth in clubs, a full-time professional administration structure is required



League administration

- Full-time competition management team to be appointed by the SANFL
- Casual staff utilised to assist at peak periods of the year

Competitions Manager



Competitions
Coordinator



Umpires
Coordinator



Casual staff (as required)

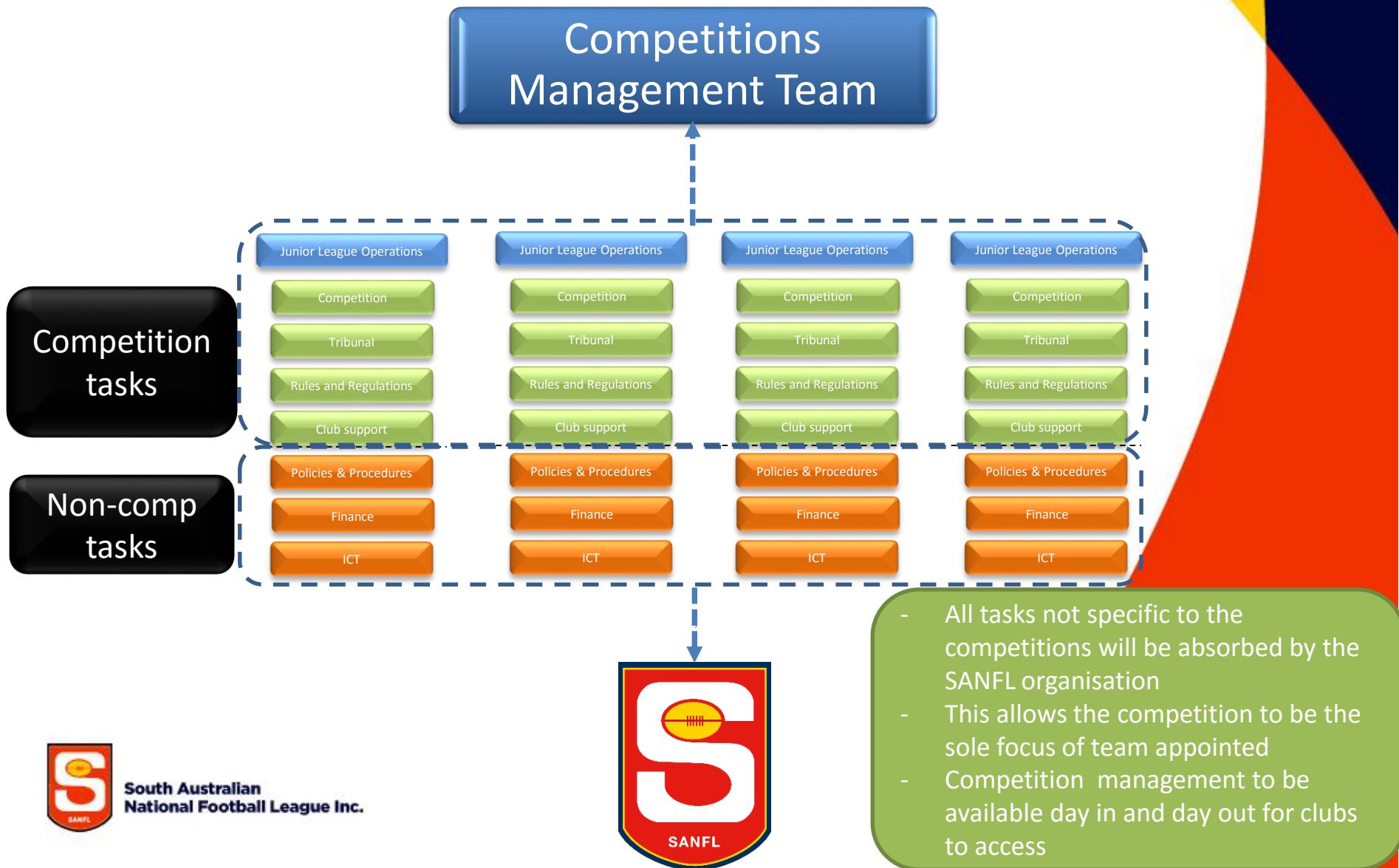


Competition Management



- Strength of this structure lies in the benefits of the Competition management team having day-to-day access to other SANFL departments and resources

Current – League structures



Zone Councils



Board Representative

Chairperson

(SANFL Appointed)

Community Club
Delegates
(one per club)

SANFL Club
Representative

SANFL
representative

Coaching
Coordinator

NEW

Zone Councils:

Quality Clubs
Government relations
Community Connections
Coach Education and Development
Competition Management Issues
Community Insights
Talented player pathways

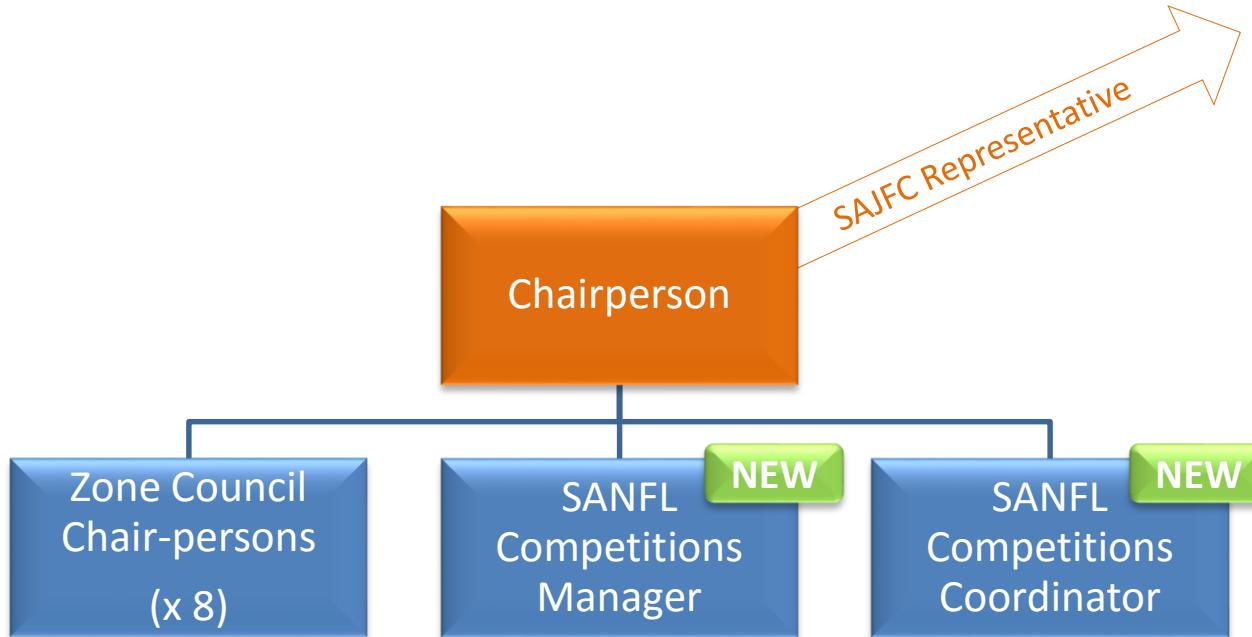


- Every community club will be able to provide a delegate to their "Zone Council"
- Strong connection between the SANFL club and their community clubs
- Coaching coordinators appointed to support all community coaches

SANFL Juniors

- Chair from each Zone council to represent that Zone at competition board level
- Board Chairperson to sit on SA Junior Football Council

One governing body to oversee the junior competition in metropolitan Adelaide



Resources

- Significant other support resources that can provide maximum benefit to clubs under centralised management model

Zone Coaching
Coordinators



Club Development
Conference



**SANFL
Juniors**



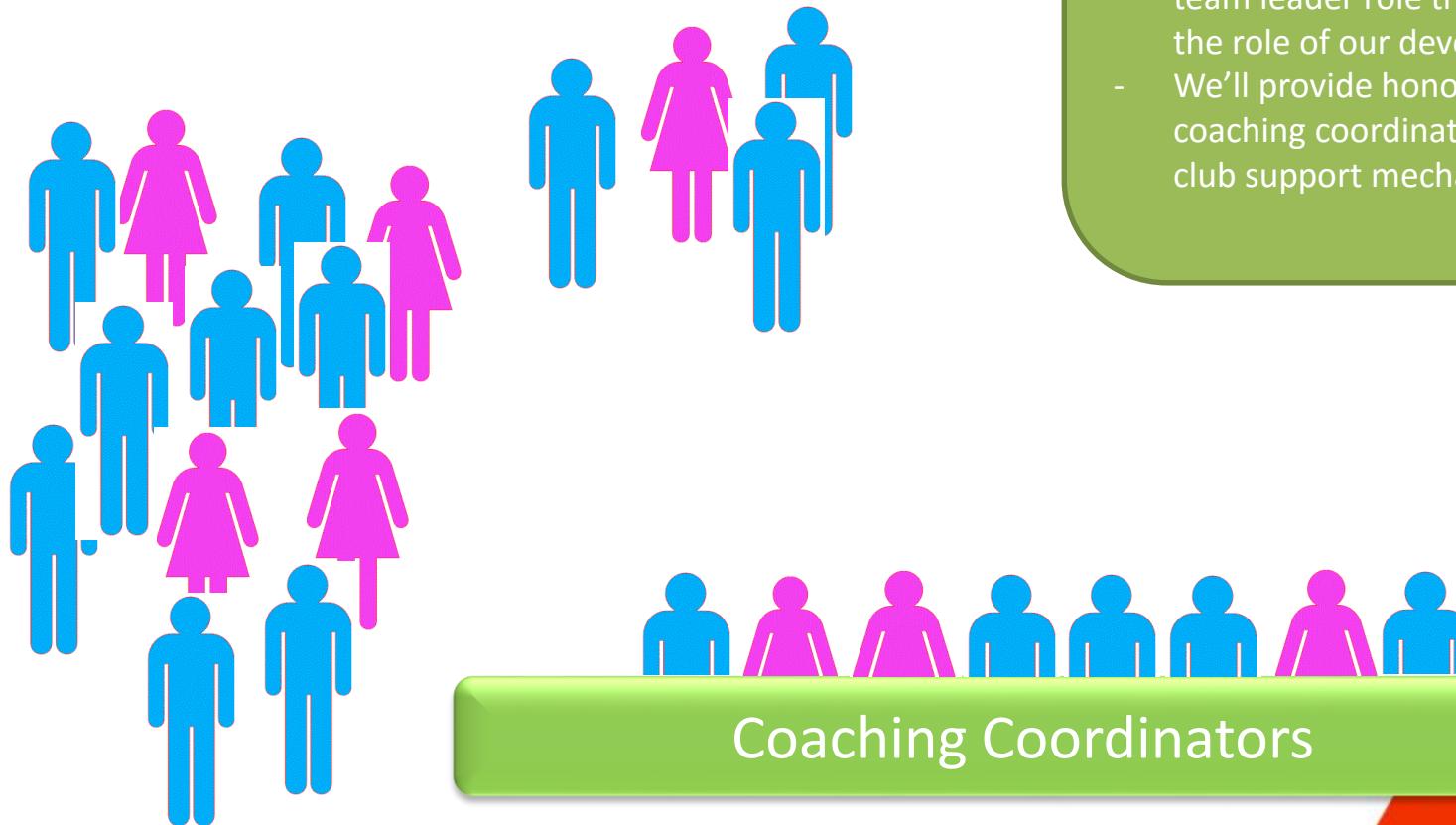
University of
Adelaide Study



AFL and State
body access



SANFL investment in Game Development....



- SANFL currently employs 12 full-time staff in this area
- This model will see three additional staff members in the competition management team, plus another team leader role that will oversee the role of our development staff
- We'll provide honorariums for eight coaching coordinators to add to our club support mechanisms.



No additional cost to clubs

Timeline

- Community club meetings taking place between October 6 and 15
- Clubs to register interest with the SANFL following their discussions
- Prior to October 31, 2015
- Following that process the SANFL will communicate with all clubs the status of development

September

- Commission endorsement
- Junior league executives
- SAAFL consultation
- SANFL club consultation

October

- Community club meetings
- Registrations of interest

November

- Formation of SANFL Juniors
- Appoint Competition Management team

December

- 2016 season modelling
- Policy and procedure adoption
- Community club meetings



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