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# NORTHERN NSW FOOTBALL

# ANNUAL STATE OF THE GAME ADDRESS 2018



# **Purpose of Presentation**

The purpose of this presentation is to provide Member Clubs and stakeholders with:

- 1. an assessment of the governing body's performance throughout 2017 against Key Measures of Success;
- 2. an overview of how the sport and governing body is performing against a number of key metrics;
- 3. a brief outline of Northern NSW Football's Operational Plan and Key Measures of Success for 2018
- 4. an overview of the programs and services which aim to facilitate the continued growth and development of our Sport throughout Northern NSW.



# 1. Performance Assessment 2017 Key Measures of Success





# **Key Measures of Success - Leading**

Key Measure of Success	Outcome
A minimum of 5 Zones will be very satisfied with NNSWF's overall performance as the peak body and the service received.	<ul><li>2 Extremely Satisfied</li><li>3 Fairly Satisfied</li><li>2 Did not respond</li></ul>
Satisfy Member Zones in relation to NNSWF's overall communication.	<ul><li>2 Extremely Satisfied</li><li>3 Fairly Satisfied</li><li>2 Did not respond</li></ul>
90% of Member Clubs will be formally identified as Child Safe Organisations	83%
75% of clubs competing in NNSWF's Premier Competitions will at a minimum be satisfied with NNSWF's overall implementation of their respective premier competition. (NPL, WPL, NL1)	85% or respondents were Extremely, Very or Fairly Satisfied



# **Key Measures of Success - Participating**

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# **Key Measures of Success - Winning**

Key Measure of Success	Outcome
Total of 45 Coaches Participate in an Advanced	82
Coaching Course (A, B & C Licenses)	
Minimum of 6 FFA Coach Education Workshops	6
delivered throughout NNSW	
A minimum of 5 Coaching Masterclass sessions	5
delivered throughout NNSWF	
60% of 2017 Newcastle Jets Youth/NPL Squad will have	65%
been developed in NNSW	
60% of the 2016/17 Newcastle Jets WWL Squad will	53%
have been developed in NNSW	



# **Key Measures of Success - Entertaining**

Key Measure of Success	Outcome				
Average attendance of 8,500 at Jets HAL Home Fixtures in 17.18	ТВС				
Average attendance of 3,000 at Jets HAL Home Fixtures in 17.18	ТВС				
55% of registered players throughout NNSWF will identify as fans of NUJ's	<ul> <li>47% fans of Men</li> <li>41% fans of Women</li> </ul>				
60% of registered stakeholders throughout NNSW will identify as fans of the NUJ's	<ul> <li>74% fans of Men</li> <li>67% fans of Women</li> </ul>				



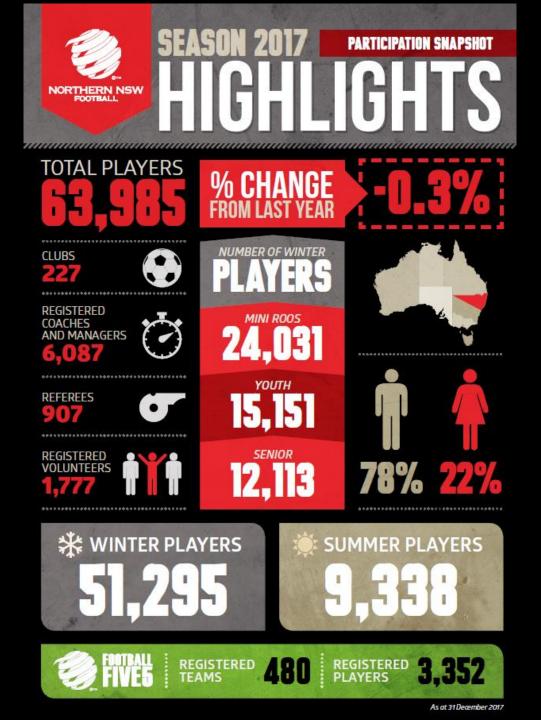
# **Key Measures of Success - Financial**

Key Measure of Success	Outcome
Minimum surplus of \$55k	Surplus will > \$55k
	Reported to Members at AGM
First Touch Football Supplies' turnover will exceed \$920k	\$814k
The Lake Macquarie Regional Football Facility	\$1.32m
will generate a minimum of \$1.24m	
Sidelines Café will generate a minimum of 458k	\$465k
Football Five5 will generate a minimum of	\$449k
\$511k	
Casual pitch hire will generate a minimum of	\$125k
\$42k	



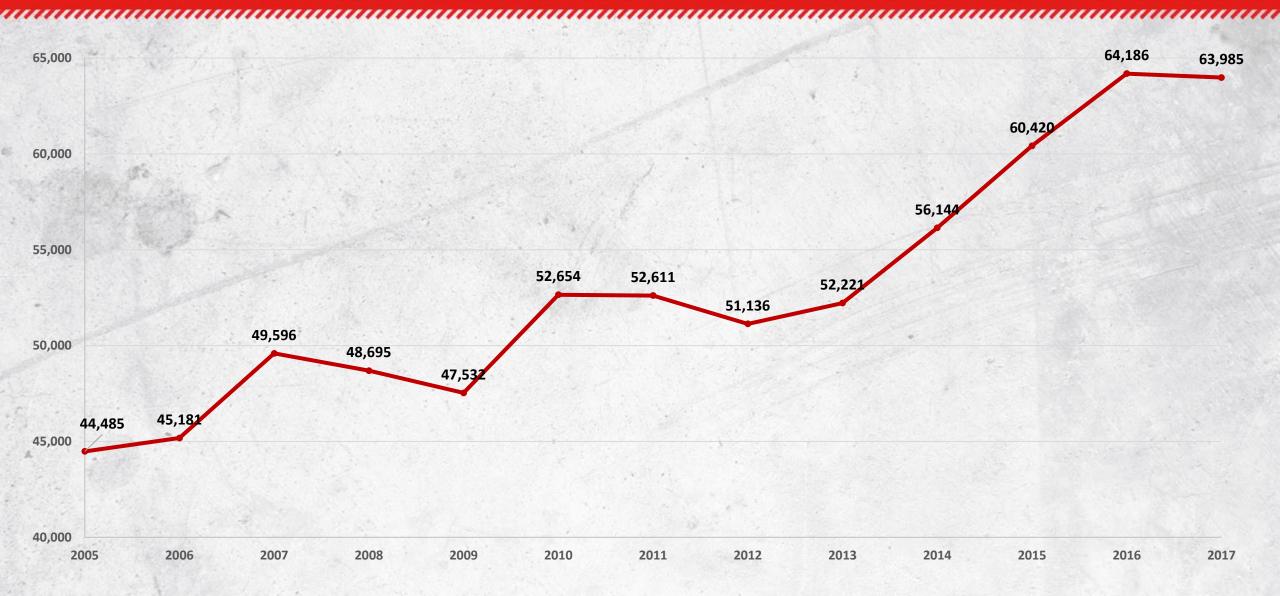
# 2. Performance Assessment 2017 Key Metrics





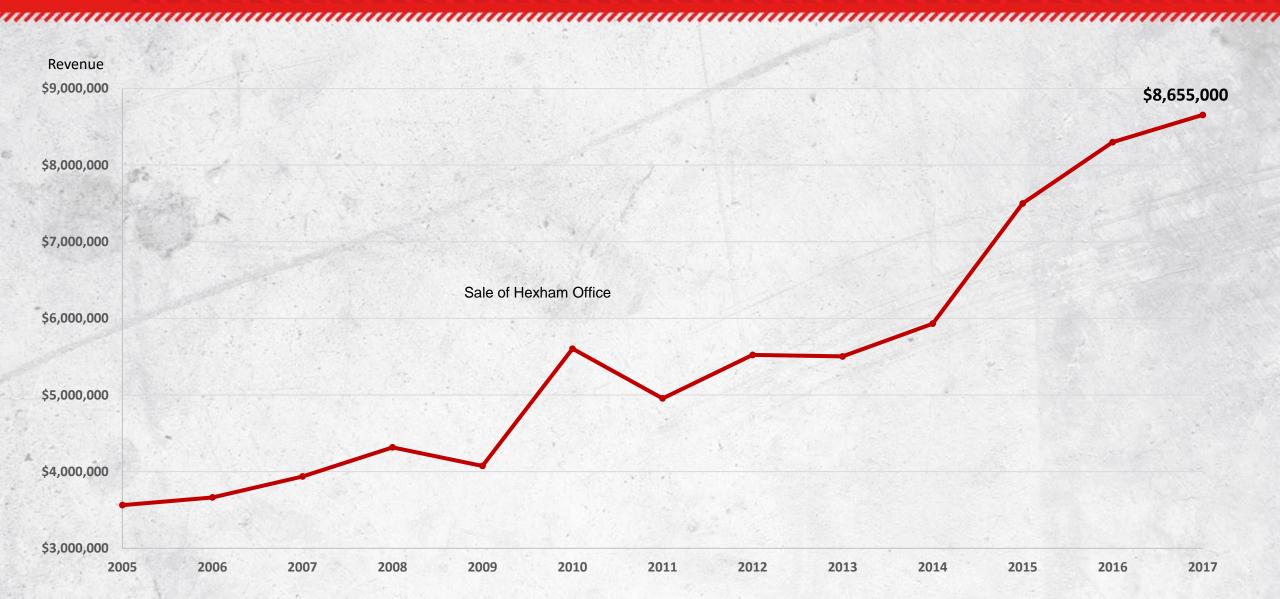


# **Total Registered Players within NNSW**

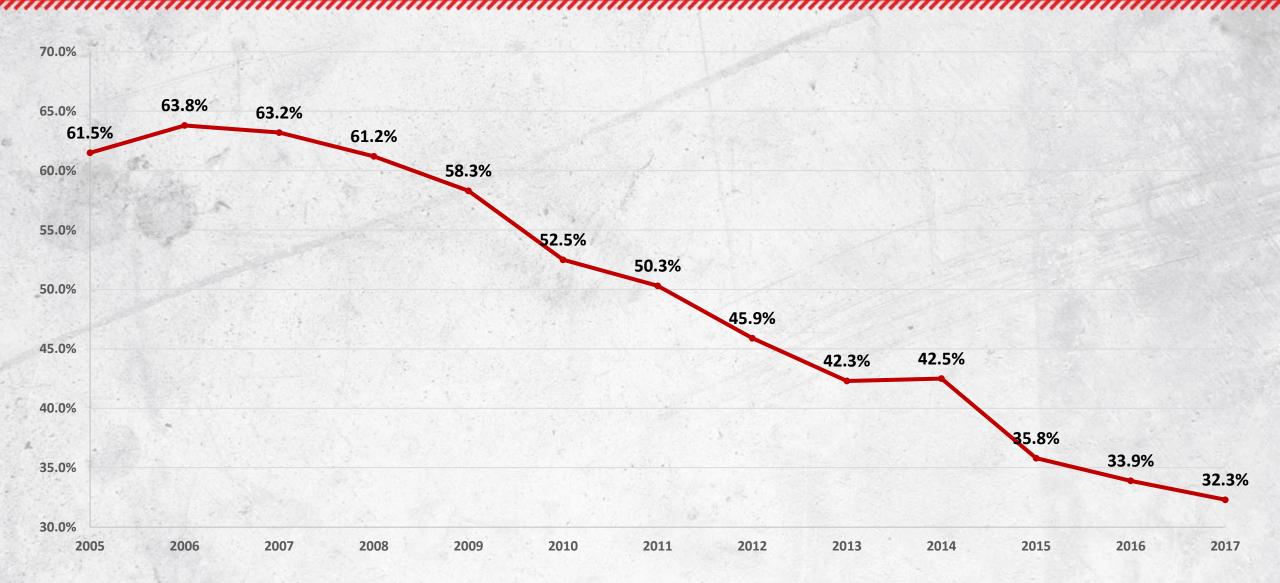




# NNSWF Annual Turnover (\$)









# 3. Operational Plan 2018





# **NNSWF 2018 Operational Plan** Leading - Core Strategic Initiatives

FFA Whole of Football Plan Vision: Football to be the largest and most popular sport in Australia

NNSWF Vision: Football will be the largest and most popular sport and Northern NSW Football will be widely acknowledged as effective, efficient and stakeholder focused

## Leading

#### Lead towards a unity of purpose

- Continually monitor the progress of the 2016-2019 Strategic Plan;
- Implement the 2018 Operational Plan;
- Maintain the Peak Steering Committee;
- Assist Member Zones to establish aligned strategic and operational plans;
- Review the operation and By-laws of all Standing Committees;
- Consider the establishment of Women's Premier League Standing Committee;
- Leverage the newly established Parliamentary Friends of Football to advocate on behalf of our stakeholders; and
- Respond accordingly to the impending changes to the FFA Congress



# **NNSWF 2018 Operational Plan Participating - Core Strategic Initiatives**

FFA Whole of Football Plan Vision: Football to be the largest and most popular sport in Australia

NNSWF Vision: Football will be the largest and most popular sport and Northern NSW Football will be widely acknowledged as effective, efficient and stakeholder focused

## Participating

#### "Improve the experience for all participants"

- Establish the NNSWF Facilities Funding Scheme;
- Assist clubs to identify projects and to subsequently apply for funding in Round 2 of the Asian Cup Legacy Fund;
- Implement a specific recruitment campaign targeting Females & Match Officials;
- Expand the Community Club Coach Co-ordinator Network;
- Expand the Community Club Coach Developer Network (Presenters);

- Conduct the inaugural NNSWF Champions of Champions;
- Appoint an additional Newcastle Permanent Club Development Officer (2);
- Appoint an additional Aldi MiniRoos Development Officer (2);
- Reappoint a Female Participation Officer;
- Provide registered players, coaches, match officials and volunteers with access to SportsPass; and
- Pilot modified formats specifically for females in Winter



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#### Q 💄

your sport.

SportsPass

FOOTBALL

Welcome to SportsPass...

Reward, earn, experience, share

Discover more











- Provides registered members of the Football Family with a <u>FREE</u> digital membership that provides access to exclusive member discounts and benefits for 2018.
- Throughout the registration period active registered Players, Coaches, Volunteers & Match Officials will receive an email from SportsPass inviting them to initiate their membership in order to receive their digital pass.
- Registered members of the Football Family can then start using their SportsPass for various discounts & special offers including discounted fuel from Caltex, discount movie tickets, 2 for 1 McDonalds coffee and special offers from The Good Guys, Pet Barn, Priceline Pharmacy and over 3000 other offers.



# **NNSWF 2018 Operational Plan** Winning - Core Strategic Initiatives

FFA Whole of Football Plan Vision: Football to be the largest and most popular sport in Australia

NNSWF Vision: Football will be the largest and most popular sport and Northern NSW Football will be widely acknowledged as effective, efficient and stakeholder focused

## Winning

### "Build generations of successful National Teams"

- Appoint a full-time Technical Advisor to oversee the TSP and Premier Launch the Premier Club SAP in the Hunter Region; Pilot a club based SAP in Football Far North Coast: Club SAP;
- Increase the number of NPL Youth Technical Advisors (2);
- Appoint a part-time SAP Technical Advisor;
- Expand NCF's participation in the NPL Youth to include 16's;
- Expand FMNC's participation in the NPL to include 18's;
- Implement a Talent Support Program (TSP) for 13 & 14 year old players participating in the NPL Youth;

- Provide opportunities for identified players in Regional NNSW to integrate with the TSP and Jets Academy;
- Conduct a camp in July at the LMRFF for Regional and TSP Players to finalise the NYC Squads;
- Provide talented girls from Regional NNSW with funding to train with the Jets Academy;
- Enter a squad comprising players from the TSP and Regional Zones in• Establish Football Development Programs for interested 7 & 8 year the Tokyo U-14 International Youth Football Tournament 2018: old MiniRoos throughout NNSW.



# **NNSWF 2018 Operational Plan** Entertaining - Core Strategic Initiatives

FFA Whole of Football Plan Vision: Football to be the largest and most popular sport in Australia

NNSWF Vision: Football will be the largest and most popular sport and Northern NSW Football will be widely acknowledged as effective, efficient and stakeholder focused

## Entertaining

"Inspiring Australians to support, engage with and play the World Game."

- Continue to partner with NUJ HAL and WWL in community engagement activities targeting registered participants;
- Promote NUJ HAL, WWL matches to relevant registered participants through direct communication and promotions;
- Partner NUJ in a membership campaign targeting registered participants;
- Assist NUJ to lift the profile of identified HAL and WWL Players;
- Conduct significant Participating Initiatives such as coach and match official development in conjunction with Jets' home fixtures; and
- Identify opportunities to unite the football community during the FIFA World Cup



## **NNSWF 2018 Operational Plan Strategic Principles - Initiatives**

	FFA Whole o	f Football Plan Vision: Football to be the la nost popular sport and Northern NSW Footba	rgest		
Strategic Principles	Commercially driven	Stakeholder focused		Leading organisation for females in sport	Unity of purpose and efficiency
Strategic Goal	Maintain NNSWF Ltd's net asset position	Strategic direction and priorities reflect stakeholder expectations		Increase the representation of females throughout the game	Reform and improvement should be a constant in the administration of the game
2018 Initiatives	<ul> <li>Appoint an Insurance Broker who will be charged with the responsibility of effectively managing the game's risk, reviewing the protection afforded to all participants and minimising the increases to insurance premiums;</li> <li>Transition the LMRFF Marketing and Communications Co-ordinator to full- time;</li> <li>Secure a commercial partner for the newly established NNSWF Facilities Funding Scheme;</li> <li>Strive to secure a new Major Sponsor of High Performance Programs throughout NNSW;</li> <li>Leverage National sponsorships to secure local investment;</li> <li>Reduce costs by examining relevant supplier agreements;</li> <li>Redevelop the turf field at the LMRFF through a the Regional Sports Infrastructure Fund; and</li> <li>Collaborate with FNSW to identify state wide commercial opportunities</li> </ul>	<ul> <li>Continue to implement stakeholder satisfaction surveys;</li> <li>Continue to implement research which delivers stakeholder insights;</li> <li>Implement a series of focus groups to gain insights into why players leave the game; and</li> <li>Review how often Standing Committees meet and their functions</li> </ul>		<ul> <li>Consider the establishment of Women's Premier League Standing Committee;</li> <li>Identify opportunities to conduct a range of accreditation courses exclusively for females;</li> <li>Pilot the honorary appointment of club based Women and Girls Participation Officers;</li> <li>Continue to support the Jets Women's participation in the Westfield W-League; and</li> <li>Identify females within and outside of the game who have the capacity to assume leadership positions;</li> </ul>	Establish operational and structural alignment with North Coast Football and Northern Inland Football; Provide identified Member Zones with access to financial expertise through a shared services agreement;

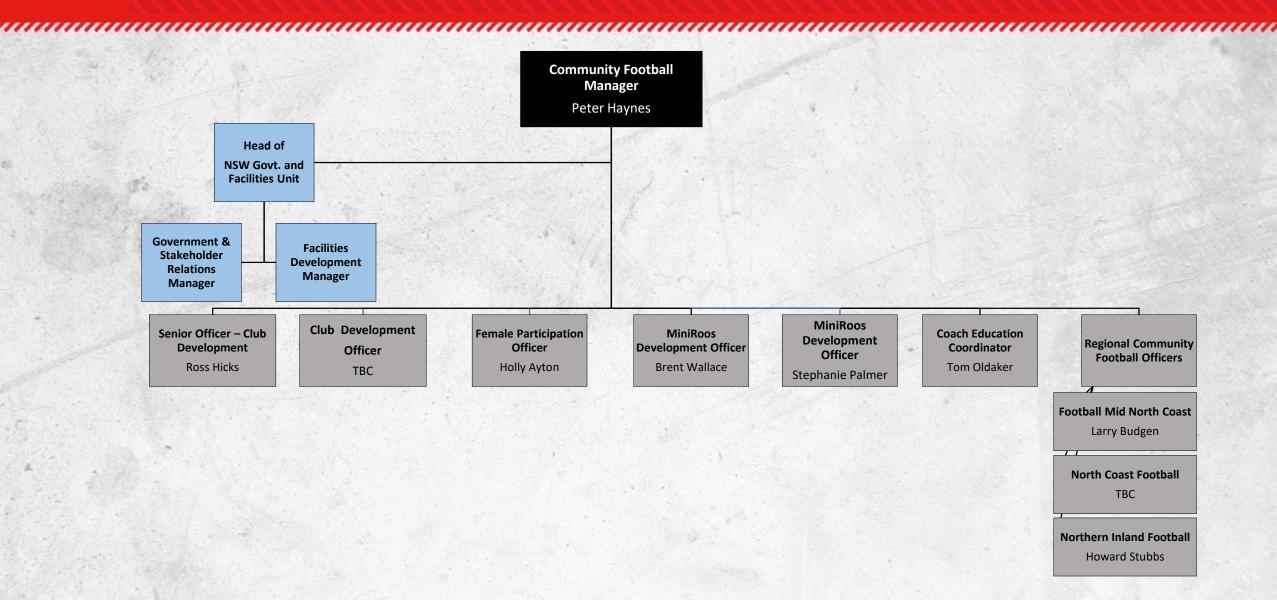


# 4. Programs and Services





# **Community Football Department**







GET INVOLVED COMPETITIONS HIG

HIGH PERFORMANCE STORE ABOUT US

#### **PROGRAMS AND SERVICES**

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Home + About Us + Programs and Services

#### INTRODUCTION

HOME

The following information aims to be practical, relevant and to provide a range of stakeholders with a comprehensive overview of the myriad of strategic initiatives, programs and services implemented by Northern NSW Football (NNSWF).

All programs and services are aligned to the following Strategic Pillars:

Entertaining "Connect more fans with the Newcastle Jets"

• Winning "Build generations of successful National Teams"

Participating "Improve the experience for all participants"

Leading "Lead towards a unity of purpose"

#### VISION

The programs and services implemented by NNSWF aim to assist the Sport to achieve its stated Vision:

#### FFA'S WHOLE OF FOOTBALL PLAN VISION

Football to be the largest and most popular sport in Australia

#### NNSWF'S VISION

Football will be the largest and most popular sport and Northern NSW Football will be widely acknowledged as effective, efficient and stakeholder focused

Football's ongoing growth and development in a challenging and highly competitive operating environment will hinge on the sport's preparedness to unite behind a common vision and strategy.

All stakeholders are encouraged to familiarise themselves with relevant programs and services in conjunction with NNSWF's Strategic Plan and annual operational plans and to subsequently engage with Northern NSW Football through the nominated representative.





## PARTICIPATING

Home - About Us - Programs and Services - Participating
PROGRAMS AND SERVICES

▶ Aldi MiniRoos Club Visits

▶ Aldi MiniRoos Gala Days

▶ Aldi MiniRoos Game Leader Training

► Aldi MiniRoos Kick-Off Programs

Annual Female Specific Recruitment Campaign

Annual Match Official Conference

Annual Match Official Recruitment Campaign

Annual NNSWF Facilities Forum

Annual Recruitment and Retention Campaign

Annual State League Referees Pre-Season Seminar

Annual Women in Football Round (Premier Competitions)

ClubSpot

► Coach HQ

Community Club Coaching Coordinators Network

Community Club Resource Manual

▶ Community Coach Accreditation

Community Coach Developer Workshops



#### IMPROVE THE EXPERIENCE FOR ALL PARTICIPANTS

🖂 Email 🗎 Position Description

#### SPONSORS

David CromartyMarketing and Communications Manager

☑ Peter Haynes☑ Community Football Manager

#### CONTRIBUTORS

Alyshia Razmovski Arketing and Communications Coordinator

☑ David Slattery☑ Digital Content Coordinator

Matt Fox Coach Education Coordinator



# **NNSWF Insurances**

- NNSWF and FNSW recently commissioned a consultant to implement a tender process which resulted in Gow-Gates being appointed as our insurance broker for the next three years. Gow-Gates' appointment brings NNSWF and FNSW into line with the 7 other Member Federations to form a truly National Insurance Program.
- Gow-Gates will oversee all aspects of the Insurance Program including the delivery and preparation of risk management sessions and materials, provision of Certificates of Currency's for clubs as well as other information, management of the claims process as well as making available a dedicated football insurance website so that Players & Club Administrators throughout Australia may have immediate access to the policy benefits and procedures of the insurance program.

Further more detailed information can be found by clicking on the link to the website below:

www.gowgatessport.com.au/football



# **NNSWF Insurances**

## www.gowgatessport.com.au/football/northernnsw/





# **NNSWF Insurance**

- Northern NSW Football and Gow-Gates remain committed to providing the football community with a first class Sports Insurance Programme whilst maintaining the affordability of registration.
- Whilst the plan provides basic levels of cover for players and others participating in Football, it is not all encompassing (this is necessary to keep the cost of insurance affordable for players) and does not seek to replace the need for private health and other insurances.
- Northern NSW Football encourages all players and officials to take out their own private health insurance, life insurance and 'Top Up' coverage over and above the coverage provided under this plan.
   Gow-Gates can assist in regard to 'Top Up' insurance and other insurance requirements.



# **NNSWF Insurances**

- The levy paid by all players to NNSWF includes a contribution to the following suite of "game wide" insurances;
- ✓ Sports Personal Injury;
- ✓ Public Liability;
- ✓ Professional Indemnity;
- ✓ Club Management Liability; and
- ✓ Sports Personal Injury coverage for non-playing volunteers including but not limited to committee members, team managers, coaches and trainers.



# **Sports Personal Injury (SPI)**

- Sports Personal Injury (SPI) remains one of the most misunderstood and maligned services provided by NNSWF;
- Claims history indicates that approximately 50% of claimants do not have Private Health Insurance (PHI);
- Excluding players who have PHI, or making SPI optional would make premiums unaffordable;
- SPI is like any other insurance. It's only valued when it's needed!;
- Players who exceed their PHI "caps" are eligible to claim through SPI;
- Self-employed players who rely on SPI to cover lost wages as a result of injury are simply negligent.



# **Sports Personal Injury Policy Case Study**

- A player falls victim to an injury during a fixture and requires assistance from the field
- The injury appears serious and an ambulance is called to transport the player to hospital
- The player is assessed at the local ED and is sent for x-rays
- The hospital identifies the player has an ACL injury and they are discharged from hospital for further treatment with their GP



Expense	Cost	Medicare?	Medicare Rebate	NNSWF Policy Rebate	Out of Pocket
Ambulance	\$500	No	-	\$425	\$75
GP Consultation	\$70	Yes	\$37	N/A	\$34
Surgeon Consult	\$250	Yes	\$100	N/A	\$150
MRI	\$300	Depends	50%	\$0	\$300
Hospital Stay	\$1,000	No	-	\$850	\$150
Surgeon	\$1,000	Yes	\$500	N/A	\$500
Anaesthetist	\$1,000	Yes	\$350	N/A	\$650
Post-op surgeon	\$250	Yes	\$100	N/A	\$150
Physiotherapy	\$800	No	-	\$680	\$120
TOTAL	\$5,170				\$2,129 (+\$50 excess)



• As per the table, an average ACL injury is likely to cost somewhere in excess of \$4-5k depending on the severity of the injury

 Out of the 9 elements of the injury 'life cycle', 5 of those elements are expenses that are part of the Medicare Benefits Scheme (MBS). These expenses cannot be claimed under NNSWF's sports injury policy and cannot be insured because of federal legislation



- Out of the remaining 4 elements of the life cycle, NNSWF's sports injury policy responds to 3 of the expenses with the MRI being the only expense not covered.
- 85% of the cost of the ambulance, post operative physio and the private hospital accommodation are all claimable on our policy, generating a return to the player of \$1,955 based on the example amounts used



- What the case study is intended to outline is that there will be an out of pocket cost to the player for every element of the injury life cycle.
- Regardless of NNSWF's desire to extend the coverage of the policy, the expenses that are covered by MBS **cannot** be insured.
- Players with PHI will be less out of pocket compared to those with no PHI, however the difference is limited when the majority of the costs are MBS expenses.



# **NNSWF Facilities Fund**

- The NSW Asian Cup 2015 Legacy Fund will facilitate grants totaling \$1m being allocated to community football facilities throughout NNSW.
- While the fund will provide excellent assistance for Member Clubs in the short term, a more sustainable solution, beyond the NSW Asian Cup 2015 Legacy Fund, is needed in order to ensure the improvement, enhancement and establishment of football facilities keeps pace with the growth of the sport into the future.
- Following 12 months of consultation with the Member Zones, NNSWF has determined to establish a sustainable facilities funding scheme to empower affiliated clubs to provide and maintain facilities which are conducive to a positive football experience for all participants.
- The criteria and guidelines will largely mirror the NSW Asian Cup 2015 Legacy Fund.



# **NNSWF Facilities Fund (cont.)**

The NNSWF Facilities Fund will be generated by:

- 1. All Registered Players \$255,000
- Entry Level \$2
- > Junior \$3
- ≻ Youth \$5
- ➤ Senior \$7
- 2. NNSWF's Operations (FFA Community Services Fund) \$100, 000 pa
- 3. Significant Commercial Partner \$TBC



# NNSWF Facilities Fund (cont.)

- The advantage of a state wide Facilities Funding Scheme include:
  - Improved quality and quantity of football facilities throughout NNSW;
  - Fast track facility enhancement projects at Member Clubs through the provision of financial assistance from the governing body;
  - Provides Member Clubs with access to match funding which will "open up" Federal, State and Local Government funding opportunities;
  - The application process will ensure that NNSWF and Member Zones have greater input towards football infrastructure projects proposed by government or identified by Member Clubs; and
  - The establishment of a more coordinated approach towards Football Facility enhancement by "the sport" within NNSWF and provide financial contributions towards projects that are of benefit to football more broadly rather than an ad hock, club by club approach.



### NSW Asian Cup Legacy Fund – R1

#### **Round 1 – Successful applications**

- Cooks Hill United FC (NF) **\$85,000** for a new playing surface;
- Great Lakes United FC (FMNC) \$66,420 for installation of floodlighting
- Northern Inland Football \$145,875 for installation of new flood lighting and irrigation
- Kempsey Saints FC (FMNC) \$150,000 for installation of new floodlighting

Total of \$447,305 provided to clubs in Round 1



### NSW Asian Cup Legacy Fund – R2

#### Round 2

- Funding window is open now;
- Guidelines are available through NNSWF Club HQ;
- Matched Funding & DA approval required (for projects that require a DA);
- Assisting clubs to get more people, playing more football, more often;
- Closes on March.

Total of **\$552,695** still available to clubs through round 2



# **First Touch Football Supplies**



Julie Taylor Merchandise Coordinator

T | 02 4941 7277 E | <u>sales@northernnswfootball.com.au</u>



# **Working With Children Check**



Ross Hicks Senior Officer - Club Development T | 02 4941 7205 M | 0407 020 460 E | rhicks@northernnswfootball.com.au



# Working With Children Check (WWCC)

Member Protection Information Officers (MPIO)

- At every club
- Oversee Working with Children Check or a dedicated WWCC Coordinator
  - Register organisation on-line
  - Circulate WWCC information
  - Collect & verify WWCC Numbers
  - Maintain register of WWCC Verifications
- It is against the law to engage an individual in any child related work unless the club has verified the individual online using their WWCC Number and their status shows as 'cleared' to work with children (unless they fall under an exemption).

www.kidsguardian.nsw.gov.au



# Working With Children Check (WWCC)

- NNSWF has established the:
  - <u>NNSWF Working With Children's Check Policy</u>
  - <u>WWCC Guidelines For Member Clubs</u> and also
  - WWCC Guidelines For Coaches, Managers, Volunteers and Employees

which we encourage you to access.

 The Certificate of Currency will NOT be issued to any club who has not completed the <u>NNSWF Online</u> <u>WWCC Declaration Checklist</u>



#### **Active Kids**



- \$207 million State Government program aimed at combating childhood obesity.
- \$100 voucher for every NSW School student
- ALL NNSW Football Clubs are approved providers
- Parents can access voucher/(s) via the Services NSW website from January 31<sup>st</sup>
- MFC automatically prompts parents to input vouchers and deducts \$100 from final registration fee
- Government will rebate clubs \$100 per redeemed voucher automatically
- Clubs can reconcile this via their Active Kids 'portal'



#### **Active Kids**



- The process when registering on the play football (previously myfootballclub) website is as follows:
- 1. Everything prior to payment selection of the registration process is as per usual.
- 2. The user will then get to the below step and they will see and additional discount section.



CONTACT DETAILS		ELECT		MS &	PAYMENT		ADDITIONA		FINISH
Club Name : Role : Package	Balmain & D Player Package Ov	District Footba	ll Club						
					Package	Amount (	<sup>AU\$)</sup> 225	.00	
	tional items		cronar adarcie		0.0220. <b>1</b> /0.0220.0008				
						t Total (AU	<sup>\$):</sup> 225.	00	
Step 2 - Payr Step 3 - Activ	nent e Kids Vou	<b>cher Code</b> Code	/ Discount			t Total (AU	<sup>\$):</sup> 225.	00	
Step 2 - Payr Step 3 - Activ	<b>e Kids Vou</b> Kids Voucher	cher Code	/ Discount					00 Pay Or	nline



3. Once they enter a valid Voucher, it automatically adds in a hidden discount.

• This has already been inputted into the system by FFA.

• YOUR CLUB DOES NOT NEED TO SET UP THIS ADDITIONAL DISCOUNT PACKAGE FOR THE ACTIVE KIDS VOUCHER



Package	Package Ov	/er 100				
			Package Ar	nount (AU\$) 225	.00	
	ditional Iter		while states while second contracts	2.00		
Purchase ad	ditional items	There are optional addition	al items offered by this club for	purchase		-
Selected / Descri	Additional Items ption	s Category	Associated Club	Price Qty	Amount	
			<ul> <li>Football Federation Austr</li> </ul>	-100.00 1	-100.00	
	•		Amount Add-ons(	AU\$): -100.00	ge 1 of 1 (1 items)	
Step 2 - Pay	ment					
1			Amount To	otal (AU\$): 125.	00	r
Step 3 - Acti Enter your Activ						
54686302061	78316	Apply Discount				
Voucher Adde Payment/Next	d Successfully, t is clicked.	. Add another note about	redemption of voucher is no	t made until Pay Or	nline/Manual	
020		using your credit card. Pleas	e note, this may incur an additi	onal transaction	Pay Online	
Select Pay Onli fee.	ine to pay now u					



4. If they choose to proceed, the system will then redeem the voucher. The user will be able to see the voucher number they entered in on the invoice.

ice	20
Package Over 100	
Registration Package Over 100	
Balmain & District Football Club Fees	
Package Over 100 \$ 225.00	
Additional Items	
Active Kids Voucher (NSW Only) 1 at -100.00 Voucher Number: 5468630206178316 \$ -100.00	
*******	
INVOICE TOTAL (incl GST of AU\$ 11.36) AU\$ 125.00	
Amount Paid AU\$ 0.00	
Payment Status - NOT PAID	
Please remit payment of this invoice to complete your registration.	



• The process for clubs redeeming vouchers will happen automatically without the need to input individual voucher codes.

• A report will be sent from the registration system direct to Services NSW who will audit the voucher numbers & redeem the amount direct to the club's bank account.