



NORTHERN NSW
FOOTBALL



MEMBER ZONE CHARTER





15 October 2016

NNSWF Member Zones
Newcastle Football
Macquarie Football
Hunter Valley Football
Football Mid North Coast
Northern Inland Football
North Coast Football
Football far North Coast

Member Zone Presidents/Chairman,

Re: Amended Member Zone Charter – October 2016

Northern NSW Football's (NNSWF) Board of Directors has identified the need to update the Member Zone Charter which was initially executed with Member Zones in 2010.

The Whole of Football Plan launched by Football Federation Australia in May 2015 requests that the sport's administration is ***"....unified and integrated behind the Whole of Football Plan vision. Reform and improvement should be a constant in the administration of the game. Administrators at all levels have the responsibility to take up the challenge on an on-going basis to seek, identify and adopt continuous improvement measures. Our overriding principle will be "streamlining, national consistency, unity of purpose and efficiency."***

NNSWF's inaugural Charter with Member Zones in 2010 aimed to complement the Member Federation Charter instituted by Football Federation Australia (FFA) and to acknowledge the vital role that Member Zones play in relation to the successful implementation of the governing bodies' strategic objectives.

The amended Member Zone Charter is aligned to NNSWF's Strategic Plan 2016-2019 and more specifically the four (4) Strategic Pillars;

- | | |
|-------------------|--|
| 1. Leading: | "Lead towards a unity of purpose" |
| 2. Participating: | "Improve the experience for all participants" |
| 3. Winning: | "Build generations of successful National Teams" |
| 4. Entertaining: | "Connect more fans with the Newcastle Jets" |





The revised documentation aims to be practical, relevant and to provide Member Zones with a comprehensive overview of the myriad of strategic initiatives, programs and services implemented by NNSWF. The Charter also clearly identifies the activities which rely on input and the co-operation of Member Zones.

NNSWF is confident that the amended Member Zone Charter will:

- assist NNSWF and Member Zones to more effectively meet our agreed responsibilities and to pursue our agreed common aims for the growth, development and promotion of Football throughout Northern NSW;
- help both parties to more effectively manage and respond to each other's expectations;
- clearly delineate respective areas of responsibility;
- increase levels of accountability;
- acknowledge the vital role Member Zones fulfil; and
- Facilitate the effective implementation of FFA'S Whole of Football Plan and NNSWF's Strategic Plan 2016-2019.

The sport throughout Northern NSW has experienced significant growth and success since the execution of the inaugural Member Zone Charter in 2010. Football's ongoing growth and development in a challenging and highly competitive operating environment will hinge on the administration's preparedness to unite behind a common vision and strategy.

NNSWF is greatly appreciative of the Member Zone's ongoing support and commitment to our great sport.

Yours in football

William Walker
Chairman





NORTHERN NSW
FOOTBALL



LEADING

LEAD TOWARDS A UNITY OF PURPOSE







**NORTHERN NSW FOOTBALL
PROGRAMS & SERVICES SUMMARY**

**Strategic Pillar – Leading – “Lead towards a unity of purpose”
Core Goals: 2016 – 2019**

1. A clear, agreed and consistent strategic direction throughout the sport in NNSW.
2. Consistent and compliant governance, HR, WHS and management policies and procedures across the sport in NNSW.
3. Clearly defined roles, responsibilities and reporting structures.
4. An effective, efficient and accountable administration structure.
5. A formal Co-operation Agreement with the NUJ's.
6. Allocated and deployed resources in accordance with the needs of our stakeholders and strategic direction
7. Maintained NNSWF Ltd.'s net asset position.

***Please refer to bold resource at NNSWF Lead and Principal Contact**



**NORTHERN NSW FOOTBALL
PROGRAMS & SERVICES SUMMARY**

Leading – “Lead towards a unity of purpose”

Link to Goal	Program or Service	NNSWF Functional Area	NNSWF Internal Resource/s	Member Zone Commitment Required
1, 3	Peak Steering Committee	Governance and Leadership	CEO Administration & Venue Services Co-ordinator Executive as required	Chairman and Manager to attend and contribute to scheduled meetings in March and October annually
4	Annual “All Clubs” Presentation Roadshow	Governance & Leadership	CEO Community Football Manager Administration & Venue Services Co-ordinator	<ul style="list-style-type: none"> ➤ Provide dates of pre-season “All Club” meetings by 30 November annually ➤ Provide NNSWF with the opportunity to present to Member Clubs annually ➤ Follow up key issues with relevant member/s of NNSWF’s Executive’
4, 5	Staff Activity Summaries	Governance and Leadership	Marketing and Communications Manager Marketing and Communications Co-ordinator Digital Content Co-ordinator	No commitment required
6	Annual stakeholder satisfaction and insights research	Governance and Leadership	CEO Community Football Manager Administration & Venue Services Co-ordinator	Complete annual Member Zone Satisfaction Survey by due date

***Please refer to bold resource at NNSWF Lead and Principal Contact**

**NORTHERN NSW FOOTBALL
PROGRAMS & SERVICES SUMMARY**

Link to Goal	Program or Service	NNSWF Functional Area	NNSWF Internal Resource/s	Member Zone Commitment Required
1, 4, 6	NNSWF Strategic and Operational Plans	Governance & Leadership	CEO Executive	<ul style="list-style-type: none"> ➤ Establish a strategic plan which is aligned to FFA's and NNSWF's strategic direction. ➤ Establish an aligned annual operational plan ➤ Provide NNSWF with an annual performance review of key success measures ➤ Identify the Member Zone's strategic priorities in August/September for consideration in NNSWF's ensuing operational plan.
1, 2, 3, 4,	Member Zone Managers Meetings	Governance and Leadership Football Operations	CEO Football Operations Manager Executive as required Administration & Venue Services Co-ordinator	Member Zone Managers to attend and contribute at meetings as scheduled
1, 3, 4, 6	Member Zone Forums	Governance and Leadership	CEO Administration & Venue Services Co-ordinator	Identify dates and provide NNSWF's CEO with an opportunity to present to Member Zone Committee at minimum annually

***Please refer to bold resource at NNSWF Lead and Principal Contact**

Key Strategic Activity	Peak Steering Committee
Link to Strategic Pillar	Leading – Lead towards a unity of purpose
Link to Core Goals	<ul style="list-style-type: none"> • A clear, agreed and consistent strategic direction throughout the sport in NNSW. • Clearly defined roles, responsibilities and reporting structures.
Internal Resources	<ul style="list-style-type: none"> ➤ CEO ➤ Administration & Venue Services Co-ordinator ➤ Executive as required
Implementation	March and October annually
Outline of Strategic Activity	<p>The Peak Steering Committee (PSC) is NNSWF's primary strategic forum. The PSC is chaired by NNSWF's Deputy Chairman and is administered by the CEO. NNSWF's seven (7) Member Zones are represented on the PSC usually by the Zone President/Chairman.</p> <p>Member Zone Managers are also invited to attend meetings. The PSC provides Member Zones with an opportunity to discuss and evaluate key strategic issues which are identified within NNSWF's Strategic Plan. Members of NNSWF's Executive attend and present as dictated by the agenda.</p> <p>The PSC meets in March and October annually. The Terms of Reference allow additional meetings to be scheduled as required. The PSC reports back to the NNSWF's Board of Directors through the Deputy Chairman and CEO.</p>
Desired outcomes	<ul style="list-style-type: none"> • Enhanced communication • Aligned strategic direction • Clear roles and responsibilities

Key Strategic Activity	"All Clubs" Presentation Roadshow
Link to Strategic Pillar	Leading – Lead towards a unity of purpose
Link to Core Goals	<ul style="list-style-type: none"> • An effective, efficient and accountable administration structure.
Internal Resources	<ul style="list-style-type: none"> ➤ CEO ➤ Community Football Manager ➤ Administration & Venue Services Coordinator
Implementation	February and March annually
Outline of Strategic Activity	<p>The CEO and Community Football Manager aim to visit each of the 7 Member Zones prior to the commencement of each season. The visit usually coincides with a Member Zones "All Clubs" Meeting. The presentations provide NNSWF with an opportunity to provide all affiliated clubs with a summary of the governing body's performance in the previous year against the stated key success measures and a brief overview of the current year's Operational Plan. Information relating to relevant programs and services are also disseminated.</p> <p>The forums also provide a range of stakeholders to ask questions within an open and frank environment.</p>
Desired outcomes	<ul style="list-style-type: none"> • Enhanced communication • Build credibility • Demonstrate accountability • Effective engagement with stakeholders

Key Strategic Activity	Staff Activity Summaries
Link to Strategic Pillar	Leading – Lead towards a unity of purpose
Link to Core Goals	<ul style="list-style-type: none"> • An effective, efficient and accountable administration structure. • Allocated and deployed resources in accordance with the needs of our stakeholders and strategic direction
Internal Resources	<ul style="list-style-type: none"> ➤ Marketing and Communications Manager ➤ Marketing and Communications Co-ordinator ➤ Digital Content Co-ordinator
Implementation	Monthly
Outline of Strategic Activity	<p>NNSWF distributes a summary of relevant activities undertaken by all staff on a monthly basis to all affiliated clubs.</p> <p>The Staff Activity Summary is also posted on the organisation's website and accompanied by digital content highlighting one of the more significant activities implemented throughout the month.</p> <p>The summary aims to demonstrate NNSWF's visibility and alignment to the organisation's stated strategic priorities.</p>
Desired outcomes	<ul style="list-style-type: none"> • Enhanced communication • Increased accountability • Demonstrated effective deployment and allocation of resources

Key Strategic Activity	Annual Stakeholder Satisfaction and Insights Research
Link to Strategic Pillar	Leading – Lead towards a unity of purpose
Link to Core Goals	<ul style="list-style-type: none"> • An effective, efficient and accountable administration structure. • Allocated and deployed resources in accordance with the needs of our stakeholders and strategic direction
Internal Resources	<ul style="list-style-type: none"> ➤ CEO ➤ Community Football Manager ➤ Administration & Venue Services Co-ordinator ➤ Senior Officer, Premier Competition Development and Compliance ➤ Female Participation Officer
Implementation	August, September and October annually
Outline of Strategic Activity	<p>NNSWF implements a range of research projects on an annual basis to effectively measure stakeholder satisfaction and to acquire a range of vital insights. The findings are used to measure organisational performance and to guide the deployment and allocation of resources in accordance with the needs of stakeholders. Research projects include;</p> <ul style="list-style-type: none"> ➤ Member Zone Satisfaction ➤ Lapsed Player Research ➤ Female participants ➤ Non-Playing Participant Satisfaction (Volunteers, Match Officials, Administrators and Coaches) ➤ Premier Club Satisfaction ➤ NPL Player Satisfaction ➤ Level of engagement with the Newcastle Jets
Desired outcomes	<ul style="list-style-type: none"> • Enhanced communication • Enhanced insights relating to stakeholders' needs and satisfaction • Effective deployment and allocation of resources



Key Strategic Activity	NNSWF Strategic and Operational Plans
Link to Strategic Pillar	Leading – Lead towards a unity of purpose
Link to Core Goals	<ul style="list-style-type: none"> • A clear, agreed and consistent strategic direction throughout the sport in NNSW. • An effective, efficient and accountable administration structure • Allocated and deployed resources in accordance with the needs of our stakeholders and strategic direction.
Internal Resources	<ul style="list-style-type: none"> ➤ CEO ➤ Executive
Implementation	Operational Plan approved by Board of Directors in December annually
Outline of Strategic Activity	<p>NNSWF is committed to strategic alignment with FFA through a strategic plan which spans a minimum of 4 years.</p> <p>The strategic plan clearly articulates the organisation's vision, strategic priorities, core goals, key performance indicators and strategic activities.</p> <p>The annual operational plan stems from the strategic plan and specifically identifies what the organisation plans to achieve and implement in any given year.</p>
Desired outcomes	<ul style="list-style-type: none"> • Enhanced communication • Effective deployment of resources • Increased accountability • Improved credibility • More relevant

Key Strategic Activity	Member Zone Managers Meetings
Link to Strategic Pillar	Leading – Lead towards a unity of purpose
Link to Core Goals	<ul style="list-style-type: none"> • A clear, agreed and consistent strategic direction throughout the sport in NNSW. • Consistent and compliant governance, HR, WHS and management policies and procedures across the sport in NNSW. • Clearly defined roles, responsibilities and reporting structures. • An effective, efficient and accountable administration structure.
Internal Resources	<ul style="list-style-type: none"> ➤ CEO ➤ Football Operations Manager ➤ Executive as required ➤ Administration & Venue Services Co-ordinator
Implementation	March, July and October annually
Outline of Strategic Activity	Member Zone Managers Meetings provide Member Zones with an opportunity to discuss key operational issues and to gain invaluable operational insights.
Desired outcomes	<ul style="list-style-type: none"> • Enhanced communication • Consistent implementation of key operational issues • Effective deployment and allocation of resources

Key Strategic Activity	Member Zone Forums
Link to Strategic Pillar	Leading – Lead towards a unity of purpose
Link to Core Goals	<ul style="list-style-type: none"> • A clear, agreed and consistent strategic direction throughout the sport in NNSW. • Clearly defined roles, responsibilities and reporting structures. • An effective, efficient and accountable administration structure • Allocated and deployed resources in accordance with the needs of our stakeholders and strategic direction.
Internal Resources	<ul style="list-style-type: none"> ➤ CEO ➤ Chairman (as available) ➤ Administration & Venue Services Co-ordinator
Implementation	August/September annually
Outline of Strategic Activity	<p>Member Zone Forums provide NNSWF with an opportunity to update zone committees in relation to the organisation's progress against the identified annual key measures of success.</p> <p>The forums also provide zone committees with an opportunity to identify strategic initiatives that the zone would like NNSWF to prioritise in next year's operational plan.</p>
Desired outcomes	<ul style="list-style-type: none"> • Enhanced communication • Effective deployment of resources • Increased accountability



NORTHERN NSW
FOOTBALL



PARTICIPATING

IMPROVE THE EXPERIENCE FOR ALL PARTICIPANTS







**NORTHERN NSW FOOTBALL
PROGRAMS & SERVICES SUMMARY**

**Strategic Pillar – Participating – “Improve the experience for all participants”
Core Goals – 2016 – 2019**

1. Increased the total number of registered players in NNSW to an unprecedented level.
2. Significantly increased the overall participation of females throughout the sport in NNSW.
3. Increased the capacity of Member Clubs to better meet the needs and expectations of their members and stakeholders.
4. Reduced the percentage of players who drop out of the game annually.
5. Improved the standard of Community Coaching in Clubs.
6. Increased the number of Match Officials and the overall competency.
7. Improved the accessibility and overall quality of community football facilities throughout NNSW.

***Please refer to bold resource at NNSWF Lead and Principal Contact**



**NORTHERN NSW FOOTBALL
PROGRAMS & SERVICES SUMMARY**

Participating - “Improve the experience for all participants”

Link to Goal	Program or Service	NNSWF Functional Area	NNSWF Internal Resource/s	Member Zone Commitment Required
4, 5	Community Club Coaching Co-ordinators Network	Community Football	Coach Education Coordinator	Promote the CCC program to community clubs and encourage representation
2	Girls Only MiniRoos Club Football	Community Football	Female Participation Officer	Establish Girls Only MiniRoos Leagues and promote the opportunity to Member Clubs & Stakeholders
3	National Club Accreditation Scheme (NCAS)	Community Football	Club & Referee Development Officer	Assist NNSWF CRDO with the identification of appropriate member clubs
5	Community Coach Accreditation	Community Football	Coach Education Coordinator	Assist NNSWF CEC to identify suitable course structure and location within zone
6	Match Official Accreditation	Community Football	Premier Competitions Match Official Coordinator Club & Referee Development Officer	Assist NNSWF CEC and PCMOC to identify suitable course structure and location within zone
6	Referee Technical Committee	Community Football	Premier Competition Match Official Coordinator	No commitment required

***Please refer to bold resource at NNSWF Lead and Principal Contact**



**NORTHERN NSW FOOTBALL
PROGRAMS & SERVICES SUMMARY**

Link to Goal	Program or Service	NNSWF Functional Area	NNSWF Internal Resource/s	Member Zone Commitment Required
3	Newcastle Permanent Community Coach Recognition Program	Community Football Marketing and Communications	Club & Referee Development Officer Marketing Coordinator	Promote the program to community clubs and assist in the identification of suitable nominees
3	Newcastle Permanent Community Volunteer Recognition Program	Community Football Marketing and Communications	Club & Referee Development Officer Marketing Coordinator	Promote the program to community clubs and assist in the identification of suitable nominees
6	Talented Match Official Pathway	Community Football	Premier Competition Match Official Coordinator Club & Referee Development Officer	No commitment required
7	Facilities and Government Relations Unit	Community Football Facilities and Government Relations Unit	Community Football Manager	Assist NNSWF and the Facilities Unit to identify and prioritise club facility enhancement projects
1,2,6 & 4	Annual recruitment & retention campaign	Community Football Marketing and Communications	Community Football Manager	Supplement the NNSWF campaign with local activities

***Please refer to bold resource at NNSWF Lead and Principal Contact**



**NORTHERN NSW FOOTBALL
PROGRAMS & SERVICES SUMMARY**

Link to Goal	Program or Service	NNSWF Functional Area	NNSWF Internal Resource/s	Member Zone Commitment Required
2,4	NNSWF Womens State Cup	Community Football Football Operations	Female Participation Officer Community Football Manager Football Operations Manager	Promote the opportunity to Member Clubs
3	Community Volunteer Training & Education	Community Football	Club & Referee Development Officer	No commitment required
1	Sporting Schools	Community Football	Female Participation Officer	Assist NNSWF in the identification of Sporting School coaches
5	Coach HQ	Community Football	Coach Education Coordinator	No commitment required
3	Community Club Resource Manual	Community Football	Club & Referee Development Officer	No commitment required
1,2 & 5	Club MiniRoos Visits	Community Football	MiniRoos Development Officer	Assist NNSWF MDO to identify clubs that require assistance
2	Girls Football Week	Community Football	Female Participation Officer	Promote the associated activities to clubs
3	ClubSpot	Community Football	Club & Referee Development Officer	Promote the portal to club officials and volunteers

***Please refer to bold resource at NNSWF Lead and Principal Contact**



**NORTHERN NSW FOOTBALL
PROGRAMS & SERVICES SUMMARY**

Link to Goal	Program or Service	NNSWF Functional Area	NNSWF Internal Resource/s	Member Zone Commitment Required
1	MiniRoos Game Leader training	Community Football	MiniRoos Development Officer	Promote the opportunity to Member Clubs
6	Referee recognition Week	Community Football	Club & Referee Development Officer	Promote the associated activities to clubs
6	Silent Saturday	Community Football	Club & Referee Development Officer MiniRoos Development Officer	Promote the associated activities to clubs
6	Talented Officials Program (TOP Camps)	Community Football	Club & Referee Development Officer Premier Competition Match Official Coordinator	Assist in the identification and nomination of a minimum of 2 Match Officials for each TOP camp
3	Newcastle Permanent Playmaker Award Program	Community Football	Club & Referee Development Officer	Promote the opportunity to clubs
1	MiniRoos Gala Days	Community Football	MiniRoos Development Officer	Promote the opportunity to clubs
2	Newcastle Jets W-League Coaching Clinic	Community Football	Female Participation Officer	No commitment required
1	PCYC Nations of Origin Tournament	Community Football	Club & Referee Development Officer	No commitment required
1	MiniRoos Kick-Off Programs	Community Football	MiniRoos Development Officer	Promote the opportunity to clubs

***Please refer to bold resource at NNSWF Lead and Principal Contact**



**NORTHERN NSW FOOTBALL
PROGRAMS & SERVICES SUMMARY**

Link to Goal	Program or Service	NNSWF Functional Area	NNSWF Internal Resource/s	Member Zone Commitment Required
2	Girls Only MiniRoos Kick-Off programs	Community Football	Female Participation Officer	Assist NNSWF FPO in the identification of suitable host clubs, center coordinators and coaches
1	Primary School AWD Gala Days	Community Football	Club & Referee Development Officer	No commitment required
6	State Match Official Conference	Community Football Football Operations	Premier Competition Match Official Coordinator Club & Referee Development Officer	Promote the opportunity to registered Match Officials and encourage attendance
5	Newcastle Permanent Community Coaching Masterclasses	Community Football	Coach Education Coordinator	Assist NNSWF in the identification of appropriate dates, times and locations of proposed activities
7	NSW Asian Cup 2015 Legacy Fund	Community Football Facilities and Government Relations Unit	Community Football Manager Club & Referee Development Officer NSW Facilities Unit	Assist in the identification of appropriate projects and the lobbying of local councils, state and federal MP's
5	Community Coach Developer Workshops	Community Football	Coach Education Coordinator	Assist NNSWF in the identification of potential coach developers within the zone

***Please refer to bold resource at NNSWF Lead and Principal Contact**



**NORTHERN NSW FOOTBALL
PROGRAMS & SERVICES SUMMARY**

Link to Goal	Program or Service	NNSWF Functional Area	NNSWF Internal Resource/s	Member Zone Commitment Required
5	NSW Premiers Sporting Challenge	Community Football	Coach Education Coordinator	No commitment required
1	Newcastle Jets Match Day MiniRoos Demonstrations	Community Football	MiniRoos Development Officer Female Participation Officer	Assist NNSWF in the identification of potential clubs for involvement in the activity

***Please refer to bold resource at NNSWF Lead and Principal Contact**

Key Strategic Activity	Community Club Coaching Co-ordinators Network
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> • Improve the standard of Community Coaching in Clubs. • Reduce the number of players who drop out of the game annually
Internal Resources	➤ Coach Education Coordinator
Implementation	February – September (Winter football season)
Outline of Strategic Activity	<p>The Community Club Coaching Co-ordinators Network aims to provide accreditation to Community Club Coaching Coordinators and ongoing professional development through the provision of skills, resources and support.</p> <p>The training and ongoing support provided by NNSWF to the provided the Community Club Coaching Co-ordinators empowers them to mentor new and inexperienced coaches at their respective clubs.</p>
Desired outcomes	<ul style="list-style-type: none"> • Increased the competency of community coaches • Decreased the player churn rate • Development of positive club cultures • More enjoyable football experiences • Retain more coaches



Key Strategic Activity	Girls Only MiniRoos Club Football
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> • Significantly increased the overall participation of females throughout the sport in NNSW
Internal Resources	<ul style="list-style-type: none"> ➤ Female Participation Officer ➤ MiniRoos Development Officer
Implementation	April - September
Outline of Strategic Activity	<p>Northern NSW Football is committed to providing football opportunities for girls.</p> <p>Girls Only MiniRoos Club Football leagues provide girls aged 4-11 the option of participating in club football with and against other girls.</p> <p>Northern NSW Football will continue to work with all Member Zones to increase opportunities for young girls to participate in Girls Only MiniRoos at their local club.</p>
Desired outcomes	<ul style="list-style-type: none"> • Increased female participants • Decreased participant churn rate

Key Strategic Activity	National Club Accreditation Scheme (NCAS)
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> Increased the capacity of Member Clubs to better meet the needs and expectations of their members and stakeholders.
Internal Resources	➤ Club & Referee Development Officer
Implementation	Continuously throughout the year
Outline of Strategic Activity	<p>The National Club Accreditation Scheme (NCAS) is the FFAs national accreditation rating scheme for grassroots football clubs.</p> <p>The NCAS sets guidelines and criteria for best-practice models which can be replicated in clubs throughout the country.</p> <p>NNSWF is charged by FFA with the administration and delivery of the NCAS throughout its 7 Member Zones and Premier competitions with the overall aim being to raise standards and to recognise and reward quality clubs, which ultimately contributes to quality football experiences for players, volunteers and parents.</p>
Desired outcomes	<ul style="list-style-type: none"> Increased standard in community run clubs

Key Strategic Activity	Community Coach Accreditation
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> Improved the standard of Community Coaching in Clubs
Internal Resources	➤ Coach Education Coordinator
Implementation	Continuously throughout the year
Outline of Strategic Activity	<p>NNSWF co-ordinates the delivery of Community Coach Accreditation Courses throughout Northern NSW.</p> <p>The courses are presented by experienced and trained coach developers and provide community coaches with valuable skills and knowledge to help provide their players with a positive experience.</p> <p>Courses range from the Grassroots Certificate (5-9yrs), Skill Training Certificate (9-13yrs), Game Training Certificate (14-17yrs), Senior Certificate (18+) and Goalkeeper Certificate Courses.</p> <p>Community Coach Accreditation courses are cost effective with Grassroots courses being conducted free of charge and all* other courses capped at \$68 for Registered Coaches.</p>
Desired outcomes	<ul style="list-style-type: none"> Improved quality of Community Coaches Improved football experience for participants Decreased churn rate

Key Strategic Activity	Match Official Accreditation
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> Completed the implementation of the recommendations emanating from the Review of Officiating.
Internal Resources	<ul style="list-style-type: none"> ➤ Premier Competition Match Official Coordinator ➤ Club & Referee Development Officer
Implementation	Continuously throughout the year
Outline of Strategic Activity	<p>Northern NSW Football is charged by FFA to administer and implement the accreditation process for Match Officials.</p> <p>All Match Official Accreditation Courses are accredited under the Australian Sports Commission's National Officiating Accreditation Scheme and most include written, multiple choice and video questions testing participant's knowledge of the Laws of the Game.</p> <p>There are four levels of Match Official Accreditation</p> <ul style="list-style-type: none"> ➤ Level 4 Referee - aimed at referees of junior and youth matches; ➤ Level 3 Referee - aimed at referees of junior to lower levels of adult matches; ➤ Level 2 Referee - aimed at referees of junior to senior adult levels matches; and ➤ Level 1 Referee - aimed at referees of top-level state or national level matches. <p>Participants of approved FFA Match Official Accreditation Courses receive a qualification for a period of 4 years.</p> <p>Accreditation courses for Referee Assessors and Instructors are also conducted by NNSWF.</p>
Desired outcomes	<ul style="list-style-type: none"> Improved level of competency of Match officials

Key Strategic Activity	Referee Technical Committee
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> Completed the implementation of the recommendations emanating from the Review of Officiating.
Internal Resources	<ul style="list-style-type: none"> ➤ Premier Competitions Match Official Coordinator ➤ Club & Referee Development Officer
Implementation	Continuously throughout the year
Outline of Strategic Activity	<p>NNSWF established the Referee Technical Committee (RTC) in line with the recommendations emanating from the Review of Officiating and the expectations of FFA's match Official department.</p> <p>The key roles and responsibilities of this committee are:</p> <ul style="list-style-type: none"> To be responsible for the performance of match officials and for the implementation of the national curriculum as directed by FFA. To supervise the career development of all registered match officials by ensuring that FFAs requirements and processes are implemented. To comply with all FFA directions regarding the development, training, education, coaching and qualification of match officials. To be responsible for the identification of registered match officials ready to undertake further programs and recognition at national level. To monitor, supervise and assess registered match officials undertaking Community level programs and qualification processes.
Desired outcomes	<ul style="list-style-type: none"> Increased standard of referees



Key Strategic Activity	Newcastle Permanent Community Coach Recognition program
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> Increased the capacity of Member Clubs to better meet the needs and expectations of their members and stakeholders.
Internal Resources	➤ Club & Referee Development Officer
Implementation	April - September
Outline of Strategic Activity	<p>Each month, NNSWF identify a registered Community Coach from each Zone to be awarded “Newcastle Permanent Community Coach of the Month”.</p> <p>Each winner is recognised for their achievement and contribution to football with a prize pack and acknowledged across the NNSWF website network and social media platforms.</p> <p>From the pool of monthly winners, a “Newcastle Permanent Community Coach of the Year” for each Member Zone is recognised and a NNSWF “Newcastle Permanent Community Coach of the Year” selected and announced at NNSWF annual awards night.</p>
Desired outcomes	<ul style="list-style-type: none"> Increased standard of Community Coaches Better recognition of community coaches



Key Strategic Activity	Newcastle Permanent Community Volunteer Recognition program
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> Increased the capacity of Member Clubs to better meet the needs and expectations of their members and stakeholders.
Internal Resources	➤ Club & Referee Development Officer
Implementation	April - September
Outline of Strategic Activity	<p>Each month, NNSWF identify registered volunteer from each Zone to be awarded “Newcastle Permanent Community Volunteer of the Month”.</p> <p>Each winner is recognised for their achievement and contribution to football with a prize pack and acknowledged across the NNSWF website network and social media platforms.</p> <p>From the pool of monthly winners, a “Newcastle Permanent Community Volunteer of the Year” for each Member Zone is recognised and a NNSWF “Newcastle Permanent Community Volunteer of the Year” selected and announced at NNSWF annual awards night.</p>
Desired outcomes	<ul style="list-style-type: none"> Decreased volunteer churn Better recognition of club volunteers

Key Strategic Activity	Talented Match Official Pathway
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> Completed the implementation of the recommendations emanating from the Review of Officiating.
Internal Resources	➤ Club & Referee Development Officer
Implementation	Continuously throughout the year
Outline of Strategic Activity	<p>The NNSWF Talented Match Official Pathway clearly outlines the steps and associated milestones required to be reached in order to officiate at elite levels within NNSWF and FFA's National Competitions.</p> <p>The Talented Match Official Pathway provides an indicative path with Match Officials able to join and exit the pathway at the tier and level they choose.</p> <p>The Talented Match Official Pathway is aligned with NNSWF premier competitions and tournaments in addition to FFA's National Competitions and tournaments.</p>
Desired outcomes	<ul style="list-style-type: none"> Improved clarity in the progression for elite Match Officials Improved competency of Match Officials

Key Strategic Activity	Facilities and Government Relations Unit
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> Improved the accessibility and overall quality of community football facilities throughout NSW.
Internal Resources	➤ Community Football Manager
Implementation	Continuously throughout the year
Outline of Strategic Activity	<p>The Facilities and Government Relations Unit is a joint initiative by Northern NSW Football and Football NSW established in 2016.</p> <p>The Unit has a state wide focus on improving facilities for all football clubs by providing leadership, advice and assistance on any matter relating to facility development.</p> <p>Key activities implemented by the Facilities and Government Relations Unit include:</p> <ul style="list-style-type: none"> ➤ The annual Facilities Forum; ➤ The establishment and ongoing updates of the Facilities Blueprint; ➤ Management of the www.footballfacilities.com.au website; ➤ Provision of practical facilities guides; ➤ Communication of the monthly Facilities newsletter; and ➤ Administration of the NSW Asian Cup 2015 Legacy Fund
Desired outcomes	<ul style="list-style-type: none"> Improved football facilities Decreased player churn rate

Key Strategic Activity	Annual recruitment & retention campaign
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> Increased the total number of registered players in NNSW to an unprecedented level.
Internal Resources	<ul style="list-style-type: none"> ➤ Community Football Manager ➤ Marketing and Communications Manager ➤ Marketing and Communications Co-ordinator ➤ Digital Content Co-ordinator
Implementation	February
Outline of Strategic Activity	<p>NNSWF co-ordinates an annual recruitment advertising campaign utilising television, radio and social media. Zones are encouraged to consider print within their respective markets.</p> <p>NNSWF also implements a retention campaign which focuses on direct communication with registered participants through regular eDM's.</p> <p>The annual campaign targets players, match officials and specifically female players.</p>
Desired outcomes	<ul style="list-style-type: none"> Increased number of participants Decreased annual churn rate



Key Strategic Activity	NNSWF Womens State Cup
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> • Significantly increased the overall participation of females throughout the sport in NNSW.
Internal Resources	<ul style="list-style-type: none"> ➤ Female Participation Officer ➤ Community Football Manager ➤ Football Operations Manager
Implementation	September
Outline of Strategic Activity	<p>NNSWF will establish the first annual Womens State Cup in 2017.</p> <p>This event will be open for all senior women's teams to participate in a competitive tournament structure.</p> <p>The first annual Womens State Cup will be held at the Lake Macquarie Regional Football Facility at the completion of the 2017 community football season.</p>
Desired outcomes	<ul style="list-style-type: none"> • Decreased participant churn rate • Increased football opportunities for female players

Key Strategic Activity	Community Volunteer Training & Education
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> Increased the capacity of Member Clubs to better meet the needs and expectations of their members and stakeholders.
Internal Resources	➤ Club & Referee Development Officer
Implementation	Continuously throughout the year
Outline of Strategic Activity	<p>Volunteers are at the core of a successful football club and NNSWF is committed to provide registered club volunteers with ongoing education and professional development to assist them in their roles and in turn provide the best football experience to their members.</p> <p>NNSWF provides training and development in such fields as:</p> <ul style="list-style-type: none"> ➤ Working with Children legislation; ➤ Member Protection; ➤ Club Duty Officer accreditation; ➤ Grant writing; and ➤ First Aid
Desired outcomes	<ul style="list-style-type: none"> Increased standard of trained volunteers Increased standard of community run clubs Decreased volunteer churn rate



Key Strategic Activity	Sporting Schools
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> Increased the total number of registered players in NNSW to an unprecedented level.
Internal Resources	➤ Female Participation Officer
Implementation	Continuously throughout the year
Outline of Strategic Activity	<p>Sporting Schools is a Federal Governments initiative designed to help schools to increase children's participation in sport, and to connect children with community sport.</p> <p>As an official Sporting Schools coaching provider Northern NSW Football are charged with the responsibility of administering and delivering the Football program and the identification, training and endorsement of Sporting School coaches who deliver MiniRoos branded football sessions within Primary Schools throughout the region.</p>
Desired outcomes	<ul style="list-style-type: none"> Increased number of registered participants Increased football presence within schools

Key Strategic Activity	Coach HQ
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> • Improve the standard of Community Coaching in Clubs.
Internal Resources	➤ Coach Education Coordinator
Implementation	Continuously throughout the year
Outline of Strategic Activity	<p>Coach HQ is an online portal for community club coaches, which is hosted on NNSWF's website. The portal hosts a range of resources to educate, update and support community coaches implement safe, organised, engaging and enjoyable training sessions. Features include;</p> <ul style="list-style-type: none"> ➤ Football practices' features video previews and PDF plans of over 60 fun activities for players aged 5-13yrs old; ➤ Newcastle Permanent Skill of the Week' features video previews of over 20 full sessions that coaches can try with their own team; ➤ Online Coach Helpdesk for coaches who need advice from our team of coach developers, along with coaching tips and links to resources such as the FFA Coaching Resource, FFA National Curriculum, Aldi MiniRoos playing rules and formats & AIS online learning portal; and ➤ Newcastle Jets Skill Videos
Desired outcomes	<ul style="list-style-type: none"> • Increased quality of Community Coaches

Key Strategic Activity	Community Club Resource Manual
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> Increased the capacity of Member Clubs to better meet the needs and expectations of their members and stakeholders.
Internal Resources	➤ Club & Referee Development Officer
Implementation	March annually
Outline of Strategic Activity	<p>The Manual has been developed to assist club administrators and volunteers to manage their club with efficiency and effectiveness, ensuring compliance with Football Federation Australia (FFA) and Northern NSW Football statutes and regulations. Further information is also provided to assist clubs to operate in accordance with the Associations Incorporations Act 2009.</p> <p>The Manual provides an overview of the structure and management of Northern NSW Football and encompasses many topics related to the operations of a volunteer sporting organisation.</p>
Desired outcomes	<ul style="list-style-type: none"> Increased standard of community run clubs

Key Strategic Activity	Club MiniRoos Visits
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> • Reduce the percentage of players who drop out of the game annually
Internal Resources	➤ MiniRoos Development Officer
Implementation	April – September (Winter football season)
Outline of Strategic Activity	<p>The MiniRoos Development Officer will visit clubs and MiniRoos hubs throughout NNSW.</p> <p>The aim of the visits is to assist coaches to implement more enjoyable training sessions.</p> <p>MiniRoos Co-ordinators will be provided with practical advice relating to the conduct of MiniRoos matchdays.</p>
Desired outcomes	<ul style="list-style-type: none"> • Less players dropping out of the game • Improved delivery of MiniRoos

Key Strategic Activity	Girls Football Week
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> Significantly increased the overall participation of females throughout the sport in NNSW.
Internal Resources	➤ Female Participation Officer
Implementation	March
Outline of Strategic Activity	<p>Female Football Week was established by NNSWF in 2012 and aims to foster growth and recognise the contribution of females in football.</p> <p>Throughout Female Football Week NNSWF conducts a range of activities aimed to celebrate and promote Female Football which include:</p> <ul style="list-style-type: none"> ➤ Female only Community Coaching Courses ➤ Female Football Forum ➤ Girls Football Gala days ➤ Administrator Networking Functions ➤ Girls Only Skill Sessions ➤ Community Club visits ➤ Westfield W-League Player engagement sessions
Desired outcomes	<ul style="list-style-type: none"> Increased awareness of female football opportunities Increased number of female players Increased number of female coaches

Key Strategic Activity	ClubSpot
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> Increased the capacity of Member Clubs to better meet the needs and expectations of their members and stakeholders.
Internal Resources	<ul style="list-style-type: none"> ➤ Club & Referee Development Officer
Implementation	Continuously throughout the year
Outline of Strategic Activity	<p>ClubSpot is an online training and support portal for community sports clubs. The portal provides;</p> <ul style="list-style-type: none"> ➤ Access to our online library of training resources including video training. ➤ Access to printable worksheets, checklists, letter samples, templates and more to ease volunteer workload and save time; and ➤ Access to any other specific documents or links that Council, Peak Sporting Bodies or relevant Government Agencies store on the portal
Desired outcomes	<ul style="list-style-type: none"> Increased standard of trained volunteers Increased standard of community run clubs



Key Strategic Activity	MiniRoos Game Leader Training
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> Increased the capacity of Member Clubs to better meet the needs and expectations of their members and stakeholders.
Internal Resources	<ul style="list-style-type: none"> ➤ MiniRoos Development Officer ➤ Club & Referee Development Officer
Implementation	March & April
Outline of Strategic Activity	<p>Each MiniRoos game is to be controlled by a Game Leader. The main role of the Game Leader is to keep the game moving fluently, limit stoppages and assist players with all match restarts</p> <p>Northern NSW Football delivers specific training courses for MiniRoos Game Leaders with the goal of creating an environment at all MiniRoos matches that ensures that all players have fun, are learning the game and have maximum involvement.</p> <p>Game leader training is free for all participants and can be delivered upon request by a Member Club.</p>
Desired outcomes	<ul style="list-style-type: none"> Improved MiniRoos participant experience Increased standard of community run clubs

Key Strategic Activity	Referee Recognition Week
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> Completed the implementation of the recommendations emanating from the Review of Officiating.
Internal Resources	➤ Club & Referee Development Officer
Implementation	June
Outline of Strategic Activity	<p>Referee Recognition Week is an annual event conducted by NNSWF incorporating club based 'Thanks Ref' activities with the aim of publicly recognising, showing appreciation and saying thank you to referees and match officials for the role they play within the game.</p> <p>Northern NSW Football provided promotional collateral and Thank You certificates to all member clubs to use throughout the week.</p> <p>Examples of activities conducted at community clubs throughout Referee Recognition Week include:</p> <ul style="list-style-type: none"> ➤ Certificate presentations prior to or flowing matches; ➤ Provision of lunch for appointed match officials; ➤ Public thankyou announcements using the clubs P.A system; and ➤ Encouraging players to personally thank the match officials at the completion of their games.
Desired outcomes	<ul style="list-style-type: none"> Decrease referee abuse Decrease the referee churn rate Better recognise Match Officials

Key Strategic Activity	Silent Saturday
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> Completed the implementation of the recommendations emanating from the Review of Officiating.
Internal Resources	➤ Club & Referee Development Officer
Implementation	May
Outline of Strategic Activity	<p>Silent Saturday is an event initiated by NNSWF to encourage parents, coaches & supporters of MiniRoos teams “Keep Quiet” and “Just let the kids play” without having to worry about how their performance is affecting adults on the sidelines.</p> <p>NNSWF provides all community clubs with posters to assist in the promotion of the event which forms part of the larger Referee Respect Campaign.</p>
Desired outcomes	<ul style="list-style-type: none"> Decreased abuse of Match Officials Decreased referee churn rate Increased transition of Game Leaders into accredited referees



Key Strategic Activity	Talented Official Program (TOP Camps)
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> Completed the implementation of the recommendations emanating from the Review of Officiating.
Internal Resources	<ul style="list-style-type: none"> ➤ Premier Competition Match Official Coordinator ➤ Club & Referee Development Officer
Implementation	June (Boys) September (Girls)
Outline of Strategic Activity	<p>The Talented Officials Program (TOP Camp) is designed for 16 talented young Match Officials to engage in an intensive training environment held in conjunction with NNSWF's Telstra State Championships.</p> <p>Highly trained and experienced referee coaches deliver the program with a specific camp held separately for boys and girls attached to each respective Telstra State Championships tournament. each participating Match Official receives an individual report following the camp to assist in their future development.</p>
Desired outcomes	<ul style="list-style-type: none"> Improved competency of Match Officials Improved Match Official churn rate



Key Strategic Activity	Newcastle Permanent Playmaker Award Program
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> Increased the capacity of Member Clubs to better meet the needs and expectations of their members and stakeholders.
Internal Resources	➤ Club & Referee Development Officer
Implementation	April - September
Outline of Strategic Activity	<p>The Newcastle Permanent Playmaker Award is a program that recognises and rewards clubs that make a significant contribution to their community through football.</p> <p>This can include a variety of reasons from the actual football experience, to club activities, coaching, volunteer management or anything that makes their members appreciate what their football club does.</p> <p>The Newcastle Permanent Playmaker Awards are an amazing opportunity for community clubs to promote their off-field initiatives to the wider football family.</p>
Desired outcomes	<ul style="list-style-type: none"> Increased standard of community run clubs Better acknowledgement of community club contribution to their communities



Key Strategic Activity	MiniRoos Gala Days
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> Increased the total number of registered players in NNSW to an unprecedented level.
Internal Resources	<ul style="list-style-type: none"> ➤ MiniRoos Development Officer ➤ Female Participation Officer ➤ Club and Referee Development Officer
Implementation	April - September
Outline of Strategic Activity	<p>NNSWF hosts a number of Gala Days throughout the Winter football season.</p> <p>MiniRoos Gala Days are open for all teams ages 6-11 and are designed to provide teams the option of playing more football in addition to their regular MiniRoos league matches if they wish to do so.</p> <p>MiniRoos Gala Days are hosted by NNSWF at the Football Five5 facility at Speers Point with separate events held for mixed and Girls Only teams.</p>
Desired outcomes	<ul style="list-style-type: none"> Decreased player churn rate



Key Strategic Activity	Newcastle Jets W-League Coaching Clinic
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> Significantly increased the overall participation of females throughout the sport in NNSW.
Internal Resources	➤ Female Participation Officer
Implementation	December
Outline of Strategic Activity	<p>Northern NSW Football conducts an annual coaching clinic specifically for young girls aged 6-14 held on a Saturday during the December school holidays.</p> <p>This clinic is limited to 100 participants to ensure small coach to player ratios and allow for maximum engagement between participants and Newcastle Jets W-League players who act as the clinics coaches.</p> <p>In addition to a full days coaching and interaction with Newcastle Jets W-League players and coaching staff, each participant also receives a participant pack including a shirt, ball and bag.</p>
Desired outcomes	<ul style="list-style-type: none"> Increased number of female players Decreased female churn rate Increased attendance at Newcastle Jets W-League matches

Key Strategic Activity	PCYC Nations of Origin
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> Increased the total number of registered players in NNSW to an unprecedented level.
Internal Resources	➤ Club & Referee Development Officer
Implementation	June
Outline of Strategic Activity	<p>Nations of Origin is a multifaceted sport, cultural, education and leadership program which culminates during NAIDOC week annually.</p> <p>The sport component consists of Football, Netball and Rugby League competitions and is aimed at increasing school retention through sport.</p> <p>Northern NSW Football hosts the Football event at the Lake Macquarie Regional Football Facility annually in partnership with PCYC.</p> <p>Nations of Origin has quickly become the largest Aboriginal youth sporting event in NSW with more than 3500 participants since the inception of the program.</p>
Desired outcomes	<ul style="list-style-type: none"> Increased football opportunities for indigenous athletes Increased registered participants



Key Strategic Activity	MiniRoos Kick-Off Programs
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> Increased the total number of registered players in NNSW to an unprecedented level.
Internal Resources	➤ MiniRoos Development Officer
Implementation	October - March
Outline of Strategic Activity	<p>NNSWF is charged with the administration and delivery of the FFA's MiniRoos Kick-Off program which is the national introductory football program for boys and girls aged 4-9 conducted during Pre or post season.</p> <p>MiniRoos Kick-Off uses short, game-based sessions to introduce the sport of football to newcomers in a fun and inclusive way and provides grassroots football participants with more playing options and opportunities to try the world game.</p> <p>Approved Member Zones, Clubs or individuals and private organisations are able to deliver MiniRoos Kick-Off centres in their area and should visit www.miniroos.com.au for more information.</p>
Desired outcomes	<ul style="list-style-type: none"> Increased number of registered players Decreased participant churn rate

Key Strategic Activity	Girls Only MiniRoos Kick-Off Programs
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> • Significantly increased the overall participation of females throughout the sport in NNSW.
Internal Resources	<ul style="list-style-type: none"> ➤ Female Participation Officer ➤ MiniRoos Development Officer
Implementation	October - December
Outline of Strategic Activity	<p>MiniRoos Kick-Off for girls is Northern NSW Footballs introductory program for girls aged 5-11.</p> <p>MiniRoos Kick- Off for Girls programs are conducted over 10 weeks during term 4 with each session consisting of a skills development session and a modified game.</p> <p>The program is split into two stages with a specific session plan for girls aged 5-8 and another for girls aged 9-11.</p> <p>Key elements of MiniRoos Kick Off for Girls programs are:</p> <ul style="list-style-type: none"> ➤ Fun, football game-based sessions that build fundamental motor skills; ➤ Non-competitive activities to improve confidence and self esteem ➤ Low participant-to-coach ratio resulting in greater individual engagement; ➤ Experience football basics in a fun, low pressure and safe environment ➤ Merchandise packs for new participants, including backpack, ball and more.
Desired outcomes	<ul style="list-style-type: none"> • Increased female participants • Decreased participant churn rate



Key Strategic Activity	Primary School AWD Gala Days
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> Increased the total number of registered players in NNSW to an unprecedented level.
Internal Resources	<ul style="list-style-type: none"> ➤ MiniRoos Development Officer ➤ Club and Referee Development Officer
Implementation	April - September
Outline of Strategic Activity	<p>Northern NSW Football is committed to providing football opportunities for athletes with disabilities.</p> <p>Primary School AWD Gala Days provide primary school students with a disability an opportunity to participate in interschool gala days held at the NNSWF Football Five5 facility.</p> <p>NNSWF hosts 2 Primary School AWD Gala Days per year with a view to expand if demand requires it.</p>
Desired outcomes	<ul style="list-style-type: none"> Increased opportunities for athletes with disabilities

Key Strategic Activity	Annual NNSWF Match Official Conference
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> Increased the number of Match Officials and the overall competency.
Internal Resources	<ul style="list-style-type: none"> ➤ Community Football Manager ➤ Club & Referee Development Officer ➤ Premier Competition Match Official Co-ordinator
Implementation	March
Outline of Strategic Activity	<p>NNSWF is committed to the implementation of an annual conference for Match Officials. The one-day conference provides match officials with an opportunity to engage and to develop their knowledge and competency.</p> <p>A number of guest speakers and presenters will be invited to contribute.</p> <p>The activity will be conducted in conjunction with an A-League fixture at Hunter Stadium.</p>
Desired outcomes	<ul style="list-style-type: none"> Increased the competency of Match Officials



Key Strategic Activity	Newcastle Permanent Community Coaching Masterclasses
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> Improved the standard of Community Coaching in Clubs.
Internal Resources	➤ Coach Education Coordinator
Implementation	April - September
Outline of Strategic Activity	<p>Northern NSW Football holds a number of Newcastle Permanent Community Coaching Masterclasses each year providing community coaches the opportunity to engage with and learn from some of the country's leading professional coaches.</p> <p>Recent coaching masterclasses have included Westfield Matildas Head Coach Alan Stajcic, former Socceroo Craig Foster, and Northern NSW Football Technical Director Michael Browne.</p>
Desired outcomes	<ul style="list-style-type: none"> Increased standard of Community Coaches



Key Strategic Activity	NSW Asian Cup 2015 Legacy Fund
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> Improved the accessibility and overall quality of community football facilities throughout NSW.
Internal Resources	➤ Community Football Manager
Implementation	Continuously throughout the year
Outline of Strategic Activity	<p>The NSW Asian Cup 2015 Legacy Fund is an initiative of the NSW Government, Football NSW and Northern NSW Football, which has been established with the NSW Government's surplus from the 2015 AFC Asian Cup to provide funding assistance to community football clubs to partner with local stakeholders to improve the quality, availability and standard of their facilities.</p> <p>The Fund aims to improve football facilities for a variety of benefits including increasing participation, improving safety and security, assisting in building stronger communities through football and improving the overall football experience for all stakeholders.</p> <p>For more information about the NSW Asian Cup 2015 Legacy Fund go to: https://sportandrecreation.nsw.gov.au/clubs/grants/asiancuplegacy </p>
Desired outcomes	<ul style="list-style-type: none"> Improved football facilities Improved football experience for all stakeholders

Key Strategic Activity	Community Coach Developer Workshops
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> Improved the standard of Community Coaching in Clubs.
Internal Resources	➤ Coach Education Coordinator
Implementation	January
Outline of Strategic Activity	<p>Community Coach Developers play an important role in delivering accredited Community Coach Accreditation Courses and providing support for new and inexperienced club coaches.</p> <p>NNSWF provides Developers with accreditation and ongoing training in areas such as creating a safe learning environment and facilitating feedback to ensure that coaches attending Community Coach Accreditation Courses have a positive learning experience.</p>
Desired outcomes	<ul style="list-style-type: none"> Increased the accessibility of Community Coach Accreditation courses Increased the quality of Community Coaches



Key Strategic Activity	NSW Premiers Sporting Challenge
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> Improved the standard of Community Coaching in Clubs.
Internal Resources	➤ Coach Education Coordinator
Implementation	May - November
Outline of Strategic Activity	<p>The NSW Premier's Primary School Sport Challenge is a program aimed at engaging school students in sport and physical activity and encourages them to lead healthy, active lifestyles.</p> <p>Northern NSW Football provides Community Coach Accreditation to participating students who wish to become leaders in their community through football.</p> <p>As part of this program Northern NSW Football also provides professional development for School teachers in order to deliver more positive football experiences within their school to their students</p>
Desired outcomes	<ul style="list-style-type: none"> Increased number of registered coaches Improved football experience for participants Improved football experience within Primary Schools



Key Strategic Activity	Newcastle Jets Match Day MiniRoos Demonstrations
Link to Strategic Pillar	Participating – Improve the experience for all participants
Link to Core Goals	<ul style="list-style-type: none"> Increased the total number of registered players in NNSW to an unprecedented level.
Internal Resources	<ul style="list-style-type: none"> ➤ MiniRoos Development Officer ➤ Female Participation Officer
Implementation	October – March (Hyundai A-League season)
Outline of Strategic Activity	<p>Northern NSW football is responsible for the coordination of the MiniRoos demonstrations during half time of Newcastle Jets Hyundai A-League and Westfield W-League home matches.</p> <p>These demonstrations provide an opportunity for Community Football Clubs to showcase their MiniRoos teams and provide them with a “money can’t buy” experience.</p> <p>All Community Clubs across Northern NSW are able to apply for their teams to participate in these demonstrations with via simple application form available at www.northernnswfootball.com.au</p>
Desired outcomes	<ul style="list-style-type: none"> Increased number of participants Increased fans of the Newcastle Jets Decreased player churn rate Greater brand recognition of MiniRoos naming rights partner



NORTHERN NSW
FOOTBALL



WINNING

BUILD GENERATIONS OF SUCCESSFUL NATIONAL TEAMS







**NORTHERN NSW FOOTBALL
PROGRAMS & SERVICES SUMMARY**

**Strategic Pillar – Winning – “Build generations of successful National Teams”
Core Goals – 2016 – 2019**

1. Lifted the technical standard of identified players and Advanced Coaches throughout Northern NSW.
2. Clearly defined and appropriate pathways and opportunities for players and coaches throughout NNSW.
3. Increased the representation of NNSW players in relevant National Squads
4. A comprehensive and effective scouting network and monitoring system.
5. Provided the NUJ's with a steady stream of players who have the potential to play in the NYL, HAL and WWL.
6. Provided identified players and coaches with regular opportunities to benchmark their development against appropriate competition.
7. Increased the number of active Advanced Coaches

***Please refer to bold resource at NNSWF Lead and Principal Contact**



NORTHERN NSW FOOTBALL
PROGRAMS & SERVICES SUMMARY

Winning - “Build generations of successful National Teams”

Link to Goal	Associated Program or Service	NNSWF Functional Area	NNSWF Resource/s	Member Zone Commitment Required
3, 6	Westfield W-League	High Performance and Football Operations	Football Operations Manager W-League Head Coach Football Events and Operations Co-ordinator	n/a
3, 5, 6	Emerging Jets	High Performance and Football Operations	Technical Director Academy Director Head Coach – Skill Acquisition High Performance Administrator	<ul style="list-style-type: none"> ➤ Identify and recommend to the State TD players within Licensed SAP's who have the potential to transition to the EJ's. ➤ Actively encourage the transition of SAP Players to EJ's
1, 3, 4, 6	Licensed Skill Acquisition Program	High Performance and Football Operations	Technical Director Football Operations Manager Football Events and Operations Co-ordinator	<ul style="list-style-type: none"> ➤ Implement a Licensed SAP in accordance with terms of the NNSWF SAP License Agreement. ➤ Facilitate opportunities for identified players to train with older age groups.
2	Talented Player Pathways	High Performance	Technical Director	Support and actively promote the endorsed TPP to relevant stakeholders.

*Please refer to bold resource at NNSWF Lead and Principal Contact



**NORTHERN NSW FOOTBALL
PROGRAMS & SERVICES SUMMARY**

Link to Goal	Associated Program or Service	NNSWF Functional Area	NNSWF Resource/s	Member Zone Commitment Required
4, 6	Telstra Identification Camp	High Performance and Football Operations	Technical Director High Performance Administrator	<ul style="list-style-type: none"> ➤ Recommend players who should attend ➤ Zone TD's to attend and supervise players from their respective Zones. ➤ Encourage and facilitate the attendance of other coaches engaged by the Zone.
4, 6	Telstra Youth Challenge	High Performance and Football Operations	Technical Director Football Events and Operations Co-ordinator	Select and facilitate opportunity for 13 & 14 Boys teams to participate (Regional Zones)
4, 6	Telstra Boys Challenge	High Performance and Football Operations	Technical Director Football Events and Operations Co-ordinator	<ul style="list-style-type: none"> ➤ Select and facilitate opportunity for 12 SAP Boys to participate (Hunter) ➤ Recommend players to represent NNSW Country 12 Boys (Regional) ➤ Permit and encourage Zone TD's to apply for Country 12 Boys coaching positions (Regional)

***Please refer to bold resource at NNSWF Lead and Principal Contact**



**NORTHERN NSW FOOTBALL
PROGRAMS & SERVICES SUMMARY**

Link to Goal	Associated Program or Service	NNSWF Functional Area	NNSWF Resource/s	Member Zone Commitment Required
1, 4, 6	NNSW PS4 National Premier Leagues	High Performance and Football Operations	Technical Director Football Operations Manager Senior Officer, Premier Competition Development and Compliance Football Administrator	<ul style="list-style-type: none"> ➤ Select and participate in NPL Youth (FMNC, NCF & NIF) ➤ Facilitate opportunities for identified players to train regularly with older age groups (FMNC, NCF & NIF) ➤ Actively encourage and facilitate opportunities for 12 SAP Boys to transition to NPL Clubs (Hunter Region)
4, 6	Telstra SAP State Championships for Boys and Girls	High Performance and Football Operations	Technical Director Football Events and Operations Manager	<ul style="list-style-type: none"> ➤ Select and participate in Boys SAP 11's & 12's (All SAP) ➤ Select and participate in Girls 12's and 14's (Regional) ➤ Select and participate in Girls 12's (Hunter SAP)

***Please refer to bold resource at NNSWF Lead and Principal Contact**



**NORTHERN NSW FOOTBALL
PROGRAMS & SERVICES SUMMARY**

Link to Goal	Associated Program or Service	NNSWF Functional Area	NNSWF Resource/s	Member Zone Commitment Required
3, 6	FFA National Youth Championships	High Performance and Football Operations	Technical Director Football Events and Operations Manager	<ul style="list-style-type: none"> ➤ Recommend players and who have the potential to represent NNSWF at the NYC's ➤ Encourage Zone TD's to apply for NNSW Country coaching positions and subsequently approve their involvement.
3, 6	FFA National Training Centre Challenge	High Performance	Academy Director High Performance Administrator	Recommend players who have the potential to represent NNSWF at NTC (Regional)
1, 7	Advanced Coach Education	High Performance	Technical Director Coach Education Co-ordinator	<ul style="list-style-type: none"> ➤ Identify local coaches who have the capacity to complete Advanced Coach accreditation ➤ Financially assist identified coaches to undertake accreditation ➤ Propose suitable host venues (Regional)
3, 6	NNSWF Home Stay Program	High Performance	Administration & Venue Services Co-ordinator	Identify potential host families (Hunter Region)

***Please refer to bold resource at NNSWF Lead and Principal Contact**



**NORTHERN NSW FOOTBALL
PROGRAMS & SERVICES SUMMARY**

Link to Goal	Associated Program or Service	NNSWF Functional Area	NNSWF Resource/s	Member Zone Commitment Required
1, 7	FFA Coaching Workshops	High Performance	Technical Director Coach Education Co-ordinator	<ul style="list-style-type: none"> ➤ Identify dates and suitable venues ➤ Actively promote among local coaches ➤ Provide suitably skilled players to demonstrate activities
1, 7	Annual Coaches Conference	High Performance	Technical Director Coach Education Co-ordinator	<ul style="list-style-type: none"> ➤ Actively encourage Technical Director and other relevant coaches engaged in MZ High Performance Programs to attend annually ➤ Provide financial assistance to Zone TD and other Advanced Coaches to attend

***Please refer to bold resource at NNSWF Lead and Principal Contact**



Key Strategic Activity	Westfield W-League
Link to Strategic Pillar	Winning – Build generations of successful National Teams Entertaining – Connect more fans with the Newcastle Jets
Link to Core Goals	<ul style="list-style-type: none"> • Increase the representation of NNSW players in relevant National Squads • Provide identified players and coaches with regular opportunities to benchmark their development against appropriate competition.
Internal Resources	<ul style="list-style-type: none"> ➤ Football Operations Manager ➤ W-League Head Coach ➤ Football Events and Operations Co-ordinator
Outline of Strategic Activity	<p>NNSWF is committed to providing a complete pathway for elite female participants and is responsible for the administration and day to day running of the Newcastle Jets Westfield W-League team.</p> <p>Providing this pathway to our members ensures female players are given the best opportunity possible to represent Australia.</p>
Desired outcomes	<ul style="list-style-type: none"> • Increased representation of NNSWF • Provided opportunities for identified player/coaches • Benchmarked development against competitors

Key Strategic Activity	Emerging Jets
Link to Strategic Pillar	Winning – Build generations of successful National Teams
Link to Core Goals	<ul style="list-style-type: none"> Increased the representation of NNSW players in relevant National Squads Provided the NUJ's with a steady stream of players who have the potential to play in the NYL, HAL and WWL.
Internal Resources	<ul style="list-style-type: none"> ➤ Technical Director ➤ Academy Director ➤ Head Coach – Skill Acquisition ➤ High Performance Administrator ➤ Football Operations Manager
Outline of Strategic Activity	<p>The Emerging Jets (EJ's) is the Newcastle Jets Youth Academy. NNSWF currently manages and implements the EJ's on behalf of the Newcastle Jets. The EJ's train exclusively at the LMRFF. Most squads also play their home fixtures at the Home of Football. The program is intensive with most squads training 4 nights a week for 44 weeks a year.</p> <p>The Emerging Jets consists of the following squads for boys:</p> <ul style="list-style-type: none"> Skill Acquisition - U9, U10, U11 (integrated with NNSWF SAP) Game Training - U12, U13, U14, U15, U16, U18 (integrated with NNSWF PS4 NPL Competition) <p>The Emerging Jets Consists of the following squads for girls:</p> <ul style="list-style-type: none"> U11/12 (NNSWF SAP Competition) U13, U14, U15, U17 (FNSW WNPL 1 Competition) <p>The Emerging Jets play in the most appropriate competition available as indicated above. The Emerging Jets teams play up one or two years depending on the age group.</p>
Desired outcomes	<ul style="list-style-type: none"> Increased representation of NNSWF in National Squads Provide steady stream of players with potential to NYL, HAL and WWL

Key Strategic Activity	Licensed Skill Acquisition Program
Link to Strategic Pillar	Winning – Build generations of successful National Teams
Link to Core Goals	<ul style="list-style-type: none"> • Lift the technical standard of identified players and Advanced Coaches throughout Northern NSW. • Increase the representation of NNSW players in relevant National Squads
Internal Resources	<ul style="list-style-type: none"> ➤ Technical Director ➤ Football Operations Manager ➤ Football Events and Operations Co-ordinator
Outline of Strategic Activity	<p>The Football Federation Australia SAP focuses on the development of the below 4 core skills:</p> <ul style="list-style-type: none"> • Striking the ball • First touch • 1 v 1 • Running with the ball <p>Licensed SAP's are implemented by most Member Zones. The skill acquisition phase of the Emerging Jets is integrated with the Hunter based SAP's. Programs are conducted for boys and girls 10's, 11's and 12's. The aim of the programme is to develop technically proficient players who are ready to progress into the Game Training Phase.</p>
Desired outcomes	<ul style="list-style-type: none"> • Identified players who have the potential to transition into the Emerging Jets • Lifted the overall technical standard • Identified coaches who have the potential to coach at the next level

Key Strategic Activity	Talented Player Pathways
Link to Strategic Pillar	Winning – Build generations of successful National Teams
Link to Core Goals	<ul style="list-style-type: none"> Clearly define appropriate pathways and opportunities for players and coaches throughout NNSW.
Internal Resources	➤ Technical Director
Outline of Strategic Activity	<p>Northern NSW Football's Strategic Plan identifies the importance of clear and consistent Talented Player Pathways (TPP) for males and females throughout Northern NSW. The amended TPP's reflect the recent implementation of the National Premier Leagues, Skill Acquisition and Game Training Programs. The release of the second edition of the National Curriculum, Regional High Performance Programs and Women's Premier League strategic plans has also shaped the amended pathways.</p> <p>NNSWF has released a series of graphical representations of the various TPP's to assist talented players and their parents to navigate their development. The TPP's are relevant to the Hunter region and Regional NNSWF for both males and females.</p> <p>The graphical representations aim to provide a clear, logical sequence of how male and female players can progress through the relevant talented player programs and representative teams in the Hunter and Regional areas of NNSW. The TPP's also provide players who are not selected to set their "sights" on the next opportunity to be identified.</p>
Desired outcomes	<ul style="list-style-type: none"> Clearly defined development pathways for players and coaches

Key Strategic Activity	Telstra Identification Camp
Link to Strategic Pillar	Winning – Build generations of successful National Teams
Link to Core Goals	<ul style="list-style-type: none"> • Provide identified players and coaches with regular opportunities to benchmark their development against appropriate competition.
Internal Resources	<ul style="list-style-type: none"> ➤ Technical Director ➤ High Performance Administrator
Outline of Strategic Activity	<p>The Telstra Identification Camp is for Country Under 12s and Under 13s players from Northern New South Wales (NNSW) players held at the Lake Macquarie Regional Football Facility in Speers Point.</p> <p>The best players from the U12 and U13 age groups complete a 3 day camp which includes training sessions, small sided games with the Emerging Jets squads and a battery of testing conducted by Newcastle University staff covering different areas including decision making, anthropometrical assessments and physical testing.</p> <p>The camp is the first step in the selection process for NNSW country teams who will compete in National Championships and other events starting in October 2016.</p>
Desired outcomes	<ul style="list-style-type: none"> • Identified players who have the potential to represent NNSW Country at the NYC's • Identified players who have the potential to join the Emerging Jets

Key Strategic Activity	Telstra Youth Challenge
Link to Strategic Pillar	Winning – Build generations of successful National Teams
Link to Core Goals	<ul style="list-style-type: none"> • Provide identified players and coaches with regular opportunities to benchmark their development against appropriate competition.
Internal Resources	<ul style="list-style-type: none"> ➤ Technical Director ➤ Academy Director ➤ Football Events and Operations Co-ordinator
Outline of Strategic Activity	<p>The Telstra Youth Challenge is an annual tournament held at the Lake Macquarie Regional Facility in April for U13 and U14 boys age groups featuring teams from the Country Member Zones, PS4 National Premier Leagues Clubs and the Emerging Jets 12's and 13's.</p> <p>This tournament provides an opportunity to benchmark players from the Country Member Zones against players from the Emerging Jets and PS4 NPL clubs. The tournament also plays a part in the selection process for the NNSWF Country Squads for the FFA Boys National Youth Championships in October.</p>
Desired outcomes	<ul style="list-style-type: none"> • Identified players from Regional NNSW who have the potential to join the Emerging Jets on a full-time basis. • Identified players currently registered with PS4 NPL Clubs who have the potential to join the Emerging Jets on a full-time basis. • Identified players who have the potential to represent NNSWF Country at the NYC's

Key Strategic Activity	Telstra Boys Challenge
Link to Strategic Pillar	Winning – Build generations of successful National Teams
Link to Core Goals	<ul style="list-style-type: none"> • Provide identified players and coaches with regular opportunities to benchmark their development against appropriate competition.
Internal Resources	<ul style="list-style-type: none"> ➤ Technical Director ➤ Academy Director ➤ Head Coach Skill Acquisition ➤ High Performance Administrator ➤ Football Events and Operations Co-ordinator
Outline of Strategic Activity	<p>The Telstra Boys Challenge tournament is held at the Lake Macquarie Regional Football Facility in September featuring 2 X U12 Country Boys representative teams, Metro Zone SAP 12's, Canberra United Academy and the Emerging Jets 11's.</p> <p>The Telstra Boys Challenge provides the opportunity to play in a tournament setting. The event is the first opportunity to identify boys from regional NNSW who have the potential to represent NNSWF Country at the National Youth Championships for Boys in the following year. Players who have the potential to join the Emerging jets on a full-time basis are also identified.</p>
Desired outcomes	<ul style="list-style-type: none"> • Identified players who have the potential to represent NNSWF Country at the NYC's. • Identified players who have the ability to join the Emerging Jets



Key Strategic Activity	NNSWF PS4 National Premier Leagues
Link to Strategic Pillar	Winning – Build generations of successful National Teams
Link to Core Goals	<ul style="list-style-type: none"> • Provide identified players and coaches with regular opportunities to benchmark their development against appropriate competition
Internal Resources	<ul style="list-style-type: none"> ➤ Technical Director ➤ Football Operations Manager ➤ Senior Officer, Premier Competition Development and Compliance ➤ Football Administrator
Outline of Strategic Activity	<p>The National Premier Leagues (NPL) is a national second tier competition in Australia which underpins the Hyundai A-League. The NPL operates in each Member Federation under a single national banner.</p> <p>Northern NSW Football implements the local division of the NPL, which culminates in the NPL Finals Series at the end of each winter season involving the Premiers of each Member Federation's NPL. The following age groups comprise NNSWF's NPL – First Grade, 20's, 18's, 16's, 15's, 14's & 13's.</p>
Desired outcomes	<ul style="list-style-type: none"> • Lifted the overall technical standard • Increased the number of Advance Accredited Coaches • Increased the number of players selected for relevant National teams • Lifted the profile of the local NPL and the competing clubs

Key Strategic Activity	Telstra SAP State Championship for Boys and Girls
Link to Strategic Pillar	Winning – Build generations of successful National Teams
Link to Core Goals	<ul style="list-style-type: none"> • Provide identified players and coaches with regular opportunities to benchmark their development against appropriate competition
Internal Resources	<ul style="list-style-type: none"> ➤ Technical Director ➤ Football Events and Operations Manager
Outline of Strategic Activity	<p>Telstra SAP State Championship for Boys and Girls is a significant opportunity for players from all regions across Northern NSW to test their playing skills against players of a similar calibre.</p> <p>Northern NSW Football have a technical group present at the State Championships and one of the major roles is to assess teams, both players and coaches on the key components of the FFA National Curriculum.</p> <p>The Championships also serve as a major identification for programs such as;</p> <ul style="list-style-type: none"> • Country U13 (following year) State Team • Metro U13 (following year) State Team • Zone and Development teams and programs
Desired outcomes	<ul style="list-style-type: none"> • Identified players who have the ability or potential to transition to the Emerging Jets • Identified players who have the ability to represent NNSWF at the National Youth Championships for Boys and Girls



Key Strategic Activity	FFA National Youth Championships
Link to Strategic Pillar	Winning – Build generations of successful National Team
Link to Core Goals	<ul style="list-style-type: none"> • Provide identified players and coaches with regular opportunities to benchmark their development against appropriate competition
Internal Resources	<ul style="list-style-type: none"> ➤ Technical Director ➤ Academy Director ➤ High Performance Administrator ➤ Football Events and Operations Manager
Outline of Strategic Activity	<p>The National Youth Championships are FFA's primary national football competition for the 13 and 14 Years Boys, and 13 and 15 Years Girls.</p> <p>The competition will see teams from each of the Member Federations compete over five days, with the FFA National Youth Championships for Girls taking place in July and the FFA National Youth Championships for Boys in October annually.</p> <p>Northern NSW Football (NNSWF) has hosted the Championships since 2006 working closely with Coffs Harbour City Council, their Sports Unit and the local community.</p>
Desired outcomes	<ul style="list-style-type: none"> • Increased the number of players who are identified for future National selection.



Key Strategic Activity	FFA National Training Centre Challenge
Link to Strategic Pillar	Winning – Build generations of successful National Teams
Link to Core Goals	<ul style="list-style-type: none"> • Provide identified players and coaches with regular opportunities to benchmark their development against appropriate competition
Internal Resources	<ul style="list-style-type: none"> ➤ Technical Director ➤ Academy Director ➤ High Performance Administrator
Outline of Strategic Activity	<p>The FFA National Training Centre Challenge is held annually at the Australian Institute of Sport with all Member Federations participating. The tournament is for boys in the U15 age group in December and girls in the U17 age group in June.</p> <p>The NTC is a talent ID opportunity for the selection into the AIS and/or Australia National Youth teams.</p>
Desired outcomes	<ul style="list-style-type: none"> • Increased the number of players selected for the Joeys and AIS Centre of Excellence • Increased the number of female players selected for the u/17's and Young Matildas



Key Strategic Activity	Advanced Coach Education
Link to Strategic Pillar	Winning – Build generations of successful National Teams
Link to Core Goals	<ul style="list-style-type: none"> • Increase the number of active Advanced Coaches • Lift the technical standard of identified players and Advanced Coaches throughout Northern NSW
Internal Resources	<ul style="list-style-type: none"> ➤ Technical Director ➤ Coach Education Co-ordinator
Outline of Strategic Activity	<p>Advanced coaching courses conducted by Northern NSW Football are in line with the Advanced Pathway set down by Football Federation Australia. The courses cover the Skill Acquisition, Game Training and Performances phases of the FFA National Football Curriculum Building Blocks.</p> <p>NNSWF is committed to conducting a B & C License annually in the Hunter Region (subject to minimum numbers).</p> <p>NNSWF is also committed to the conduct of a C License biannually in Regional NNSW subject to minimum numbers being secured)</p>
Desired outcomes	<ul style="list-style-type: none"> • Increased the number of Advanced Accredited Coaches • Improved the overall technical standard



Key Strategic Activity	Northern NSW Football Homestay Program
Link to Strategic Pillar	Winning – Build generations of successful National Teams
Link to Core Goals	<ul style="list-style-type: none"> • Increase the representation of NNSWF players in relevant National Squads
Internal Resources	➤ Administration & Venue Services Co-ordinator
Outline of Strategic Activity	<p>The Emerging Jets Homestay Program aims to provide the opportunity for identified regional players to further develop their skills and physical attributes by joining the Emerging Jets on a full time basis. This will be facilitated by finding host families who are preferably involved in the Emerging Jets.</p> <p>The age group that has been identified for the Homestay Program is 14 to 18 year old boys and girls. The Homestay Program runs for the school calendar year which includes the Emerging Jets program season and the National and State Championship tournaments conducted by Northern NSW Football.</p>
Desired outcomes	<ul style="list-style-type: none"> • Increased NNSWF representation in relevant National Squads • Increased the percentage of local players in the Jets Youth and W-League

Key Strategic Activity	FFA Coaching Workshops
Link to Strategic Pillar	Winning – Build generations of successful National Teams
Link to Core Goals	<ul style="list-style-type: none"> • Lifted the technical standard of identified players and Advanced Coaches throughout Northern NSW
Internal Resources	<ul style="list-style-type: none"> ➤ Technical Director ➤ Coach Education Co-ordinator
Outline of Strategic Activity	<p>FFA Coaching Workshops are designed to upskill advanced coaches. They are 2.5 hours in length and cover a range of topics including tactical training, skill training, the problem solving approach, and using the match as a teaching medium.</p> <p>FFA Coaching Workshops are delivered in each of our regional zones and see approximately 150 coaches attend each year.</p> <p>FFA Coaching Workshops also attribute points to advanced coach accreditation validation and are a vital way of coaches continuing their coach education and being upskilled.</p>
Desired outcomes	<ul style="list-style-type: none"> • Lifted technical standard of advanced coaches • Identified coaches who have the potential to coach at a higher level



Key Strategic Activity	Annual Coaches Conference
Link to Strategic Pillar	Winning – Build generations of successful National Teams
Link to Core Goals	<ul style="list-style-type: none"> • Lift the technical standard of identified players and Advanced Coaches throughout Northern NSW
Internal Resources	<ul style="list-style-type: none"> ➤ Technical Director ➤ Coach Education Co-ordinator
Outline of Strategic Activity	<p>Northern NSW Football is charged by Football Federation Australia with the responsibility of conducting an Annual Coaches Conference.</p> <p>The conference is usually conducted in December at the Lake Macquarie Regional Football Facility. The content is determined by FFA and is delivered consistently by all Member Federations. The Annual Coaches Conference is an excellent professional development opportunity for coaches.</p> <p>The Annual Coaches Conference is designed as one of the means for coaches to meet the required four (4) year revalidation requirements in order to keep their accreditation valid and current.</p>
Desired outcomes	<ul style="list-style-type: none"> • Lifted the overall technical standard throughout NNSW • Identified coaches who have the potential to coach at a higher level



NORTHERN NSW
FOOTBALL



ENTERTAINING

CONNECT MORE FANS WITH THE NEWCASTLE JETS







**NORTHERN NSW FOOTBALL
PROGRAMS & SERVICES SUMMARY**

**Strategic Pillar – Entertaining – “Connect more fans with the Newcastle Jets”
Core Goals – 2016 – 2019**

1. Partnered NUJ in activities which will have increased average attendance at HAL and WWL fixtures.
2. Actively assisted NUJ to promote club memberships and increased the number of registered participants who are members.
3. Significantly increased the number of registered players and other stakeholders throughout the Football Family in NNSW who identify as engaged fans of the NUJ, the Hyundai A-League and the Westfield W-League.

***Please refer to bold resource at NNSWF Lead and Principal Contact**



**NORTHERN NSW FOOTBALL
PROGRAMS & SERVICES SUMMARY**

Entertaining – “Connect more fans with the Newcastle Jets”

Link to Goal	Program or Service	NNSWF Functional Area	NNSWF Internal Resource/s	Member Zone Commitment Required
1	Newcastle Jets participation in the Westfield W-League	Football Operations	Football Operations Manager Marketing and Communications Co-ordinator Female Participation Officer Football Event & Operations Coordinator	No commitment required
1	Official Supporter Club of the Newcastle Jets	Community Football	Club Development Officer Marketing & Comm. Manager	<ul style="list-style-type: none"> ➤ Facilitate opportunities on an annual basis to present OSC concept to Member Clubs. ➤ Provide NNSWF and NUJ with the opportunity to distribute OSC promotional material at Grand Final venues (Hunter Region)
3	Newcastle Jets Coaching Clinics	Community Football	Coach Education Co-ordinator	No commitment required
3	Newcastle Jets Skill and Coaching digital content	Community Football	Coach Education Co-ordinator Digital Content Co-ordinator	No commitment required
1, 3	Newcastle Jets W-League school visits	Community Football	Female Participation Officer	Member Zones have the opportunity to identify schools and provide relevant contact details
2, 3	Annual Membership Campaign	Marketing and Communications	Marketing and Communications Manager Digital Content Co-ordinator Marketing and Communications Co-ordinator	No commitment required

***Please refer to bold resource at NNSWF Lead and Principal Contact**



Key Strategic Activity	Official Supporter Club of the Newcastle Jets
Link to Strategic Pillar	Entertaining – Connect more fans with the Newcastle Jets
Link to Core Goals	<ul style="list-style-type: none"> • Partnered NUJ in activities which will have increased average attendance at HAL and WWL fixtures. • Actively assist NUJ to promote club memberships and increased the number of registered participants who are members. • Significantly increased the number of registered players and other stakeholders throughout the Football Family in NNSW who identify as engaged fans of the NUJ, the Hyundai A-League and the Westfield W-League.
Internal Resources	<ul style="list-style-type: none"> ➤ Club Development Officer ➤ Community Football Manager
Outline of Strategic Activity	<p>Northern NSW Football has teamed up with the Newcastle Jets to connect local football clubs with the Newcastle Jets.</p> <p>The Official Supporter Club provides a fundraising mechanism for local clubs through the Newcastle Jets while encouraging increased attendance at Newcastle Jets home games.</p> <p>The Official Support Club provides a link between the local football community and the Hyundai A-League team.</p>
Desired outcomes	<ul style="list-style-type: none"> • Increased the average attendance at HAL and WWL fixtures • Promoted club memberships and increase the number of registered participants who are members • Increased the number of registered players who identify as engaged fans to the NUJ HAL & WWL teams.

Key Strategic Activity	Newcastle Jets Coaching Clinics
Link to Strategic Pillar	Entertaining – Connect more fans with the Newcastle Jets
Link to Core Goals	<ul style="list-style-type: none"> • Partner NUJ in activities which will have increased average attendance at HAL and WWL fixtures • Significantly increase the number of registered players and other stakeholders throughout the Football Family in NNSW who identify as engaged fans of the NUJ, Hyundai A-League and the Westfield W-League.
Internal Resources	➤ Coach Education Coordinator
Outline of Strategic Activity	<p>The Newcastle Jets Coaching Clinics are conducted throughout the July and September school holidays at the Lake Macquarie Regional Football Facility.</p> <p>The clinics focus on skill and tactical development for players aged 8-14 years old.</p> <p>Coaches from the NUJ Westfield W-League and Emerging Jets teams mentor players attending the clinics along with WWL & HAL players.</p>
Desired outcomes	<ul style="list-style-type: none"> • Increased the average attendance at HAL and WWL fixtures • Increased the number of registered players who identify as engaged fans to the NUJ HAL & WWL teams.



Key Strategic Activity	Newcastle Jets Skill and Coaching Digital Content
Link to Strategic Pillar	Entertaining – Connect more fans with the Newcastle Jets Participating – Retain existing players through a high quality offering
Link to Core Goals	<ul style="list-style-type: none"> Significantly increase the number of registered players and other stakeholders throughout the Football Family in NNSW who identify as engaged fans of the NUJ, the Hyundai A-League and the Westfield W-League. Service our current members and ensuring a high quality participation experience for registered participants by leading national resources on coaches. Significantly increase the satisfaction level of coaches to become ‘promoters’ of NNSWF (currently our biggest detractor)
Internal Resources	<ul style="list-style-type: none"> ➤ Coach Education Coordinator ➤ Digital Content Coordinator
Outline of Strategic Activity	<p>Football Skills features NUJ HAL & WWL players and aims to encourage young players to practise at home to further develop their skills. Coaches can provide these skills as ‘homework’ and concentrate more on conducting fun and engaging training sessions that use games, instead of ‘boring’ skills sessions that focus on repetition in isolation.</p> <p>Football Challenges are designed to give players a fun way to practise their skills. Coaches can also use these challenges to warm up instead of making their players run laps to warm up. (positive coaching behaviours)</p> <p>Coaching Tips, Coach HQ podcast & whiteboard sessions are aimed at engaging elite and high performance coaches who want to learn from the best coaches.</p> <p>Resources are shared on social media 3 times a week, and sent in EDM’s to registered coaches during the winter football season.</p>
Desired outcomes	<ul style="list-style-type: none"> Increased the number of registered players who identify as engaged fans to the NUJ HAL & WWL teams. Encouraged positive football environments and behaviours to ensure a positive playing experience.



Key Strategic Activity	Newcastle Jets W-League School Visits
Link to Strategic Pillar	Entertaining – Connect more fans with the Newcastle Jets
Link to Core Goals	<ul style="list-style-type: none"> Significantly increased the number of registered players and other stakeholders throughout the Football Family in NNSW who identify as engaged fans of the NUJ, the Hyundai A-League and the Westfield W-League.
Internal Resources	➤ Female Participation Officer
Outline of Strategic Activity	<p>The Newcastle Jets W-League regularly conduct school visits within the Newcastle region throughout the Westfield W-League season.</p> <p>The school visits allow for local school students to connect and engage with the WWL Newcastle Jets players through small sided skills sessions and meet and greets.</p>
Desired outcomes	<ul style="list-style-type: none"> Increased average attendance at HAL and WWL fixtures Increased the number of registered players who identify as engaged fans to the NUJ HAL & WWL teams. Increased the awareness in general public of the WWL Newcastle Jets team

Key Strategic Activity	Annual Membership Campaign
Link to Strategic Pillar	Entertaining – Connect more fans with the Newcastle Jets
Link to Core Goals	<ul style="list-style-type: none"> • Actively assist NUJ to promote club memberships and increase the number of registered participants who are members • Significantly increase the number of registered players and other stakeholders throughout the Football Family in NNSW who identify as engaged fans of the NUJ, Hyundai A-League and the Westfield W-League
Internal Resources	<ul style="list-style-type: none"> ➤ Marketing and Communications Manager ➤ Digital Content Coordinator ➤ Marketing and Communications Coordinator
Outline of Strategic Activity	<p>The NNSWF Annual Membership Campaign allows for relevant NUJ content to be shared across NNSWF social media and web platforms to encourage participation amongst Member Clubs/registered players.</p> <p>The campaign actively promotes NUJ home fixtures for each Hyundai A-League season.</p> <p>With the introduction and facilitation of communication/support materials it allows for promotion of the Newcastle Jets Official Supporters Club initiative amongst Member Clubs.</p> <p>The campaign also promotes the integration of NUJ players into events and activities which involve Member Clubs and grassroots players.</p>
Desired outcomes	<ul style="list-style-type: none"> • Assisted the NUJ to promote club memberships • Increased the number of registered participants who are members • Increased the number of registered players and stakeholders throughout NNSW who identified and engaged as fans of the NUJ HAL & WWL teams