



**NORTHERN
NSW
FOOTBALL**

INVESTING IN THE FUTURE OF FOOTBALL

SERVICES GUIDE FOR STAKEHOLDERS

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INTRODUCTION

On behalf of Northern NSW Football (NNSWF) we are pleased to present our Services Guide, developed to provide further information about the many functions and services we deliver to our member zones, affiliated clubs and other stakeholders. We are committed to supporting and building a better future for football throughout northern NSW.

As a State Member of Football Australia, NNSWF is responsible for the organisation, promotion and administration of football throughout the geographic region including the sanctioning of all matches and competitions. Our primary role within the football ecosystem is to oversee all aspects of the game’s governance and administration.

NNSWF’s Board has adopted a comprehensive strategy, which is aligned to FA’s XI Principles for the Future of the Game in Australia. NNSWF’s Chief Executive Officer (CEO) is accountable for implementing the strategy in collaboration with member zones, clubs and other stakeholders.

NNSWF implements a myriad of initiatives to grow and develop community football, identify and develop young players and increase the competency of coaches and referees whilst providing ongoing support to clubs and the thousands of volunteers who make our game the largest club-based sport in northern NSW and Australia.

Our strategy speaks to the four focus areas – Participating, Leading, Talent Development and FIFA Women’s World Cup 2023 Legacy – all of which feature in detail in the 2021-2023 Strategic Plan.

Implementation of this clear and transparent strategy allows NNSWF to focus on uniting the game across northern NSW to deliver better football outcomes for all stakeholders.

We are committed to our key targets of 70,000 registered players – including 24,500 registered female players by 2023 as well as 6,000 registered coaches, 1,200 active match officials and increasing the overall presence of females, particularly in leadership roles.

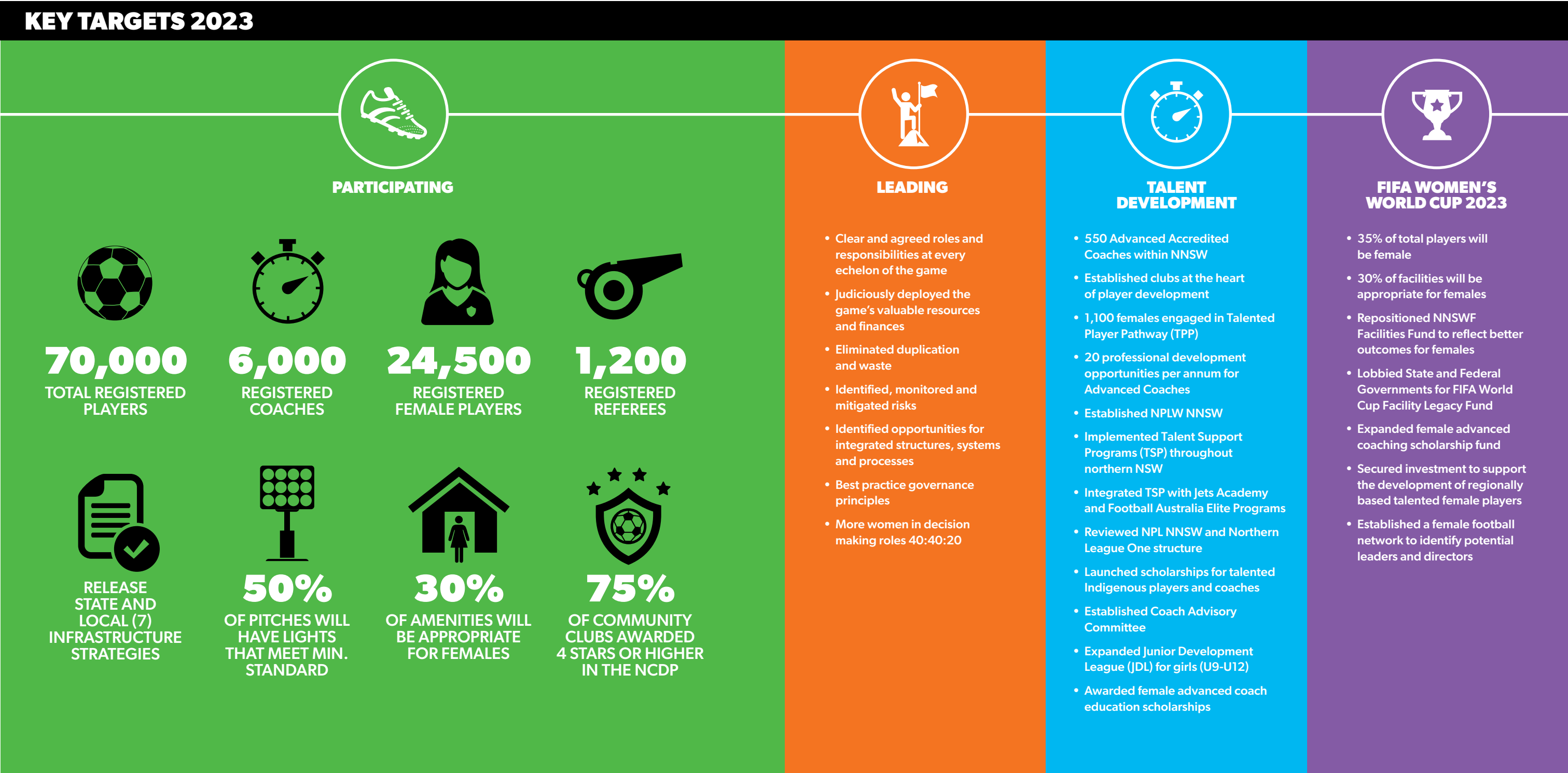
NNSWF is striving to reach these targets by improving the standard of football delivery at all levels and improving the overall experience for our participants by building club capabilities, improving facilities and crucially – achieving the efficiencies required to make football more accessible.

We are committed to achieving our vision in collaboration with our member zones and affiliated clubs by providing better value and delivering quality football experiences. More information on these initiatives and the ways in which NNSWF supports the football community can be found throughout this Services Guide.

Helene O’Neill
Chair

David Eland
Chief Executive Officer

FOCUS AREAS





GOVERNANCE STRUCTURE IN NNSW

Australia’s Governing Body



Football Australia, as the member of FIFA for Australia, is responsible for the organisation, promotion and administration of football throughout Australia.

- Development of pathways
- Community football & participation programs
- Commercial/government partnerships on national level
- National teams

Member Federation



Northern NSW Football (NNSWF), as a member of Football Australia, is responsible for the organisation, promotion and administration of football throughout northern NSW.

- Peak governing body and regulator
- All strategic aspects of the game and its delivery across northern NSW
- Commercial partnerships
- Responsible for Government engagement
- Participation programs and growing the game
- Delivery of elite pathways and competitions
- State-wide referee responsibility

Standing Committees

Advise NNSWF Directors and Chief Executive Officer on relevant matters



Member Zones

As members of NNSWF, are responsible for delivering community football competitions and supporting NNSWF’s strategic priorities.



Clubs

Deliver football within their communities



208 CLUBS | 7 ZONES ONE REGION





BUILDING CAPACITY

Formal accreditation, ongoing training and access to expertise at every echelon of the game is essential for football to solidify its position as Australia’s largest club-based sport.

Northern NSW Football seeks to share knowledge, increase support and raise standards at every level of our game.

This commitment to capacity building underpins a growing number of development and funding opportunities.

Facilities

Northern NSW Football’s Facilities team provides guidance and support to clubs across northern NSW on the development and enhancement of football facilities and infrastructure.

These resources include data from a comprehensive Facilities Audit undertaken in 2018 and 2019 of more than 200 facilities and a dedicated portal www.footballfacilities.com.au containing guides and available grants.

Led by the Community Football Manager, clubs and volunteers across northern NSW can access expertise, resources and support to assist them liaise with their local councils and ultimately benefit from the various funding sources to upgrade their facilities.

NSW State Infrastructure Strategy

Developed to identify and prioritise the need for significant investment in football facilities over the next 10 years, the Better Facilities, Connected Communities strategy was released in 2020 followed by specific regional-based strategies for each of NNSWF’s seven member zones.

Government Relations and Advocacy

In collaboration with Football Australia, NNSWF proactively advocates on behalf of clubs with local, state and federal governments, Members of Parliament and elected officials. State and Local Infrastructure Strategies form the basis of NNSWF advocacy. Funding through both federal and state government has increased significantly in recent years, however NNSWF continues to advocate to breach the much-needed investment required to meet the ever-increasing number of players, with a concerted focus on female appropriate facilities.

Community Football Team

Northern NSW Football’s Community Football Team comprises of six full-time and two part time resources who are responsible for specifically supporting community football clubs and improving the standard of football delivery. These roles include Club Development Officers (2), Coach Development Officer, Female Participation and Inclusion Officer, Program Coordinators (2) and PlayFootball Administrator. Specialist grant writing consultants are also engaged to submit grants on behalf of clubs for key projects.

National Club Development Program (NCDP)

NNSWF Club Development Officers proactively work with member clubs to raise the overall standard of the clubs’ governance, administration and operations. The NCDP provides a clear model for clubs to achieve and continually improve against criteria set by Football Australia. Initiatives such as Join the Road to Success Series facilitate collaboration amongst clubs and provide one-on-one support to clubs striving to achieve and/or improve their NCDP star rating.

Club Headquarters

Club Headquarters was developed to provide additional support and build the capability of clubs and volunteers throughout northern NSW. It provides a single destination for affiliated clubs to easily access a range of resources aimed to support club committees and volunteers including child safe and member protection information, volunteer position descriptions, facility enhancement information, fact sheets, marketing materials, retention and recruitment strategies, graphic design templates and promotional materials for coach and referee courses.

NNSWF Facilities Fund

Northern NSW Football’s Facilities Fund was established to provide matched funding assistance for its member clubs to improve the quality, quantity, accessibility and safety of their football facilities.

The Fund aims to improve football facilities to achieve a variety of positive outcomes including increasing participation, improving safety and security, building stronger communities through football and improving the overall football experience for all stakeholders.

With the anticipation of the FIFA Women’s World Cup 2023, the Northern NSW Football’s Facilities Fund has encouraged applications to specifically address the shortage of football facilities that appropriately cater for women and girls.

Facilities Fund Grants 2019 – 2020

Year	Applicant	Facility	Project Description	Total Project Cost	Grant
2019	Coffs Coast Tigers FC	Polwarth Dr Fields	New lighting and upgrade	\$243,500	\$99,500
2019	Iona FC	St Columba School Oval	Installation of lighting & power upgrade	\$86,500	\$43,250
2019	Tuncurry Forster FC	Tuncurry Sports Complex (Football Fields)	Upgrade & installation of lighting to 2 fields	\$256,325	\$100,000
2019	Port United FC	Dixie Park	Lighting upgrade	\$76,450	\$38,225
2019	Northern Storm FC	York St Oval	New canteen	\$67,000	\$23,000
2019	Sawtell FC	Toormina Oval	Renovating existing facilities to be female friendly and inclusive,	\$56,626	\$28,313
2020	Cooks Hill Utd FC	Fearnley Dawes Athletics Facility	Surface upgrade including irrigation	\$148,555	\$68,555
2020	Garden Suburb FC	Garden Suburb Recreational Grounds	Lighting upgrade	\$80,000	\$40,000
2020	Maryland Fletcher FC	Kurraka Reserve	Lighting upgrade	\$80,000	\$40,000
2020	Mayfield Utd JSFC	Stevenson Park	Upgrade of playing surface	\$100,000	\$50,000
2020	Old Bar Barbarians FC	E.G.Trads Sporting Complex	Irrigation system	\$42,300	\$21,150
TOTAL				\$1,237,256	\$551,993



WOMEN & GIRLS LEADING THE WAY

KEY STRATEGIC
TARGET

24,500

WOMEN AND
GIRLS PARTICIPANTS
BY 2023

17,865

WOMEN AND
GIRLS PLAYED
IN 2021

NNSWF is focused on building the capacity of clubs and Councils within Local Government Areas (LGAs) to develop and improve infrastructure, pathways and opportunities to embrace women and girls in football. These efforts will help unlock the opportunity and anticipated growth in participation due to the FIFA Women's World Cup 2023 in Australia and New Zealand.



Female Football Week

Female Football Week is a nationwide initiative aimed at celebrating and acknowledging the important role women and girls play in growing and developing the game.

NNSWF proactively supports Female Football Week through hosting gala days, awards and recognition events, scholarships and facilitating the promotion of club-run activities with a view to improving participation, awareness and gender equality; themes that all align with the 2021-2023 Strategic Plan's emphasis on women and girls' football in the lead up to the FIFA Women's World Cup 2023.

Female Participation and Inclusion Officer

To help continue drive the growth of the women's game, NNSWF employs a dedicated Female Participation and Inclusion Officer to work with all stakeholders to grow female participation in all aspects of the game – players, coaches, match officials, volunteers, administrators and leaders. This role has been crucial in the delivery of key engagement strategies including MiniRoos for Girls club football, Female Football Week, Female Specific Galas Days, MiniRoos Kick-Off for Girls programs and the Kick-On for Women program and leagues.

FWWC 2023 Legacy

Within the 2021-2023 Strategic Plan NNSWF has established specific outcomes to ensure that there is an enduring legacy from the FWWC 2023. This includes increasing female participation and continued lobbying of state and federal governments to secure more funding to address facility shortcomings.

Female Coaching and Referee Courses

NNSWF's strong focus on growing the game's connection with women and girls includes coaching and refereeing. Courses are specifically held for women to create a comfortable learning environment for both beginners and more advanced coaches and match officials. These courses take place across the region throughout the year and are highlighted during Female Football Week.

Female C-Licence Coaching Scholarships

In 2021, NNSWF presented \$1,000 scholarships to ten female coaches to assist them in completing the Football Australia C-Licence advanced coaching accreditation, greatly contributing to providing more advanced female coaches to the region.

Women's State Cup

First played in 2017, Northern NSW Football's Women's State Cup is an opportunity for grassroots teams and Women's Premier League teams from across northern NSW to come together for a weekend tournament and compete for the Women's State Cup and Women's Community Plate.

Women's Advisory Group

NNSWF recognises the contribution of establishing a Women's Advisory Group in 2021 will make to grow, promote and develop the women's game across all levels of the game. This Group will bring together highly experienced and passionate members with vast experience in women's football and in sport more broadly to provide strategic advice.



Northern NSW Football is committed to making the sport as inclusive and accessible as possible through facilitating initiatives, programs and participation opportunities which ensure accessibility regardless of age, ability, gender, location or cultural background.

SUPPORT FOR ALL PARTICIPANTS

ACCESSIBILITY & INCLUSIVITY

Football4All

NNSWF established the Football4All program in 2008 to further develop accessibility to participants with additional needs. Since 2008, to date there have been Football4All programs established in Newcastle, Lake Macquarie, Hunter Valley, Mid North Coast and Far North Coast.

Indigenous Football

NNSWF is proud to support Indigenous football. In 2021, the introduction of Indigenous Round and 12 Indigenous Scholarships for Aboriginal and Torres Strait Islander players, coaches and referees, has provided the opportunity to identify and showcase the next generation of talent. Ongoing initiatives will be guided by the newly established Indigenous Advisory Committee.



Culturally and Linguistically Diverse

NNSWF is committed to providing playing opportunities for people from all backgrounds through collaborative multicultural initiatives including working with clubs within geographic areas with a high volume of new Australians.

NNSWF administers and implements Multicultural Settlement Programs (MSP) for newly arrived migrant children (girls and boys aged 4-11), aiming to enhance social inclusion and connection. The program aims to introduce newly arrived communities to the structured football environment in Australia and provide meaningful community integration opportunities.

NNSWF also hosts an annual Football FIVE5 World Cup – to encourage cultural groups to come together and try football while celebrating the diversity of the sport.

Summer Football

Played outside the traditional winter season and taking place on smaller fields with reduced playing numbers, Summer Football is the relaxed option for players who want to have fun and stay fit. NNSWF works directly with clubs and zones to sanction and promote Summer Football programs. Approximately 15,000 players participate across 30 centres throughout northern NSW.

Walking Football

Football Australia's national Walking Football programs are run in partnership with Active Ageing Australia and Member Federations. This social, small-sided format of football suits older Australians who want to remain active. NNSWF works with clubs, community groups and other organisations to implement Walking Football programs and promote the physical and mental health benefits of exercise and activity.



Kick-On for Women

An introductory football program designed specifically for women new to the game or returning after a significant period, Kick-On for Women was developed to fit within the busy lives of women, juggling family, work and social commitments.

Introduced in 2018, 1,500 women have participated in the program in northern NSW and the program has since been adopted by Football Australia in its Football Your Way suite and has rolled out across further member federations.



MINIROOS AND SCHOOLS



With quality participation experiences in all settings crucial to recruitment, NNSWF conducts a number of programs to introduce football to young people through the nationally accepted format – MiniRoos.

Designed specifically for kids aged 4-11 years old, MiniRoos focuses on learning new skills, being active, making life-long friends and potentially unearthing the next generation of national team players.

Affiliated clubs deliver MiniRoos for boys and girls in the traditional Winter season playing against other clubs or in centralised hubs where distance is prohibitive, MiniRoos programs also include MiniRoos Kick-Off, an introductory program with short game-based sessions, and MiniRoos for Girls, which has been successful throughout northern NSW for girls who don't want to play in mixed teams.

MiniRoos Kick-Off Program

NNSWF conducts and supports clubs to implement MiniRoos Kick-Off Programs which are introductory programs that teach fundamental football skills in a fun, engaging and inclusive environment with short game-based sessions. They are low cost and run for short seasons to provide potential players with a taste of football.

MiniRoos Club Gala Days

NNSWF sanctions a host of MiniRoos Club Gala Days which supplement regular programs. Clubs host gala days to provide more football, connect with other clubs and raise valuable funds. Clubs are encouraged to contact NNSWF for access to promotional material and use of inflatable kicking targets.

School Gala Days

NNSWF hosts a number of centralised School Gala Days at the Home of Football – Lake Macquarie Regional Football Facility and in regional areas in collaboration with local zones. Held annually in Term 1, gala days assist recruit young players for the ensuing season. More than 2,500 primary-aged students across the region participated in a School Gala Days in 2021.

Sporting Schools

Sporting Schools is Australia's largest school-based sports participation program. Football Australia has appointed a full-time co-ordinator in northern NSW who is tasked with appointing program deliverers and encouraging as many schools as possible to apply for funding to run a program. NNSWF complements the program by linking students to local clubs.

MiniRoos

25,813
TOTAL PLAYERS
(2021)

27%
GIRLS

73%
BOYS



COACH EDUCATION & DEVELOPMENT

NNSWF has set the clear objective of 6,000 registered coaches by 2023 and the organisation continues to invest in programs and services along with other ongoing measures to increase coach numbers and development opportunities provided to them.

Technical Director

NNSWF in conjunction with Newcastle Jets employs an experienced and highly qualified Technical Director to lead a team of technical advisors to assist clubs to implement best-practice coach development initiatives and improve junior and youth development structures.

This collaboration with Newcastle Jets, also aids consistent and effective talent identification of the most promising male and female players throughout northern NSW.

Accredited Coaching Courses

Coach accreditation in Australia is divided into two streams: the community coaching pathway and the advanced coaching pathway. Community courses are low-cost and easily accessible with courses focusing on reinforcing the basic principles of coaching.

During 2020 and 2021 NNSWF worked closely with Football Australia to develop online alternatives for the MiniRoos Certificate and Skill Training Certificate to ensure access to these Nationally accredited courses regardless of location.

Advanced courses are run by NNSWF in partnership with Football Australia several times a year for coaches who are or aspire to work within the Talented Player Pathway or professionally in football. In 2021, NNSWF proudly celebrated the appointment of the first female advanced coach educator within the state.

Coach Development Workshops & Masterclasses

NNSWF delivers a multitude of coach education workshops and masterclasses aimed at the development of coaches & their players. Based on subjects supplementary to football training such as sports psychology, planning and time management, talent ID, conditioning, and video analysis, they provide coaches Continuing Professional Development (CPD) points towards the revalidation of their coach accreditation.

Coach Development Officer

NNSWF's Coach Development Officer is charged with the coordination and implementation of courses, workshops, masterclasses, coaching assessments and development of resources as well as recruiting, training and supporting a network of coach educators across northern NSW.

Resources

NNSWF also invests in extensive nationally recognised resources to assist and support both new and seasoned coaches. These resources range from access to online courses and workshops with national and international experts, video libraries of sessions, skills and drills, as well as discussion forum: Northern NSW – Coach Development Facebook group mediated by NNSWF Coach Development Officer. These resources can be accessed year-round at Coach Headquarters.

Club Coach Coordinator Program

NNSWF provides relevant and valued coaching support to club coach coordinators who in-turn monitor and mentor coaches at their club to improve their capacity to deliver better football experiences to young players.

Coach Advisory Group

NNSWF recognises the contribution of establishing a Coach Advisory Group to enhance the overall quality of coaching and subsequently players across all levels of the game. This Group will bring together highly experienced and passionate members with vast experience in coaching football.



KEY STRATEGIC
TARGET

**6,000
registered
coaches by
2023**



REFEREE EDUCATION & DEVELOPMENT

NNSWF's dedicated referee department works with zone administrators, referee coaches and referee branches to deliver education for new and experienced match officials, with a particular focus on talented, potentially elite match officials.

Constantly evolving referee pathways and support programs, to counter the challenges of attracting and retaining referees across such a vast geographic region with the aim to achieve 1,200 registered and active match officials by 2023.

To support this target, NNSWF oversees a comprehensive referee development program. Led by NNSWF's Referee Manager, NNSWF's dedicated team delivers referee courses ranging from Level 4 for new match officials to Level 1 for those match officials aspiring for selection for Football Australia national competitions and tournaments.

NNSWF's Referee Department also delivers courses for referee assessors and instructors, as well as conducting coaching sessions and providing coaching content for premier and community referees from across the football state.



FACE TO FACE
COURSES 2021

29

PARTICIPANTS
IN 2021

345

Referee Starter Pack

NNSWF has continuously explored ways to strengthen the recruitment, retention and support of referees.

To support its annual pre-season recruitment campaigns, NNSWF undertook extensive research and liaison with member zones and potential match officials to establish a 'New Referee Starter Pack' to make officiating a more affordable option.

A new match official in NNSWF receives under the Referee Starter Pack the Level 4 Referee Course materials, and the essential referee clothing and equipment required to start officiating. New match official registration fees are also waived in the first year of refereeing under the package.

Online Platform

In an effort to overcome geographical obstacles, the global pandemic and to encourage more young people to become match officials, NNSWF developed an online platform to enable participants to undertake the Level 4 Referee Course online from home, allowing potential new match officials to complete the course in their own time and at their own pace. Access to the online course and other officiating resources are housed at Referee Headquarters.

Talented Official Program (TOP)

NNSWF's TOP Camp is a development opportunity for youth referees who have been identified by their zones or referee branches as having the potential to advance. TOP Camp is held in conjunction with the NNSWF Girls' and Boys' State Championships and the NNSWF Champion of Champions where participating referees officiate the tournaments whilst receiving coaching and assessment by NNSWF's experienced referee coaches and trainers. The best performing young match officials from each TOP Camp are then invited to become members of the NNSWF Youth Referee Academy.

Youth Referee Academy

NNSWF's Youth Referee Academy, launched in November 2019 was created to fast-track the development of the state's most promising young match officials. Academy match officials receive individualised training and guidance, focusing on technical, professional and physical development.

The core objective of the Academy is to improve education, retention and representation levels of through putting in place a pathway to become an elite match official. 2021 brought together 14 of northern NSW's most talented young referees, and it is anticipated the number of participants will increase with representation from all member zones.

Youth Referee State Talent Pool

The leading match officials in the Youth Referee Academy each year transition to the NNSWF Youth Referee State Talent Pool where they receive further advanced coaching in aim to be selected to officiate at Football Australia's National Youth Championships. Those match officials selected for these national competitions are then prepared by NNSWF's leading senior match officials to perform at optimal level at these important events.

State Referee Seminar

In preparation for each upcoming season, NNSWF conducts a State Referee Seminar, for match officials, assessors, instructors, and referee coaches from across the state. Information on the changes to the IFAB Laws of the Game, an overview of the upcoming season as well as presentations on modern officiating are provided on the day. Group sessions and workshops ensure that match officials of all levels are professionally prepared to officiate.

Referee Recognition Week

Referee Recognition Week is a NNSWF initiative celebrating and acknowledging the important role match officials make to the game and encourages more respectful conduct towards match officials. Throughout the week, NNSWF profiles match officials from all levels of the game. Clubs and players are encouraged to initiate match-day activities to thank match officials.



CREATING PLAYER PATHWAYS

In 2021, NNSWF evolved its structure to enable improved identification and develop opportunities for talented players. In partnership with the Newcastle Jets, Northern NSW Football charges our Youth Technical Director with the responsibility of working across both organisations to enhance identification and development programs for talented players throughout the region.

Overseen by NNSWF's Youth Technical Director, a team of technical advisors work closely with Premier Clubs and Regional Zones to ensure the delivery of high-quality programs and to identify talented players throughout the Hunter, Mid North Coast, North Coast, Northern Inland and Far North Coast regions.



TALENTED PLAYER PATHWAY





Skill Acquisition Phase (SAP)

Children aged 9 to 12 are categorised as being in the Skill Acquisition Phase (SAP), the ideal ages for learning technique and the game's core skills. To make the most on this opportune time for player development, NNSWF engages in participation agreements with clubs and regional zones who reach strict criteria to deliver a quality SAP training program and participate in the Junior Development League (JDL).

Junior Development League (JDL) Gala Days

To provide additional participation opportunities and to enable best practice benchmarking of metro and regional SAP programs, NNSWF implements a series of JDL Gala Days hosted in targeted regional areas throughout the season.

These events enable the integration of Premier Club and member zone programs and provide additional opportunities for girls' programs to participate against targeted boys teams. NNSWF's technical team are able to identify future talented players and monitor, support and assist JDL coaches.

Talent Support Programs (TSP)

NNSWF hosts Talent Support Programs (TSP) in all regions of northern NSW, providing talented young players aged 12 to 15 a best-practice, high-quality training environment to supplement their existing club or zone participation. Each TSP cycle is ten weeks and players within the Hunter region programs are integrated into the Newcastle Jets Academy training sessions to assist benchmarking and maximise development.

Involvement in TSP provides players further exposure to be considered for transition into the Newcastle Jets Academy, W-League or A-League teams and ultimately National Teams.



National Identification – Elite Games

NNSWF provides identified players from its TSP's the opportunity to attend elite games against talented players from other Federations and programs.

These games form part of Football Australia's identification process for its various National Junior and Youth team programs and enable Football Australia, Newcastle Jets and NNSWF to benchmark players.

National Identification – National Youth Championships

All development roads lead to the National Youth Championships (NYC), two separate week-long tournaments for boys and girls held annually by Football Australia.

Northern NSW Football identifies players and selects squads in each age group (14s and 16s girls, 14s and 15s boys) to compete against the best players/squads from across all states and professional academies:

- 14's and 16's girls
- 14's and 15's boys

Players attending these championships are benchmarked against the best players in the country and considered for selection into junior and youth National Junior and Youth teams.

Training Compensation and Solidarity Payments

FIFA mandates a training compensation and solidarity contribution system whereby grassroots clubs receive compensation for developing players when these players are transferred between clubs. NNSWF works with its member clubs and Football Australia to ensure these payments, where appropriate, are processed in a timely and coordinated manner.



Premier Youth Cup

A mid-week tournament, Premier Youth Cup provides more games of an appropriate level for all teams competing in NNSWF's Premier Youth Competitions as well as providing NNSWF opportunities to benchmark the technical standard of the Northern League One competition compared to NPL. NNSWF's Technical advisors and staff attend matches to identify players who have the potential to trial for NNSWF Talent Support Program and provide support to club coaching staff.

Talent Identification (ID) Camps

Overseen by NNSWF's Technical Director, NNSWF's Talent ID Camps consist of multiple three (3) day camps for talented boys and girls aged between 14 and 16 years where they undertake technical and tactical training sessions, modified games and 11 v 11 matches.

Players who have been identified throughout the year via their participation in NNSWF's TSP, NPL NNSW / WPL Youth Competitions or having been identified by NNSWF technical staff are invited to attend.

Integral to NNSWF's Talented Player Pathway, Talent ID Camps assist monitor talented players' progress and to identify players for inclusion in NNSWF's Talent Support Program, Elite Games, National Youth Championships, or transition to the Newcastle Jets Academy.

International Tournaments

Annually, the most talented 12 and 14-year-old players within NNSWF's Talent Support Program attend invitation-only tournaments in Japan. This provides experience for both players and coaching staff to benchmark their development against the most talented in the world, including professional clubs and National youth teams. NNSWF continues to consider further international opportunities – particularly those appropriate for girls.





DELIVERING COMPETITIONS ACROSS NORTHERN NSW



Football extends geographically far and wide across northern NSW. To create competitive opportunities, NNSWF administers tournaments, events and competitions which build on the community leagues. Participating clubs increase their registration bases and, in turn create further development opportunities for match officials, administrators and coaches.

Northern NSW Football's Women's Premier League will transition to the National Premier Leagues from 2022.

National Premier Leagues NNSW

The National Premier Leagues (NPL) serves as the second tier for football in Australia and as the sport's pinnacle in each state. In northern NSW, NNSWF administers the competition, which in 2021 encompassed a 22-week home-and-away, a finals series and Grand Final. In 2021, the first promotion since 2017 was announced, with Cooks Hill United Football Club promoted into the competition for Season 2022.

Women's Premier League

Since its inception NNSWF Women's Premier League has grown from strength-to-strength. Catering for ages U13 through to seniors, the season runs for 21 home-and-away matches, a finals series and Grand Final.

2021 saw three established men's NPL clubs (Broadmeadow Magic, Maitland FC and Charlestown Azzurri) follow Newcastle Olympic and enter the competition by taking on existing Women's teams and work with NNSWF to meet competition criteria in anticipation of competition transitions to the National Premier League Women's NNSW in 2022, the second female league only to the W-League.

Northern League One (NL1)

Northern League One sits directly beneath the NPL Men's competition and the two are connected through promotion for eligible clubs. NL1 mirrors the youth and senior age groups of NPL and further connects the football competition hierarchy, serving as a competitive league above community football.

NPL NNSW & WPL – Youth

NNSWF oversees NPL NNSW and WPL Youth competitions as part of the development pathway for the next generation. The journey begins at Under 13s and encompasses multiple age groups, linking elite senior footballers to those who aspire to join their ranks. Youth competitions also include teams from member zones North Coast Football and Football Mid North Coast.

Junior Development League

In its inaugural year, Junior Development League was developed by NNSWF to provide talented female and male players within the Skill Acquisition Phase (U9-U12) a platform to compete as well as an opportunity for clubs to build their player base.

FFA Cup

FFA Cup is an annual knockout competition for senior men's teams run nationally by Football Australia. NNSWF oversees the region's Preliminary Rounds which are split geographically into northern and southern zones who come together in Round 6 to determine the two clubs that will represent NNSWF in Round of 32 and beyond against clubs from across Australia. Entry is open to all affiliated clubs.

Premier Youth Cup

2021 saw the introduction of the Premier Youth Cup to assist benchmark the technical standard of the Northern League One players compared to players in National Premier League NNSW. It is providing the opportunity for NNSWF to identify talented male players (U14 and U15) to be included its TSP.

Women's State Cup

Women's State Cup provides senior women's teams across northern NSW community competitions to compete with elite teams from NNSWF Women's Premier League. Held over three consecutive days at Lake Macquarie Regional Football Facility the tournament provides individual players the opportunity to be identified by both premier clubs and the NNSWF talent identification team. In addition to the Cup, the tournament also awards a Women's Community Plate, which sees the two best community teams in the tournament compete.

Champion of Champions

Champion of Champions is a federation-wide junior football tournament which gives boys and girls U12-U16 from the top community competitions the opportunity to represent their region in a competitive setting. The major seven-day event welcomes close to 1,000 players from across northern NSW. It also acts a valuable development opportunity for young referees.

National Youth Championships

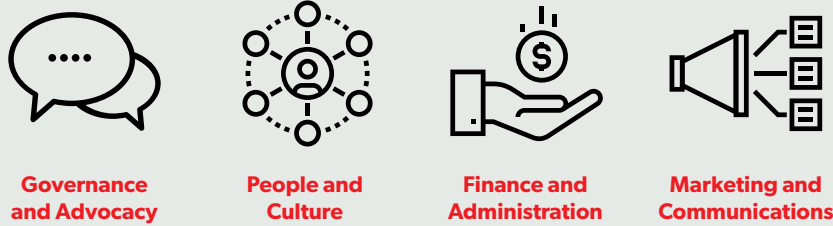
All development roads lead to the National Youth Championships (NYC), two separate week-long tournaments for boys and girls held every 12 months. Northern NSW Football selects two squads in each age group, girls (U14 and U16) and boys (U14 and U15) to represent the northern region of the state against the very best from Football Australia's other Member Federations potentially leading to national team selection.



HOW WE SUPPORT CENTRALISED SERVICES

As a State Member of Football Australia, NNSWF is responsible for the organisation, promotion and administration of football throughout this jurisdiction including the sanctioning of all matches and competitions. Our primary role within the football ecosystem is to oversee all aspects of the game’s governance and administration.

CENTRALISED SERVICES



NNSWF employs a dedicated team, led by a Chief Executive Officer who are responsible for executing NNSWF Board’s strategy across the following Focus Areas: Participating, Leading, Talent Development and FIFA Women’s World Cup 2023 Legacy.

With an overarching purpose to lead the sustainable development, growth and promotion of the sport in collaboration with members and clubs for the benefit of communities through sound governance and a resolute focus on stakeholders’ needs and expectations.

Stakeholders are encouraged to engage and collaborate with NNSWF’s team of professionals across functions including club development, coach development, facilities, referee development, female participation, inclusion, diversity and marketing and communications.

NNSWF is committed to Football Australia’s review of governance of management to ensure that the game has increased capacity to extend more practical support to clubs and in turn making the sport more cost effective and removing duplication. This has and will continue to create considerable efficiencies across Governance and Advocacy, People and Culture, Finance and Administration and Marketing & Communications.

2021 NNSWF REGISTRATION FEES

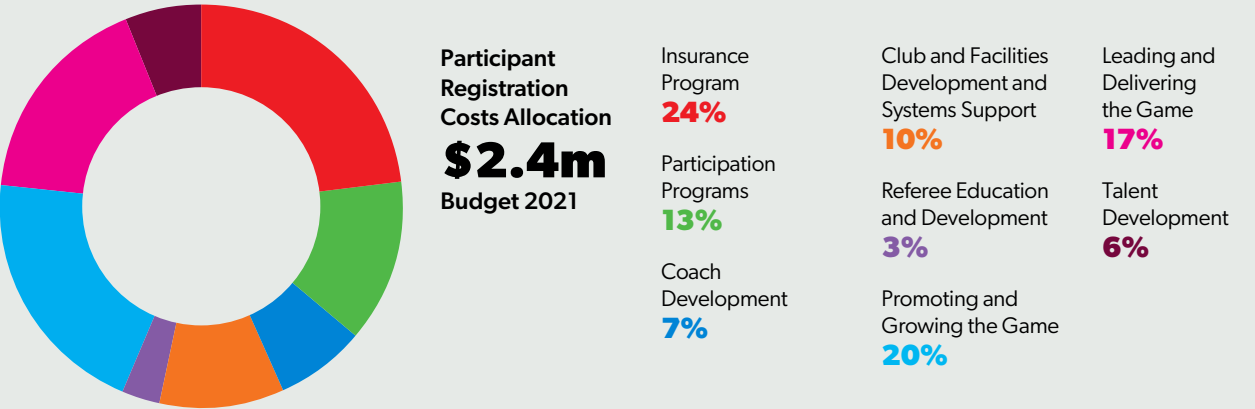
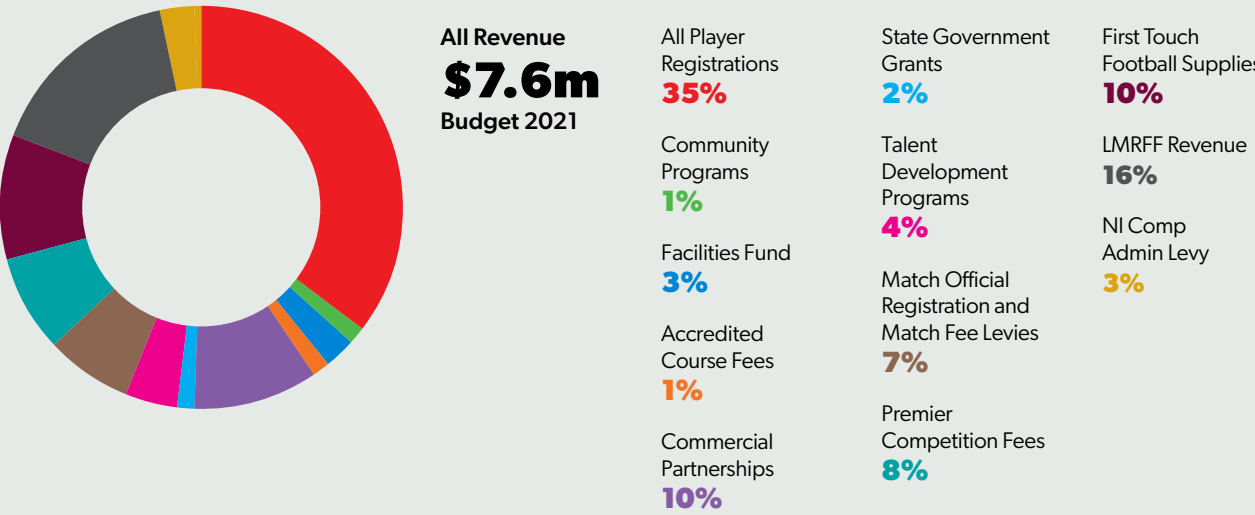
Entry-Level	Juniors	Youth	Seniors
\$16	\$30	\$40	\$114

MEMBER FEDERATION REGISTRATION FEES

The financial stability of the governing body is crucial to the sport’s growth and development. NNSWF derives revenue from a range of sources including registration levies imposed on players and referees, which is invested back into programs, services and underpinning professional administrative support.

NNSWF has worked diligently for many years to reduce the previously heavy reliance on registration fees. Increased revenue from sponsorship, First Touch Football Supplies, State Government grants, and the commercial activities at the Lake Macquarie Regional Football Facility including Football FIVE5 have halved the organisations reliance on player registration fees compared to a decade ago.

The following graphs provide an overview of NNSWF’s revenue streams, and the programs and services funded by registration fees levied by the governing body.





HOW TECHNOLOGY & SYSTEMS BENEFIT UNITY OF FOOTBALL

Community participants are at the heart of our great game. NNSWF is responsible for ensuring that stakeholders have access to systems, programs, policies and procedures which make the game more accessible for the tens of thousands who register each season. NNSWF and Football Australia invest significantly in systems and governance structures for the benefit of players, coaches, referees and volunteers, which ensures consistency and aligns our vast game locally, nationally and internationally.

Competition Management System

Administering competitions at community level is made simpler by SportsTG's competition management system. This online tool can be used to draft and share fixtures, results, tables and statistics. Utilised across northern NSW, the SportsTG software is free for all member zones and clubs.

Football Australia is leading the development of fully integrated, state-of-the-art participant registration, competition management and referee appointment systems which will revolutionise the game at the grassroots, connect the football community and save countless volunteer hours.

Strategic Planning

NNSWF's Board of Directors is responsible for determining the strategy which aims to ensure the game continues to thrive in a highly competitive environment by deploying the game's precious resources in accordance with focus areas and strategic priorities. The strategic plan is underpinned by a thorough stakeholder consultation and planning process every three years to ensure the strategy meets the needs and expectations of the football family throughout northern NSW.

Play Football

NNSWF members benefit from access to the national online registration portal: www.playfootball.com.au. The system provides a streamlined registration process for participants and administrators and enables clubs and zones to access valuable data concerning their constituency. Thousands of active and inactive registration records reside on PlayFootball, making it a powerful tool for analysing demographics and behaviour which can assist in attracting new participants to the game.

Member Protection and Policy Development

NNSWF applies robust policies and procedures which, among a range of practical uses, generate safe environments within member zones and clubs and ensure all participants enjoy positive experiences in football. This includes ensuring clubs and members are compliant with Working With Children legislation and that Member Protection Information Officers are appointed and appropriately educated in each club.



National Registration Regulations

Football Australia's National Registration, Status and Transfer Regulations (NRRs) provide the overarching framework for football competitions and matches in Australia. Every registered club and player participating in a NNSWF-affiliated competition does so under the NRRs, which provide nationwide uniformity around eligibility, registration, contracting, payments and player movements. NNSWF ensures clubs, zones and players comply with their obligations under the NRRs.

International Transfer Certificates

Football in Australia is bound by regulations issued by FIFA, the game's international governing body. FIFA's Regulations on the Status and Transfer of Players apply to organised football globally and deal with, among other things, International Transfer Certificates (ITCs). Players registered within one National Association may only be registered with a new National Association once an ITC has been exchanged. NNSWF's critical role is to work closely with clubs, zones and Football Australia to obtain and complete ITCs.

Representation to Football Australia, State Government and Local Councils

NNSWF serves as northern NSW's foremost advocate for football in strategic discussions with Football Australia, State Government, local councils and business leaders. NNSWF is active in engagement and collaboration with other sporting codes, engaging in constructive dialogue with the state's other major sporting administration bodies. In 2021, infrastructure, funding, registration systems, FIFA Women's World Cup and the global pandemic have been key points of discussion.

Qualification Management System (QMS)

Clubs and zones within the football family also have access to the Qualification Management System, a national platform through which NNSWF is able to record, schedule and manage all coach and referee courses and accreditations.

Integrated Websites

NNSWF maintains a WordPress-based website. The website acts as a central point of all information required for clubs and participants and its multi-site functionality promotes uniform messaging across all or some of the websites belonging to multiple zones when required.

Communication channels

NNSWF has a vast, integrated communication network which has the capacity to disseminate key messages well beyond the football family. Communication channels include Facebook, Instagram, Twitter, SMS and direct channels including EDM (electronic direct mail).



HOW NNSWF PROTECTS CLUBS & PARTICIPANTS

Our people are essential to our game. Through affiliation or registration, NNSWF is able to protect clubs and participants under Football Australia's National Insurance Programme (NIP) and a range of other essential procedures and practices.

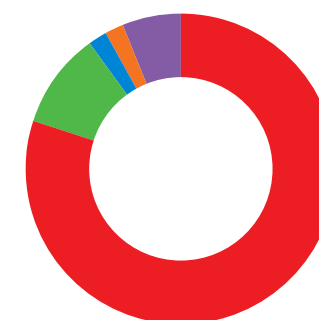


Through affiliation or registration, NNSWF is able to protect clubs and participants under Football Australia's National Insurance Programme

Insurance

NNSWF's Insurance Program protects the game and mitigates risk through effective risk management practices. A significant component of every participant's registration fee contributes to Personal Injury, General Liability (Public and Products Liability), Professional Indemnity and Management Liability insurances for players, coaches, match officials, team officials, committee members, volunteers and others participating in football for:

- Permanent injury or death cover;
- Non-Medicare Medical Expense Cover; and
- Injury Inconvenience Benefit



Personal Accident
80%

Public Liability
10%

Management Liability
2%

Broker Fee
2%

General Insurance
6%

General Liability (Public and Products Liability) Insurance

Protects the player and their club for legal liability for compensation arising from personal injury or property damage.

Professional Indemnity Insurance

Protects the player's club for legal liability for a breach of professional duty in the sport by reason of an act, error or omission committed by or on behalf of the club and competition administrator.

Management Liability Insurance

Protects the player's club against legal actions or civil proceedings made against their club or its officials for any wrongful act, employment breach and/or employee fraud.

In addition to those directly involved in sanctioned matches and tournaments, the coverage extends individuals such as team managers, committee members, office bearers and physiotherapists, who are registered with Play Football increasing its viability and value to the football community.

Certificate of Currency

When leasing facilities from councils or staging activities on external premises, clubs may be asked to produce a Certificate of Currency as evidence of their Public Liability Insurance. Affiliated clubs can request a Certificate of Currency from NNSWF. Aligning the provision of the Certificate of Currency with the Working with Children Check has significantly increased compliance.

Match Tournament and Tour Sanctioning

A key function of NNSWF is to sanction appropriate trial and friendly matches. This service ensures the players, coaches and referees involved are covered under the insurance program. Certain tournaments and tours also require sanctioning and NNSWF assists clubs with meeting their obligations.

This process minimises risk for all parties – participants should not take part in games, tournaments or general football activities that have not been formally sanctioned.

PROMOTING THE GAME



NNSWF's marketing and communications team partners with the football community to deliver integrated campaigns to recruit and retain participants, promote programs and services, build capacity, connect the football community and celebrate our heroes.

By providing member zones and clubs with the capability and support to undertake their own marketing and communications helps strengthen the football brand across northern NSW. This is undertaken through multiple channels including the PlayFootball Marketing Masterclass, Club Marketing Guide, Club Marketing Portal and Club Marketing Facebook Group.

Annual Recruitment Campaign and PlayFootball

Each year NNSWF collaborates with Football Australia to develop and execute an integrated recruitment advertising and public relations campaign across television, radio, digital, print and electronic mail to recruit and retain players, coaches, referees, and volunteers, with a specific focus on MiniRoos and directs all participants to the national online registration system – PlayFootball.

To assist clubs recruit and retain existing players NNSWF develops a raft of downloadable campaign materials available at the Club Support Hub and hosts an annual marketing masterclass to assist clubs build capacity.

Campaigns

Collaboration doesn't stop with recruitment and retention; NNSWF delivers a range of engaging campaigns, downloadable materials and professional advice are available to assist clubs promote these campaigns in their communities – ultimately adding value to clubs, ensure campaigns align with NNSWF strategic objectives and improve football's reputation in the community.

- Major Annual Campaigns**
- Female Football Week
 - Newcastle Permanent Grand Final Series
 - Indigenous Round
 - Summer Football
 - Newcastle Permanent Community Recognition Awards
 - Kick-On for Women
 - Heritage Round
 - Mental Health Round
 - Facilities Funding
 - National Volunteer Week
 - Referee Recognition Week
 - Respect Is
 - Shoosh For Kids
 - Walking Football



NEWCASTLE
HERALD

NBN NEWS

HIT 106.9

Media Partnerships

NNSWF has long standing partnerships with key media outlets across television, print, radio and digital mediums which provide extensive coverage across northern NSW.

These partnerships allow for key program and competition promotion to existing and new audiences.

- Our media partners:
- NBN News (Television)
 - Australian Community Media (including Newcastle Herald)
 - Southern Cross Austereo (Radio)



Club Communications

NNSWF keeps clubs and the wider football community up to date using a broad range of communication tools and channels including official communications such as memos as well through the following digital channels:

- Integrated website with member zones
- 'Extra Time' Monthly eNewsletter
- Direct Mail (eDM)
- Social media (Facebook, Instagram, LinkedIn and Twitter)
- SMS



Celebrating Heroes

Clubs are the beating heart of the football community and NNSWF is committed to telling the stories of the people who support them – the volunteers, administrators, coaches, and players through creating engaging video content shared across digital communications channels.



Competition Coverage

NNSWF live streams all National Premier Leagues Northern NSW matches as well as and selected Women's Premier League through partners BarTV.

Key to connecting with fans and encouraging commercial support of the game, NNSWF has targeted social media channels for each Premier competition and produces regular content including round previews and reviews, teams of the week and goals of the week to highlight the quality of the competitions.



FACEBOOK FOLLOWERS
16,230



INSTAGRAM FOLLOWERS
4,962



YOUTUBE SUBSCRIBERS
2,580



TWITTER FOLLOWERS
2,539



BAR TV VIEWS
437,431



WEBSITE VISITORS
26,420



EMAIL SUBSCRIBERS
36,752

These figures are indicative of NNSWF 'corporate' accounts to August 2021. They do not include competition specific, zone websites or specific discipline social media.

THE HOME OF FOOTBALL IN NORTHERN NSW

The Lake Macquarie Regional Football Facility is the official “Home of Football” in northern NSW. The \$15m state-of-the-art football facility comprises 2 full-size synthetic pitches, 12 five a-side pitches and an enclosed turf pitch which has been identified as a potential Team Base Camp for the 2023 FIFA Women’s World Cup.

The facility was funded and constructed in two stages. The NSW State Government has contributed almost \$10m with the balance funded through NNSWF’s Members Equity. NNSWF was awarded an initial 40 year lease by NSW Crown Lands.

A range of commercial activities including Football Five5, Fast Five5, casual pitch hire, Sidelines Café, sponsorship and seminar room hire generate invaluable revenue which significantly reduced NNSWF’s reliance on player registration fees and more than covers ongoing maintenance costs including resurfacing of synthetic pitches.

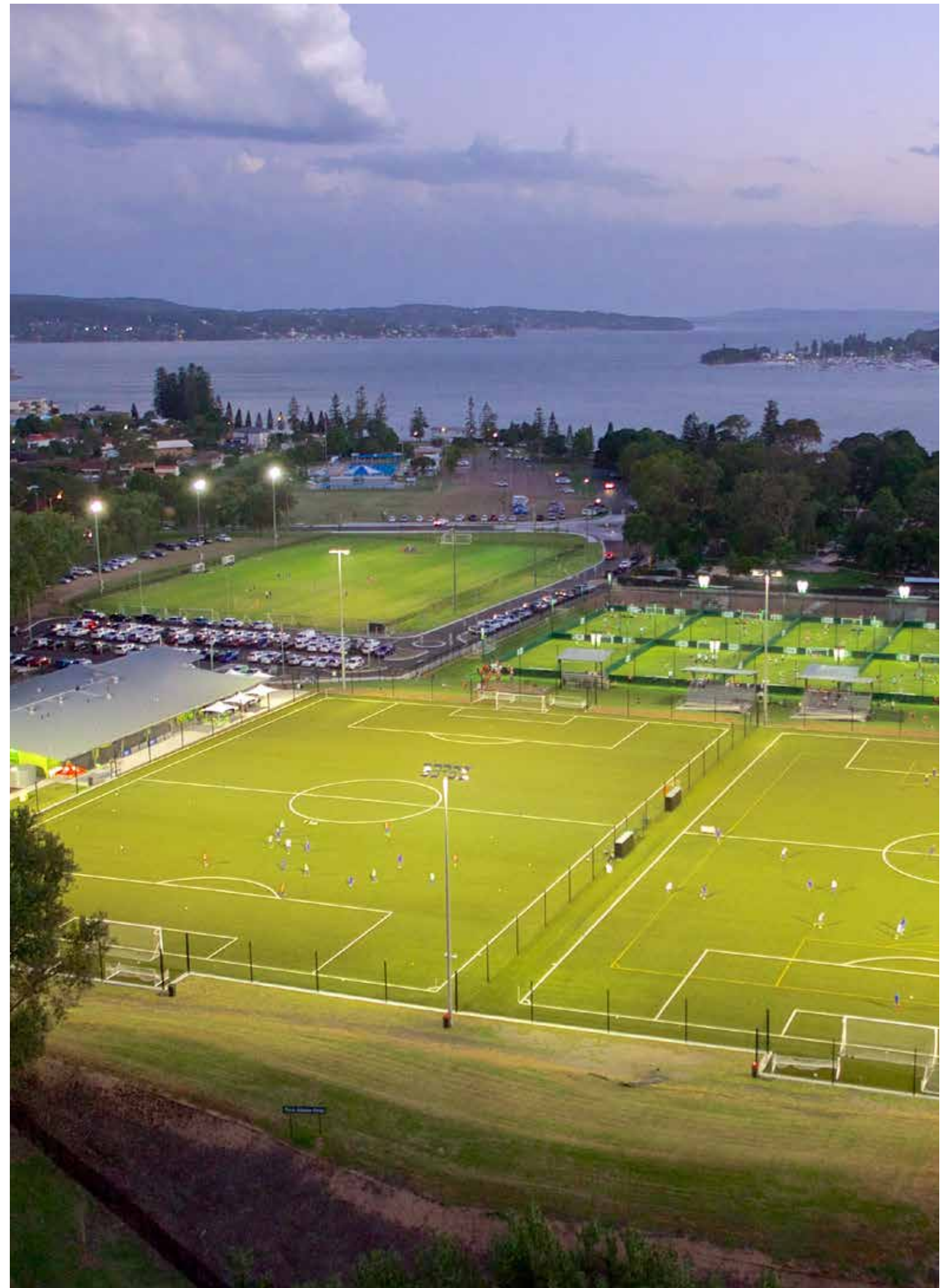
The facility includes two large multi-purpose administration buildings which house NNSWF’s and the Newcastle Jets’ administration. A number of enclosed seating structures throughout the facility provide spectators with protection from the elements.

The LMRFF has the capacity to host significant events. A myriad of changerooms for players and referees service the synthetic and turf pitches. Accreditation and professional development courses for coaches, referees, players and volunteers are hosted in the two large seminar rooms.

Competitions and national programs including NPL NNSW Youth, NPL NSW, Junior Development League, Women’s Premier League, FFA Cup, Northern League 1 Youth, Premier Youth Cup, Talent Support Program, Bill Turner Cup & Trophy, Walking Football, Kick-On for Women, Girls Kick-off and MiniRoos Gala Days are hosted regularly at the facility in addition to the myriad of clubs who utilise the state-of-the-art training facilities.

The Home of Football is a hive of activity all year with in excess of 200,000 visitations annually.

The LMRFF is the game’s most valuable income generating asset which will benefit the game for generations to come.





AWARDS & RECOGNITION

To acknowledge those who have achieved success or simply to shine a light on unheralded heroes, NNSWF coordinates a myriad of awards throughout northern NSW.

Community Recognition Program

Football thrives due to its passionate volunteers, coaches and referees who devote time and energy to the game they love. The Community Recognition Program consists of three, monthly awards during the Winter season recognising a volunteer, coach and referee in each of the seven member zones and an outstanding club across the entire region. Monthly recipients are selected from nominations received from the football community.

At the end of the season, each member zone selects a referee, coach and volunteer to receive recognition as the annual award winner for their zone and these nominated award winners from each category are recognised at NNSWF's annual Graham Jennings Medal Dinner.

Graham Jennings Medal Dinner

The Graham Jennings Medal Dinner is the sport's premier awards night in northern NSW.

The annual event provides an invaluable opportunity for representatives from premier clubs, member zones and community clubs to celebrate and acknowledge their success on and off the pitch.

Players, coaches, referees, administrators and volunteers come together at the event, aptly named after legendary former Socceroo and Australian Football Hall of Famer Graham Jennings to celebrate the outstanding achievements of individuals and clubs – including the prestigious Bill Turner Memorial Award which is presented to the Administrator of the Year.

Football thrives due to its passionate volunteers, coaches and referees who devote time and energy to the game they love.

PARTNER BENEFITS

From footballs, to awards and advertising to support the growth of the game, NNSWF is committed to securing support from commercial partnerships which deliver benefits to stakeholders and the wider football family.

Partnerships deliver budget relief and revenue which reduces NNSWF's reliance on registration fees levied on participants.

Our commercial program is underpinned by a sound strategy which aggregates assets into sponsorship properties which are pitched to targeted categories and brands.

NNSWF is actively seeking partners for properties including Talent Development, Women and Girls, and Facilities to reduce participation fees and increase NNSWF's investment.

Newcastle Permanent

NNSWF community clubs' benefit from the 13+ year partnership with Newcastle Permanent. Newcastle Permanent is the Major Partner of Community Football and enables NNSWF to deliver key initiatives such as the Community Awards Program, grassroots coaching resources and the supply of over 10,000 free footballs to entry-level players each season.

NBN News

NBN News is Northern NSW Football's official media partner (television) and is the Presenting Partner of the National Premier Leagues NSW. NBN News' support includes the provision of a significant advertising which is used to promote NNSWF's Premier Competitions and the annual grassroots recruitment campaign.

HIT FM 106.9

HIT FM 106.9 is Northern NSW Football's official media partner (radio) and the naming rights partner of the Northern League One. HIT FM 106.9 promotes the Premier Competition Matches of the Round and provide a significant amount of airtime to promote player registrations.

Newcastle Herald

Newcastle Herald is Northern NSW Football's official media partner (press) and has presented the Herald Women's Premier League since its inception in 2009. The Newcastle Herald's support includes the weekly promotion of Premier Competition Matches of The Round. Advertising is also allocated during the annual recruitment campaign.

AUSCO

The value of NNSWF's relationship with official modular facilities partner Ausco Modular provides clubs quick quoting and professional advice in the supply of multi-gender compliant change rooms and other essential buildings such as storage areas, referee and first aid rooms, and canteens, extremely valuable when seeking funding.

VEO

Established in 2021, NNSWF's partnership with VEO auto-tracking cameras, provides discounted unit and subscription pricing for affiliated clubs.

Football FIVE5 Pitch Sponsors

NNSWF has a number of partners who sponsor Football Five5 pitches at the Lake Macquarie Football Facility. The sponsorships provide a myriad of opportunities to engage the 200,000 plus visitors to the facility.

Sponsors of the Round

In 2021, NNSWF offered local businesses with an affordable opportunity to connect with the local football community through an integrated partnership spanning tv, radio, press and digital channels.

NNSWF is committed to securing support from commercial partnerships which deliver benefits to stakeholders and the wider football family.





**NORTHERN
NSW**
FOOTBALL

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