



**A game winning strategy**



**From the President and CEO**

**Football is one of South Australia's favorite games. It provides experiences and opportunities for women and men, girls and boys, the young and not so young, professional athletes and community level players. The Football Federation of South Australia (FFSA) Clubs and Associations are passionate and dedicated towards achieving our common goal "to make Football the sport of choice for all South Australians". Our 2018 – 2021 Strategic Plan outlines our goals and the initiatives we will undertake to achieve this goal. We look forward to working with you towards the achievement of our game winning strategy.**



**Sam Ciccarello**



**Michael Carter**





## **Our Values**

**Our values drive all that we do. They are lived through our behaviours and the collaborative approach we adopt to working with all stakeholders. They reflect our character, brand, culture and style. They define who we are and what we stand for. Furthermore, they underpin our “what is possible” mindset. A mindset that unites every member within the Federation.**



## **Unity**

United in our approach to growing the game across our State



## **Passion**

Intensely focused on the success of our game



## **Respect**

Always displaying high regard for all our participants and partners





## **Our Vision and Mission**

**The Football Federation of South Australia embodies the passion, inspiration and liberating joy that comes from participating in the world game of Football. Our Vision and Mission has been developed in collaboration with key stakeholders. It will ensure the continued success of Football for all South Australians.**

### **Our Vision**

**To ensure the game is the sport of choice for all South Australians.**

### **Our Mission**

**FFSA's Mission is to strengthen and share the joy of Football across South Australia through innovation and value creating partnerships, which will ensure the continued success of our game.**



## **Strategic Pillars, Goals and Initiatives Actions, Milestones and Measures**



**Our Strategic Pillars represent the four elements of our Strategy. They provide the rationale for our focus and are key areas where we will strive to excel. They assist us in defining what we will do, and the results we are seeking to achieve in the short and medium term. Each Pillar is supported by strategic goal(s), initiatives, actions, milestones, and measures against which our performance and achievement will be assessed.**



## **Participation**

We will continue to build and enhance the participant environment for families, players, coaches, referees, spectators, volunteers, general supporters and administrators of the game in South Australia....

Strategic Goal	Strategic Initiative	Actions, Milestones, Measures
Support all stakeholders towards improving Football within South Australia	Develop girls' football at local Clubs through the delivery of introductory participation programs	Increase the number of young female players registering to play Football by 5 to 10 percent for the next four years
	Expand the Female Coaches Network	Grow the pool of educated female coaches at club level by 10 percent between 2018 and 2021
	Promote female football as a safe and friendly environment	Develop and implement a branding and annual female football marketing campaign by 2019
	Promote a competition structure that fosters closer relationship with the Men's NPL and WNPL	Increase the number of WNPL and NPL double headers by 20 to 30 percent over the next four years
Strengthen coaching and education	Coordinate and facilitate C, B and A Licence courses in South Australia annually	Hold 2 C-Licence, 1 B-Licence Coaching Courses annually Host one A-Licence Course by 2020 Facilitate an accelerated Club Coach Education Program
Work with key stakeholders to grow pathway programs, community participation and regional development	Review pathway, community participation and regional development programs	Implement pathway and program initiatives to enable the ongoing development of boys and girls in the game, 2019 - 2021 Encourage local and regional development of the game to improve the participant experience Conduct an annual participant survey to assess engagement and satisfaction levels, 2018 - 2021
Continue to support the growth of Futsal in South Australia	Develop and implement a strategy that will facilitate the continued development and growth of Futsal in South Australia	Strategy developed and ready for implementation by 2019 Increase participation in Futsal by 5 percent annually Ensure the continued and annual attendance of South Australia at the National Futsal Championships, 2019 - 2021
Support the development of an NPL and WNPL Club Player and Coaching Development Network	FFSA to establish and launch the NPL and WNPL Club Player and Coaching Development Network	NPL and WNPL Club Player and Coaching Development Network established by 2019 NPL and WNPL Clubs to achieve 1 Star Academy Accreditation by 2020





**Participation cont.**

<b>Strategic Goal</b>	<b>Strategic Initiative</b>	<b>Actions, Milestones, Measures</b>
Encourage regional development and support our regional centres to increase game participation	Establish Regional Centres of Excellence in Mt Gambier and Pt Pirie	Strategic investment allocation, development framework and implementation plan approved by the Board, 2019  Centres of Excellence established in Mt Gambier and Pt Pirie by 2020
Increase participation in Schools	Develop and implement a School Participation Strategy to drive growth in Football at a grassroots entry level	Strategy developed and approved for implementation by 2019  Implementation to include the use of sports vouchers to support growth in participation numbers  1000 new junior players from schools participating by 2021
Recruit, retain and educate Referees	Implement the FFSA Referee Retention Strategy	FFSA Referee Retention Strategy implemented, 2019
Work towards ensuring the affordability of the Game across all junior levels	Lead the discussion on junior player registrations fees with Clubs and Associations	Hold two round table discussions per year with key stakeholders on the topic of player registration fees and junior participation affordability, 2019 - 2021  Game Affordability Strategy developed and implemented in collaboration with Clubs and Associations by 2020



## **Operational Excellence**

Maintain a focus on the continuous improvement of the competition in South Australia, which will lead to the sustained growth of Football across the State.



<b>Strategic Goal</b>	<b>Strategic Initiative</b>	<b>Actions, Milestones, Measures</b>
Enhance competition formats in South Australia	Continue to develop a culture of excellence within the FFSA Football Family to strengthen competition formats across the State	Engage with local and regional Football communities through quarterly match day events that will support sustainable growth of the game and encourage a culture of excellence among Clubs
	Adopt best practice methods in competition management	Encourage Clubs to use best practice templates to lift the standard and ensure continued integrity of all competitions
	Review competition structures to strengthen linkages with associations	Systematic review of all local competition structures, 2019 - 2020
	Expand the number of teams competing in the FFA Cup Competition in South Australia	Have 2 to 4 additional teams from South Australia in the FFA Cup Competition annually by 2020
	Develop a world class communication platform to strengthen the transfer of competition information to all participants throughout the State	Prepare a business case for the Board, 2019 Begin development of the platform ready for completion by 2020
Raise match day attendances and standards across local and regional competitions	Develop a strategy to increase attendances at NPL, State, local and regional competitions	Review conducted and complete by February 2020
	Review match day standards in the NPL and WNPL to ensure a safe and inviting participant and spectator environment	Strategy development complete and ready for deployment by April 2020
Attract and hold an International Youth Tournament and inaugural National Country Championship	Develop a viable business case for endorsement of both events from the FFSA Board	Secure the rights to hold an International Youth Tournament by 2020
		International Youth Tournament to be held in South Australia by 2021
		Inaugural National Country Championship to be held in South Australia by 2022



## **Leadership and Development**

Unify and grow Football through effective communication and the ongoing development of successful partnerships, which will create value, drive investment and support the long-term sustainability of the game in South Australia.

<b>Strategic Goal</b>	<b>Strategic Initiative</b>	<b>Actions, Milestones, Measures</b>
Develop Football and maintain successful partnerships across South Australia within the community, government, sporting and corporate sectors	Continue to forge and nurture stakeholder relationships across Government, Clubs and communities	Hold four metropolitan (north, west, east and south) forums per year  Hold three regional (Port Pirie, Riverland and Mt Gambier) forums per year
	Host a series of successful corporate hospitality functions, which will encourage networking opportunities for existing and potential corporate and community partners	Quarterly networking functions to be held on a rolling 12- month cycle commencing 2019  Grow corporate sponsorship by 10 to 20 percent over the next four years  Formalise 4 to 6 new corporate and community partnerships by 2021
Develop organisation efficiencies to support Clubs	Establish a central resource for Clubs and Associations to access which will guide and support administrators and volunteers	Digital Resource Hub developed and deployed by mid 2020
Continue to work to unify the sport and brand across the State	Engage with key stakeholders across all levels of the Game (grassroots through to NPL)  Strengthen the positioning of the FFSA brand through various touchpoints (digital, media, print and user experience)	FFSA to encourage and support all Associations to ensure their success within the formal structure of Football in South Australia  Design and implement a brand building strategy to enhance community acknowledgement and brand recognition of Football in South Australia, key elements will include: > New website > Live scoring > Mobile communication portal





## **Facilities**

Build a world class State Centre of Football and continue to lead the sporting sector through investment in the development of Football infrastructure across the State.

Strategic Goal	Strategic Initiative	Actions, Milestones, Measures
Establish Australia's leading State Centre of Football and successfully deliver funded infrastructure projects across South Australia	Continue to build successful relationships with existing and new Business Partners, and all across levels of Government to support funded infrastructure projects across the State	Secure a further \$7 million in funding to complete the State Centre of Football, 2019
	Actively seek to develop and establish Governance Principles within the State Government and Office for Recreation and Sport to support the successful completion of the State Football Centre	Successful completion of the State Football Centre, 2021  Medium to long-term financial stability of Football in South Australia
Refresh the Football Facilities Development Plan to ensure the FFSA can continue to make accurate representation to all levels of Government on Club, and grassroots infrastructure projects	Through effective review and distribution of the Football Facilities Development Plan continue to communicate with Government on priority projects	Review of Plan complete by 2019  Ongoing representation and communication with Government on priority projects 2019 - 2021
	Leverage funding from state and local government to maximise opportunities and improve infrastructure	Infrastructure improvement matrix developed and implemented to monitor upgrades and developments 2019 - 2021

