

# **OPENING ADDRESS**

## **Impact of Football in NSW**



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**CEO**  
**Northern NSW Football**



# Who we are?



## Our Vision

**“Our determination of where we want to be”**

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

## Our Mission

**“A clear statement of what we do”**

*“We will lead the strategic and sustainable development, growth and promotion of the sport in partnership with our members for the benefit of communities throughout Northern NSW through effective governance, clear communication, authentic consultation, innovation and a resolute focus on what is important to our stakeholders.”*

# Links to NNSWF Strategic Plan 2016-2019



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

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



# LEADING

**Lead towards a unity of purpose.**



**By 2019 we will have.....**

**6. Allocated and deployed resources in accordance with the needs of our stakeholders and strategic priorities.**



# PARTICIPATING

**Improve the experience for all participants.**



**By 2019 we will have.....**

**3. Increased the capacity of Member Clubs to better meet the needs and expectations of their members and stakeholders.**

**7. Improved the accessibility and overall quality of community football facilities throughout NNSW.**

**Football is.....**

- **NSW's largest club based sport;**
- **Contributing to communities throughout NSW; and**
- **in acute need of further investment in community facilities.**



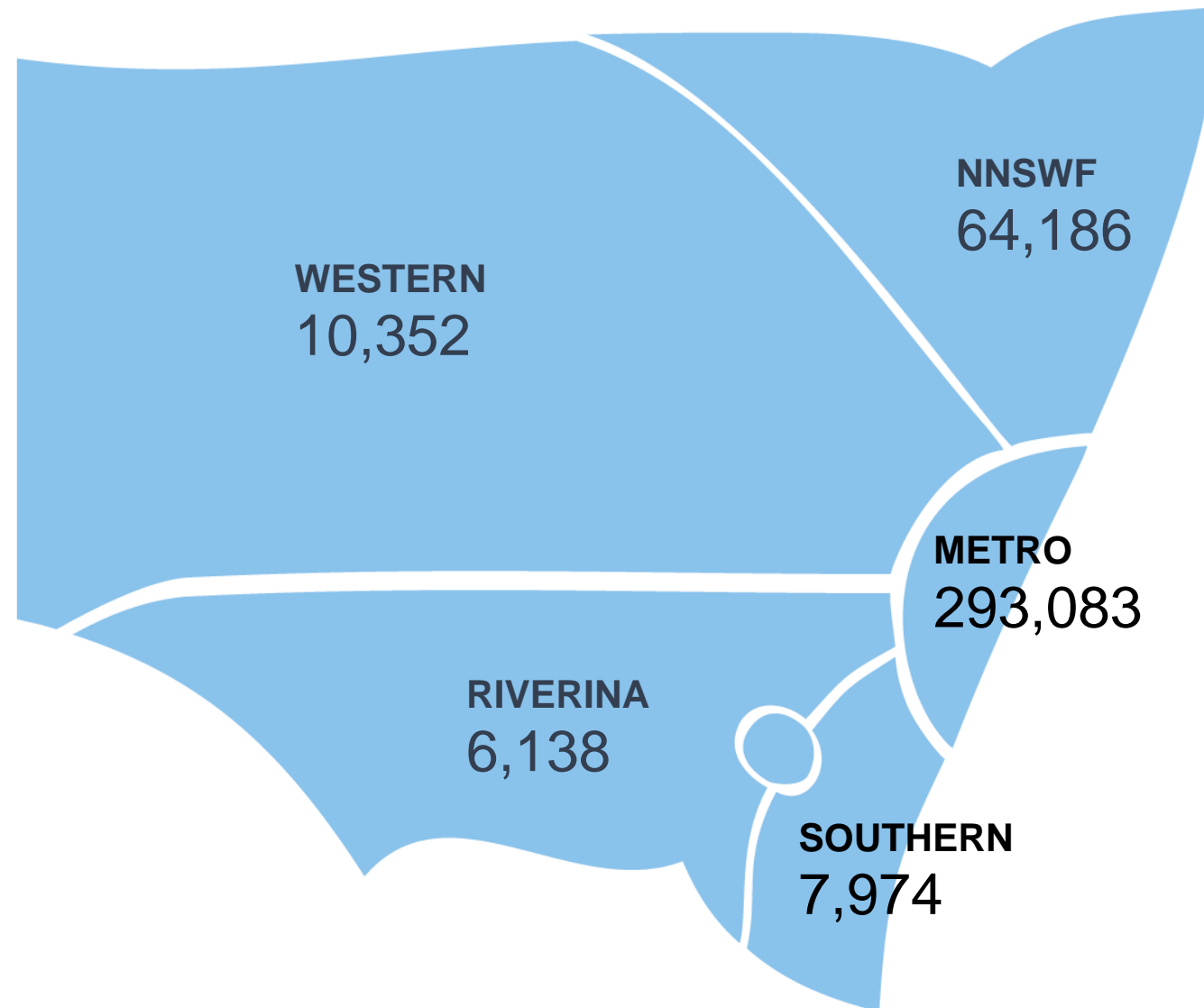
# Australia's largest club based sport

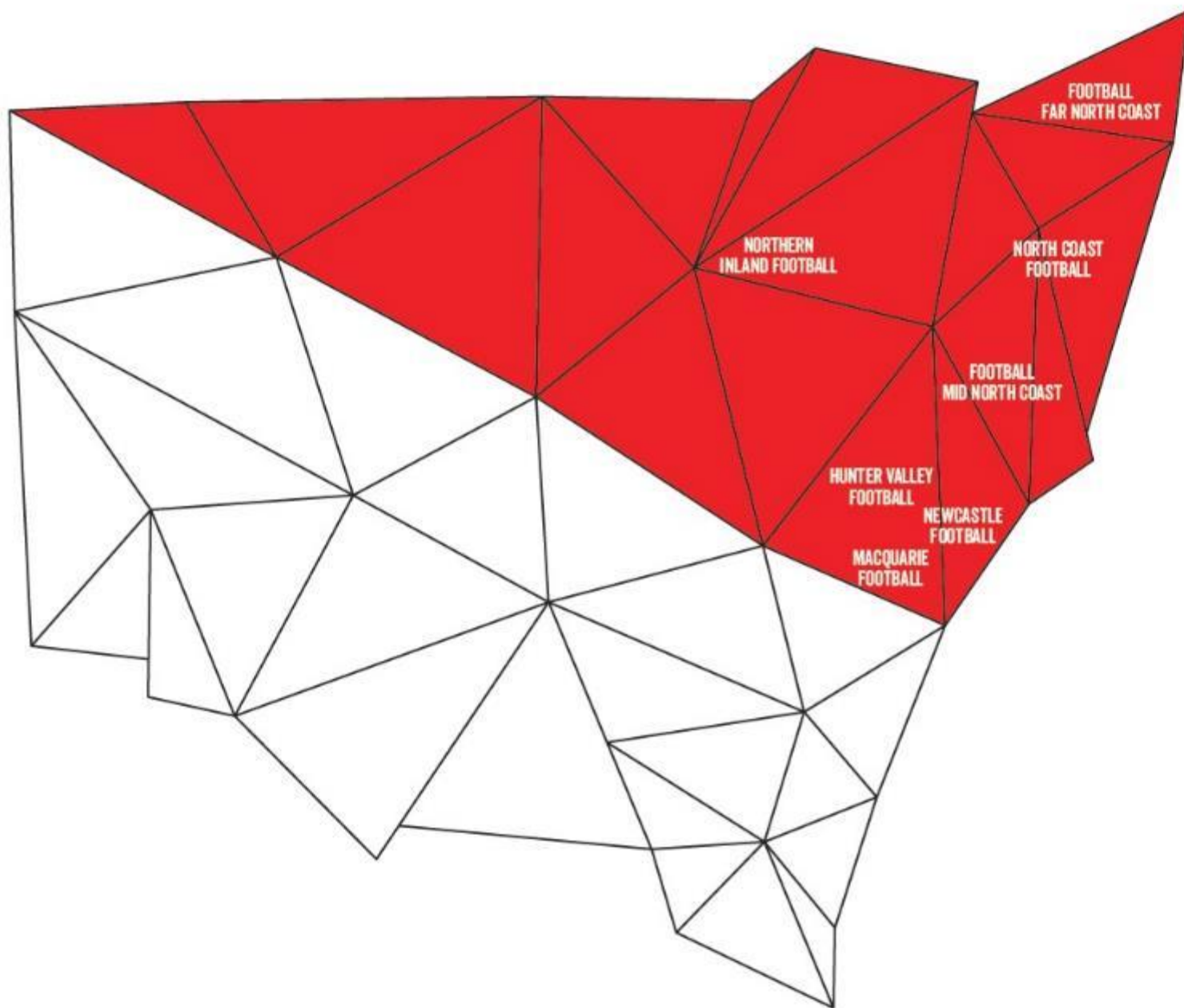
Club sport (Adults and Children combined) Top activities	Population estimate	Per cent of population	Per cent of club sport population
<b>Football</b>	<b>1,152,442</b>	<b>4.7%</b>	<b>18.0%</b>
Golf	751,766	3.1%	11.7%
Australian Football	673,986	2.7%	10.5%
Netball	665,738	2.7%	10.4%
Tennis	628,708	2.6%	9.8%
Basketball	594,919	2.4%	9.3%
Cricket	562,107	2.3%	8.8%
Swimming	406,035	1.6%	6.3%
Athletics, track and field (includes running/jogging)	298,999	1.2%	4.7%
Touch football	278,168	1.1%	4.3%

# Football – the largest club based sport in NSW



# Football - the largest club based sport in NSW







# Football's community contribution



MARCH 2015



THE COMMUNITY IMPACT  
OF FOOTBALL IN NSW  
ECONOMIC, HEALTH AND SOCIAL

# Football's community contribution



## Economic

Peak Bodies &  
Associations

Clubs

Participants, Members,  
Spectators & Volunteers

Business &  
Multiplier Effects



## Health

Physical

Mental



## Social

Social Capital

Gender Equality

Multicultural Engagement

# Football – economic benefits to NSW



# Football – health benefits to NSW



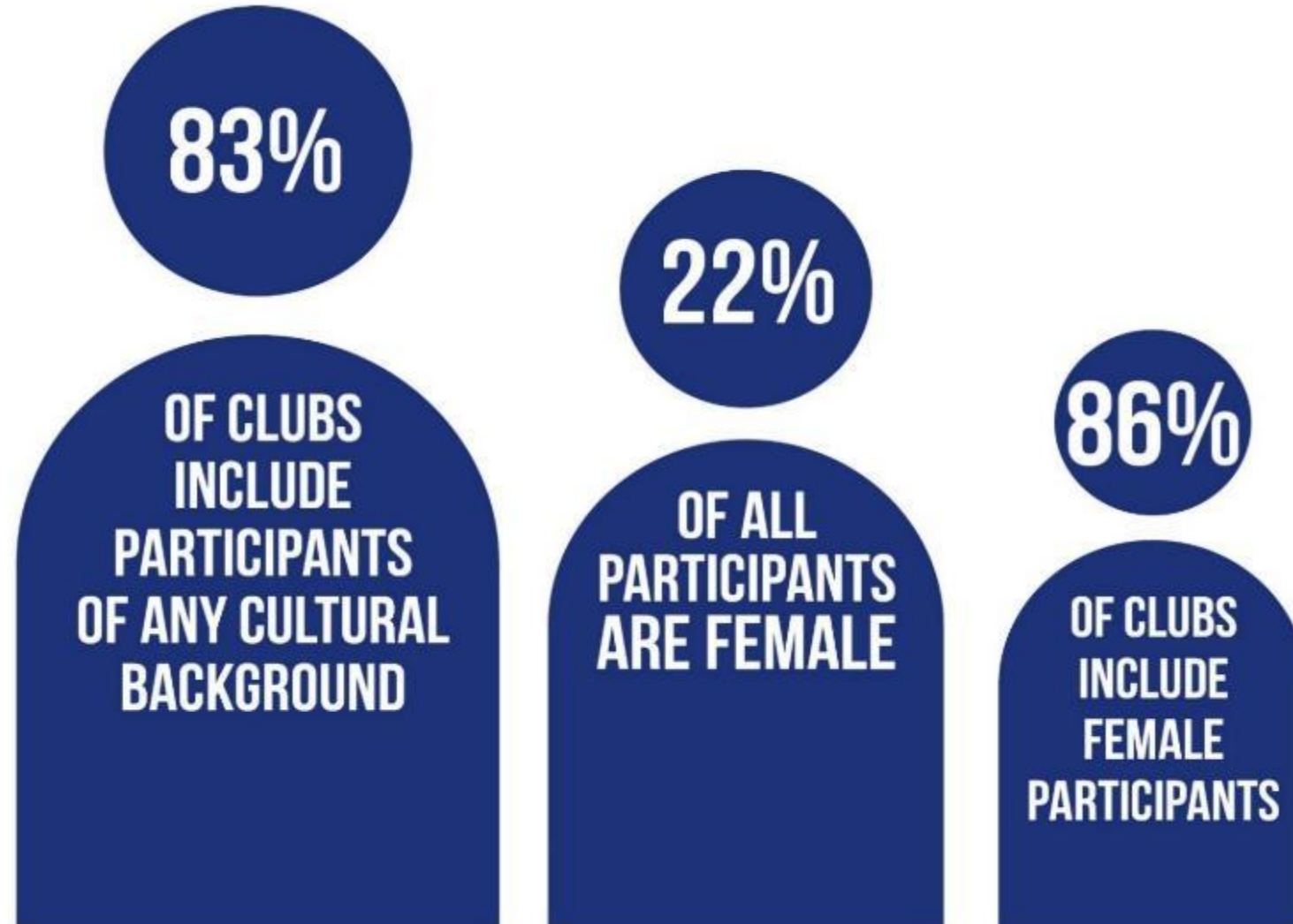
**\$62.5 MILLION**  
**LIFETIME HEALTH**  
**CONTRIBUTION**

**\$2.5M**  
**PER YEAR**  
**PREVENTING**  
**PHYSICAL DISEASE**

**25%**  
**REDUCTION IN**  
**ANXIETY &**  
**DEPRESSION**



# Football – social benefits to NSW



# Challenges facing football

- Increasing participation rates, are in many cases stretching facilities well beyond their capacity;
- Significant increase in the number of female participants;
- Increasingly, community facilities are not meeting stakeholders' expectations – poor drainage, unsafe lighting, unacceptable amenities and poor playing surfaces;
- Ever increasing demand to play football year-round – Summer 6's, Football 7's, Special Tournaments and pre season "friendlies";
- Focus on multi-purpose facilities;
- Applying for grants is time consuming for volunteers who are already stretched;
- Increase in population, particularly in Greater Sydney and Regional Centres;
- Football's current funding model and resulting constraints;
- Other sports are providing their affiliates with access to invaluable match funding; and
- Lack of influence and alignment – project prioritisation

# What's Football doing to address the challenges?

- Establishment of the NSW Facilities and Government Relations Unit



Our aim is to:

- Assist our associations, zones and clubs to enhance their facilities and access funding to provide the best possible football experience.
- Build stronger relationships with LGA's, State and Federal MP's and relevant Government Agencies.

# Football's response to the identified challenges



The screenshot shows the homepage of the Football Facilities website. At the top, there are logos for Football NSW and Northern NSW Football. Below these are navigation links: HOME, FOOTBALL FACILITIES REQUIRE, FACILITY GUIDES, NEWS, SPONSORS & PARTNERS, RESOURCES, and CONTACT US. The main heading is 'FOOTBALL FACILITIES', followed by a grid of eight categories: THE NEW DEVELOPMENT, TRAINING & REHABILITATION, FIELD MAINTENANCE & EQUIPMENT, FOOTBALL LIGHTING, FOOTBALL QUALITY STANDARDS, FOOTBALL STABILISATION, FOOTBALL FACILITY MANAGEMENT, and FOOTBALL FACILITY. Below the grid are logos for various partners: Capital Football, Football NSW, Football NSW, Football NSW, Football NSW, Football NSW, Football NSW, and Football NSW. The main text area contains the following content:

Football is the biggest participant sport in Australia, with more registered players than all the other football codes combined, and one of the few organised sports which continues to grow. It can be played by anyone from under 5 to 75 and embraces multi-culturalism like no other sport.

Football is NSW's richest by beyond the elite level as the sport has significant health, economic and social benefits for the entire community.

Football NSW plays a key role in Football Federation Australia's plan to be the number one national sport in 20 years by maintaining a safe and secure environment for all who want to play football and nurturing the prospects of the sport in partnership with other stakeholders and clubs, all levels of government and other stakeholders.

It is football, NSW's responsibility to provide adequate spaces to play and meet the ongoing challenges of ensuring there are sufficient facilities to meet growing demand. That requires a robust strategy of maintaining quality playing fields, developing new playing facilities, managing existing infrastructure and establishing new facilities such as change rooms and clubhouses for all footballers, particularly females who now make up a quarter of all players.

With that in mind Football NSW has produced a number of Football Guides, building on our strategy to deliver sustainable and vibrant football facilities into the future.

It's another valuable resource that will continue to strengthen partnerships and shape our approach to developing football infrastructure and the services it provides.

We look forward to your continued support of our vision. Together we can grow the game and enhance the total football experience.

LATEST NEWS

Below the news section, there are four small images: a group of people, a person playing football, a football field, and a football field.



# Football's response to the identified challenges



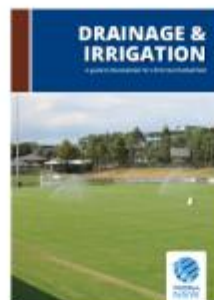
## Football Facility Guides

Football NSW's framework clearly identifies two key foundations of football success; facilities and facilities management.

Football NSW provides a facilities development and management framework for football in NSW and these guides outline Football NSW's community football vision and approach to nurturing and advancing the prospects of football and its facilities in partnership with member associations, clubs, government and other stakeholders.

Quality venues are vital to the continued growth of the sport. Importantly, these venues need to be properly managed, and the key to this is through strong participation and judicious usage.

Great quality venues need continual planning and investment. Football NSW provides a vision and directive for government to invest in and for football venues to follow. The best performing football venues have a community focus with professional delivery of programs and services and Football NSW will continue to invest in these places to play, providing financial advice and management assistance.



OCTOBER 2015



## MEETING THE FUTURE NEEDS OF FOOTBALL IN NSW: A PARTNERSHIP APPROACH

A REPORT TO THE NSW GOVERNMENT OUTLINING A  
FACILITIES INFRASTRUCTURE SOLUTION FOR FOOTBALL



## NNSWF Facilities Fund

- Approved by Board of Directors on Wednesday 22 November following 12 months of consultation with Member Zones;
- Will replace the NSW Asian Cup Legacy Fund when the fund is depleted in 2018;
- Aims to generate approximately \$400,000 per annum;
- Will be funded through:
  - A levy on players (\$225k in 2018);
  - \$100k from NNSWF Operations (FFA Community Services Fund); and
  - A contribution from a commercial partner
- Will be based on the criteria and guidelines, which underpin the NSW Asian Cup Legacy Fund;
- Will ensure that clubs retain access to invaluable match funding; and
- Underpinned by a comprehensive audit of every football facility in 2018 (further information provided)



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**NORTHERN NSW**  
**FOOTBALL**



**FOOTBALL**  
**NSW**

[footballfacilities.com.au](http://footballfacilities.com.au)