



FFSA

STRATEGIC PLAN 2015 - 2017



About Football Federation SA?

Football Federation SA (FFSA) is the governing body of football in South Australia and a member of the national association, Football Federation of Australia.

FFSA is a competition administrator for all levels of the game including semi-professional and amateur men, women and junior competitions. In addition, FFSA provides administration support to all affiliated associations, who are responsible for conducting competitions for amateur men, women and juniors across South Australia.

Football Development is a key function of FFSA. Integral to football development is FFSA's commitment to service both community and elite player pathways through the implementation of participation strategies and talented player pathway programs.

In addition to player development, FFSA provides education and accreditation programs for the development of coaches and match officials. FFSA is dedicated to providing a holistic approach to the development of participants.

South Australia has a diverse multicultural population and FFSA is committed to creating opportunities for everyone to have access to football. The expansion of the game in regional areas of the state is a key pillar of FFSA's Strategic Plan.

Providing the best available facilities for the code is a priority of FFSA and the development of the Football Facility Strategic Plan aims to guide future investment by Federal, State and Local Governments to ensure that existing and future markets for football can be catered for.



Vision

To be the number 1 participant sport in South Australia.

Our Purpose

To be a leading state sporting organisation in South Australia while continuing to be inclusive, accessible and multicultural.

Our Values

Reliability
Excellence
Service
Pride
Education
Consistency
Transparency

Our Strategic Plan in context

The 2015-17 Football Federation SA Strategic Plan has been developed by the FFSA Board of Directors and executive team.

The plan considers the aims and needs of a wide range of stakeholders, including players, club delegates, coaches, referees, volunteers, key industry bodies and FFSA staff.

The plan provides direction for the development and implementation of Football's priorities and aligns with the Football Federation Australia Strategic Plan.





Key Focus Areas

- **Football Development**
- **Operations**
- **Facilities**
- **Regional Development**
- **Stakeholder Relations & Engagement**

Football Development

Goals

- Continue to be inclusive, accessible and multicultural
- Complete unification of the code in South Australia
- Facilitate the state wide growth of Futsal
- Facilitate the establishment and growth of regional associations targeting female participation
- Provide the best environment on and off the pitch for talented player pathway programs (male and female)
- Improve development opportunities for coaches and referees
- Increase the number of Match Officials officiating within FFSA Competitions
- To be a leader in the delivery of Community Football Programs

Key Initiatives

- Establish a Strategic Plan for Futsal in South Australia
- Expand on the Regional Round concept through the establishment of further links with Regional Councils and Associations
- Continue to recruit the best available coaches and provide the best possible environment for players to develop
- Increase the number of instructors in South Australia able to lead the delivery of Elite and Community Coaching Courses
- Pilot a National Referee Recruitment Campaign in South Australia with a goal of increasing Match Officials to 500 in 3 years
- Facilitate participation opportunities for school aged children, multicultural groups, regional areas and physically impaired
- Continue to offer and support participation opportunities for Multicultural groups within the Community

Operations

Goals

- Achieve complete unification of the code in South Australia
- Foster strong relations with the media leading to greater promotion of Football
- Review and improve administration and communication systems, policies and procedures to support industry best practice delivery
- Review current competition structures to provide for competitive and sustainable competition structures for Men, Women, Girls and boys
- To conduct high standard Football events

Key Initiatives

- Continually invest in software that supports the efficiency of operations
- Review the National Premier League License and deliver a complete structure that supports club development and aligns club operations
- Invest in Club Development
- Establish a Volunteer Recognition Program that supports Club and Association Volunteer development, recruitment and retention

Facilities

Goals

- Develop a central Home of Football
- Secure funding for the upgrade of Local Club and Association facilities
- Provide access to Football Federation SA Facilities for local clubs and associations

Key Initiatives

- Establish and maintain partnerships with Federal, State and Local Governments to identify opportunities for greenfield site development and upgrade opportunities for local clubs/associations
- Implement key recommendations from the Football Facilities Strategic Plan
- Continually improve venue management practices that improves efficiency in operations
- Establish a suite of facility plans and design options for State and Local Government
- Identify joint funding opportunities for facility development



Regional Development

Goals

- Grow the number of Regional Associations
- Grow participation in senior and youth competitions in Regional South Australia
- Expand the number of regional coaches who have Coach Accreditation Certificates
- Expand the Regional Round
- Manage the Recruitment, Retention and Development of Regional Referees

Key Initiatives

- Employ a State Coach Education Manager
- Provide regional competition management support to assist in fostering participation growth in senior and junior competitions regionally by employing a Regional Development Manager who is supported by a Regional Participation Development Officer
- Support and promote Futsal in Regional South Australia and achieve participation growth
- Continue to foster close relations with Regional Councils in order to expand the Regional Round of the National Premier League



Stakeholder Relations and Development

Goals

- Unite Football in the State
- Establish and maintain strong partnerships with key industry bodies
- Increase the profile of the Football in South Australia
- Establish, foster and maintain strong relations and partnerships with Clubs and Associations

Key Initiatives

- Establish northern and southern Youth Development Programs accessible to non affiliated associations
- Establish northern and southern Coach Mentoring Programs leading to increased number of accredited coaches
- Facilitate increased networking opportunities for media, sponsors, club delegates and key industry leaders and share FFSA initiatives
- Hold a minimum of 6 Club representative meetings for FFSA Competitions annually
- Continue to communicate in a transparent and open manner
- Hold an annual Regional Association's meeting
- Hold an annual Metropolitan Association's meeting





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FOOTBALL FEDERATION SA

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