



FOOTBALL FEDERATION
TASMANIA

Strategic Plan 2009 – 2013

FOREWORD

Football has never been more popular in Australia than it is today. Rising junior numbers, wider participation amongst women, and the growth of futsal has increased the profile of football nationally and here in Tasmania.

Participation in football within the state has increased considerably. This includes participants, young and old, competing in local competitions and those developing their elite potential through the Tasmanian Institute of Sport. I congratulate Football Federation Tasmania for their important role in ensuring all Tasmanians have the opportunity to participate in football at all levels.

This strategic plan provides unified direction for the growth of football across the state.

I congratulate everyone involved in the development of this plan and I look forward to seeing football continue to prosper across Tasmania.

A handwritten signature in black ink, reading "Michelle O'Byrne". The signature is fluid and cursive, with a long, sweeping tail on the letter 'y'.

Michelle O'Byrne M P

Minister for Sport and Recreation

VISION

To develop and maintain a vibrant football culture in Tasmania and to position the World Game as a major sport for the community.

“Our Vision is our desire for the future – together we can make it happen”

MISSION

To provide facilities, competitions, coaching and development pathways that meet the needs and expectations of our stakeholders, and offers participation opportunities for all, while being affordable and employing best practice in sports administration in Tasmania.

“The Mission is the purpose of Football Federation Tasmania – the reason for our existence!”

OUR VALUES

At Football Federation Tasmania we will:

- Maintain a stakeholder focus
- Work cohesively with stakeholders to achieve our objectives
- Act with honesty and integrity
- Be transparent, accountable and responsible for our actions
- Promote a safe and healthy sporting environment
- Build strong networks in the community
- Develop opportunities for people of all ages, gender and background
- Provide pathways for all who want to participate in the World Game

“Our Values are based on our shared beliefs – they guide our behaviour”

GOALS

- Goal 1** **To ensure that football remains vibrant and viable at a club and association level in Tasmania.**
- Goal 2** **To further develop and maintain a state sport structure demonstrating leadership and clear direction.**
- Goal 3** **To increase the Tasmanian profile and representation at a National level.**

OBJECTIVES AND TARGETS

The development of objectives and targets has been undertaken with a focus on developing the Football “brand” as a major sport in Tasmania.

We aim to ensure that the game is properly resourced at all levels, that the technical standards of players, referees and coaches is improved and our competition structure caters for players of all standards.

We believe that appropriate policy and procedures, effective communication that keep all stakeholders educated, informed and aware of our activities, and stronger links between Football Federation Tasmania and Football Federation Australia, the A-League and State Federations are essential elements of our Strategy.

GOAL 1	OBJECTIVES	TARGETS
<p>To ensure that football remains vibrant and viable at a club and association level in Tasmania</p>	<p>Infrastructure and Funding Ensure football infrastructure meets the future needs of a growing game</p>	<ul style="list-style-type: none"> • Increase in the number of football game venues across the state • Increase the level of sponsorship by 10% per annum • Service Level Agreement with FFA developed by 2009
	<p>Participation Manage a sustainable increase in participation across age groups and genders</p>	<ul style="list-style-type: none"> • Steady increase in the number of participants playing football • Increase in the number of club participants in all regions attending accreditation courses in coaching, refereeing and sports trainers
	<p>Promotion Raise the profile of football in Tasmania</p>	<ul style="list-style-type: none"> • Increase media coverage of football in Tasmania • Increase in crowd attendance figures • Increase in number of National Youth games in Tasmania • Increase in A-League matches in Tasmania, and hosting matches in Hobart
	<p>Development Program Improve the standard of the game at club level, providing a competition level for all participants.</p>	<ul style="list-style-type: none"> • Increase in the number of accredited referees officiating on match days • Increase in the statewide participation rates in Futsal • Expanded presence of FFT in regional areas of Tasmania
	<p>Communication Effective communication within the football community in Tasmania.</p>	<ul style="list-style-type: none"> • High level of customer satisfaction (>70%) determined through surveys • Production of monthly newsletter

KEY ACTIONS RELATING TO GOAL 1

- Lobby State Government for ongoing funding
- Develop profit driven programs and services
- Develop venue “hubs” in each region with year round access and artificial turf pitch
- Work with members and local and state government to develop year round football facilities in each region of Tasmania
- Establish a club structure that encourages continued participation at all ages
- Support FFA community football programs
- Promote participation in areas of Tasmania not currently playing organised football
- Develop media and marketing plans to promote the football “brand” to the general public.
- Improved use of information technology to promote club and FFT achievements.
- Provide coach education and sports trainers courses for club participants.
- Provide financial and administration courses for Clubs.
- Establish alternate football formats (eg Futsal, beach football) in all regions of the state
- Support FFA plans for the introduction of a national IT platform to reduce workload on club administrators and improve communication with members
- Maintain avenues for regular dialogue between clubs and FFT Board
- Conduct annual customer satisfaction surveys

Goal 2 –

GOAL 2	OBJECTIVES	TARGETS
<p>To further develop and maintain a state sport structure demonstrating leadership and clear direction</p>	<p>Administration Provide effective and efficient sports administration.</p>	<ul style="list-style-type: none"> • High level of customer satisfaction (>70%) determined through surveys • Expanded presence of FFT in regional areas of Tasmania • Implementation of the national IT platform across Tasmania
	<p>Competition Structure Provide a competition structure for Tasmanian football that caters for players from community level to State League.</p> <p>Development Programs Provide programs in all regions of Tasmania to develop players, referees and coaches.</p>	<ul style="list-style-type: none"> • Establishment of a sustainable State League competition. • Adoption of standardised structures in junior football competitions around the state • Increase in the number of accredited course presenters • Adoption of uniform competition structures across Tasmania • Successful phasing in of small sided games across the State
	<p>Promotion Develop a program that raises the profile of the Tasmanian football “brand” with the public, business and government.</p>	<ul style="list-style-type: none"> • Increase in participation rates across Tasmania above 2009 benchmarks • Increased media coverage of football in Tasmania against 2009 benchmarks • Increase demand for football in Tasmania as evidenced by an increase in crowd attendance figures • Increase in sponsorship of FFT leagues and programs • Developing facilities capable of hosting the National Youth Championships in Tasmania

KEY ACTIONS RELATING TO GOAL 2

- Promote Board approved values, policies and procedures across the organisation
- Supporting FFT plans for the introduction of a national IT platform to reduce workload of administrators at club level
- Standardise structures in junior football across Tasmania
- Develop a business case for the integration of junior associations into FFT administered competitions
- Encourage partnership and amalgamations between junior and senior clubs
- Provide consistent player development programs in each region of the state
- Promote football activities outside the traditional winter season – e.g. summer football, beach football, six-a-side competitions
- Provide increased assistance to junior association participation and representative programs
- Develop a marketing campaign to raise the profile of football in Tasmania at state level
- Use FFA hosted international tournaments (Asian Cup, Club World Cup, World Cup) to lobby state government for improved football facilities to host games and training camps in the lead up to tournaments.
- Benchmarking attendance, sponsorship and media coverage for 2009
- Encourage retired players to stay involved in the game as a referee, coach or trainer

GOAL 3	MEASURES	TARGETS
<p>To increase the Tasmanian profile and representation at a National level</p>	<p>Development Programs Provide development programs that produce players, referees and coaches capable of selection in national programs.</p>	<ul style="list-style-type: none"> • Tasmanian representation in national leagues and competitions • Improving the results of representative teams at national events
	<p>Football Federation Australia Develop links with FFA that provide positive support for football in Tasmania.</p>	<ul style="list-style-type: none"> • Hosting a national tournament in Tasmania • Full alignment of FFT policy with FFA policy • Negotiation of National sponsorship packages available to state federations • Financial support from FFA for the implementation of national technical direction standard
	<p>Competition To facilitate Tasmanian participation in national competitions at all levels.</p>	<ul style="list-style-type: none"> * Provide opportunities for Tasmania to compete in national competitions. * Support viable bids by Tasmanian groups to apply for an A-League franchise.

KEY ACTIONS RELATING TO GOAL 3	
	<ul style="list-style-type: none"> • Lobby FFA to play high profile matches in Tasmania • Increased exposure of Tasmanian coaches and referees to elite training opportunities • Support programs aimed at developing players and referees to participate at a national level • Promote visits to Tasmania by interstate teams to compete in tournaments and one-off games • Develop facilities suitable for hosting international matches • Provide a pathway for players to be identified by A-League clubs • Provide Tasmanian perspectives to FFA on all issues in which the national body requests feedback from member federations. • Support viable bids by Tasmanian groups to apply for an A-League franchise