

GAME DEVELOPMENT NEWSLETTER



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100,000 women and girls can't be wrong!

Editorial by Matt Bulkeley, Head of Game Development

Season 2010 has seen participation figures for females reach 100,000 for the first time. This is a tremendous milestone for football in Australia after almost a decade of exponential growth in the number of women and girls playing the game. At the same time, our national women's team, the Westfield Matildas, have done us proud by winning the AFC Women's Championships in China – the first time that any Australian team has won an AFC event. This fantastic result means that the Westfield Matildas qualify for the FIFA Women's World Cup 2011 to be held in Germany.

There is no doubt that the establishment of the Westfield W-League, which is about to move into

its third season, was a contributing factor to the achievements of the Westfield Matildas earlier this year. With all teams, with the exception of Canberra United, aligned to Hyundai A-League clubs, the profile of the game, and the opportunities for talented female players, continues to grow. Football now offers a seamless pathway for talented players, whereby if players are good enough, they can compete at the highest level, both within Australia and for Australia, at youth and senior team level.

Football is a sport that holds great appeal for girls and women. It is a game that can be enjoyed by females of any ability and with the advent of Optus Small-Sided Football and Cottee's School 5-a-

side in particular, younger girls can sample and regularly participate in football in a non-competitive, friendly environment and most importantly they can do so with their friends.

Whilst it has been a significant strength of football in recent years, football for women and girls remains a unique opportunity to ensure continued growth. The challenge that we now face as a football community is to promote and provide access and opportunities for females to participate in the game in other ways. This includes in particular the areas of coaching and refereeing, which have a disproportionately low representation of women and girls when compared to males, and

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especially when taking into consideration the growth in female participation.

FFA now has a Womens Football Strategic Plan, which, amongst other things, aims to address some of these gaps through the provision of more female coach and referee courses, the identification and development of female instructors in these disciplines together with an overarching raising of the profile of the opportunities that already exist for women and girls.

With the support of our Member Federations as well as all levels of the football community, a valuable approach will also be to provide more girls only teams and competitions to ensure that girls are able to play football in an environment that they are most comfortable with.

Whilst there is always more to strive for across the area of Game Development, one thing is certain, the future of womens football in Australia is extremely bright.



Castlemaine Strikes Gold with Grassroots Football Facilities Fund

By Matt Sheppard, Game Development Project Officer

More than 90 clubs have been awarded funding through FFA's Grassroots Football Facilities Fund (GFFF). One of those clubs is from a small regional area of Central Victoria where the benefits of the GFFF are making their mark.

Castlemaine Goldfields Football Club (CGFC) are currently undertaking a major building refurbishment and extension thanks to money from both Federal and State Governments, the local Mt Alexander Shire Council, GFFF and club contributions. The project, valued at over \$300,000, was made possible by the clubs strong growth, increased female participation over the past few years and strong links and support within the local community.

With over 250 players, CGFC was established in 1973 and is the only football club in the Mt Alexander Shire. The club runs Optus Small Sided Football and has mixed junior teams of all ages as well as senior male and female teams.

Robyn Lewis has been the club President for the past 5 years and says 'We have been using the 50 year old changing rooms for the last decade and the current works will provide everything the club will need for the future. The project will provide male and female home and visitors changing rooms, referee facilities, offices, canteen, equipment storage and clubroom. This will all make an enormous difference to how the club can function,' she said.



'Prior to commencing building, everything was in our changing rooms; the office, trophy cabinets, training equipment, etc. It was all dirty and cluttered together and did not provide a workable environment.'

Robyn continued, 'The old changing rooms have been gutted and fitted out with all new wet areas and divided into 4 separate change rooms suitable for male and female teams. The new 12m x 6m extension at the front will now house the clubroom and offices and provide equipment storage at ground level which will also save our members from carrying everything down the steps and is a much better outcome from the health and safety angle as well.'

'To get the project going, our club committed 10% of the project cost and the GFFF grant provided a significant contribution to help us meet this target' Robyn said. The remainder of the funding came from a variety of sources and the club has


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been well supported from within the local community. 'The community is 100% behind the club and we have received financial support from the Rotary Club and the Lions Club and as a football club we have been able to raise \$13,000 to contribute to the project'.

The final plans differ from the original plan set out over two years ago as Robyn explained. 'The original project was to renew wet areas so the first grant was a smaller one. As the wider scope became more evident, we all worked together to obtain the funding from various areas to ensure that the entire project could be completed in one stage. It meant we have spent a couple of years consolidating all the funds but the patience has been worth it to achieve such a fantastic end result.'

'This building will not only provide a much improved facility for the local club but will also be available for community use which also increases its value to the shire.'

This is just one example of how GFFF can assist local clubs in improving their facilities. For more information visit www.myfootballclub.com.au and encourage your club to submit an application for the third round of funding for which the application window closes in late September 2010.



MyFootballClub - Online Registration 'Supporting Grassroots Clubs'

By Emma Highwood, National Club Development Manager

The MyFootballClub Online Registration and Club Administration system was used by six of our nine Member Federations in 2010. The system provides free online tools to every Club, Association, Zone and Member Federation in Australia, offering the ability for players to self register and for clubs to register players in the system.

Rewarding Clubs

As a reward for promoting self registration in 2010 clubs were invited to enter a fantastic promotion for Socceroos tickets and Club laptops. Weston Creek FC from Capital Football won the trip to Melbourne to watch the Qantas Socceroos official 2010 FIFA World Cup Farewell Match on the 24th of May at the MCG.

Increase in Player Self Registration

Capital Football have certainly set the bar high for other Member Federations to follow in 2010, with 50% of their players self registering online. This is a fantastic achievement for the Clubs in Capital Football in only their second year of using the system.

Karen Hocking rolls out Player Registration in Country Victoria

Karen Hocking, the registrar from Shepparton Junior Soccer Association in Victoria, successfully rolled out Player Self Registration in 2010 to her school based competition. This is the biggest stand alone Association in Victoria, with 1,200 players, and a diverse player base which includes a high number of new arrival participants and women. By planning ahead and providing players and parents with guidance information in advance, Karen was able to successfully motivate her players to register online. This was not without challenges for Karen, but the step towards self registration in 2010 will enable the Association to move towards decreased workload for Karen, and the Association going forward.

There were many Club Registrars like Karen across Australia, who worked hard to transition to the MyFootballClub online registration system. FFA would like to thank all Club registrars for their continuing support of MyFootballClub and ongoing feedback.

FFA is using the feedback provided from Clubs, Players and is now in the process of enhancing the system in preparation for the 2011 season. Over the next two seasons, FFA will continue to work with Member Federations to roll out the MyFootballClub registration system.

For further information please visit www.myfootballclub.com.au or email myfootballclub@footballaustralia.com.au

FFA launches the National Club Finder on www.myfootballclub.com.au

FFA would like to urge clubs to check out the Club Finder on the MyFootballClub website and let us know if your club is missing or if the details included are not correct by emailing the MyFootballClub team at myfootballclub@footballaustralia.com.au



Raiders Football Club

'Leading force behind Optus Small Sided Football'

By Vito Basile, Regional Participation Manager - SA

Stretching from the west to the east coast of Australia, the consistent implementation of Optus Small Sided Football has become the present and future of grassroots development. The process of molding next generation Socceroos and Matildas has commenced, with clubs – including Raiders FC, adapting to the modified formats.

Anton Jukic was the catalyst behind the inclusion of Optus Small Sided Football within the Raiders club structure. Anton recalls, in his inaugural year coaching within the small sided format, in addition to trainings, his teams participated in 200 hours of game time. "Our initial games I think the players were actually shocked they were receiving the ball more often than they expected. The regular exposure to the ball was an aspect of OSSF which I believe cannot be replaced any other way".

Anton was previously the clubs under 6, 7 and 8's coach, but now, is currently dedicating his time with the under 9's. As the FFA National Curriculum suggests, under 9's play a 1-3-3 formation, with the experience behind him, Anton mentions "I have found the 7 v 7 format easy to manage as I have less players and positions to coach compared to 11 v 11. This age group provides me with valuable coaching time which I can focus on the individual players development. I can see the future with all OSSF players eventually progressing to 11 v 11, however, they will become better and ready for it through the modified system and formats .

Currently, Adelaide based Raiders FC caters for almost 200 junior players and are a leading force behind Optus Small

Sided Football, with the entire Raiders community supporting the FFA concept and recommendations. Junior Chairperson John Stevanja comments: "We do it well (OSSF) because we have coaches who are keen to learn and are passionate about actually teaching the kids how to play. The result is ALWAYS secondary to the way we play the game".

The club provides the football family with some of the states leading facilities including: four full sized pitches – two of which are divided and dedicated for OSSF and clubrooms catering for up to 400 people. In the future, the club is set to expand further with the introduction of artificial mini pitches and beach soccer facilities. Richie Alagich, former Hyundai A-League player, now Raiders FC Optus Small Sided Football coach/parent stated "its very rewarding to be part of a club that embraces and enhances the philosophies of small sided football to young players new to the game".

Raiders FC demonstrate a true commitment to the philosophy of Optus Small Sided Football. Branko Suica, current Raiders FC under 6/7 coach explains, "...our focus is totally on development. We are a club that tries to involve and educate the parents to be positive and active in their childs participation of the game. As a coach, I think small sided games are ideal for the early development of kids in football. At Raiders, we continually mix the teams to give every player an opportunity to play with each other no matter the skill level. All the parents have commented on how well the kids have progressed which is a credit to our junior system".

For further information on Optus Small Sided Football, please visit www.smallsidedfootball.com.au



Community Coach Education Network

*By Norm Boardman,
National Community Coach
Education Manager*

A vision of FFA and our Member Federations is to establish a better “network” for our community coaches by encouraging all clubs within Australia (if they do not currently have one) to appoint a club coaching coordinator to assist in the dissemination of information from the Association/Zone Director of Coaching down to the coaches within her/his club as well as providing feedback and suggestions from coaches working at the grassroots level.

Over the course of the next 2-3 years we would like to implement an effective model for Coach Education which requires:

- A National Coaching Network to be established - for improved communication
- A presenter and/or Assessor within each club (or small cluster of clubs) - to make courses easier to access, cheaper and alleviate travel issues.
- Re-accreditations to be carried out within your own club/locally – again making it easier to access.

In effect what we are going to establish is :

- More Presenters (Coach Educators)
- More courses being conducted through flexible and localised delivery
- Re-accreditation locally

Once we achieve these objectives we will be well on the way to establishing a first in world football Coach Education so we encourage all clubs to become more active in this area.

For more information on becoming a Coach Educator contact your Member Federation.



Cottee's Schools 5-a-side: 'The rise to popularity'

*By Vito Basile, Regional
Participation Manager - SA*

With names such as 'Blueberry Bandits', 'Apple Raspberry Aliens' and 'Pine Lime Pirates', it's no wonder the Cottee's Schools 5-a-side program has become extremely popular amongst the Australian community, more importantly, school students.

To paint a picture, the Cottee's Schools 5-a-side Gala Day becomes a sea of bright and wonderful colour, with all nominated school teams represented by the Cottee's cordial range of irresistible flavours. The day itself is jam packed with football fun, with all participants taking home a treasured Cottee's gift bag in recognition of their efforts and participation. The Cottee's Schools 5-a-side is designed to increase the awareness of football within the school community, with the possibility of students continuing their experience at club level. To boost the schools football activity, all teachers receive an easy to follow 'Teachers Resource Kit'. The kit assists teachers to implement their own intra school 5-a-side program and also details simplified small sided games which can be adopted in class exercise time.

In South Australia alone, the rise to popularity has witnessed the Cottee's Schools 5-a-side program increase participation by a massive 91%. Rosary School, located in the

suburb of Prospect, contributed significantly to the growth of the

program, with a whopping 120 students alone nominated to take part in the Adelaide West Cottee's day. Year 3/4 class teacher Bernadette Pergoleto reported, "the day was a true success and thoroughly enjoyed by all our Year 3 and 4 students, as well as our Year 6/7 Game Leaders. All students participated with great enthusiasm and excitement. The day was full of fun, was rewarding and more importantly, provided our students with a great soccer experience". To provide continuity for



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their students, Rosary School approached the FFSA to assist in the delivery of school clinics, which extended the opportunities for all students to be involved in football and assisted the school in developing awareness, appreciation and understanding of the world game.

Andrew Fewster, Assistant Principal - Millicent North Primary School in South Australia commented on his schools participation at a recent Cottee's Schools 5-a-side Gala Day. "I thought that the day was a wonderful success and a great way to inspire kids to give soccer a go. The simple rules made the games very easy and allowed them to flow well. The game leaders, after the first game or two, became quite confident and learnt some valuable leadership skills. I sincerely hope that Cottee's will continue to support the program in year's to come. As a school we will certainly be looking for the next opportunity for us to participate".

For more information on the Cottee's Schools 5-a-side program, please visit www.cottees.com.au/football/



Footballer Roxanne Dodd

Indigenous Football Success: *'From the outback to the big city'*

By Vito Basile, Regional Participation Manager - SA

Making the transition from outback South Australia to the bright lights of the big city was of no concern for Indigenous teenage football sensation Roxanne Dodd. At 15, the decision to make the move to further her football development was a simple one.

Roxanne, who is gifted with the ability to play the beautiful game, was living in Whyalla, four hours drive from Adelaide. Her football capabilities were first noticed by Whyalla Junior Soccer Association Coaching Coordinator – Andy Bateman, who recalls his first sighting of Roxanne - "I first saw Roxanne approximately 2 years ago playing for Knight's in the local league in Whyalla. I noticed that she had great enthusiasm and determination, even though she was only one of a couple of girls playing and thought that she must have played since she was young. On approaching the coach and her mum, I found out that she had only recently started playing which was a great shock due to her ability". Having coached Roxanne in local representative sides, Andy concludes by saying "not only is Roxanne a very talented footballer, she is an exceptional young person. If given the right coaching and support - she could one day represent her country. It was a great experience for myself to play a small part in Roxanne's footballing career – one I am sure will be a long and bright path".

All this talent came to be identified thanks to FFA's Indigenous Football Development Program, in which Roxanne made the trip to Townsville to take part in the inaugural Indigenous Football Festival. The long term goal of the program is to increase Indigenous participation at

both international and within domestic competitions. Former Matilda's representative - Tracey Jenkins, Roxanne's coach at the Indigenous Football Festival and also her current club coach at Adelaide University in the local women's league, speaks highly of the young Indigenous footballer. "Roxy is very dedicated; she is motivated and keen to improve. She responds well to instruction and always seeks feedback. Roxy is a real character at the club, she is well respected and highly thought of. She is a good role model and is very supportive of the other Indigenous girls at the club. Along side Roxanne at Adelaide University are Indigenous Football Festival team mates Dimi Jade Groth-Ross and Reanna Sumner.

Tracey continues: "Not only has the Indigenous Football Festival benefited her as a player, but the Adelaide University Soccer Club is fortunate to have Roxy as a crucial member of the team. We are very excited about her future. There are many pathways open for her and clearly, her participation in the FFSA Development Squad can only help to ensure she gives herself the best opportunity to reach her goals".

Roxanne's introduction into the FFSA Girls U15 State Development Squad is a tribute to the commitment she has shown to the game. As commented by State U15 Girls Coach – Jonathan Ruse "Roxanne did a great job in the U15 Girls State Development squad program this year. She brought a focused approach to training and her efforts were rewarded in terms of the amount of progress she made over the year. She has natural goal scoring ability and feel for the game and she worked hard to enhance and refine the concepts we trained throughout the program. The rapid progress she has made in such a short period of time is very pleasing".

The FFA wishes Roxanne much success in her quest to represent the Westfield Matildas in the future.

Bright Future for Female Officials

By Richard Beazley,
Game Development Coordinator

At last month's FIFA U-20 Women's World Cup in Germany two of Australia's top female match officials were appointed as Assistant Referees to quarter final (Sweden v Columbia) and semi final (Germany v Korea Republic) matches.

We spoke with ACT's Allyson Flynn and NSW's Sarah Ho and talked to them about their experience at the World Cup.

Q: When did you start refereeing and how did you get started?

Allyson: I started refereeing in 2000 in Albury. I was playing at the time and decided I wanted to try refereeing (I also needed some money). I started with juniors and continued to progress in both men's and women's football. I have been on the FIFA list since 2006

Sarah: I started refereeing in my local NSW district, Nepean District Soccer Referees Association in 2001. At the time I was playing and coaching local football and thought I'd try refereeing. My district branch convinced me to give up coaching and playing to focus only on refereeing for just one season in 2002. I loved it, stuck with it and in 2004 became a FIFA Assistant Referee.

Q: What advice would you give young female referees that aim to officiate at international level?

Allyson: It is vital to work hard and be honest about your own performance. Make sure you take every opportunity you are given, you never know who is watching and what might happen.

Sarah: Go for it! Refereeing definitely has its ups and downs, but don't give up - ever. Believe in yourself, be honest with yourself and work even harder! It's well worth it!

Q: How did you feel when you were told you had been appointed to officiate in the semi-final?

Allyson: It is always a good feeling when you hear you have been appointed to a match. I was particularly excited about this game (Germany v Korea Republic) as I knew there would be a large crowd and a great atmosphere.

Sarah: I felt very honoured to be appointed to the semi-final Germany v Korea Republic

Q: What was it like being involved in the Under 20 World Cup?

Allyson: It was a great experience. To be in a professional environment, focussing on football and improving my skills as an assistant referee. I was appointed to four games, at three different venues (Dresden, Bielefeld and Bochum) so I was busy between training (practical and theory), travel and games. I also

enjoyed some time away from football, relaxing with my refereeing friends from around the world.

Sarah: Refereeing at the FIFA U20 WWC was an amazing experience and it was an important tournament in the lead up to the 2011 Women's World Cup. It was exhilarating and challenging to referee teams from many different confederations with very different styles of football and it was great to work with my Australian friend and colleague, Allyson Flynn, as well as many other referees from around the world. Germany is a beautiful country and I am grateful that football has taken me to so many wonderful places. Refereeing is truly a wonderful, exciting and challenging way to be involved in football. Who knows where it will take you?!



If you want more information about becoming a referee go to www.footballaustralia.com.au or contact your local Member Federation.

Preventing the Big 4 Football Injuries

By Dr Jeff Steinweg, Head of Medical Services

We've all been injured playing football. Mostly it's fairly minor and doesn't seem to need much treatment, perhaps just keeping a leg up on a couch and applying ice a few times.

BUT sometimes the injury is much more of a nuisance and may even affect life outside football such as work or university. Injuries can also mean medical expenses and visits to a physio.

FIFA, the head organisation of football around the world, have targeted the BIG 4 football injuries. FIFA want to reduce the risk of these injuries occurring in the first place, not just treating them better after they do happen. Prevention is always better than cure!

Here are the big 4 football injuries:

- Groin injuries
- Hamstring tears
- Ankle sprains
- Anterior Cruciate Ligament Ruptures (knee)

Several football specific injury prevention programs (consisting of a series of exercises) have been devised and have now been proven to reduce the incidence of some injuries by as

much as 50%. That's the good news. The other news is that you have to devote some time and effort into doing the IPP = Injury Prevention Program - at least 2 – 3 times per week.

To get more people motivated to do an IPP, FIFA have combined the IPP exercises with a pre-training/pre-game warmup. It takes approximately 20 minutes to complete.

The IPP exercises consist of balance and positioning type exercises for ankle sprains and knee ligament ruptures as well as strengthening exercises for the hamstrings and groin.

Dynamic movements are also included as part of the warmup but NOT static stretching – repeat - NO static stretching. Static stretching is NOT done routinely as part of a warmup. In fact, static stretching may increase the possibility of injury if done before training and games. It can be done after training or games as part of post match recovery.

The FIFA program – the FIFA 11+ can be downloaded from the FIFA or FFA website www.footballaustralia.com.au



Get into a routine and do the FIFA11+ program as part of team training and before games. The Socceroos and Matildas do similar exercises as a warmup before training sessions. If they can do it so can you. If you want to keep yourself on the park it's best to avoid injuries. Do the FIFA11+ program and it's less likely you'll get injured.



Futsal on the Ball

Article provided by Ausrapid

Following a successful demonstration match at last years Futsal National Championships between two teams from New South Wales, Football Federation Australia (FFA) has expanded their Futsal National Championships to include a division for players with an intellectual disability. "In January 2010 NSW fielded two teams for a demonstration match, this year we are hoping for state teams from ACT, Victoria, Queensland as well as 4 teams from NSW" said NSW coordinator Greg Brown. "The competition is still in its infancy but with support and commitment from Football Australia, AUSRAPID and their respective Member

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Associations we are very confident of re establishing the event, which was very successful during the 1990s”

Futsal for players with an intellectual disability made its International debut at the 1992 Madrid Paralympics. Through the 90s it was also very successful at state and national level in Australia. Futsal, as a sport is well supported by INAS-FID and the European Regional Championships have been active during the past two years and was one of the sports contested at the last Global Games in 2009 in the Czech Republic.

With plans to extend the competition to include teams from South Australia, Tasmania, Northern Territory and

Western Australia in 2012, the future looks bright for Futsal. Ongoing development and with a successful National Championships in January, there is potential for players to experience International competition in 2011. International opportunities in 2011 include the European Championships and the Global Games to be held in Italy in September. Dates for the European Championships are yet to be confirmed.

The 32nd FFA Futsal National Championships will be held in Canberra from 10 to 14 January 2011, proudly hosted by Capital Football in conjunction with Football Federation Australia.

The FFA Futsal National Championships are by far the biggest National football tournament in Australia, attracting up to 2000 competitors from Australian States, Territories, and several Nations within the Oceania Region.

On behalf of Football Federation Australia, Capital Football warmly invites you to Canberra for the premiere event on the Australian Futsal calendar.

For more information on opportunities for athletes with an intellectual disability and eligibility please contact Greg Brown on 0407 949 793 or greg.brown@dadhc.nsw.gov.au or Robyn Smith at AUSRAPID on 03 5762 7494 or ausrapid@netcon.net.au

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