

**AUSTRALIAN  
SOCCER FEDERATION**

**DEVELOPMENT PROGRAMME**

**ANNUAL REPORT 1990-91**

I enclose herewith my annual report to the ASF Chief Executive Officer and Commissioners for the year November 1990 to November 1991.

The report will include major areas of work initiated via the (draft) development plan, resources developed, and recommendations. Other areas of work will be included in a general miscellaneous section.

I would like to thank both Alan Vessey and Ian Holmes for both the support given to Development Programs and allowing me the autonomy of management. Also Dave Hoskins has been of invaluable help in budgeting matters.

All resources to be reviewed have been sent to Commissioners at the appropriate time. The report will in general summarise programs.

# **A.S.F DEVELOPMENT PROGRAM**

**(Draft Plan: Still to be approved)**

# **A.S.F DEVELOPMENT PROGRAM**

## **BROAD AIMS**

1. To increase the participation base of Soccer at all levels.
2. To increase the quality and quantity of the beginner coach network.
3. To service the Soccer network with resources to improve the quality of coaching and administration.
4. To attempt to decrease the "Drop Out" rate of Soccer players at the youth age group.
5. To assist Q.N.S.L clubs to become leaders in the development of the game.
6. To encourage state soccer federations and state governments to employ State Development Officers, and to support these development officers.
7. To assist States in their Development plan process.

## **ENABLING PATHWAYS**

### **1. PARTICIPATION GROWTH**

#### **1.1 A.S.F. CENSUS**

It is essential that if we are to correctly monitor growth in the game of Soccer we must firstly have a reliable data base established on a national level.

**TIME FRAME**      1991   A.S.F. Junior Player Census.

1992   National Register of Level 0 Coaches.

#### **1.2 ROOBALL**

The conception, launch and marketing of the game of Rooball is the primary drive behind aim 1. By 1993 Rooball will be the uniform modified game played throughout Australia.

It serves two capacities. Firstly as a vehicle for the Educational Philosophies that the A.S.F. are attempting to promote. These being:

- \*      equal opportunity,
- \*      maximum participation,
- \*      skill development and fun.

These philosophies are what the A.S.F. believes are not only beneficial to the development of the child but will encourage and promote participation. The second capacity is as a marketing tool to attract both the young player and sponsors. The latter already having been successful with The Drugs Offensive agreeing to sponsor the project. This sponsorship will not only allow us to create funds to support the total development program, but will allow us to produce promotional material such as posters and stickers, aimed at the appropriate target market.

**TIME FRAME**      1991   Conception and Launch. (National and State)

1992   Education Year.

1993   Implementation as A.S.F. Policy.

1994   Review.

### **1.3 FUTURE DIRECTIONS**

#### **Masters Soccer**

As the population of Australia ages and the Federal Government encourages active participation. It is possible that Rooball may be slightly adapted to suit the "Masters" concept. The game suiting the older player with less space to run in and hence more skill based. An analysis would have to be taken on the viability of marketing such a concept.

**TIME FRAME** 1993 Initial Research and Planning.

#### **1.31 Female Soccer**

The A.S.F may well increase its participation base by establishing control over the females playing the game. Our administration at state and national level would enhance the possibilities of potential growth. The Federal Government are also encouraging an amalgamation process. There are not only social benefits to more females playing but it will open greater marketing and promotional avenues.

**TIME FRAME** 1991 Review Committee Established.

1992 Formal Amalgamation Process to begin.

#### **1.3.2 School Soccer**

The A.S.F is recognised by F.I.F.A. as the controlling body of soccer in Australia however, due to the autonomy and power of education authorities it is difficult for the A.S.F to mandate or influence how soccer is played in schools.

Relationships with the Australian Secondary Schools Soccer Association (A.S.S.S.A) and the Australian Schools Sports Council (A.S.S.C) are very good and there are no major problems in the school system.

It would be advisable to formally meet with the appropriate executives of the associations to seek out methods or improvement in school soccer in a unified method.

**TIME FRAME** 1991 Formal Meeting with A.S.S.S.A and A.S.S.C

## **2. COACHING NETWORK**

### **2.1 BEGINNER COACHING**

The beginner coach is a vital part of soccer. If the quality of a beginner coach is poor, then the young player may well turn to another sport. It is essential then that we support the beginner coach in every way possible. The two supporting mechanisms being education programs and resources.

The educational program for the beginner coach is the A.S.F Level O coaching course. The ultimate aim is that by 1995 every person who coaches a young soccer player has passed through a body of knowledge which includes child development and skill based learning.

The support resource for the beginner coach is a simple coaching book which contains the syllabus of the Level O Coaching Course and a battery of ideas for coaching.

It is hoped that the above two methods will both encourage beginner coach involvement and also lengthen the involvement in coaching.

**TIME FRAME**      1991    Level O Syllabus written.

Level O Instructors notes written.

Level O Coaching Certificates Designed and Produced.

Level O Coaching Book written

1992    Instructors Trained (Implemented by Coaching Department)

1993/94    Education and advertising programs in conjunction with ASC and ACC.

1995    Compulsory Accreditation implemented at Level O.

### 3. SERVICING OF NETWORKS

Soccer has an established network of coaches and administrators. It is the role of the Development Program to service this network with resources which are valuable and at low cost.

Profits from the production of these resources being divided between the states and the A.S.F, the A.S.F profits being re invested in future projects.

TIME FRAME	1991	Coaching Course Guide: written and distributed.
		Development programs and projects: written and distributed.
		Video concept developed with A.B.C
		Fitness program for youth players written.
	1992	Production of A.S.F video.
		Re print of A.S.F Goalkeeping manual (written).
		Fitness program distributed.
	1993	Review and analysis of sales and future needs.
	1994	Creation of further resources subject to review.

3.1 The Development Program to continue to contribute to government and private publications which indirectly service the established network.

### 4. DROP OUT REDUCTION

#### 4.1 C.A.P.S. SCHEME

Soccer is not alone in its concern about teenage drop out in sport. The problem is major and impossible for soccer to attack alone. (Primarily due to the paucity of information and soccer specific research).

To attempt to solve this problem soccer has aligned itself with the Australian Sports Commission (A.S.C) Challenge and Achievement Pathways in Sport Scheme (C.A.P.S).

TIME FRAME	1991	Launch, National and State
	1992	Implementation
	1993	Review



## **5. NATIONAL LEAGUE**

### **5.1 DEVELOPMENT OFFICER PROGRAM**

The restructuring and stabilisation of the Quid National Soccer League (Q.N.S.L.) has meant that each club must employ a Development Officer. It is essential that the A.S.F. not only assists the Development Officers but also ensures that they align themselves with National and State Programs already initiated.

<b>TIME FRAME</b>	<b>1991</b>	Development Officers in-service seminar. State network created Resources supplied
	<b>1992</b>	On going support and review.

## **6. GOVERNMENT ASSISTANCE**

Each state has a state director of coaching (S.D.O.C) who is at the moment implementing the development program. Whilst they are doing an excellent job it is also an extra load onto their work program.

The states, (Victoria and NSW) have Development Officers who work in tandem with the S.D.O.C and they implement development programs. It is essential that we assist State Soccer Federations to obtain funding to employ State development officers whose prime task is to implement A.S.F. Development Programs.

<b>TIME FRAME</b>	<b>1991</b>	Research employment of Victorian and N.S.W. S.D.O
	<b>1992</b>	Assist States to prepare funding proposals.

**AIM 1: TO INCREASE THE PARTICIPATION BASE OF SOCCER  
AT ALL LEVELS**

**1.1 ASF JUNIOR PLAYER CENSUS**

It is essential that to evaluate the success of our programs that we are in receipt of the true participation figures. Previous figures for participation have been gathered in an unreliable and ad hoc fashion.

An ASF census form with a covering letter was sent out under Alan Vessey's signature on July 3. (See Resources)

As per the report to the Commissioners (resource), I found it very difficult to obtain figures from South Australian and Victoria.

I enclose herewith a summary table of figures.



**AUSTRALIAN SOCCER FEDERATION**

**A.S.F. JUNIOR PLAYER CENSUS (MALES)**

**STATE:** \_\_\_\_\_ **COMPLETED BY:** \_\_\_\_\_ **POSITION:** \_\_\_\_\_

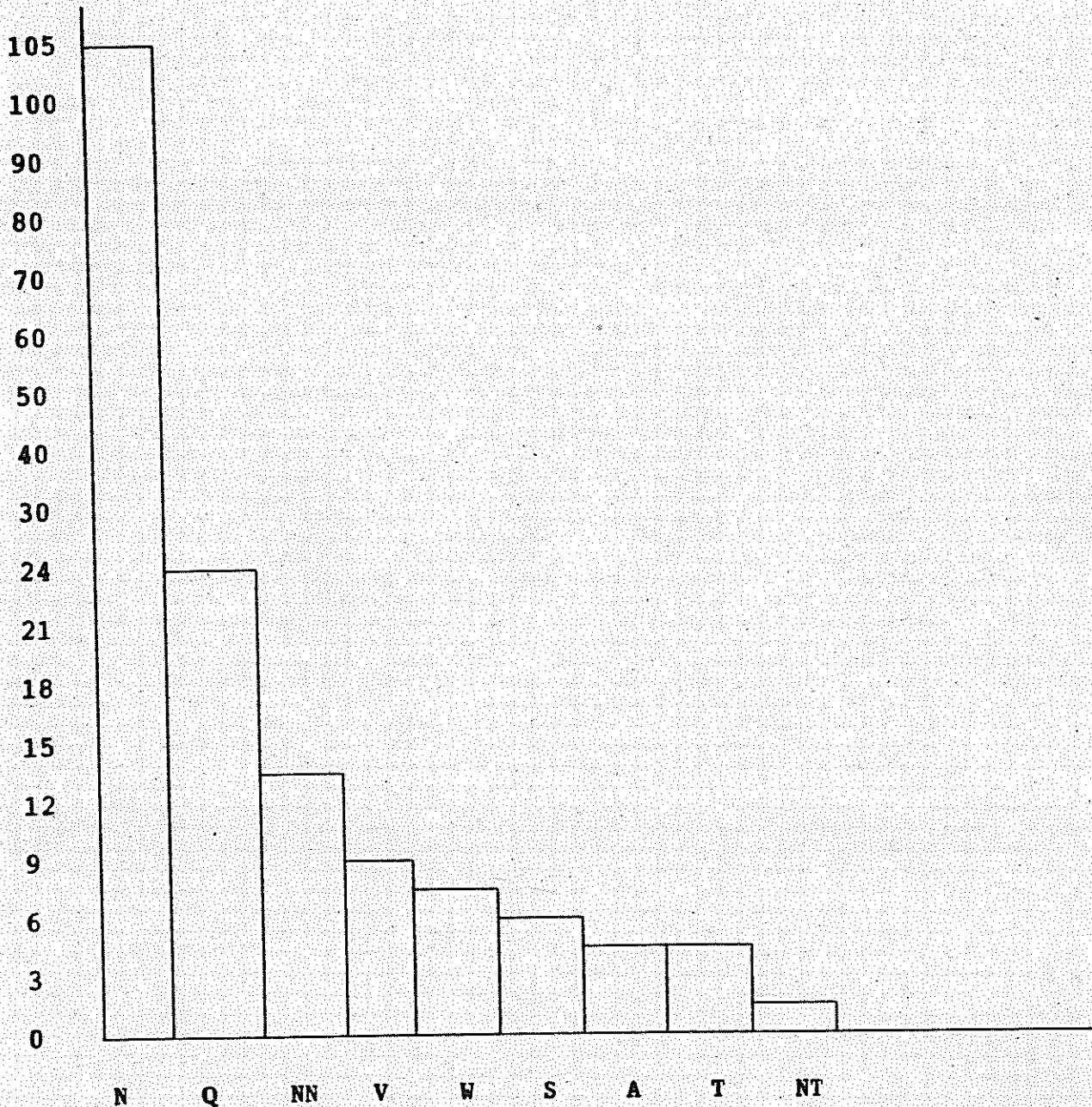
**DATE:** \_\_\_\_\_

STATE	6	7	8	9	10	11	12	13	14	15	16	TOTAL	TEAM	CLUB
N.S.W.		19765	10333	9436	8734	7846	5874	4624	3907	3073	1954	104352		
VIC		418	1052	1211	904	1271	1137	998	1102	726	938	8665	569	197
NNSW	2004	2204	1974	1611	1272	1127	928	748	585	609	570	13677		
TAS		468	507	926	573	573	432	408	454	351	277	4969	412	
S.A.	411	283	582	366	853	534	798	460	703	409	691	6090		
QLD.		4787	2872	3557	3109	2708	2240	1787	1054	973	736	23823	2080	
N.T.		234	130	174	117	185	74	36	135	-	75	1160	109	15
W.A.	472	609	816	842	820	776	730	663	-	409	165	6797	551	62
ACT.	260	990	880	840	720	480	460	240	136	140	60	5206		

**TOTAL:174739**

### GRAPH OF PARTICIPANTS BY STATES

**PARTICIPANTS  
IN THOUSANDS**



CODE:

N = NEW SOUTH WALES

Q = QUEENSLAND

NN = NORTHERN NEW SOUTH WALES

V = VICTORIA

W = WESTERN AUSTRALIA

SA = SOUTH AUSTRALIA

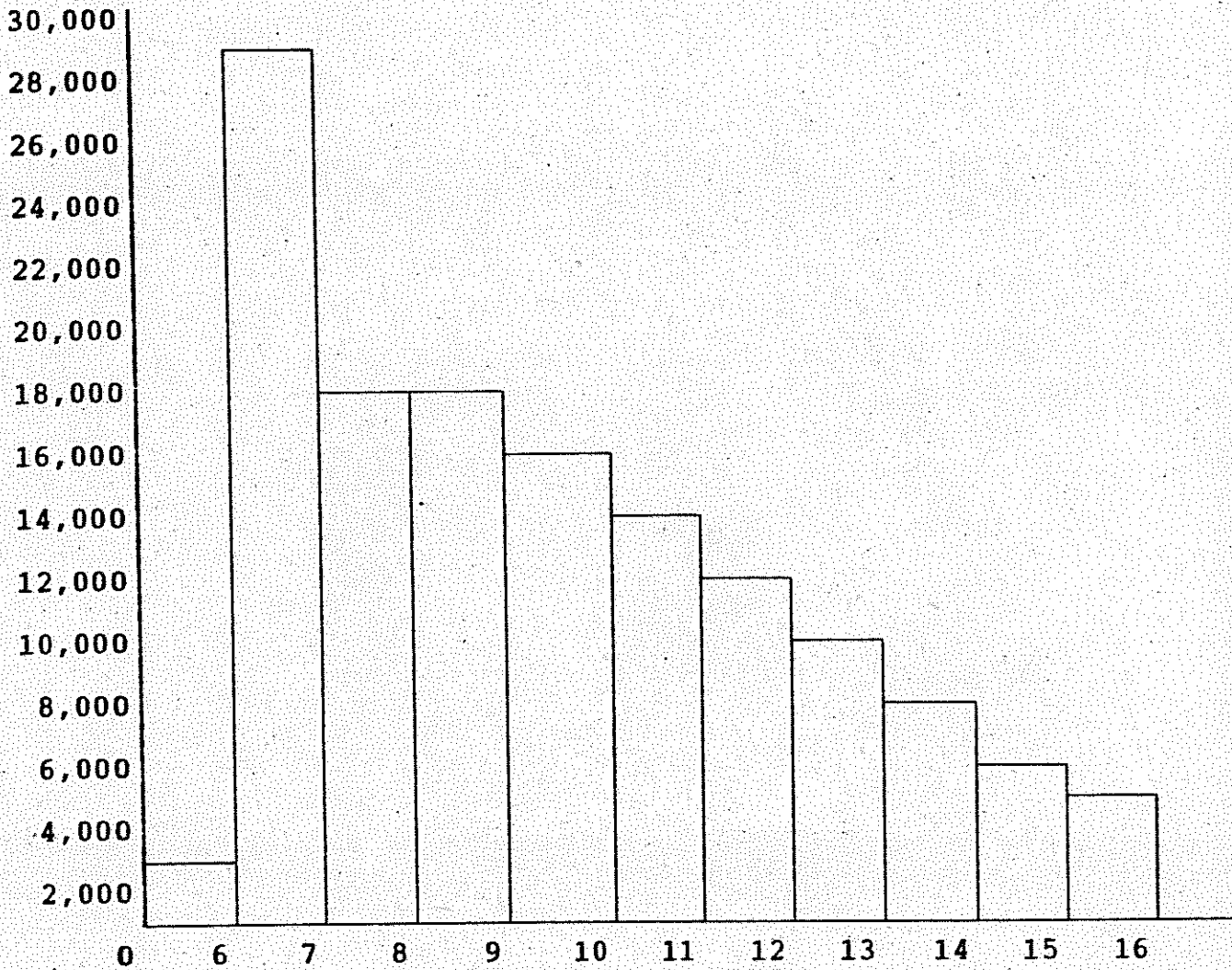
T = TASMANIA

NT = NORTHERN TERRITORY

A = ACT

**GRAPH OF PARTICIPANTS BY AGE GROUPING**

**NO OF  
PARTICIPANT**



**AGES OF PARTICIPANTS**

**NOTE: A NUMBER OF STATES GROUP 6 AND 7 YEAR OLDS TOGETHER.**

## **CONCLUSIONS**

The figures reveal that we have only 174 739 registered juniors in Australia. I doubt that this figure is a true figure due to the quality of registration procedure and administration/ors.

It is essential that we get true figures as it:

1. Helps us evaluate our programs
2. Gives sponsors a viable product
3. Enables us to obtain a true development levy

## **RECOMMENDATIONS**

1. The A.S.F. develop a National Registration form which can be computer accessed
2. The A.S.F. develop an improved method of registration procedures
3. Victoria to be assisted in its administrative structure.

(The problem in Victoria is serious. Whilst they claim approx 90,000 children are playing the game only 8665 are registered. Therefore their working staff are servicing many people who are not paying for the service and they are not contributing the appropriate amount to the ASF Development levy.

## **RESOURCES**

1. Letter sent to State Executive Directors July 3 with census forms
2. Report to Commissioners Sept meeting

## 1.2 ROOBALL

RooBall has been a greater success than I envisaged, in its most simple form, in that it has attracted Drug Offensive sponsorship and Coca Cola wish to also sponsor it.

The Drug Offensive/RooBall launch report (resource) perhaps summarises the total philosophy of the concept. We have also the potential through the marketing arm to develop the game as a profit making item. There has been a tremendous response to both the stickers and the posters, and of course the role of Craig Johnston is invaluable in public relation terms.

The playing market for the RooBall age group is at the moment 87 516 registered players, with the potential due to a refined registration procedure and greater access to schools of over 150 000.

We have gained a great deal of positive publicity and support from the game. It is an area where we can benefit in a tangible market sense and also in the intangible area of public relations and image.

### RECOMMENDATIONS

1. The ASF confirm in writing to all States that from January 1, 1993 RooBall will be the National modified game to be played throughout Australia, as an ASF Policy decision.
2. A structure be established of how to deal with States/Associations who refuse to comply with ASF policy.
3. Craig Johnston to be encouraged to continue his involvement.
4. A RooBall Sub Committee to be established consisting of CEO, NDO, John Tully, Delta sports and Karen Grega to develop the concept into its next stages.
5. RooBall to be sold as a seperate sponsor package.
6. A RooBall video and Teacher Resource to be developed.

## **LEVEL 0 REGISTER**

State Directors of Coaching have been requested to send their Level 0 Figures for 1991 to myself when they send in their Annual report to the NCD.

Informal communication has suggested that the Level 0 program is a success and this will be expanded later in the report. The true long term benefit of this program is if we can also increase the number of Level 1 candidates by a flow on effect.



### **1.3 MASTERS SOCCER**

I have spoken to the Confederation of Australian sport who have completed extensive research on the Masters concept. It would appear that Masters participation increases the volunteer support base of junior coaches and administrators that we need.

My feeling is that there is a potential for a "User-Pays" system of Masters Soccer based on the touch Football concept, utilising the RooBall game.

### **RECOMMENDATIONS**

1. N.D.O. to research and plan as per development program (1993).

### **1.31 FEMALE SOCCER**

The A.W.S.A. are unable to obtain participation figures for females in Australia. Also with the exception of NSW (which is ran by the State Federation) the administration at all levels appears to fall behind male Soccer.

The female game is growing in status at FIFA level and I also feel we can gain in marketing terms from female players. As we already administer coaches, referees and FIFA games for the AWSA I feel it would be a positive move for both areas of the game if we encourage "amalgamation" under one ASF banner.

In terms of Development programs it is estimated that by the year 2000, 90% of primary teachers will be female, therefore it is essential that we influence this market and I feel we need greater control and access.

The Australian sports Commission is also encouraging an amalgamation process.

### **RECOMMENDATIONS**

1. ASF - AWSA amalgamation to be discussed by the ASF Development Committee
2. Appropriate Sub-Committees be established
3. The ASF to create a female soccer department answerable to the ASF, CEO.

### **1.32 SCHOOLS SOCCER**

I have met formally and informally with Steve Kalend Executive Director of the Australian Schools Sports Council (A.S.S.C) and Mick Banks, Secretary of Australian Sec School Soccer Assoc (A.S.S.S.A.). Relationships between the 2 bodies and the ASF are excellent and complementary. (There are however, problems with the ASSSA and the AWSA).

All our development programs are supported by the school system and I envisage no major problems.

### **RECOMMENDATIONS**

1. NDO to continue liaisons with appropriate bodies.

## **2. COACHING NETWORK**

I feel that this aspect of the development program has been a success. I also feel that it is an essential factor as the first coach a child has is of great importance. In summary we need more beginner coaches and of the best quality.

Work completed in this area includes:

- \* Level 0 syllabus written and delivered
- \* Level 0 instructors notes written and delivered
- \* Level 0 certificates designed and produced
- \* Level 0 Coaching book written
- \* A grant from the ASC to train Level 2 coaches to become Level 0  
Instructors on a State basis (to be initiated 1992)  
(all resources previously provided to Commissioners)

The response to the initiatives from both the Soccer community and Federal Government has been excellent.

## **RECOMMENDATIONS**

1. The ASF confirm in writing that compulsory coach accreditation will be in place from 1995 (at the Level 0 minimum). As in line with the NCAS program.
2. The ASF to establish a register of courses and coaches at level 0.

### 3. SERVICING OF NETWORKS

Having worked in the smaller states a constant criticism of Soccer (and the ASF) was that we lacked our own resources and publications. I felt it was essential to fill this gap with low cost, useful material. I also hoped to establish a profit sharing process with the State bodies.

Resources produced:        (Yellow) Level 0 Coaching Course Guide (7000 sold)  
   (Blue) Coaching Course Guide (produced from profits of Yellow Book)  
   (Pink) Developmental Projects and Programs (" " ")

Resources Planned        Fitness program for Youth Players ( written)  
   Re-print of ASF Goalkeeping Manual arranged with Rothmans  
   Draft of female soccer book commissioned

The response for the books has been excellent, however our distribution network (other than NSW Amateurs) is very inefficient. I do not think we are obtaining our maximum potential.

### RECOMMENDATIONS

1.     The marketing Manager help to establish "Shop Fronts" in each State Federation where our product can be distributed on a profit sharing basis.

### 3.1

I feel it is important that I communicate the work being done in Soccer to as wide an audience as possible. I feel communication improves credibility and breaks down ignorant resistances. In an attempt to improve communication the following has been done:

- \* Monthly Program Updates: (I am having great difficulties in having this document circulated in Victoria).

This concept has been received very well, with a wide range of positive feedback.

Articles (57) in:

Soccer Weekly  
Soccer Post  
Regional Papers  
Sports Coach  
Aussie Sports Action  
Coke/NSL Match Programs  
Sports Health  
Il Globo

Media work: Appearances on TV and Radio.

(Much of the Media work being done on visits to Regional centres).

- \* Contributions to the Sportsfun Resource Manual
- \* Lectures to Tertiary students
- \* Presentation as National Development Officer Workshop
- \* Contribution to children in sport medical guidelines

I have taken a deliberate policy in all communications to adopt a positive outlook on the program and the game in general.

#### **4. DROP OUT REDUCTION**

The principal method of decreasing our drop out problem has been aligned with the A.S.C. program of C.A.P.S. (Resource).

Unfortunately (other sports also) the program has not been a major success, with only South Australia showing positive feedback. I feel we will not see tangible benefits till 1993/94 in this program. It is essential however that we continue to support the programme and have long term benefits as we need to increase our volunteer base.

#### **RECOMMENDATIONS**

1. N.D.O. To continue to liaise with the A.S.C. re CAPS and volunteerism.

## **5.1 NATIONAL LEAGUE**

The Coca Cola N.S.L. development programme is I feel vital to the development of the game. Work done so far includes:-

- In service seminar for Development Officers
- Presentation to Club Officials (Sydney and Melbourne)
- Resources supplied to Development Officers
- Ongoing support to Development Officers
- State liaison system established

The work of the State Development Officers (Robert Wheatley, Jeff Oliver and Carlos Buzzetti) has been excellent in this programme. They have co-ordinated the club Development Officers and given "hands on" help and support.

The long term benefits of this programme are immense. We only have to look at the work of the Rugby League, Basketball and Aussie Rules, to see that we must give it a high priority.

The Quality of the programs ran by the club has varied. The following clubs have done an excellent job.

Olympic	Newcastle Breakers
Marconi	Wollongong City
Adelaide City	Melbourne Croatia
West Adelaide	Apia

The following clubs are performing at an average level, the officers are excellent but lack the support of club administration in practical terms.

Melita  
Sydney Croatia

The following clubs are failing in their responsibilities to the job.

Brisbane Utd  
Preston  
Heidelberg  
Sth Melbourne



## **RECOMMENDATION**

1. I strongly recommend a form of sanctions procedure (positive or negative) be publicly announced concerning the quality of the programme. (see previous report to Commissioners) as per the applications for N.S.L. entry.
2. In conjunction with the Marketing Manager and Coke I intend to initiate a "Hero" programme to highlight our star players.

## **6. GOVERNMENT ASSISTANCE**

The work of State Development Officer Robert Wheatley and Jeff Oliver has been excellent. However, in other states the work load of my program is falling on the over loaded State Coaching Director.

Research into other sports (Rugby League, Australian Rules) has shown that we are grossly understaffed at State level. The influx of part time N.S.L. Development Officers is a bonus but we need more State Development Officers. (not I must add to replace SCD but to support and complement).

## **RECOMMENDATIONS**

1. Each State to duplicate the A.S.F. Development levy and that to go towards funding/budget for State Development Officers. This will also encourage an improvement in registrations.

2. N.D.O. to research other sport funding programmes.

## **MISCELLANEOUS**

As with any position there are areas of work which do not fall under a specific portfolio. I enclose the following miscellaneous area.

## **REGIONAL VISITS**

I think that it is essential that ASF are "seen in action" to bolster credibility and to show that the ASF is tangible. I have visited the following areas and put on Coaching clinics for children and coaches.

<b>FNQ:</b> Cairns, Mareeba, Mossman.	(Clinics - Lectures)
<b>TAS:</b> Hobart, Launceston, Devonport.	(Clinics - Lectures)
<b>NSW:</b> Blacktown.	(Level 1)
Sutherland	(Clinic & Lecture)
Sutherland	(Coaches Demonstration)
Parklea (NSW Soccer Fed Coaches Assoc)	(Coaching Demonstration)
Parklea ( " " " " )	(Goalkeeping Clinic)
Campbelltown	(Lecture)
<b>QLD:</b> Brisbane	(AGM Aus Schools and Clinics)
Ipswich	(Guest speaker)
<b>NNSW:</b> Newcastle	(RooBall Lecture)
Woy Woy	(Lecture on Coaching)
<b>QLD:</b> Maroochydoor	(Guest Speaker & Clinics)
<b>WOOLONGONG:</b>	(Coaching Coaches)

Also on The Drug Offensive/RooBall launch tour with Craig Johnston, I have visited Melbourne, Perth, Adelaide, Darwin, Brisbane, Canberra.

## **FUNCTIONS**

Official Attendance At:

NSL Launch  
Marconi Launch  
APIA Launch  
Syd Croatia Launch  
Concord RSL Dinner  
Kanga Cup  
Student Games Dinner  
AWSA Nationals

(Also although obviously highly enjoyable, attendance at as many NSL games as possible. This is in essence is "Work" as I use it to meet people and build informal relationships).

**SEMINARS** attendance at:

National Development Officers Seminar (also speaker at conference)  
National Junior Sports delivery conference.

## **SCHOOLS PROJECT**

In response to the heavy demand by students (from tertiary to primary) for information of Soccer for essays and projects, a six page history of soccer in Australia has been written and distributed to States.

## **TERTIARY INSTITUTIONS**

Lectures at: University of Canberra  
University of Western Sydney

## **COACHING**

It helps credibility and gains support if you are prepared to work with players of all levels. I have worked this year at various times with the National team Goalkeepers, NSL Clubs and State League Clubs.

## **SUMMARY**

Overall I am pleased with the response to the Development Program from the soccer community. I have attempted to make this report as positive as possible as I feel this is the only way to achieve success.

Obviously some programs have short term success but I am attempting to establish as well in this first year, long term structures to ensure continuing success. (RooBall, C.A.P.S, Resources and NSL Development Officers).

I would be naive to suggest that everything is perfect. The following areas I feel need positive policy action from the ASF to obtain optimum benefit from the Development Program.

1. An improvement in communication systems (formal) especially in Victoria.
2. A national registration scheme.
3. An administrative change to the structure of Victoria Junior Soccer.
4. Sanctioning procedures for Coke NSL Clubs not performing their duty in their Development Program.
5. Greater marketing programs of ASF products at State level.
6. A clarification of the political situation with NSW and NSW Amateurs.
7. Funding of more State Development Officers.
8. An ASF Junior policy document to be established and approved (in draft stage)
9. An ASF Development plan to be written and states to dovetail their plan into the total program.

**Steve Darby**