



2010 ANNUAL REPORT





FOOTBALL FEDERATION VICTORIA

VISION

Football will be regarded as the sport that provides genuine access and value to quality experiences which inspire Victorians.

MISSION

We are in business to deliver the best possible football experiences and opportunities to our customers and partners.

CORE VALUES

UNITY Victorian football stakeholders will work together to deliver a shared vision and purpose for the growth and health of the game.

PRIDE We are proud of the organisation we work for and bring infectious enthusiasm in pursuit of our vision for football.

INTEGRITY The affairs of the FFV will be unconditionally embedded in honesty and fairness.

RESPECT We will treat others the way we expect to be treated. We will also earn respect through becoming a positive and powerful force capable of delivering meaningful sport and social outcomes within the broader community.

OPENNESS We will engage and communicate transparently with the football family and listen with open-mindedness.

PERFORMANCE We will strive for service and business excellence off the field and inspire results on the field for Victorian clubs, players, coaches and referees.

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PRESIDENT'S WELCOME

2010 WAS ANOTHER BIG YEAR FOR FOOTBALL IN VICTORIA.

The focus for the organisation was again on working towards achieving the goals set out in the 2008-11 Strategic Plan. This year's Annual Report will detail the outcomes from the goals set out for the third year of the Strategic Plan. Summarised:

- Football Federation Victoria (FFV) continued to activate customer-driven participant growth strategies with flexible, value for money, and targeted football competitions and events;
- The Victorian Champions League (VCL) pathways were strengthened, with improvements in accessibility and profile for seasons two and three;
- The metropolitan junior zone pathway was refined;
- A comprehensive media and communication strategy was developed, which identifies all key stakeholder groups including players, clubs, members, councils and State Government;
- Three regional football associations were fully integrated with FFV – Geelong, Sunraysia and Bendigo;
- FFV developed a compelling, bi-partisan evidence-based business case, "Victoria United", for influencing the State Government to invest in football through the 2010 budget;
- In conjunction with Football Federation Australia (FFA) and the other Member Federations, a National Competitions Review Committee was established to resolve the FFV/FFA preferred model for men's semi-professional competition;
- FFV continued to work on developing viable business models and partnerships to secure funding to execute FFV regional football centre acquisitions; and
- FFV developed flexible options to increase the pool of grass-roots referees and coaches.



In 2010, the VCL competition took another noticeable leap forward in its second season, particularly around the branding of the 12 Zones. The first KFC Gold Medal Night was held at Etihad Stadium before a Hyundai A-League match in January 2010. The night was a tremendous success, with more than 1,000 players, parents, coaches, referees and volunteers packing the Victory Room to celebrate season two.

I would like to extend my sincere thanks to Mr Frank Lowy and the FFA team, who made a wonderful effort in their 2022 FIFA World Cup Bid. It was a fantastic vision and an enormous amount of work was put into this Bid.

FFV was recognised at the 2010 Vicsport - Victorian Sport Awards. These Awards recognise the outstanding achievements of Victoria's premier athletes, coaches, officials, administrators and clubs. FFV collected two awards on the night, the first for the Best Sports Development Initiative by an affiliated Vicsport member for the FFV Multicultural Program for Women Program (All Nations Cup). A fantastic recognition of the work conducted by FFV's Game Development team.

The second award was presented to FFV Chief Executive Officer, Mark Rendell. Mark won the Sports Leadership Award for his outstanding contribution to sports administration leadership in Victoria.

The Victorian State Government recognised FFV as a leader amongst the State Sporting Associations at the Victorian Government Community Sport Awards, receiving acknowledgement for roll-out of the Code of Conduct for Community Sport.

The success and growth of football in Victoria does not happen without a lot of commitment and passion by a number of people. I'd like to firstly thank the entire football family for another great year. The success of our great game is largely thanks to your hard work and dedication to the sport.

Sadly every year FFV loses wonderful people and in 2010, FFV Life Members, George Wallace and Roger Lamb sadly passed away. Both were long serving members of the

Victorian Soccer Federation (VSF) and FFV. Together they put nearly 70-80 years of dedicated service to our game of football. They will be remembered fondly by all.

Following the tragic death of young Victorian footballer Reagan Milstein in July 2010, his family established The Reagan Milstein Foundation. FFV is a supporter of this wonderful Foundation, which gives financial support to young Indigenous players to participate in our game. I'd like to congratulate the Milstein family on this wonderful initiative and, FFV and Mark Rendell for supporting.

Thank you to the Members of FFV, the ones who have a great responsibility to listen to all the clubs in their Zones, and on their Standing Committees and to fairly and clearly relate information back to FFV.

I would like to extend a special thanks to the Tribunal and Appeals Board members, a thankless job at times. As a group they are always endeavouring to be fair and consistent with their decisions.

I'd like to thank our sponsors, your support in 2010 was again outstanding, and we look forward to continuing to work with you all in 2011.

Thanks must go to Mark Rendell and his executive team, Belinda Wilson, Kerry Harris, Matt Usher, Tim Frampton, and all their support staff. They really have endeavored on every occasion to work as a team at functions, at games, and of course in their relationships with all the football community.

Finally, I'd like to thank the FFV Board of Directors for their effort and time spent on FFV business. It was an interesting year, expectation levels throughout the FFV family rose around the 2010 FIFA World Cup matches and Australia's bid to bring the World Cup to our shores in 2022. This made forecasting and thinking about our Strategic Plan very important, but a challenge that was taken on without fear or hesitation.

Tony Dunkerley

President

Football Federation Victoria

BOARD OF DIRECTORS



TONY DUNKERLEY

PRESIDENT

Tony's professional background includes board experience, both as a Director and Chair. Tony has held various positions on professional and international committees and holds life membership with a number of sporting institutions. Having enjoyed global business experiences across Asia and Europe, he has developed and implemented a range of business strategies and plans aligned with quality, safety and benchmarking practices.

Tony has significant employee relations experience, together with a sound acumen of both financial and management, particularly in the field of return investment and customer service. During his time in football, Tony has coached extensively, including state level coaching which has been a highlight of his time in football.



ANNETTE HUGHES

Annette has more than 20 years' litigation experience in both Australia and the US, with broad expertise ranging from trade practices and complex contracts, to corporate responsibility, governance and regulatory matters. Annette has advised the best companies on Australia in managing risk, governance, regulatory matters and litigation.

Annette is also a football lover, who for more than 20 years has played both indoor and outdoor football (women's & mixed). Annette's football career extends to playing in the San Francisco Bay Area's 1st Division prior to relocating to Australia in 1998. Upon arriving in Melbourne, Annette commenced playing with South Melbourne and later Port Melbourne, captaining both to the premiership during her time.



BART HARROLD

Bart has been involved in football for approximately 40 years as a player, club committee member and has held various other club committee positions at both junior and senior clubs within Victoria. Over Bart's distinguished football career, he has represented the previous Victorian Leagues on the VSF Board and been a member and Chairman of the VSF Investigation and Disciplinary Committee. Bart places a strong emphasis on good governance in his role on the Board and brings a wealth of experience to the FFV Board of Directors in this area.



BRIDGET MARCOU

A specialist in marketing communications with more than 20 years experience managing both national and international clients, Bridget has developed and driven innovative and groundbreaking marketing campaigns for a wide range of corporate organisations, consumer/lifestyle brands and sporting bodies.

Bridget has extensive knowledge in account management, corporate positioning, brand marketing, stakeholder relations, sports sponsorship, corporate social responsibility and global best practice. She has also advised leading Australian CEOs, company directors and senior management on executive profiling and how to master media relationships.

Bridget brings these important and valuable skills to the Board with great enthusiasm and energy, provides fresh and innovative ideas in a concise and effective manner to assist the successful growth of football in Victoria.



IAN EMAN-AMMACHE

Ian is a passionate football enthusiast and has been involved in the game for more than 15 years. Ian has held senior management roles in the telecommunications industry and more recently has moved in to property real estate. Ian's focus within football has primarily been around coaching development and he currently holds a Senior Level Licence. With his focus set on enhancing FFV's future strategic direction, Ian brings his love of the game and his grassroots experience to the Board with enthusiasm and has contributed to a number of key priorities for the Board.



JAMIE PARSONS

Jamie holds a Degree in Business as well as a graduate diploma in Law and is a member of the Australia New Zealand Sports Law Association (ANZSLA). Jamie has worked as a senior manager for a number of successful sporting organisations including Group Manager Operations at the 2007 FINA World Swimming Championships, Group Manager Services at the 2005 Deaflympic Games and currently holds the role of Chief Operating Officer at Netball Australia.

Jamie possesses a strong social conscience and has founded a sports foundation (Sports4all Foundation). The Foundation's objectives include assisting to strengthen underprivileged communities through sport.



MARK TRAJCEVSKI

Mark first joined the FFV Board as Honorary Treasurer in 2006 and in 2007 he was elected to the Board. Holding a Bachelor of Commerce, Mark is also a qualified CPA, MIIA and MRMA and is Chairperson of both FFV Board's Finance & Audit Committee and CEO Performance Management Committee. A Director at a global professional services firm, Mark brings his professional skills in financial management, governance and risk to the Board with great professionalism and efficiency.



NICK MONTELEONE

Nick offers a wealth of experience due to the number of roles he has held over many years as a private business owner. As Director of Car and Rubbish Bin Cleaning companies as well as running his family's Donnybrook Farmhouse Cheese business, Nick has a varied skill-set.

Nick has been a long time campaigner for growth and development of football in Victoria and was a keen supporter of the constitutional reform which took place in 2007. Continuing to bring vibrant discussion items to the Board, Nick has continued to play an important role in improving FFV governance.

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STRATEGIC PILLAR 1

FOOTBALL DEVELOPMENT

2010 OPERATIONAL STRATEGY

Strengthening Victorian Champions League pathways, accessibility and profile for season two and three

Coaching

In 2010, FFV's Talented Player Development department was restructured to ensure coaching development was focused on the VCL, state teams and the National Training Centre (NTC) programs. Sean Douglas was appointed as FFV's new Technical Director in August 2010, and has been effectively working towards building a strong link between the VCL, state teams and NTC programs since he commenced.

The SEDA (Sports Education & Development Australia) Talented Player Program provided an opportunity to increase access to quality coaching and development opportunities. In 2010, there were 27 coaches (nine women and 18 men), with programs set to increase from one to three in 2011. Two AFC C-Licence courses were conducted, both commenced in early October 2010. One course finished mid-December, whilst the other will conclude in February 2011. Coaches from the VCL were predominantly targeted, with 46 coaches over two courses, and 44 men and two women attending.

A Women's Presenter Workshop was also conducted to help identify coaches and potential coach educators with a focus on targeting women for state representative coaching positions.

Regional Academies of Sport

Five Academy programs have now been established and are operating in partnership with Regional Academies of Sport, involving approximately 125 regional players and 12 regional coaches. Two players from these Academies were selected in the All Stars squads at the 2010 FFA National Junior Championships in Coffs Harbour. In 2010, Regional Academy programs had a minimum of 10 visits by FFV personnel to support the development of Academy coaches and conduct program reviews.

PROVIDE AN ENVIRONMENT FOR GROWTH AND EXCELLENCE
IN FOOTBALL DEVELOPMENT FOR ALL PEOPLE INVOLVED.



Melbourne Victory and Melbourne Heart Partnerships

In 2010, the partnership with Melbourne Victory FC continued to provide a 12-month program for identified players. The clear links between the NTC, the National Youth League and Hyundai A-League were evident in the player movement from one program to the higher level. Participation in the VCL provided an ideal platform for the development of players who aspire to Hyundai A-League performance and beyond.

With the introduction of Melbourne Heart FC and the Under 20's Youth Men competition in the VCL in 2010, FFV was able to work with Melbourne Heart FC and Melbourne Victory FC to build a partnership and connection between grassroots and elite football in Victoria. Players from the Under 20 Youth Men were provided an opportunity to be talent identified by our two local A-League clubs, with coaching staff from both taking an active interest in plans for the third season of VCL, and particularly the structure and fixturing of the Under 20's with a view to considering players for National Youth League squads.

Skill Acquisition Program

The new Skill Acquisition Program was launched by FFA in 2010, with Ivan Jolic appointed as Victoria's Skill Acquisition Trainer. The program focuses on

the development of players in the Under 9's to Under 13's age groups, and is designed to provide the necessary technical 'tools' to be able to play the game at the highest possible level with a focus on functional game skills. Sessions focus on the development of football skills through utilisation of the decisive age group for acquiring the perfect technical foundation.

Moving forward, Skill Acquisition Trainers will be developed, so that a number of Skill Acquisition Foundation programs are accessible to a wider range of players. It is anticipated that by 2012, each zone will have a skill acquisition program conducted locally, increasing the quality of experiences for a wide range of young players.

State Team Representation

In 2010, state representative coaches were selected in September to observe players throughout the 2010/11 VCL season, and with additional input from Head Zone coaches, were responsible for the selection of state train on squads of approximately 30 players per age group. Players were identified over a number of observations in the VCL, and those selected will participate in a six month development program prior to, and post, the 2011 National Junior Championships.

A survey was completed from the state representative program to gauge satisfaction with the state team program. The following results are indicative of survey responses:

87.5%
OF PARENTS
SAID THEIR
CHILD ENJOYED
BEING PART OF
THE STATE
PROGRAM

83%
OF PARENTS
WERE HAPPY WITH
THE QUALITY OF
COACHING THEIR
CHILD RECEIVED

83%
OF PLAYERS
ENJOYED THE
CAMPS

1 STRATEGIC PILLAR 1

FOOTBALL DEVELOPMENT

Age Structures – Women and Boys

Season two of the VCL saw considerable improvement in the interest and subsequent trial numbers for VCL teams across a vast majority of Zones and age groups. Heading into season three at the end of 2010, some issues from the previous seasons were addressed, and a number of changes made to the competition. After consultation with key stakeholders, decisions were made to alter the age structure in each of the male and female competitions: the Open Women merged with the Under 17 Girls league; the Under 18 Boys dropped to an Under 17's to continue an eight-team structure within the VCL; and an Under 20 Youth Men League was introduced.

The female structure will ensure the handful of overage players in the women's competition wishing to further their development are catered for, whilst topping up the Under 17 Girls squads and providing some of the younger players with older role models and quality and experienced players. The shift to an Under 17 Boys squad and introduction of an Under 20's was implemented because the Zones and players believed the jump from Under 15 Boys to Under 18 Boys was significant, with a number of talented players missing opportunities to participate because of the depth and quality of players in that bracket.

The Under 20's provided a platform where FFV was able to work with local Hyundai A-League clubs, Melbourne Heart FC and Melbourne Victory FC, to build a partnership and connection that had the potential for resting or rehabilitating A-League players to 'drop back' into the VCL for match fitness or recovery.

2010 OPERATIONAL STRATEGY

Continue refinement of junior zone pathway

Junior League Restructures

With FFV experiencing a rapid growth in junior football participation, the four-zone league structure originally created to accommodate 390 junior teams in 1999

became outdated. A change to better suit over 1,000 junior teams was introduced in 2010 to best accommodate all stakeholders. A significant increase of 33% (77 junior boys leagues to 100 junior boys leagues) in team registrations over a short period of time from 2006-2009 occurred, and since 2000 the number of junior teams has almost doubled. The majority of growth came since 2006 as a result of the World Cup, and consequently, another dramatic increase was expected in the junior team entries following the 2010 FIFA World Cup. By re-zoning the leagues, the sport is better prepared for that growth, and will be able to accommodate the best possible league structure to suit the number of team entries. Positive outcomes from this restructure included an increase in the number of junior teams competing in metropolitan junior competitions from 1,776 in 2009 to 1,994 in 2010, a 9% increase.

Summer Sevens

To cater for the demand for year-round competition, FFV's Competitions team created and implemented the inaugural Summer Seven's recreational competition, which was played across three different venues in Melbourne and Geelong. Over 50 teams and 500 players competed, and 50 of these were new players to the sport.

To align Summer Sevens competitions to the zonal structure in place, the competitions were named after the VCL Zone names to reflect where the competitions were held. Summer Sevens was held in three zones - the Northern Allstars, South East Cougars and Western Wolves.

Geelong Competitions

A new Under 12 Girls league was launched in Geelong, which has now created a pathway for females in Geelong from Optus Small-Sided Football (OSSF) through to senior women's competitions.

Small-Sided Football

In 2010 OSSF complete up to Under 11's in most parts of the state. The result was almost 18,500 participants registered in OSSF statewide.

PROVIDE AN ENVIRONMENT FOR GROWTH AND EXCELLENCE
IN FOOTBALL DEVELOPMENT FOR ALL PEOPLE INVOLVED.



Miniroos

The Miniros program was developed to serve two purposes. In 2010 it was run predominately as an overflow program, run after club registrations had closed to capture new participants that had no other option to play the game. It is now also being developed for clubs to use as a recruitment program, run before the winter season. Over 270 participants took part in programs throughout 2010, which included a girls only, 'Mini Matilda's' program, and a new initiative of a 2 – 5-year-old 'Kinder Kick' program. In 2011, the programs will be available for clubs to run, and FFV aims to have 500 participants involved over the Miniros/Mini Matilda's and Kinder Kick programs.

2010 OPERATIONAL STRATEGY

Resolve FFV/FFA preferred model for men's semi-professional competition for launch in 2011.

Develop and implement an engagement strategy for the development and promotion of the club based winter premier leagues for men and women.

In 2010, FFV endeavoured to enhance the profile and engage Victoria's football supporters and the wider community.

Social networking sites provided immediate information to the younger generation of football supporters. Facebook, Twitter and YouTube accounts were created for the Alanic Victorian Premier League, Victorian Champions League and Melbourne Victory W-League.

The Alanic Victorian Premier League Facebook and Twitter accounts were used to provide all the latest news and information, as well as live scores from every match of the round in 2010. At the end of 2010, there were more than 2,500 "friends" on the Alanic Victorian Premier League Facebook page. In 2010, FFV also introduced "VPL LIVE", whereby one match of every round from the Alanic Victorian Premier League competition was broadcast live to the internet. This initiative was a first for the sport in the country, and meant that anyone, anywhere in the world could watch an Alanic Victorian Premier League match live every weekend. In 2010, FFV continued to

work with Channel 31 to provide Victorian football content to free-to-air television. Highlights from a Women's Premier League match, and the highlights of the VPL LIVE game of the round and other Alanic Victorian Premier League matches were shown on Wednesday night's ExtraTime TV every week during 2010. FFV's new website was launched in 2009, but in 2010, an emphasis was put on ensuring the website became a "one-stop-shop" for all Victorian football stakeholders. There were more news articles covering a wider cross section of the Victorian football community, more content, and more up-to-date information uploaded to the website in 2010. The video section was updated regularly with video content, and could all be viewed online via FFV's website and YouTube account. Content included footage from the weekend's Alanic Victorian Premier League and Women's Premier League matches, Alanic Victorian Premier League coach and player interviews, and video interviews from VCL participants.

The 2010 Customer Satisfaction Survey indicated that satisfaction with the FFV website from key stakeholders remains very high, with nine in ten stakeholders satisfied. It was also pleasing to note that there was a decrease in the 'fairly dissatisfied' category regarding the website from 9% in 2009 to 5% in 2010.

Work with FFA to develop a model of semi professional football that can be implemented consistently across Australia.

Off the back of representations made to other Member Federations and FFA, FFA has now introduced a full competition review. The FFV President and CEO met with FFA on a number of occasions in 2010 to highlight the need for national direction on men's semi professional league structures.

At meetings surrounding the 2010 FFA AGM, the FFV President and CEO were able to garner support from the other Member Federations as well as FFA to set up a National Competitions Review (NCR) Committee. The NCR has now been launched and will look at all aspects of the competitions conducted by FFA, the Member Federations and State League Clubs around Australia. The aim of the NCR will be to set a forum to push greater co-operation among all stakeholders for the betterment of competitive football and football development. The NCR will be conducted at the same time as the A-League strategic review, and will involve representatives of the Member Federations, State League Clubs and the FFA football development and Hyundai A-League departments.

1 STRATEGIC PILLAR 1

FOOTBALL DEVELOPMENT

PROVIDE AN ENVIRONMENT
FOR GROWTH AND
EXCELLENCE IN FOOTBALL
DEVELOPMENT FOR ALL
PEOPLE INVOLVED.

WHO MAKES UP THE 51,000+ OUTDOOR PLAYER REGISTRATIONS ACROSS VICTORIA?

81.9%
OF ALL PLAYER
REGISTRATIONS
ARE MALE;



18.1%
OF ALL PLAYER
REGISTRATIONS
ARE FEMALE;



76.9%
OF ALL PLAYER
REGISTRATIONS
ARE JUNIOR
PLAYERS
(18 AND UNDER);



Senior female player registrations (over 18's) was the biggest growth area in 2010. It has grown over 14% from 2009 with total female registrations in general recording a 4% increase. Metro player numbers have grown by over 2%. Metro players make up 70% of registrations whilst Regional makes up the other 30%.

2010 Player Registrations

Player registration numbers again reached record levels for outdoor football in 2010. For the second year in a row, outdoor football player registration numbers eclipsed 51,000 across Victoria. The sport continues to grow in popularity, especially with women and girls, and on the back of the 2010 FIFA World Cup, Victorian player registrations achieved record levels across all areas.

Player registrations numbers also hit record levels for Futsal in 2010, reaching over 5,300 Futsal player registrations, which was an increase of over 24% from 2009. This now includes the FFV State Futsal School and Club Championships. This was the first year Futsal Player Registrations across Victoria were recorded in FFV's online systems for the 33 FFV affiliated Futsal providers.

For the first time in 2010, FFV also recorded player registrations for over 3,600 "other" football player registrations which incorporate player registrations for various Game Development Programs, FFV School Holiday Programs, Miniroos, Beach Football, Bendigo Boys FC tournament, All Schools Championships, Summer Fives

/ Summer Sevens and the new Play Football category registrations for the traditional out-of-season period.

Also important to note is the increase in Indigenous Player Registrations from 30 in 2009 to 117 players in 2010, a 290% increase on 2009.

National Junior and Youth Championships

The age groups for National Championships changed in 2010 with the Under 17 Girls age group being replaced by an Under 14's age group leaving Victoria with squads to be selected for Under 13 Girls Metro and Country plus State Under 14 and Under 15 teams. FFV has put plans in place to provide opportunities for the Under 17 Girls who would normally compete at National Girls Youth Championships. These squads will undertake a six month program that is designed to prepare them for National Championships and further develop their skills based on the National curriculum.

Boy's age groups also changed with the Under 15's age group being discarded in 2011 to be replaced by the Institute Challenge leaving the selection of Under 13 and Under 14 Boys Metro and Country squads from the VCL. An Under 15 Boys squad is planned for 2011 to ensure continued development for players in this age group.

The VCL also included both Under 17 and Under 20 age groups and players will be identified for development and monitoring with a view to expose them to A League clubs for selection.

2 STRATEGIC PILLAR 2



FFV Game Development Manager, Salv Carmusciano, accepting an acknowledgement award on behalf of FFV from the Minister for Sport & Recreation, James Merlino MP, for the Code of Conduct in Community Sport.

Awards

FFV was recognised by both State Government and Vicsport in 2010 for delivering quality football-based community programs, whilst also continuing to show strong leadership in the delivery of the strategic activities.

In November 2010 the Victorian State Government recognised FFV as a leader among the State Sporting Associations at the Victorian Government Community Sport Awards, receiving acknowledgement for roll-out of the Code of Conduct for Community Sport. FFV was one of the first State Sporting Associations to adhere to and

LEADERSHIP

support the Victorian Code of Conduct for Community Sport (VCCCS) and currently has a detailed Code of Conduct in place with a range of supporting services available to ensure all FFV clubs meet the required standard.

The 2010 Vicsport Victorian Sport Awards were also held in November and recognise the outstanding achievements of Victoria's premier athletes, coaches, officials, administrators and clubs. FFV received two awards on the night. The first was the Best Sports Development Initiative by an affiliated Vicsport member for FFV's Multicultural Program for Women Program, which comprised the All Nations Cup.

The second award on the night was presented to FFV Chief Executive Officer, Mark Rendell. Mark won the Sports Leadership Award for his outstanding contribution to sports administration leadership in Victoria.

2010 OPERATIONAL STRATEGY

Develop compelling, bi-partisan evidence-based business case for influencing the probability of increasing State Government investment in football through 2010 budget/election.

In October 2010, FFV developed a facilities proposal and submitted it to both sides of government with the purpose of gaining capital funding over four years to invest in state and regional hubs throughout Victoria. This funding proposal was in addition to the many local community football facility projects across the state.

Facilities Research

In mid-2010, FFV engaged an independent research company to undertake a second survey on football facilities in Victoria. The survey of club administrators and local councils found that current football facilities remain inadequate in meeting the needs of our sport. The survey found that 59% of clubs said they had to turn more than 5,500 potential players away in season 2010, and 32% of councils said their football facilities are worse than those of other sports.

2 STRATEGIC PILLAR 2

LEADERSHIP

Strategic Advocacy

In October 2010 FFV released a key advocacy document titled "Victoria United", which made the case for significantly increased State Government funding for football facilities across the state. The strategic facilities framework calls for 14 additional regional football hubs across the state, along with upgrades to the Events Worldwide State Football Centre

in Darebin, and extra funding for grassroots facilities. Using "Victoria United" as the platform, CEO Mark Rendell and Government Relationship Manager, Maria Berry, met with key political stakeholders, including the Minister for Sport & Recreation, Minister Hugh Delahunty MP to reinforce the message of the document. FFV will continue to work with government and club stakeholders over the next two years to progress the strategic facilities vision.

Victorian Football Facilities

Major Stadiums

MCG, Etihad Stadium, AAMI Park, Skilled Stadium

- A-League matches
- World Cup Qualifier matches
- International "friendlies"

STATE FOOTBALL CENTRE

John Cain Memorial Park

- Expansion of the State Football Centre
- Supporting the broader community through an education, learning and social hub – targeting marginalized communities
- University and Year 11 and 12 courses
- International training – Socceroos, other international teams and ACL
- International matches – including national feature matches – Olyroos, Matildas, Joeys, Young Matildas
- W-League and National Youth League matches
- Talented player and NTC – equal access opportunities for women and girls
- 5-a-side football facility
- Victorian Champions League in summer
- Community Club matches in winter
- Football Federation Australia and Football Federation Victoria introductory programs – Miniroos and Small-Sided Football
- Relief for high-demand participation and overflow issues in the sport

Regional Football Centre

- Development and upgrading of new and existing regional football centres
- Supporting the local community through an education, learning and social hub – targeting marginalized communities
- University, SEDA and Year 11 and 12 courses
- International standard training venue for major events
- Victorian Champions League Zone facilities
- 5-a-side football facility – generating revenue to maintain hub
- Community Club facilities in winter
- Football Federation Australia and Football Federation Victoria introductory programs – Miniroos and Small-Sided Football
- Relief for high-demand participation and overflow issues in the sport

Community Football Facilities

- Community Club facility – unisex change rooms, grass and synthetic turf with appropriate irrigation systems
- New facilities in growth high demand areas
- Facility upgrades that allow more access for more people
- Supporting the local community through an education, learning and social hub
- Victorian Champions League Zone training facility
- Relief for high-demand participation and overflow issues in the sport

PROVIDE LEADERSHIP AND INFLUENCE THAT STRENGTHENS VICTORIAN FOOTBALL ACROSS THE STATE



FFV continued its commitment to the wider facility development to ensure all children throughout the state have access to facilities.

Football Facilities Supply

FFV partnered with FFA to conduct a statewide survey of councils and clubs as part of a national-wide National Facilities Audit (NFA). Using data from the NFA, FFV has identified approximately 770 pitches available to Victorian football clubs, including those at multi-use facilities shared with other sports, pitches at schools used by clubs, and pitches that are suitable for training only. FFV continues to work with councils, property developers, schools and State Government to increase the number of pitches available for the sport. It is expected that a further 18 new pitches will become available over the next 12-to-18 months.

Football Facilities Planning

Throughout 2010 FFV worked closely with a number of councils planning for football facilities. These included an overall strategy for the Geelong Region; the development of the Knox Regional Football Centre, and the Ballarat Regional Football Centre at Morshead Park; planning for a new three pitch venue in Hume; feasibility planning for a synthetic pitch development in Banyule; a football strategy for Greater Dandenong; a facilities strategy for Sunraysia; preliminary work on a football strategy for Loddon Mallee Region of Victoria; and numerous individual club-based projects across the state.

Synthetic Pitch Development

The role and importance of synthetic pitches continues to grow, with additional pitches brought on stream in 2010 and several more in the pipeline. Although originally established because of the drought, synthetic pitches proved a great asset during the wet winter of 2010, enabling many matches to be played when regular pitches were unavailable due to rain damage. By the end of 2010 there were 27 pitches available (including two suitable for training only and

excluding private school grounds). A further six pitches are expected to be available from early 2011 and three more during the course of 2011. FFV continues to advocate with government for the development of strategically located synthetic pitches suitable for match and training use, including FIFA accreditation, lighting and female and male change room facilities.

Strengthening the World Game

FFV again provided support and assistance to clubs, councils and the State Government on the "Strengthening the World Game" funding program. The \$5.7 million program was introduced in 2009 to enable the much-needed improvement of football facilities across Victoria. Three rounds of funding assessment have been completed, with \$3.3 million granted by the State Government for 39 projects. Three further assessment rounds will take place until the completion of the initial four-year funding program. It is expected Sport and Recreation Victoria will review the program in the latter half of 2011.

Club Development and Zero Tolerance

FFV continued its commitment to working with clubs and providing resources and support to assist in the administration of clubs. These initiatives included Football ACE Program, Volunteer Recognition Program (VRP) and other club development initiatives. FFV also continued its zero tolerance approach to inappropriate behavior via enhancements to the Grievance, Discipline & Tribunal By-law (GDT) in conjunction with those programs.

Football ACE Program

There was a dramatic increase in the amount of Level 1 accredited clubs through the Football ACE Program in 2010. 235 clubs (76%) completed the "Group Stage", with many indicating a keen interest to progress to higher levels of accreditation. 2011 will mark the introduction of FFA's National Club Accreditation Scheme including an additional three levels. All FFV clubs that have completed

2 STRATEGIC PILLAR 2

PROVIDE LEADERSHIP AND INFLUENCE THAT STRENGTHENS VICTORIAN FOOTBALL ACROSS THE STATE.

their Football ACE Level 1, will automatically gain Level 1 National Accreditation. The Victorian Government continues to financially support the evolution of this program as it goes national and all clubs competing in the 2011 competitions will be Level 1 accredited.

Volunteer Recognition Program

A revamped Volunteer Recognition Program (VRP) included a new Volunteer Database through the introduction of the MyFootballClub software. Clubs and volunteers were encouraged to register themselves on the database. More than 2,600 volunteers are currently registered. A highlight of the year was the rewarding of 1,000 volunteers with a double pass to the Socceroos final World Cup warm up game against New Zealand at the MCG.

Club Development Initiatives

FFV developed stronger links with councils during 2010 through the Club Development Program. Many metropolitan councils were visited in 2010, and there were regular FFV attendees at council and club workshops. This is set to continue in 2011, with presentations to be made to a minimum of four council workshops, plus an additional four workshops hosted by FFV.

Tribunal and Discipline

2010 saw a substantial decrease in the number of players suspended as a result of receiving a direct red card, or through the accumulation of yellow cards. In 2010, 1,432 player suspensions were administered as opposed to 1,541 in 2009, a 7% decrease.

A decrease in the number of matters before the FFV Tribunal and/or Appeals Board in metropolitan Melbourne also occurred in 2010 - 137 cases in 2010 were heard, as opposed to 151 cases in 2009.

In 2010, FFV administered Tribunals and/or Appeals Board hearings in the Geelong Region, Sunraysia Region and in Central Victoria. A total of 14 regional cases were heard in 2010. A total of 191 fines were administered in 2010, compared with 249 in 2009, a reduction of 22%.

The reduction in the number of players suspended, fines given, and matters being heard in front of the FFV Tribunal/ Appeals Board can be largely attributed to the success of the "Zero Tolerance Policy" and the "Abuse and You May Lose" campaign. These programs were implemented in 2009, but in 2010, became more well-known and are now being self-enforced by clubs and club associates.

FFV ZERO TOLERANCE APPROACH TO BEHAVIOUR

7%
REDUCTION
IN PLAYER
SUSPENSIONS

9.2%
REDUCTION
IN TRIBUNAL
HEARINGS

22%
REDUCTION
IN NUMBER
OF FINES

3 STRATEGIC PILLAR 3

CUSTOMER SERVICE

Completed independently by Sport Business Partners, results from the 2010 Customer Satisfaction Survey again indicated that overall satisfaction levels had improved across the board, with stakeholders indicating that FFV staff are "professional, helpful, and approachable".

As outlined in the Strategic Plan, FFV is working towards a customer satisfaction result of 85% by the end of 2011. The 2009 Customer Satisfaction Survey indicated that the customer satisfaction level was at 66%, and results from the 2010 survey presented a significant increase to 72%. Importantly, the decline in those dissatisfied with service levels has decreased to 24% in 2010, down from 31% in 2009.

Data collected from the survey indicated that the nature of the Club Information Sessions presented at the beginning of 2010 may have been too detailed, and as a result, this process has been reviewed, rectified and streamlined for the 2011 Club Information Sessions.

2010 OPERATIONAL STRATEGY

Activate customer driven participant growth strategies with flexible, value for money, and targeted football competition and events (Futsal, Social, Corporate, Masters, Women and Girls).

Develop strategy to tap in to the social football environment including masters, thirds, adult, small sided games and school holiday programs.

School Football

Approximately 6,350 boys and girls took part in the fourth year of the Cottee's Schools 5-a-side program, which was an increase of almost 500 from 2009. In 2011, FFV will work closer with clubs to ensure the program serves as a gateway to club football, with 30 gala days to be run in the lead up



3 STRATEGIC PILLAR 3

CUSTOMER SERVICE

to the winter season and an estimated 6,500 participants to take part. In addition to the 5-a-side program, 40,000 school children participated in school football clinics delivered by FFV Sports Development Program students in 2010.

School Holiday Program

In partnership with SEDA, FFV continued to build on the School Holiday program first launched in 2009. Programs were run during terms 1, 2 and 3 holidays, with almost 900 boys and girls participating – this was a substantial increase on the number of participants in 2009, which saw 250 children take part in the program. In 2011 FFV aims to deliver the program to **1,200 participants** in both metro and regional areas.

Beach Football

In another initiative to attract the world game to a new audience, FFV ran its inaugural beach football tournament in February 2010 at the St Kilda Festival. More than 200 people participated in a men's and women's competition. FFV returned to the festival again in 2011 and ran a tournament of the similar size and structure to continue building on the brand and developing a base for future growth.

Indigenous Development

In 2010, 87 new Indigenous players registered with FFV affiliated clubs. FFV provided financial assistance to two clubs to cover registration fees, equipment and uniforms. FFV also ran regional "come-and-try" days throughout the year, with 76 boys and girls participating. To continue to promote and grow the game among the Indigenous community, FFV has employed a part-time Indigenous Football Development Officer. The Indigenous Advisory committee provided great assistance in identifying funding opportunities, community initiatives and general information sharing.

New Arrivals

The third year of FFV's All Communities Program (funded through VicHealth) saw 733 new arrival boys and girls participate in community football programs across Victoria. Through the project, FFV have supported 10 metropolitan clubs and 11 regional clubs to subsidize registration fees, equipment, travel, and uniforms to assist with integrating new arrival participants into the club. The project has also assisted 42 new arrivals complete football coaching accreditations and 14 new arrivals graduate from the Level 4 Referees course. As a result of the successful delivery of the All Communities Project, FFV has been recognised as an exemplary sporting association by VicHealth, and has been granted a further \$750,000 over the next three years to continually increase participation opportunities among newly arrived communities, particularly those from the Horn of Africa. This level of government funding boosts FFV to the number one ranking, a rise of thirty-two places from four years ago.

All Abilities Programs

In 2010, FFV assisted 10 affiliated clubs with All Abilities Programs, with 138 participants involved in these programs across the state, an increase from 45 in 2009. An All Abilities registration option has been added to MyFootballClub to capture data and register the players under a suitable and affordable fee. FFV ran the South East Wheelchair Football competition in 2010 at Springers Leisure Centre with 42 participants and three clubs involved. Knox Untied SC won the Grand Final. Two "come-and-try" days were also held in the North West region with 18 participants attending.

Men's Thirds Competition

The Men's Thirds competition saw a significant increase of 12% in team entries in 2010.

ENHANCE FOOTBALL SERVICES AND EXPERIENCES FOR ALL CUSTOMERS INCLUDING THE BROADER VICTORIAN COMMUNITY.



Implement MyFootballClub that will set platform to capture all "participants" involved in the sport in future. In 2010 focus on players, administrators and coaches.

MyFootballClub

MyFootballClub supports and provides tools to clubs across key areas such as on-line registration, facilities and volunteers. A major component of this program is the national online registration system, which allows participants including clubs, players, club administrators and volunteers to register with their club, zone/association, Member Federation and FFA.

This process provides football with a more accurate and complete database, which will assist the sport to provide greater and more in-depth participant analysis, and improve the efficiency of football administration at all levels including national, state and at the grassroots.

Last year was the second year of the staged-rollout of MyFootballClub across Australia. In 2010, FFV and Football Federation South Australia utilized MyFootballClub, following on from Capital Football, Football Federation Northern Territory, Football Federation Tasmania and Football West who first used the system in 2009. This saw an end to the use of the SportNet system which was in operation in Victoria since 2005.

In 2010 135,000 players registered through the MyFootballClub system nationally. More than 62,000 registrations were recorded in Victoria under the umbrella of FFV comprised of over 51,000 Outdoor players, 5,000+ Futsal players and 3,600+ "other football" registrations. Over 16% of players took up the player self-registration option via MyFootballClub in both Outdoor and Futsal.

Player self-registration is a completely paperless option, which aims to save time, resources and costs. The target for 2011 is to have 40% of all players self-register via

MyFootballClub. FFV will also provide clubs with the option to activate on-line payments via MyFootballClub, where players can pay for their registration during the self-registration process, making collection of fees at Club level all the more easier and efficient. As part of the introduction of the new on-line system, FFV also introduced the FFV Club Finance System in 2010, which linked to MyFootballClub and allows clubs to manage their finances with FFV in a completely secure and on-line environment.

MyFootballClub Training

Sessions in 2010 were made mandatory in order to receive access to the MyFootballClub and FFV Club Finance System. With the help of the FFA's MyFootballClub team, the MyFootballClub Training and annual Club Information Sessions reached a record of over 600 club officials across the 15 sessions, which spanned metropolitan Melbourne and regional Victoria. In total, nearly 200 of these club officials were in regional Victoria substantiating the growth of the game throughout the state.

FFV made the sessions more accessible than ever to clubs by having sessions located in all FFV Zones across metropolitan Melbourne and regional Victoria due to the nature of the information for 2010 and the mandatory training provided. FFV staff were also engaged to work on weekends and out of business hours during the week (February - April) to provide extra service to customers when they required it.

The FFV Registrations and MyFootballClub team also conducted MyFootballClub training for a number of volunteer Regional MyFootballClub Trainers, to provide support in their local areas and also extended training to over 120 SEDA students enrolled in the 2010 SEDA program.

3 STRATEGIC PILLAR 3

CUSTOMER SERVICE

Develop and implement Futsal strategy in line with FFA Futsal review strategies.

Futsal

Eighteen State Representative Squads competed at the 2010 National Futsal Championships with age ranges from Under 11 to senior for both men and women. One of Victoria's senior men's players is a member of the National squad.

To raise the profile of the sport and increase Futsal participation in Victoria, the Melbourne Futsal League was re-structured to run during the winter months. This restructure provides a pathway for Futsal participants - players, coaches, match officials and clubs - to progress from state to national level competitions in line with national Futsal competition dates.

Based on research conducted develop modified women's and girl's programs that introduce more females to sport.

Women's Football

Several programs were conducted in 2010, which had a strong focus on increasing participation amongst Victorian females. In Bendigo, there has been a strong push to introduce girls' only leagues at OSSF level, where currently there are boys' only and mixed leagues.

FFV ran a girls' only school holiday program in 2010, with 50 girls in attendance. This was followed by a **Mini Matilda's** program with 35 girls attending (20 new to the sport) over a six week program.

A 5-a-side program for women aged 30+ was developed and had five teams compete. Because of the success of this program, FFV is looking to launch a Women's Master's league as part of the regular season in 2011.

The All Nations Women's Cup is proudly supported by VicHealth through FFV's All Communities Program, aimed at increasing participation in the sport by newly arrived

communities. The All Nation's Women's Cup takes place every school holidays and brings together all women's community football programs across the state. Four All Nations Women's Cup tournaments took place in 2010, with more than 150 women/girl's from across the state participating. The All Nations Women's Cup also received the 'Best Sports Development Initiative by an affiliated Vicsport member' award at the 2010 Vicsport Awards.

2010 OPERATIONAL STRATEGY

Communications and Brand Strategy set up. Implement integrated sport/ community/local government communication, brand and alliance development strategy (movement to FFV desired image).

During 2010 an audit was conducted regarding FFV's communications strategies. With the assistance of the FFV Board Committee - Communications & PR Sub Committee, a comprehensive media and communication strategy has been developed. The strategy identifies all key stakeholder groups, including players, clubs, members, councils, state government and its agencies such as VicHealth. The implementation of this strategy will commence in 2011. This will include additional resources in FFV's communication area, and a commitment to growing this pivotal component of FFV's strategic direction.

A new Communication Manager position was created, focusing on strategically enhancing the sport and all aspects of FFV's communications.

ENHANCE FOOTBALL SERVICES AND EXPERIENCES FOR ALL CUSTOMERS INCLUDING THE BROADER VICTORIAN COMMUNITY.



2010 OPERATIONAL STRATEGY

Advance FFV integrated strategy and tailored decentralised resources for regional associations.

In 2010, FFV integrated with the Geelong Regional Football Association (GRFA), the Bendigo Amateur Soccer League (BASL), and Football Federation Sunraysia (FFS).

The area formerly under the auspices of the GRFA is now known as 'Geelong Region', the area previously governed by FFS is now the 'Sunraysia Region', and what was under the jurisdiction of BASL is now 'Central Victoria'.

2010 saw FFV administer all of the integrated region's competitions, tribunal and discipline, finance, game development, referees, registrations and all other facets of their operations.

Each of the newly integrated regions is strategically overseen by a Football Committee, and Sunraysia and Central Victoria have full time administrators in place.

Feedback from the Committees to date has been positive and has enabled football in those regions to develop and grow. FFV will continue to build on the positive relationship it has developed with regional Victoria.

FFV continues to work with other regional associations to develop the sport and improve coordination or programs.

2010 OPERATIONAL STRATEGY

Develop flexible options to increase the pool of grass-roots referees and coaches.

Implement Coaching accreditation program for all metropolitan leagues and at least one of the regional centres where FFV is providing full operational support.

Referee Review

Consultations for the Referee Review were held across Victoria during September and October 2010 to assist in developing strategies for the development and recruitment of referees. Over 100 individuals were consulted, while 200 more - referees (active and retired), players, parents, coaches and club representatives - contributed via an online survey. Information from national and international football associations, and from other sports, provided valuable material to inform the review.

As a result of the review, and with funding assistance from the Victorian Government, a range of actions has been recommended to provide a blueprint for future recruitment, retention and development of Victorian referees.

These include raising the profile of refereeing, training more instructors to deliver more entry level courses, increasing the accessibility of community level courses, providing ongoing training and support to accredited referees, and placing greater emphasis on the 'Abuse, and You May Lose' campaign.

FFV now has 18 qualified Referee Instructors who delivered over 50 courses in 2010, which saw the number of registered referees reach 1,079. The target for 2010 was 1,015.

3 STRATEGIC PILLAR 3

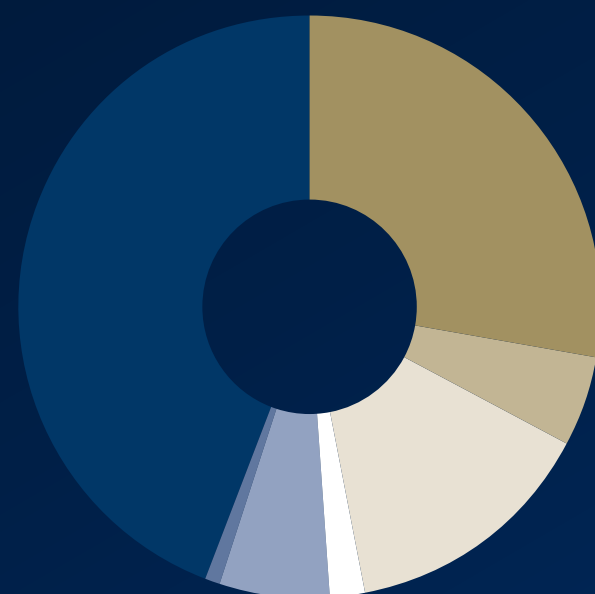
ENHANCE FOOTBALL SERVICES AND EXPERIENCES FOR ALL CUSTOMERS INCLUDING THE BROADER VICTORIAN COMMUNITY.

Coach Education

Throughout 2010, community coaching courses were conducted across Victoria, with close to 190 courses in total held. A total of 8,986 Victorian coaches are currently accredited, an increase of over 1,700 from 2009, thereby working towards the aim of having more appropriately qualified coaches for each team registered with FFV. The Victorian Government pledged \$7,800 to the training of female and regionally based coaches, assisting 130 individuals to obtain coaching accreditations free of charge. Football was also the highest funded sport across the state as part of the Target 1000 program.

FFV Coaches Association

The restructured Coaches Association focused on identifying active coaches and ensuring ongoing education and training is provided to further their development and the development of their players. Overall, 75% of active coaches were identified as a result of the new registration system, with 44% of these coaches accredited appropriately.



Customer Base of 137,859

- Primary School Clinics - 28% (38,455)
- Cottees 5-a-side - 5% (6,350)
- Secondary School Competitions - 14% (19,700)
- Registered Volunteers - 2% (2,600)
- Coaches - 6% (8,986)
- Referees - 1% (1,076)
- Player Registrations* (via MFC) - 44% (60,689)

4 STRATEGIC PILLAR 4

BUSINESS DEVELOPMENT

FFV REPORTED AN
18% GROWTH IN
REVENUE FROM
2009 THROUGH
BUSINESS
DEVELOPMENT
ACTIVITIES IN 2010.



4 STRATEGIC PILLAR 4 BUSINESS DEVELOPMENT

2010 OPERATIONAL STRATEGY

Strengthening VCL pathways, accessibility and profile for seasons two and three.

Continue to build the brands of the VCL and zone clubs within each zone so the league and the clubs are identified as the brand to 'aspire' to for players, coaches and administrators.

LaTrobe University

FFV developed a unique partnership with LaTrobe University in 2010 which saw the university establish a VCL subject for its Sports Management students. The third and fourth year students were provided with a mix of specialised lectures delivered at FFV by experienced FFV staff. The course was structured around the management and administration of our VCL Zones, and provided practical experience as an administrator in one of our 12 Zone Clubs. The relationship was undoubtedly a win-win for all involved. From an FFV perspective, the opportunity to work with some of the brightest young talent hoping to pursue a career in the sport administration industry has proven to be an extremely valuable human resource and, from the feedback provided by those enrolled in this subject, students enjoyed the chance to get valuable experience in real-life sports administration and management situations.

FFV also utilised the skills of the LaTrobe University students to help promote the competition in season three. The students assisted in updating of the Zone websites, writing match reports and capturing video footage and photos for use on the websites and at Gold Medal Night.

The Victorian Champions League Facebook and Twitter pages were also a worthwhile tool in communicating with all the VCL participants and their families, but most importantly, the social networking sites were invaluable in sending out instant messages regarding fixtures changes as we battled the rain during the summer.

In an exciting new initiative for season three of the VCL, FFV worked with ExtraTime TV to film one Under 20's Youth Men's game per round, with highlights of this match, along with other VCL games and interviews, shown on Channel 31 the following week.

Considerable work was done to further build on the VCL brand and that of each of the Zones over season two and leading into season three. Season two saw the rollout of new team logos, colours and playing strips with each of our apparel licensees being assigned one or two Zones to provide playing uniforms akin to those of high profile Clubs from Leagues around the world. This had an immediate and positive impact upon the look and feel of summer football in Victoria, giving participants a Zone brand to which they could aspire as well as raising the professionalism of the League notably. Feedback from key stakeholders following season two was very positive, with the branding project hailed as a significant step in exciting players and parents and securing the VCL as a highly recognised and well-regarded program and competition within the Victorian football calendar.

Another notable step taken to continue the work on the look and feel of the VCL has been the partnership with KFC which has delivered a strongly branded match ball, fixture card (which included the VCL key dates and was mailed to all Victorian registered participants and therefore a presence in almost all football households across the state) and a KFC presence at all Zones through match day signage and uniform branding. This partnership demonstrates the commercial possibilities of the League as it continues to grow and the benefits of partnering with sponsors from which we can leverage positive brand association and

GENERATE ADDITIONAL REVENUE TO INVEST IN THE GROWTH OF VICTORIAN FOOTBALL.



further our reach to develop the competition's profile and standing within both the Victorian football landscape and the broader sporting landscape in our state.

At the conclusion of season two in 2010, the first VCL Gold Medal Awards night was held. A fantastic night filled with the colour and excitement that had developed over season two, largely as a result of the branding project and the increased unity of teams within each Zone.

The VCL Championship Series was further evidence of the successful roll out of the new brand. Both weekends of the series saw Zones come together for finals competition, once again in a strongly branded environment. Both weekends were run with considerable professionalism which many participants and their parents hadn't previously experienced, demonstrating the importance of the competition to FFV's strategic direction.

2010 OPERATIONAL STRATEGY

Develop viable business model and partnerships to secure funding to execute FFV regional football centre acquisitions.

Knox Regional Football Centre

FFV has partnered with Knox City Council to develop the Knox Regional Football Centre as part of Council's Eastern Recreation Precinct project, which also includes the new state basketball centre. FFV's investment will be in the order of \$1.5 million and the football centre will open in the first half of 2011. FFV will operate the centre on behalf of council and the football community.

The football centre will be home to Australia's first specialised recreational 5-a-side facility, with nine dedicated, outdoor small pitches with fencing and lighting.

As well as the 5-a-side facilities, there will be a full-sized, high quality synthetic pitch for use by Knox clubs, FFV and other clubs for matches and training. The pitches are supported by a new purpose-built pavilion with change rooms, office and social room.

In other activities related to Business Development, a number of other initiatives were undertaken including Sponsorship, Marketing and Events.

Sponsorship and Marketing

The sponsorship program at FFV is one that is extremely important to the organisation, in that it provides a revenue stream that can be used to support the various initiatives and events that showcase football both within the football community and more broadly.

Once again this year we have had strong support from our partners with both financial and in-kind agreements enabling us to better service all of our stakeholders in various ways.

In 2010, FFV welcomed KFC into the sponsor family. KFC sought to extend their existing involvement in the sport through their partnership with A-League Club, Melbourne Victory FC, by reaching the broader football community through support of both our Talented Player Development Programs (state squads and VCL) and our Junior Registration Benefits Program. Association with the latter of these saw KFC branded fixture cards delivered to the homes of our 40,000 juniors, each with a voucher for a free Socceroos scarf to redeem at a KFC store.

Clear Solar continued its generous support of the Melbourne Victory W-League and of FFV during the year, and the organisation is grateful for the work it does in supporting the women's game. This enables FFV to continue to develop genuine representative opportunities at a high level for young Victorian females playing football.

4 STRATEGIC PILLAR 4

GENERATE ADDITIONAL REVENUE TO INVEST
IN THE GROWTH OF VICTORIAN FOOTBALL.

Alanic came on board during the year as the naming partner of the Victorian Premier League. It has brought some notable marketing opportunities, in particular their sponsored billboard prominently placed on the Western Ring Road promoting the 2010 Alanic VPL Grand Final at AAMI Park. Alanic's ongoing support and involvement is appreciated by all involved in the sport's highest level domestic competition, and FFV looks forward to continuing to work with Alanic and the clubs to continue to grow the league.

As has been the case for a number of years, Covo continues to kit out our state and development squads and teams with great apparel. We would like to acknowledge and thank it for this support, which goes a long way towards reducing the cost of running talented player teams and tours.

Schweppes remained a valued partner in the beverage category for FFV, and it's pleasing to see a number of clubs take advantage of the reduced prices it offers directly to our community for bulk purchase of products such as Solo and Gatorade for club canteens. Our work with Schweppes provides not only a cheap and convenient way to stock canteens, but sees an increase in the canteen profits that help Clubs raise revenue.

The teams at Samba Goals, OzSports (strapping tape and medical supplies) and All Trophies have continued to support football in Victoria at various levels and each are an excellent partner for the organisation. Our sincere thanks to those companies for everything they provide, particularly with respect to in-kind product for events and teams.

In an environment where synthetic pitches are beginning to pop up all over our state, Tiger Turf has remained an effective partner also, contributing financially to the organisation and sport, whilst Events Worldwide has also continued its involvement as naming partner to the State Football Centre in Darebin. We extend our thanks to these organisations.

Events

A key focus for FFV in 2010 was strengthening the events program to assist with revenue and in the promotion of the game in Victoria. FFV events are varied, ranging from matches to functions, and are held in metropolitan and regional Victoria to allow access by all.

In January 2010, a new position was created, Events Manager, which enabled FFV to put greater resources and subsequently expand FFV's events calendar. Key events in 2010 included: Bendigo Boys FC, St Kilda Festival Beach Football Tournament, Premier League Gold Medal Night, VPL LIVE match of the round, Alanic Victorian Premier League ANZAC Day match in Bendigo and the 2010 Finals Series, Melbourne Victory Women and National Youth League home matches (held in metropolitan and regional Victoria), VCL Gala Weekends, and for the first time, the KFC Gold Medal Night, which was held at a Melbourne Victory FC home game at Etihad Stadium in January 2010. More than 1,000 people packed the Victory Room to celebrate a successful season two of the VCL.

FFV DEVELOPMENT PATHWAY

FFV BOYS DEVELOPMENT PATHWAY

Age	Community	State	National	International
21+	Club	Zone Team	A-League Overseas League Victorian Rep Team	Socceroos Olyroos
19-20	Club	Zone Team	A-League NYL / NTC Victorian Rep Team	Olyroos Young Socceroos
17-18	Club	Zone Team	National Youth League (NYL) NTC	AIS Young Socceroos
15-16	Club	Zone Teams	NTC State Team	AIS Joeys
12-14	Club 11 v 11	Zone Team	NTC State Team	AFC Football Festival
10-11	SSG Club 9 v 9	Zone Training		
8-9	SSF Club 7 v 7			
<7	SSG Intra Club & Gala Days 4 v 4			

FFV GIRLS DEVELOPMENT PATHWAY

Age	Community	State	National	International
21+	Club	Zone Team	W-League NTC Victorian Rep Team	Matildas AIS
19-20	Club	Zone Team	W-League NTC Victorian Rep Team	Matildas AIS Young Matildas
17-18	Club	Zone Team	NTC W-League	Young Matildas
15-16	Club	Zone Teams	State Team NTC	Young Matildas
12-14	Club 11 v 11	Zone Team	State Team	Young Matildas
10-11	SSG Club 9 v 9	Zone Training		
8-9	SSF Club 7 v 7			
<7	SSG Intra Club & Gala Days 4 v 4			

ZONE MAPS

Melbourne Metropolitan Zones

Western

Wyndham1

Melton2

Brimbank3

Hobsons Bay4

North West

Moreland10

Moonee Valley11

Hume12

North East

Boroondara16

Whitehorse17

Manningham18

Nillumbik19

South East

Glen Eira25

Bayside26

Kingston27

Central

Maribyrnong5

Melbourne6

Port Phillip7

Stonnington8

Yarra9

Northern

Whittlesea13

Darebin14

Banyule15

Eastern

Yarra Ranges20

Maroondah21

Knox22

Cardinia23

Monash24

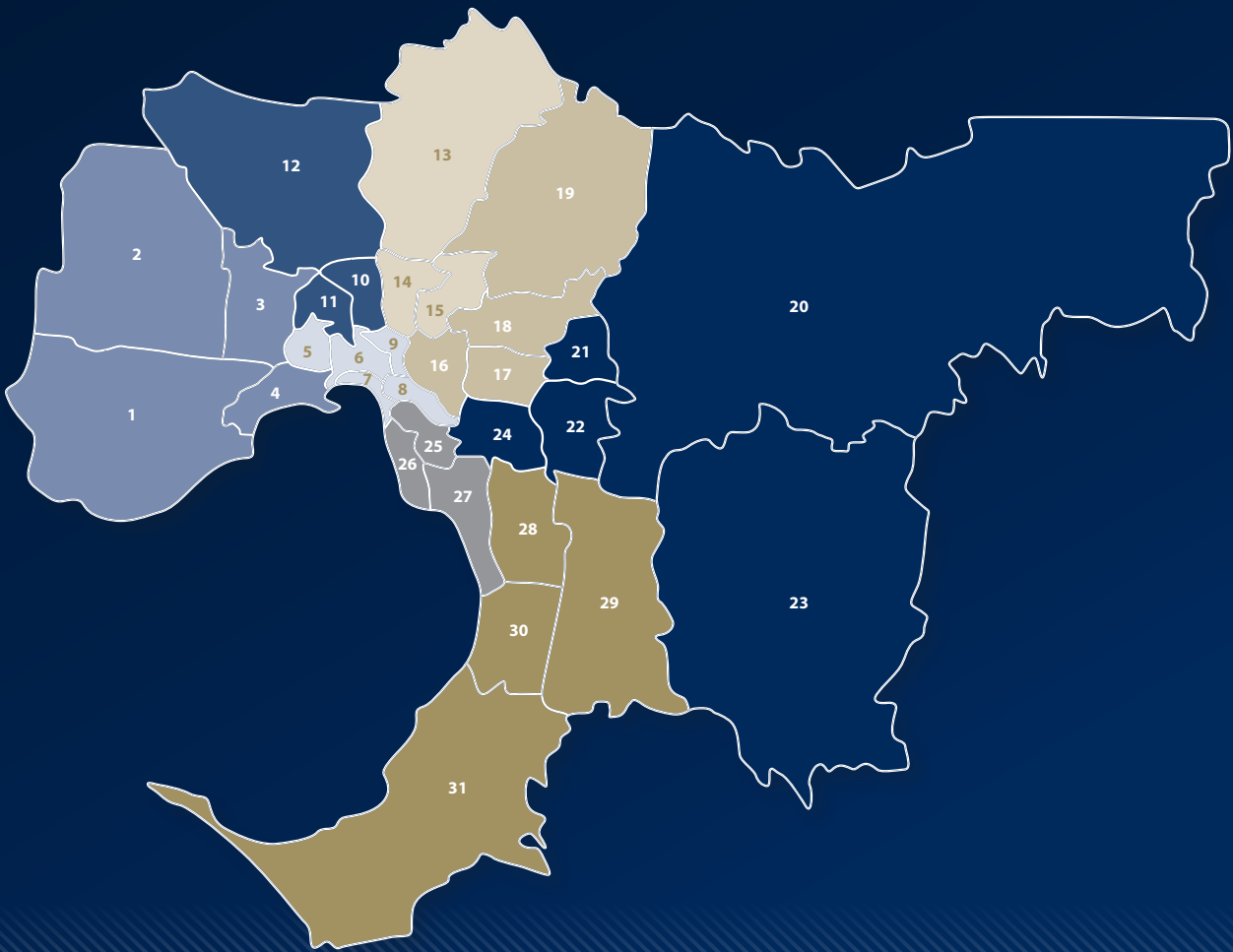
Southern

Greater Dandenong28

Casey29






Frankston30

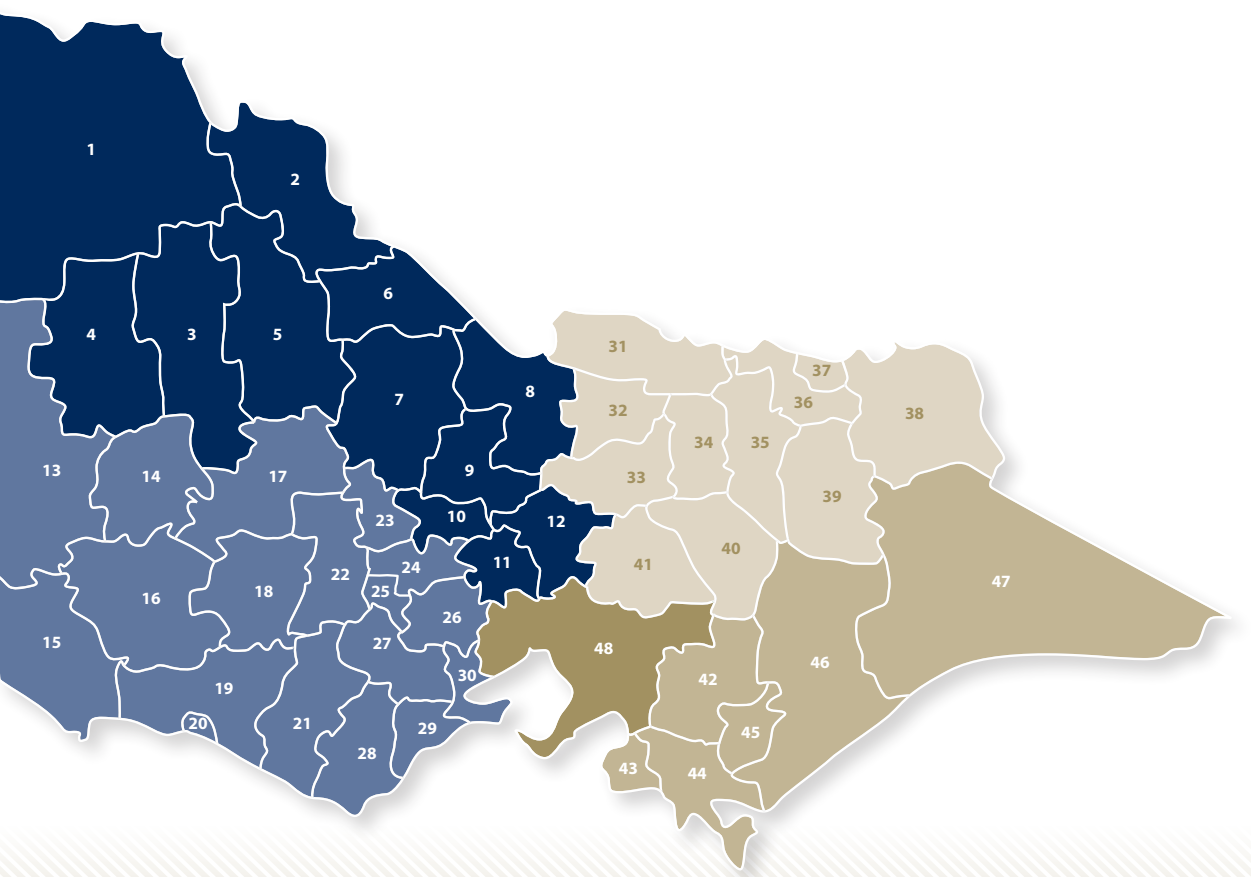
Mornington Peninsula31



ZONE MAPS

Victorian FFV Zones

				
Loddon Mallee	Wimmera Sth Coast	Goulburn Nth East	Gippsland	
Mildura	1 West Wimmera	13 Moira	31 Baw Baw	42
Swan Hill	2 Horsham	14 Greater Shepparton	32 Bass Coast South	43
Yarriambiack	3 Glenelg	15 Strathbogie	33 Gippsland	44
Hindmarsh	4 Southern Grampians	16 Benalla	34 Latrobe	45
Buloke	5 Northern Grampians	17 Wangaratta	35 Wellington	46
Gannawarra	6 Ararat	18 Indigo	36 East Gippsland	47
Loddon	7 Hoyne	19 Wodonga	37	
Campaspe	8 Warrnambool	20 Towong	38	
Greater Bendigo	9 Corangamite	21 Alpine	39	
Mount Alexander	10 Pyrenees	22 Mansfield	40	
Macedon Ranges	11 Central Goldfields	23 Murrindindi	41	
Mitchell	12 Hepburn	24		
	Ballarat	25		
	Moorabool	26		
	Golden Plains	27		
	Colac Otway	28		
	Surf Coast	29		
	Greater Geelong	30		
			Melbourne Metro	
			Melbourne Metropolitan	48





REGISTRATION STATISTICS

FFV REGISTRATION SUMMARY: 2009-2010

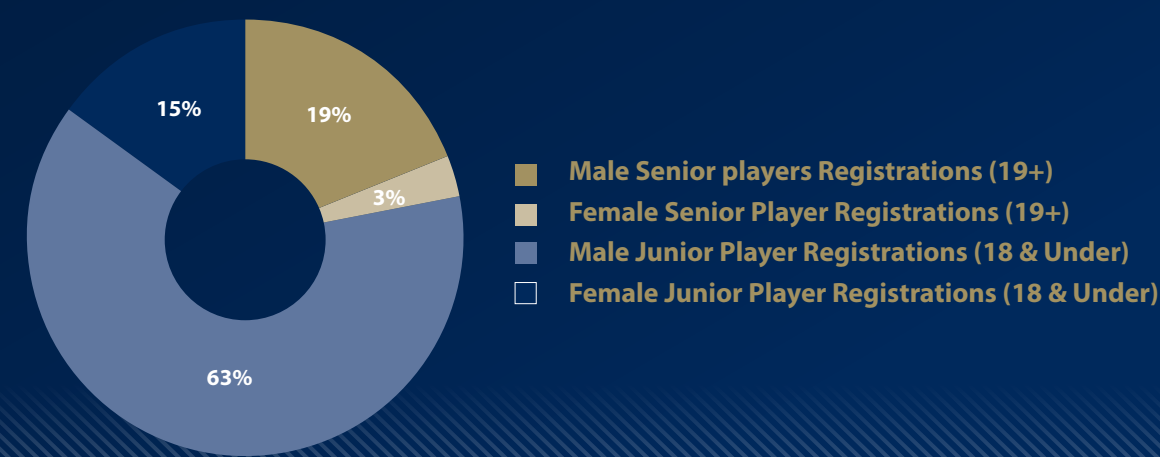
2009 / 2010 Comparison	2009*	2010	% Difference from 2009
Total Overall Player Registrations	56,232	60,689	7.9%
Male Player Registrations	46,541	49,567	6.5%
Female Player Registrations	9,379	11,122	18.6%
Senior Player Registrations (19+)	12,999	13,644	5.0%
Junior Player Registrations (18 & under)	42,892	47,045	9.7%
Male Senior Players Registrations (19+)	11,241	11,497	2.3%
Female Senior Player Registrations (19+)	1,758	2,147	22.1%
Male Junior Player Registrations (18 & under)	35,277	38,070	7.9%
Female Junior Player Registrations (18 & under)	7,615	8,975	17.9%
Indigenous Players	30	117	290.0%
Outdoor Football Player Registrations	51,591	51,693	0.2%
Futsal Player Registrations	4,329	5,380	24.3%
Other Player Registrations***	312	3,616	1059.0%
Metro Player Registrations (Based on Zone)**	38,644	40,218	4.0%
Regional Player Registrations (Based on Zone)**	17,276	16,855	-2.4%
Player Self-Registrations via MyFootballClub	N/A	9,495	N/A

* Only Includes figures for Outdoor & Futsal Player Registrations for 2009, except Total Overall Player Registrations

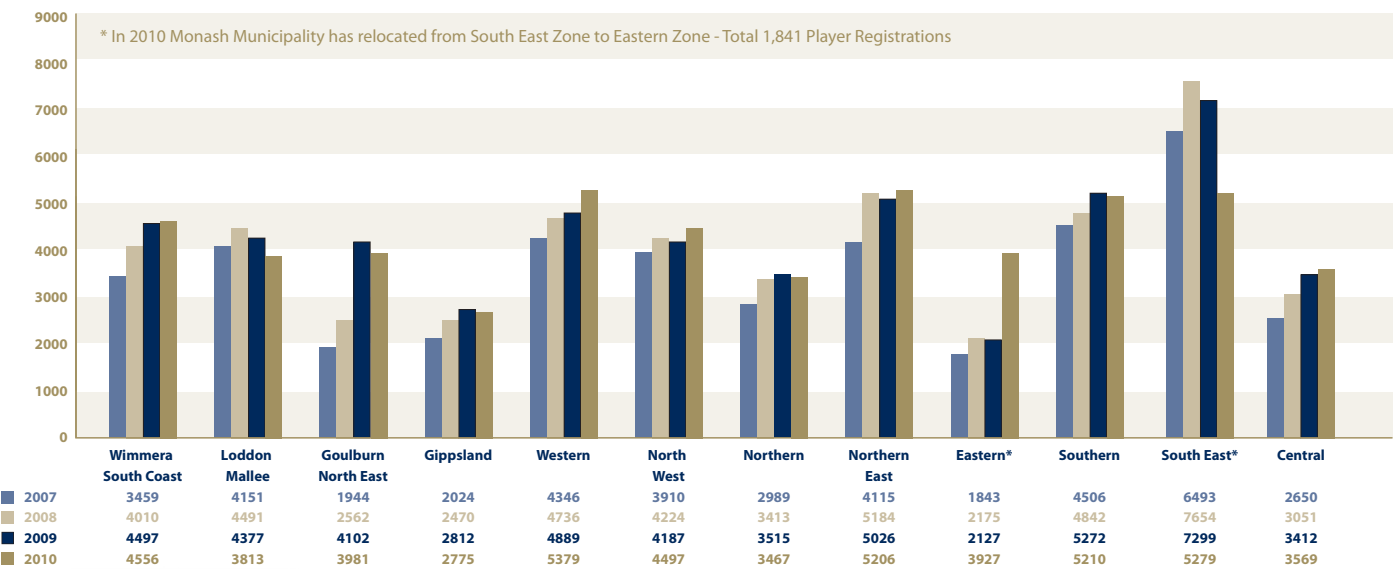
** Does not include "Other Player Registration" figures

*** Total Other Registrations (Social, Beach, Play Football, Summer Sevens/ Fives, School Holiday Programs, Miniros, Boys FC & Game Development Programs)

OVERALL PLAYER REGISTRATIONS (Breakdown by Player Type for 2010)



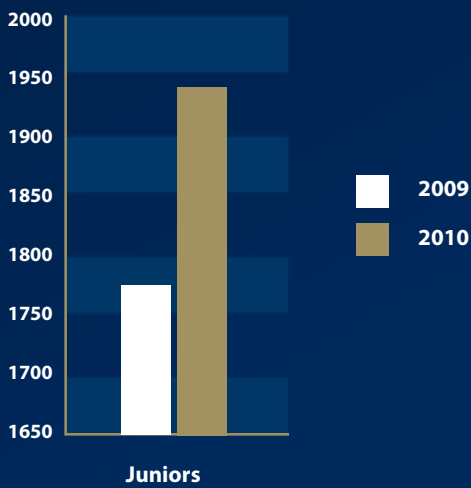
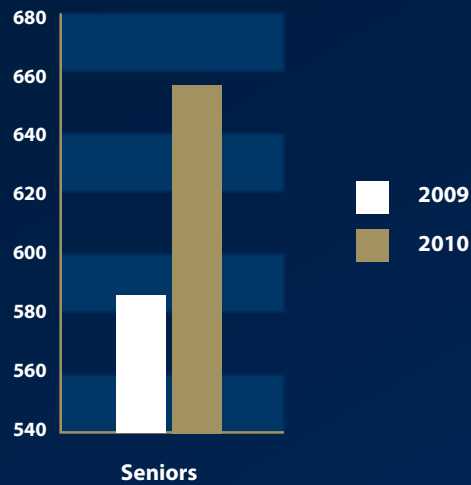
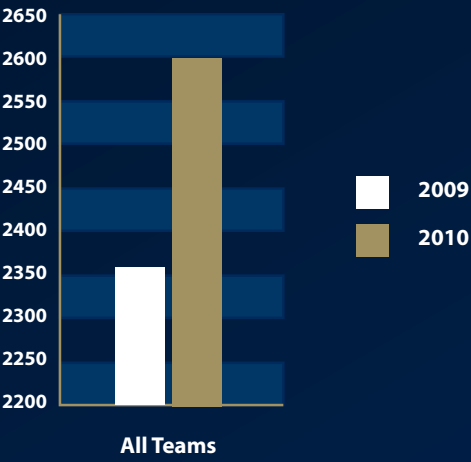
FFV REGISTRATION SUMMARY: 2007-2010



TEAM ENTRY
SUMMARY

REGION	TYPE	2009	2010
Metro	Mens	429	461
Metro	Womens	98	108
Metro	Boys	935	755
Metro	Girls	215	198
Metro	SSF	401	740
Geelong	Mens	16	29
Geelong	Womens	6	13
Geelong	Boys	29	40
Geelong	Girls	11	14
Geelong	SSF	0	12
Central	Mens	16	18
Central	Womens	8	9
Central	Boys	65	54
Central	Girls	0	0
Central	SSF	107	117
Sunraysia	Mens	9	11
Sunraysia	Womens	4	6
Sunraysia	Boys	13	14
Sunraysia	Girls	0	0
Sunraysia	SSF	0	0
Total	Mens	470	519
Total	Womens	116	136
Total	Boys	1042	863
Total	Girls	226	212
Total	SSF	508	869
	All Teams	2362	2599

* FFV Managed Competitions



METRO
AWARDS

ALANIC VICTORIAN PREMIER LEAGUE

Senior Champions	Green Gully SC
Senior League R/U	Richmond SC
Minor Premiers	Richmond SC
Minor Premiers R/U	Hume City FC
Under 21s Champions	South Melbourne FC
Under 21s R/U	Richmond SC

WOMENS PREMIER LEAGUE

Senior Champions	Box Hill Inter SC
Senior R/U	Heidelberg United SC
Minor Premiers	Box Hill Inter SC
Minor Premiers R/U	Heidelberg United SC
Reserves Champions	Ashburton Womens SC
Reserves R/U	Box Hill Inter SC

MENS STATE LEAGUE

Div 1 Champions	St Albans Saints SC
Div 1 R/U	Springvale White Eagles SC
Div 1 Under 21s Champions	Langwarrin SC
Div 1 Under 21s R/U	Nth Geelong Warriors SC
Div 2 North-West Champions	Port Melbourne Sharks SC
Div 2 North-West R/U	Whittlesea Ranges FC
Div 2 North-West Res Champions	Whittlesea Ranges FC
Div 2 North-West Res R/U	Altona City SC
Div 2 South-East Champions	Southern Stars FC
Div 2 South-East R/U	Diamond Valley United SC
Div 2 South-East Res Champions	Knox City FC
Div 2 South-East Res R/U	Diamond Valley United SC
Div 3 North-West Champions	Westgate FC
Div 3 North-West R/U	Geelong SC
Div 3 North-West Res Champions	Sunbury United SC
Div 3 North-West Res R/U	Keilor Park SC
Div 3 South-East Champions	Noble Park United FC
Div 3 South-East R/U	South Springvale SC
Div 3 South-East Res Champions	Noble Park United FC
Div 3 South-East Res R/U	Nunawading City FC

MENS PROVISIONAL LEAGUE

Div 1 North-West Champions	Whittlesea United SC
Div 1 North-West R/U	Avondale Heights SC
Div 1 North-West Res Champions	South Yarra SC
Div 1 North-West Res R/U	Avondale Heights SC
Div 1 South-East Champions	Doveton SC
Div 1 South-East R/U	Old Scotch SC
Div 1 South-East Res Champions	Old Melburnians SC
Div 1 South-East Res R/U	Monash University SC
Div 2 North-West Champions	Western Eagles SC
Div 2 North-West R/U	Surf Coast FC
Div 2 North-West Res Champions	Hoppers Crossing SC
Div 2 North-West Res R/U	Collingwood City FC
Div 2 South-East Champions	Lyndale United SC
Div 2 South-East R/U	Skye United FC
Div 2 South-East Res Champions	Riversdale SC
Div 2 South-East Res R/U	Berwick Kings FC
Div 3 North-West Champions	Northern Roosters FC
Div 3 North-West R/U	Upfield SC
Div 3 North-West Res Champions	Watsonia Heights SC
Div 3 North-West Res R/U	Upfield SC
Div 3 South-East Champions	Keysborough SC
Div 3 South-East R/U	Seaford United SC
Div 3 South-East Res Champions	Old Trinity Grammarians SC
Div 3 South-East Res R/U	Seaford United SC



METRO AWARDS

MENS METROPOLITAN LEAGUE

North-West Champions	Light United SC
North-West R/U	Moreland Wolves SC
North-West Reserves Champions	Light United SC
North-West Reserves R/U	Northern United SC
South-East Champions	Middle Park FC
South-East R/U	Dandenong Warriors FC
South-East Reserves Champions	Middle Park FC
South-East Reserves R/U	Ringwood City FC

WOMENS STATE LEAGUE

Div 1 Champions	Bundoora United FC
Div 1 R/U	Doncaster Rovers SC
Div 1 Reserves Champions	Doncaster Rovers SC
Div 1 Reserves R/U	Bundoora United FC
Div 2 North-West Champions	Cairnlea FC
Div 2 North-West R/U	FC Bulleen Lions
Div 2 South-East Champions	Albert Park SC
Div 2 South-East R/U	Sandringham Womens SC
Div 3 North-West Champions	Keilor Park SC
Div 3 North-West R/U	Yarra Jets FC
Div 3 South-East Champions	Box Hill Inter SC
Div 3 South-East R/U	Seaford United SC

WOMENS METROPOLITAN LEAGUE

North-West Champions	Brunswick City SC
North-West R/U	Brunswick Zebras FC
South-East Champions	Berwick City SC
South-East R/U	Dandenong City SC
Central Champions	Sandringham Womens SC
Central R/U	Whittlesea Zebras FC

MENS THIRDS LEAGUE

Div 1 Champions	South Yarra SC
Div 1 R/U	Cleeland United SC
Div 2 North-West Champions	Mitchell Rangers FC
Div 2 North-West R/U	La Trobe University SC
Div 2 South-East Champions	Caulfield Grammarians SC
Div 2 South-East R/U	Bayside Argonauts FC
Div 3 North-West Champions	Northcote City SC
Div 3 North-West R/U	Plenty Valley Lions FC
Div 3 South-East Champions	Old Haileybury SC
Div 3 South-East R/U	Riversdale SC
Div 4 North-West Champions	Altona City SC
Div 4 North-West R/U	Brimbank Stallions FC
Div 4 South-East Champions	South Yarra SC
Div 4 South-East R/U	Beaumaris SC
Div 5 North-West Champions	Melbourne Bears SC
Div 5 North-West R/U	Altona City SC
Div 5 South-East Champions	Dandenong Thunder SC
Div 5 South-East R/U	Middle Park FC
Division 6 Champions	Sandringham SC
Division 6 R/U	Brimbank Stallions FC

MENS MASTERS

North-West Champions	Fitzroy City SC
North-West R/U	Moreland City SC
South-East Champions	Doveton SC
South-East R/U	Bayside Argonauts FC
Central Champions	South Yarra SC
Central R/U	Eastern Lions SC

BOYS 18

Purple Champions	South Melbourne JSC
Purple R/U	FC Bulleen Lions
Blue Champions	North Caulfield JFC
Blue R/U	Melbourne Phoenix FC
Central - Northern Champions	South Melbourne JSC
Central - Northern R/U	Sunshine George Cross SC
Eastern- North-East Champions	Sherbrooke Rangers JSC
Eastern- North-East R/U	Doncaster Rovers SC
South-East - Eastern Champions	Oakleigh Cannons FC
South-East - Eastern R/U	Southern Suburbs SC
Southern Champions	Frankston Pines FC
Southern R/U	Bayside Knights FC
Western - North-West Champions	Essendon Royals SC
Western - North-West R/U	Ballarat & District Soccer Association

BOYS CENTRAL-NORTH

North 12 A Champions	Richmond SC
North 12 A R/U	South Melbourne JSC
North 12 B Champions	Richmond SC 2
North 12 B R/U	Northcote City SC
North 12 C Champions	Richmond SC
North 12 C R/U	Yarra Jets FC 1
North 13 A Champions	Heidelberg United SC
North 13 A R/U	National Training Centre
North 13 B Champions	Yarraville FC
North 13 B R/U	Bundoora United FC
North 14 A Champions	Whittlesea Ranges FC
North 14 A R/U	South Melbourne JSC
North 14 B Champions	Whittlesea Ranges FC
North 14 B R/U	South Yarra SC
North 15 A Champions	Bundoora United FC
North 15 A R/U	South Melbourne JSC
North 15 B Champions	Northcote City SC
North 15 B R/U	Bundoora United FC
North 16 A Champions	Richmond SC 2
North 16 A R/U	Richmond SC 1
North 16 B Champions	Yarraville FC
North 16 B R/U	Yarra Jets FC 2

BOYS EAST-NORTH EAST

North East 12 A Champions	FC Bulleen Lions
North East 12 A R/U	Monash City SC
North East 12 B Champions	FC Bulleen Lions
North East 12 B R/U	Boroondara Eagles FC
North East 12 C Champions	Sherbrooke Rangers JSC
North East 12 C R/U	FC Bulleen Lions
North East 12 D Champions	Croydon City Arrows SC
North East 12 D R/U	Ashburton United SC
North East 12 E Champions	Boronia JSC
North East 12 E R/U	Montrose SC
North East 13 A Champions	FC Bulleen Lions
North East 13 A R/U	Box Hill Inter SC
North East 13 B Champions	Nunawading City FC
North East 13 B R/U	FC Bulleen Lions
North East 13 C Champions	FC Bulleen Lions
North East 13 C R/U	Glen Waverley SC 1
North East 14 A Champions	FC Bulleen Lions
North East 14 A R/U	Box Hill Inter SC
North East 14 B Champions	Whitehorse United JSC
North East 14 B R/U	FC Bulleen Lions
North East 14 C Champions	Eastern Lions SC
North East 14 C R/U	Knox City FC
North East 14 D Champions	Bunyip District SC
North East 14 D R/U	Boronia JSC
North East 15 A Champions	FC Bulleen Lions
North East 15 A R/U	Oakleigh Cannons FC
North East 15 B Champions	FC Bulleen Lions
North East 15 B R/U	Manningham SC
North East 15 C Champions	Whitehorse United JSC
North East 15 C R/U	DOC United FC
North East 15 D Champions	Manningham SC
North East 15 D R/U	Glen Waverley SC
North East 16 A Champions	Knox City FC
North East 16 A R/U	FC Bulleen Lions
North East 16 B Champions	Doncaster Rovers SC
North East 16 B R/U	Whitehorse United JSC



METRO AWARDS

BOYS NORTH WEST

12 A Champions	Essendon Royals SC
12 A R/U	Light United SC
12 B Champions	Fawkner SC
12 B R/U	Gisborne JSC
13 A Champions	Essendon Royals SC
13 A R/U	Brunswick Zebras FC
13 B Champions	Essendon Royals SC
13 B R/U	Brunswick Zebras FC 1
14 A Champions	Brunswick City SC
14 A R/U	Light United SC
14 B Champions	Pascoe Vale SC
14 B R/U	North City Lions SC
15 A Champions	Brunswick Zebras FC 1
15 A R/U	Essendon Royals SC
16 A Champions	Fawkner SC
16 A R/U	Melbourne Phoenix FC
16 B Champions	Greenvale United SC
16 B R/U	North City Lions SC

BOYS SOUTH EAST

12 A Champions	Hampton JSC
12 A R/U	Brighton SC 2
12 B Champions	Aspendale JSC
12 B R/U	Brighton SC 2
12 C Champions	Bentleigh Greens SC
12 C R/U	Bayside Argonauts FC
13 A Champions	Brighton SC
13 A R/U	Hampton JSC
13 B Champions	Beaumaris SC
13 B R/U	Brighton SC 2
14 A Champions	Bentleigh Greens SC
14 A R/U	Brighton SC 1
14 B Champions	Bentleigh Greens SC
14 B R/U	North Caulfield JFC 1
15 A Champions	Sandringham City JSC
15 A R/U	Bentleigh Greens SC 1
15 B Champions	Brighton SC 2

BOYS SOUTH EAST (continued)

15 B R/U	North Caulfield JFC
16 A Champions	Brighton SC 1
16 A R/U	Bentleigh Greens SC 1

BOYS SOUTH-SOUTH EAST

13 C Champions	Keysborough SC
13 C R/U	Dandenong City SC
16 B Champions	Berwick City SC
16 B R/U	Heatherton United SC

BOYS SOUTH

12 A Champions	Peninsula Strikers JSC
12 A R/U	South Eastern Piranhas FC
12 B Champions	Doveton SC
12 B R/U	Langwarrin SC
12 C Champions	Heatherton United SC
12 C R/U	Berwick City SC 1
13 A Champions	Springvale White Eagles SC
13 A R/U	Langwarrin SC
13 B Champions	Casey Comets FC
13 B R/U	Southern Stars FC
14 A Champions	South Eastern Piranhas FC
14 A R/U	Mornington SC
14 B Champions	Lyndale United SC
14 B R/U	Keysborough SC
S14 C Champions	Dandenong City SC
14 C R/U	Casey Comets FC
15 A Champions	Berwick City SC
15 A R/U	South Eastern Piranhas FC
15 B Champions	Skye United FC
15 B R/U	Langwarrin SC
16 A Champions	Peninsula Strikers JSC
16 A R/U	South Eastern Piranhas FC

BOYS WEST

12 A Champions	Altona City SC
12 A R/U	Green Gully SC
12 B Champions	Green Gully SC
12 B R/U	Altona City SC
13 A Champions	Green Gully SC
13 A R/U	Keilor Park SC
13 B Champions	GRFC
13 B R/U	Green Gully SC
13 C Champions	Sunshine George Cross SC
13 C R/U	Nth Geelong Warriors SC
14 A Champions	Green Gully SC
14 A R/U	Ballarat Academy of Soccer
14 B Champions	Green Gully SC
14 B R/U	Sunshine Heights JSC
14 C Champions	Werribee City SC
14 C R/U	Western Eagles SC
15 A Champions	Keilor Park SC
15 A R/U	Altona City SC
15 B Champions	Green Gully SC
15 B R/U	Keilor Park SC
16 A Champions	Melbourne Knights SC
16 A R/U	Sydenham Park SC
16 B Champions	Keilor Park SC
16 B R/U	Williamstown SC

BOYS WEST-NORTH WEST

12 C Champions	Meadow Park SC
12 C R/U	Werribee City SC
15 B Champions	Essendon Royals SC
15 B R/U	Avondale Heights SC

GIRLS CENTRAL - NORTH EAST - EAST

18 Champions	Whitehorse United JSC
18 R/U	Boroondara Eagles FC

GIRLS NORTH WEST

12 A Champions	Ashburton Womens SC
12 A R/U	Box Hill Inter SC
12 B Champions	Pascoe Vale SC
Girls North West 12 B R/U	Alphington JFC

GIRLS SOUTH EAST - SOUTH

18 Champions	East Bentleigh SC 1
18 R/U	Casey Comets FC

GIRLS SOUTH EAST

12 A Champions	Sandringham Womens SC
12 A R/U	Brighton SC
12 B Champions	Casey Panthers JSC
12 B R/U	Sandringham Womens SC

GIRLS WEST - NORTH EAST - NORTH

18 Champions	Pascoe Vale SC
18 R/U	Ballarat & District Soccer Association

GIRLS CENTRAL - NORTH EAST - EAST

13-14 A Champions	FC Bulleen Lions
13-14 A R/U	Boroondara Eagles FC 2
13-14 B Champions	Box Hill Inter SC
13-14 B R/U	Eltham Redbacks FC
15-16 A Champions	Boroondara Eagles FC
15-16 A R/U	Ashburton Womens SC
15-16 B Champions	Box Hill Inter SC
15-16 B R/U	Alphington JFC
15-16 C Champions	Glen Waverley SC
15-16 C R/U	Waverley Victory FC
15-16 D Champions	Eltham Redbacks FC
15-16 D R/U	Yarra Jets FC



METRO AWARDS

GIRLS SOUTH EAST - SOUTH

13-14 A Champions	Sandringham Womens SC
13-14 A R/U	Brighton SC
13-14 B Champions	Sandringham Womens SC 1
13-14 B R/U	North Caulfield JFC
13-14 C Champions	White Star Dandenong SC
13-14 C R/U	East Bentleigh SC
15-16 A Champions	Skye United FC
15-16 A R/U	Sandringham Womens SC
15-16 B Champions	Skye United FC
15-16 B R/U	Langwarrin SC

GIRLS WEST - NORTH WEST - NORTH

13-14 A Champions	Keilor Park SC
13-14 A R/U	Bundoora United FC
13-14 B Champions	Keilor Park SC
13-14 B R/U	Diamond Valley United SC
15-16 A Champions	Essendon Royals SC
15-16 A R/U	Bundoora United FC
15-16 B Champions	Watsonia Heights SC
15-16 B R/U	Brimbank Stallions FC

WHEELCHAIR SOUTH-EAST SENIORS

Seniors Champions	Whitehorse Stallions
Seniors R/U	Glen Eira Eagles

MENS MELBOURNE FUTSAL LEAGUE OPEN

Mens Champions	Inner City FC
Mens R/U	St Albans Strikers
South East Champions	Ashburton
South East R/U	Futsal Plus
North West Champions	St Albans Strikers
North West R/U	Inner City FC

WOMENS MELBOURNE FUTSAL LEAGUE OPEN

Womens Champions	Bayside Pirates
Womens R/U	Cobras
Womens Minor Premiers	Bayside Pirates
Womens Minor Premiers R/U	Cobras

BOYS MELBOURNE FUTSAL LEAGUE OPEN

11 Champions	St Albans Strikers
11 R/U	Cobras
12/13 Champions	AFG Caroline Springs
12/13 R/U	Bayside Pirates
12/13 North West Champions	AFG Caroline Springs
12/13 North West R/U	AFG Caroline Springs
12/13 South East Champions	Bayside Pirates 1
12/13 South East R/U	Bayside Pirates 2
14/15 Champions	Cobras
14/15 R/U	St Albans Strikers

2010 TOP GOAL SCORERS

			GOALS
Alanic Victorian Premier League	Trent Rixon	Northcote City SC	19
Mens State League 1	Matthew Durand	Langwarrin SC	15
Mens State League 2 North West	Ryan O'Hare	Port Melbourne Sharks SC	16
	Kamer Simsek	Moreland City SC	16
Mens State League 2 South East	Oran Harel	Eastern Lions SC	18
Mens State League 3 North West	Adem Alicevic	Cairnlea FC	15
	Troy Hardy	Geelong SC	15
Mens State League 3 South East	Artemis Karanicolas	South Springvale SC	16
Mens Provisional League 1 North West	Ante Kranjinovic	FC Strathmore	17
Mens Provisional League 1 South East	Jonathan Beamish	Old Scotch SC	19
Mens Provisional League 2 North West	William J Sismanis	West Preston SC	18
Mens Provisional League 2 South East	Resul Heco	Lyndale United SC	17
Mens Provisional League 3 North West	Jim Nikolarakos	Darebin United SC	19
Mens Provisional League 3 South East	Brendan Mulcahy	Eltham Redbacks FC	16
Mens Metropolitan League North West	Philip Richman	Moreland Wolves SC	17
Mens Metropolitan League South East	David Mayne	Harrisfield Hurricanes SC	16
	Michael Roberts	Middle Park FC	16
Women's Premier League	Melanie Camilleri	Heidelberg United SC	20
Women's State League 1	Michelle Zilic	Bundoora United FC	15
Women's State League 2 North West	Damla Mutluel	Cairnlea FC	31
Women's State League 2 South East	Heidi Saur	Albert Park SC	16
Women's State League 3 North West	Mollie Emond	Keilor Park SC	41
Women's State League 3 South East	Rose McGowan	Seaford United SC	28
Women's Metropolitan League North West	Susan Rawlings	Brunswick City SC	36
Women's Metropolitan League South East	Mary A Hubeek	Dandenong City SC	38
Women's Metropolitan League Central	Melissa Bogoevska	Sydenham Park SC	23
Melbourne Futsal League Open Mens	Jose Navarete	Futsal Plus	21
	Paul Presti	Ashburton	21



METRO AWARDS

2010 BEST AND FAIREST

VOTES

Alanic Victorian Premier League	Fernando De Moraes	South Melbourne FC	19
Mens State League 1	Joe Donaghy	Langwarrin SC	18
Mens State League 2 North West	Joshua Romein	Ballarat Red Devils SC	26
Mens State League 2 South East	Munyaradzi Nyadzayo	Eastern Lions SC	24
Mens State League 3 North West	Volkan Kalayci	Westgate FC	24
Mens State League 3 South East	Jamie Paterson	Mornington SC	36
Mens Provisional League 1 North West	Ricardo Castro	Laverton Park SC	29
Mens Provisional League 1 South East	David Gibson	Beaumaris SC	16
	Liam Johnson	Monash University SC	16
Mens Provisional League 2 North West	Liam Nelson	Bell Park SC	15
Mens Provisional League 2 South East	Resul Heco	Lyndale United SC	22
Mens Provisional League 3 North West	Jim Nikolarakos	Darebin United SC	26
Mens Provisional League 3 South East	Paul Mccaig	Brighton SC	22
Mens Metropolitan League North West	Omar Ali	Heidelberg Stars SC	13
Mens Metropolitan League South East	Louis Palmire	Dandenong Warriors FC	23
Women's Premier League	Sarah Richardson	Bendigo Vipers	21
Women's State League 1	Sarah Dethridge	Bayswater Strikers SC	14
	Bethany Taylor	Ballarat Red Devils SC	14
Women's State League 2 North West	Damla Mutluel	Cairnlea FC	22
Women's State League 2 South East	Heidi Saur	Albert Park SC	24
Women's State League 3 North West	Aisling Callaghan	Yarra Jets FC	26
Women's State League 3 South East	Rose McGowan	Seaford United SC	14
Melbourne Futsal League Open Mens	Jose Navarete	Futsal Plus	8

2010 AWARD RECIPIENTS

Volunteer of the Year	Ronald Sinclair	
Female Coach of the Year	Michelle Williamson	Melton SC
Male Coach of the Year	Adam Grinholz	Brunswick Zebras FC
Best News Article	Craig McKenzie	
Les Shorrock Best Football Image	Anita Milas	
Hall of Fame Inductee	Harry Dockerty	
Hall of Fame Inductee	Betty Hoar	
Hall of Fame Inductee	Jimmy Rooney	
Life Member Inductee	Vasko Stojcevski	
Hoar Melvin Best Junior Female	Julia Sardo	National Training Centre
Jones Martin Best Youth Female	Jackie Vogt	National Training Centre
Jane Oakley Best NTC Player	Stephanie Catley	Sandringham Womens SC
Weinstein Award Best Junior Male	Luke O'Dea	National Training Centre
Referee Development Award	Jonathan Barreiro	
Referee of the Year	Shaun Evans	
Bill Fleming Media Award	Kevin Townson	Melbourne Knights SC
Under 21 Player of the Year	Adrian Zahra	Melbourne Knights SC
Alanic Victorian Premier League Goal Keeper of the Year	Peter Zois	South Melbourne FC
Women's Goal Keeper of the Year	Peta Horman	Sandringham Womens SC
Alanic Victorian Premier League Coach of the Year	Michael Chatzitrifonos	Richmond SC
Women's Premier League Coach of the Year	Paul Kilpatrick	Altona City SC

VICTORIAN CHAMPIONS LEAGUE
AWARDS

COMPETITION			GOALS
13 Boys	Champions	North East Diamonds FC	19
13 Boys	R/U	Western Wolves FC	18
13 Boys	Minor Premiers	Western Wolves FC	26
14 Boys	Champions	Central City FC	24
14 Boys	R/U	South East Cougars FC	24
14 Boys	Minor Premiers	Western Wolves FC	36
15 Boys	Champions	North West Wanderers FC	29
15 Boys	R/U	South East Cougars FC	16
15 Boys	Minor Premiers	North West Wanderers FC	16
18 Boys	Champions	Southern Blue Tongues FC	15
18 Boys	R/U	South East Cougars FC	22
18 Boys	Minor Premiers	Southern Blue Tongues FC	26
13 Girls	Champions	South East Cougars FC	22
13 Girls	R/U	Loddon Mallee Lightning FC	13
13 Girls	Minor Premiers	South East Cougars FC	23
15 Girls	Champions	North East Diamonds FC	21
15 Girls	R/U	South East Cougars FC	14
15 Girls	Minor Premiers	North East Diamonds FC	14
17 Girls	Champions	North East Diamonds FC	22
17 Girls	R/U	Loddon Mallee Lightning FC	24
17 Girls	Minor Premiers	North East Diamonds FC	26
Women	Champions	Central City FC	14
Women	R/U	Gippsland Knights FC	
Women	Minor Premiers	Central City FC	8

VICTORIAN CHAMPIONS LEAGUE
AWARDS

TOP GOAL SCORER			GOALS
13 Boys	Joseph Monek	Western Wolves FC	11
	Mehdi Sarwari	Southern Blue Tongues FC	11
14 Boys	Anthony Laus	Western Wolves FC	16
15 Boys	Michael Gerace	Central City FC	9
	Nicolas Kassidas	Central City FC	9
18 Boys	Sam Amaira	Gippsland Knights FC	12
13 Girls	Beatrice Goad	Central City FC	7
	Alicia Vakalopoulos	Central City FC	7
15 Girls	Bianca Priest	South East Cougars FC	19
17 Girls	Jadranka Erceg	Wimmera South Coast FC	16
	Lia Privitelli	North East Diamonds FC	16
Women	Stephanie Tanti	Gippsland Knights FC	7

BEST & FAIREST			VOTES
13 Boys	Mehdi Sarwari	Southern Blue Tongues FC	15
14 Boys	Anthony Laus	Western Wolves FC	23
15 Boys	Peter Skapetis	Central City FC	16
	Justin Yiah	Northern Allstars FC	16
18 Boys	Angus Martin	Wimmera South Coast FC	19
13 Girls	Daniella Galluccio	South East Cougars FC	11
	Daniela Gudelj	Eastern FC	11
15 Girls	Candela Ferreyra Bas	South East Cougars FC	19
17 Girls	Emma Runnalls	South East Cougars FC	23
Women	Emma Johnson	Central City FC	12

YOUNG REFEREE OF THE YEAR

Zachary Clark

REFEREE OF THE YEAR

Laura Moya

ZONE OF THE YEAR AWARD

Loddon Mallee Lightning FC

COACH OF THE YEAR - FEMALE TEAM

15 Girls
Anna Lymberopolous
North West Wanderers FC

COACH OF THE YEAR - MALE TEAM

13 Boys
Peter Raeburn
Loddon Mallee Lightning FC

FOOTBALL CENTRAL
REGION AWARDS

GEELONG
REGION AWARDS

COMPETITION

Mens Division 1 Champions	Strathdale SC
Mens Division 1 R/U	Epsom SC
Mens Division 1 Cup Winner	Spring Gully United SC
Mens Division 2 Champions	Eaglehawk SC
Mens Division 2 R/U	Strathdale SC
Mens Division 2 Cup Winner	Eaglehawk SC
Women Division Champions	Eaglehawk SC
Women Division R/U	Epsom SC
Women Division Cup Winner	Eaglehawk SC
Youth Division Champions	Epsom SC
Youth Division R/U	Eaglehawk SC
Youth Division Cup Winner	Eaglehawk SC
U16 Division A Champions	Strathdale SC Glory
U16 Division A R/U	Kyneton District SC
U16 Division A Cup Winner	Castlemaine Goldfields FC
U16 Division B Champions	Epsom SC Stingers
U16 Division B R/U	Kyneton District SC
U16 Division B Cup Winner	Colts United FC
U14 Division A Champions	Eaglehawk SC Dactyls
U14 Division A R/U	Strathdale SC Glory
U14 Division A Cup Winner	Eaglehawk SC Dactyls
U14 Division B Champions	Eaglehawk SC Condors
U14 Division B R/U	Epsom SC
U14 Division B Cup Winner	Epsom SC
U13 Division A Champions	Strathdale SC Mariners
U13 Division A R/U	Golden City SC
U13 Division A Cup Winner	Strathdale SC Mariners
U13 Division B Champions	Golden City SC Rams
U13 Division B R/U	Spring Gully United SC Red
U13 Division B Cup Winner	Golden City SC Rams
U12 Division A Champions	Spring Gully United SC Blue
U12 Division A R/U	Strathdale SC Victory
U12 Division A Cup Winner	Spring Gully United SC Blue
U11 Division A Champions	Strathdale SC Glory
U11 Division A R/U	Spring Gully United SC White
U11 Division A Cup Winner	Strathdale SC Glory
U11 Division B Champions	Spring Gully United SC Red

COMPETITION (Continued)

U11 Division B R/U	Eaglehawk SC
U11 Division B Cup Winner	Spring Gully United SC Red

BEST AND FARIEST

Mens Division 1	Shane Eleveld Eaglehawk SC
Mens Division 2	Michael McKechnie Eaglehawk SC
Womens Division	Emma Wolters Epsom SC
Youth Division	Daniel Kelly Eaglehawk SC James Crawley Epsom SC

TOP GOAL SCORER

Mens Division 1	Bryn Barnes-Webb Moama-Echuca Border Raiders
Mens Division 2	Sam Kerrins Epsom SC
Womens Division	Maika Ruyter-Hooley Eaglehawk SC
Youth Division	James Crawley Epsom SC

FEMALE YOUNG PLAYER OF THE YEAR

Bryn Barnes-Webb	Moama-Echuca Border Raiders
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MALE YOUNG PLAYER OF THE YEAR

Marni Grabasch	Epsom SC
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MALE REFEREE OF THE YEAR

Tom Cybula

FEMALE REFEREE OF THE YEAR

Tracy Quick

COMPETITION

Mens Division 1 Champions	Breakwater Eagles SC
Mens Division 1 R/U	Barwon SC
Mens Division 1 Minor Premiers	Breakwater Eagles SC
Mens Division 2 Champions	Geelong SC
Mens Division 2 R/U	Corio SC
Mens Division 2 Minor Premiers	Geelong SC
Mens Division 3 Champions	Bell Park SC
Mens Division 3 R/U	Springdale FC
Mens Division 3 Minor Premiers	Bell Park SC
Womens Division 1 Champions	Barwon SC
Womens Division 1 R/U	Geelong SC
Womens Division 1 Minor Premiers	Breakwater Eagles SC
Womens Division 2 Champions	Corio Bay SC
Womens Division 2 R/U	Bellarine Sharks AFC
Womens Division 2 Minor Premiers	Corio Bay SC
Boys U17 Champions	Geelong SC
Boys U17 R/U	Barwon SC
Boys U17 Minor Premiers	Lara SC
Boys U15 Division 1 Champions	Lara SC
Boys U15 Division 1 R/U	Breakwater Eagles SC
Boys U15 Division 1 Minor Premiers	Breakwater Eagles SC
Boys U15 Division 2 Champions	Geelong SC
Boys U15 Division 2 R/U	Geelong Rangers SC
Boys U15 Division 2 Minor Premiers	North Geelong Warriors SC
Boys U13 Division 1 Champions	Bell Park SC
Boys U13 Division 1 R/U	Geelong Rangers SC
Boys U13 Division 1 Minor Premiers	Bell Park SC
Boys U13 Division 2 Champions	Lara SC
Boys U13 Division 2 R/U	Kardinia International College
Boys U13 Division 2 Minor Premiers	Lara SC
Boys U12 Champions	North Geelong Warriors SC
Boys U12 R/U	Bell Park SC
Boys U12 Minor Premiers	North Geelong Warriors SC
Girls U16 Champions	Surf Coast FC
Girls U16 R/U	Surfside Waves SC
Girls U16 Minor Premiers	Surfside Waves SC
Girls U12 Champions	Geelong Rangers SC



SUNRAYSIA REGION AWARDS

COMPETITION (Continued)

Girls U12 R/U	Surf Coast FC
Girls U12 Minor Premiers	Surf Coast FC
Girls U14 Champions	Kardinia International College
Girls U14 R/U	Surf Coast FC
Girls U14 Minor Premiers	Kardinia International College

TOP GOAL SCORER

GOALS

Mens Division 1	Ben Ashcroft	Barwon Heads SC	20
Mens Division 2	Nathan Read	Barwon SC	16
Mens Division 3	Darren Roddis	Springdale FC	39
Womens Division 1	Brittany Elsen	Breakwater Eagles SC	29
Womens Division 2	Taylor, Stephanie	Corio Bay SC	28

BEST & FAIREST

VOTES

Mens Division 1	Ben Ashcroft	Barwon Heads SC	18
Mens Division 2	George Dimovski	Geelong SC	14
Mens Division 3	Timothy Pap	Bell Park SC	19
Womens Division 1	Brittany Elsen	Breakwater Eagles SC	29
Womens Division 2	Kym Tablot	Bellarine Sharks AFC	10
Boys U17	Nathan Drazinic	Geelong Rangers SC	29
Boys U15 Division 1	Shayan Zaraie	Breakwater Eagles SC	9
	Clayton Marsh	Bell Park SC	9
Boys U15 Division 2	Antonio Mikulic	North Geelong Warriors SC	19
Boys U13 Division 1	Oskar Lundin	Geelong Rangers SC	19
Boys U13 Division 2	Lachlan Ower	Lara SC	14
Boys U12	Harrison Lindrea	Bell Park SC	17
Girls U16	Maddison Bennett	Surfside Waves SC	20
Girls U12	Ruby McCloskey	Geelong Rangers SC	9
Girls U14	Annelise Blazely	Kardinia International College	8
	Claire Raeber	Kardinia International College	8

LEAGUE CHAMPIONS

U12	Irymple Knights SC	Mildura United SC
U14	Irymple Knights SC	Nichols Point SC
U16	Mildura City SC	Mildura United SC
Reserves	Three Colours SC	Irymple Knights SC
Womens	Irymple Knights SC	Mildura City SC
Seniors	Three Colours SC	Mildura United SC

KNOCK OUT CUP WINNERS

U12	Irymple Knights SC	Nichols Point SC
U14	Nichols Point SC	Irymple Knights SC
U16	Mildura United SC	Mildura City SC
Reserves	Three Colours SC	Mildura City SC
Womens	Irymple Knights SC	Mildura City SC
Seniors	Three Colours SC	Irymple Knights SC

FFV-S HARVEY NORMAN FINAL SERIES PREMIERS

U12	Mildura United SC	Nichols Point SC
U14	Nichols Point SC	Irymple Knights SC
U16	Mildura United SC	Mildura City SC
Reserves	Three Colours SC	Nichols Point SC
Womens	Irymple Knights SC	Mildura City SC
Seniors	Three Colours SC	Irymple Knights SC



FFV PEOPLE

TOP GOAL SCORER

U12	Hayatullah Ataye Mildura United SC
U14	George Voliotis Irymple Knights SC
U16	Nicholas Woods Mildura City SC
Reserves	Chris Kimerlis Irymple Knights SC Hasan Alhaidari Nichols Point SC Vince Deluca Three Colours SC
Womens	Argiro Karallis Irymple Knights SC
Seniors	Gheorghe Stoica Mildura United SC

LEADING GOAL KEEPER

U12	StAres Gilardi Three Colours SC
U14	Vini Branco Nichols Point SC
U16	Luke Pongraz Three Colours SC
Reserves	Mark Merks Nichols Point SC
Womens	Susan Watts Three Colours SC
Seniors	David Morello Irymple Knights SC Marks Merks Nichols Point SC

BEST ON GROUND FOR GRAND FINAL

U12	Hayatullah Ataye Mildura United SC
U14	John Roberts Nichols Point SC
U16	Isaiah Johnson Mildura United SC
Reserves	Vince Deluca Three Colours SC
Womens	Kathleen Sailor Irymple Knights SC
Seniors	Michael Quin Three Colours SC

REFEREE OF THE YEAR

Anton Wurfel

CLUB OF THE YEAR

Irymple Knights SC

PERSON OF THE YEAR

Anne-Maree Greville

FFV-S INTERLEAGUE CHALLENGE

Winning Region Sunraysia

EXECUTIVE OFFICE

Mark Rendell	Chief Executive Officer
Belinda Wilson	Executive Assistant to CEO

LEGAL

Lisa Comben	Legal Counsel
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GOVERNMENT RELATIONSHIP

Maria Berry	Government Relationship Manager
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BUSINESS OPERATIONS

Kerry Harris	General Manager - Business Operations
Kenny Lim	Finance Manager
Raman Sachdeva	Assistant Accountant
Anthony Schaezman	Accounts Payable Officer
Peter Zhang	Accounts Payable Officer
Rhonda Snijders	Accounts Receivable Officer

REGISTRATIONS

Mark Pititto	Registrations Manager
Natalie Dimovski	Registrations Coordinator
Predrag Radinovic	Registrations Officer

IT

Peter Griffin	IT Manager
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CUSTOMER SERVICE

Anna Ruffolo	Office Administration / Reception
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BUSINESS DEVELOPMENT

Matt Usher	General Manager - Business Development
Georgie Herbert	Summer Football Business Development Manager

Mariela Pena	Events Manager
Mia Hayes	Media & Communications Coordinator
Katherine Oswin	Business Development Officer

FOOTBALL

Tim Frampton	General Manager - Football
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COMPETITIONS

Michael Pocklington	Competitions Manager
Chris Ryan	Futsal Manager
Andrew Carey	Competitions Coordinator
Daniel Maakaroun	Competitions Coordinator
Emily McIntyre	Competitions Coordinator

FOOTBALL

GAME DEVELOPMENT

Salv Carmusciano	Game Development Manager
Chris Arena	State Participation Coordinator
Elyce Carlyle	Community Program Coordinator
Michael Feehan	Indigenous Football Development Coordinator

Ben Gross	Club Development Coordinator
Steven Johnston	State Participation Administrator
Dave Coward	Zone Development Officer – Loddon Mallee

Atila Kerestes	Zone Development Officer – Goulburn North East
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Foddy Kyprian	Zone Development Officer – Geelong & Colac
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Eugene Lawrenz	Zone Development Officer – Gippsland
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Elisabeth Speller	Zone Development Officer – Central & North East
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Dominic Swinton	Zone Development Officer – North Wimmera
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Darren Tan	Zone Development Officer – South East
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Josh Vinecombe	Zone Development Officer – North West
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GRIEVANCE & DISCIPLINE

Maxwell Gratton	Operations Manager – Special Projects & Discipline Tribunal & Discipline Coordinator
Kostas Dokolas	Tribunal & Discipline Assistant
Simon Bird	Regional Sports Administrator – Central Victoria
Brock Rogers	

REFEREES

Chris Bambridge	Referee Development Manager
Ian Postlethwaite	Referee Coordinator
Amira Mahmood	Referee Operations Officer

TALENTED PLAYER

Les Bee	Manager – Talented Player Development
Sean Douglas	Technical Director
Anthony Grima	Partnership Manager
Liam Bentley	Program Coordinator
Harry Bingham	NTC Mens Coach
Vicki Linton	NTC Women & Girls Head Coach
Mehmed Durakovic	NTC Boys Head Coach



2010 FINANCIAL REPORT

ZONE REPRESENTATIVES

Eastern	Cor Teeuw
Gippsland	David Harris
Gippsland	Ken Steel
Goulburn North East	Jimmy Kalafatis
Goulburn North East	Frank Trimboli
Loddon Mallee	Chris Hain
Loddon Mallee	Feri Jakab
North East	George Angelopoulos
North West	Carlo Carli
North West	John Lewis
Northern	Sam Damevski
Northern	Michael Cattenazzi
South East	Harry Zaitman
Southern	Pam Southerington
Western	Patricia Josipovic
Wimmera	Mark Ower
Wimmera	Mark Jennings

MENS STANDING COMMITTEE

Central	George Koukoulas
Eastern	Cor Teeuw
Goulburn North East	Chris Georgopoulos
North East	George Angelopoulos
Northern	Zac Josevski
South East	Harry Zaitman
Western	Paul Chircop
Wimmera South Coast	Mark Ower

WOMENS STANDING COMMITTEE

Central	Soula Smyrnis
Eastern	Andrew Mashioan
Goulburn North East	Jane Webb
Loddon Mallee	Chris Hain
North East	Jane Natoli
Northern	Maggie Koumi
Southern	Theresa Deas
South East	Eva Rachwalski
Wimmera South Coast	Lisa Gray

JUNIOR STANDING COMMITTEE

Central	Sofie Carli
Eastern	Eddie Gray
Goulburn North East	Shaun Riley
Loddon Mallee	Ferenc Jakab
North East	Graeme Smith
North West	Renato Trentin
South East	Maggie Koumi
Western	Patricia Josipovic
Wimmera South Coast	Lisa Gray

FUTSAL STANDING COMMITTEE

Richard Denham
Jack Dugonjic
Mark Georgeson
Feri Jakab
John Myszka
John Perich
Jim Walker
Peter Parthimos
Edgard Vatsky

REFEREE STANDING COMMITTEE

Carlo Graser
Nick Karlich
David Maskell
Hary Milas
Alf Noutso
Jim Ouliaris
Jordan Vassiliadis

FFV PATRON & TRUSTEES

Patron	Cav. Vito Cilauro
Trustee	Cav. Don Di Fabrizio
Trustee	Tony Dunkerley
Trustee	Ted Smith
Trustee	Fred Villiers
Trustee	Michael Weinstein

*Bold denotes Standing Committee Chairperson

The audited financial statements of Football Federation Victoria are presented for the financial year 31 October 2010.

Grant Thornton once again undertook the audit of FFV's finances and their unqualified audit opinion is attached to this report.

FFV is pleased to report a surplus \$178,911 demonstrating its commitment to the Strategic Plan in developing a strong financial position that will support future operations.

Those future operations include investment in our facilities at the State Football Centre in Darebin and the soon to be completed Knox Regional Football Centre (KRFC). The KRFC will house FFV's new competition, Football Fives, a 5-a-side competition played on synthetic turf. The football and general community will have access to 9 synthetic 5-a-side pitches for Football Fives and an 11-a-side synthetic pitch.

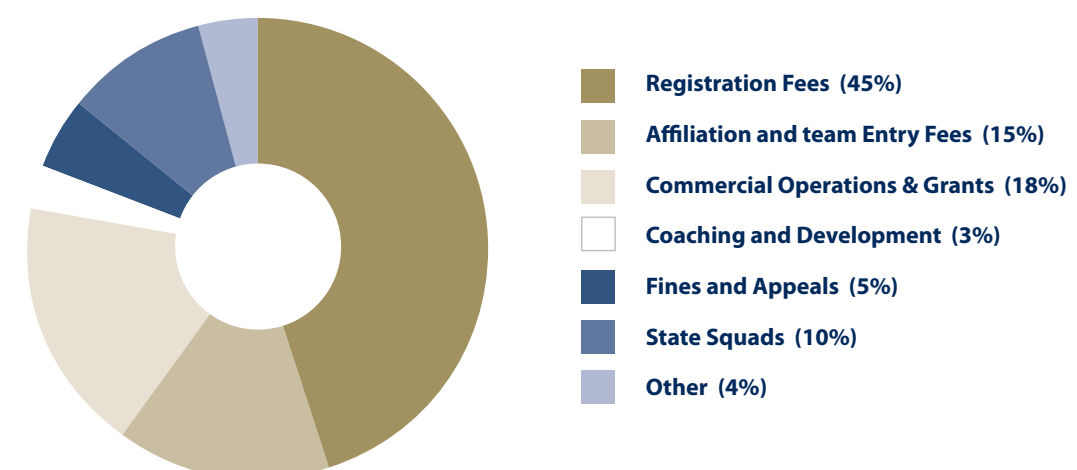
2010 saw the rollout of the new Club Finance System (CFS), which is an improvement on Sportnet. The CFS links in with MyFootball Club, Results Vault and the FFV finance system to provide an integrated tool for clubs to administer their finances.

With the move to the new headquarters on St Kilda Rd early in the 2010 financial year a complete review of the asset register was undertaken. The result being that a new fit out was recorded in the register and most of the assets at the old Darebin headquarters were disposed of. The investment property at Dorcas St remains FFV's most tangible asset and was valued by independent valuers at \$1.625m, an increase of \$25k.

These activities are supported by strong growth in revenue across registrations, team entries, sponsorship and grants. Of note in the grants program is the \$750k grant over 3 years from VicHealth to fund a New Arrivals program in Game Development.

Developing new revenue streams through new ventures and facilities, such as the ones discussed above, continues to be a focus for FFV so that less reliance is placed on the traditional revenue streams such as player registrations, affiliations and team entries.

2010 INCOME STREAMS





2010 FINANCIAL REPORT

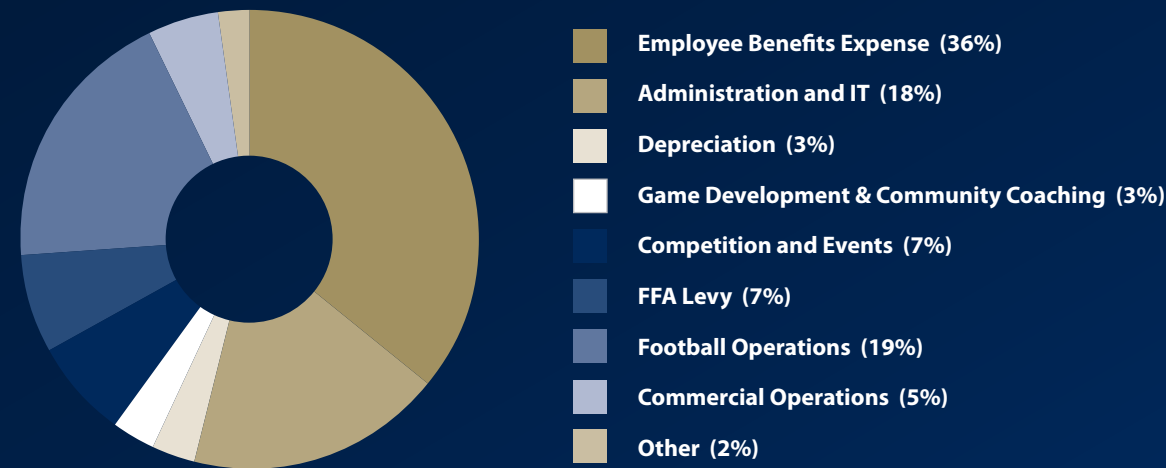
Further activities introduced in 2010 that have had an impact on FFV's operational revenue and expenditure have been:

- Geelong, Bendigo and Sunraysia regional associations integration with FFV;
- Further strengthening of the partnership with the Melbourne Victory FC in managing the operations of both the Women's and National Youth League teams;
- The relocation of FFV's administration headquarters from the State Football Centre, Darebin to St Kilda Rd, Melbourne; and
- The introduction of the Coach Registration program to encourage more coaches to attain the appropriate coaching licence.

FFV's financial operations have been well managed by the Finance team under the guidance of the Finance Manager, Kenny Lim. To support the increased activity in the Finance team, two new roles have been created, an Assistant Accountant and another Accounts Receivable Officer.

INCOME STATEMENT	2010	2009
For the Year Ended 31 October 2010	\$	\$
Revenue	8,844,682	7,620,523
Other Revenue	404,631	246,053
	9,249,313	7,866,576
Employee benefits expense	(3,265,729)	(2,871,720)
Depreciation and amortisation	(321,235)	(193,582)
Finance and borrowing costs	(49,886)	(53,872)
Changes in the value of investment property	-	-
Operating expenses	(5,451,042)	(4,476,692)
	(9,070,402)	(7,595,866)
Surplus from operations	178,911	270,710

2010 EXPENSES



EQUITY STATEMENT	Building Trust Fund	Accumulated Surplus	Members' Funds
For the Year Ended 31 October 2010	\$	\$	\$
Balance at 1 November 2008	964,079	1,210,719	2,174,798
Surplus from operations	-	270,710	270,710
Balance as at 31 October 2009	964,079	1,481,429	2,445,508
Surplus from operations	-	178,911	178,911
Balance as at 31 October 2010	964,079	1,660,340	2,624,419



2010 FINANCIAL REPORT

BALANCE SHEET	2010	2009
ASSETS	\$	\$
Current Assets		
Cash and cash equivalents	790,695	1,236,727
Trade and other receivables	570,913	602,461
Inventories	5,707	5,707
Other current assets	60,096	119,813
Total current assets	1,427,411	1,964,709
Non-current assets		
Property, plant and equipment	1,187,336	961,350
Investment property	1,625,000	1,607,509
Total non-current assets	2,812,336	2,568,859
TOTAL ASSETS	4,239,747	4,533,568
LIABILITIES		
Current Liabilities		
Trade and other payables	652,608	890,175
Interest bearing loans and borrowings	44,551	73,876
Employee benefits	242,772	208,162
Income in advance	390,624	445,739
Total current liabilities	1,330,554	1,617,952
Non-current liabilities		
Interest bearing loans and borrowings	260,043	454,385
Employee benefits	24,732	15,724
Total non-current liabilities	284,775	470,109
TOTAL LIABILITIES	1,615,329	2,088,060
NET ASSETS	2,624,419	2,445,508
MEMBERS' FUNDS		
Building Trust Fund	964,079	964,079
Accumulated surplus	1,660,340	1,481,429
TOTAL MEMBERS' FUNDS	2,624,419	2,445,508

CASH FLOW STATEMENT	2010	2009
For the Year Ended 31 October 2010	\$	\$
Cash flows from operating activities:		
Receipts from customers	9,281,982	7,766,890
Payments to suppliers and employees	(8,944,476)	(6,963,318)
Finance and borrowing costs	(49,886)	(53,872)
Payroll tax refund received	-	176,222
Interest received	41,271	39,514
Total cash from operating activities	328,891	965,436
Cash flow from investing activities:		
Proceeds received as contribution for payments for plant and equipment	-	125,000
Receipts received from investment income	98,435	98,006
Payments for plant and equipment for investment property	-	(10,875)
Payments for plant and equipment	(821,308)	(511,244)
Net cash used by investing activities	(722,873)	(299,113)
Cash flows from financing activities:		
Repayment of borrowings	(52,052)	(54,176)
Net cash used by financing activities	(52,052)	(54,176)
Net cash increase in cash and cash equivalents	(446,033)	612,146
Cash and cash equivalents at beginning of year	1,236,728	624,581
Cash and cash equivalents at end of year	790,695	1,236,727

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Independent Auditor's Report To the Members of Football Federation Victoria

We have audited the accompanying financial report of Football Federation Victoria (the "Association"), which comprises the statement of financial position as at 31 October 2010, and the statement of comprehensive income, statement of changes in members' funds and statement of cash flows for the year ended on that date, a summary of significant accounting policies and other explanatory notes to the financial report and the statement by the Members of the Committee.

Responsibility of the Members of the Committee for the financial report

The Members of the Committee of the Association are responsible for the preparation and fair presentation of the financial report in accordance with Australian Accounting Standards - Reduced Disclosure Requirements and Associations Incorporation Act 1981(VIC). This responsibility includes establishing and maintaining internal controls relevant to the preparation and fair presentation of the financial report that are free from material misstatement, whether due to fraud or error, selecting and applying appropriate accounting policies and making accounting estimates that are reasonable in the circumstances.

Auditor's responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards which require us to comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error.

In making those risk assessments, the auditor considers internal control relevant to the Association's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the Members of the Committee, as well as evaluating the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.


Independence

In conducting our audit, we have complied with the applicable independence requirements of the Accounting Professional and Ethical Standards Board.

Auditor's Opinion

In our opinion, the financial report of Football Federation Victoria:

- a presents fairly, in all material respects, the Association's financial position as at 31 October 2010 and of its performance and cash flows for the year then ended; and
- b complies with Australian Accounting Standards - Reduced Disclosure Requirements and the Associations Incorporation Act 1981(VIC).


GRANT THORNTON
Chartered Accountants
M. A. Cunningham
Partner

Melbourne, 9 February 2011

VICTORIAN CHAMPIONS LEAGUE

FINANCIAL UPDATE

2008/09 and 2009/10 Victorian Champions League Annual Report

The audited financial statements of the Victoria Champions League (VCL) are presented for the financial years ending 30 June 2009 and 30 June 2010.

Finance Report for the year ending 30 June 2009

Grant Thornton undertook the audit of each of the VCL Zones, with assistance from FFV's Assistant Accountant Raman Sachdeva. The Zone Directors are pleased to report that all except for one zone reported surpluses. Below outlines the main reasons.

The inaugural year was a foundation year for everyone involved from a competitions as well as a finance perspective. The budgets were prepared based on a normal club's operations with a more conservative approach.

A comprehensive review was undertaken after the season concluded. One of the key findings was that each zone operated under differing circumstances, both in terms of revenue and expenditure. Some had more local support for fund raising, some faced higher venue hire costs than others.

At the end of the season, most of the zones which recorded surpluses "gave back" by organising presentation nights and the like.

Finance Report for the year ending 30 June 2010

Grant Thornton had oversight of the audit scope of the VCL Zones, which was conducted by FFV's Assistant Accountant, Raman Sachdeva. The Directors are satisfied that there is satisfactory management and administration of finance-related matters.

Based on feedback from participants, the second season of the VCL saw some restructuring to improve the level of competition. The number of home and away games was adjusted, there were more gala weekends and a different format for the VCL Finals Series was introduced.

With a year's experience under its belt and FFV's assistance in the form of Georgie Herbert, Summer Football Business Development Manager, the zones were much better in terms of budgeting. There were a few zones in deficit, these were largely clubs that reported surpluses the year before and returned these to participants in one form or another.

At the end of the second season, 10 out of 12 zones were able to create healthy and reasonable surpluses for contingencies. These will come in handy for unforeseen circumstances such as inclement weather, as we have seen for the VCL Finals Series in Bendigo, cashflow for the new season and general increase in costs.

The Directors are pleased with the progress it has made, and have confidence that the VCL will continue to complement the existing winter leagues, and provide young, quality footballers with a clear development pathway.

Victorian Champions League Finance Report (2008-09)

Particulars	Central	Eastern	Gippsland	Goulburn North East	Loddon Mallee	North East	North West	Northern	South East	Southern	Western	Wimmera South Coast
Income	35,514	31,175	47,788	50,700	57,454	35,379	36,675	58,308	23,010	69,716	32,568	31,036
Player Contributions	35,514	29,255	47,620	28,700	39,922	34,909	36,675	35,525	23,010	57,808	32,568	28,710
Sponsorship Revenue	0	1,764	0	0	5,213	0	0	10,500	0	1,125	0	2,138
Canteen Takings	0	0	0	22,000	11,889	0	0	11,733	0	10,783	0	0
Other	0	156	168.00	0	430	470	0	550.00	0	0	0	188
Expenses	21,623	28,445	44,468	34,024	40,875	20,300	33,082	38,999	19,016	60,247	34,393	20,740
Administration Expenses	1,500	1,200	4,222	3,700	3,680	1,863	1,200	1,290	1,331	4,457	1,200	1,414
Operational Expenses	20,123	27,245	40,245	30,324	37,195	9,497	31,882	37,709	17,685	55,790	33,193	19,326
Surplus/ (Deficit)	13,891	2,730	3,320	16,676	16,579	15,079	3,593	19,309	3,994	9,469	-1,825	10,296
Cash at Bank	16,664	3,930	4,520	17,876	16,779	16,279	4,793	20,509	5,194	10,669	-2	11,996
Outstanding Commitments	2,773	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,823	1,700
Receivables	0	0	0	0	1,000.00	0	0	0	0	0	0	0
Assets	0	0	0	0	0	0	0	0	0	0	0	0
Net Position	13,891.00	2,730.00	3,320.00	16,676.00	16,579.00	15,079.00	3,593.00	19,309.00	3,994.00	9,469.00	-1,825.00	10,296

Victorian Champions League Finance Report (2009-10)

Particulars	Central	Eastern	Gippsland	Goulburn North East	Loddon Mallee	North East	North West	Northern	South East	Southern	Western	Wimmera South Coast
Income	44,872.00	34,217.00	20,529.00	77,606.00	35,504.00	46,054.00	36,000.00	52,124.00	37,601.00	57,836.00	41,673.00	34,179.00
Player Contributions	43,823.00	31,584.00	19,600.00	42,450.00	25,240.00	46,054.00	36,000.00	35,405.00	35,840.00	50,850.00	41,673.00	32,950.00
Sponsorship Revenue	0.00	2,550.00	821.00	27,000.00	6,150.00	0.00	0.00	0.00	1,000.00	0.00	0.00	794.50
Canteen Takings	0.00	0.00	0.00	0.00	4,013.00	0.00	0.00	16,509.00	761.00	6,880.00	0.00	0.00
Other	1,049.00	83.00	108.00	8,156.00	101.00	0.00	0.00	210.00	0.00	106.00	0.00	434.50
Expenses	45,756.00	34,086.00	25,192.00	77,422.00	45,037.00	35,532.00	40,544.00	34,471.00	38,667.00	54,710.00	41,847.00	34,985.00
Administration Expenses	220.00	220.00	220.00	2,940.00	220.00	220.00	7,220.00	220.00	320.00	290.00	220.00	220.00
Operational Expenses	45,536.00	33,866.00	24,972.00	74,482.00	44,817.00	35,312.00	33,324.00	34,251.00	38,347.00	54,420.00	41,627.00	34,765.00
Surplus/ (Deficit)	-884.00	131.00	-4,663.00	184.00	-9,533.00	10,522.00	-4,544	17,653.00	-1,066.00	3,126.00	-174.00	-806.00
Cash at Bank	14,427.00	4,281.00	77.00	12,225.00	7,466.00	27,021.00	469.00	38,382.00	4,348.00	14,015.00	44.00	11,789.00
Outstanding Commitments	1,420.00	1,420.00	1,420.00	8,420.00	1,420.00	1,420.00	1,420.00	1,420.00	1,420.00	1,420.00	2,043.00	2,111.00
Receivables	0.00	0.00	0.00	13,056.00	1,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Assets	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Net Position (Equity)	13,007.00	2,861.00	-1,343.00	16,861.00	7,046.00	25,601.00	-951.00	36,962.00	2,928.00	12,595.00	-1,999.00	9,678.00



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