

ANNUAL REPORT 2009



FOOTBALL FEDERATION VICTORIA

THE VISION

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

OUR MISSION

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

OUR 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 inspired results on the field for Victorian clubs, players, coaches and referees.

CONTENTS

President's Welcome	2	Zone Maps	18
Board of Directors	4	Victorian FFV Zones	18
Strategic Pillar 1: Football Development	6	Melbourne Metropolitan Zones	19
Facilities Development	6	FFV Development Pathway	20
Game Development	6	FFV Boys Development Pathway	20
Talented Pathways	8	FFV Girls Development Pathway	21
National Junior and Youth Championships	8	Registration Statistics	22
Coaching	9	Registration Summary by Zone: 2007 - 2009	22
Referees	9	FFV Registration Summary: 2008 - 2009	23
Competitions	9	Futsal Registrations: 2007 - 2009	23
Tribunal and Discipline	9	Awards	24
Summer League	10	2009 League Winners	24
Registrations	10	Wheelchair	25
Futsal	10	Summer League	26
Strategic Pillar 2: Business Development	12	Super League	26
Events	12	Under 18 Boys	26
Sponsorship	12	Junior Boys	27
Licensing Program	13	Girls	29
Media	13	2009 Award Recipients	30
Summer League	13	2009 Top Goal Scorer	30
Venue Hire	13	FFV 2009 Best and Fairest	31
Strategic Pillar 3: Customer Service	14	FFV People	32
Government Relations	14	2009 Finance Report	36
Registrations	14	Income	36
Referees	14	Expenses	36
Competitions	15	Income Statement	37
Tribunal and Discipline	15	Balance Sheet	37
Customer Satisfaction Survey	15	Cash Flow Statement	38
Relocation	15	Statement of Changes in Members Funds	38
Game Development	15	Independent Auditor's Report	39
Strategic Pillar 4: Leadership	16		
FFV Board of Directors	16		
Elected Representative Survey	16		
FFV Staff	16		
Government Relations	17		
Football Planning	17		
Communication with Government	17		

PRESIDENT'S WELCOME



"In 1884 a meeting at Young and Jacksons in Melbourne established the Anglo-Australian Football Club, playing under British Football Association rules and this has provided Football Federation Victoria with a 125th anniversary to celebrate in 2009."

The Story of Football in Victoria by Roy Hay and Ian Syson.

In 2009, we celebrated a milestone in achieving 125 years of football in Victoria.

To kick off the year-long celebrations for this amazing achievement, Football Federation Victoria (FFV) held an official function at Young and Jacksons where it all began for Victorian football all those years ago. It was at this event, which also saw the launch of the 2009 Victorian Premier League season, that FFV released the 125 year corporate logo.

The 2009 Gold Medal Night focused on a 125 year theme, with guests treated to a 125 year highlights DVD made up of images and video footage from our historical

archives. Two new awards were also presented at the Gold Medal Night, the Best News Article, won by Chris Vernuccio from the Leader Newspapers, and the Les Shorrock Best Football Image Award, which was won by Sally Richards from the Shepparton News.

Two of our great clubs also celebrated significant milestones in 2009; both South Melbourne FC and the Preston Lions celebrated their 50th anniversaries. A special video celebration was put together and shown to all who attended the 2009 Gold Medal Night.

FFV and Northern NSW came together in Newcastle, NSW, to recognize both state's historical milestones, as Northern NSW also celebrated their 125 year anniversary in 2009. A men's and women's representative side travelled to Northern NSW to take part in the friendly in September.

To preserve the history of our game, a Historical Committee was founded. From this Committee, a Hall of Fame Criteria was developed, with work already started on the FFV website to showcase the history of football in Victoria.

Rounding off the 125 year celebrations in December, Roy Hay and Ian Syson's historical book, The Story of Football in Victoria, was officially launched by Minister for Sport, Recreation and Youth Affairs, Minister James Merlino, and presented at the Life Members annual lunch at Young and Jacksons.

From a Board perspective, we have been extremely proud of a number of initiatives that were introduced and implemented in 2009.

Firstly, the inaugural Summer League competition saw almost 2,000 boys and girls from the 12 Zones in Victoria take part in a 16 round 'home and away' season and a finals weekend. This competition is designed as a pathway program for our talented players, and was introduced to ensure that we keep up with the rest of the world, and have footballers, coaches, and referees involved in the game all year round, and the Summer League competition allows for this. The very best players

in the Summer League can then be selected to play for Victoria and hopefully don the green and gold in the years to come. We have already seen success with the program through Matthew Leckie who, in 2009, was picked up by Adelaide United in the Hyundai A-League.

In February 2009, following the inaugural season, a review was undertaken to understand where the newly formed League needed improvement. From this the Summer League was re-branded to the Victorian Champions League to better reflect the representative nature of the competition, and each of the Zones were provided with a new nickname, identifiable colours, new logos and a playing strip. The result heading into season two was a new-look League with an aspirational feel.

In 2009 a new club development program, Football ACE, was introduced, and in July, Minister Merlino presented Knox City with the first Football ACE Group Stage, Level 1 Certificate of Accreditation. Congratulations to Knox City on this outstanding achievement.

In July our brand new website was launched. The new site significantly benefits our clubs and other key stakeholders by providing an easy-to-use site, with greater access and more up-to-date, prominent and diverse information. It presents Victorian football in a way that is accessible to everyone – from Mums and Dads, to senior players, coaches, referees and all the kids who line up each week with their friends to have a kick.

Something we can all be immensely proud of is the milestone of player registrations in Victoria eclipsing 50,000 in 2009 – a staggering 25% increase from 2007. I'm thrilled with the knowledge that all the hard work being done by FFV, the Clubs, and volunteers is helping to grow our sport in Victoria.

To help raise much-needed funds for the Black Saturday bushfires, a combined Victorian Premier League Men's team went toe to toe against Melbourne Victory FC in a three-game Bushfire Appeal series. The games were held at Olympic Park Stadium, Mansion Stadium and finally concluded in Shepparton. Thank you to Melbourne Victory FC for taking part and to all who attended and donated to

the cause that changed Victoria forever.

Looking to work more closely with Clubs throughout all of Victoria, FFV worked with the Geelong Region Football Association (GRFA), where it was decided that GRFA would integrate itself fully with FFV. This historic announcement fits in with our Strategic Plan in that it will strengthen the delivery of our sport in regional areas and enable the clubs to work more collectively to grow the sport in the region and it is also pleasing that the Bendigo and Mildura regions have also subsequently agreed to fully integrate. We will continue to work with other regional associations to help deliver football in a more professional and streamlined manner.

In 2009, we continued to build on the strong relationships we have developed with the Victorian State Government, VicHealth and our national body, Football Federation Australia (FFA). I would like to thank them for their continued support and look forward to an exciting 2010.

Our 125th year has certainly been one to remember, and I would like to thank my fellow Directors, who have continued to work tirelessly with tremendous dedication in 2009, further ensuring the continued development and growth of our great game in Victoria.

I would also like to thank Mark Rendell and his executive team comprising Belinda Wilson, Kerry Harris, Matt Usher, Lydia Dowse (now Tim Frampton) and of course all their support staff for their continued commitment and support during 2009; I look forward to working with them all on the exciting initiatives we will undertake in 2010.

Finally, thanks to all who played, coached, refereed and volunteered their valuable time to Victorian football, for without your continued support we would not be able to achieve the continued positive growth of our great game in Victoria.

Tony Dunkerley

President
Football Federation Victoria

1850s

GAMES OF FOOTBALL BEING PLAYED IN MELBOURNE AND GEELONG, OFTEN FOR PRIZES OR WAGERS. FREQUENTLY DESCRIBED AS 'THE OLD ENGLISH GAME OF FOOTBALL', BUT WHAT THIS MEANT WAS SUBJECT TO LOCAL INTERPRETATION.

1860s

UNDIFFERENTIATED FOOTBALL. THOUGH A SET OF MELBOURNE FOOTBALL CLUB RULES WERE WRITTEN DOWN IN 1859, FOR A DECADE AFTERWARDS THERE WAS LITTLE TO DISTINGUISH WHAT WERE TO BECOME THE CODES OF AUSTRALIAN RULES, RUGBY UNION OR ASSOCIATION FOOTBALL.

1870s

RETURNING MIGRANTS TELL BRITISH NEWSPAPERS OF GAMES OF FOOTBALL BEING PLAYED IN AUSTRALIA.

1883

FIRST INTERCOLONIAL GAMES BETWEEN VICTORIA AND NEW SOUTH WALES TAKE PLACE IN MELBOURNE.

BOARD OF DIRECTORS



Tony Dunkerley
President

Tony's professional background includes board experience, both as Director and Chair of various professional and international committees and life membership to a range of sporting institutions.

Tony has also enjoyed global business experience across Asia and Europe; experience in the research, development and implementation of a range of business strategies and plans aligned with quality, safety and benchmarking practices.

Tony has significant employee relations experience; together with sound financial acumen and management, particularly in the field of return on investment and customer service. During his time in football, Tony has coached extensively throughout, including at a state level.



Ian Eman

Ian is a passionate football enthusiast and has been involved in the game for over 15 years. Ian holds a senior management role within a telecommunications firm in Melbourne and has focused much of his football time in coaching development and currently holds a Senior Level Licence. With his focus set on enhancing Football Federation Victoria's future strategic direction Ian brings his love of the game and his grassroots experience to the Board with great enthusiasm and has proven to be a valuable contributor across a number of key priorities for the Board.



Bart Harrold

Bart has been involved in football for approximately 40 years as a player, club committee member for junior and senior clubs and has held every committee position possible within these clubs. Over his distinguished football career, Bart 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 governance and brings with him a wealth of experience to the FFV Board of Directors in this area.



Annette Hughes

Annette has over 19 years' litigation experience in both Australia and the US, with an emphasis in the areas of product liability, complex contract, regulatory and trade practices litigation, including class actions and other coordinated proceedings. Annette has been a keen football enthusiast for more than 20 years and has played both indoor and outdoor football (women's and mixed).

Annette played in the San Francisco Bay Area's first division and captained the women's premier indoor championship team prior to moving to Australia in 1998. Annette played in the Victorian Women's Premier League thereafter, for South Melbourne and Port Melbourne, and captained the Port Melbourne team that finished runners up during this time.



Bridget Marcou

Public Relations and Communication strategies are Bridget's speciality and with 18 years experience, brings this important and valuable knowledge to the FFV Board. Bridget is Managing Director of a Melbourne based PR & Communications firm where she has extensive knowledge and experience in account management, corporate positioning, brand marketing, stakeholder relations, sports sponsorship, corporate social responsibility and global best practice.

Bridget provides fresh ideas in a concise, effective and knowledgeable manner to the FFV Board.



Nick Monteleone

Nick offers a host of experience in a number of roles as varied as directorships of Car and Rubbish Bin Cleaning companies, Coever Coaching to his family's Donnybrook Farmhouse Cheese business.

Nick has been a long time campaigner for the constitutional reforms that were realised under the Federal Government's Crawford Enquiry and has continued to play an important role in improving governance both internally and externally of the FFV.



Jamie Parsons

Jamie has completed a Degree in Business and Graduate Diploma in Law and is a member of the Australia New Zealand Sports Law Association (ANZSLA). He has worked as a senior manager for a number of successful sporting organisations including roles such as Group Manager Operations at the 2007 World Swimming Championships, Group Manager Staff Services at the 2005 Deaflympic Games. Jamie is currently the Chief Operating Officer at Netball Australia.



Mark Trajcevski

Mark is a Director at a global professional services firm specialising in risk management, governance, board effectiveness, financial management and audit. Mark formerly held the position of Honorary Treasurer and has brought a great deal of professional skill to the Board, and the organisation, particularly working to enhance the FFV's governance, risk management, financial effectiveness and stakeholder management practices. In more recent times Mark has also taken on the role of Chairman of the FFV Finance and Audit Committee.

1884

FIRST ASSOCIATION FOOTBALL GAME IN GEELONG - CARLTON VERSUS RICHMOND. MEETING AT YOUNG AND JACKSON'S OF THE ANGLO-AUSTRALIAN CLUB WHICH PLAYED ON THE RICHMOND CRICKET GROUND. CUP COMPETITIONS IN MELBOURNE.

1890s

A MAJOR DEPRESSION AFTER THE BOOM OF 'MARVELLOUS MELBOURNE'. THE GAME SEEMS TO HAVE DIED IN VICTORIA.

1909

HARRY DOCKERTY PRESENTS THE CUP WHICH BECOMES THE VICTORIA- WIDE KNOCK-OUT COMPETITION FOR THE NEXT CENTURY. LEAGUE COMPETITION RESUMED IN VICTORIA.

1912

FORMATION OF THE COMMONWEALTH FOOTBALL ASSOCIATION (AUSTRALIA). FIRST INTERSTATE CARNIVAL.

STRATEGIC PILLAR 1 FOOTBALL DEVELOPMENT

Facilities Development

Synthetic pitch development is continuing with new community pitches coming on stream at Bulleen, Mill Park, Bendigo, Somerville, Fawkner, Hoppers Crossing, Melton and Caroline Springs.

In the 2009/2010 Victorian State Budget the Government made a commitment of \$5.7 million over three years to the *Strengthening the World Game Program* to respond to Victoria's rapid population growth, significant growth in football participation and the consequent increased demand on existing community football facilities.

The development of **Kingston Heath** as a full regional facility with one natural grass pitch and two synthetic pitches will provide the 'A' class regional venue for all Bayside and Kingston clubs requiring higher order facilities, provide additional summer and winter training and generally serve as the regional development venue from mid 2010.

The **Knox Football Centre** is a critical development for FFV, involving a \$1 million investment in two synthetic pitches and pavilion in partnership with Knox City Council. The centre will be operated by FFV and provide match, training, player development and recreational football facilities.



1914-18

LEAGUE COMPETITION CEASES DURING THE FIRST WORLD WAR AFTER 1915 SEASON.

Game Development



The aim of FFV's Game Development Department is to develop and support football in Victoria across a number of areas, including club development, small-sided football, schools programs, women's football, coaches and the Victorian community.

In 2009, the **Schools Program** was further enhanced with the inclusion of the *FFV School Holiday Program* with a total of 140 school-aged children participating in small-sided football activities.

The delivery of *Melbourne Victory Football Club School 5-a-side Gala Days* increased in 2009 to thirty-six. Approximately 240 schools, and close to 6,000 boys and girls participated in the program during the course of the year - doubling the figure achieved in 2008. The expansion to more regional areas was a major factor contributing to this achievement.

The *FFV Sports Development Program* was a new initiative developed in partnership with Sport Education Development Australia and Victoria University. The program saw 95 students aged 16 - 19 years complete a Certificate 3 and 4 in Sport and Recreation. The students took an active role in all FFV operations and delivered FFV Programs to over 30,000 primary school students.

1919

FOOTBALL RESUMES IN VICTORIA.

A total of 28 schools and 49 teams took part in the annual *All Schools Championships*.

In 2009, 938 **new coaches** became accredited, with an additional 1114 parents completing the Grassroots Certificate. Monthly coach education seminars and an annual state conference were also delivered to accredited coaches in 2009 to ensure professional development opportunities were continually offered to the coaching fraternity. Approximately 500 coaches attended the fourteen seminars and conferences.

For referees 21 Level 4 courses were run in 2009 with 196 attendees. Approximately 140 new members refereed in 2009.

Across 194 registered centres state-wide, 13,000 boys and girls aged 5 - 10 years participated in the nationally consistent **Optus Small-Sided Football** playing formats in 2009. As per our strategic objective, Optus Small-Sided Football will be fully implemented in Victoria from 2010.

FFV launched a new **club development** program at the start of the season, *Football A.C.E (Achieving Club Excellence)*, with support from the Department of Sport and Recreation Victoria and Football Federation Australia. At this time, 25 Clubs have reached Group Stage Accreditation.

The *Club Compliance By-law* was introduced in 2009 to ensure all Clubs wishing to compete in FFV competitions comply with the definition of a 'Club' as provided under FFV's Constitution and FFV's Rules and Regulations. It is important for the growth of Clubs and football in Victoria that all participants, coaches and other members have a say in how their Club is run, as this

1920

12-TEAM LEAGUE PLAYING AT MIDDLE PARK AND RESERVES AT SPOTSWOOD. DEMONSTRATION CHARITY MATCH IN GEELONG BETWEEN WINDSOR AND HMAS PLATYPUS AND SUBMARINERS.



provides diversity, equality and ownership. FFV's role is to assist Clubs in having an effective Club structure and to help wherever possible to facilitate this process.

Community Development

encompasses four main areas, social football, wheelchair, indigenous and inclusive programs. In 2009, *Wheelchair Football* experienced its greatest season in many years with thirty-six players participating in the South East competition. Plans to expand the program are on track with nine come-and-try days in the North West resulting in an average of 18 participants at each session.

Indigenous Victorian footballers had the opportunity to participate in the first ever National Indigenous Football Festival held in Townsville in 2009. Players were identified throughout regional Victoria to be included in the Marngrook Meenteel (Victorian All Stars). By the end of the year an Indigenous Advisory Committee was established consisting of Indigenous leaders to assist in providing easier access to football for all Indigenous Victorians.

Trials took place for the Beach Football Australian team in February 2009. FFV is hoping to provide *Beach Football* as a regular competition in the summer months from 2010. FFV continued its support of the Access for All Abilities Football programs from club level (currently 13 AAA programs), community level (come and try days) and state level (Paralympic Youth Games).

FFV is continuing to work with partner organisations to deliver participation and education opportunities for people from a Culturally and Linguistically Diverse background including the All Nations Women's Cup, Coaching and Referee courses.

1924

FOOTBALL ASSOCIATION IN ENGLAND PRESENTS TROPHY FOR INTERSTATE COMPETITION IN AUSTRALIA, WHICH IS CURRENTLY DISPLAYED IN THE FFV BOARDROOM CABINET.

FOOTBALL DEVELOPMENT

Talented Pathways

After the successful induction of the 2008/09 Summer League Season, the Talented Player Pathway became more clearly defined and allowed State Squad Coaches to select quality players from the 12 Summer League Zones for the 2009 National Junior and Youth Championships.

State Coaches were selected from those that took part in the 2008/09 Summer League, and 2009 saw the introduction of a Talented Officials Program (TOP) which identified up and coming Referees who could officiate Men’s State League One and Premier League competitions in future seasons.

National Junior and Youth Championships

Following an invitation to the Asian Football Confederation (AFC) Festival of Football for both Under 13 Boys and Under 14 Girls, Football Federation Australia restructured its programs to introduce the first National Junior Championships. Held in Canberra during April, the tournament acted as identification for the inaugural National Junior Squads.

Victorian players benefited from a summer of football and seven boys and four girls were identified to attend their respective National Camps for future selection. At the

conclusion of the camps, eight Victorian players (four boys, four girls) donned the green and gold competing for Australia in Vietnam and Malaysia during May/June 2009.

At the National Youth Championships in Coffs Harbour, Victorian squads had mixed results, but pleasingly, the Under 14 Boys Metro defeated NSW Metro 2-0 in the final to take home the Championship. The Under 15 Boys Metro reached the finals, winning a third versus fourth playoff against South Australia.

Final Placings

Under 14 Boys Metro	1st
Under 14 Boys Country	10th
Under 15 Boys Metro	3rd
Under 15 Boys Country	6th
Under 15 Girls Metro	7th
Under 17 Girls Metro	7th

Coaching

Summer League 2008/09 provided a clearer pathway for Coaches wishing to further their qualifications and experience. Summer League coaches were required to have at least their Youth License, while Head Coaches required their B Licence. In 2009, many of the State coaches were selected from the pool of Summer League coaches from 2008/9, and this reflects on the success of Summer League in providing a stepping stone for all participants in Victorian Football. Bobby McGuinness, a Summer League Coach in 2008/9, was selected as Head Coach of the Under 14 Boys Metro side who he took to victory at National Junior Championships.

Referees

The 2008/09 Summer League and Talented Officials Program (TOP) have both highlighted potential future top referees with a number of previous TOP Graduates moving along the Match Official pathway, into Men’s VPL and State League 1 for season 2010. One of those, Alejandro Azcurra, has been selected to participate in the AFC Elite Referee Program for the next two years. There should be at least another five dedicated Graduates moving forward

at the end of 2010 course. Another group of referees who were identified with potential have been added to the Victorian Premier League U21 and Womens Premier League Panels for the upcoming season.

Competitions

In 2009 FFV competitions saw an increase in junior team entries (up 33% since 2006 for the Metro Competition), the introduction of finals for Women State One, Two and Three, and the Sunday Men ‘Thirds’ Competition was restructured into a promotion and relegation system.

In 2009 there was an overall increase in junior team entries, particularly the junior boys which saw an increase of 4.3% compared to 2008. Planning for the 2010 Junior Competition was a major project for the Competitions Department in 2009, which will see the Junior Competition head into a new and exciting direction with the new Junior Zone pathway for 2010. This will enable the sport to compete more effectively with other sports that vie for the participation of our junior athletes.

Tribunal and Discipline

2009 saw the Tribunal and Disciplinary Department achieves significant outcomes. In the broad areas of Tribunal and Appeals Board cases, Red/Yellow Cards, and Fines, the overall number and general severity of cases reduced significantly. Backed by the zero tolerance objectives of the GDT By-Law which comprised of increased penalties (fines) and tracking repeat offenders (penalised with point deductions), coupled with the integrity of the Tribunal, which was again held off site at the Dallas Brooks Centre in East Melbourne, the end results were most satisfying for FFV and the wider football community. 151 cases heard by FFV’s Tribunal in 2009, this compared to 161 cases heard in 2008; a reduction of 10 cases occurred. This is a significant reduction taking into consideration the amount of registered players in 2009 was higher than that of 2008, and the 2009 figure includes Match Official Commissioner Hearings that were not heard in 2008.



1927

SPLIT IN VICTORIAN FOOTBALL OVER CONTROL OF THE GAME.

1929-32

GREAT DEPRESSION PUTS PRESSURE ON ALL SPORTS. TALK OF AMALGAMATING THE VICTORIAN FOOTBALL ASSOCIATION AND THE VICTORIAN ASSOCIATION FOOTBALL BODY.

1932

INTERSTATE CARNIVAL IN SYDNEY WON BY NEW SOUTH WALES.

1936

INTERSTATE CARNIVAL IN ADELAIDE WON BY NEW SOUTH WALES.

FOOTBALL DEVELOPMENT

Summer League

The inaugural Summer League Competition, a new initiative within the FFV's participation and representative pathway, kicked off in October 2008. The season saw almost 2,000 participants across eight age divisions (four male and four female) and from 12 Zones, take part in the 16 round 'home and away' season, followed by a finals weekend for those who finished in the top four.

Planning for the 2009/10 Summer League Season took place at the completion of the inaugural season in February 2009. Highlights of the changes resulting from the review include a reduction in the competition length to reduce the post-Christmas clash with winter pre-season trials and training and deliver a fixture within which teams play each other only once, the introduction of a metropolitan gala round (double header) and a new-look 'Championship Series' to replace the finals series in junior age groups which allows all teams to compete throughout.

Registrations

For the first time in Football Federation Victoria's history, player registrations eclipsed 50,000 (51,591, outdoor football). This was over a 5% growth from 2008 and a staggering 25.1% increase from 2007. Male players make up 82.6% of all player registrations, with female players making up 17.4% of all player registrations, an increase from 2008. This increase is reflected in both junior and senior female player registration figures. Junior players (18 and under) make up 78.5% of all player registrations. Regional Victoria is the biggest growth area, which has grown over 16% from 2008 to now make up over 30% of all player registrations. Other notable areas are International Player Clearances which increased by 31% from 2008 and Players changing Clubs during the Season (Supplementary Registrations) increased by over 10%.

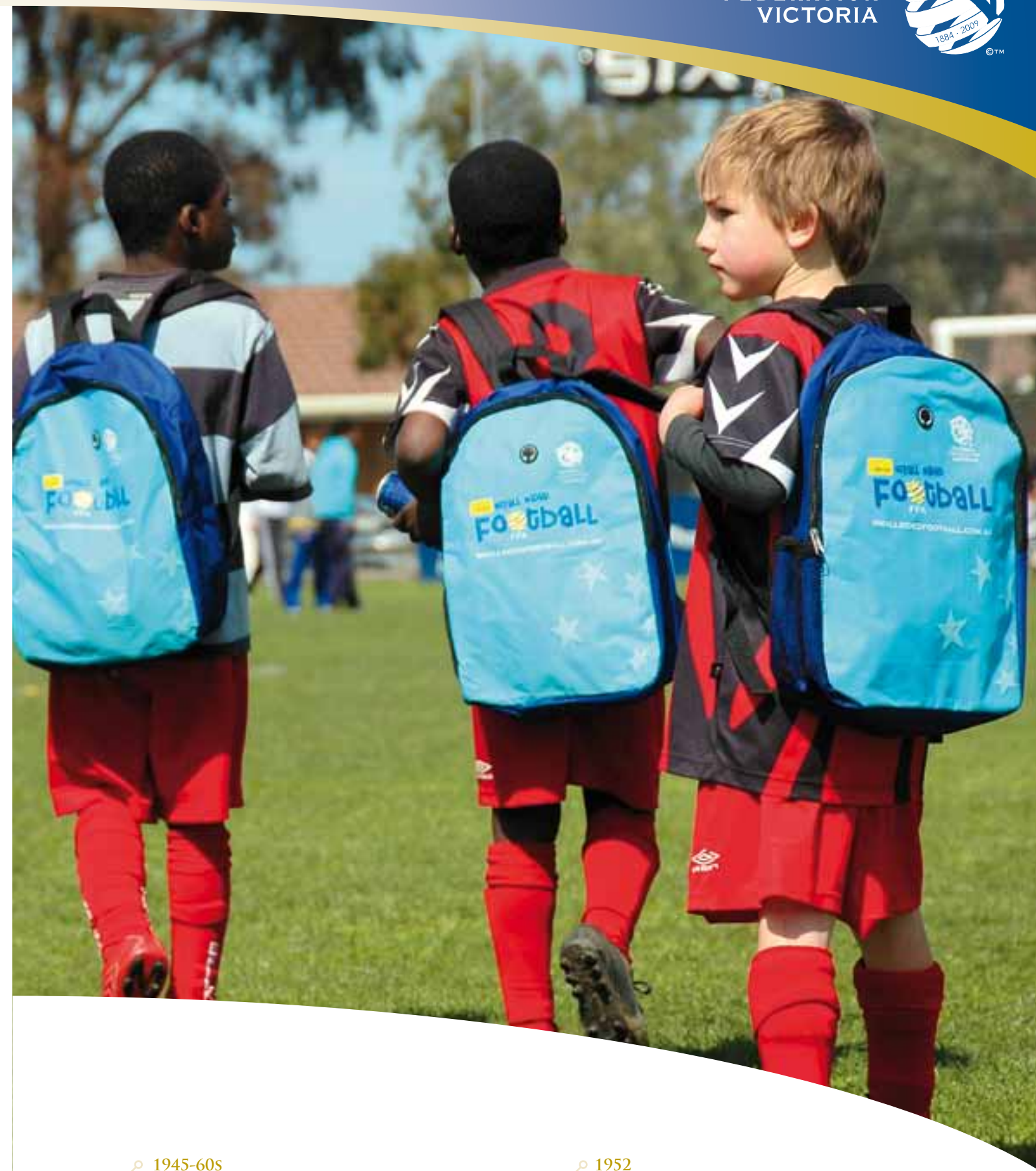


Futsal

State School and State Club Futsal Championships were moved to regional Victoria in 2009, the events were still a success considering it was the first time they were held outside of metropolitan Melbourne.

The Melbourne Futsal League encompassed five divisions in 2009, Open Men (new), Under 16 Boys (new), Under 14 Boys (new), Under 12 Boys and Under 11 Boys. The Australian Masters Games took place in February 2009 in Geelong with 150 participants and 13 teams. In June the State School Futsal Championships were held in Bendigo with 72 teams and 500 participants taking part. This was followed by the State Club Futsal Championships in July in Warrnambool, where 300 participants made up the 40 teams that entered.

In conjunction with Ashburton United SC, the Ashburton Futsal League continues to offer social players the opportunity to get involved and enjoy the game of Futsal. With eighteen teams over two divisions, the league continues to develop since its conception in 1994.



1938

FRANK MCIVOR WINS HIS FIRST FULL CAP FOR AUSTRALIA AGAINST INDIA IN MELBOURNE.

1939-45

SECOND WORLD WAR. FOOTBALL CONTINUES ON A REDUCED BASIS THROUGHOUT THE WAR. HAKOAH AND MORELAND AMALGAMATE FOR THE DURATION AND WIN THE DOCKERTY CUP AS A COMBINED SIDE.

1945-60s

MASSIVE INWARD MIGRATION FROM THE UNITED KINGDOM AND EUROPE BRINGING LARGE NUMBERS OF FOOTBALL PLAYERS AND SUPPORTERS.

1952

FIRST POST-WAR CARNIVAL HELD IN MELBOURNE AND WON BY VICTORIA. 1954 ARGUS MEDAL FOR THE BEST PLAYER IN THE LEAGUE AWARDED FOR THE FIRST TIME AND TO MORRIE PAYNE OF SOUTH YARRA.

STRATEGIC PILLAR 2 BUSINESS DEVELOPMENT

Events

2009 saw the implementation of a significant regional events program by FFV in conjunction with its partner in this area – Complete Sports Marketing. This program has the dual benefits of taking more significant football events to regional areas in Victoria as well as delivering a significant revenue stream for FFV. Key events delivered as part of this program in 2009 included: Summer League Regional Gala Rounds in Geelong and Bendigo; Victorian Premier League Anzac Day football with Green Gully versus Heidelberg at Tom Flood Arena in Bendigo; Bendigo Boys FC – an annual football tournament for boys from Under 11 through to Under 16; State Futsal Championships in Warrnambool and the State Futsal Schools Championships in Bendigo; and the Melbourne Victory versus Victorian Men's State Charity Bushfire Series game two in Shepparton.

Sponsorship

A key focus in 2009 was the improvement of existing FFV commercial assets (including the FFV website), the creation of new ones (including the Victorian Champions League) and a focus on leveraging FFV commercial assets more effectively for the FFV and its commercial partners. New sponsorships in 2009 include: Events Worldwide, Clear Solar, Shanghai Qingpu District Tourism Administrative Bureau (supporting partner of the Melbourne Victory Women's team), Schweppes, The Athlete's Foot, TigerTurf and Loyalty.com.au.



Licensing Program

Apparel and Ball Licensing continues to be a strong form of revenue for FFV and 2009 saw out the final year of our 2007-2009 apparel and ball licence agreements. Our six Apparel Licensees adidas – LWR Teamwear, Covo, Diadora, Errea, Hummel, Kelme, Mitre and Nike and our four ball licensees – Mitre, Nike, Patrick and Spartan had a successful 2009. Diadora participated in our Junior Ball Program, providing a special 125th year ball to all registered Junior Players.



Media

The implementation of a new FFV website in July 2009 was instrumental in showcasing Victorian football in a fresh, modern way. The new website significantly benefits clubs and other key stakeholders by providing an easy-to-use site, with better access and more up-to-date, prominent and diverse information.

In 2009, scores and finals results were published in mainstream newspapers, The Age and Herald Sun, while community newspapers continued to provide media coverage to all levels of football in Victoria. Greater media coverage was given to football in regional Victoria through the introduction of the state-wide Summer League competition.

Summer League

The inaugural zone-based Summer League Competition, saw almost 2,000 participants across eight age divisions (four male and four female), and from our 12 regional Zones take part in the 16 round 'home and away' season, followed by a finals weekend for those who finished in the top four.

A partnership with Covo saw every team issued with both a home and away playing uniform, gala weekends in regional Victoria hosted in partnership with local councils and all Zones represented in at least one age division during the finals, with seven different Zones victorious on Grand Final Day.

In February 2009, following the inaugural season, an extensive review was undertaken to understand where the newly formed League required improvement. An online survey was made available to all players and parents to provide their feedback, as well as individual meetings held with each Zone.

The most significant improvement was the branding project undertaken by FFV in consultation with a number of stakeholders. To better reflect the representative nature of the competition, the League was re-named the *Victorian Champions League* and each of the Zones provided with a nickname, identifiable colours, new logos and a playing strip. The result heading into season two was a new-look League with an aspirational feel to it, particularly given that a number of the playing strips mirror those of some of the world's most famous football teams.

Venue Hire

FFV took more than 15,000 pitch bookings at the Events Worldwide State Football Centre in 2009. The main user groups across these bookings were FFV Affiliated clubs, Community Groups and Schools as well as FFV's own Talented Player Pathway programs and Game Development initiatives.

1956

OLYMPIC GAMES IN MELBOURNE. FOOTBALL PLAYED IN FRONT OF 100,000 ON DAY OF CLOSING CEREMONY. RUSSIA BEATS YUGOSLAVIA 1-0 IN THE FINAL.

1958

START OF THE VICTORIAN STATE LEAGUE.

1958-62

BIG SPLIT IN AUSTRALIAN SOCCER OVER CLUB CONTROL AND PROFESSIONALISM. AUSTRALIAN SOCCER FEDERATION SET UP. VICTORIAN SOCCER FEDERATION SUCCEEDS VICTORIAN AMATEUR SOCCER FOOTBALL ASSOCIATION.

1960

"JUST" WINS AUSTRALIA-WIDE AMPOL CUP. 1963 GEELONG CLUBS BANISHED TO THE BALLARAT AND GEELONG DISTRICT SOCCER ASSOCIATION.

STRATEGIC PILLAR 3 CUSTOMER SERVICE



Government Relations

FFV's Government Relationship Manager personally visited clubs and Councils in every Zone in Victoria in 2009 and has held meetings with 58% of Councils with football clubs and substantial telephone contact with a further 10%. Face-to-face meetings have been held with 80% of Councils which have teams directly managed in FFV competitions.

Registrations

During 2009, FFV undertook pilot testing of FFA's national on-line system; MyFootballClub, with a number of Clubs volunteering to be part of this process. This culminated in a Focus Group session with Football Federation Australia, outlining FFV and the Pilot Clubs feedback that would be used to further develop and enhance the system for delivery to FFV and other member federations in 2010.

Referees

The Referees Department allocated 3000 referees and linesmen for Clubs, Schools, Community and Social groups in 2009, with many of these being for large tournaments including Australian Corporate Games, Manchester United Cup and Paralympics. The improved FFV website allowed for the inclusion of Referee Rankings, Directives and educational subjects which have provided a transparent environment for Match Officials and Clubs.



Competitions

2009 saw a positive reduction in the number of fixture changes (15%) due to improved delivery of service to Clubs prior to the season with fixture requests thereby minimising the impact on all stakeholders of these changes.

Tribunal and Discipline

The Tribunal and Disciplinary Department was proactive in promoting the zero tolerance objectives through the "Don't Abuse, You May Lose" campaign which saw the design and distribution of thousands of posters and educated Clubs Associates on the consequences of breaching the GDT By-Law and Rules Of Competition.

Customer Satisfaction Survey

The FFV Strategic Plan has the goal of achieving an 85% satisfaction rate with customer service by 2011, measured annually on-line by independent research. In late 2009 FFV engaged Sport Business Partners (SBP) to conduct an independent survey into clubs' customer satisfaction levels. Over 4,600 FFV stakeholders were invited to take part in the Customer Satisfaction Survey with 338 completed surveys being collected by SBP.

The current level of satisfaction with FFV's customer service is 66% and FFV has now established a starting point to work from. Further analysis shows one in five (22%) are extremely or very satisfied, with an additional 44% being fairly satisfied. It is important to note that those respondents identified as Key Administrators had an overall satisfaction rating of 68% and generally rated higher in most areas of the survey than other respondent groups.

The **Key Drivers of satisfaction** include the professionalism of staff, the quick response to queries, the improvements in standards, the improving communication and concise information. That said there are many that offer suggestions to help improve satisfaction levels such as responding quickly to queries, lack of support at club and regional level, lifting communication levels and standards, among others.



Relocation

FFV relocated to Level 3, 436 St Kilda Road Melbourne in mid-November 2009. The new offices have excellent features including more meeting rooms for clubs and stakeholders; a Training Room which can seat up to 50 people for large seminars; four hot desks which stakeholders can use for registrations and other functions, and a cashier's desk for more efficient payments. FFV's Head Offices are now centrally located which affords clubs from all over Melbourne greater access to undertake club administrative tasks.

Game Development

The Victorian Government and FFA continued their support of the Volunteer Recognition Program in 2009. Over 2000 Club Volunteers registered for the VRP and were recognised for their services to football and to their clubs.

1971

JOHN GARDINER WINS THE FIRST GOLD MEDAL. ARGUS MEDAL CONTINUES AS THE MEDIA AWARD, RENAMED THE BILL FLEMING MEDAL.

1974

AUSTRALIA QUALIFIES FOR THE WORLD CUP IN GERMANY. START OF WOMEN'S SOCCER LEAGUE IN VICTORIA.

1977

START OF THE NATIONAL SOCCER LEAGUE (PHILLIPS LEAGUE). SOUTH MELBOURNE, FOOTSCRAY JUST. FITZROY UNITED AND MOOROOLBARK FROM VICTORIA TAKE PART.

1984

SOUTH MELBOURNE WINS NSL GRAND FINAL. THE MCG PLAYS HOST TO THE SOCCEROOS AS THEY BATTLED GLASGOW RANGERS OF SCOTLAND. JUVENTUS OF ITALY AND IRAKLIS OF GREECE IN THE WORLD SERIES ORGANISED BY THE ASF.

STRATEGIC PILLAR 4 LEADERSHIP

FFV Board of Directors

The FFV Board of Directors entered year two of its Strategic Plan and continued to implement policies and processes in line with the strategic goals of the organisation. With staff now working under a new structure, streamlining systems and processes continued to be a high agenda item for the Board.

June was a busy month for Board Governance with some Directors embarking on self development through the Leadership Victoria - Board Orientation Series. Five out of the eight Directors attended this workshop series to further enhance their skill set through good governance practices. Prior to this, a Board Engagement Policy was released to members outlining the guidelines under which the Board will operate for enhanced interaction between the Board and stakeholder groups.

In August 2009 FFV was selected from a number of applications to take part in the VicSport "Good Governance Project". This project is set to complete in August 2010 and was designed by VicSport and FFV to help identify and engage the Board in developing better governance and leadership processes and procedures.

The FFV Board identified two skill gaps which existed on the Board and after comprehensive research appointed two new Directors, Annette Hughes and Bridget Marcou to assist in the specific areas of Legal and PR / Communications respectively. Both Annette and Bridget bring extensive experience and offer valuable insight in to these two areas.



Elected Representative Survey

With the commencement of newly elected Zone Representatives and Standing Committee members and as part of the Board Engagement Policy, the FFV Board undertook a survey with newly elected representatives. The survey produced positive results in the areas of the 2008-2011 Strategic Plan, Men's and Women's Football, Club Development, Referee and Coach Development showing an 84% rating as either "Satisfied" or "Fairly Satisfied" with the direction the FFV is taking in implementing strategic initiatives.

Survey results also indicated that members view Referee and Coaching Development as a "Very Important" items going forward with ratings of over 70% for "Very Important".

FFV Staff

Operationally FFV continued to work on developing strong leadership amongst the senior management group and continued to build a strong foundation to set the organisation up going forward.

The Senior Management group joined the Board of Directors in May 2009 to discuss the strategic priorities for the organisation and worked together on ensuring a cohesive and tight knit relationship continues to grow between the two groups.

With regular Management Meetings and Staff Meetings now set in place, this has enabled internal communication lines to open further and ensure that staff adopt a more fluid relationship between departments and teams.

With the departure of Lydia Dowse as General Manager – Football in October, it was crucial a suitable replacement was identified to join FFV and continue to lead the Football team in a positive light. Tim Frampton joined the organisation in November bringing with him an extensive sports legal background, one which has proved to be a valuable asset to the organisation thus far.

Government Relations

Since the appointment of a Manager in early 2009, the Government Relationship Department has made successful progress in achieving FFV's strategic objectives in attracting additional Government investment in the sport, improving the quality and quantity of facilities and creating commercial opportunities.

In particular the key successful outcome for the sport has been the very substantial increase in the number of synthetic pitches. The Victorian Government has been a leader in promoting the use of synthetic pitches for football, largely to deal with high demand in a period of lack of water. Victoria now has more synthetic pitches than the rest of Australia combined.

Football Planning

FFV is strongly involved in football strategy development across the State, including participation in the North West (Metro) Regional Football Strategy, following up the the Bayside/Kingston Soccer Strategy and the Eastern Region Soccer Strategy, the Surf/Coast Geelong Regional Facilities Review, the Geelong Region Football Strategy (funded by State Government and four Councils and the current feasibility study on the development of synthetic pitches for City of Banyule.

FFV has actively supported FFA's National Facilities Audit, data from which will be used in the further planning of facilities in Victoria. FFV has also provided extensive support to FFA and SRV in the process of identifying facilities for the World Cup bid.

Communication with Government

FFV has been engaging with government at all levels, including regular meetings with Councils and State Government, establishment of a specific Government section on the FFV website, Local Government workshops on club accreditation and facilities requirements, a survey on season planning and ground availability and liaison on the Strengthening the World Game funding program.

The Government Relationship Manager has personally visited clubs and Councils in every Zone in Victoria and has had meetings with 58% of Councils with football clubs and substantial telephone contact with a further 10%. In person meetings have been held with 80% of Councils which have teams in directly managed FFV competitions.



1985

BRUNSWICK UNITED JUVENTUS WINS NSL GRAND FINAL. AUSTRALIA DRAWS NIL-ALL WITH SCOTLAND IN A WORLD CUP QUALIFIER AT OLYMPIC PARK IN FRONT OF 29,500. SCOTLAND GOES THROUGH ON 2-0 AGGREGATE.

1991

START OF THE VICTORIAN PREMIER LEAGUE. SOUTH MELBOURNE DEFEAT MELBOURNE CROATIA 5-4 ON PENALTIES TO WIN THE NSL CHAMPIONSHIP IN FRONT OF A RECORD NSL OLYMPIC PARK CROWD OF 21,338.

1997

THE MCG HOSTS THE THEN LARGEST CROWD OF 85,022 FOR A FOOTBALL INTERNATIONAL INVOLVING AUSTRALIA AS IT DREW TWO-ALL WITH IRAN AND THUS FAILED TO QUALIFY FOR THE WORLD CUP IN FRANCE ON THE AWAY- GOALS RULE.

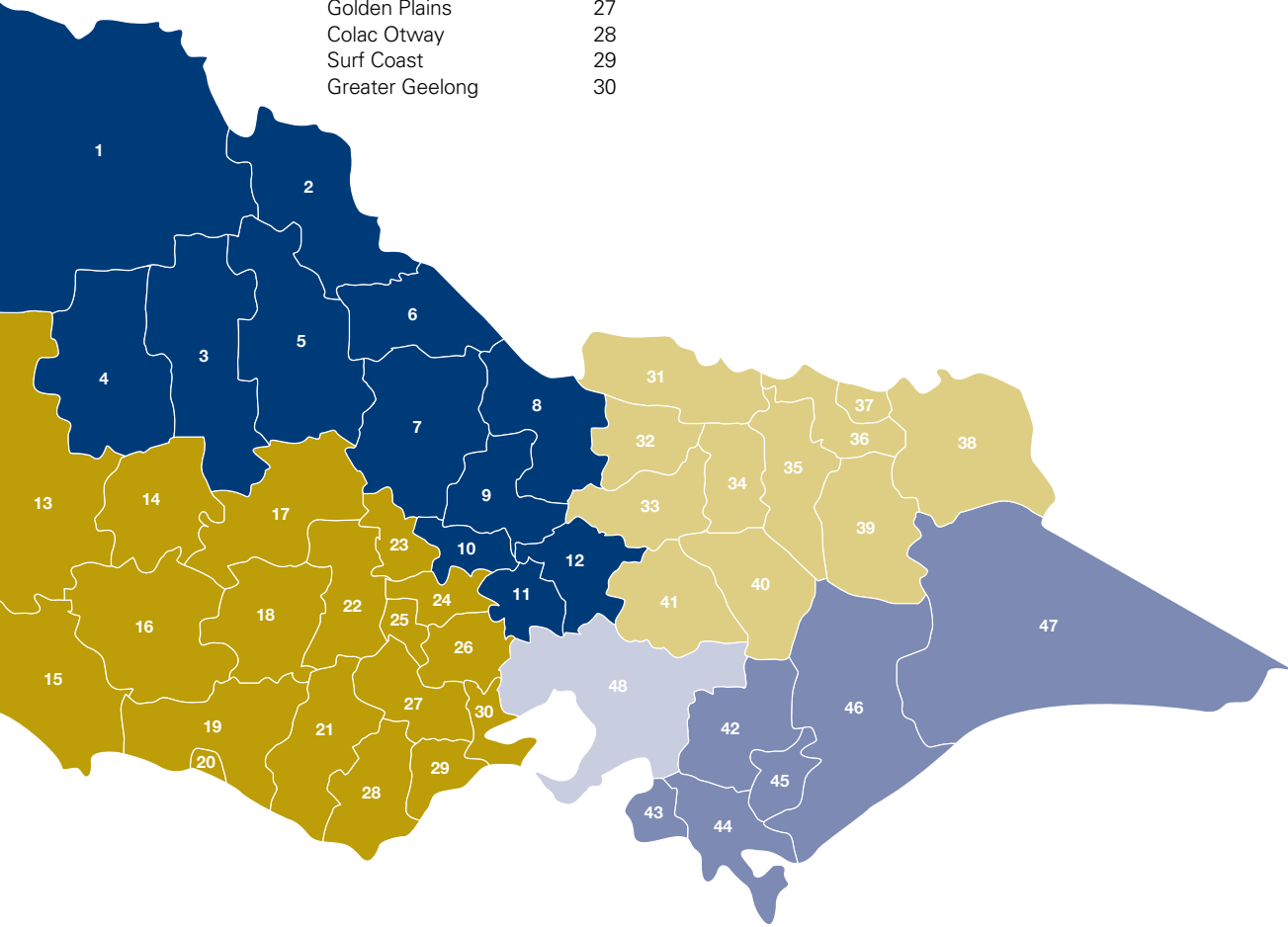
1999

GEORGE JOLEVSKI WINS A RECORD THIRD SUCCESSIVE GOLD MEDAL. OVER 130,000 FANS SEE AUSTRALIA TAKE ON MANCHESTER UNITED AND BRAZIL AT THE MCG. AMALGAMATION OF MEN'S AND WOMEN'S FOOTBALL IN VICTORIA.

ZONE MAPS

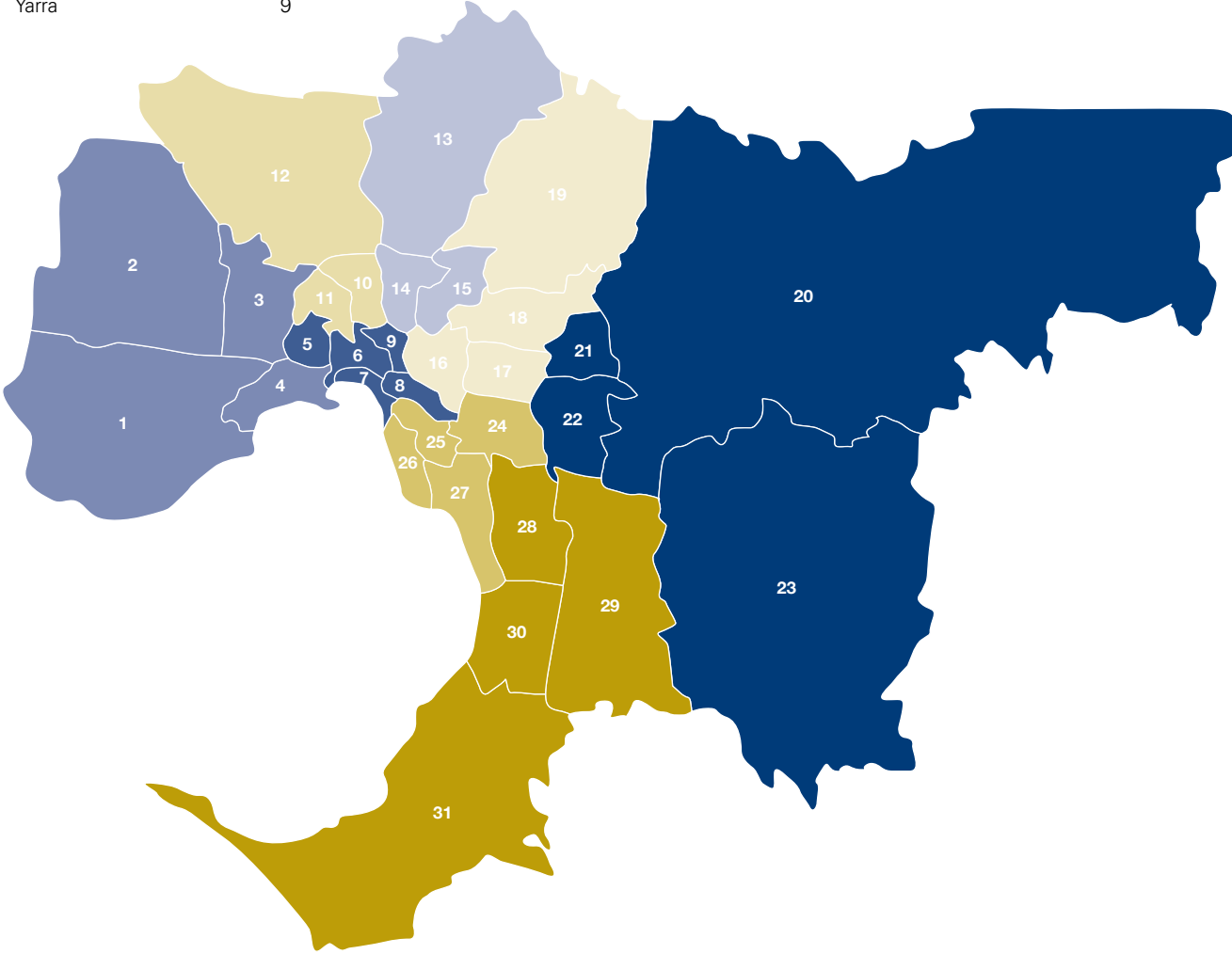
Victoria FFV Zones

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	Melbourne Metro	
Mount Alexander	10	Pyrenees	22	Mansfield	40	Melbourne Metropolitan	48
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 Metropolitan Zones

Western		North West		North East		South East	
Wyndham	1	Moreland	10	Boroondara	16	Monash	24
Melton	2	Moonee Valley	11	Whitehorse	17	Glen Eira	25
Brimbank	3	Hume	12	Manningham	18	Bayside	26
Hobsons Bay	4			Nillumbik	19	Kingston	27
Central		Northern		Eastern		Southern	
Maribyrnong	5	Whittlesea	13	Yarra Ranges	20	Greater Dandenong	28
Melbourne	6	Darebin	14	Maroondah	21	Casey	29
Port Phillip	7	Banyule	15	Knox	22	Frankston	30
Stonnington	8			Cardinia	23	Mornington Peninsula	31
Yarra	9						



2001

THE MCG HOSTS THE FIRST-LEG PLAY-OFF FOR THE WORLD CUP IN JAPAN AND SOUTH KOREA BETWEEN AUSTRALIA AND URUGUAY IN FRONT OF 84,650. THE SOCCEROOS WIN 1-0 BUT ARE ELIMINATED FIVE DAYS LATER AFTER A 3-0 LOSS IN THE RETURN LEG IN MONTEVIDEO.

2004

LAST SEASON OF THE NATIONAL SOCCER LEAGUE.

2005

SOUTH MELBOURNE AND MELBOURNE KNIGHTS ARE READMITTED TO THE VICTORIAN PREMIER LEAGUE. THE VICTORIAN SOCCER FEDERATION OFFICIALLY CHANGES ITS NAME TO FOOTBALL FEDERATION VICTORIA.

2006

CLUBS PASS RESOLUTION TO ADOPT NEW FFV CONSTITUTION AS PART OF THE CRAWFORD REFORM FOR FOOTBALL.

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 Team	NTC State Team	AIS Joeys
12 - 14	Club 11v11	Zone Team	NTC State Team	AFC Football Festival
10 - 11	SSF Club 9v9	Zone Training		
8 - 9	SSF Club 7v7			
<7	SSF Inter Club & Gala Days 4v4			



2006

THE LARGEST CROWD FOR AN AUSTRALIAN FOOTBALL INTERNATIONAL OF 95,103 FAREWELLS THE SOCCEROOS BEFORE THEY EMBARK ON THE 2006 WORLD CUP WITH A 1-0 WIN OVER EUROPEAN CHAMPIONS GREECE.



2007

FIRST BOARD OF DIRECTORS ELECTED UNDER NEW CONSTITUTION.

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 Team	State Team NTC	Young Matildas
12 - 14	Club 11v11	Zone Team	State Team	AFC Football Festival
10 - 11	SSF Club 9v9	Zone Training		
8 - 9	SSF Club 7v7			
<7	SSF Inter Club & Gala Days 4v4			



2007

MELBOURNE VICTORY DEFEAT ADELAIDE UNITED 6-0 TO CLAIM THE A- LEAGUE CHAMPIONSHIP IN FRONT OF A DOMESTIC CLUB RECORD CROWD OF 55,436 AT DOCKLANDS STADIUM. REVIEW OF FOOTBALL IN VICTORIA BY ELECTED BOARD.

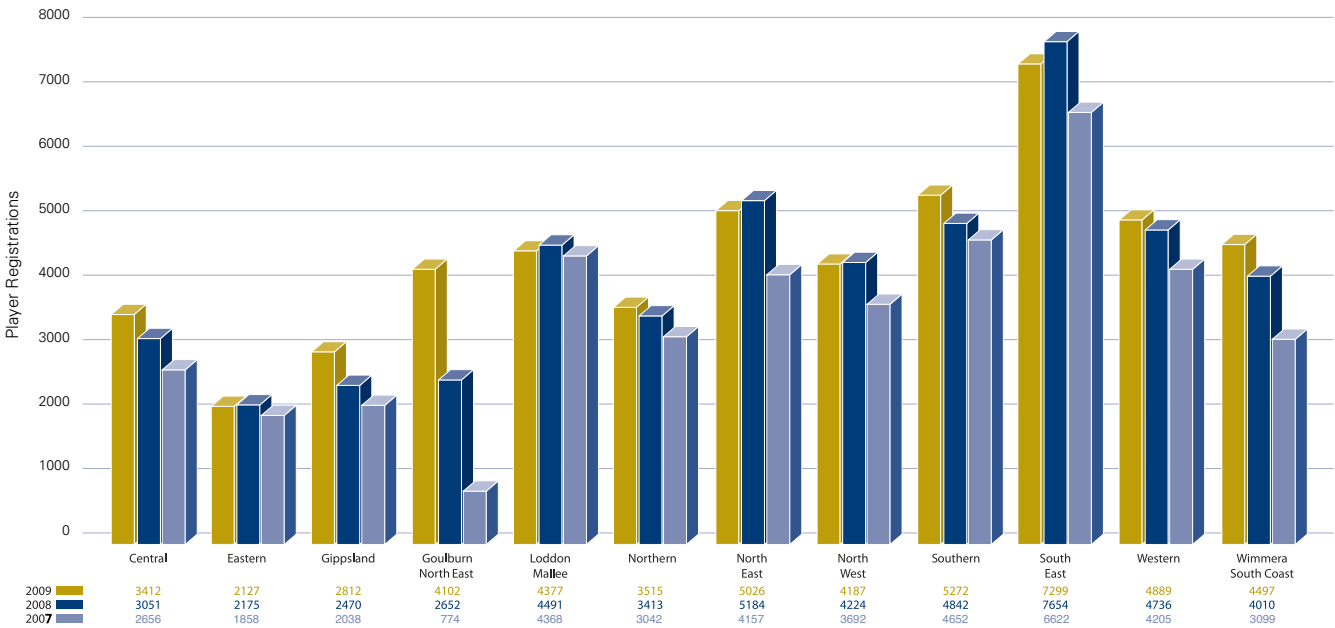


2008

FFV STRATEGIC PLAN PRESENTED TO STATE AND LOCAL GOVERNMENTS.

REGISTRATION STATISTICS

Registration Summary by Zone: 2007 - 2009



2009

74,100 FLOCK TO THE MCG TO WITNESS AUSTRALIA'S 2-1 VICTORY OVER JAPAN AND CONFIRMATION OF TOP SPOT IN THEIR WORLD CUP QUALIFYING GROUP FOR SOUTH AFRICA

2010

VICTORIAN CHAMPIONS LEAGUE STARTS.

FFV Registration Summary: 2008-2009 as at 31 August 2009

2008 / 2009 Comparison	2008	2008 % of Total	2009	2009 % of Total	Difference from 2008	% Difference from 2008
Total Player Registrations	48,889	-	51,591	-	2,702	5.53%
Male Player Registrations	40,534	82.91%	42,637	82.64%	2,103	5.19%
Female Player Registrations	8,355	17.09%	8,954	17.36%	599	7.17%
Professional Player Registrations	331	0.68%	278	0.54%	-53	-16.01%
Supplementary Registrations (Players Changing Clubs)	688	1.41%	763	1.48%	75	10.90%
International Transfer Certificate (ITC) Requests	192	-	253	-	61	31.77%
Player Registrations Over 18 (Seniors)	10,034	20.52%	11,095	21.51%	1,061	10.57%
Player Registrations 18 and under (Juniors)	38,855	79.48%	40,467	78.44%	1,612	4.15%
Wheelchair Football Players		-	29	0.06%	29	n/a
Male Players Registrations Over 18 (Seniors)	8,576	17.54%	9,488	18.39%	912	10.63%
Female Player Registrations Over 18 (Seniors)	1,458	2.98%	1,607	3.11%	149	10.22%
Male Player Registrations 18 and under (Juniors)	31,958	65.37%	33,126	64.21%	1,168	3.65%
Female Player Registrations 18 and under (Juniors)	6,897	14.11%	7,341	14.23%	444	6.44%
Metro Player Registrations (Based on Zone)	35,356	72.32%	35,803	69.40%	447	1.26%
Regional Player Registrations (Based on Zone)	13,533	27.68%	15,788	30.60%	2,255	16.66%

Futsal Registrations	2009	2008	2007
Total Futsal Registrations	4329	2915	1728
Male Player Registrations	3904	2555	1385
Female Player Registrations	425	360	343
Number of Players Over 18 (Seniors)	1904	800	536
Number of Players 18 and under (Juniors)	2425	2115	1192
Number of Male Players Over 18 (Seniors)	1753	743	468
Number of Female Players Over 18 (Seniors)	151	57	68
Number of Male Players 18 and under (Juniors)	2151	1812	917
Number of Female Players 18 and under (Juniors)	274	303	275

AWARDS

2009 League Winners

Victorian Premier League	
Senior Champions	Altona Magic SC
Senior R/U	Dandenong Thunder SC
Minor Premiers	Dandenong Thunder SC
U/21 Champions	Heidelberg United SC
U/21 R/U	Sth Melbourne FC

Women’s Premier League	
Minor Premiers	Box Hill Inter SC
Senior Champions	Box Hill Inter SC
Senior R/U	Heidelberg United SC
Reserve Champions	Sandringham City SC
Reserve R/U	Ashburton SC

Men’s State League	
Division 1 Senior Champions	Northcote City SC
Division 1 Senior R/U	Bentleigh Greens SC
Division 1 U/21 Champions	Bentleigh Greens SC
Division 1 U/21 R/U	Pascoe Vale SC
Division 2 SE Senior Champions	Malvern City FC
Division 2 SE Senior R/U	Doncaster Rovers SC
Division 2 SE Reserve Champions	Knox City SC
Division 2 SE Reserve R/U	Eastern Lions SC
Division 2 NW Senior Champions	Nth Geelong Warriors SC
Division 2 NW Senior R/U	Thomastown Devils SC
Division 2 NW Reserve Champions	Keilor Park SC
Division 2 NW Reserve R/U	Ballarat Red Devils SC
Division 3 SE Senior Champions	Berwick City SC
Division 3 SE Senior R/U	Southern Suburbs SC
Division 3 SE Reserve Champions	Sandringham City SC
Division 3 SE Reserve R/U	Berwick City SC
Division 3 NW Senior Champions	Banyule City SC
Division 3 NW Senior R/U	Moreland City SC
Division 3 NW Reserve Champions	Moreland City SC
Division 3 NW Reserve R/U	Banyule City SC

Women’s State Leagues	
State League 1 League Champions	Altona City SC
State League 1 League R/U	Sth Springvale SC
State League 1 Reserves Champions	Altona City SC
State League 1 Reserves R/U	Melbourne University SC
State League 1 Finals Champions	Altona City SC
State League 1 Finals R/U	Ballarat Lady Devils (BDSA)
State League 2 SE League Champions	Doncaster Rovers SC
State League 2 SE League R/U	Berwick City SC
State League 2 SE Finals Champions	Doncaster Rovers SC
State League 2 SE Finals R/U	Berwick City SC
State League 2 NW League Champions	Bundoora United SC
State League 2 NW League R/U	La Trobe University SC
State League 2 NW Finals Champions	Western Eagles SC
State League 2 NW Finals R/U	Bundoora United SC
State League 3 SE League Champions	Noble Park SC
State League 3 SE League R/U	Nth Caulfield SC
State League 3 SE Finals Champions	Noble Park SC
State League 3 SE Finals R/U	Endeavour United SC
State League 3 NW League Champions	Cairnlea SC
State League 3 NW League R/U	FC Bulleen Lions
State League 3 NW Finals Champions	Cairnlea SC
State League 3 NW Finals R/U	Keilor Park SC

Men’s Provisional Leagues	
Division 1 SE Senior Champions	Fitzroy City SC
Division 1 SE Senior R/U	Mornington SC
Division 1 SE Reserve Champions	Monash University SC
Division 1 SE Reserve R/U	Old Camberwell Grammar SC
Division 1 NW Senior Champions	Sunbury United SC
Division 1 NW Senior R/U	Essendon United SC
Division 1 NW Reserve Champions	South Yarra SC
Division 1 NW Reserve R/U	Essendon United SC
Division 2 SE Senior Champions	Dandenong Sparrows SC
Division 2 SE Senior R/U	Beaumaris SC
Division 2 SE Reserve Champions	Riversdale SC
Division 2 SE Reserve R/U	Caulfield United SC
Division 2 NW Senior Champions	North City Lions SC
Division 2 NW Senior R/U	Avondale Heights SC
Division 2 NW Reserve Champions	Epping City SC
Division 2 NW Reserve R/U	Collingwood City SC
Division 3 SE Senior Champions	Melbourne University SC
Division 3 SE Senior R/U	Noble Park SC
Division 3 SE Reserve Champions	Melbourne University SC
Division 3 SE Reserve R/U	Bentleigh East SC
Division 3 NW Senior Champions	Surf Coast SC
Division 3 NW Senior R/U	Youth United SC
Division 3 NW Reserve Champions	Brimbank City SC
Division 3 NW Reserve R/U	Upfield SC

Men’s Metropolitan Leagues	
Metropolitan SE Senior Champions	Ringwood City SC
Metropolitan SE Senior R/U	Caulfield Grammarians SC
Metropolitan SE Reserve Champions	Ringwood City SC
Metropolitan SE Reserve R/U	Parkmore SC
Metropolitan NW Senior Champions	Heidelberg Stars SC
Metropolitan NW Senior R/U	Tullamarine Jets SC
Metropolitan NW Reserve Champions	Heidelberg Stars SC
Metropolitan NW Reserve R/U	Tullamarine Jets SC

Women’s Metropolitan Leagues	
Metropolitan SE Champions	Box Hill Inter SC
Metropolitan SE R/U	Langwarrin SC
Metropolitan NW Champions	Sydenham Park SC
Metropolitan NW R/U	Nth City Lions SC
Metropolitan Central Champions	Yarra Jets SC
Metropolitan Central R/U	Elwood City SC

Thirds & Masters League	
Thirds Division 1 Champions	Sth Yarra SC
Thirds Division 1 R/U	Cleeland United SC
Thirds Division 2 SE Champions	Juventus Old Boys SC
Thirds Division 2 SE R/U	Sth Yarra SC
Thirds Division 2 NW Champions	Altona Lions FC
Thirds Division 2 NW R/U	Brunswick City SC
Thirds Division 3 SE Champions	Caulfield Grammarians SC
Thirds Division 3 SE R/U	Bundoora Eagles FC
Thirds Division 3 NW Champions	Collingwood City SC
Thirds Division 3 NW R/U	FC Strathmore
Thirds Division 4 SE Champions	Brandon Park SC
Thirds Division 4 SE R/U	RMIT FC
Thirds Division 4 NW Champions	Northcote City SC
Thirds Division 4 NW R/U	Melbourne Lions SC
Thirds Division 5 SE Champions	Springvale City SC
Thirds Division 5 SE R/U	Ashburton SC
Thirds Division 5 NW Champions	Brimbank Stallions SC
Thirds Division 5 NW R/U	Diamond Valley United SC
Masters SE Champions	Sth Yarra SC
Masters SE R/U	White Star Dandenong SC
Masters NW Champions	Fitzroy City SC
Masters NW R/U	Bundoora United SC

Wheelchair

Wheelchair	
SE Senior Champions	Whitehorse United Brumbies SC
SE Senior R/U	Whitehorse United Stallions SC

AWARDS

Summer League

2008/09 Summer League	
Under 13 Boys	North West (2) defeated Central (0)
Under 14 Boys	Central (2) defeated North West (1)
Under 15 Boys	Southern (2) defeated South East (1)
Under 18 Boys	Goulburn North East (4) defeated Southern (2)
Under 13 Girls	Gippsland (4) defeated Northern (2)
Under 15 Girls	North East (3) defeated Loddon Mallee (1)
Under 17 Girls	South East (4) defeated Gippsland (0)
Open Women	Central (2) defeated North East (1)

Super League

18 Boys	
Boys 18 Super League Champions	Sth Melbourne FC
Boys 18 Super League R/U	Doncaster Rovers SC

South East Super League	
SE Super League 16 Champions	FC Bulleen Lions
SE Super League 16 R/U	Dandenong City SC
SE Super League 15 Champions	Monash City SC
SE Super League 15 R/U	FC Bulleen Lions
SE Super League 14 Champions	Berwick City SC
SE Super League 14 R/U	Sth Melbourne FC
SE Super League 13 Champions	Sandringham City SC
SE Super League 13 R/U	Sth Melbourne FC
SE Super League 16 Champions	FC Bulleen Lions
SE Super League 16 R/U	Dandenong City SC
SE Super League 15 Champions	Monash City SC
SE Super League 15 R/U	FC Bulleen Lions
SE Super League 14 Champions	Berwick City SC
SE Super League 14 R/U	Sth Melbourne FC
SE Super League 13 Champions	Sandringham City SC
SE Super League 13 R/U	Sth Melbourne FC

North West Super League	
NW Super League 16 Champions	Altona Magic SC
NW Super League 16 R/U	Preston Lions FC
NW Super League 15 Champions	Altona East SC
NW Super League 15 R/U	Brimbank Stallions SC
NW Super League 14 Champions	Keilor Park SC
NW Super League 14 R/U	Essendon Royals SC
NW Super League 13 Champions	Melbourne Knights SC
NW Super League 13 R/U	Whittlesea Stallions SC
NW Super League 16 Champions	Altona Magic SC
NW Super League 16 R/U	Preston Lions FC
NW Super League 15 Champions	Altona East SC
NW Super League 15 R/U	Brimbank Stallions SC
NW Super League 14 Champions	Keilor Park SC
NW Super League 14 R/U	Essendon Royals SC
NW Super League 13 Champions	Melbourne Knights SC
NW Super League 13 R/U	Whittlesea Stallions SC

Under 18 Boys

Under 18 Boys	
Boys 18 East Orange Champions	Manningham SC
Boys 18 East Orange R/U	Nth Caulfield SC
Boys 18 East Yellow Champions	Glen Waverley SC
Boys 18 East Yellow R/U	Oakleigh Cannons JFC
Boys 18 Nth Champions	Brunswick City SC
Boys 18 Nth R/U	Tullamarine Jets SC
Boys 18 Sth Champions	Dandenong City SC
Boys 18 Sth R/U	Casey Comets SC
Boys Metro 18 Blue Champions	Melbourne Pheonix SC
Boys Metro 18 Blue R/U	Oakleigh Cannons JFC
Boys Metro 18 Purple Champions	Richmond SC
Boys Metro 18 Purple R/U	Heidelberg United SC

Junior Boys

Northern Region Juniors	
Nth U11 Kangaroos Yellow Champions	Light United SC
Nth U11 Kangaroos Yellow R/U	Bundoora United SC
Nth U11 Joeys Orange Champions	Fawkner SC
Nth U11 Joeys Orange R/U	Epping City SC
Nth U11 Joeys Red Champions	Pascoe Vale SC
Nth U11 Joeys Red R/U	Fawkner SC
Nth U11 Kangaroos Blue Champions	Brunswick Zebras SC
Nth U11 Kangaroos Blue R/U	Essendon Royals SC
Nth U12 A Champions	Essendon Royals SC
Nth U12 A R/U	St. Albans Saints SC
Nth U12 B Champions	Heidelberg United SC
Nth U12 B R/U	Light United SC
Nth U12 C Champions	Moreland United SC
Nth U12 C R/U	Fawkner SC
Nth U12 D Champions	DOC United FC
Nth U12 D R/U	Yarra Jets SC 1
Nth U13 A Champions	Moreland City SC
Nth U13 A R/U	Greenvale United SC
Nth U13 B Champions	Diamond Valley United SC
Nth U13 B R/U	Essendon Royals SC
Nth U13 C Champions	Brunswick Zebras SC
Nth U13 C R/U	Pascoe Vale SC
Nth U14 A Champions	Light United SC
Nth U14 A R/U	Brunswick City SC
Nth U14 B Champions	Heidelberg Stars SC
Nth U14 B R/U	Clifton Hill SC
Nth U14 C Champions	Fawkner SC
Nth U14 C R/U	Diamond Valley United SC
Nth U15 A Champions	Fawkner SC
Nth U15 A R/U	Preston Lions FC
Nth U15 B Champions	FC City Central
Nth U15 B R/U	Clifton Hill SC
Nth U15 C Champions	Yarra Jets SC
Nth U15 C R/U	DOC United FC
Nth U16 A Champions	Brunswick Zebras SC
Nth U16 A R/U	Moreland City SC
Nth U16 B Champions	Bundoora United SC
Nth U16 B R/U	Light United SC

Southern Region Juniors	
Sth U11 Kangaroos Green Champions	Sandringham City SC
Sth U11 Kangaroos Green R/U	Peninsula SC
Sth U11 Joeys Green Champions	Dandenong City SC
Sth U11 Joeys Green R/U	Doveton SC
Sth U11 Kangaroos Red Champions	Brighton SC
Sth U11 Kangaroos Red R/U	Hampton SC
Sth U11 Joeys Blue Champions	Bentleigh Greens SC
Sth U11 Joeys Blue R/U	Doveton SC
Sth U11 Joeys Orange Champions	Brighton SC
Sth U11 Joeys Orange R/U	Berwick City SC
Sth U12 A Champions	Brighton SC
Sth U12 A R/U	Springvale White Eagles SC
Sth U12 B Champions	Sandringham City SC
Sth U12 B R/U	Brighton SC
Sth U12 C Champions	Bentleigh East SC
Sth U12 C R/U	Casey Comets SC
Sth U12 D Champions	Bentleigh East SC
Sth U12 D R/U	Carrum United SC
Sth U12 E Champions	White Star Dandenong SC
Sth U12 E R/U	Keysborough SC
Sth U13 A Champions	Bentleigh Greens SC
Sth U13 A R/U	Hampton SC
Sth U13 B Champions	Dandenong Thunder SC
Sth U13 B R/U	South Springvale SC
Sth U13 C Champions	Keysborough SC
Sth U13 C R/U	Lyndale United SC
Sth U13 D Champions	Carrum United SC
Sth U13 D R/U	Peninsula SC
Sth U14 A Champions	Endeavour United SC
Sth U14 A R/U	Dandenong City SC
Sth U14 B Champions	Brighton SC
Sth U14 B R/U	Peninsula SC
Sth U14 C Champions	Bentleigh Greens SC
Sth U14 C R/U	Hampton Park United SC
Sth U15 A Champions	Brighton SC
Sth U15 A R/U	Bentleigh Greens SC
Sth U15 B Champions	Berwick City SC
Sth U15 B R/U	White Star Dandenong SC
Sth U15 C Champions	Keysborough SC
Sth U15 C R/U	Bayside Knights FC
Sth U16 A Champions	Dandenong Thunder SC
Sth U16A R/U	East Bentleigh SC
Sth U16 B Champions	Springvale White Eagles SC
Sth U16 B R/U	Bayside Knights FC

AWARDS

South East Region Juniors	
SE 13 D Champions	Knox City SC
SE 13 D R/U	Ringwood City SC

Eastern Region Juniors	
East U11 Kangaroos Green Champions	FC Bulleen Lions
East U11 Kangaroos Green R/U	Monash City SC
East U11 Kangaroos/ Joeys Yellow Champions	Richmond SC
East U11 Kangaroos/Joeys Yellow R/U	Boroondara Eagles FC
East U11 Kangaroos Orange Champions	Sth Melbourne FC
East U11 Kangaroos Orange R/U	Richmond SC
East U11 Joeys Orange Champions	Sherbrooke Rangers SC
East U11 Joeys Orange R/U	FC Bulleen Lions
East U11 Joeys Blue Champions	Mooroolbark SC
East U11 Joeys Blue R/U	Knox United SC
East U11 Joeys Yellow SSF Pilot Champions	Oakleigh Cannons JFC 2
East U11 Joeys Yellow SSF Pilot R/U	Mooroolbark SC 1
East U12 A Champions	Sth Melbourne FC
East U12 A R/U	Richmond SC
East U12 B Champions	Ashburton SC
East U12 B R/U	Oakleigh Cannons JFC
East U12 C Champions	Ringwood City SC
East U12 C R/U	Sherbrooke Rangers SC
East U12 D Champions	Knox United SC
East U12 D R/U	Nth Caulfield SC
East U12 E Champions	Ashburton SC
East U12 E R/U	Glen Eira SC
East U13 A Champions	Melbourne Pheonix SC
East U13 A R/U	Riversdale SC
East U13 B Champions	Ashburton SC
East U13 B R/U	Oakleigh Cannons JFC
East U13 C Champions	Boroondara Eagles FC
East U13 C R/U	Mooroolbark SC
East U14 A Champions	Box Hill Inter SC
East U14 A R/U	Glen Waverley SC
East U14 B Champions	Mooroolbark SC
East U14 B R/U	Boroondara Eagles FC
East U14 C Champions	Eastern Lions SC
East U14 C R/U	Sherbrooke Rangers SC
East U14 D Champions	Croydon City Arrows SC

Eastern Region Juniors (cont)	
East U14 D R/U	Riversdale SC
East U14 E Champions	Rowville Eagles SC
East U14 E R/U	Malvern City FC
East U15 A Champions	Box Hill Inter SC
East U15 A R/U	Malvern City FC
East U15 B Champions	Melbourne Phoenix SC
East U15 B R/U	Riversdale SC
East U15 C Champions	Nth Caulfield SC
East U15 C R/U	Richmond SC
East U15 D Champions	Sherbrooke Rangers SC
East U15 D R/U	Heatherton United SC
East U16 A Champions	FC Bulleen Lions
East U16 A R/U	Doncaster Rovers SC
East U16 B Champions	Caulfield United Cobras SC
East U16 B R/U	Doncaster Rovers SC
East U16 C Champions	Boronia SC
East U16 C R/U	Ringwood City SC

North West Region Juniors	
NW 13 C Champions	Avondale Heights
NW U13 C R/U	Bell Park

Western Region Juniors	
West U11 Kangaroos Green Champions	Altona City SC
West U11 Kangaroos Green R/U	Melbourne Knights SC
West U11 Kangaroos Blue Champions	Green Gully SC
West U11 Kangaroo Blue R/U	Essendon Royals SC
West U11 Joeys Red Champions	Altona City SC
West U11 Joeys Red R/U	Meadow Park SC
West U11 Joeys Yellow Champions	Sydenham Park SC
West U11 Joeys Yellow R/U	Keilor Park SC
West U12 A Champions	Melbourne Knights SC
West U12 A R/U	Green Gully SC
West U12 B Champions	Green Gully SC
West U12 B R/U	Werribee City SC
West U12 C Champions	GRFA
West U12 C R/U	Yarraville SC
West U13 A Champions	Cairnlea FC
West U13 A R/U	Altona Magic SC
West U13 B Champions	Sunshine Heights SC
West U13 B R/U	South Yarra SC
West U14 A Champions	BASL
West U14 A R/U	GRFA
West U14 B Champions	Brimbank City SC
West U14 B R/U	Keilor Park SC
West U14 C Champions	Ballarat Academy of Soccer
West U14 C R/U	Melbourne Lions SC
West U15 A Champions	Nth Geelong Warriors SC
West U15 A R/U	GRFA
West U15 B Champion	Altona East SC
West U15 B R/U	Western Eagles SC
West U16 A Champions	GRFA
West U16 A R/U	Williamstown
West U16 B Champions	Brimbank Stallions SC
West U16 B R/U	Westgate

Girls

South East Region Juniors	
SE U16 C Champions	FC Bulleen Lions
SE U16 C R/U	Brighton SC
SE U18 Champions	Boroondara Eagles FC 2
SE U18 R/U	Boroondara Eagles FC 1

North West Region Juniors	
NW U16 C Champions	Brimbank Stallions SC
NW U16 C R/U	Greenvale United SC
NW U18 Champions	Diamond Valley United SC
NW U18 R/U	Brunswick Zebras SC

Metro Region Juniors	
Metro U11 Pink Champions	Ashburton SC
Metro U11 Pink R/U	St. Albans Saints SC
Metro U11 Purple Champions	Sandringham City SC 1
Metro U11 Purple R/U	Sandringham City SC 2
Metro U12 A Champions	Brighton SC
Metro U12 A R/U	Sandringham City SC
Metro U12 B Champions	Richmond SC
Metro U12 B R/U	Malvern City FC
Metro U12 C Champions	FC Bulleen Lions
Metro U12 C R/U	Keilor Park SC
Metro U13 A Champions	Keilor Park SC
Metro U13 A R/U	Richmond SC
Metro U13 B Champions	FC Bulleen Lions
Metro U13 B R/U	St. Albans Saints SC
Metro U13 C Champions	Croydon City Arrows SC
Metro U13 C R/U	Sandringham City SC
Metro U13 D Champions	Bundoora United SC
Metro U13 D R/U	Diamond Valley United SC
Metro U14 A Champions	Carrum United SC
Metro U14 A R/U	Ashburton SC
Metro U14 B Champions	Bundoora United SC
Metro U14 B R/U	FC Bulleen Lions
Metro U14 C Champions	Heidelberg United SC
Metro U14 C R/U	Keilor Wolves
Metro U14 D Champions	Werribee City SC
Metro U14 D R/U	Waverley Victory FC
Metro U15 A Champions	Sandringham City SC
Metro U15 A R/U	Essendon Royals SC
Metro U15 B Champions	Berwick City SC
Metro U15 B R/U	Kensington JGSC
Metro U15 C Champions	Sandringham City SC
Metro U15 C R/U	Dandenong City SC
Metro U15 D Champions	Mooroolbark SC
Metro U15 D R/U	Whittlesea Stallions SC
Metro U16 A Champions	Bundoora United SC
Metro U16 A R/U	Doncaster Rovers SC
Metro U16 B Champions	Sandringham City SC
Metro U16 B R/U	Hampton Park United SC

AWARDS

2009 Award Recipients

2009 Goalkeeper of the Year (VPL)	Lupce Acevski	Hume City FC
2009 Goalkeeper of the Year (WPL)	Peta Horman	Sandringham WSC
2009 VPL Coach of The Year	Stuart Munro	Dandenong Thunder SC
2009 WPL Coach of The Year	Deborah Nichols	Casey Comets WSC
2009 Referee of the Year	Kevin Docherty	
2009 Referee Development Award	Liz Hyland	
2009 U21 Player of the Year	Jason Davidson	Hume City FC
2009 Bill Fleming Award	Osagie Ederaro	Heidelberg United SC
2009 Weinstein Award	Jamie Maclaren	VIS
2009 Hoar/Melvin Award	Jacqueline Vogt	
2009 Jones/Martin Award	Sarah Walsh	
2009 Jane Oakley Award	Caitlin Friend/Maika Ruyter-Hooley	NTC
2009 Volunteer of the Year	Laurelle Sommers	Ballarat Nth United SC
2009 Female Coach of the Year	Irene Stamatopoulos	Oakleigh Cannons JFC
2009 Male Coach of the Year	Graham Dudley	Carrum United JSC
2009 Best News Article	Chris Vernuccio	Leader Newspaper
2009 Les Shorrock Best Football Image Award	Sally Richards	Shepparton News

2009 Top Goal Scorer

Mens Leagues			
League	Name	Club	Goals
Victorian Premier League	Di Iorio, Joseph	Dandenong Thunder	17
Mens State 1	Nicholes, Caleb	Langwarrin	19
Mens State 2 NW	Collins, Martin	Werribee City	17
Mens State 2 SE	Harel, Oran	Eastern Lions	20
Mens State 3 NW	Panaghis, Mark	Banyule City	17
Mens State 3 SE	Henry, Negus	Peninsula Strikers	17
Mens Provisional 1 NW	Romanovski, Zoran	Sunbury Utd	15
Mens Provisional 1 SE	Paterson, Jamie R	Mornington	13
Mens Provisional 2 NW	Babo, Atheer	Moreland Utd	19
Mens Provisional 2 SE	Schulberg, David E	Dandenong Sparrows	28
Mens Provisional 3 NW	Moody, Jason G	Melton	20
Mens Provisional 3 SE	Staines, Bradley	Meadow Park	20
Mens Metropolitan NW	Meade, Darren	Yarra Jets	18
Mens Metropolitan SE	Holod, Bartholomew S	Parkmore	14

Womens Leagues			
League	Name	Club	Goals
Womens Premier League	Camilleri, Melanie	Heidelberg United WSC	26
Womens State 1	Batinic, Maria	South Springvale	18
Womens State 2 NW	Pettit, Victoria	La Trobe University	16
Womens State 2 SE	Exon, Natalie	Doncaster Rovers	32
Womens State 3 NW	Mutluel, Damla	Cairnlea WSC	42
Womens State 3 SE	Keefe, Corinne	Noble Park	30
Womens Metropolitan NW	Bogoevska, Melissa	Sydenham Park	27
Womens Metropolitan SE	McDonald, Jessica	Croydon City Arrows	13
Womens Metropolitan Central	Flannery, Maureen	Yarra Jets	26

FFV 2009 Best and Fairest

Mens Leagues			
League	Name	Club	Votes
Victorian Premier League	Thompson, Ross	Hume City FC	25
Mens State 1	Rixon, Trent	Northcote City SC	23
Mens State 2 NW	Romein, Joshua	Ballarat Red Devils SC	18
Mens State 2 SE	Santoro, Michael	Doncaster Rovers SC	29
Mens State 3 NW	Papadopoulos, Nick	Banyule City SC	36
Mens State 3 SE	Mackie, Stuart	Berwick City SC	19
Mens Provisional 1 NW	Mirik, Sinan	Whittlesea United SC	19
Mens Provisional 1 SE	Nyadzayo, Munyaradzi	Monash University SC	25
Mens Provisional 2 NW	Nelson, Darren	Bell Park SC	18
Mens Provisional 2 SE	Ithier, Damien	Dandenong Sparrows SC	26
Mens Provisional 3 NW	Cesaire, Rivan	Brimbank Stallions FC	23
Mens Provisional 3 SE	Allen, Nicholas	Seaford United SC	23
Mens Metropolitan NW	Dickson, Christopher	Northern United SC	19
Mens Metropolitan SE	Frans, Tokollo	Ringwood City SC	12
	Holod, Bartholomew	Parkmore SC	12
	Jovanovic, Alexandar	Parkmore SC	12

Womens Leagues			
League	Name	Club	Votes
Womens Premier League	Camilleri, Melanie	Heidelberg United WSC	19
Womens State 1	Grkinjic, Tina	South Springvale WSC	17
Womens State 2 NW	Massouh, Paula	La Trobe University WSC	13
Womens State 2 SE	Nikodijevic, Alexandra	Doncaster Rovers WSC	23
Womens State 3 NW	Mutluel, Damla	Cairnlea WFC	17
	Simonetti, Marie	FC Bulleen Lions WFC	17
Womens State 3 SE	Keefe, Corinne	Noble Park WSC	14

FFV PEOPLE

Executive Office

Mark Rendell	Chief Executive Officer
Belinda Wilson	Executive Assistant

Government Relationship

Maria Berry	Government Relationship Manager
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Business Operations

Kerry Harris	General Manager - Business Operations
Kenny Lim	Finance Manager
Lyn Pickering	Accounts Receivable Officer
Anthony Schaepman	Accounts Payable Officer

Registrations

Mark Pititto	Registrations Manager
Natalie Dimovski	Registrations Coordinator
Chris Brown	Registrations Officer

IT

Peter Griffin	IT Manager
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Customer Service

Anna Ruffolo	Office Administrator/Customer Service
Katherine Oswin	Receptionist/Administration Assistant

Business Development

Matthew Usher	General Manager - Business Development
Mia Hayes	Media & Communications Coordinator
Chris Ryan	Futsal Business Development Manager
Georgie Herbert	Summer Football Business Develop. Manager
Andy Paolacci	Marketing Sponsorship Coordinator

Football

Lydia Dowse/Tim Frampton	General Manager - Football
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Referees

Chris Bambridge	Referee Development Manager
Ian Postlethwaite	Referee Coordinator
Laura Postlethwaite	Referee Operations Officer

Competitions

Mariela Pena	Competitions Manager
Michael Pocklington	Competitions Coordinator
Liam Bentley	Competitions Coordinator
Emily McIntyre	Football Operations Officer
Daniel Maakaroun	Results Coordinator

Grievance Discipline

Maxwell Gratton	Tribunal and Disciplinary Manager
Kostas Dokolas	Tribunal and Disciplinary Coordinator
Simon Bird	Tribunal and Disciplinary Assistant

Talented Player Development

Les Bee	Technical Director
Kat Smith	Talented Player Manager
Anthony Grima	Talented Player Coordinator
Harry Bingham	Coaching Development Manager
Matthew Shepherd	NTC Head Coach/W-League
Ian Greener	NTC Coach (Men's Program)

Game Development

Salvatore Carmusciano	Game Development Manager
Tal Karp	Project Manager
Chris Arena	Schools & Women's Program Coordinator
Laura Piekarski	Club Development Coordinator
Elyce Carlyle	Community Program Coordinator
Andrew Carey	Participation & Coach Education Coordinator
Darren Tan	Zone Development Officer - SE
Josh Vinecombe	Zone Development Officer - NW
Foddy Kyprian	Zone Development Officer - Geelong & Colac
David Coward	Zone Development Officer - Loddon Mallee
Kurt Reynolds	Zone Development Officer - Nth Wimmera
Atila Kerestes	Zone Development Officer - Goulburn NE
Gene Parini	Zone Development Officer - Gippsland

FFV Patron and Trustees for the Annual Report

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

Zone Representatives

Ali Alamein	Central
Harry Onsman	Central
Trevor Allen	Eastern
Cor Teeuw	Eastern
Rick McCallum	Gippsland
Ken Steel	Gippsland
Frank Bonacci	Goulburn
Frank Trimboli	Goulburn
Chris Hain	Loddon Mallee
Michael Crisera	Loddon Mallee
Anthony Warthold	North East
Michael Eyar	North West
Sergio Costanzo	Northern
Zac Josevski	Northern
Tony Amato	South East
Ken Montgomery	South East
Joe Di-Iorio	Southern
Colin Nicholson	Southern
Ilija Dragicevic	Western
Patricia Josipovic	Western
John Karounos	Wimmera
Susan Hunt	Wimmera

Mens Standing Committee

Aki Ionnas - Chairperson	South East
Peter Papos	Central
Chris Davkovski	Goulburn North East
Mario Rocco	North West
Taz Solakis	Northern
Jim Rendeovski	Wimmera South Coast

Womens Standing Committee

Peter Richardson - Chairperson	Loddon Mallee
Darleen Richardson	Gippsland
Jane Webb	Goulburn North East
Jane Natoli	North East
Carole Fabian	North West
Victor Sekulov	Northern
Martin O'Connor	South East
Laura Brady	Wimmera South Coast

Junior Standing Committee

Graeme Smith - Chairperson	North East
Nigel Browne	Gippsland
Craig McDonald	Goulburn North East
Ferenc Jakab	Loddon Mallee
Walter Giusti	North West
John Kostopoulos	South East
Patricia Josipovic	Western
Jim Rendeovski	Wimmera South Coast

Futsal Standing Committee

Steve Hargitay - Chairperson
Richard Denham
Jack Dugonjic
Mark Georgeson
Ferenc Jakab
Alfonso Noutso
John Perich
Edgard Vatchky
Paul Vidic

Coaches Standing Committee

Patrizia Torelli - Chairperson
Joe Di-Iorio
Jamie Downs
Melissa Lee
Mark Robertson
Darryl Spiteri
Stephen Stroud
Christopher Taylor

FFV PEOPLE

Referee Standing Committee

Carlo Graser - *Chairperson*
Geoffrey Boyle
Terry Bywater
Norm Ceeney
Michael Gaut
Nick Karlich
Jim Ouliaris
Jordan Vassiliadis

2009 Resignations

Women's Standing Committee
Maria Berry 14-Jan-09

Nth West Zone Representative
John Lewis 20-Jan-09

Coaches Standing Committee
Brian Flaherty 12-Mar-09

Nth East Zone Representative
Kieran McManus 30-Mar-09

FFV Life Members

Mate Antolos
Vince Ballerini
Chris Bambridge
John Barclay
Alex Blacklaw
Frank Burin
Terry Bywater
Eileen Bywater
John Castellini
Norman Ceeney
Jason Charles
Matt Ciavarella
Tony Cikoja
Vito Cilauro
Carlo Contini
Gordan Crossley
Sam David
Don Di Fabrizio
John Dimtsis
James Dixon
Joe Docherty
Tony Dunkerley

Bernard Finnegan
Michael Gaut
Emil Hecht
Lou Hemmes
Betty Hoar
John Hodgson
Fred Hutchison
Roger Lamb
Neilson Love
Ken Lyon
Victor Manson
David McIntosh
Janette Melvin
Albert Merrills
Marek Momont
John Murphy
Bill Mustafa
David Phillips
Eric Richardson
John Riley
Moya Riley
Jim Sampson (Snr)
Louis Savannah
Stan Slazyk
Ted Smith
Lewis Stafrace
Michael Taussig
Don Trimboli
Colin Tuffield
Lyn van Pelt
Johannes Verniers
Fred Villiers
George Wallace
Michael Weinstein

Tribunal Board

Bill Gillies - *Chairman*
Miguel Belmar
Leonie C. Bird
Martin Botros
Sam Chadwick
Alan Contini
Jonathan Forbes
Margot Foster
Norman C. Franzi
Ozan Girgin

Mark S. Goldblatt
Terence J. Guthridge
Claude Harran
Ben Hartley
Ben Ihle
Nicholas Kanarev
Leo Lovius
James McIntyre
Carmel M. Morfuni
Ian H. Percy
Vlado Prsa
Katrina Richter
Philip Saikaly
David Scanlon
Adam A. Segal
Tony Siskovski
Brendon Stewart
Venetia Stewart
Andrew Stops
Michael J. F. Sweeney
Chris Vlahos
John Wycherley
Yianni Zapparas

Appeals Board

Tony Nolan *SC - Chairman*
Stephen Blewett
Sam Cusumano
Manny Garantziotis *SC*
Colin Golvan *SC*
Paul Horvath
Fred Hutchison
Costas Kiliass
Olyvia Nikou *SC*
Justin Quill

Match Official Commissioners

Barry Grant



2009 FINANCE REPORT

For the year ended 31 October 2009

This report shows how Football Federation Victoria (FFV) performed financially during the 2008/09 financial year. It also provides the overall financial position of FFV as at 31 October 2009.

FFV has generated a surplus of \$270,710 for the 2008/09 financial year. There are several contributing factors to this surplus such as improved budgeting management including regular budget reforecasting, increased revenue and close monitoring of expenses, details of which are provided below.

Grant Thornton undertook the external audit of FFV's financial statements and their unqualified audit opinion is attached to this Finance Report.

Income

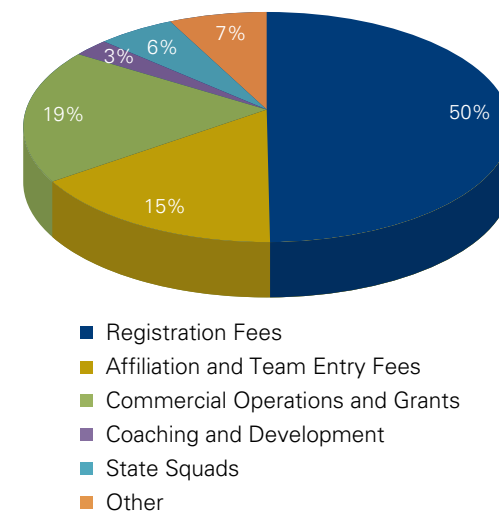
The growth of registration, affiliation and team entry income shows the continued growth of football in Victoria. This presents FFV with a welcome challenge in ensuring that there is a comparable growth in facilities to service this demand. FFV's long term strategy is to invest in facilities and also seek investment from like minded partners and government.

The likely source of FFV's facilities investment strategy funding will be our commercial operations. In 2009 solid foundations were laid to develop new operations and improve on existing operations. As these operations mature, increased reliance can be placed on this revenue stream.

FFV's continued work in the areas of sponsorship and grants has also delivered growth in our revenue streams from these activities. The majority of the growth is in grants, which demonstrates the confidence funding agencies have in FFV's ability to deliver grant programs. 2009 was a difficult financial year globally which had the potential to affect sponsorship, however our revenue in this area increased by 68%, another positive sign that there is confidence in FFV's operations.

To remain competitive within the sporting and leisure industry, FFV needs to look at expanding the ways that people play the game and ensure that we are the main provider of all those forms of the game. This presents significant hurdles for an organisation that has low cash reserves to invest in capital, hence the need to increase surpluses in the years to come to build up these reserves.

2009 Income Streams

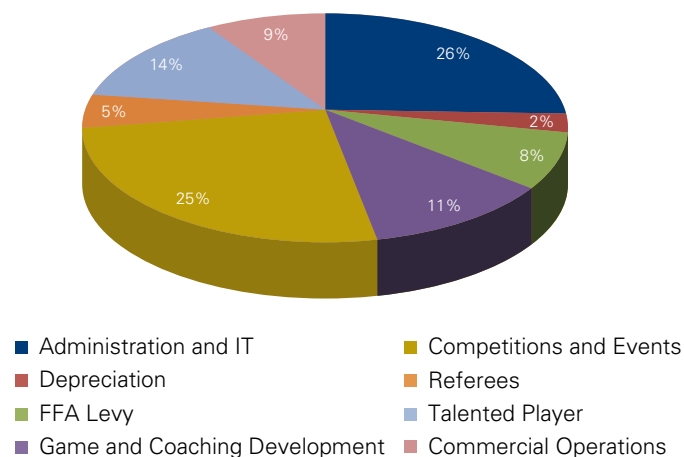


Expenses

The focus for the 2009 financial year for Budget Managers was efficiency gains from operations to keep costs under control. Regular quarterly forecasting meant that the budget was measured against actuals to identify savings and overspends and modify activities where needed.

Relocation expenses associated with the FFV headquarters relocation to St Kilda Rd were planned to be spent in 2009. The actual move occurred on the 13th November which is early in the 2010 financial year, therefore these expenses were carried over.

2009 Expenses



Income Statement	2009	2008
	\$	\$
Revenue	7,620,523	6,901,237
Other Revenue	246,053	446,037
	7,866,576	7,347,274
Employee benefits expense	(2,871,720)	(2,646,527)
Depreciation and amortisation	(193,582)	(357,446)
Finance and borrowing costs	(53,872)	(108,279)
Changes in the value of investment property	-	(60,000)
Operating expenses	(4,476,692)	(4,063,892)
	(7,595,866)	(7,236,144)
Surplus / (Deficit) from operations	270,710	111,130

Balance Sheet	2009	2008
	\$	\$
ASSETS		
Current Assets		
Cash and cash equivalents	1,236,727	624,581
Trade and other receivables	602,461	55,046
Inventories	5,707	66,203
Other current assets	119,813	47,958
Total current assets	1,964,709	1,289,788
Non-current assets		111,130
Property, plant and equipment	961,350	765,322
Investment property	1,607,509	1,600,000
Total non-current assets	2,568,859	2,365,322
TOTAL ASSETS	4,533,568	3,665,110
LIABILITIES		
Current Liabilities		
Trade and other payables	890,175	537,498
Interest bearing loans and borrowings	73,876	72,895
Employee benefits	208,162	153,121
Income in advance	445,739	197,224
Total current liabilities	1,617,952	960,737
Non-current liabilities		
Interest bearing loans and borrowings	454,385	509,542
Employee benefits	15,724	10,034
Total non-current liabilities	470,109	519,576
TOTAL LIABILITIES	2,088,061	1,480,313
NET ASSETS	2,445,508	2,174,798
MEMBERS' FUNDS		
Building Trust Fund	964,079	964,079
Accumulated surplus	1,481,429	1,210,719
TOTAL MEMBERS' FUNDS	2,445,508	2,174,798



2009 FINANCE REPORT

For the year ended 31 October 2009

Cash Flow Statement	2009	2008
	\$	\$
Cash flows from operating activities:		
Receipts from customers	7,766,890	7,125,104
Payments to suppliers and employees	(6,963,318)	(6,801,498)
Finance and borrowing costs	(53,872)	(63,398)
Payroll tax refund received	176,222	-
Interest received	39,514	60,740
Total cash from operating activities	965,436	409,231
Cash flow from investing activities:		
Proceeds received as contribution for payments for plant and equipment	125,000	-
Receipts received from investment income	98,006	88,283
Payments for plant and equipment for investment property	(10,875)	-
Payments for plant and equipment	(511,244)	(52,820)
Net cash used by investing activities	(299,114)	(52,820)
Cash flows from financing activities:		
Repayment of borrowings	(54,176)	(66,499)
Net cash used by financing activities	(54,176)	(66,499)
Net cash increase in cash and cash equivalents	612,146	289,911
Cash and cash equivalents at beginning of year	624,581	334,670
Cash and cash equivalents at end of year	1,236,727	624,581

Statement of Changes in Members' Funds	Building Trust Fund	Accumulated Surplus	Members' Funds
	\$	\$	\$
Balance at 1 November 2007	964,079	1,099,589	2,063,668
Surplus from operations	-	111,130	111,130
Balance as at 31 October 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

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

Report on the concise financial report

The accompanying concise financial report of Football Federation Victoria comprises the balance sheet as at 31 October 2009, the income statement, statement of changes in members' funds and cash flow statement for the year then ended and related notes, derived from the audited financial report of Football Federation Victoria for the year ended 31 October 2009 and the discussion and analysis.. The concise financial report does not contain all the disclosures required by the Australian Accounting Standards.

Responsibility of the Committee for the concise financial report

The Committee of the Association is responsible for the preparation and presentation of the concise financial report in accordance with Accounting Standard AASB 1039 Concise Financial Reports. This responsibility includes establishing and maintaining internal control relevant to the preparation of the concise financial report; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

Auditor's responsibility

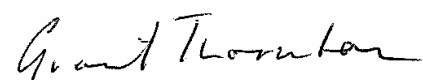
Our responsibility is to express an opinion on the concise financial report based on our audit procedures. We have conducted an independent audit, in accordance with Australian Auditing Standards, of the financial report of Football Federation Victoria for the year ended 31 October 2009. Our audit report on the financial report for the year was signed on 28 January 2010 and was not subject to any modification. The Australian Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report for the year is free from material misstatement.

Our procedures in respect of the concise financial report included testing that the information in the concise financial report is derived from, and is consistent with, the financial report for the year, and examination on a test basis, of evidence supporting the amounts, discussion and analysis, and other disclosures which were not directly derived from the financial report for the year. These procedures have been undertaken to form an opinion whether, in all material respects, the concise financial report complies with Accounting Standard AASB 1039 Concise Financial Reports and whether the discussion and analysis complies with the requirements laid down in AASB 1039 Concise Financial Reports.

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

Auditor's opinion

In our opinion, the concise financial report, including the discussion and analysis of Football Federation Victoria for the year ended 31 October 2009 complies with Accounting Standard AASB 1039 Concise Financial Reports.



GRANT THORNTON
Chartered Accountants



Michael Cunningham
Partner

Melbourne, 2 February 2010





FOOTBALL FEDERATION VICTORIA

Football Federation Victoria

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VicHealth

Football Federation Victoria would like to acknowledge and thank all who contributed photographs to the 2009 Annual Report, including: Football Federation Australia, Getty Images, Steven Pam (Smart Shots Photography), Sydney Low and Alex Johnston.