

GO FOOTBALL

JASON CHARLES (FV)

CLUB DEVELOPMENT CONFERENCE 2020



SOCIAL FOOTBALL (CDC 2019)

ISSUES

- Football has a strong formal participation pathway
- Social Football currently delivered informally
- Delivered by a range of providers, mostly private
- Revenue going outside the Football Family
- Lack of accountability
- No ability to track participation

OBJECTIVES

**To deliver FV
social football
programs
through a
centralised
platform with a
dynamic brand**

- Increase participation in Football throughout Victoria
- Improved access to the football pathway
- Deliver flexible, social football throughout Victoria
- Sustainable delivery of new and existing FV Programs
- Revenue and capacity building for Member Clubs/Assoc
- Greater facility access



WHAT IS GO FOOTBALL?

- **A suite of Social Football Programs**
- **A turnkey 'business' solution for Clubs to:**
 - **Deliver Social Competitions & Programs**
 - **Manage all aspects of Competitions (fixtures, ladders etc)**
 - **Run events at times that best suit their needs**
 - **Increase their revenue**
 - **Better utilise their facilities**
 - **Keep more members involved**
- **Capability to run FV support programs**
- **An easy to use platform**

PROVIDER (CLUB) BENEFITS

**What are the
benefits and
why should
Clubs sign up?**

- **Access to a platform that**
 - Delivers of a range of social/modified football programs
 - Provides full competition management
 - Takes all players registrations
 - Takes payments
 - Allocates fields/courts
 - Automates fixtures
 - Appoints referees
- **Flexibility in running programs**
 - Set their own timing / season length etc
 - Run programs year round
- **70% of all revenue goes to Providers**
 - Clubs can grow capacity by increasing revenue
 - Employ casual / part-time staff to help run Club activities & reduce volunteer workload

SUPPORT

**How FV
supports
GO Football
Providers**

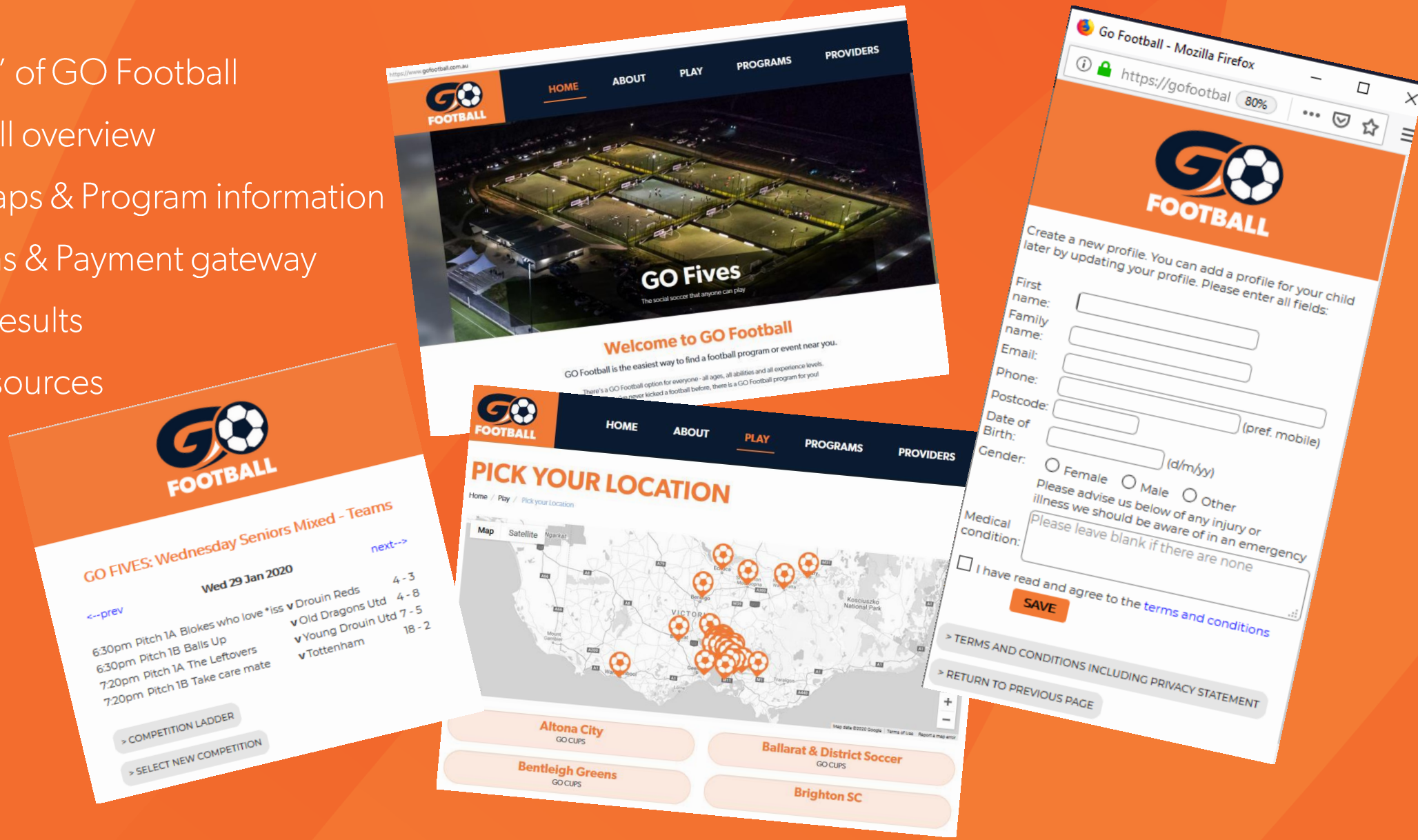
- **Operations Manual**
 - Administration
 - Financial Management
 - Branding & Marketing
 - Rules of Competition
 - Discipline
- **Brand Guidelines**
- **User Guides**
- **Ongoing Support**
- **Websites**

GOFOOTBALL.COM.AU



The 'public face' of GO Football

- GO Football overview
- Location maps & Program information
- Registrations & Payment gateway
- Fixtures & Results
- Provider resources



- Fixturing
- Participant information
- Team details
- Referee schedules
- Finance reports

The image displays two overlapping screenshots of a web browser window, specifically Mozilla Firefox, showing a website for 'Duktag'.

The top screenshot shows the 'Customer Details' page for a customer named Jason Charles. The browser address bar shows the URL 'https://gofootball.duktag.ne' with a security icon and a zoom level of 80%. The page content includes:

- Customer: Jason Charles
- Email: jason.charles@footballvictoria.com.au
- Phone: 0418442290
- A list of links: > View account, > Customer history, > Attendance record, > Product purchases, > Add a product purchase, > Update profile, > Add a child, > SMS history, > Customer comments.
- A search bar with the placeholder text 'Search for a customer...' and a 'Find' button.
- A link at the bottom: > Return to previous page.

The bottom screenshot shows the 'Event Registrations - Clifton Park' page for 'Spring 2019'. The browser address bar shows the URL 'https://gofootball.duktag.ne' with a security icon and a zoom level of 80%. The page content includes:

- A header 'Event Registrations - Clifton Park'.
- A sub-header 'Spring 2019'.
- A table with columns: Event, Teams, Teams, Regs, Daily, and Value.
- The table lists several events under the heading 'GO SEVENS: Sunday Open Mens Div A - Teams':

Event	Teams	Regs	Daily	Value
GO SEVENS: Sunday Open Mens Div A - Teams	4	36	19	\$3,146.00
GO SEVENS: Sunday Open Mens Div C - Teams	8	53	15	\$4,380.00
GO SEVENS: Sunday Open Mixed - Teams	4	38	1	\$3,054.00
GO SEVENS: Sunday Open Womens - Teams	4	33	9	\$2,766.00
GO SEVENS: Sunday Under 10 Boys - Teams	3	30		\$2,100.00
GO SEVENS: Sunday Under 12 Boys - Teams	8	79	8	\$5,646.00
GO SEVENS: Sunday Under 14 Girls - Teams	4	40	6	\$2,872.00
GO SEVENS: Sunday Under 16 Boys - Teams	9	79		\$5,670.00

HOW ARE WE GOING?

Has GO Football delivered on our objectives?

- **3 Programs**
- **5500+ Participants**
 - **30% Female participants**
- **21 Providers**
 - **3 Regional Clubs**
 - **3 Regional Associations**
 - **13 Metro Clubs**
 - **2 Private Providers**
 - **Further 3 FV Venues**
- **Shared in over \$250k**



CLUB FEEDBACK

I would like to say that I found the Go Sevens package extremely useful and the support from Duktag exceptional.

Feedback from team organisers loved the fact that they did not have to chase individuals for money.

Laurelle Sommers - BDSA

Go Football has been a great way for our club to run additional programs for both junior and senior footballers. The flexibility of the programs you can run is fantastic, and it is great to know the club has the support of Football Victoria when required.

Nick Alexopoulos – East Malvern JSC

We kicked off GO Fives for the 1st time in November 2019 with an 8 week season, with 70 registrations ageing from 8-57 years old, mixed teams and people of all abilities.

This included over 30 players previously not associated with the club.

GO Fives has been a great way to keep the club together in the off season and open the doors to new talent on and off the pitch. I would highly recommend GO5s to any other Club looking to lift their clubs profile and grow their club.

Michael Slaughter - Drouin Dragons

**COMING IN
2020**

GO FOOTBALL



AND INTRODUCING

**Formal part of FV
talent ID program**

Metro & Regional

Under 9 to 16

**Chance to be State
Champions**



CONFERENCE SPECIAL

ENTER 6+ TEAMS AND RECEIVE

A FREE MITRE TRAINING PACK

(10 BALLS, BAG, BIBS AND CONES)

OR

A FREE MITRE MATCH PACK

(6 MATCH BALLS AND SET OF CORNER FLAGS)

Retail value over \$300

ENTER 10+ TEAMS AND RECEIVE

2 OF THE ABOVE OR 1 OF EACH

Retail value over \$500

* Teams must participate for Clubs to receive incentives



THANK YOU

**Please see desk in
foyer for further
information**

