



FOOTBALL
FEDERATION
AUSTRALIA

NATIONAL CLUB DEVELOPMENT PROGRAM

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NATIONAL CLUB DEVELOPMENT PROGRAM



INTRODUCTION

Jeremy Toivonen – Member Services Manager

- Started journey of football in Canberra
- Starting playing in under 8s
- Played, coached, refereed, helped with my family of three brothers who all played
- Studied Sports Management – University of Canberra
- First football related employment was at the ACT Soccer Federation 1996 – Senior League
- General Manager @ Manly Warringah Football Association – 2000 to 2017
- General Manager @ Manly United Football Club (NPL) – 2000 to 2017
- Football Federation Australia – 2018 to current



NATIONAL CLUB DEVELOPMENT PROGRAM



WHAT IS THE NATIONAL CLUB DEVELOPMENT PROGRAM (NCDP)?

Community based **Football Clubs play a key role** in the development of football in Australia. There is no doubt that they are the driving force for participation and enjoyment of their members within the great game of football.

To **raise the overall standard of club administration and operations** at all levels of the game, Football Federation Australia has established the National Club Development Program (NCDP) with the assistance of all Member Federations, select Associations, Zones, Branches and the Clubs themselves.

The Program aims to provide a clear model that helps develop and maintain a successful football club. The NCDP is an enhanced and version of the previous National Club Accreditation Scheme (NCAS) that was introduced in 2012.

WHAT IS THE NATIONAL CLUB DEVELOPMENT PROGRAM (NCDP)?

NCAS Review

- **NCAS was viewed as a great tool for the game** however needed at new approach.

Key Findings...

- **On-line** and **easy to complete** and produce an **automated and tailored report** to assist club identify areas of improvement required.
- Many other sports **utilize the “ASC Health Check”**, which contains more generic components that are adaptable to all sports. Members were very clear that they wanted a **football specific** tool.
- **Self-assessment** tools are wide spread amongst sports, which is beneficial as an initial assessment. Some sports are **employing Club Development Officers** to assist clubs with completing/using the tools and implementing the improvement strategies.

WHAT IS THE NATIONAL CLUB DEVELOPMENT PROGRAM (NCDP)?

Key Findings...

- In addition, the program needs to utilize a variety of **resources** and platforms, both **static information** that can be posted on-line and downloaded and **short video examples** for Clubs to follow and understand.
- Any **“Rating” system** used as part of the program needs to cater for clubs of **all sizes** (big and small) in a way that does not impede them working to their potential or limit them to a lower rating based on their size.
- FFA could consider utilizing “famous” **role-models** as the “hook” for engagement. This provides validation and endorsement for the program. Other sports have used this to great effect.



NATIONAL CLUB DEVELOPMENT PROGRAM



WHAT IS THE NATIONAL CLUB DEVELOPMENT PROGRAM (NCDP)?

Key Findings...

- FFA could consider utilizing and **partnering** with professional Organisations who would provide expertise in specialist areas. (eg, Workplace Law, Governance Legal Responsibility, Risk and Insurance).



NATIONAL CLUB DEVELOPMENT PROGRAM



WHAT IS THE NATIONAL CLUB DEVELOPMENT PROGRAM (NCDP)?

Other national governing football bodies who delivered a similar product to NCAS were also reviewed.

In summary, a list of similar programs include:

English FA – The FA Charter Standard Program

Netherlands – KNVB Assist

Wales – The FAW Club Accreditation

Switzerland – My Club

New Zealand – Quality Club Mark

Norway – Quality Club Programme

Scotland – From Club to Quality Club

WHAT ARE THE KEY OBJECTIVES OF THE NCDP?

Please be under **no illusions**...

It is **not** going to solve every issue with Grassroots Clubs



WHAT ARE THE KEY OBJECTIVES OF THE NCDP?

Please be under **no illusions...**

It is **not a magic wand** that will make all your dreams come true



WHAT ARE THE KEY OBJECTIVES OF THE NCDP?

Please be under **no illusions...**

It will **not produce Wembley Stadium** at your local park



WHAT ARE THE KEY OBJECTIVES OF THE NCDP?

Please be under **no illusions...**

It will **not make everyone behave** on the sidelines



WHAT ARE THE KEY OBJECTIVES OF THE NCDP?

It is however designed to be the **catalyst for helping Clubs** where they need it.

The NCDP aims to **assist Governing bodies** (FFA, Member Federations, Associations, etc...), converse with Clubs, establish a joint strategy and spend money where it needs to be spent with a view to **helping volunteers** deliver a quality product across the country.





NATIONAL CLUB DEVELOPMENT PROGRAM



WHAT ARE THE KEY OBJECTIVES OF THE NCDP?

- Improve **processes and controls** of affiliated Community Clubs
- Assist **Member Federations and Governing Bodies** to better **support Clubs**
- **Improve the efficiencies** of the sport
- Establish **bench marks** of success across Australia
- Improve **player retention**
- Increase **female participation**
- Increase **Miniroos Participation**
- Increase the number of clubs **accessing and utilizing** the National Club Development Program
- **Improve net promoter** score among administrators

Delivery Approach

User Involvement					
User sentiment					
Delivery					

User Involvement					
User sentiment					
Delivery					





NATIONAL CLUB DEVELOPMENT PROGRAM



WHAT IS THE FRAMEWORK AND HOW WAS IT DEVELOPED?

The essentials of the program are the **framework** and the **resources** that accompany it.

The **framework** is a series of questions on topics pertaining to all aspects of a Grassroots Football Club.

A **working group** of Member Federations, Local Associations, Grassroots Clubs, FFA Staff and football experts, all contributed to developing the framework of the National Club Development Program (NCDP).

The framework was based on the existing **Football Victoria's, Club Ambassador Program** which was extensively piloted within Victoria and now has been successfully implemented and delivered.

The NCDP is delivered within an **on-line platform**.

WHAT IS THE FRAMEWORK AND HOW WAS IT DEVELOPED?

Administration and Governance – Constitution, Finance, Risk Management, etc...

Female Participation – Gender Balance in Decision Making, Coaching, etc...

Inclusion and Diversity – All Abilities, Aboriginal and Torres Strait Islanders, etc...

Football Experience – Match Day Experience, Coach Development/Standards, etc...

Facilities – Government Relations, Audit, Grants, Tenure, etc

Meeting Demand – Aldi Miniroos, Registrations, Recruitment, etc...

Community Citizenship – Member Protection, Communications, etc...



NATIONAL CLUB DEVELOPMENT PROGRAM



HOW DOES A CLUB COMPLETE THE NCDP?

- Self assessment 24/7
- In person with Governing Body
- Group Workshop

HOW DOES A CLUB COMPLETE THE NCDP?

The FFA recognizes that the **President/Chairperson** of a club is the figure head and as such is responsible for engaging the club committee in this process.

A President/Chairperson does not physically have to respond to the questions, however, they, along with the club **committee/board should be aware** of the answers and outcomes.

The Club should attempt to engage key Committee members to answer the questions in the most accurate manner. This will also ensure that it is not only one persons point of view but those of the Committee/Board.

HOW DOES A CLUB COMPLETE THE NCDP?

The following steps are required for the Club to complete the program:

- Step 1** The Club will **login** at
<https://www.playfootball.com.au/ncdp>
<https://ffa.qlbs.com.au/>
- Step 2** The Club completes the **NCDP on-line.**
- Step 3** Once submitted, the Club will receive an automatic
summary report of all questions answered.
- Step 4** The Clubs governing body will **assess** the submission and
will forward to the FFA when complete.
- Step 5** The FFA will advise on the success of the submission and will
issue a **letter of completion, a logo, a certificate**
reflecting the answers providing and a comprehensive and
tailored Action Report highlighting 5 areas where the
Club can look to improve along with links to the resources to
with further information.



NATIONAL CLUB DEVELOPMENT PROGRAM



HOW DOES A CLUB COMPLETE THE NCDP?

NCDP - FAQ | Play Football

Summary

Home | Football Federation Aust

National Club Development Pro

Home | Football Federation Aust

ffa.qbs.com.au

AppsFFA Knowledge & R...Dashboard | FFAPayrollWhole of Football P...Home | Football Fe...NCAS LoginAFC Administration...Inbox (4) - jeremy.L...SportsTG PassportMyFootballClub - L...CRM Portal v11 v1...Home | Play FootballOther bookmarks

HomeLogin

FOOTBALL
FEDERATION
AUSTRALIA

Welcome to the Football Federation Australia National Club Development Program

Community based Football Clubs play a key role in the development of football in Australia. There is no doubt that they are the driving force for participation and enjoyment of their members within the great game of football.

To raise the overall standard of club administration and operations at all levels of the game, Football Federation Australia has established the National Club Development Program (NCDP) with the assistance of all Member Federations, select Associations, Zones, Branches and the Clubs themselves.

The Program aims to provide a clear model that helps develop and maintain a successful football club. The NCDP is an enhanced and on-line version of the previous National Club Accreditation Scheme (NCAS) that was introduced in 2012.

The NCDP will be accompanied with an [on-line resource library](#) that will aim to help provide information and the tools necessary to for Clubs to improve.

The NCDP aims to achieve these objectives:

- Improve processes and controls of affiliated Clubs
- Assist Member Federations and Governing Bodies to better support Clubs, by facilitating a process which encourages greater engagement
- Improve the efficiencies of the sport
- Establish bench marks of success across Australia
- Improve player retention
- Increase female participation
- Increase Aids Miniroos Participation
- Increase the number of clubs accessing and utilizing the National Club Development Program
- Improve net promoter score among administrators

Many thanks once again for participating in National Club Development Program and helping make the great game of football in Australia even greater.

Step 1 - Login

- Your e-mail address is your Club's Primary Play Football Login. If you do not know this e-mail address, please contact your [Governing Body](#)
- **BEFORE YOU LOG IN THE FIRST TIME** - You will need to "create" a password. Please note that you will need access to the login e-mail address, to complete this process.
- You will then be able to log into the system.

Log in

Email *

jeremy.toivonen@ffa.com.au

Password *

SUBMIT

[Create/Reset Password?](#)

HOW DOES A CLUB COMPLETE THE NCDP?

Browser tabs: NCDP - FAQ | Play Football | Summary | Home | Football Federation Aust... | National Club Development Prog... | Summary | Home | Football Federation Aust... | +

Address bar: ffa.qlbs.com.au/Assessment/Index/da535104-31ac-e911-a95b-00155d643177

Navigation: Apps | FFA Knowledge & R... | Dashboard | FFA | Payroll | Whole of Football P... | Home | Football Fe... | NCAS Login | AFC Administration... | Inbox (4) - jeremy.t... | SportsTG Passport | MyFootballClub - L... | CRM Portal v11 v1... | Home | Play Football | Other bookmarks

Page Title: National Club Development Program

User: jeremy.t@ffa.com.au | Log out

ADMINISTRATION AND GOVERNANCE

Previous Section | Incomplete Questions | Next Section

1.1 Constitution

- 1.1.1 Club has a Member Federation endorsed constitution on their website? ☒ Yes ☐ No
- 1.1.2 Please upload Club Constitution - MANDATORY

1.2 Incorporation

- 1.2.1 Club is incorporated as per relevant legislation - eg. Relevant State/Territory Government Department or Australian Securities and Investment Commission ☒ Yes ☐ No

1.3 Finance

- 1.3.1 Club has completed and submitted any relevant financial disclosure forms that are required by the relevant State/Territory Government Department or Australian Securities and Investment Commission ☒ Yes ☐ No
- 1.3.2 Please upload of Annual Disclosure form lodged with the relevant State/Territory Government Department or Australian Securities and Investment Commission - MANDATORY
- 1.3.3 Club has accounts that are audited annually ☒ Yes ☐ No
- 1.3.4 Club can make ALL payments when they fall due (eg. Councils, commercial suppliers, Association/Federation, etc...) This is a legal requirement. ☒ Yes ☐ No
- 1.3.5 Club has greater than 20% of revenue from sources other than registrations ☒ Yes ☐ No
- 1.3.6 Club is actively involved in generating sponsors and adequately supports them ☒ Yes ☐ No
- 1.3.7 Club creates an Annual Budget and tracks actual result comparison on a regular (monthly) basis ☒ Yes ☐ No

1.4 Strategic Plan

- 1.4.1 Club has a current and clear Vision and Mission Statement ☒ Yes ☐ No
- 1.4.2 Club has a current strategic plan ☒ Yes ☐ No

1.5 Workforce Management

- 1.5.1 Club has written Position Descriptions available for - President, Vice-President, Treasurer, Secretary, Registrar, Committee Member ☒ Yes ☐ No
- 1.5.2 Club has written Position Descriptions available for - Coaches, Team Managers and Aid MiniRoos Co-ordinator. ☒ Yes ☐ No

1.6 AGM

- 1.6.1 Club has held an Annual General Meeting in past 12 months in accordance with the Club Constitution ☒ Yes ☐ No
- 1.6.2 Please upload minutes of your AGM

1.7 Code of Conduct

- 1.7.1 Club publishes, communicates and implements FFA Codes of Conduct for Players, Coaches, Parents and Spectators ☒ Yes ☐ No

1.8 Club Membership

- 1.8.1 Members have a clear understanding of their rights/voting eligibility etc ☒ Yes ☐ No
- 1.8.2 Club has updated Play Football for all positions as at 30 June each year. ☒ Yes ☐ No

Footer: BSA | PEOPLE | ADMINISTRATION AND GOVERNANCE | FEMALE PARTICIPATION | INCLUSIVE PARTICIPATION | FOOTBALL EXPERIENCE | FACILITIES | MEETING DEMAND | COMMUNITY CITIZENSHIP

HOW WILL A CLUB BENEFIT?

- Written [Summary Report](#) of the Clubs responses
- Written [Action Plan](#) tailored by the Clubs governing body with 5 items to work on and accompanying resources
- **Succession Planning** for Clubs
- A logo of a **star rating** recognising the Clubs achievement %
- **Letter** of congratulations.
- **Certificate** of recognition
- Recognition within the **Find A Club** section of the Play Football site
- **Eligibility for awards** based Locally, Member Federation (Hopefully), Nationally and AFC
- Recognition via **Member Federation** and potentially via **FFA Social Media, Website, Meetings, etc..** specifically to celebrate and recognise the achievements of Community Football

HOW WILL A CLUB BENEFIT?

There are five levels within the NCDP that a club can obtain by completing the NCDP.

Each Club that completes the Program will be issued with a logo depicting the level of recognition based on the answers provided by the Club.

Each level will be reflected from either a 1 Star (lowest) through to a 5 Star (highest).

1 Star will indicate football's minimum standard to qualify for the program (includes mandatory provision of Clubs Constitution, current Annual Return to respective regulatory authority and MPIO/Child Safety requirements) whilst 5 Star will indicate the maximum standard.



HOW WILL A CLUB BENEFIT?

30% – 50% 1 Star

51% to 70% 2 Star

71% - 80% 3 Star

81% - 90% 4 Star

91%+ 5 Star





NATIONAL CLUB DEVELOPMENT PROGRAM



HOW WILL FOOTBALL VICTORIA BENEFIT?

- Well run Clubs = better experience for the members
- Increase in player and volunteer retention
- Build greater/maintain relationship between all levels of the game
- Board and staff can review and analyse quantitative Club responses
- Action based on responses by developing strategy and investing in areas that will help Clubs
- Increase buy in from Clubs and Community to Football Victoria's Vision
- Leverage for certain initiatives both internal and external. Eg. Grants, etc

WHAT ARE THE RESOURCES FOR THE NCDP?

There is an **on-line resource library** that accompanies the NCDP.

This is located at <https://www.playfootball.com.au/ncdp>

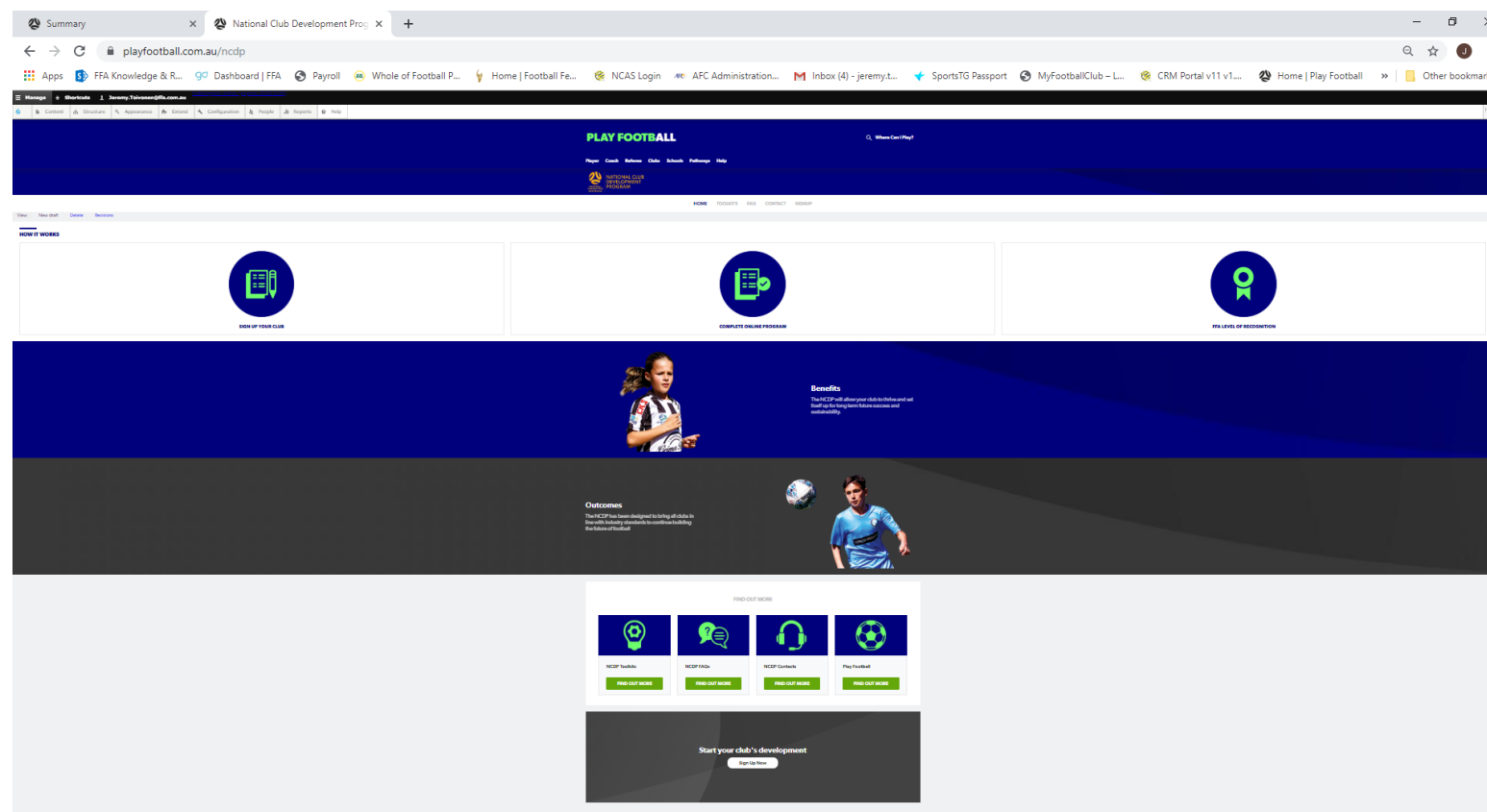
The resources provide a club with the **tools to upskill** themselves or in conjunction with their governing body.

The resources have been sourced from a wide cross section of organisations both **sporting and non sporting**.

The resources will be **continually reviewed**, developed and generated so that they remain relevant and are delivered in a user-friendly manner.

Ongoing feedback will be sourced from the football community to ensure that the resources meet the needs of the Program.

WHAT ARE THE RESOURCES FOR THE NCDP?

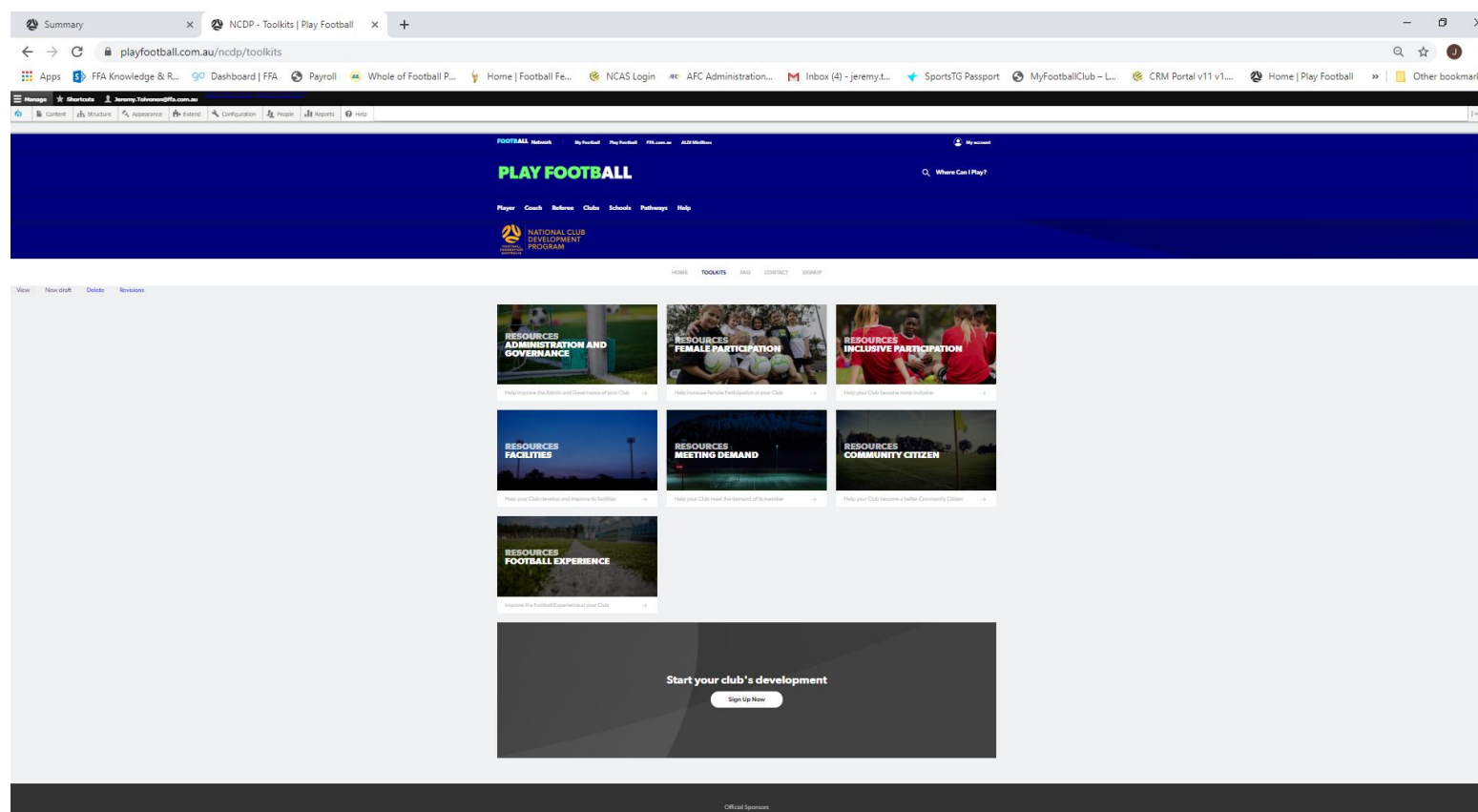




NATIONAL CLUB DEVELOPMENT PROGRAM



WHAT ARE THE RESOURCES FOR THE NCDP?



FEATURES/CHALLENGES/OPPORTUNITIES

- Reporting for Club, Association/Zone, Member Federation and FFA
- KPI's – What is success?
- Privacy – Collection statement
- Provides accountability – eg. Club President and/or committee/board
- Incentives – Where possible at all levels – MF/Association/Club – Awards, grants, tickets, coaching visits, etc...
- Future Opportunities – We should be conscious of the data already collected - Playfootball.com.au – Rego increase/decrease/Kick-off/Female participation/etc, QMS, Facilities Audit, Incorporation, All Abilities, Kick-Off, etc...
- Strategic alignment across all levels



NATIONAL CLUB DEVELOPMENT PROGRAM



CURRENT STATUS

	In Progress	1 Star	2 Star	3 Star	4 Star	5 Star	No Star	Total	# of Clubs	Target 1 July 2020
Capital Football	10							10	32	10
Northern New South Wales	17			2	7	5	3	34	207	40
Football New South Wales	13		2	6	2	6	1	30	824	40
Football Northern Territory	3							3	17	3
Football Queensland	26		2	4	2	5	4	43	271	100
Football South Australia	4							4	251	0
Football Tasmania	3							3	156	0
Football Victoria	51		3	1	7	7	3	72	356	150
Football West	3							3	266	50
	130		7	13	18	23	11	202	2380	393
Total Clubs						61				
Launch 24 September 2019										
						3%		8%		17%



NATIONAL CLUB DEVELOPMENT PROGRAM





NATIONAL CLUB DEVELOPMENT PROGRAM



THANK YOU FOR ALL YOU DO FOR THE GAME AND BEST WISHES FOR THE UPCOMING SEASON

For further information on the National Club Development Program, please go to www.playfootball.com.au/ncdp and/or contact your Club Ambassador or myself for further information.

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