



NORTHERN
NSW FOOTBALL

From the CEO's Desk April 2011

With April comes a massive collective sigh of relief as volunteers throughout Northern NSW put registrations, ordering apparel, grading teams and trial matches behind them and commence the season proper! On behalf of the 50,000 plus participants who will play their first game in the coming weeks I extend a huge thank you to the thousands of volunteers who have been working tirelessly since January.



Registration fees

I've lost count recently how many times I've been asked about the cost of registration fees compared to other football codes. No amount of "spin" or creative accounting can disguise the fact that unfortunately in most places it's more expensive to play football than other sports. Whilst it is extremely difficult to compare "apples with apples" the main reason why football is more expensive comes down to the fact that the other codes generate far more revenue from their elite competitions than football does at the moment. This allows other codes to push more funding down to the grass roots that ultimately results in cheaper registration fees. It is also important to note that football's presence on the global stage comes at a cost; a cost that some of the other codes don't face but probably wish they did? So the next time you're supporting the Socceroos or the Matildas in July's FIFA Women's World Cup or cheering on the Olyroos in the Olympics, take pride in the fact that a portion of all player registration fees makes this possible. A small price to pay in my opinion!

Surely NNSWF's just not accepting that football's more expensive I hear you say? I can assure you we're not. NNSWF is committed to doing everything we can not to increase our component of the registration fee. We were able to achieve this in 2011 by projecting an additional \$350,000 of income by increasing the amount of money generated through merchandise, sponsorship, investments and special competition registration fees. We're also working with our Member Zones to establish an integrated website platform and a new competition management system which will present NNSWF as a co-ordinated and co-operative structure which is far more appealing to sponsors. In simple terms NNSWF is trying to increase the value of our existing revenue streams and identify new sources of income so that we're not as reliant on the fees paid by participants.



NORTHERN NSW FOOTBALL



What can clubs do to be more competitive? NNSWF needs the support of all clubs, if you're not buying your apparel and equipment through First Touch Football Supplies, please consider it. The support received from clubs in 2010 was the single biggest reason why NNSWF wasn't required to raise fees in 2011. I'd also encourage clubs to consider how they package their registration fees. I was recently asked how much it cost to register my girls for netball this year?.....\$110 each. On closer examination the real cost was closer to \$250 each once uniforms and the \$5 we pay for umpires each week were added. I realise it's time consuming and another job that someone's got to volunteer for, but football would instantly be perceived as being more competitive if clubs didn't collect all the money up front in February. Let's not forget how many other expenses families are faced with at this time of year.

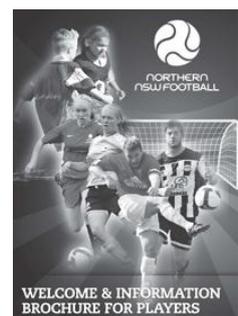
Having said all this, the fact is that it's going to remain difficult in the foreseeable future to compete with some codes purely on the cost of registration fees. Rather than focus on price let's all do our best to make football the very best experience possible so that players are not worried about what ends up being a couple of dollars a week. In my experience most parents value well run clubs that provide good coaching and care for their kids.

Ask the CEO

If there's an issue affecting your club that you'd like me to address in the future please send an email to [Jacinta Brain](mailto:jacinta.brain@nswfootball.com.au).

NNSWF Accident Support Program

All registered players are provided with access to NNSWF's Accident Support Program. The premium is included in NNSWF's component of the annual registration fee. Player registration fees also cover the costs associated with providing all affiliated clubs with essential public and property liability insurance, which is required by all local government authorities to use facilities. Further information about the benefits afforded to injured players is available in the Welcome & Information Brochure for Players which should have been distributed to all players when they registered. A copy of the brochure can be downloaded by [clicking here](#).



New appointments

It's with great pleasure that I welcome David Slattery (Web Content Coordinator) and Gary Fisher (Club Development Officer) to NNSWF's ranks. David will work with Member Zones and NNSWF's Premier Clubs to ensure that our online presence meets our participants'



NORTHERN NSW FOOTBALL

expectations and Gary will work in conjunction with Member Zones to help volunteers to run clubs that retain players by better meeting their members' needs.

Watch out Sydney

After a long absence, NNSWF is providing our most talented young players from the Hunter Region with an opportunity to test themselves against some of Sydney's biggest clubs and associations. After an initial thumping at the hands of Marconi Stallions, the U/13 and U/14 teams under the guidance of former Mariners' favourite, André Gumprecht and Newcastle Jets' Midfielder Kasey Wehrman have performed exceptionally well against Manly, Sydney United and Sutherland. Keep up to date with the squads' progress on our [website](#) and [Facebook page](#).

New website network

By now I hope that you've had a chance to check out NNSWF's new integrated website platform. Six of NNSWF's Member Zones have committed this season to the new network which will facilitate better communication with clubs and participants. Coupled with the new Competition Management System, NNSWF will have the ability to effectively communicate on a regular basis with approximately 50,000 participants. Players are asked to be a little patient with competition administrators at the start of the season as they get used to the new system. A huge thank you to the Member Zone Boards who supported this initiative and the Zone staff who have worked so hard to get their sites live prior to the start of the season.



I wish every player, coach, referee and volunteer a successful and most importantly an enjoyable season.

Regards

David Eland
Chief Executive Officer