



NORTHERN
NSW FOOTBALL

From the CEO's Desk February 2010

Introduction

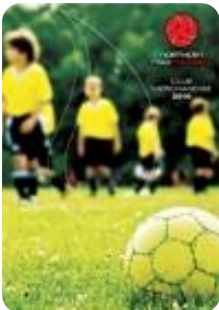
Judging by the feedback I've received, my bold prediction that 2010 would be the most exciting season is "on the money". Early indications are that NNSWF's increased investment in the annual recruitment campaign is paying off and the targeted 3% increase in participation compared to last season is certainly within reach. I take this opportunity to extend my appreciation to the thousands of volunteers who are working so hard to provide as many people as possible with the opportunity to play our great Sport in 2010. Please continue to do everything you can to attract and welcome new participants within your community.



2010 Recruitment Campaign

Based on the huge increase in the number of hits on our website it's clear that the recruitment campaign is reaching and engaging potential new players. NNSWF's website has experienced a 178% increase in the number of hits in February so far compared to the previous month and approximately a 28% increase compared to the same period last year. Well done Marketing! It's also important to acknowledge the support of McDonald's who has invested approximately \$80,000 in television commercials as a component of their sponsorship of grass roots football throughout Northern NSW.

Looking ahead to next season's campaign, I encourage all clubs to determine their sign on dates, times and locations for 2011 before the end of season. This will enable NNSWF and the Zones to co-ordinate activities earlier. You'll hear more about this initiative through your Zone later in the season.



Need more apparel and equipment?

I suspect that many clubs will need to order additional apparel and equipment to cope with the increase in participation. Why would you risk paying up front or waste time securing quotes from a range of suppliers? NNSWF has done all of the hard work for you! Simply make a selection from NNSWF's extensive range of equipment and apparel and place your order either by email at sales@northernnswfootball.com.au or **phone Briana on 4964 0777**. Please remember that clubs don't have to pay until 14 days after delivery and all profits are invested back into the Sport.



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Club seminars a huge success

Thank you to the 136 clubs and 258 volunteers who attended NNSWF's annual club seminars. The forums provide NNSWF with an invaluable opportunity to present our key initiatives directly to clubs and to hear first-hand how we can more effectively assist clubs to more effectively grow and promote our sport. My appreciation is extended to Member Zones who promoted and attended the seminars. I'd also like to acknowledge the efforts of the staff and Executive who spent a considerable amount of time away from home. If you were unable to attend, I strongly encourage you to contact Sandra or Julie on 4964 8922 or admin@northernnswfootball.com.au to obtain your club's copy of NNSWF's Club Resource and Information Manual.

newcastlefootball.net

In an attempt to improve communication throughout all levels of the football community, I have agreed to answer questions regularly on the above forum. Although the forum focuses on NNSWF's Premier Competitions there are also opportunities to ask general questions of interest.

northernnswfootball.com.au

I'd like to remind the football community that northernnswfootball.com.au is NNSWF's primary communication tool. The Marketing and Communication team will continue to strive to update information regularly and ensure that information of interest is available. For example did you know that the Department of Sport and Recreation has extended the Sport and Recreation Facility Grant Program until 2 March 2010?

Strategic retreat

NNSWF's Board of Directors and Executive are meeting on Saturday 20 March to commence work on the establishment of a three year strategic plan for the Sport throughout Northern NSW. Zone Presidents will join the Board and Executive on Sunday 21 March to ensure that Member Zones have an opportunity to contribute to the Sport's strategic direction.

Facilities blueprint

Work has commenced on the establishment of a facilities blueprint, which will identify and prioritise facility enhancement and development projects throughout Northern NSW. The initiative will require clubs operating within the same local government authority to work co-operatively rather than individually to ensure that facilities projects are prioritised in relation to which will have the greatest impact on participation. Clubs will receive a brief template through their Zone once the season is underway.



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Club training seminars

NNSWF is staging a series of free, interactive club training seminars conducted by the NSW Sports Federation throughout Northern NSW, which will focus on conflict resolution and volunteer recruitment. Details follow;

Northern NSW Football 2010 Sports Federation Club Training Night

Zone	Date	Venue	Time
Newcastle & Macquarie Football Clubs	Monday 22 March 2010	Northern NSW Football Office	6pm – 9pm
Newcastle & Macquarie Football Clubs	Tuesday 23 March 2010	Northern NSW Football Office	6pm – 9pm
Hunter Valley Football Clubs	Wednesday 24 March 2010	Bradford Hotel, Rutherford	6pm – 9pm
Football Mid North Coast Clubs	Thursday 25 March 2010	Club Taree, Taree	6pm – 9pm
Football Mid North Coast Clubs	Friday 26 March 2010	Country Comfort, Port Macquarie	6pm – 9pm
North Coast Football Clubs	Monday 29 March 2010	Country Comfort, Coffs Harbour	6pm – 9pm
Northern Inland Football Clubs	Tuesday 30 March 2010	Quality Hotel Powerhouse, Armidale	6pm – 9pm
Northern Inland Football Clubs	Wednesday 31 March 2010	Quality Hotel Powerhouse Tamworth	6pm – 9pm
Football Far North Coast Clubs	TBC	Lismore Workers Club, Lismore	6pm – 9pm

Thank you once again for your ongoing commitment and support.
Regards

David Eland
Chief Executive Officer