



FFA Refereeing Plan 2016 - 2019

March 2016

FOOTBALL FEDERATION
AUSTRALIA

Whole of Football Plan

A vision for Football in 2035...



Focus on refereeing:

- Culture
- Education
- Administration
- Recruitment

FFA's previous refereeing plan has evolved

Vision:

To have Australian referees regarded as world class officials

Mission:

From the Australian football community, recruit, develop and deliver elite referees capable of refereeing the World Cup Final

FFA Refereeing Strategic Pillars 2011-2015

Development Pathways

Create a unified organisational structure and talent identification program in each of the Member Federations that creates a clear achievable pathway for developing officials

Nationally Coordinated Approach

Establish a nationally coordinated approach to

- Education
- Communication
- Coaching

via a nationally implemented curriculum

Talent Pool of Officials

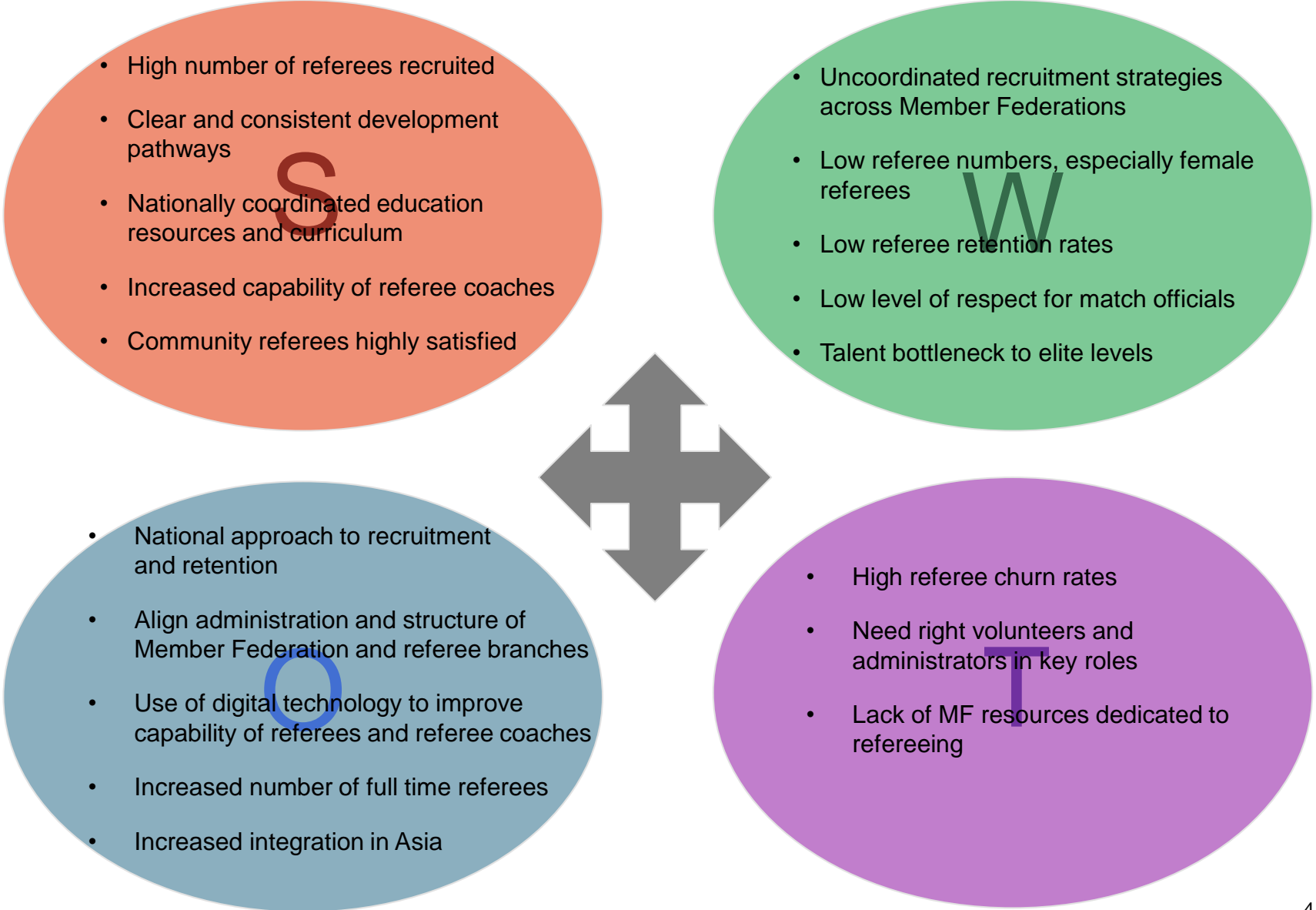
Create a Talent Pool of identified referees, assistant referees, referee coaches and assessors that have the capability to supply the elite competitions (HAL, WWL) both nationally and internationally

International experience

Enhance the quality and regularity of our international experience for more of our top officials both in

- AFC
- FIFA

SWOT Analysis – Australian Refereeing

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- The diagram consists of four colored ovals arranged in a square, each containing a list of points. A central grey cross with four arrows pointing outwards connects the four ovals. The top-left oval is orange and contains the letter 'S'. The top-right oval is green and contains the letter 'W'. The bottom-left oval is blue and contains the letter 'O'. The bottom-right oval is purple and contains the letter 'T'.
- High number of referees recruited
 - Clear and consistent development pathways
 - Nationally coordinated education resources and curriculum
 - Increased capability of referee coaches
 - Community referees highly satisfied

- Uncoordinated recruitment strategies across Member Federations
- Low referee numbers, especially female referees
- Low referee retention rates
- Low level of respect for match officials
- Talent bottleneck to elite levels

- National approach to recruitment and retention
- Align administration and structure of Member Federation and referee branches
- Use of digital technology to improve capability of referees and referee coaches
- Increased number of full time referees
- Increased integration in Asia

- High referee churn rates
- Need right volunteers and administrators in key roles
- Lack of MF resources dedicated to refereeing

FFA Whole Of Football Plan 20 year vision

Football to be the largest and most popular sport in Australia.

FFA 4 Year Strategic Vision

To grow fan connection and enable further investment into the game.

LEAD TOWARDS A UNITY OF PURPOSE

CLEAR ALIGNMENT OF INCENTIVES ACROSS KEY STAKEHOLDERS VIA AN IMPROVED AND TRANSPARENT FUNDING MODEL.

Significant improvements in stakeholder satisfaction and cooperation, tracked through:



Hyundai A-League club satisfaction



Community partner satisfaction (Member Federations)



Commercial partner satisfaction



Internal satisfaction

Additional government grant funding attracted.

CONNECT MORE FANS WITH FOOTBALL IN AUSTRALIA

THE FOCUS WILL BE ON THE HYUNDAI A-LEAGUE.

The success of the Hyundai A-League will be measured by broadcast ratings (on FTA TV, subscription TV and digital).

The priorities will be on:

- ▶ Providing relevant local heroes, timely content and **EXCITING PLAYERS**



- ▶ Increasing the number of **JUNIOR PARTICIPANTS SUPPORTING A HYUNDAI A-LEAGUE CLUB** by 10% per year

- ▶ Ensuring 40% of all Australians support a Hyundai A-League club

- ▶ The creation of a unique broadcast proposition by providing the best live atmosphere in Australian sport

The Hyundai A-League will be supported by the Westfield W-League, Westfield FFA Cup, PS4 National Premier Leagues, Caltex Socceroos and Westfield Matildas.

BUILD GENERATIONS OF SUCCESSFUL NATIONAL TEAMS

Caltex Socceroos progressing beyond group stage at the 2017 Confederations Cup and 2018 FIFA World Cup. Westfield Matildas reaching the Semi Final of the 2019 FIFA Women's World Cup.

Football Federation Australia and Member Federations to support clubs in the development of players – **15 NATIONAL DEVELOPMENT CENTRES BY 2019.**

Football Federation Australia to guide PS4 National Premier Leagues and Hyundai A-League clubs in the development of players:

- ▶ PS4 National Premier Leagues club licensing criteria monitoring
- ▶ Hyundai A-League clubs academy criteria monitoring

INCREASE THE NUMBER OF C-LICENSED ACCREDITED COACHES BY 3,500 PEOPLE.

High quality, consistent scouting network with highly trained scouts.



IMPROVE THE EXPERIENCE FOR ALL PARTICIPANTS

IMPROVED PLAYER EXPERIENCE and hence retention rate through:

- ▶ A registration and competition management system that provides a world class experience

- ▶ 25% of clubs and coaches are promoters of football

- ▶ Referees available for every club match



120,000 FEMALES PLAYING REGULAR OUTDOOR FOOTBALL

Increasing the number of junior participants supporting a Hyundai A-League club by 10% per year.

250,000 4-11 YEAR OLDS PARTICIPATING IN AN AIA VITALITY MINIROOS PROGRAMME

1,500 clubs will be active promoters of the AIA Vitality MiniRoos brand.



KNOWLEDGE & TECHNOLOGY LED

LEADING ORGANISATION FOR FEMALES IN SPORT

COMMERCIALLY DRIVEN

ATTRACTIVE TO TOP TALENT

FFA Refereeing Plan 2016-19

Vision: To have world class Australian referees
Mission: From the Australian football community, recruit, develop and deliver elite referees capable of refereeing the World Cup Final

Nationally Coordinated Approach
 Lead Australia's referees

High Performance Team
 Foster a high performance environment

Development Pathways
 Ensure pipeline of elite referees

Respect, Recruitment and Retention
 Improve the experience for all referees

Commercially driven

- Provide tools and support (including digital) for MFs to develop referees' knowledge and capability

- High performance team covering PS4 NPL, Westfield FFA Cup, Westfield W-League and Hyundai A-League

- Refined development pathways in full time professional refereeing era, clearly defined and communicated

- Increased level of respect towards referees

Knowledge & technology led

- Consistent approach adopted by MFs for education, training and accreditation processes

- Facilitate entertaining football in elite competitions

- Australia's best referees supplied to elite national and international competitions

- Increased referee numbers through national recruitment and retention programs

Leading organisation for females in sport

- Clear alignment of referee administration and governance structures

- Invest in the professional development and training of our elite match officials

- Cooperation between FFA / MF to provide referee development opportunities in PS4 NPL

- Highly trained and educated referees

Attractive to top talent

- Capitalise on economies of scale available to Australia's grassroots referee community

- Ongoing international experience and opportunities for Australian referees

- Increase the quality and quantity of referee coaches (Level 1 Assessors)

- Suitably qualified referees appointed to appropriate levels of competition

Strategic Principle

Strategic Pillar

2019 target outcome

2019 Targets

1. Increase retention rate of referees to 75%, leading to 11,000 referees (from 64% in 2015)
2. Increase the stakeholder satisfaction of referees to 90% nationally (from 58% in 2012 & 83% in 2015)
3. Increase the number of full time referees to five (from three in 2015)
4. Appoint a female referee to the Hyundai A-League referee's panel
5. Appoint a full time female referee
6. Increase the quality and qualifications of Australian referees – 50% of referees to have Level 3 accreditation or higher (from 30% in 2015)
7. Australian referees appointed to 8 FIFA tournaments / senior AFC tournaments over the period
8. Have the maximum permitted number of FIFA officials on the FIFA International List

2016 Initiatives and Priorities

Undertake a national review of community refereeing including funding and governance models

Implement a national “Respect” program

Introduce a female match official talent identification and mentoring program

Review the elite referee development pathway in the new full time referee environment

Implement national recruitment and retention programs