



FOOTBALL
NSW

Half Yearly Report

2015 / 16 Community Futsal Season

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SECTION 1: INTRODUCTION

EXECUTIVE SUMMARY

The Community Futsal Half Year Report represents the first stage of the drafting process for the Annual Report. The purpose of the document is to inform the development of the financial model applied to the 2016 / 17 season, and assist Football NSW to understand the impacts 2015 / 16 initiatives have had, analyse registration data and engage with Futsal Centre administrators ahead of finalising the Community Futsal structure for the new season.

As at April 2016 player numbers in comparison to the same time in 2015 show an increase of 20%, up to 7,840 from 6,549. This includes over 2,800 new players who have not previously registered for Winter football in the past 12 months.

Football NSW player capitation fees were reduced from by \$10 for Senior players and \$15 for Junior players who have already registered on MyFootballClub for Winter football in 2015. The 2015/16 Community Futsal season also saw Referee payments increase by \$5.00 p/hour for Senior competitions, \$4.00 p/hour for Youth competitions and \$3.00 p/hour for Junior competitions.

Football NSW's dedicated Community Futsal website (www.localfutsal.com) has experienced over 29,000 visits since July 2015.

Of the 23 Football NSW affiliated Community Futsal Centres, 16 (70%) experienced growth in player numbers from the 2014/15 season.

OVERVIEW

Football NSW annual goal is to grow, develop and promote the game by supporting our members, stakeholders and football family through effective governance, strong leadership, transparent communication, professional administration and clear strategic direction. We seek to achieve this by providing a continued improvement in the Community Futsal experience for those hosting and playing in competitions.

Our Community Futsal Vision is that;

“Football NSW will provide resources to Futsal Centres conducting Community Futsal competitions to support best practice program delivery that will achieve an improved experience for the participant.”

Our Community Futsal Mission is that;

“Football NSW will assist Futsal Centres attract and retain players to their Community Futsal competitions by implementing preferred administrative structures that promote best practice and add value to their current programs, ultimately resulting in an enhanced experience for both the administrator and participant.”

2015 / 16 COMMUNITY FUTSAL SEASON

The 2015 / 16 Community Futsal framework provided by Football NSW supported the Futsal Centres delivering competitions with;

- Marketing support and collateral
- Competition management resources
- Best practice delivery guidelines
- Registration portal
- Disciplinary structure; and
- Access to futsal referees through NSW Futsal Referees Association

We intend to use the information revealed by the review of Community Futsal to improve the structure, resources and support provided for the hosts and players alike, and are committed to delivering the best possible year round participation opportunities to the Futsal family.

2015 / 16 COMMUNITY FUTSAL ANNUAL REPORT

Following the conclusion of the current Futsal season in August 2016 Football NSW will compile a Community Futsal Annual Report.

The report will document the program structure, analysis of player registrations, delivery format across the individual centres, administrator survey results, current trends and proposed initiatives for the 2016 / 17 season.

It will provide dashboards showing gender split of registrations along with year on year growth per category to assist the competition administrators better understand their strengths and possible areas to target new participants in the following season.

SECTION 2: 2015 / 16 LOCAL FUTSAL STRUCTURE

OVERVIEW

The following information outlines the Community Futsal structure for the 2015 / 16 season.

APPLICATION PROCESS

Centre operators that sought to host affiliated Community Futsal competitions were required to download and submit an application form. The applicants were required to provide comprehensive information regarding the applicant body, venue, proposed competition format and regulations as well as committing to adhere to the Terms and Conditions of the Football NSW Community Futsal structure.

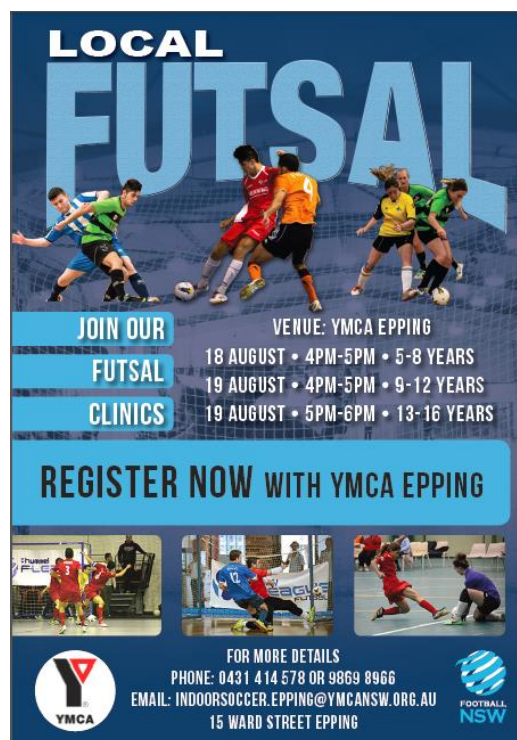
REGISTRATION CAMPAIGN

As well as the broader marketing of Community Futsal via the Football NSW website and social media accounts, Football NSW sent a direct email from Football NSW to all 2015 winter football players with information about affiliated Community Futsal Centres.

MARKETING KIT

Supporting the registration campaign, Football NSW provided each Futsal Centre the ability to access branded marketing collateral including a 900cm x 2400cm banner, Facebook graphic and A5 flyer template.

The graphic design package enabled centres to insert their logo and competition information to a Futsal branded template to download for their use.



Example Local Futsal Flyer

REGISTRATIONS

For the 2015 / 16 Community Futsal season, affiliated centres were required to register players on MyFootballClub (MFC).

Football NSW provided guidelines outlining the process to establish registration packages on MFC, as well as offering support desk help via the On-line Services department of Football NSW.

The vast majority of Futsal Centres used MFC for player registration, with only one centre not complying.

WEBSITE AND MATCH SCHEDULE

Football NSW managed a Local Futsal website which was the central portal for all information re: Community Futsal, including;

- Where to play
- How to register
- How to host
- Registration fees
- Resources (i.e. model grievance and disciplinary regulations),
- Access to marketing collateral support; and
- Communicated the value of affiliating with and playing in endorsed competitions

Since July 2015, the Local Futsal website has experienced circa 29,000 views.

Affiliated Community Futsal centres were provided access to a website and competition management platform through Fox Sports Pulse (FSP) free of charge. Football NSW issued guidelines to assist in the establishment of match schedules on FSP and provided support desk assistance.

COMPETITION PERIOD

The Futsal season runs from 1st September 2015 to 31st August 2016.

MODEL DISCIPLINARY REGULATIONS

Football NSW provided the Community Futsal Centres with model Disciplinary Regulations to adopt.

REFEREES

Football NSW provided the NSW Futsal Referee Association with a list of affiliated Community Futsal Centres at which their members could officiate. It was only at those competitions that the personal injuries insurance would extend for Referees (i.e. the policy did not cover their officiating at non-affiliated competitions).

The Referee payments were set at;

Age Grade	First Referee	Second Referee (if applicable)
Men's Competitions	\$35.00 p/hour	\$35.00 p/hour
Women's Competitions	\$35.00 p/hour	\$35.00 p/hour
Mixed Senior Competitions	\$35.00 p/hour	\$35.00 p/hour
Youth Age Boys and Girls Competitions (U14 – U18 years)	\$28.00 p/hour	28.00 p/hour
Junior Age Boys and Girls Competitions (U13 years and below)	\$23.00 p/hour	\$23.00 p/hour
Please Note. - A minimum charge of two (2) hours is payable		

The 2015/16 Community Futsal season saw Referee payments increase by \$5.00 p/hour for Senior competitions, \$4.00 p/hour for Youth competitions and \$3.00 p/hour for Junior competitions.

FUTSAL STATE CUP

In 2014, Football NSW identified that the Futsal State Championships no longer met the needs of the Community Futsal landscape and as such introduced a Futsal State Cup competition to the affiliated Community Futsal structure. This approach mirrored the opportunity provided to football clubs.

To ensure the Futsal State Cup remained Community Futsal focused, only players and teams registered to affiliated Community Futsal Centres were eligible to participate.

Due to insufficient registration numbers, the Futsal State Cup scheduled for January 2016 was postponed for a yet to be decided date later in 2016.

SECTION 4: 2015 / 16 DATA ANALYSIS

OVERVIEW

The following data analysis is based on a consideration of the Administrators Survey feedback, direct communication with competition administrators and the year on year Community Futsal registrations from the previous and current season.

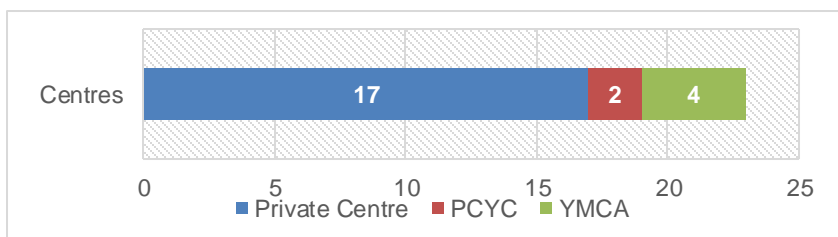
NUMBER OF CENTRES

There were 23 active Community Futsal centres in the 2015 / 15 season.

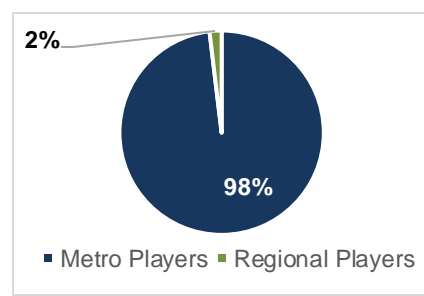
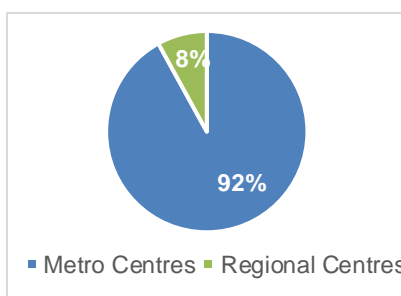
9% of centres were located in regional branches.

Those regional competitions represented 2% of total participants.

The majority of Centres and players were located in metropolitan areas of Sydney.



Competition Providers



Ratio of Regional to Metropolitan Centres and Players

COST OF PARTICIPATION

Football NSW capitation fees for participation in the 2015 / 16 Community Futsal season were;

Age Grade	Registered on MFC for the 2015 Football Season	Not registered on MFC for the 2015 Football Season
Senior (U18 Age Grade and above)	\$40 (\$50 in 14/15)	\$70 (\$68 in 14/15)
Junior (U17 Age Grade and below)	\$20 (\$35 in 14/15)	\$23 (\$39 in 14/15)

Registration fees included an FFA component of \$5.25 for Seniors and \$3.15 for Juniors and the Football NSW Personal Injury Insurance.

REGISTRATIONS – JUNIOR V SENIOR

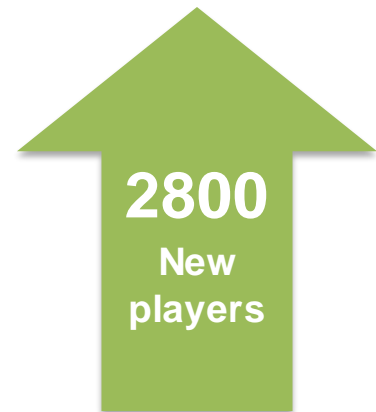
57% of the half yearly 2015 / 16 Community Futsal participants are junior, with 43% senior.

REGISTRATIONS – 2014 WINTER EXISTING V NEW TO 2014 / 15 COMMUNITY FUTSAL

Analysis of player registrations shows that a significant number of community futsal participants are regular winter football players.

64% of all 2015 / 16 community futsal players were registered to the 2015 winter football season.

That means Community Futsal was participated in by 2,800 players who had not registered to official football competitions in the previous 12 months.



MARKETING THE COMMUNITY FUTSAL PRODUCT

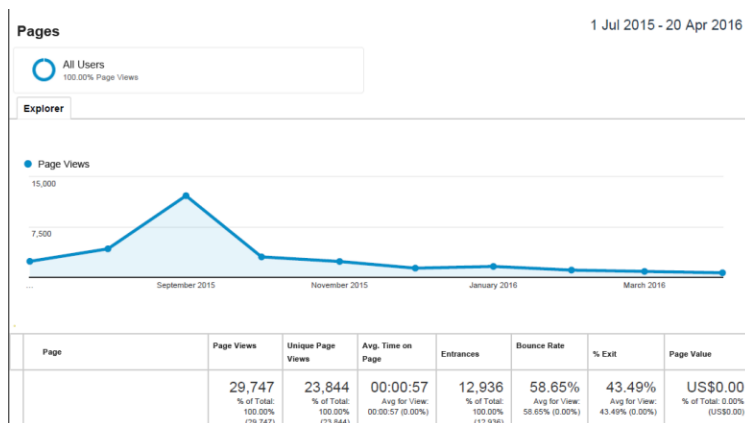
It is reasonable to suggest the marketing kit contributed to increased half year participation, decreased cost and work for the Community Futsal centres and provided a more professional and consistent brand for the game.

The direct marketing of affiliated Community Futsal competitions to existing and new players in the local area was key to establishing new participants.

By example, to assist existing affiliated centres to grow Community Futsal competitions, the following direct marketing to the football family was undertaken;

- Email to all winter football players promoting affiliated Community Futsal Centres
- Affiliated centre competition details on Football NSW managed webpage
- Opportunity to access Football NSW designed A4 flyer and Facebook graphic

By communicating with existing football players we were also able to continue the engagement between those players and Futsal opportunities, supporting the viability of the competitions and enabling the players to easily find an ongoing, local, enjoyable football experience.



Local Futsal website - Audience Overview

OVERVIEW

The following key learnings were developed following a considered analysis of metrics and data from the past two Community Futsal seasons.

APPLICATION PROCESS

To assist the administrators in applying to host an affiliated Community Futsal competition, Football NSW should explore online application platforms as utilised for other competitions (i.e. National Premier Leagues).

Online submission of documents not only assists the applicants in completing the process, but makes review and storage of applicant information easier to administer when received by Football NSW.

MYFOOTBALLCLUB REGISTRATION

Accurate data is vital to analysis and strategic planning. In order to truly understand the breadth of participants in Community Futsal competitions, how they relate to other forms of the game, and identify annual trends in their participation, we need to ensure they are registered correctly to MFC.

Accurate and compliant registration to MFC also results in efficiency of competition administration and review.

It is important that appropriate support and guides are provided to the Community Futsal Centres and players to make MFC registration as easy a process as possible.

FUTSAL STATE CUP

While there was a high level of administrator satisfaction with the introduction of the Futsal State Cup tournament, the number of teams that participated in the 2014 / 15 tournament was relatively low. Registration numbers for the 2015 / 16 tournament were insufficient for the competition to go ahead as scheduled. For future seasons it is vital that we make the Futsal State Cup opportunity more broadly known.

REGISTRATION CAMPAIGN

An expanded registration campaign could arguably drive further growth of Community Futsal in the 2016 / 17 season, particularly with the newly affiliated Centres.

MARKETING KIT

Feedback regarding the marketing collateral provided by Football NSW was extremely positive.

It is reasonable to suggest that by increasing the awareness of this opportunity across all Community Futsal competition administrators, and building the Community Futsal brand via a broader, consistent roll out of marketing collateral, that registrations will continue to grow as a direct result.

PLAYER REGISTRATION PACKAGES

In order to facilitate better analysis of player registration data it is important that we standardise the football program which Community Futsal centres use to set-up registration.

More specifically, the use of either the season type "Futsal" or "Futsal Social" will enable Football NSW to conduct comprehensive registration reporting and analysis resulting in more relevant and useful information upon which Football NSW and the Community Futsal Centres can strategically plan the following season's registration campaign.

PLAYER REGISTRATION FEES

Considering the feedback from the Futsal Centre administrators, it is reasonable to suggest a review of player registrations fees should be undertaken.

Football NSW should also review the fee structure with a goal of alignment with the football fee structure.

OPPORTUNITIES FOR NEW CENTRES

There are a number of the State's Futsal operators that currently conduct their competitions outside the Football NSW framework. In order to attract these centres to affiliate with FNSW, the communication of the benefits available to them as an affiliated FNSW Futsal provider needs to be clear. This is currently being demonstrated with the expected amalgamation with Futsal NSW and its centres, bringing potentially up to 8,000 new players under the Football NSW framework.

Currently Football NSW has two PCYC and four YMCA centres conducting affiliated futsal competitions. An opportunity exists to use the current contacts to engage the other PCYC and YMCA Centre managers. The newly established Auburn PCYC has indicated its intention to affiliate for the 2016/17 Community Futsal season.

There is great potential for the centre managers to realise the benefits of affiliating their existing Futsal competitions, attract new players, and bring an improved experience to their members.

REFEREE RELATIONSHIP

Feedback has been received from a number of centres, namely those of the YMCA, regarding issues with the NSW Futsal Referees Association including lack of coverage or attendance, miscommunication and lack of professionalism. It is important to ensure standards are being upheld by the Referee's body and look for ways to assist them providing their service. Football NSW should look into developing a Futsal Referee introduction course for centres to upskill their own staff to referee matches.

DISCLOSURE OF FEES

To ensure players are aware of the composition of registration fees, it is important that all affiliated Centres disclose their fees on MFC.

Disclosure of the registration fees will also enable Football NSW to understand the financial model of the overarching Community Futsal product, promote the opportunity to new Futsal administrators, and explore ways to invest in the continued growth of Community Futsal.

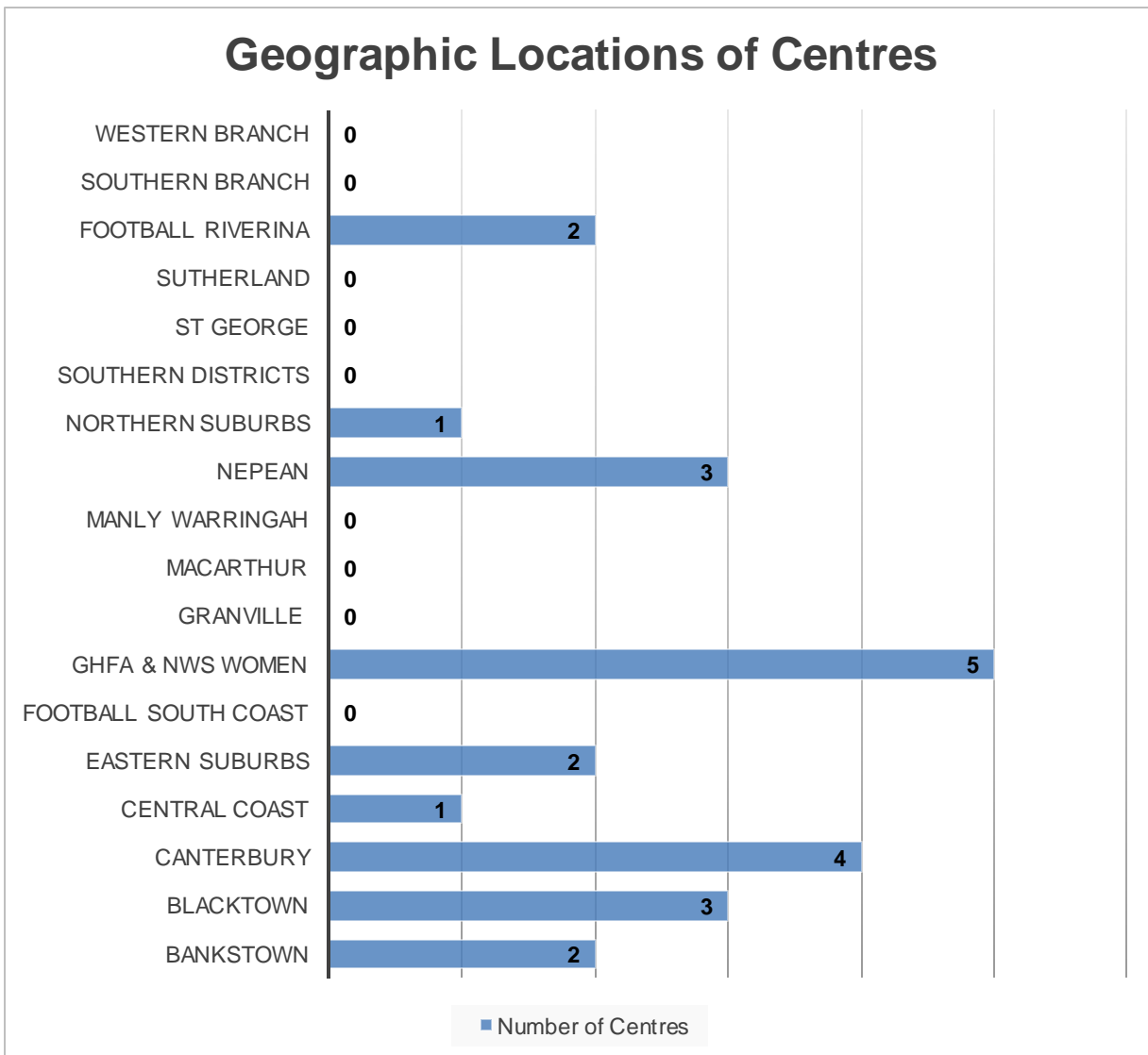
SECTION 6: 2015 / 16 COMMUNITY FUTSAL STATE DATA

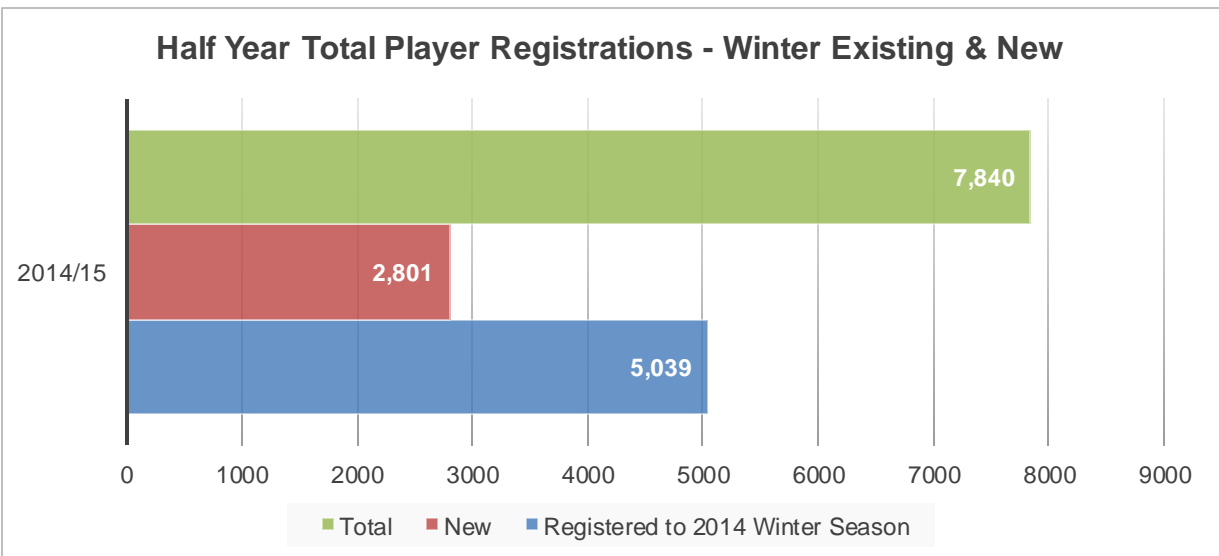
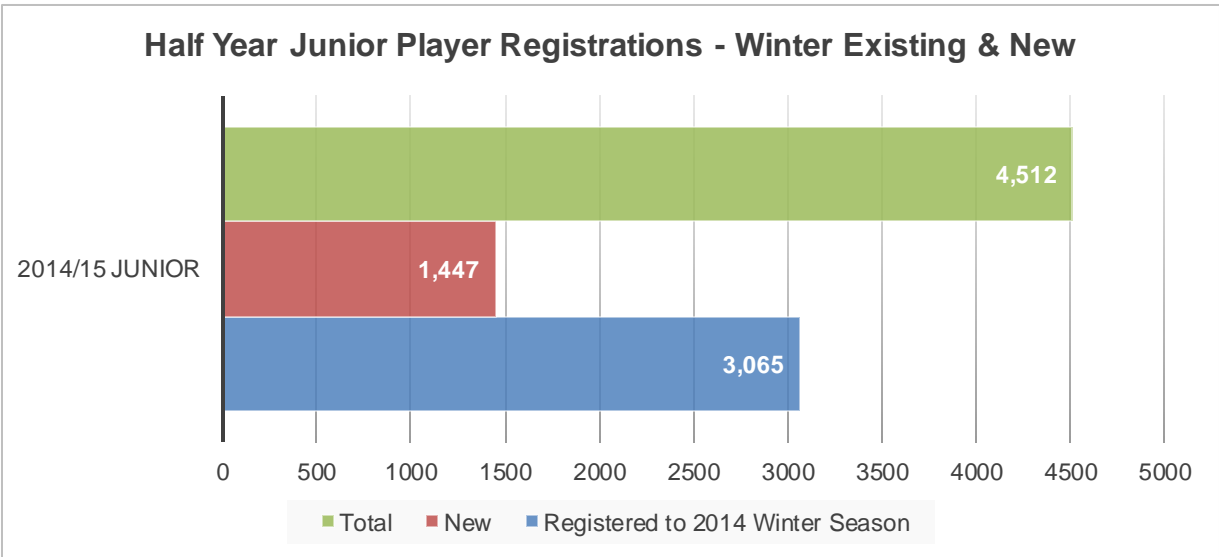
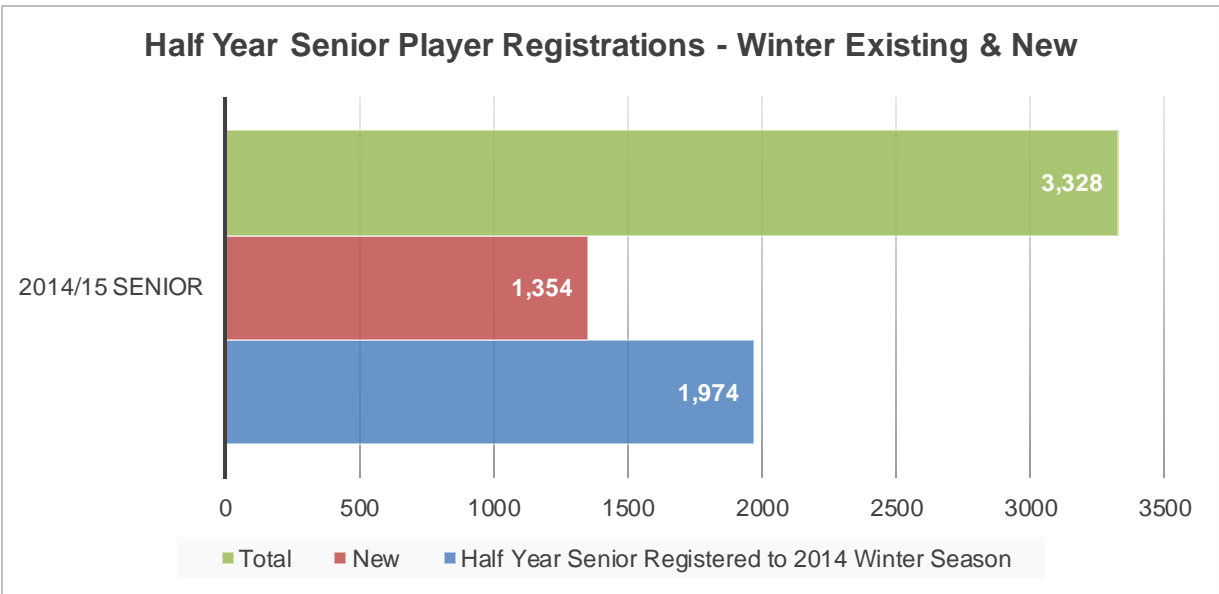
Overview

The following graphs communicate the data aggregated across the State and its regions (Sydney Metropolitan Football Associations, Southern Branch, Western Branch and Football Riverina).

The information is taken from MFC registrations and responses by the Centres in their application forms to host Community Futsal competitions.

The registration data reflects the period October 2015 to February 2016. A final Annual Report will be compiled following the closure of the current futsal season in August 2016.





Dashboard Overview

The following Community Futsal Centre dashboards provide an overview of registered players to the respective 2015/16 competitions.

Player Registrations

Information is provided in four age categories across both male and female registrations. The age categories have been used to reflect stages of competition progression, specifically;

- Junior (6 – 17 years)
- Junior (6 – 17 years)
- Senior (18+ years)
- Senior (18+ years)

Data Source

The registration data is a partial year report, reflecting the period October 2015 to February 2016.

The registration data has been extracted from MFC (94% of 2014-15 providers are using MFC), along with data provided directly to Football NSW by Centres that did not use / or capture all registrations on MFC.

There are a limited number of Community Futsal Centres that either did not use MFC for registrations or had a combination of MFC and other registrations.

For these Centres we have not been able to provide the same detailed player registration data analysis.

As they did not provide a gender breakdown per age grade, we have been unable to conduct a year on year growth by gender.

Year on Year Growth

For Centres that registered their players on MFC we have been able to provide a half season Year on Year growth in each gender and age grade to assist the Centres to better understand where they have experienced an increase or decrease in registrations.

A gap analysis has also been provided to assist the Centres in understanding age grades where they could potentially benefit from targeted registration campaigns to grow numbers in the 2016 / 17 season.

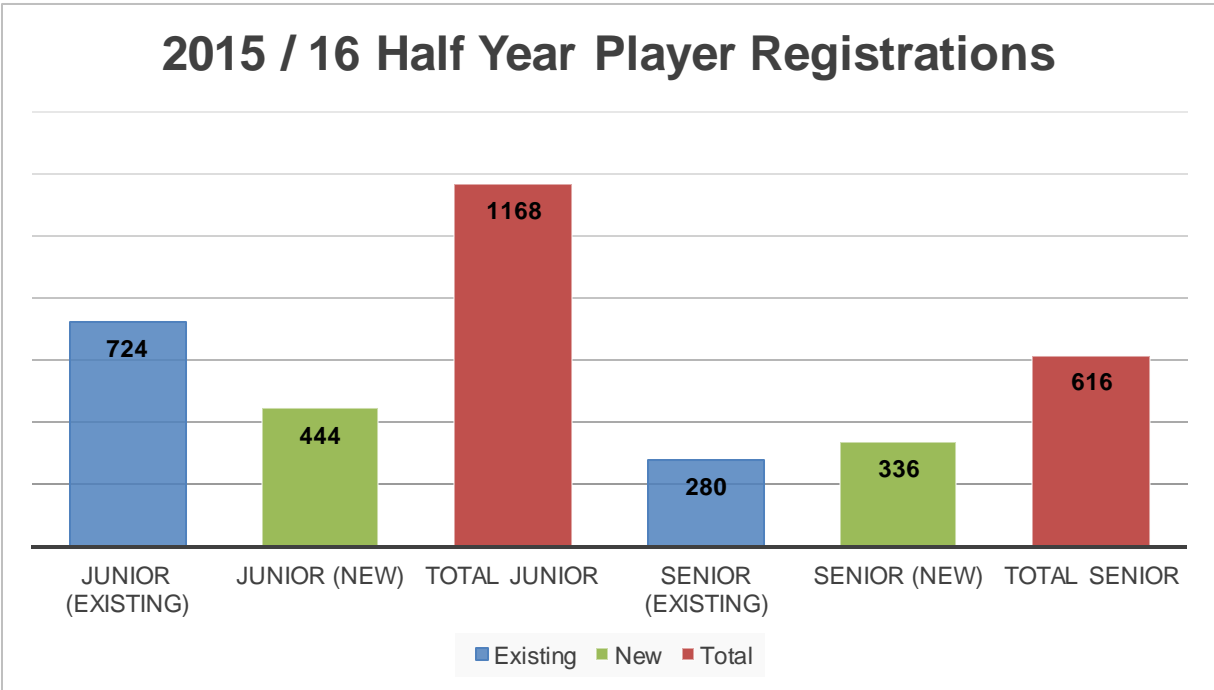
General Centre Data

Data captured in relation to competition location, Association area, number of courts at the Centre and playing period were extracted from the documents submitted by the Centres when applying to host Community Futsal competitions with Football NSW.



Dural Sport & Leisure Centre

Location:	Dural
Association Area:	Gladesville Hornsby
Number of courts:	5
2015 / 16	1,784
Players*:	
Season Start:	September 2015
Season End:	August 2016

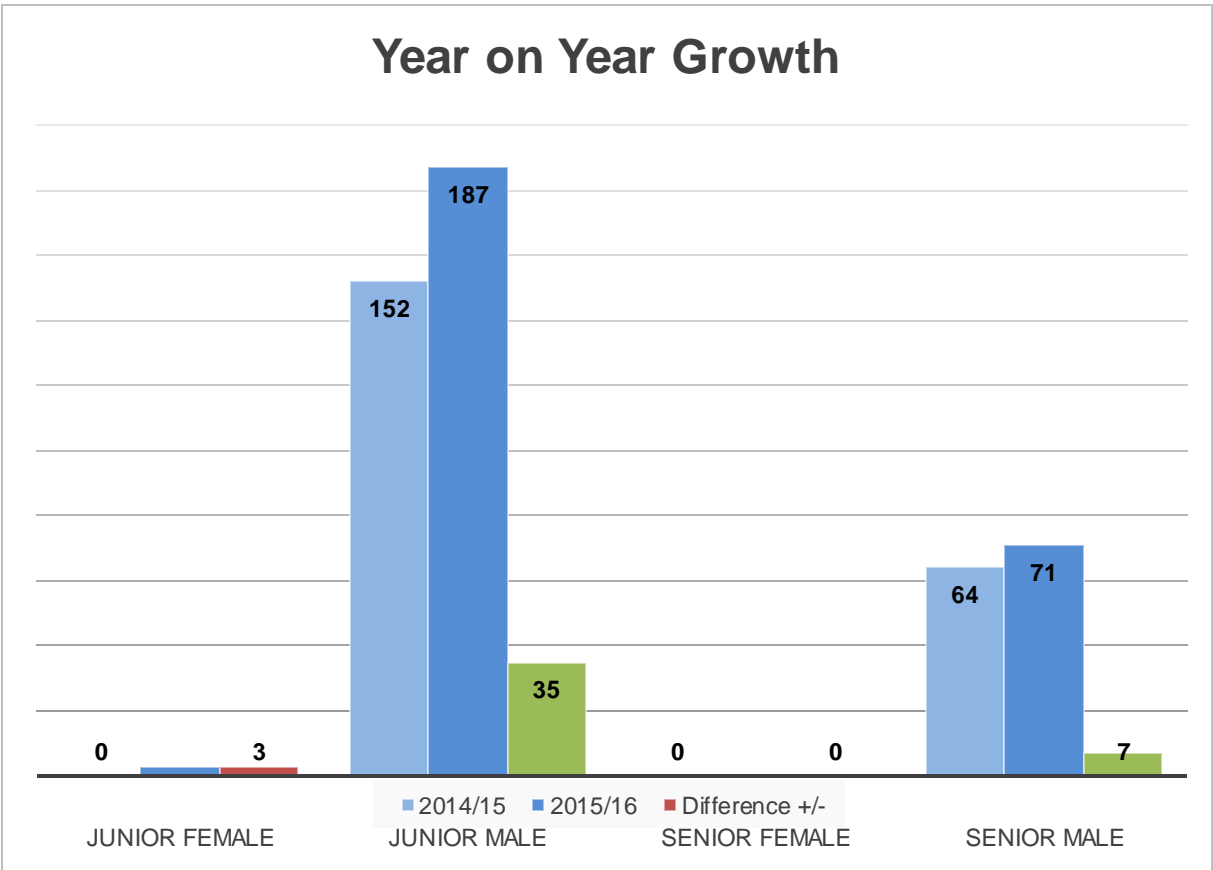
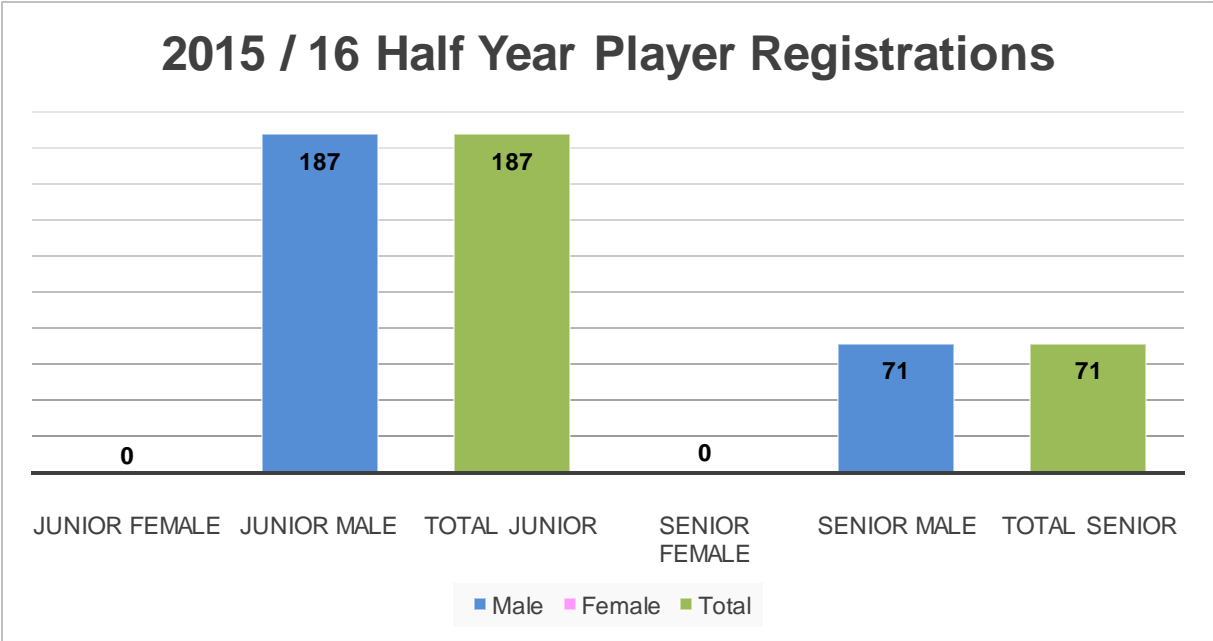


**Gender and year on year growth not available as Dural data is not present on MFC. Numbers estimated as of 14/15.*



Eastern Suburbs Futsal Club

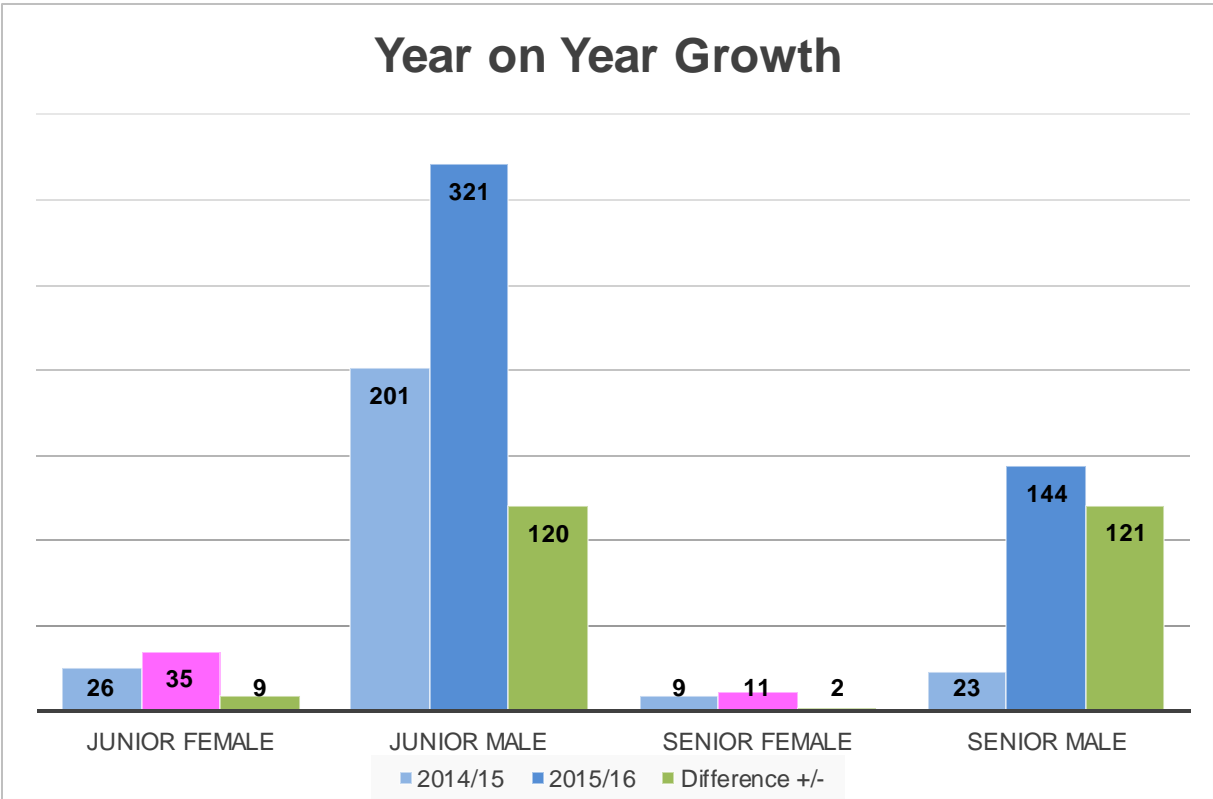
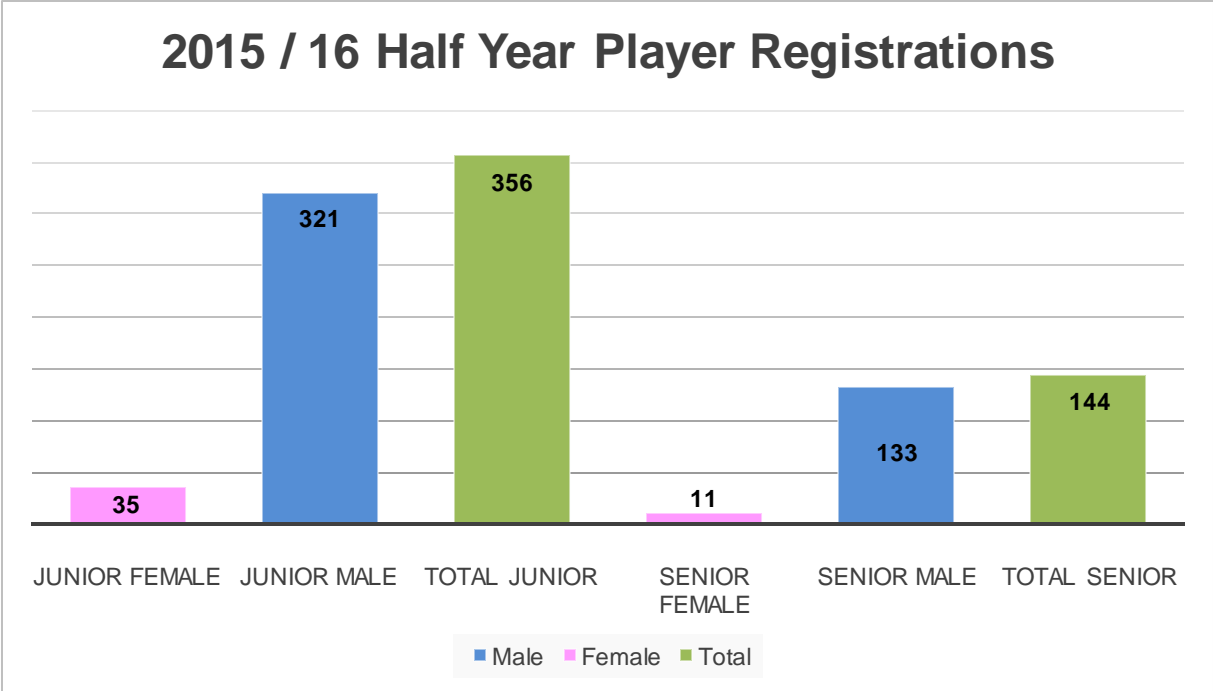
Location:	Rose Bay Secondary College
Association Area:	Eastern Suburbs
Number of courts:	1
2015 / 16 Players:	258
Season Start:	September 2015
Season End:	December 2016





Epping YMCA

Location:	Epping YMCA
Association Area:	Gladesville Hornsby
Number of courts:	1
2015 / 16 Players:	500
Season Start:	September 2015
Season End:	April 2016





Futsal Riverina

Location: West End Basketball Stadium

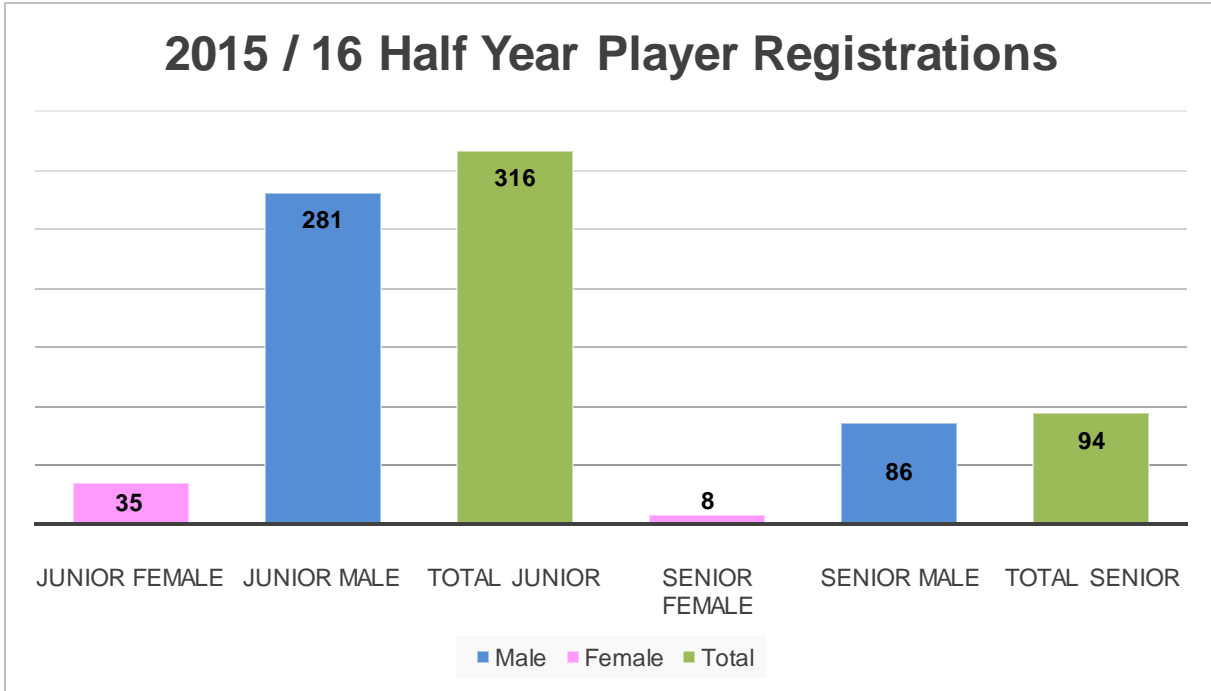
Association Area: Football Riverina

Number of courts: 2

2015 / 16 Players: 410

Season Start: November 2015

Season End: February 2016



**Newly affiliated centre for 2015/16*



Hawkesbury YMCA

Location: Hawkesbury YMCA

Association Area: Nepean

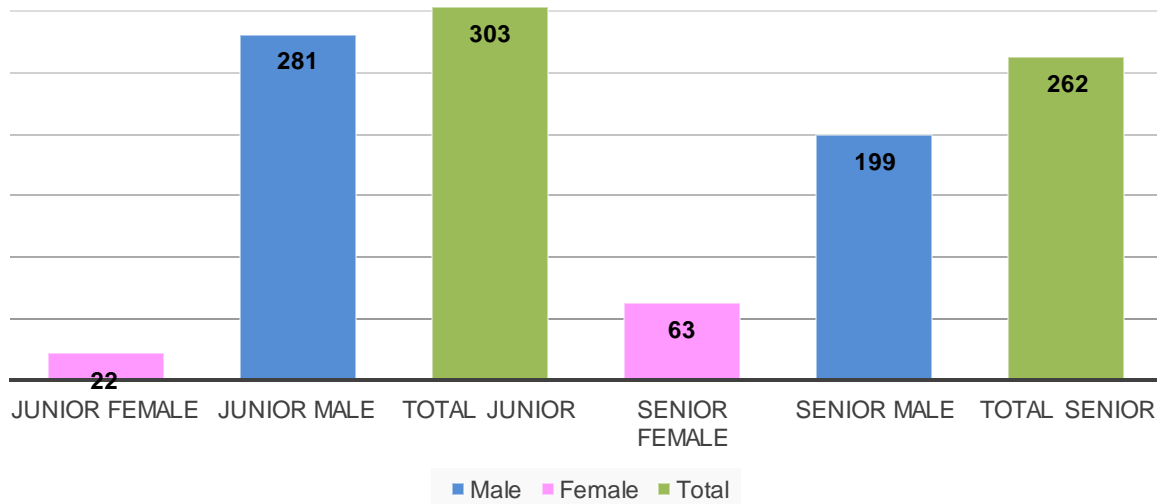
Number of courts: 6

2015 / 16 Players: 565

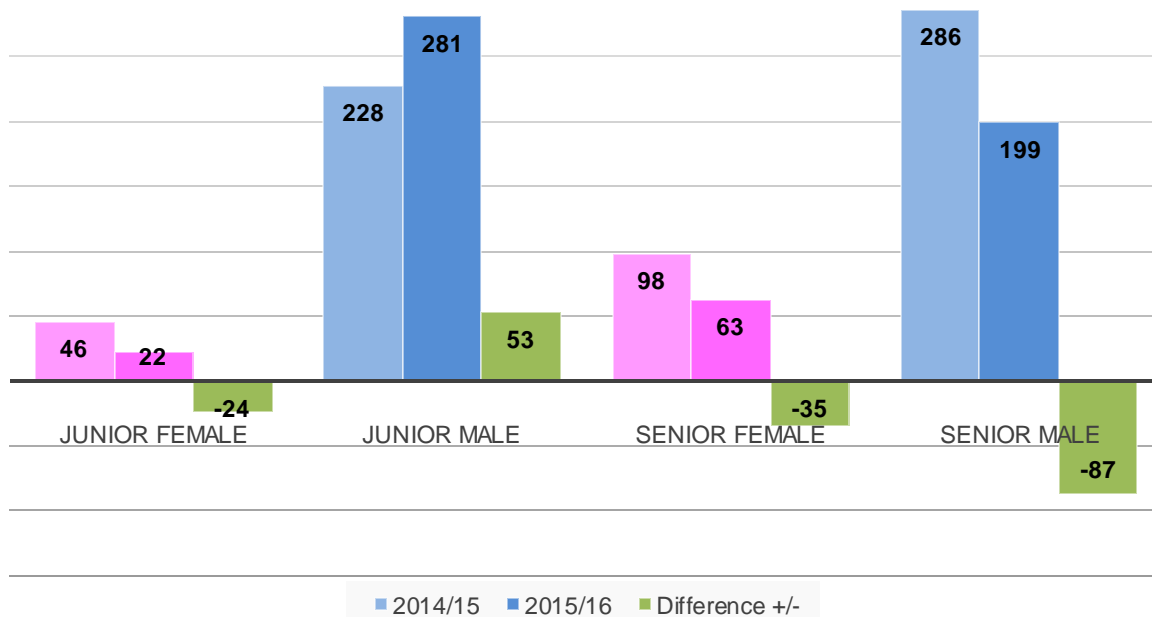
Season Start: September 2015

Season End: August 2016

2015 / 16 Half Year Player Registrations



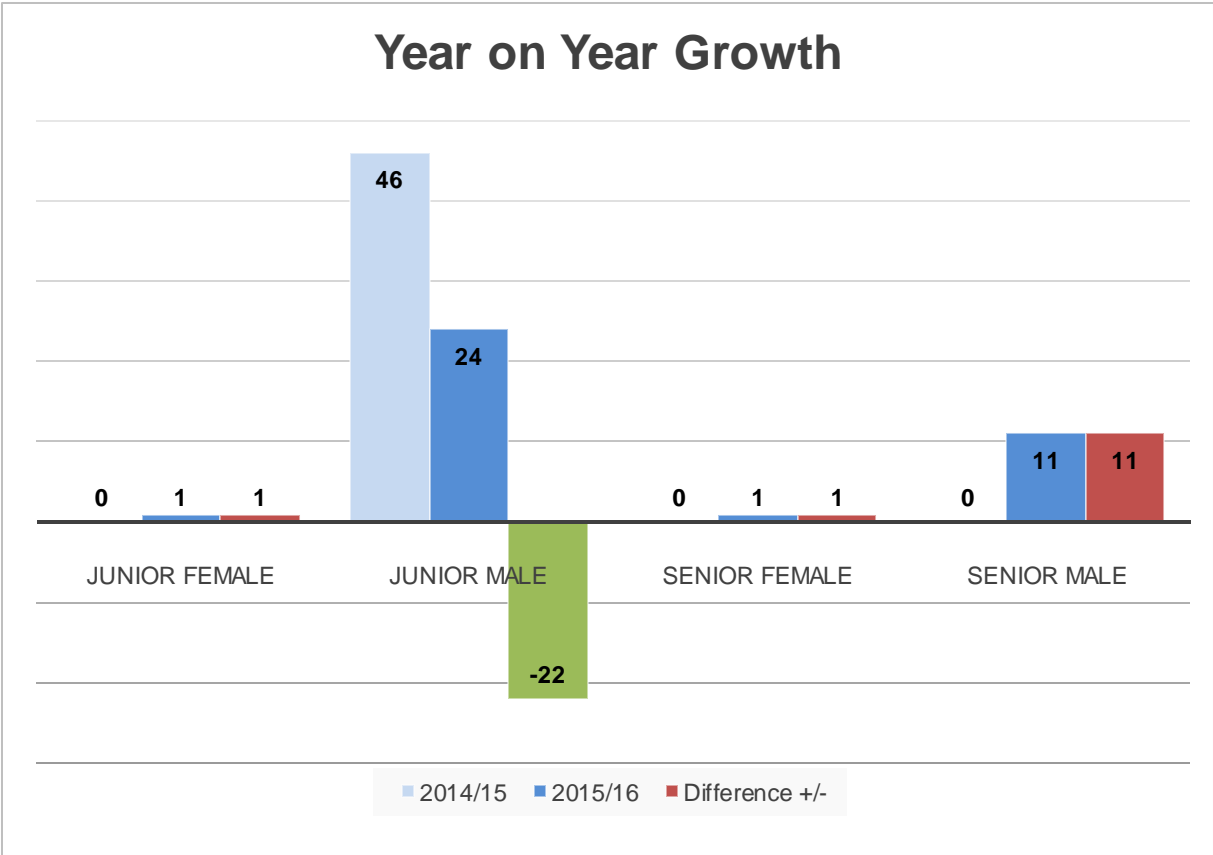
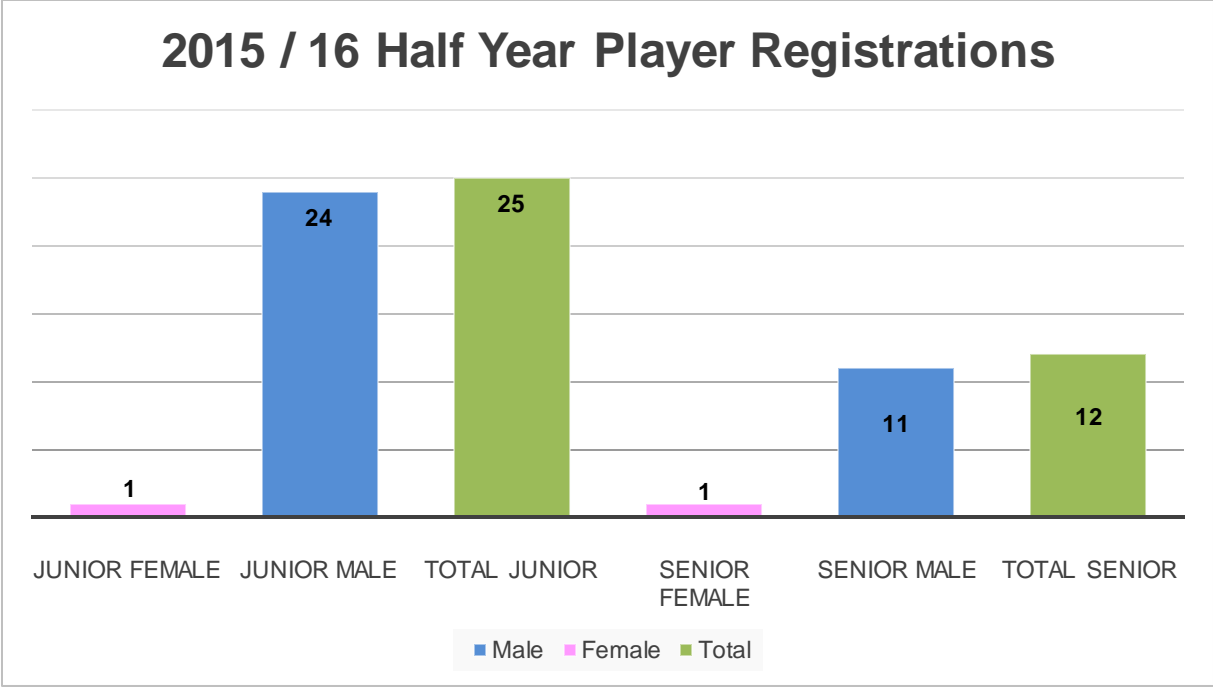
Year on Year Growth





Hornsby PCYC

Location:	Hornsby PCYC
Association Area:	Northern Suburbs
Number of courts:	1
2015 / 16 Players:	37
Season Start:	September 2015
Season End:	August 2016





Indoor 5's

Location: Camperdown
 Ryde
 Sydney Uni

Association Area: Canterbury,
 Gladesville, ESFA

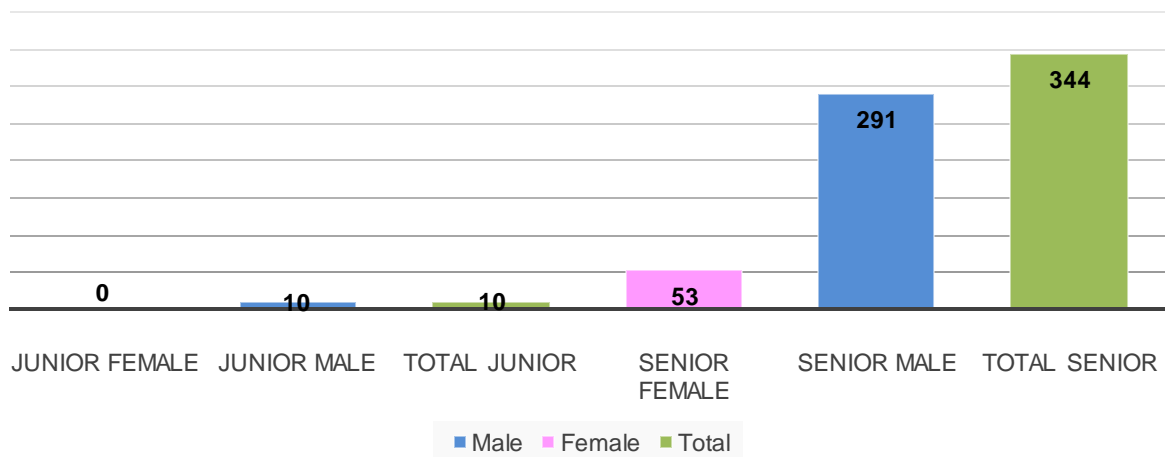
Number of courts: 2 per venue

2015 / 16 Players: 344

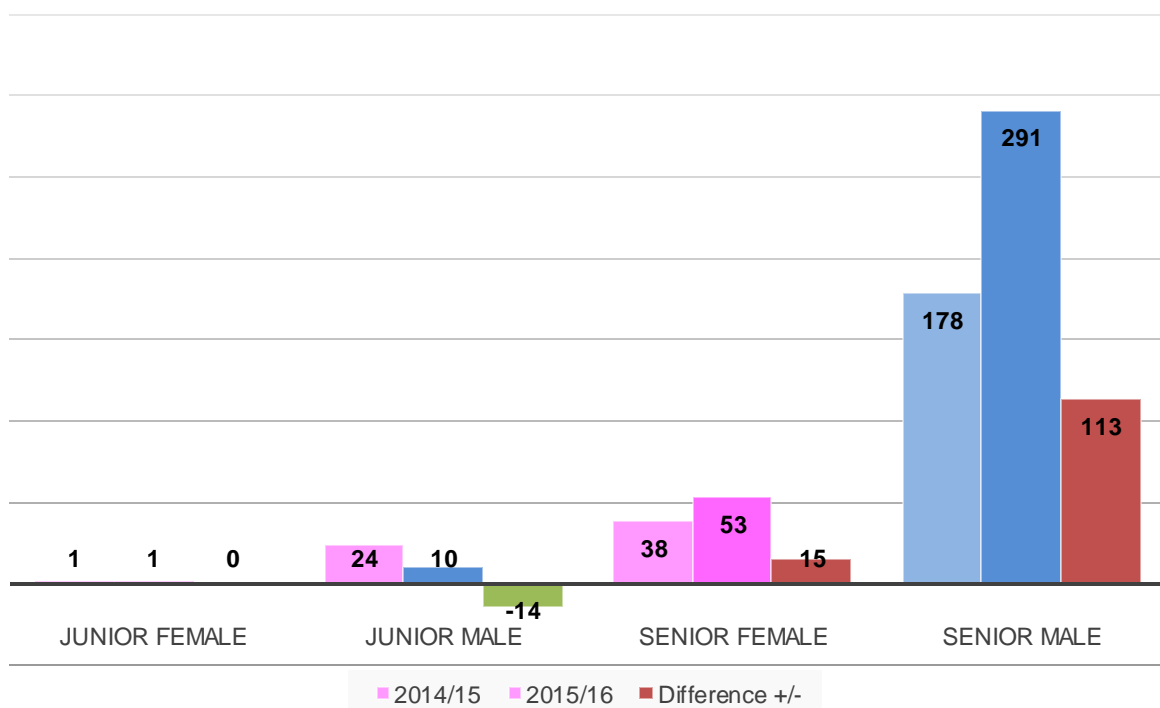
Season Start: September 2015

Season End: August 2016

2015 / 16 Half Year Player Registrations



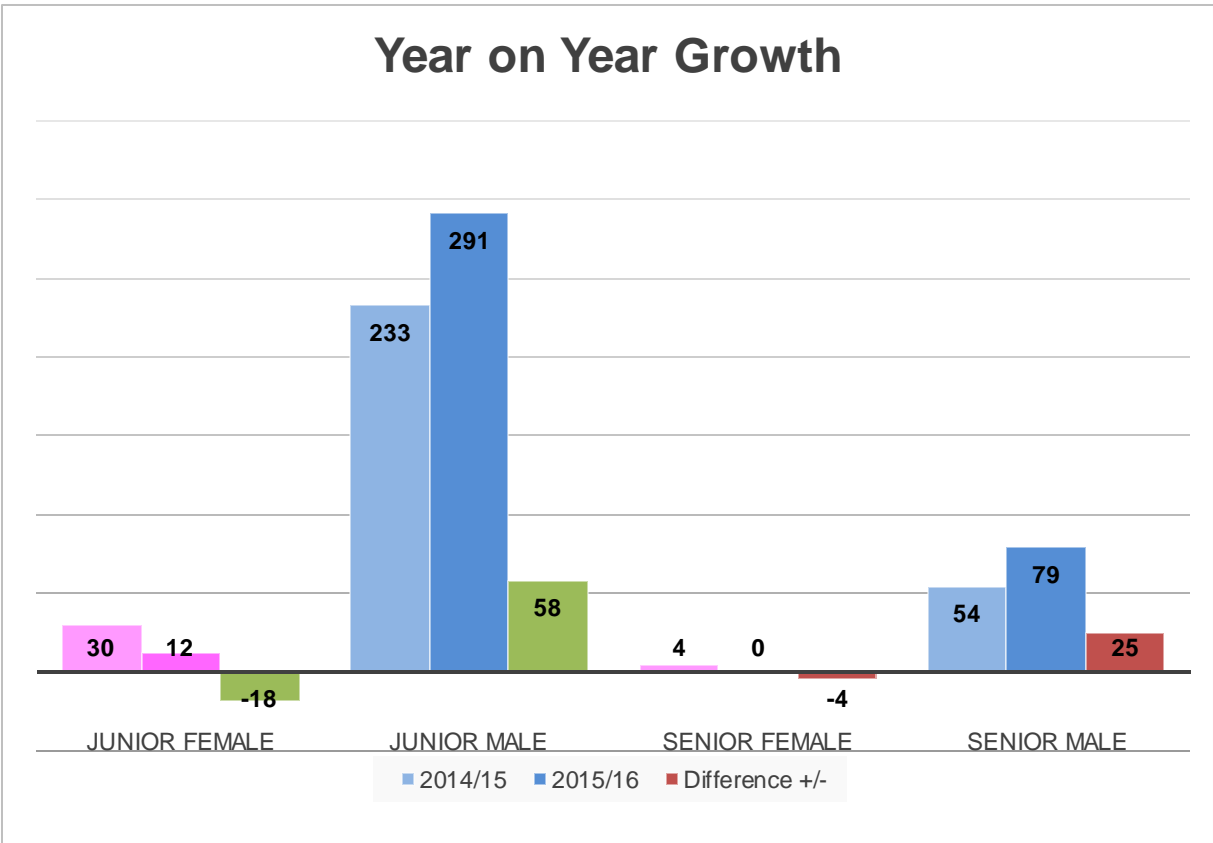
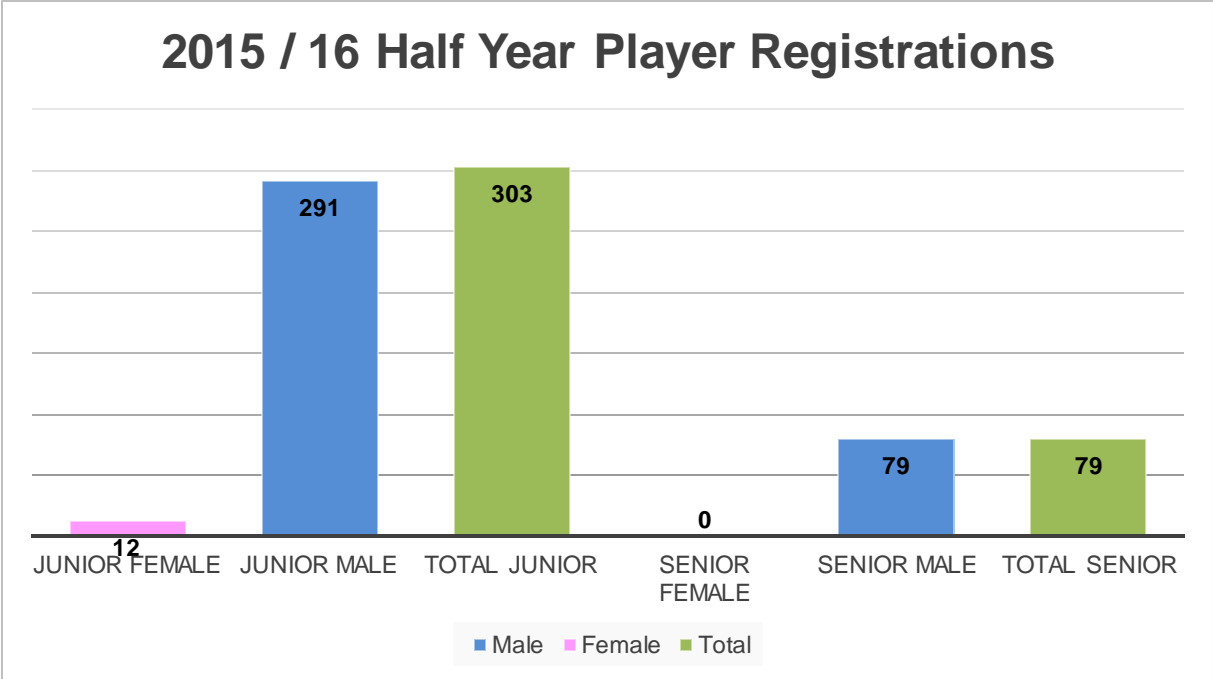
Year on Year Growth





Location: Glebe PCYC
 Association Area: Eastern Suburbs
 Number of courts: 1
 2015 / 16 Players: 382
 Season Start: September 2015
 Season End: August 2016

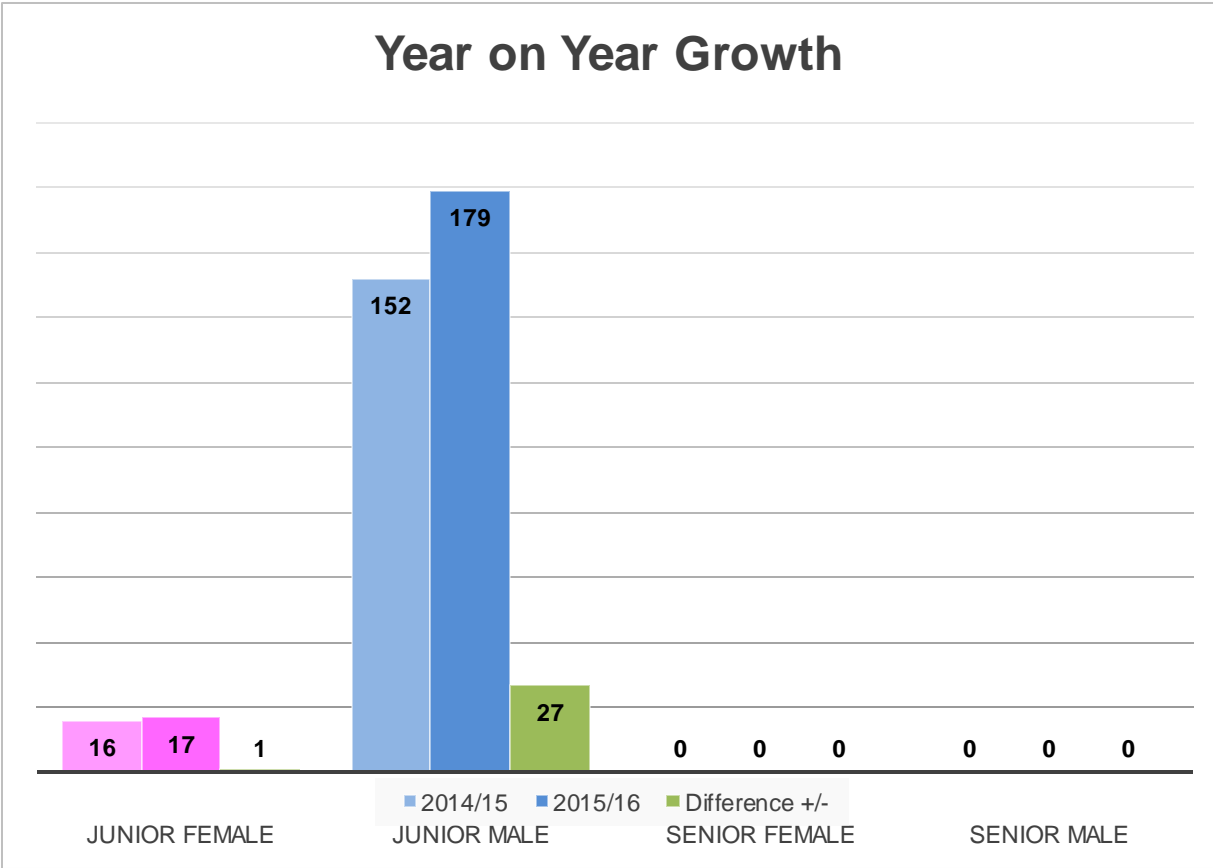
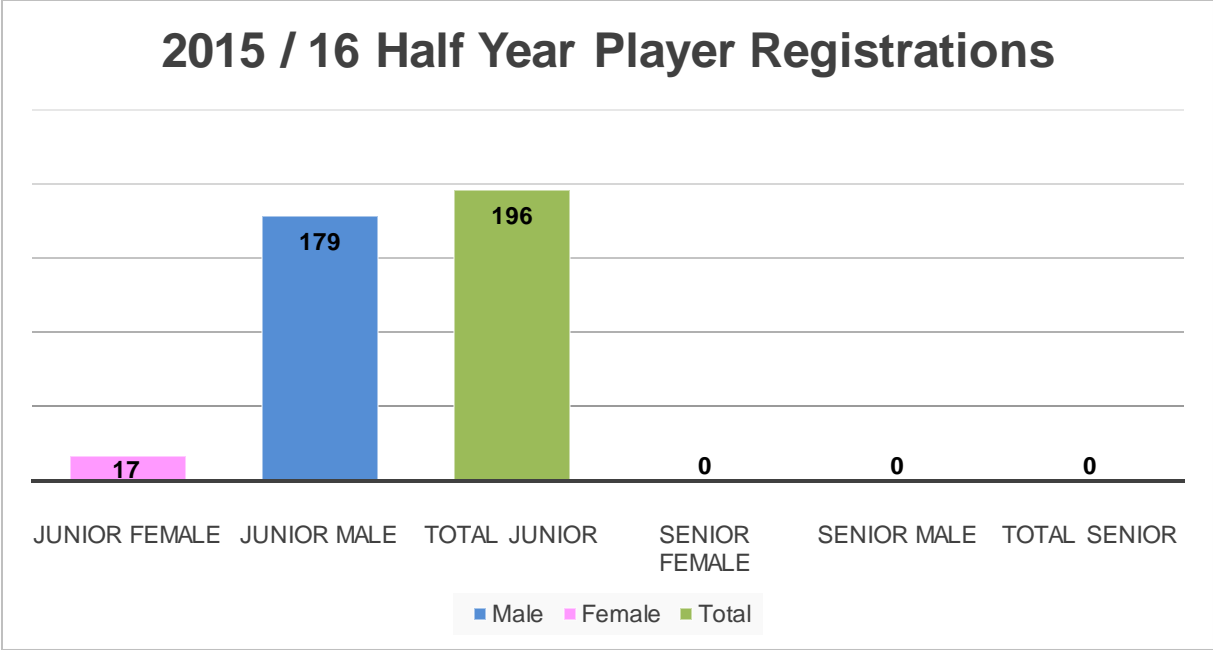
Inner West Futsal





International Football School Futsal Club

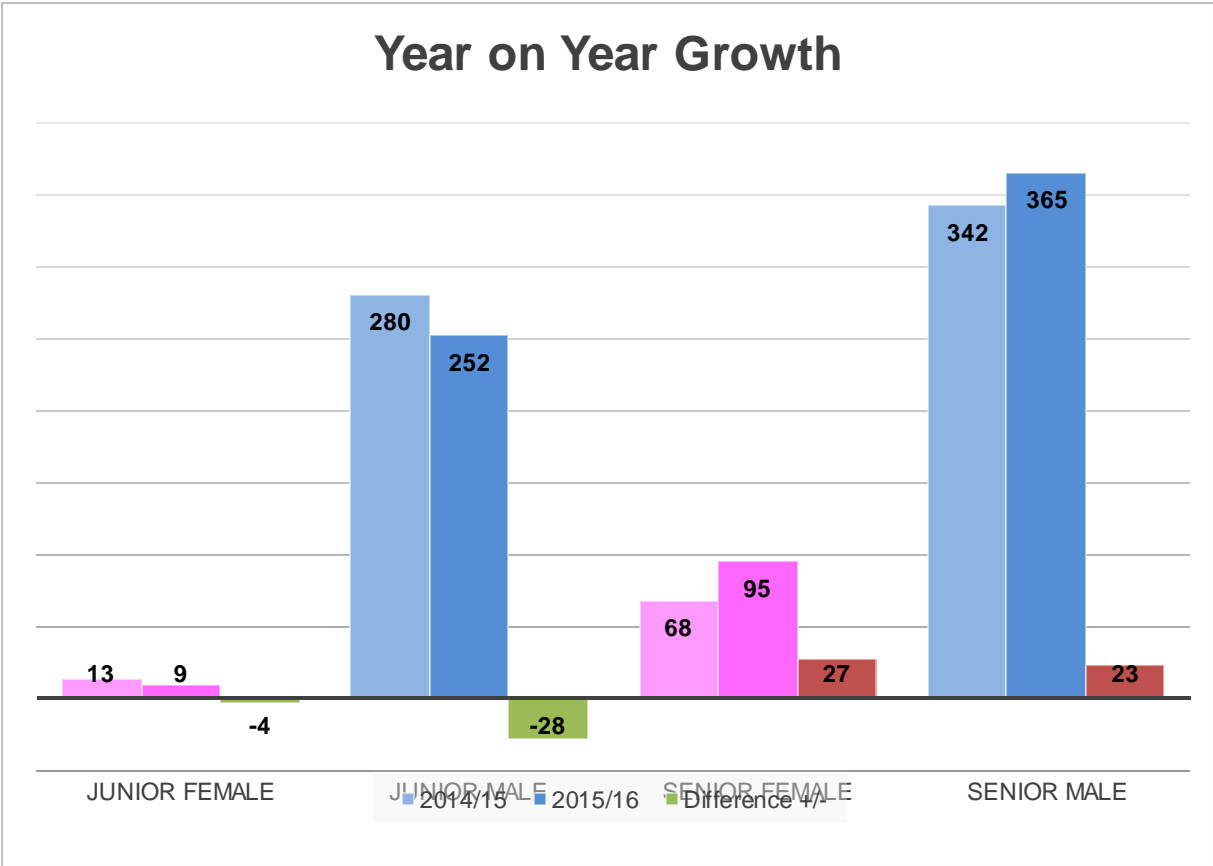
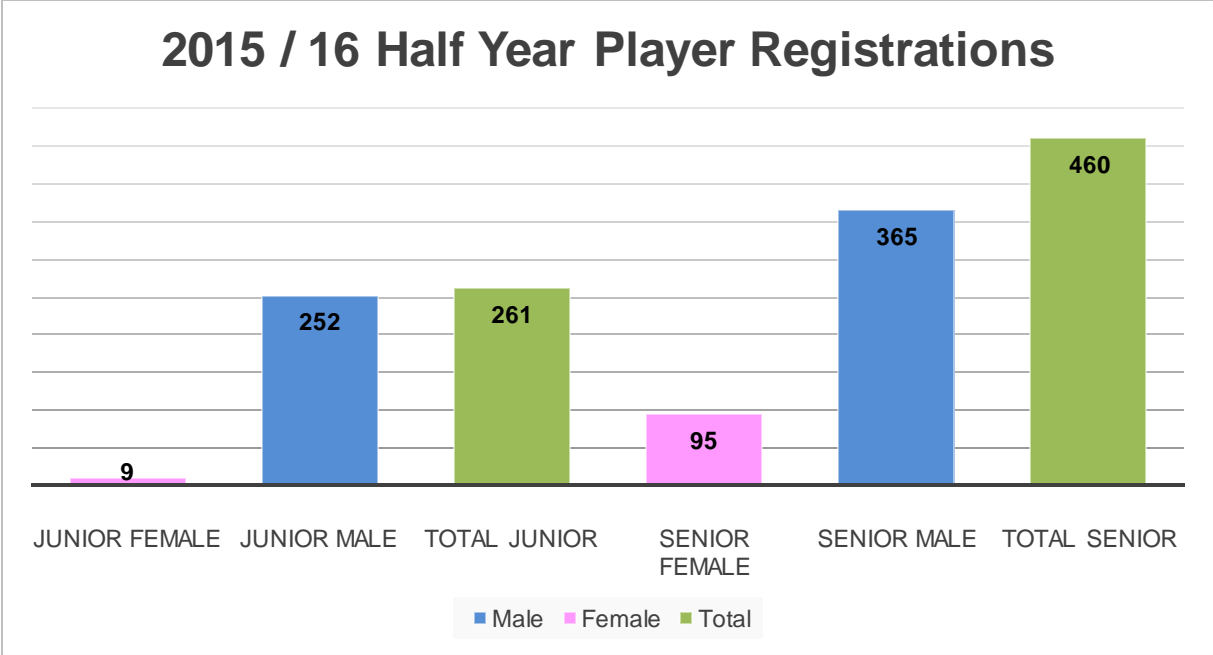
Location:	Niagara Park Stadium
Association Area:	Central Coast
Number of courts:	4
2015 / 16 Players:	196
Season Start:	October 2015
Season End:	April 2016





Just Futsal Incorporated

Location:	Bankstown Basketball Stadium
Association Area:	Bankstown
Number of courts:	4
2015 / 16 Players:	721
Season Start:	September 2015
Season End:	July 2016





**Lower Mountains Futsal
(Mountain Majik)**

Location: Blaxland High School
Katoomba Aquatic Centre
VSP

Association Area: Nepean
Blacktown

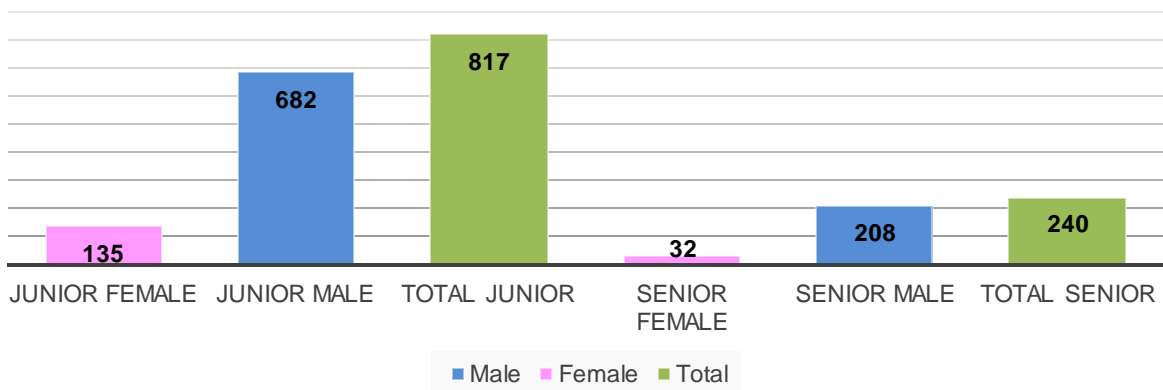
Number of courts: 2 per venue

2015 / 16 Players: 1057

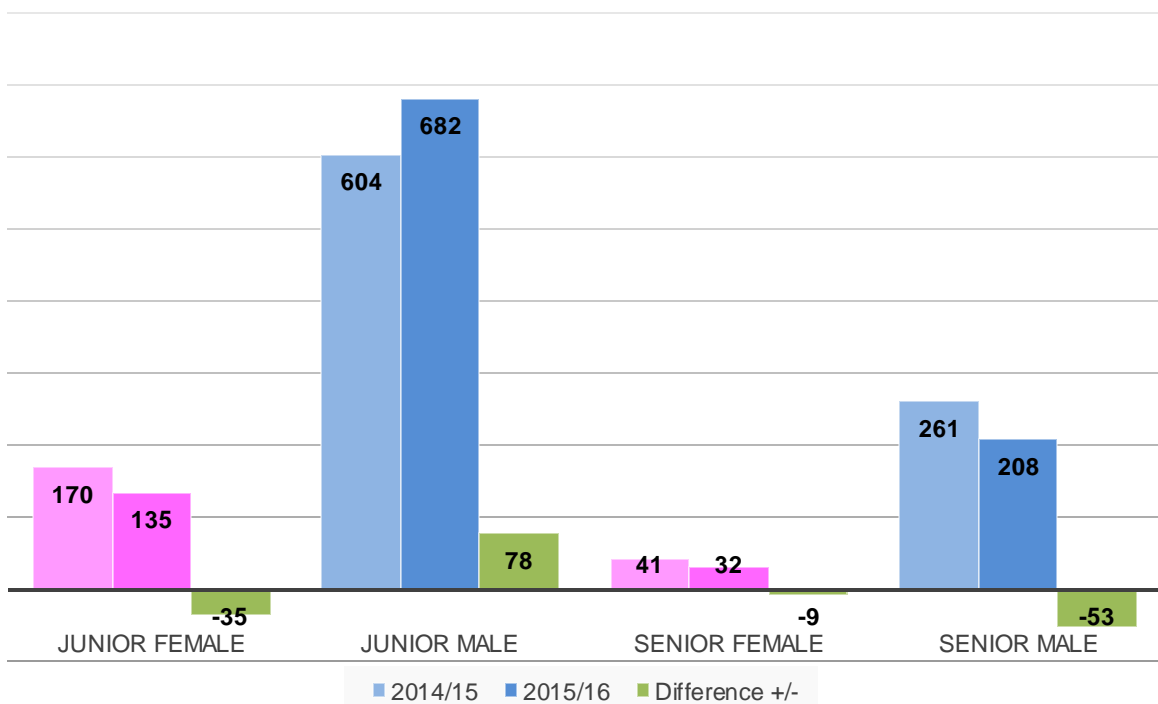
Season Start: September 2015

Season End: August 2016

2015 / 16 Half Year Player Registrations



Year on Year Growth





Marrickville PCYC

Location: Marrickville PCYC

Association Area: Canterbury

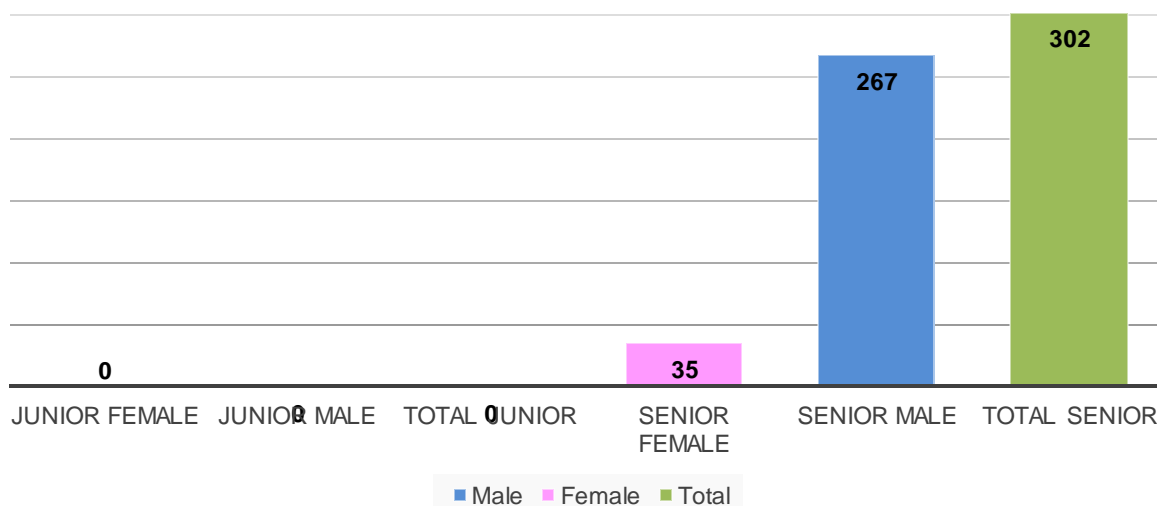
Number of courts: 3

2015 / 16 Players: 302

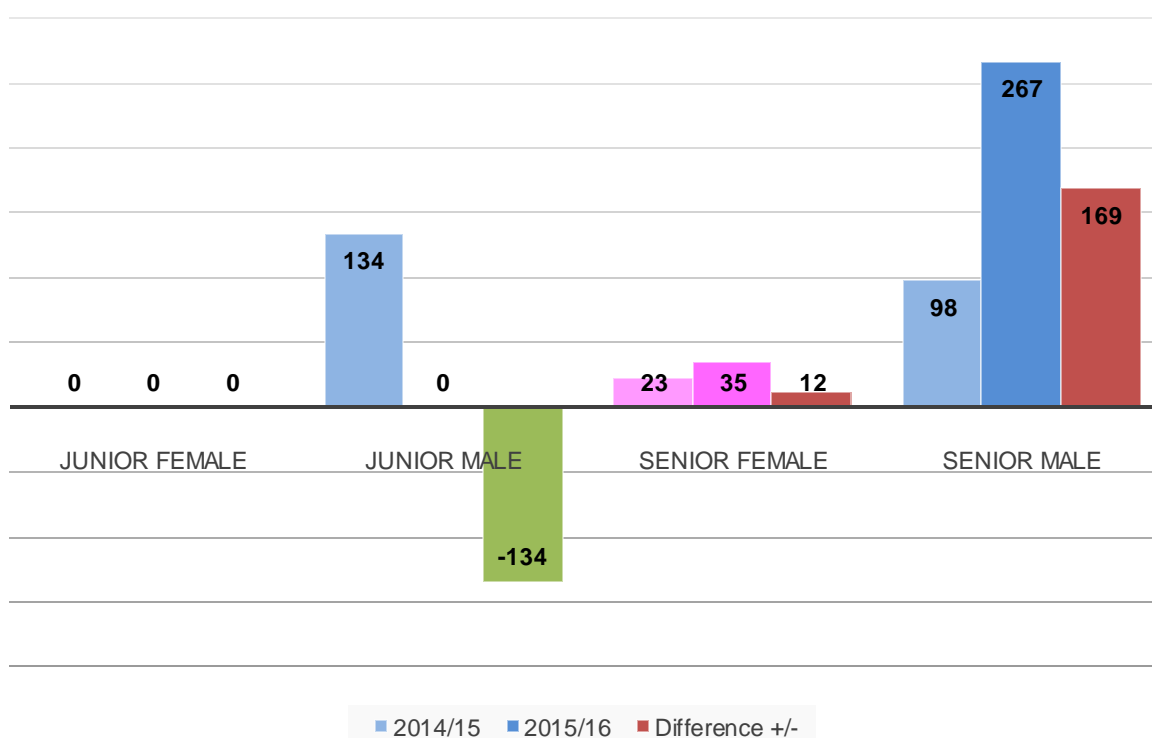
Season Start: September 2015

Season End: August 2016

2015 / 16 Half Year Player Registrations



Year on Year Growth





Morris lemma Riverwood YMCA

Location: Morris lemma Indoor Sports Centre

Associaiton Area: Bankstown

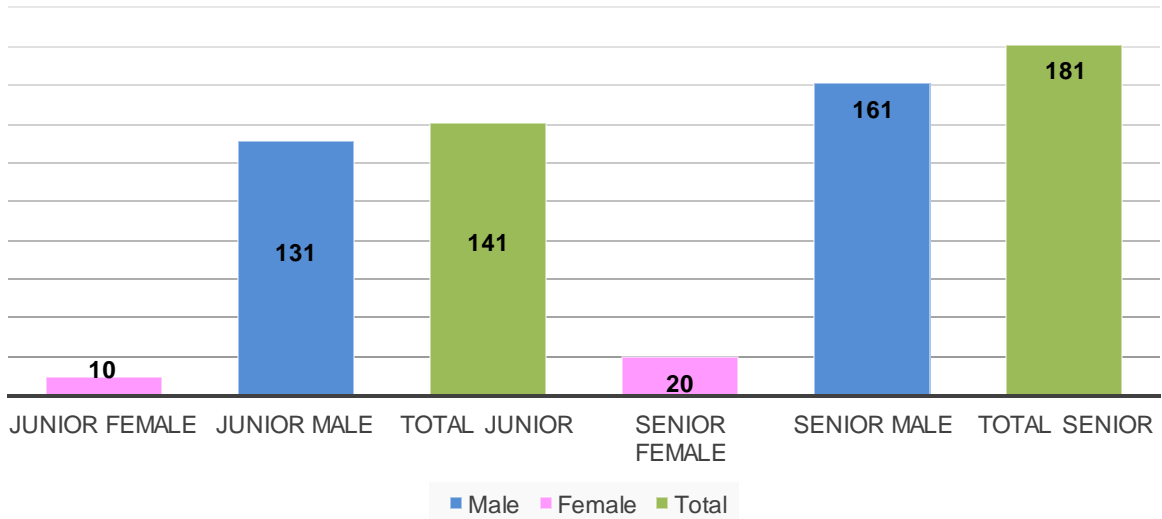
Number of courts: 2

2015 / 16 Players: 322

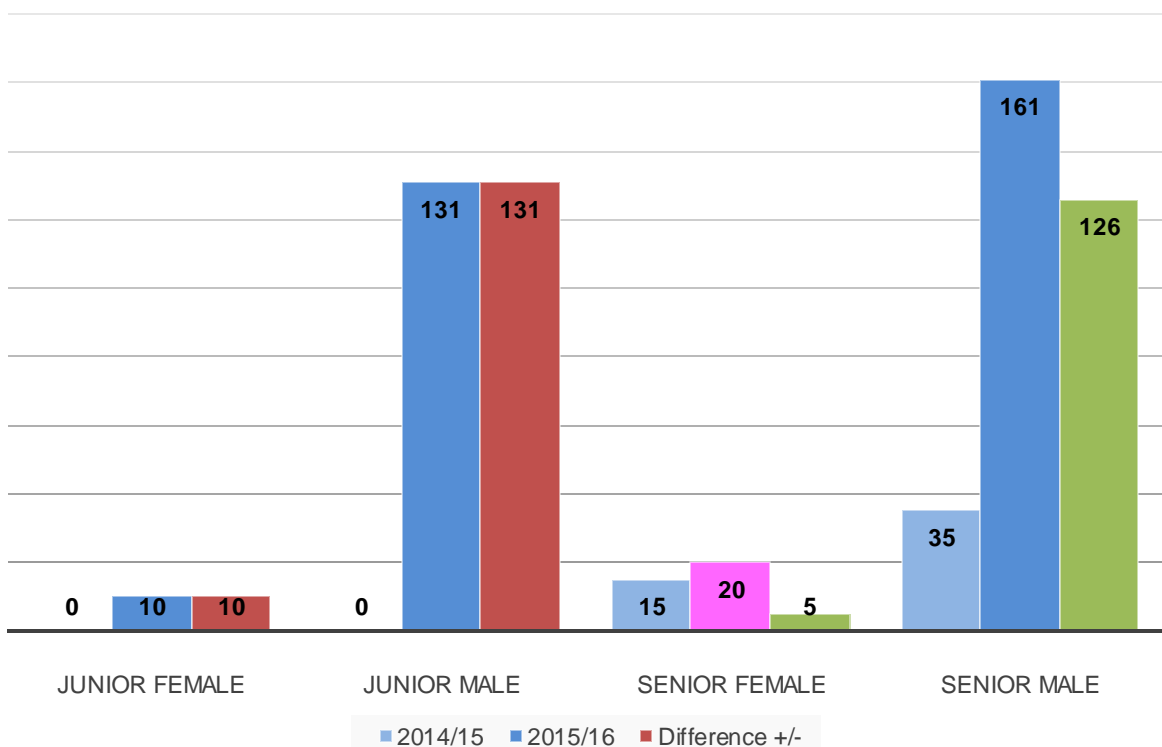
Season Start: September 2015

Season End: February 2016

2015 / 16 Half Year Player Registrations



Year on Year Growth





North Ryde Futsal Club

Location: North Ryde RSL Youth Club

Association Area: Gladesville Hornsby

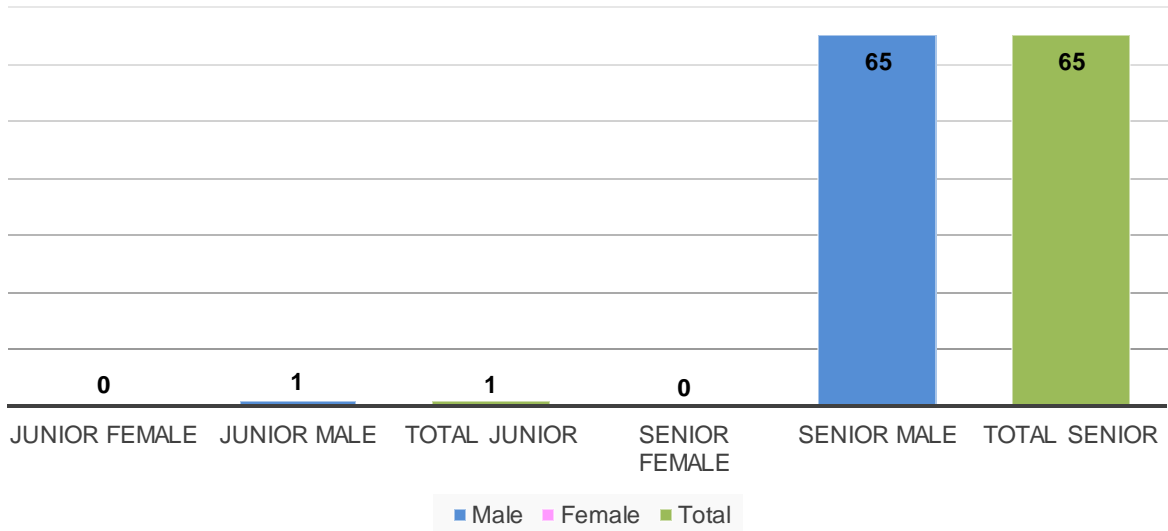
Number of courts: 1

2015 / 16 Players: 66

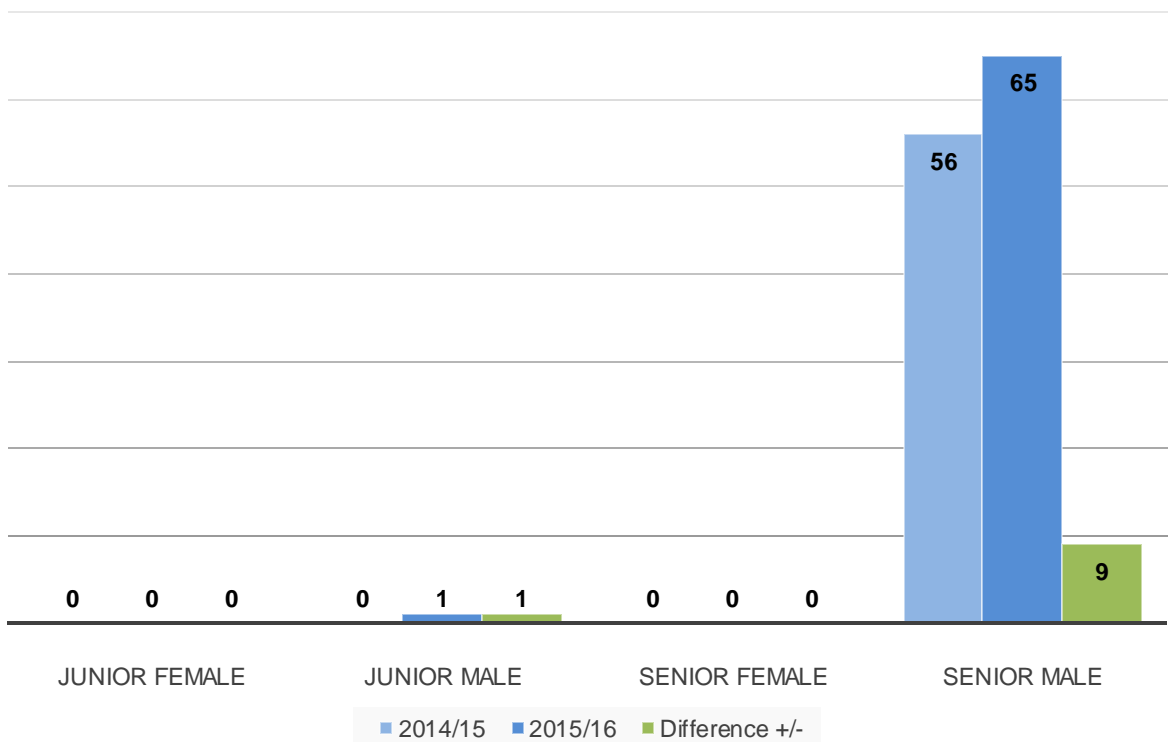
Season Start: September 2015

Season End: February 2016

2015 / 16 Half Year Player Registrations



Year on Year Growth





Phoenix Sports

Location: Minto Indoor Sports Centre

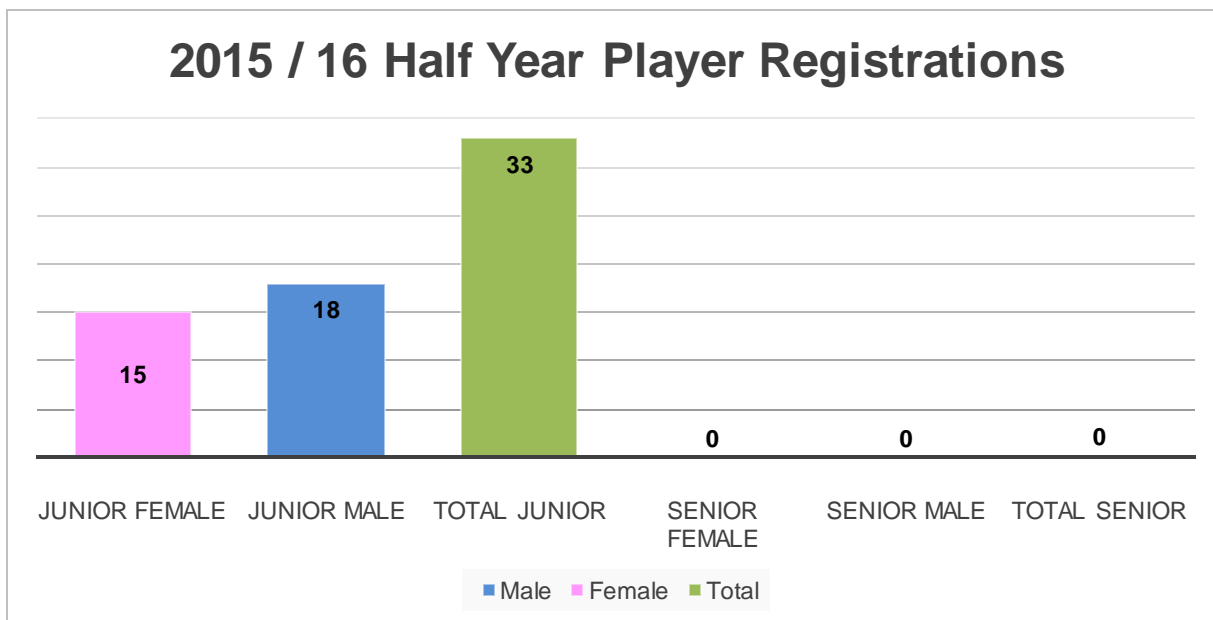
Association Area: Macarthur

Number of courts: 2

2015 / 16 Players: 33

Season Start: September 2015

Season End: May 2016



**Newly affiliated Centre for 2015/16 season*



Riverstone

Location: Riverstone Sports Centre

Association Area: Blacktown

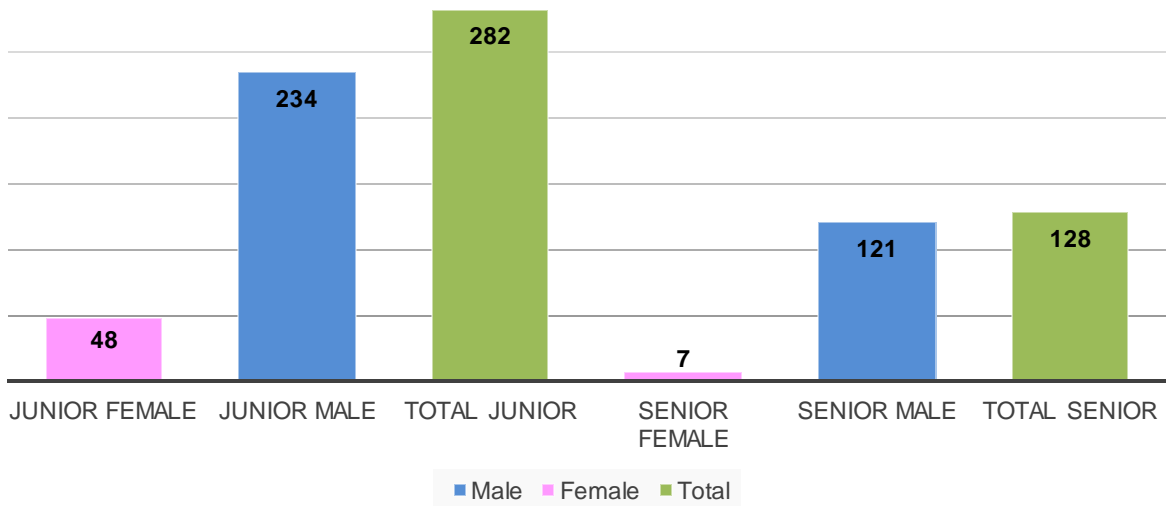
Number of courts: 1

2015 / 16 Players: 410

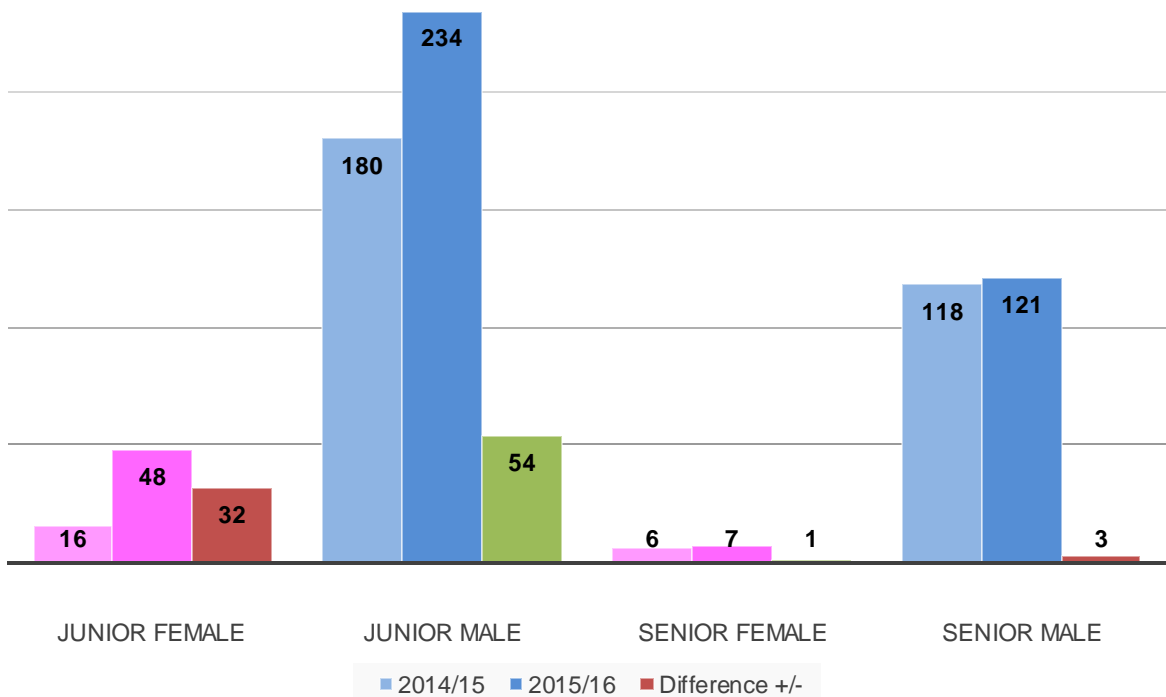
Season Start: September 2015

Season End: April 2016

2015 /16 Half Year Player Registrations



Year on Year Growth





Location: YMCA Ryde
Community Sports
Centre

Association Area: Gladesville Hornsby

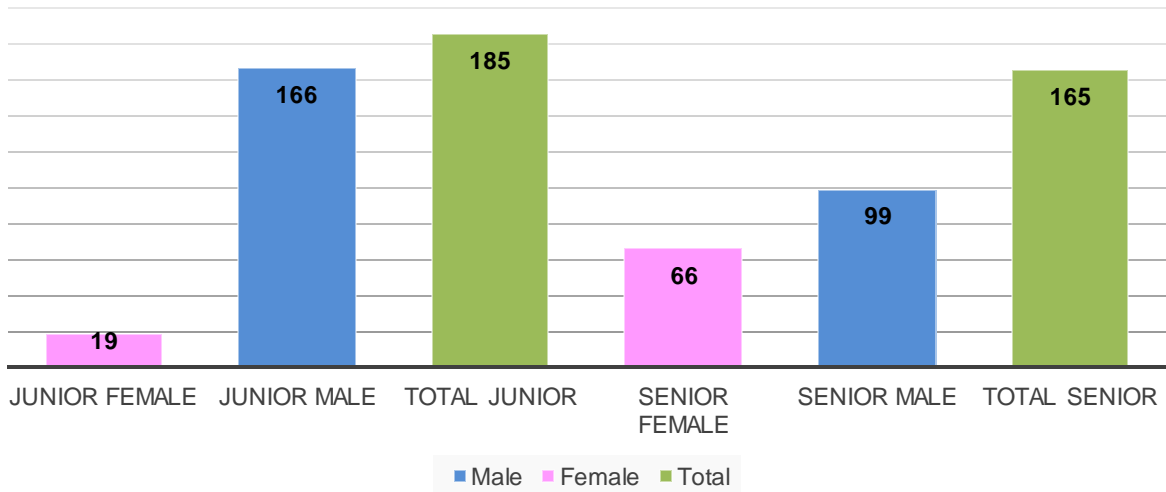
Number of courts: 2

2015 / 16 Players: 350

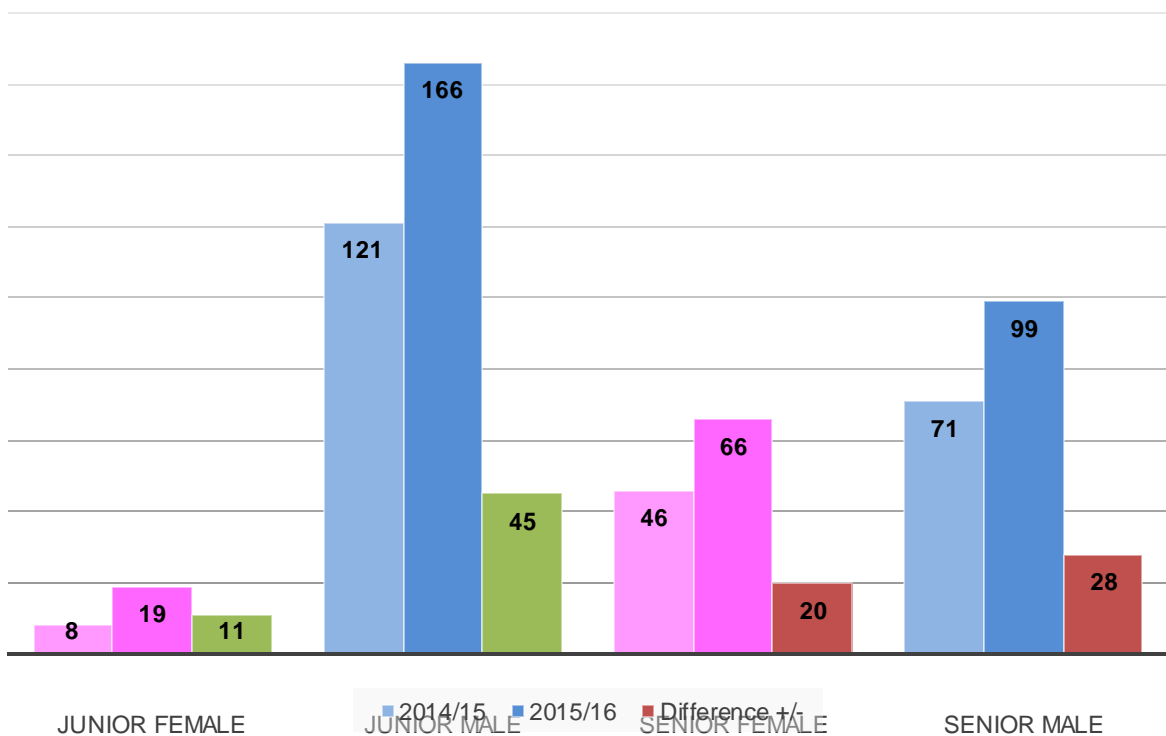
Season Start: September 2015

Season End: August 2016

2015 / 16 Half Year Player Registrations



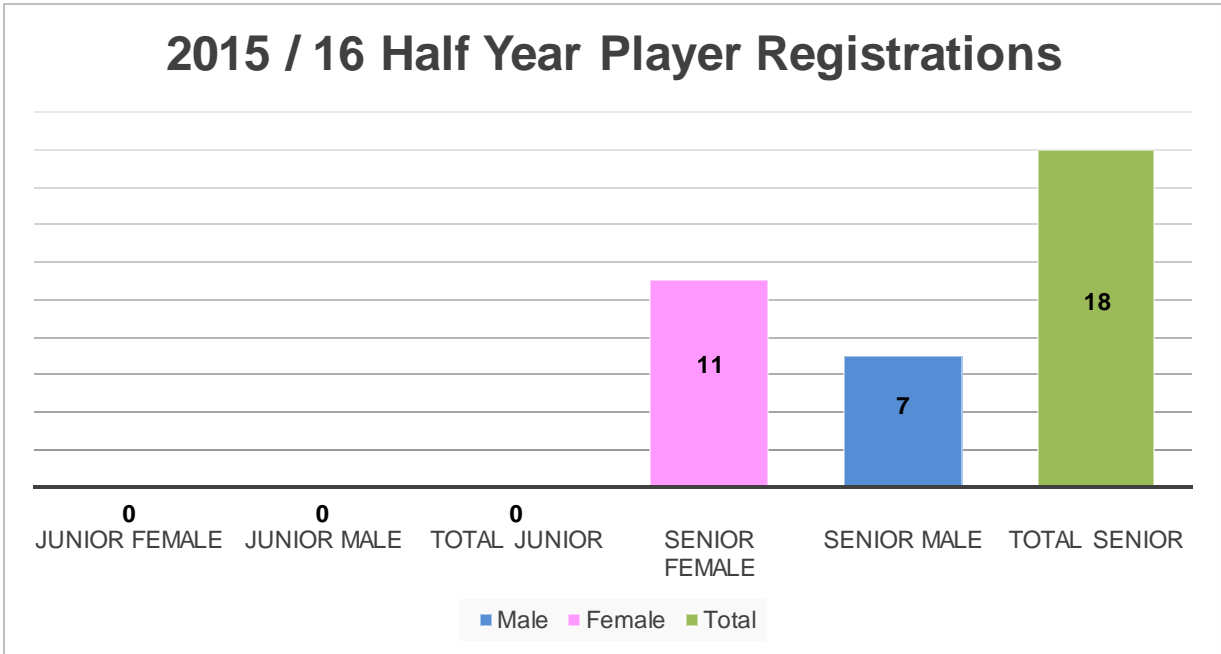
Year on Year Growth





The Football Factory

Location:	The Football Factory
Association Area:	Northern Suburbs
Number of courts:	1
2015 / 16 Players:	18
Season Start:	October 2015
Season End:	December 2015



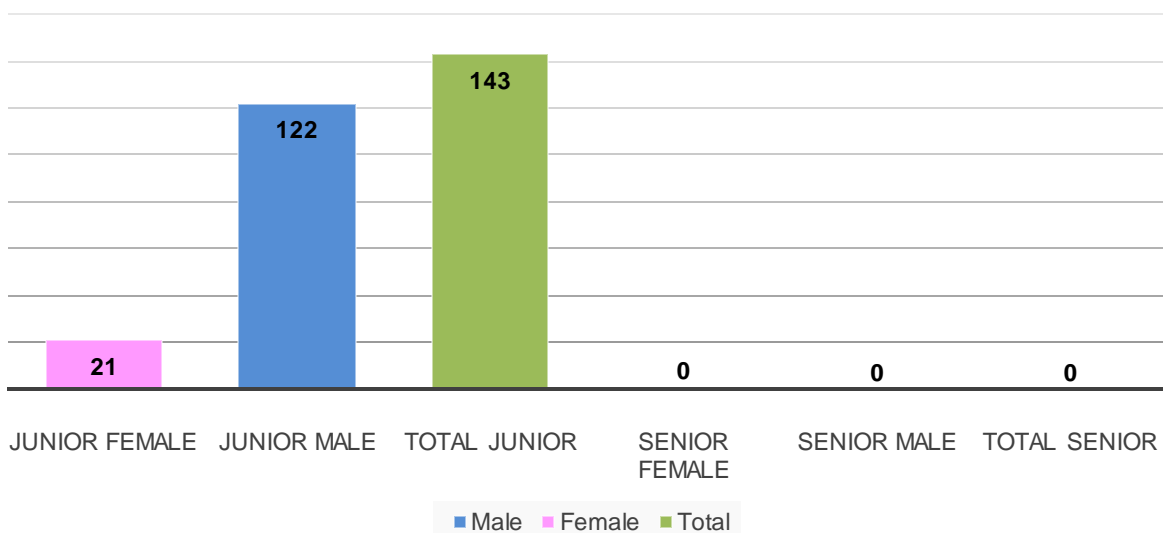
**Newly affiliated Centre for 15/16*



Wagga Futsal

Location:	Bolton Park Stadium
Association Area:	Football Wagga (Football Riverina)
Number of courts:	2
2015 / 16 Players:	143
Season Start:	October 2015
Season End:	April 2016

2015 / 16 Half Year Player Registrations



Year on Year Growth

