

# Women's National Competition Review

## Federation Consultation

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# Terms of Reference



1. Review current MF competition structures from top State Leagues to Under 12s
2. Review proposals of preferred models from MFs covering competition, development, financial aspects, to seek the best option for a second tier national competition (underpinning the W-League), and include criteria for leagues to adopt.
3. Financial analysis of models.
4. Present a report with recommendations to FFA and MFs for discussion at MFs meeting for subsequent submission to the FFA Board”.
5. Consideration of statutory steps necessary to mandate national competition framework.



# Women's NCR – Process

Terms of reference developed and supported by Member Federation CEO's.

Establish a Women's National Competition working group, which will include key stakeholders including Member Federations.

Invite submissions from Member Federations.

Working Group meets discusses issues and recommendations.

FFA formally invites MF's for feedback.

FFA and Member Federations consult with Clubs in 2013

FFA and Member Federations implement recommendations in 2014

# Working Group Representation



## Football Federation Australia

**Head Coach Matildas** – Tom Sermanni  
**Matildas Team Manager**- Jo Fernandes  
**Matildas Player** – Sarah Walsh  
**U17's National Coach**- Viki Linton  
**Women's Football Development Manager**-  
 Emma Highwood  
**Head of National Teams and Football  
 Development**- John Boulton  
**Head of Community Coach Education**- Norm  
 Boardman  
**MyFootballClub Coordinator**- Ben Langford

## Member Federation

**FQ – Board member**-Eugenie Buckley  
**FQ- Chief Operation Officer** – Ben Mannion.  
**CF- CEO**- Heather Reid.  
**FFT- Competitions Manager**- George Kalis  
**FFV- General Manager** –Tim Frampton.  
**FNSW- Women's Program Manager**- Nadine Shiels  
**FFSA- Club and Competitions manager**- Wendy  
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# Aims of the Women's NCR



1

- Creating a consistent second tier competition across Australia.

2

- Bringing the Women's premier league clubs into the pathway.

3

- Identifying the gaps in the pathway, and providing strategies to close the gaps.

4

- Raising standards in the clubs, with a focus on quality of coaching.

5

- Creating a greater connection with the W-League.

# Hot Topics from the Discussion



- There are inconsistent league structures across the Federations.
- There is a major gap in the talent development pathway currently situated at the 9-12 age group. The group discussed the need for a Skilleroos program to cater better for Girls.
- The need to improve the quality of coaching within the Women's Premier League clubs.
- That our top tier competitions in each state have a unhealthy number of younger players.
- The importance of linking Junior and Senior Football at a club level.
- That it was in the Sports Interest to better align the Men's and Women's games at a club level.
- The group discussed where possible the same criteria and standards should be applied to the Men's and Women's games.

# Issues and Solutions



	Issue	Solution
1	Clubs don't feel part of the development pathway.	<ul style="list-style-type: none"> <li>Clubs officially recognised as being important element of pathway (refer 3 pathway diagram).</li> </ul>
2	The Women's Premier Leagues are struggling to retain older and more experienced players.	<ul style="list-style-type: none"> <li>Adapt the Player Points System to encourage clubs to retain older and experienced players.</li> <li>Raising the profile of the 2<sup>nd</sup> tier, thereby making the leagues more attractive to players.</li> </ul>
3	Current gap identified at the 9-12 age group in the Talent Development Pathway	<ul style="list-style-type: none"> <li>This should be addressed with the development of a "Three Pillar Talent" development pathway.</li> </ul>
4	The poor quality of coaching players received at the WPL level.	<ul style="list-style-type: none"> <li>Addressed through the talent development club coaching criteria.</li> </ul>
5	Inconsistency in the age groups offered from Member Federation to Member Federation.	<ul style="list-style-type: none"> <li>Set mandatory national age groups, which must be offered by all MF's.</li> </ul>
6	The lack of female coaches active at the WPL level.	<ul style="list-style-type: none"> <li>Talent development club criteria - Mandate the assistant coach in the WPL must be female.</li> </ul>
7	The low number of females represented in decision making positions on club committees .	<ul style="list-style-type: none"> <li>Addressed in the talent development club criteria.</li> </ul>
8	The lack of Clubs with integrated Male and Female structure.	<ul style="list-style-type: none"> <li>Talent development criteria nationally encourages greater alignment, and reinforces this through the club structure.</li> </ul>
9	The lack of formalised pathway from Junior to Senior within WPL Clubs.	<ul style="list-style-type: none"> <li>Recognise the Junior age groups within the third pillar "The Best".</li> </ul>

# Women's NCR Proposed Recommendations



## The recommendations will be categorized in the following areas;

- To create a complete Women and Girls Talent Development Pathway.
- To achieve greater consistency in our 2<sup>nd</sup> tier Women's Competitions.
- To apply talent development club criteria to the Women's Game.
- To utilise the Player Points system to address issues in the Women's game.
- To create links with the W-League .





# Creating a Complete Player Pathway for Women and Girls

**Recommendation 1** : FFA in consultation with the Member Federations will develop a three pillar talent development pathway which focuses on the following;

**PILLAR 1**

Elite

This will include national programs and teams including, Matildas, Young Matildas, and U17's.

**PILLAR 2**  
THE BEST OF THE BEST

Member Federation programs, National Championships, NTC Challenge, and W- League.

**PILLAR 3**

THE BEST

State Leagues, including recommended age groups.

- Encouraging talent development and Community clubs to work in partnerships to create local pathway .

# Achieving greater consistency in our 2<sup>nd</sup> tier Women's Competitions

# Discussion Points



- A number of Federations identified they don't have a state-wide Women's league.
- There are inconsistency in the league structures and age groups across Australia.
- Examples highlighted by Federations of the lack of a formalised link between Junior and Senior football at a club level.
- In some Federations the Men's and Women's games are separate at a Club level.



**Recommendation 2-** Consistent age groups offered across all Member Federations as recommended in the Men's NCR, and applied in 2014.

### **Suggested Age Groups;**

- Under 13
- Under 15
- Under 17
- Reserves - *Optional*.
- Open Age Women



### **Rationale:**

The working group discussed the importance of retaining school age girls, which has been reflected in the age groups identified above.



**Recommendation 3:** Each Member Federation moves towards developing a state-wide league which assists with creating a pathway in all areas.

**Recommendation 4:**

That we encourage the Men's and Women's games to become better aligned at the club level via the Australian Premier League, and utilise the Talent Development Criteria to assist with this.

**Recommendation 5:**

The Australian Premier Leagues branding should be applied to the Women's game.

**Recommendation 6:**

The end of season play off (APL Finals Series ) should also be applied in the Women's game.

# Applying the Talent Development Club Criteria to the Women's Game



# Elite Club Licensing Criteria



Elite Club Licensing (ECL) criteria designed to raise the standard of elite state league football has been developed

The ECL criteria covers the following broad areas:





## **Recommendation 7: In principle the criteria developed for the Men's NCR should be applied to the Women's Game.**

Additional to the above the following considerations should be made;

1. The governance and organisation structure should reflect gender equity.
2. In regards to the coach criteria, although the group acknowledged that the NCR would be an opportunity to increase the number of female coaches, the priority should be the quality of coaching.
3. Each NCR club must have a female assistant coach in all age groups.
4. The club Technical Director should have responsibility for the Mens and Women's Games.
5. All reporting as part of the NCR should reflect commitment to the Women's game.

# Player Points System

# Discussion Points



- The working group acknowledged that the Women's game did not have issues with excessive player payments.
- The Women's game has an unhealthy number of young players in the open age category.
- Older experienced players are leaving the game too young or deciding to play at lower levels.
- In some cases clubs have unhealthy number of national team and W-league players in the squad, which leads to an uneven competition.
- Excessive switching was also acknowledged to be an issue in the Women's game.
- It is in the interest in the development of Women's Football to encourage home grown players, in the club environment.



**Recommendation 8**: Explore the ability to introduce a modified version of the Player Points System for the Women's game which seeks to;

- ✓ Incentivise older and experienced players to remain in the top competition.
- ✓ Discourages switching within the club environment.
- ✓ Encourages homegrown players.
- ✓ Establishing a limit of national team and W-League players in one squad.
- ✓ Encouraging rising stars.



# Creating links to the W-League

## **Recommendation 9:** FFA, Member Federations and A-League Clubs work together to create better links between the Women's Premier League clubs and W-League teams.

### **Strategies include:**

- W-League coaches utilising local players.
- W-League coaches to mentor WPL coaches.
- Assistant female coaches from the W-League, should be encouraged to coach in the WPL.
- Encouraging pre-season matches between the W-League and WPL clubs.

