



New South Wales Floorball Association

Strategic Plan

2011-2020

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Revision

Revision	Month	Year	Authority
A	June	2011	NSWFA

Vision:

LIFA
Leaders in Floorball Australia

NSWFA are to strive to be the Leaders in Floorball Australia (LIFA) and are to use this reference (under the terms of the NSWFA constitution) for any decision making process on any issue that will enable NSWFA to achieve the vision.

Introduction:

Over the next 10 years (from 2011) the growth of floorball must be focused on the schools community in order to lift the participation rate and to have a future path for floorball development. NSWFA must actively encourage and promote floorball at all levels with both genders and align principles with the AFA Strategic Plan and IFF Strategic Vision.

There must be a stable, robust and competitive competition at 3 primary levels, Elite (Mens & Women's), Mixed and Juniors. The focus for the NSWFA executive committee is to deliver the objectives of the strategic plan, while focus on competition must be via a competition sub committee whom will assume responsibility for the season to season competition organisation.

The NSWFA executive committee has a vital role to ensure that the competition sub committee is supported for a stable platform of competition structure and must support a development sub committee whose responsibility is to facilitate development programs and teams to actively promote floorball in all regions. The NSWFA executive committee is solely responsible for the delivery of the actions in this document in which the end result is to have floorball played regularly in all the regions identified by the year 2020.

NSWFA has an added responsibility to ensure that it constantly communicates to all players, members, participates and associations a clear set of guiding principles, objectives and disciplines including:

1. Floorball is first and foremost a sport to be enjoyed by all.
2. Every player, member and participant is an ambassador to the game first and foremost.
3. Every player, member and participant is responsible for floorball development.
4. Every player, member and participate is responsible to ensure that Floorball will not be burdened by political, social, cultural or personal indifference.
5. Every player, member and participate is to respect the governing principles adopted by NSWFA and any committee member and/or officiating person appointed by NSWFA.
6. Everyone is to ensure that the sport is offered for physical participation, social inclusion & acceptance and enjoyment.

LIFA objectives:

No:	Task	Responsibility
1	Establishment of development sub committee	Exe Committee
2	Establishment of competition sub committee	Exe Committee
3	Establish regional representatives for NSWFA	Exe Committee
4	Obtain government funding for resources	Exe Committee
5	2x planned development roads trip per year	Development Sub Committee
6	Establish regional and inter regional competition time table	Competition Sub Committee
7	Establish school target program and timeline	Development Sub Committee
8	Connect with Schools and student groups/organisations	Exe Committee

No:	Task	Responsibility
9	Measure school implementation success rate	Exe Committee
10	Establish development fund and regular budget allocation	Exe Committee
11	Seek revenue opportunities from equipment hire & sponsorship	Exe Committee
12	Measure growth in target regions	Development Sub Committee
13	Establish support network for growth regions	Development Sub Committee
14	Ensure that all floorball participation falls under the strategic direction of NSWFA and AFA	Exe Committee

NSWFA Structure

The structure of NSWFA will comprise of main streams with relevant responsibilities:

1. NSWFA Executive Committee and Ordinary Committee
2. NSWFA Competition Sub Committee
 - (I) Mens Elite Series
 - (II) Mixed Series
 - (III) Women's Elite Series (subject to women's participation numbers)
 - (IV) Juniors (subject to growth and participation with focus on age categories)
3. NSWFA Development Sub Committee
 - (I) Schools
 - (II) Regions, communities, venues

While the internal structure of each committee may vary from time to time with resources, number of appointed individuals and/or representatives the overall structural concept is to remain with the focus on 6 primary areas for developing the sport.

1. Carrying out the strategic plan with its LIFA objectives
2. Ensuring stable, robust and competitive competition
3. Developing the sport at all levels for both genders and across all regions for all participants
4. Focus growth and participation of schools and student groups/organisations
5. Align goals and targets with Australian Floorball Association and International Floorball Federation
6. Uphold the values, principles, rules and regulations of the sports governing bodies

Target Regions

In order to achieve optimum growth potential for the sport, introduction of the sport is of primary focus into the regions identified. All regions currently are at various stages of floorball development and as such each region needs to be brought up to participation levels to ensure that active competitions are held in each region and the regions are supported by NSWFA with a regional representative.

The model for regional growth and areas targeted for priority will be subject to 3 points of criteria:

1. Review of regions current floorball activity, venues, etc
2. Review of equipment and funds for region allocation
3. Development of time frame based on the above 2 points for resources allocation

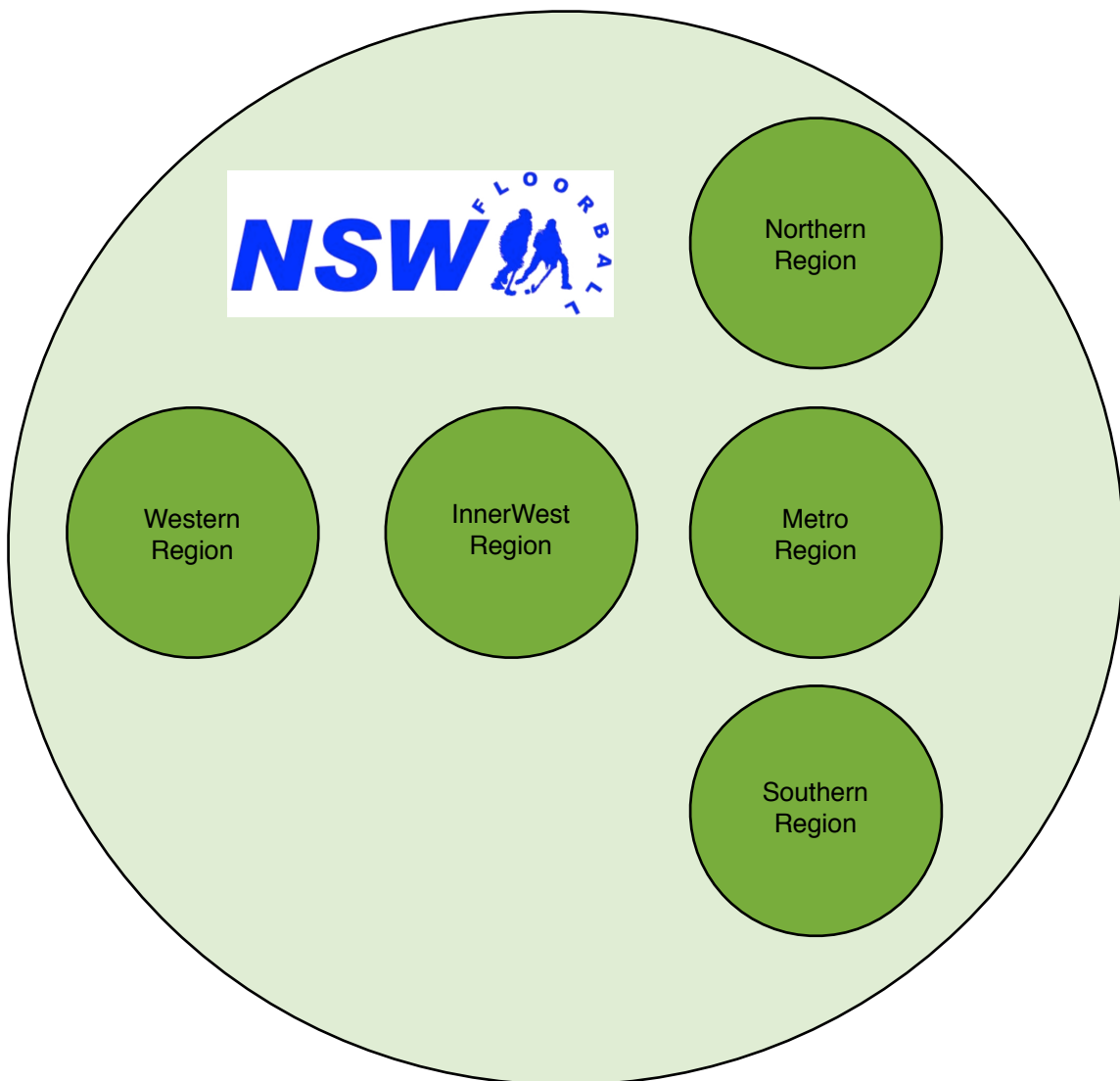
The regional growth strategy will fall under a separate project called 2110 (2 schools/venues each year for 10 years) in which the introduction, growth, participation, age categories and on going competitions will be of prime focus.

Regions

Metro	Northern	Southern	Inner West	Western
Sydney	Newcastle	Illawarra	Parramatta	Dubbo
Central Coast			Liverpool	Parkes
Southern Shire			Penrith	Orange

- Each region can have more municipalities added over the life of the strategic plan. The above represents the identified areas to be targeted by NSWFA from 2011.

NSWFA Regional Blue Print for growth & development 2011-2020



Schools

The NSWFA development team working with its regional network, must pro-actively engage with the school community to foster relationships in order to get floorball introduced into the schools. NSWFA must identify a talent pool of resources that can be drawn upon to coach schools and target a train the train program in order for schools sport teachers to learn and train floorball.

Schools should be targeted around areas where rinks are established, but always have options for development and training of floorball without rinks.

The Sydney Olympic Park Schools program needs to be reengaged as it is a vital link of sports into schools and the program provides all the marketing and promotion free of charge. This is a great avenue to build relationships with other schools and teachers to introduce the sport and integrate directly with the schools.

We need to build a profile for the sport into schools which will encourage a school v's school program, this then can lead to a development path into more adult ranks.

Regions, communities, venue

Growth of these areas will fall under the project 2110, the main focus of this project will be to ensure that regions, communities and venues are introduced to floorball and that there is a succession plan for resourcing and support in coaching and competition organisation to ensure its continuation in the long term.

Asset Ownership & Handover

To grow and promote the participation levels of the sport in all regions NSWFA must support the regions with equipment and services to enable the venues, schools and any interested body to promote and play the game in its truest form.

NSWFA must actively seek a program of acquisition and purchase of equipment (rinks, goals, sticks, balls, etc) and have a listed asset register of such equipment. In order to have a sense of ownership for equipment to the various regions, NSWFA need to adopt a hand over policy in which equipment is handed over to the region, club, venue, etc for ownership as long as specific criteria are met.

Any equipment purchased by NSWFA for any venue, school, etc can fall into 3 categories of ownership:

1. NSWFA ownership
2. NSWFA handover policy
3. NSWFA sale

Categories

NSWFA ownership:

Equipment under this category would be of the type in which a third party group is conducting floorball activities and requires equipment for such activities. For example at the SCEGGS school in Darlinghurst, Intrinsic Sports runs the social competition and has a lease arrangement with NSWFA for the rink. This arrangement is beneficial to NSWFA as a stable income stream is established for rental on the rink.

NSWFA handover policy:

This category will comprise of equipment purchase by NSWFA for clubs, regions, venues, etc in which the initial purchase and ownership is by NSWFA and a lease arrangement is made with the club, venue, etc in which there will be a payment structured to NSWFA over a time period which should equate to the cost of the rink being returned to NSWFA at no margin. The payment structure will be facilitated so that the ownership of the rink transfers from NSWFA to the club, venue, etc once the initial purchase price by NSWFA is recovered. Conditions of ownership transfer will include (but not be limited to):

- Monthly license fee payable to NSWFA
- Revenue from the rink (competitions, etc) is to be used to promote and develop floorball

- Clubs, venues, etc need to have established a competition at a stable level

NSWFA Sale

NSWFA can determine to sell equipment at anytime if it is seen to be in the best interests of floorball development, promotion and the LIFA objectives. This is conditional on the first right of refusal given to any using party of the equipment.

Resources

NSWFA needs to develop a resource pool for various programs of promotion and development. The resource pool should not be limited to only members of NSWFA and needs to consider third party resources. Any third party resource needs to be recognised by NSWFA in which the development of the sport is in accordance with the objectives of the strategic plan. Any third party resource must not be in a position of a conflict of interest between either party and must be seen to be linked to and be supported by NSWFA.

Funding

NSWFA must become active in seeking funding with government sponsored programs, applications and sponsorship. Any funding acquired via this path should be used as a bonus top up and not be reliant as the sole funding option.

We must seek revenue opportunities in all areas of the sport and ensure that with any growth, competition and development that it does not create a burden on the budget and finances. NSWFA must stabilise the budget and use the inventory current asset base as a way of raising revenue and allocating that revenue into the development fund to ensure growth. The development fund is to be used for the road trips to finance the development of the sport and equipment purchase for start up kits for schools, venues, etc.

LIFA Timeline

Objective	Description	Target
1	Establishment of development sub committee	Completed
2	Establishment of competition sub committee	Completed
3	Establish regional representatives	From Dec 2011
4	Obtain government funding for resources	July 2015
5	2x planned development roads trip per year	On going
6	Establish regional and inter regional competition timetable	Dec 2012
7	Establish school target program and timeline	February 2012
8	Connect with Schools and student groups/organisation	July 2011
9	Measure school implementation success rate	From January 2012
10	Establish development fund and regular budget allocation	July 2011
11	Revenue opportunities from equipment hire & sponsorship	On going
12	Measure growth in target regions	Dec 2012
13	Establish support network for growth regions	Dec 2012
14	Ensure that all floorball participation falls under the strategic direction of NSWFA and AFA	Immediate

Summary

All and any member of the floorball community within NSW has an obligation to develop the sport and as such strive for the LIFA vision.

NSWFA committee members have the added responsibility in 6 primary areas that should always be at the forefront of each committee member, that being:

1. Carrying out the LIFA objectives
2. Stable, robust and competitive competition
3. Development of the sport
4. Growth and participation of schools and students
5. Align goals and targets with AFA and IFF
6. Uphold all values, principles, rules and regulations of the sport.