



Sandringham Football Club Female Football Forum





Female Football Forum – Wednesday 25 July

Agenda

Welcome and Overview of the Forum

Sandringham Football Club Board Member Jo Kwok

Sandringham FC VFLW Strategy

Sandringham Football Club CEO David Cannizzo

Sandringham FC VFLW Timeline of Events

Sandringham Football Club CEO David Cannizzo

Female Football Pathway

AFL Victoria Female Football Manager Darren Flanigan

Female Football in the Southern Region

St Kilda Head of Women's Football Pathways/VFLW Senior Coach Peta Searle

Club Environment and Improving well-being

Bayside City Council Recreation & Events Coordinator Sara Townsend

Integration of Females in Football

St Kilda great Nathan Burke





Club Mission & Vision

OUR MISSION

To be a **competitive, financially self-sustaining, community** sporting organisation that provides a **pathway to the AFL and AFLW**

OUR VISION

To be a financially self sustaining VFL football club with consistent top-quartile on-field performance by 2020





Club Values



#DaretoDazzle



Strategic Plan

COMMUNITY

To improve engagement with all stakeholders

To be identified as a community asset

To be the club of choice for TAC U18 and Bayside footballers looking to play state football

FINANCIAL

To have \$500,000 in cash and be debt free by 2020

To have a major sponsor by 2020

To grow SBTB revenues to \$1m by 2022

FOOTBALL

To establish a VFLW team by 2019

To play finals football from 2018-2020 inclusive

To be VFL Premiers by 2020

PEOPLE

To have unity at all levels of the club

To extend our activities and push for excellence in our core business

To recruit, retain and reward great people and acknowledge their contributions





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Football Leadership Statement

- Through an empowering and enabling environment, the SFC will be a consciously inclusive and fully integrated Club. Participation will be based on merit for all levels, that is for players, coaches and support staff. We will be respected role models within the broader AFL and Bayside community.
- We will establish and maintain a quality talent pathway to identify, attract and develop footballers, while working with key government agencies and other stakeholders to secure the best inclusive facilities available.





Key Messages

- The Sandringham Football Club mission includes the ambition of providing a pathway to the AFLW.
- The Club has very clear strategic community objectives.
- One of the ways in which the Club aims to achieve its community objectives is by developing a professional VFLW program for players, coaches and staff.





Key Messages

- Our priority is to foster and strengthen (not dilute) local community football talent for all through state level football.
- The Club aim to be the stepping stone from community football and TAC Cup Girls to AFLW.
- Those that participate with the club and then go back to local community football will ideally be better footballers and people.





Working Party Objectives

- Implement a women's football marketing / communications campaign.
 - Provide monthly updates to the community
 - Develop a weekly digital content piece
 - Advertise community training program





Working Party Objectives

- Drive a cultural change process and awareness of women's football.
 - Provide female role models
 - Educate entire club
 - Provide equal opportunities
 - Ensure all facilities are female friendly





Working Party Objectives

- Implement a talent ID and recruitment strategy for female participants.
 - Talent ID community football
 - Talent ID VFLW & TAC Cup
 - Facilitate community trial match





Working Party Objectives

- Engage the Sandringham Dragons, SFNL and VAFA and their teams to foster transition of talented female players and coaches to VFLW.
 - Facilitate women's curtain raiser matches
 - Develop a female football pathway document





Timeline of Events





Calendar

August 2018

Advertise senior coaching position

Talent ID community football

Submit VFLW license application





Calendar

September 2018

Advertise strength & conditioning coach position

Confirmation of VFLW licence





Calendar

October 2018

Appoint senior coach

Run community football squad training program

Select community football squad for VFLW trial match





Calendar

November 2018

Appoint strength & conditioning coach

Commence player signings

Run community football VFLW trial match





Calendar

December 2018

Develop pre-season training program

VFLW pre-season training information night / commence pre-season

February 2019

Confirm roster / schedule for match days

VFLW season information night





Calendar

March 2019

Participate in practice matches

April 2019

Confirm list for 2019 VFLW season

May 2019

Commence 2019 VFLW season



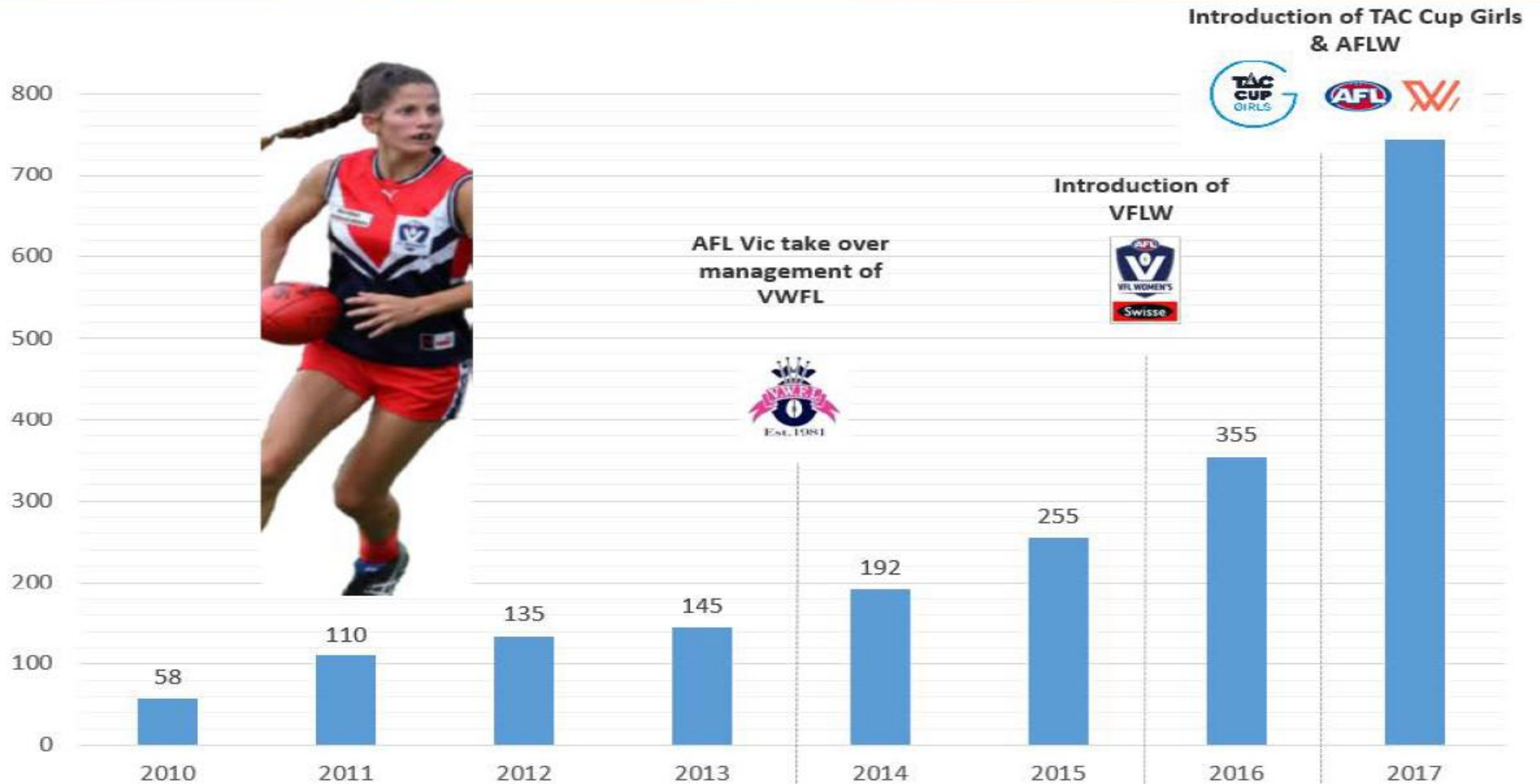
Talent pathway presentation

Sandringham Football club – 25th July 2018



Quick reminder of where we are at in Victoria

Total number of dedicated female football teams in Victoria
58 teams in 2010 **747 teams in 2017** **Over 1,000 teams in 2018**



The pathway

Community Football

Talent Pathway

Age 4-10

Auskick

Age 10-18 Underage Girls football

Age 11-15

AFL Club NGA

Age 14-15

Metro Champs

Age 16-18

TAC Cup Girls

Age 16-18

Vic C and Vic M

Over 18

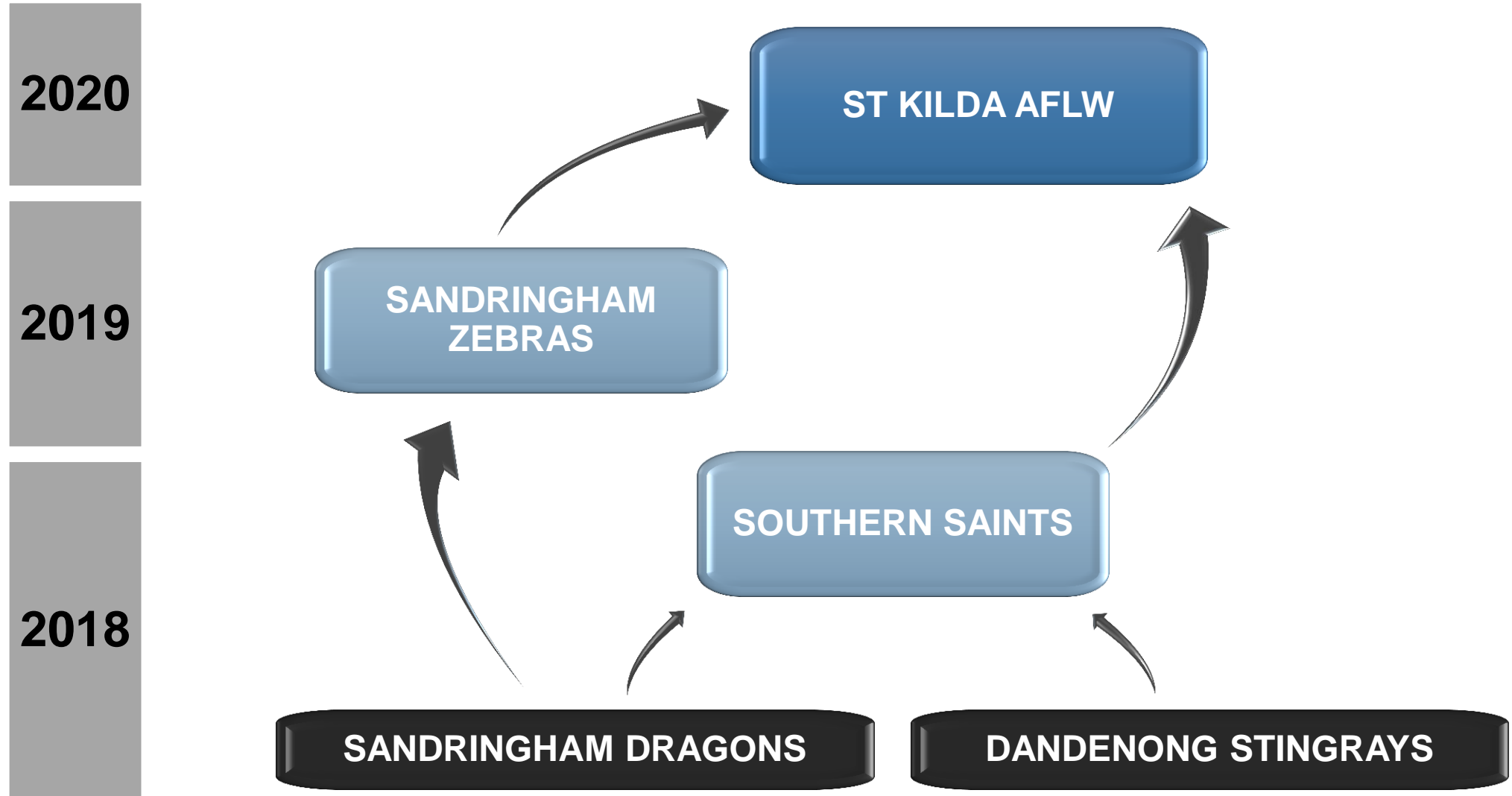
Open female football

Age 18 up

VFLW and AFLW



WOMEN'S PATHWAY: 2018-2020





Club Environment and Improving well-being

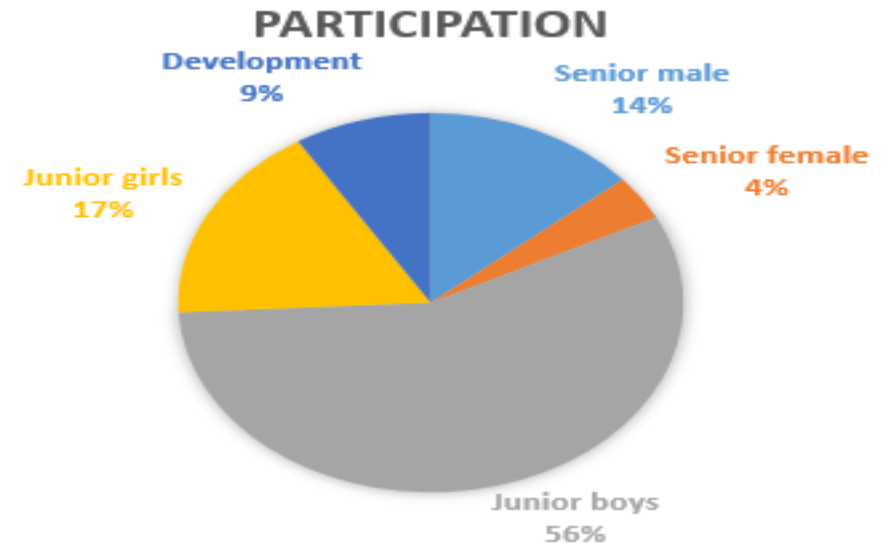
Bayside City Council Recreation & Events Coordinator Sara Townsend



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Participation in Bayside



Grass Ceiling Campaign

- In 2014, 96% of pavilions NOT female friendly.
- Plan to renew was over 15 years.
- In 2015, Council resolved to accelerate the delivery of the \$33m pavilion improvement plan from 15 to 9 years
- Former Councillor and Mayor Felicity Frederico activated the Grass Ceiling campaign lobbying State and Federal Governments funding to assist Local Government in delivering appropriate sports pavilions.

Pavilion Plan

Pavilion Improvement Plan - Current Budget and projections (July 2016)										
Sportsground Pavilion Improvement Plan	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25	Total
Dendy Park (Consolidate east and west)	3,430,579	1,664,570								5,095,149
Banksia Reserve	1,664,000									1,664,000
Cheltenham Recreation Reserve	1,522,810									1,522,810
Brighton Beach Oval		41,829	210,000	1,219,494	1,369,948					2,841,271
Castlefield Reserve	50,000	400,000								450,000
Cheltenham Park	170,000	585,133	1,522,810							2,277,943
William Street Reserve		117,500	772,500							890,000
Tjilatjirin Reserve Soccer (Destructor Reserve Sandringham)		127,500	834,713	1,000,000						1,962,213
Chisholm Reserve	112,500	700,000								812,500
Boss James Reserve	55,000	130,000	1,100,000							1,285,000
Beaumaris Reserve		50,000		400,000						450,000
AW Oliver		50,000	400,000							450,000
Sillitoe Reserve (Consolidate north and south)				25,000	200,000	750,000	450,000			1,425,000
<i>Dendy Park Athletics</i>						50,000	400,000			450,000
Donald McDonald Reserve			50,000	400,000						450,000
Moorabbin West Reserve						50,000		400,000		450,000
Peterson Street (Consolidate west, east and social)					30,000	120,000	1,200,000			1,350,000
Tulip Street baseball					50,000	450,000				500,000
Total Pavilions	7,004,889	3,866,532	4,890,023	3,044,494	1,649,948	1,420,000	2,050,000	400,000	0	24,325,886
<i>2015 Accelerated Pavilion Improvement Plan</i>	<i>7,047,389</i>	<i>3,729,197</i>	<i>4,217,758</i>	<i>2,739,713</i>	<i>1,750,000</i>	<i>1,730,000</i>	<i>920,000</i>	<i>1,650,000</i>	<i>450,000</i>	<i>24,234,057</i>
<i>Difference (2015 Plan - 2016 Plan)</i>	<i>- 42,500</i>	<i>137,335</i>	<i>672,265</i>	<i>304,781</i>	<i>- 100,052</i>	<i>- 310,000</i>	<i>1,130,000</i>	<i>- 1,250,000</i>	<i>- 450,000</i>	<i>91,829</i>













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