

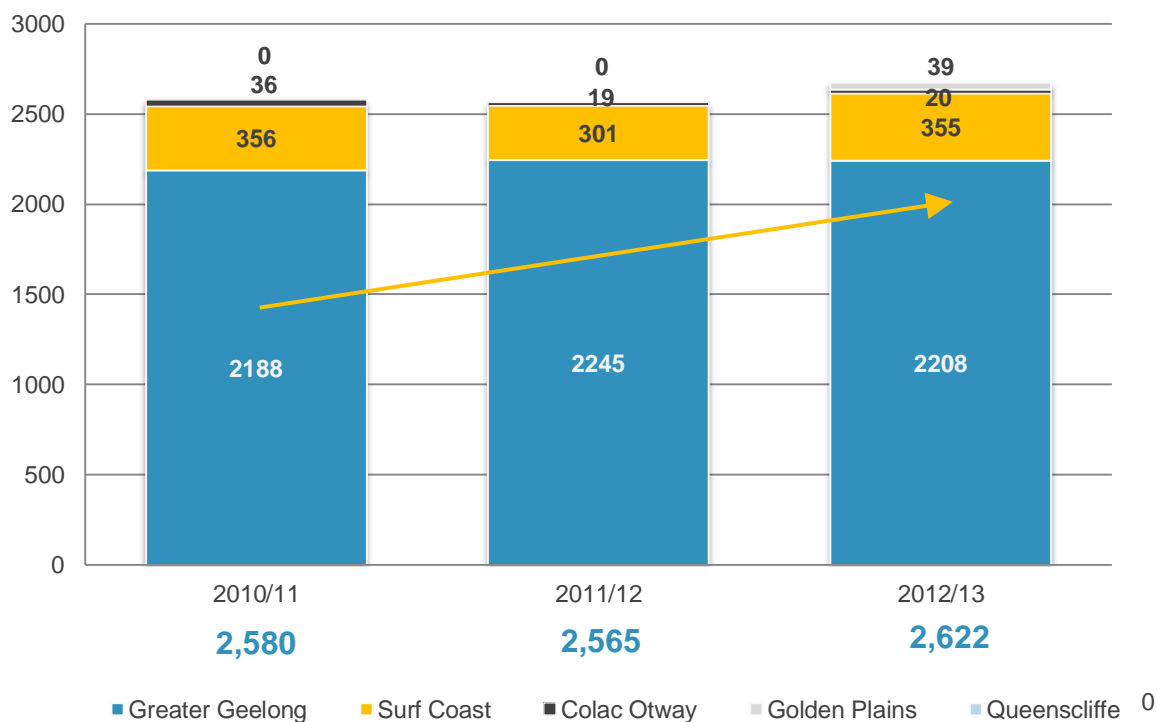
STATE OF PLAY

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FOOTBALL (SOCCER) IN THE G21 REGION

SUMMARY REPORT | SEPTEMBER 2013

CLUB MEMBERSHIP TRENDS BY LGA - G21 REGION
2010/11 TO 2012/13



REGISTRATIONS

The figures provided below represent *ALL FFV Registered Players living* within the G21 Region.

- In 2012/13, there are a total of 52,913 Registered players across Victoria with a total of 2,851 (5.4%) residing within the G21 Region, consistent with the proportion of Victoria's population living in the G21 Region (5.1%).
- Greater Geelong comprised the highest proportion of Registered players with 75% of the total region, followed by Surf Coast (11%), Golden Plains (10%), Colac Otway (1%) and Borough of Queenscliffe (0%).
- Of the Registered players living within the G21 Region 88.4% participate at clubs located within the region and 11.6% participate at clubs outside of the Region.
- 2,851 Registered players *living* in the G21 Region participate across 58 different clubs and 22 different municipalities. *Note: not all G21 Region Registered players participate at G21 Region based clubs.*
- 21% of Registered players residing in the G21 region are female and 79% are male.
- Small Sided Football (SSF, 5-11 years 35%) and Junior (12 to 16 years 36%) registration categories comprise 71% of total registrations. Seniors (17 to 35 years 24%) and Masters (35+ years 5%) comprise the remaining 29% of registrations.

CLUB NETWORK

The figures provided below represent *ALL FFV Club Based Registrations* within the G21 Region.

- There are 19 clubs registered with FFV located within the G21 Region.
- FFV Registered players at clubs based in the G21 Region have increased by 95 participants (4%) in 3 years, from 2,580 in 2010/11 to reach 2,675 in (2012/13).
- The average total club membership (active participants) across all clubs is 138.
- The minimum number of Registered players per club is 20 (Lovely Banks Lions Football Club) and the maximum is 355 (Surf Coast Football Club) Registered players.
- G21 Region based clubs comprise 20% active female participants.
- Club based Small Sided Football (SSF, 5 -11 years) and Junior (12 to 16 years) registration categories comprise 69% of total registrations.
- Clubs based within the G21 Region have localised member catchment areas with 96% of all club registrations living within the Region and only 4% being drawn from outside of the Region.

FFV ACTIVITY IN THE REGION

FFV'S PARTICIPATION FOCUS

- Supporting girls participation, supported by many of the larger clubs who are developing and delivering initiatives in this area.
- Driving female participation through Small Sided Football (SSF) for 6 to 11 year olds.
- Inclusion of new arrivals and indigenous populations into regional activities.
- Development of various formats of the game to suit lifestyles, in particular a move towards Football 5's, Futsal and other formats.
- Planning and implementation of a new introductory program (next 1-2 years) called Mini-Roo's, aimed at 2 - 4 year olds.

FFV'S FACILITY CONSIDERATIONS

- Geelong Leisuretime provides a strong indoor social futsal competition and modified outdoor (synthetic court based) competition. Continued centre access will be important to support ongoing program delivery.
- There are no known infrastructure development / improvement projects funded by FFV in the G21 Region over the past 5 years. FFV do not generally fund facility development.

FFV'S CLUB DEVELOPMENT CONSIDERATIONS

- Within Greater Geelong specifically, any new club interest is referred to work in with existing clubs ahead of new club development.
- Outside of Greater Geelong, new club interest will need to be cultivated and supported.
- Armstrong Creek will be a key focus area for the development of new clubs and facilities.
- Individual club growth in the Surf Coast Shire has been the direct result of a mix of a break-away club forming from the original Surf Coast SC and the recruiting of players from other existing clubs, not necessarily a net increase of players in the area.

GOVERNMENT INVESTMENT

HISTORICAL INVESTMENT

- All Local Council's have invested in football (soccer) related projects with the exception of the Borough of Queenscliffe who have no soccer provision to date.
- Significant funds have been invested into football (soccer) related planning and infrastructure projects across the Region in recent years. \$699,982 (2011/12), \$890,750 (2012/13) and \$760,000 (committed for 2013/14).

Local and State Government were responsible for **98% of the total project funding** towards football (soccer) related projects in the **G21 Region** over the past 5 years.

STRATEGIC PRIORITIES

In 2012 the G21 Regional Soccer Strategy was completed and a number of regional priority focus areas were identified, these are:

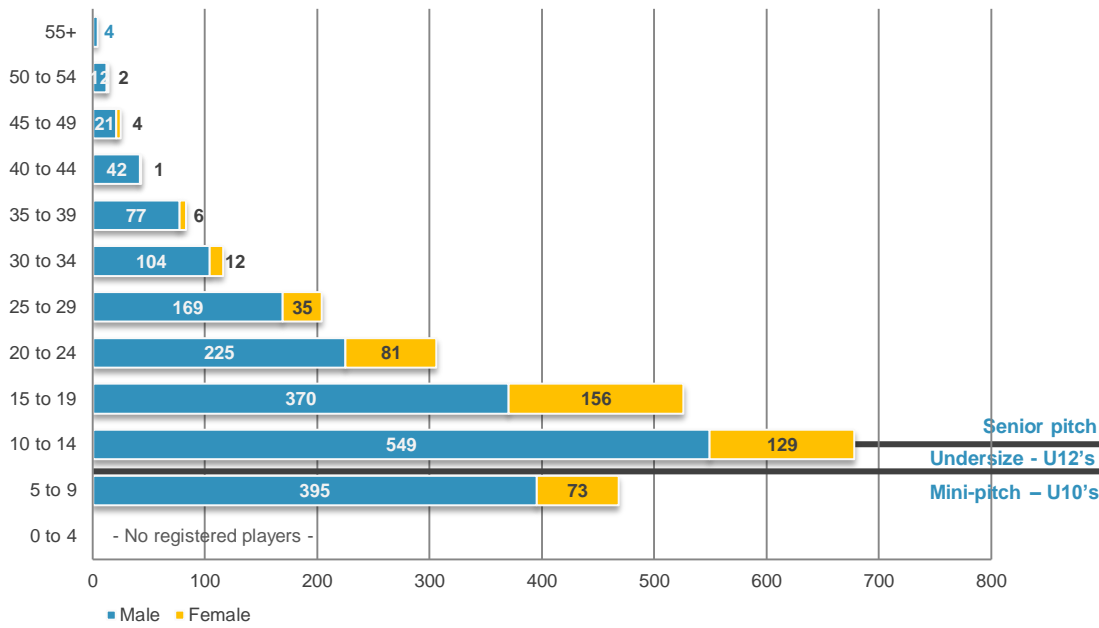
1. Alignment of Football (Soccer) planning
2. Participation and Pathways
3. Facility Management
4. Club Management and Support, and
5. Resourcing and Partnering

For more information and detailed actions by each LGA please refer to the G21 Regional Soccer Strategy (2012).

FFV are planning to implement a **new program** in the near future (**by 2015**) called **MINI-ROO's** - a Social and Development program for **2 - 4 year olds.**

STATE OF

FFV Club Based Registrations by Gender and Age Profile
G21 Region (2012/13)



Participation in sport across the G21 Region has **changed significantly** in recent years and there is a need to **measure** and **monitor** its progress.

FFV Registered players have **increased by 33%** from 2,139 in 2006/07 (+712 players) to reach 2,851 registered players in 2012/13.

G21 Region Clubs	Full size pitches	Under size pitches	Lights	Change rooms	Female	Male	SSF	Junior	Senior	Over 35's	Total 2012/13	Total 2011/12	Change + / -
Surf Coast FC	1/1/1	0/0/1	1/1/0	6/4/1	110	245	146	122	75	12	355	301	+54
North Geelong Warriors SC	1/1	2/0	1/1	4/0	40	231	86	121	60	4	271	262	+9
Bell Park SC	1	1	1	4	47	207	104	91	48	11	254	240	+14
Barwon SC	2	1	2	2	40	206	63	100	66	17	246	259	-13
Geelong Rangers SC	3	0	2	4	20	162	79	36	54	13	182	211	+29
Breakwater Eagles SC	1	1	1	4	36	139	45	84	37	9	175	172	+3
Geelong SC	2	0	1	2	20	135	46	55	43	11	155	172	-17
Lara SC	2	0	0	2	40	112	45	65	36	6	152	153	-1
Regional Average	-	-	-	-	28	110	48	47	36	8	138	135	+3
Surfside Waves SC	2	0	2	1	40	95	37	77	16	5	135	144	-9
Barwon Heads SC	1	0	0	2	26	99	76	5	27	17	125	93	+32
Bellarine Sharks AFC	1	1	0	2	18	91	31	32	38	8	109	76	+33
Corio SC	2	0	1	4	0	106	13	40	49	4	106	105	+1
Kardinia International College	3	0	0	2	36	64	83	17	0	0	100	94	+6
Deakin University SC	1	0	1	2	19	54	0	2	64	7	73	81	-8
Springdale FC	1	1	1	2	6	47	21	4	20	8	53	52	+1
Corio Bay SC	1	0	1	2	11	39	2	24	18	6	50	96	-46
Golden Plains Soccer Club	1	0	0	0	28	11	31	8	0	0	39	0	+39
Colac Otway Rovers AFC	1	1	1	0	0	22	0	3	16	3	22	19	+3
Lovely Banks Lions FC	1	0	0	2	0	20	0	0	17	3	20	35	-15

- FFV Registered Player Data as at February 2013

PLAY 2013

Local Government Authority	Project	Project Value
City of Greater Geelong	Evans Reserve improvements	\$50,000
City of Greater Geelong	Barwon (Grovedale) Soccer Club	\$920,000
City of Greater Geelong	Shell Road Reserve – Soccer storage	\$50,000
City of Greater Geelong	Lara – new sports field lighting	\$750,000
City of Greater Geelong	Geelong Soccer Club – field lighting	\$20,000
City of Greater Geelong	Regional Football (Soccer) Strategy – North Geelong	\$20,000
City of Greater Geelong	Regional Football (Soccer) Strategy – Bell Park Soccer Club	\$31,000
City of Greater Geelong	Lovely Bank Lions Football (Soccer) Club	\$2,500
City of Greater Geelong	Shell Road Reserve Master Plan Implementation – field lighting	\$105,000
City of Greater Geelong	Geelong Rangers Myers Reserve change rooms – 3 rd year	\$51,500
Golden Plains Shire	Bannockburn soccer pitch development	\$462,750
Colac Otway Shire	Colac Secondary College Community Sports Field	\$500,000
Colac Otway Shire	Central Reserve ground redevelopment (to incorporate soccer training)	\$750,000
Total estimated soccer infrastructure related works completed:		\$3,712,750

STATE OF PLAY

PURPOSE

The purpose of this annual State Of Play Report is to analyse and represent meaningful information to all levels of government, sporting organisations and the wider G21 community using existing regional and local football (soccer) participation, club, facility and development information.

The State Of Play Report provides an overview of:

- Player statistics and demographics for the Region,
- Club facility and registration data mapping,
- Commentary from FFV on the state of local clubs and the future directions and strategic initiatives of the sport, and
- Information on capital investment into local (football) soccer facilities and other key projects.

BENEFITS & USES

The State Of Play Report provides a variety of key benefits and diverse uses. It allows partners to:

- Measure, monitor and report on participation trends across the G21 Region year on year.
- Visually and easily identify sport trends, local issues and opportunities.
- Strategically allocate resources and specifically target areas for future development.
- Measure and quantify impacts of investment, programs and initiatives.

2013 provides baseline data for Football (Soccer) in the G21 Region and enables us to monitor and quantify change across a number of key participation indicators year-on-year from now on.

DATA SOURCES

Participant Registration Data (2013) was provided by Football Federation Victoria (FFV). Active participant registrations categories include:

- Small Sided Football (SSF, 5 – 11 years)
- Junior (12 to 16 years)
- Senior (17 – 34 years)
- Masters (35+ years)

Spatial data used for mapping purposes was provided by the Australian Bureau of Statistics (ABS).

Facility Location Data (2013) was sourced from FFV website.

While care has been taken in the production of data sets, data maps, analysis and interpretation, the publishers (*insideEDGE*) do not accept responsibility for any errors or omissions relating to the data sources provided by other parties.