



**NORTHERN
NSW
FOOTBALL**



GROWING THE GAME TOGETHER

SERVICES GUIDE
FOR STAKEHOLDERS

MAY 2025

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NORTHERN
NSW
FOOTBALL



INTRODUCTION

WE are pleased to present our 2025 Services Guide on behalf of Northern NSW Football. This document is designed to provide comprehensive information about the wide range of programs and services we deliver to our member zones, affiliated clubs and stakeholders. Our commitment to supporting and strengthening football across northern NSW remains unwavering.

As a state member federation of Football Australia, NNSWF is responsible for the organisation, promotion and administration of football across our region, including the sanctioning of all matches and competitions. Our core role within the football ecosystem is to oversee governance and administration while fostering the growth and success of the game at all levels.

NNSWF exists to inspire and unite everyone in northern NSW to reach their potential in football. Our vision is to empower everyone in northern NSW to be part of a thriving football community.

NNSWF's Board of Directors have adopted a forward-thinking strategy aimed at growing the game across our region for everyone in our football community. Our Chief Executive Officer is responsible for implementing this strategy in collaboration with NNSWF's executive leadership team and staff, member zones, clubs and key stakeholders to drive football's continued success.

Our strategic focus areas include Enjoyable Football Experience, Talent Development for All, Champions in Excellence and Showcase Our Game. With a clear and transparent Strategic Plan 2024-2026 in place, we are dedicated to uniting the game across northern NSW to deliver better football experiences for all.

We will continue to implement a range of initiatives aimed at growing and developing community football, identifying and nurturing young talent, increasing the competency of coaches and referees and providing ongoing support to clubs and the thousands of volunteers who make football the largest club-based sport in northern NSW and across Australia.

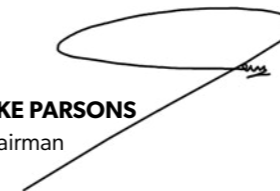
We will achieve this by living our organisation's core values of integrity, inclusivity, innovation, ambition, respect and transparency every day.

NNSWF remains committed to achieving key milestones including increasing registered participation, expanding women and girls' football at all levels, growing our network of coaches and referees and improving football's accessibility. Our focus is on enhancing the quality of football delivery, improving facilities and strengthening club capabilities to create a positive experience for all participants.

Together with our member zones and affiliated clubs, we are dedicated to delivering better value, greater opportunities and exceptional football experiences for everyone. This Services Guide outlines the many ways NNSWF supports the football community and continues to drive the game forward.



MIKE PARSONS
Chairman



PETER HAYNES
Chief Executive Officer





202 CLUBS | 7 ZONES ONE REGION

GOVERNANCE STRUCTURE

NATIONAL GOVERNING BODY



Football Australia is Australia's FIFA member and is responsible for the organisation, promotion and administration of football throughout Australia.

- Development of pathways
- Community football and participation programs
- Commercial/government partnerships at national level
- National teams

MEMBER FEDERATION



NNSWF is the peak governing body and a state-level regulator of sanctioned football competitions and activities across northern NSW, operating in alignment with Football Australia's statutes, regulations and national frameworks. While Football Australia maintains primary regulatory oversight, NNSWF is constitutionally responsible for promoting, organising, managing and regulating football activities within its jurisdiction

- Peak governing body and state-level regulator
- All strategic aspects of the game and its delivery across northern NSW
- Commercial partnerships
- Government engagement
- Participation programs and growing the game
- Delivery of elite pathways and competitions
- State-wide referee responsibility

MEMBER ZONES

Member zones deliver community football competitions and local development initiatives within their geographic footprints. Each member zone contributes to the construction of NNSWF's Strategic Plan and is encouraged to maintain its own local strategy and operational planning documents that align with the broader NNSWF strategic direction, which address local priorities and needs



STANDING COMMITTEES

Standing committees advise NNSWF's directors and Chief Executive Officer on relevant matters.



CLUBS

Clubs are responsible for delivering football within their communities.



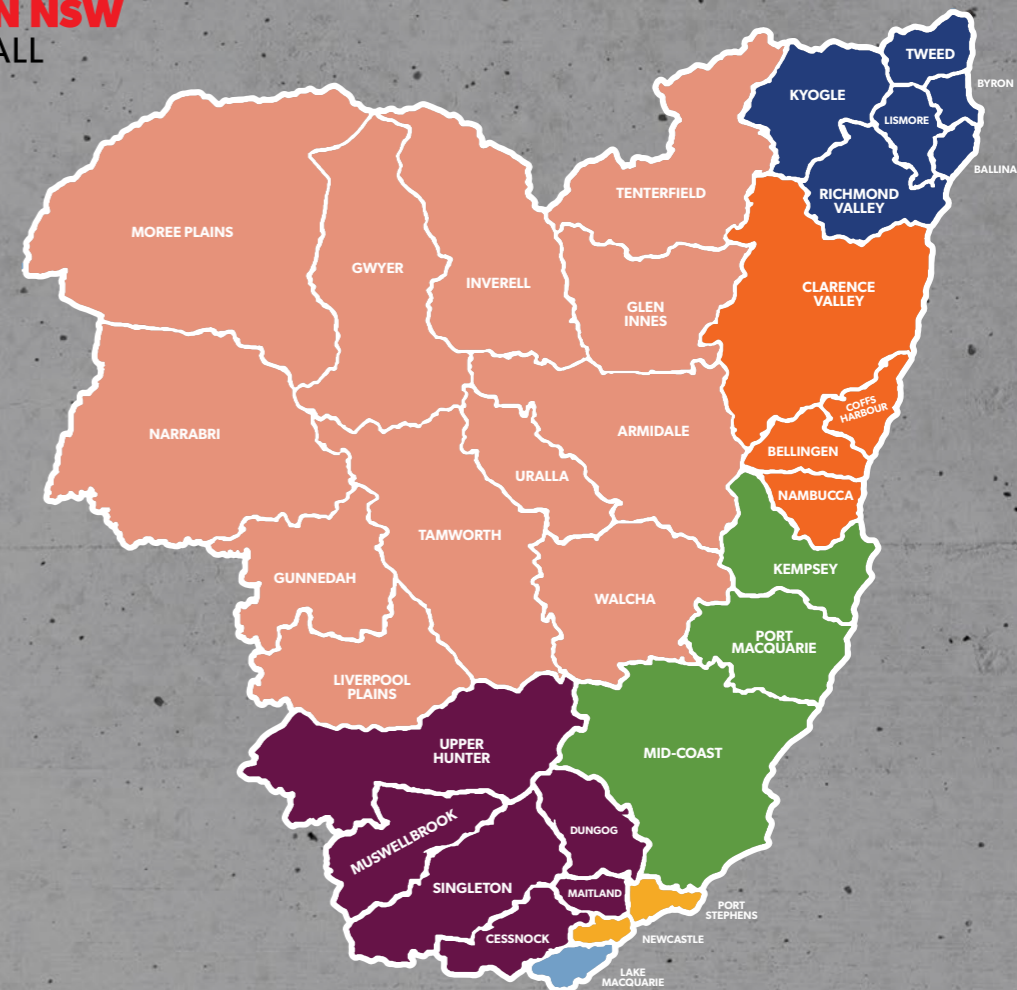
NORTHERN NSW FOOTBALL COMMUNITY

NNSWF BOARD OF DIRECTORS

CEO

	MEMBER SERVICES	TALENT DEVELOPMENT	FINANCE & COMMERCIAL	PARTICIPATION & WOMEN'S FOOTBALL	COMMUNICATIONS, MEDIA & MARKETING	FOOTBALL OPERATIONS	MATCH OFFICIALS
EXECUTIVE ASSISTANT & CORPORATE EVENTS MANAGER	GENERAL MANAGER MEMBER SERVICES	TECHNICAL DIRECTOR	CHIEF FINANCIAL OFFICER (PART-TIME)	GENERAL MANAGER PARTICIPATION & WOMEN'S FOOTBALL	GENERAL MANAGER COMMUNICATIONS, MEDIA & MARKETING	GENERAL MANAGER FOOTBALL OPERATIONS	GENERAL MANAGER REFEREE GROWTH & DEVELOPMENT
ADMINISTRATION ASSISTANT (PART-TIME)	GOVERNMENT RELATIONS OFFICER	TALENT DEVELOPMENT OFFICER	FINANCIAL CONTROLLER (PART-TIME)	PARTICIPATION & WOMEN'S FOOTBALL OFFICER	MARKETING & SPONSORSHIP MANAGER	PREMIER COMPETITIONS COORDINATOR	REFEREE APPOINTMENTS OFFICER
	CLUB DEVELOPMENT & SUPPORT OFFICER	REGIONAL TALENT DEVELOPMENT OFFICER	PAYROLL & ACCOUNTS ASSISTANT (PART-TIME)	PARTICIPATION & WOMEN'S FOOTBALL OFFICER - REGIONAL	COMMUNICATIONS OFFICER	FOOTBALL OPERATIONS ADMINISTRATOR	REFEREE EDUCATION & DEVELOPMENT OFFICER
	FUTSAL DEVELOPMENT MANAGER	TALENT DEVELOPMENT COORDINATOR	IT SUPPORT OFFICER (EXTERNAL CONSULTANT)	PARTICIPATION OFFICER - SCHOOLS & FIRST NATIONS FOOTBALL	DIGITAL MARKETING COORDINATOR	FOOTBALL OPERATIONS & COMPLIANCE OFFICER	REGIONAL REFEREE EDUCATION & DEVELOPMENT OFFICER
	DIGITAL SYSTEMS SUPPORT OFFICER	TECHNICAL ADVISOR - BOYS x2 (PART-TIME)	LMRFF VENUE MANAGER		PARTNERSHIPS MANAGER	FOOTBALL OPERATIONS OFFICER (CASUAL)	REFEREE WELLBEING & SUPPORT OFFICER (PART-TIME)
	MEMBER PROTECTION & CHILD SAFE OFFICER (CASUAL)	TECHNICAL ADVISOR - GIRLS (PART-TIME)	LMRFF GENERAL ASSISTANT		GRAPHIC DESIGNER (PART-TIME)	REGIONAL FOOTBALL OFFICER (NORTHERN INLAND)	REFEREE ADMINISTRATION OFFICER (PART-TIME)
		PROGRAM COACHES (PART-TIME)	FOOTBALL FIVES ADMINISTRATOR		STREAMING & VIDEO CONTENT COORDINATOR (PART-TIME)	CLUB DEVELOPMENT OFFICER (NORTHERN INLAND)	REFEREE PERFORMANCE HEAD COACH (PART-TIME)
		COACH EDUCATION TUTORS (CASUAL)	SIDELINES CAFE MANAGER			PREMIER COMPETITIONS LIAISON x2 (CASUAL)	
		PLAYER ANALYTICS & DATA INTERNS (UNPAID)	SIDELINES CAFE STAFF (CASUAL)				

KEY REGIONALLY BASED



Northern NSW Football is one of nine state member federations in Australia. We are responsible for the game of football and its delivery across northern NSW. Our region's southern boundary starts at the northernmost point of the Central Coast. Heading north, the area fans out from the coastline to include the Hunter Valley, upper Hunter, Gunnedah, Narrabri and Moree, right up to the Queensland border. That is an area of approximately 188,000 km². Our dedicated executive leadership team and staff are passionate about growing football in northern NSW as well as developing players and the communities we live in.

NEWCASTLE FOOTBALL

BOARD OF DIRECTORS	
GENERAL MANAGER (FULL-TIME)	
OPERATIONS MANAGER (FULL-TIME)	OPERATIONS COORDINATOR (FULL-TIME)
COACHING & DEVELOPMENT COORDINATOR (JOINT RESOURCE)	

FOOTBALL MID NORTH COAST

BOARD OF DIRECTORS	
GENERAL MANAGER (FULL-TIME)	
FINANCE OFFICER (FULL-TIME)	OPERATIONS OFFICER (FULL-TIME)
TECHNICAL DIRECTOR (FULL-TIME)	

NORTH COAST FOOTBALL

BOARD OF DIRECTORS	
GENERAL MANAGER (FULL-TIME)	
OPERATIONS MANAGER (FULL-TIME)	OPERATIONS COORDINATOR (FULL-TIME)
COMMUNICATIONS MANAGER (PART-TIME)	TECHNICAL DIRECTOR (FULL-TIME)

FOOTBALL FAR NORTH COAST

BOARD OF DIRECTORS	
GENERAL MANAGER (FULL-TIME)	
ADMINISTRATIVE ASSISTANT (FULL-TIME)	ADMINISTRATIVE ASSISTANT (PART-TIME)

NNSWF - NORTHERN INLAND

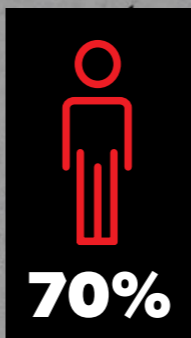
NORTHERN INLAND IS AN UNINCORPORATED MEMBER ZONE THAT IS MANAGED AND RESOURCED DIRECTLY BY NORTHERN NSW FOOTBALL

HUNTER VALLEY FOOTBALL

BOARD OF DIRECTORS	
GENERAL MANAGER (FULL-TIME)	
OPERATIONS COORDINATOR (FULL-TIME)	
FOOTBALL DEVELOPMENT OFFICER (JOINT RESOURCE)	

MACQUARIE FOOTBALL

BOARD OF DIRECTORS	
GENERAL MANAGER (FULL-TIME)	
TECHNICAL DIRECTOR (PART-TIME)	OFFICE MANAGER (FULL-TIME)
REFEREE APPOINTMENT OFFICER (FULL-TIME)	OPERATIONS COORDINATOR (PART-TIME)
TECHNICAL DIRECTOR (JOINT RESOURCE)	



CLUBS 202

PLAYERS 85,706

COACHES 5,719

REFEREES 963

VOLUNTEERS 3,876

STRATEGIC PLAN

Whoever you are, whatever your age, wherever you are from, whatever your story, football has the power to inspire and unite.

Our Strategic Plan for 2024 to 2026 is not just a plan for Northern NSW Football but a plan for football in northern NSW.

We have collaborated with our football community and we are excited about our shared vision for the future of football in our region.

It reflects our commitment to embracing our core values of integrity, inclusivity, transparency, respect, innovation and ambition. These values are the bedrock of our approach, guiding our actions and decisions.

The strategy is based around four core pillars.

We aim to offer enriching football experiences, develop accessible pathways for talent, uphold excellence in all our endeavours and elevate the status of our sport at all levels.

We are dedicated to supporting our member zones and clubs to ensure football in northern NSW is not just a sport but a source for community pride, unity and inspiration and reflects our commitment to making football a game that everyone in our community can play, enjoy and be proud of.

See our 2024-26 Strategic Plan [HERE](#)



▪ ENJOYABLE FOOTBALL EXPERIENCE



▪ TALENT DEVELOPMENT FOR ALL



▪ CHAMPIONS IN EXCELLENCE



▪ SHOWCASE OUR GAME



MISSION

MISSION TO INSPIRE AND UNITE EVERYONE IN NORTHERN NSW TO REACH THEIR POTENTIAL IN FOOTBALL



ENJOYABLE FOOTBALL EXPERIENCE

Offer the best experience across all levels of football for everyone involved to grow the game

STRATEGIC PRIORITIES

1. Establish a football environment that encourages and drives female participation
2. Develop and deliver relevant football products that meet the market's demand
3. Minimise barriers to participation to ensure an accessible and inclusive football ecosystem
4. Cultivate a respectful and positive football experience
5. Support clubs and enhance facilities to increase capacity of the game



CHAMPIONS IN EXCELLENCE

Setting the benchmark for excellence in sports through effective governance, beneficial partnerships and sustainable practices

STRATEGIC PRIORITIES

1. Collectively align on and understand the roles and responsibilities across the NNSWF ecosystem
2. Lead football advocacy on behalf of the NNSWF community
3. Improve financial and environmental sustainability across the football ecosystem
4. Position football as an industry of choice to attract and retain the best talent

VISION

TO EMPOWER EVERYONE IN NORTHERN NSW TO BE PART OF A THRIVING FOOTBALL COMMUNITY



TALENT DEVELOPMENT FOR ALL

Facilitate every participant to reach their full potential through accessible participation and robust identification and development programs

STRATEGIC PRIORITIES

1. Provide clear and comprehensive talent pathways for all participants
2. Promote development and provide support for non-playing roles (coaches, match officials, volunteers and administrators)
3. Enhance the identification and development of elite talent
4. Ensure a tailored approach to talent identification and development in regional areas



SHOWCASE OUR GAME

Be the sport of choice through the display and promotion of high-quality football from grassroots to elite

STRATEGIC PRIORITIES

1. Elevate the status and visibility of NNSWF competitions and tournaments across all levels
2. Leverage the stories of the game to promote and grow football
3. Create an environment that enables the transition of participants to fans and fans to participants

OUR CORE VALUES

INTEGRITY | INCLUSIVITY | INNOVATION | AMBITION | RESPECT | TRANSPARENCY

BUILDING CAPACITY

FACILITY DEVELOPMENT

Northern NSW Football's Facilities team provides guidance and support to clubs across northern NSW on the development and enhancement of football facilities and infrastructure.

These resources include data from a comprehensive Facilities Audit of more than 200 facilities and a dedicated portal (www.footballfacilities.com.au) containing guides and available grants.

Led by the General Manager Member Services, clubs and volunteers across northern NSW can access expertise, resources and support to help them liaise with their local councils and state and federal members of parliament to ultimately benefit from various funding sources to upgrade their facilities.

FACILITIES STRATEGIES

Developed to identify, prioritise and justify the need for significant investment in football facilities over the next 10 years, the Better Facilities, Connected Communities strategy is also underpinned by specific regional-based strategies for each of NNSWF's member zones. These strategies are continually updated in consultation with member zone management to reflect priorities within each region.

GOVERNMENT RELATIONS AND ADVOCACY

In collaboration with Football Australia and its member zones, NNSWF proactively advocates on behalf of member zones and clubs with local, state and federal governments, members of parliament and elected officials. State and local infrastructure strategies inclusive

Formal accreditation, ongoing training and access to expertise at every level of the game is essential for football to solidify its position as Australia's largest club-based sport. Northern NSW Football looks to share knowledge, increase support and raise standards at every level of our game. This commitment to capacity building underpins a growing number of development and funding opportunities.

of priority projects lists form the basis of NNSWF's advocacy. Funding through federal and state government has increased significantly in recent years, however NNSWF continues to advocate to achieve the much-needed investment required to meet the ever-increasing growth of the game, with a concerted focus on female appropriate facilities.

Recognising the vital role government plays in supporting grassroots sport and community infrastructure, NNSWF has recently appointed a dedicated Government Relations Manager to further enhance NNSWF's advocacy in this field. The appointment reflects NNSWF's proactive approach to engaging with all levels of government to improve investment in football facilities to ensure the continued growth and accessibility of the game.

MEMBER SERVICES AND CLUB SUPPORT

NNSWF's Member Services team comprises five full-time professionals and two casual team members who are responsible for specifically supporting community football clubs and increasing the capacity of all bodies that deliver sanctioned football and futsal activity. These roles include General Manager Member Services, Club Support & Development Officer, Government Relations Manager, Digital Systems Support Officer, Futsal Development Manager, Member Protection Support Officer (casual) and Member Protection & Information Officer (casual). Specialist grant writing consultants are also engaged to submit grants on behalf of clubs for identified projects.

The NNSWF Club Support & Development Officer works proactively with member clubs to raise the overall standard of club governance, administration, safety and operations.

CLUB CHANGER

The Football Australia Club Changer program provides a clear model for clubs to achieve and continually improve against set criteria. Action plans regarding women and girls' participation or safeguarding children facilitate collaboration among clubs, with NNSWF providing one-on-one support to clubs striving to improve their capacity.

CLUB AND VOLUNTEER RESOURCES

The [Club Resource page](#) was developed to provide additional support and build the capability of clubs and volunteers throughout northern NSW. It provides

a single destination for affiliated clubs to easily access a range of resources and templates aimed to support club committees and volunteers including child safe and member protection information, volunteer position descriptions, facility enhancement information, club resource webinars, retention and recruitment strategies and materials, graphic design templates and insurance information.

NNSWF FACILITIES FUND

NNSWF's Facilities Fund was established to provide an avenue for clubs to apply for matched funding assistance to improve the quality, availability, accessibility and safety of their football facilities.

The fund aims to improve football facilities to achieve a variety of positive outcomes including increasing participation, improving safety and security, building stronger communities through football and improving the overall football experience for all stakeholders.

The fund has provided more than \$1.4 million in funding to clubs since 2019, with partnering funding taking the total project value to more than \$4.7 million.

DIGITAL SYSTEMS SUPPORT

Northern NSW Football has invested in a dedicated Digital Systems Support Officer to provide expertise and guidance to its member zones, clubs and participants when engaging with the game's digital ecosystem including Football

Australia's National Registration System – PlayFootball 2.0.

This role is key in providing education, support and training for member zones and clubs to operate effectively with the game's many digital systems. This resource provides all member zone and club admins a dedicated contact to assist with all aspects of digital systems from account creation, access levels, payment gateway navigation, season set up, establishing products, registration administration and processes and reporting and resolving issues.

This resource is also NNSWF's primary advocacy channel to Football Australia and external providers for future development or alterations to digital systems.

MEMBER PROTECTION AND SAFEGUARDING

Football Australia, NNSWF and its affiliated member zones and clubs aim to provide a safe and enjoyable environment for all members participating in football. NNSWF enforces Football Australia's Member Protection Framework, especially the safeguarding policy. NNSWF's Member Protection & Information Officer can provide assistance along with NNSWF's Member Protection Support Officer.

FUTSAL DEVELOPMENT

NNSWF's Futsal Development Manager is responsible for partnering with existing providers to develop the sport of futsal throughout northern NSW. NNSWF's

focus is on building relationships and partnerships with current or potential futsal providers to provide futsal leagues that are affiliated with NNSWF and Football Australia, which provide grassroots participation as well as talent development pathway opportunities for futsal players, coaches and match officials.

Futsal providers who would like to know more about affiliation with NNSWF are encouraged to contact NNSWF's Futsal Development Manager.

CYBER SAFETY EDUCATION PROGRAM

NNSWF, with the assistance of funding from the federal government, provides free Cyber Safety training to member zones and clubs to build online awareness and provide them with the knowledge and skills needed to stay safe in online environments.

MENTAL HEALTH AWARENESS

NNSWF delivers its Mental Health Awareness program to create positive mental health outcomes for members of the northern NSW football family through promoting the significance of raising awareness, encouraging education and ensuring mental health support within the football community.

This program raises awareness of mental health issues within football communities leading to the creation of a safe and inclusive environment for players, coaches and volunteers.

WOMEN & GIRLS

PARTICIPATION AND WOMEN'S FOOTBALL TEAM

Northern NSW Football's Participation and Women's Football department is dedicated to increasing football participation across the region, with a particular emphasis on women and girls. The department was established in late 2024 and is aligned to NNSWF's Strategic Plan through its aim to grow participation and support the game locally. The team works across several initiatives including women and girls', CP, First Nations and multicultural football as well as school engagement and other community programs.

FEMALE FOOTBALL WEEK

Female Football Week is a nationwide initiative aimed at promoting and celebrating the participation of women and girls in football. It is designed to increase awareness, encourage involvement at all levels for players, coaches, referees and administrators and create more opportunities for women in the sport.

The week includes activities such as training sessions, workshops, community events, club-run activities and recognition of female role models in football. It helps drive gender equality in the sport and highlights the contributions of women in football, from grassroots to professional levels.

WOMEN'S FOOTBALL SCHOLARSHIPS

Northern NSW Football offers a range of scholarships to support the development of women and girls coaches and referees. These scholarships aim to increase participation, provide financial assistance and create pathways for women to excel at all levels of football. Through this initiative, Northern NSW Football helps women access training, education



and leadership opportunities, fostering a more inclusive and diverse football community.

WOMEN'S STATE CUP & COMMUNITY PLATE

Northern NSW Football's Women's State Cup was first played in 2017. The tournament is an opportunity for grassroots teams and NPL Women's NSW teams from across northern NSW to come together for a weekend tournament and compete for the Women's State Cup and Women's Community Plate.

2026 ASIAN CUP LEGACY

Legacy funding from the 2026 Asian Cup is a continued commitment of the NSW government to support women in football. The program is an extension of the FIFA Women's World Cup 2023 Legacy Program and an opportunity to enhance and extend previous initiatives such as the Women's Leadership Program, NAIDOC Cup and a new Mentor-Mentee Coach and Referee Program.

WOMEN IN FOOTBALL LEADERSHIP PROGRAM

Northern NSW Football was successful in its bid to attain funding through the Play Our Way program to deliver the Women in Football Leadership Program which is designed to support and develop female leaders in our football community. The program provides women working or volunteering in football with training, mentorship and networking opportunities to enhance their leadership skills. It includes interactive sessions on leadership strategies, decision-making and personal development and connects participants with influential figures in football to create networks that go beyond the program.



EVOLUTION OF WOMEN AND GIRLS' PREMIER COMPETITIONS

Northern NSW Football undertook a lengthy consultation through a working group regarding the future of women and girls' premier competitions. In late 2024, the NNSWF Board of Directors approved a two phased process for the expansion of the National Premier Leagues Women's Northern NSW and Premier Youth League Girls competitions. Phase one primarily focused on adding clubs to the competitions, with new applicant clubs able to be included from season 2026 onwards.

Phase two will focus on working towards a long-term structure of promotion and relegation, as well as long term connection with community competitions.





TOTAL PLAYERS
85,706
IN 2024

TOTAL PERCENTAGE
16%
GROWTH IN 2024

PARTICIPATION

FOOTBALL FIVES

Football FIVE5 is the Hunter's largest small-sided football competition. It is played on premium all-weather synthetic surfaces for the best football experience with age groups from under-6s to over-35s for boys, girls, men, women and mixed teams.



COMPLETE SPORTS SOLUTIONS

NNSWF has partnered with Complete Sports Solutions to provide players and coaches with access to European tours that visit some of the largest football clubs in the world.

NEWCASTLE PERMANENT SCHOOL GALA DAYS

Northern NSW Football hosts a number of centralised school gala days at the Lake Macquarie Regional Football Facility and in regional areas in collaboration with member zones and clubs. Held annually in term one, gala days help to recruit young players for the ensuing season. More than 2,500 primary-aged students across the region participate in Newcastle Permanent School Gala Days.



WINTER FOOTBALL

Northern NSW Football offers diverse opportunities for players of all ages and skill levels. Community football competitions are organised within various member zones, ensuring that local teams have access to playing football on a weekly basis, generally running from March to September.

selected in NNSWF teams to attend Football Australia's National Futsal Championships leading to possible national team selection for senior men's and women's players.

NNSWF also delivers futsal academies for talented players to improve the overall standard of futsal in the region.

sanction and promote Summer Football programs. Approximately 15,000 players participate across 30 centres throughout northern NSW.

FUTSAL

NNSWF will partner with current and new futsal providers to offer community and premier competitions throughout northern NSW. Participation opportunities will exist for players, coaches and match officials. Talented player pathways are provided for these participants to be

SUMMER FOOTBALL

Summer Football is the relaxed option for players who want to have fun and stay fit. Summer Football is played outside the traditional winter season and takes place on smaller fields with reduced playing numbers. Northern NSW Football works directly with clubs and member zones to

NON-TRADITIONAL FORMATS

Northern NSW Football supports clubs to deliver various non-traditional football formats to engage a broader range of participants and promote inclusivity within the sport. These include social programs with flexible, less competitive environments. Modified game formats such as small-sided games or different operating models provide diverse opportunities for involvement in football across the region.

ACCESSIBILITY & INCLUSIVITY

INDIGENOUS FOOTBALL PROGRAMS

Northern NSW Football is committed to supporting First Nations communities through football. NNSWF offers player, coach and referee scholarships to help reduce barriers and provide opportunities for growth. Events like the NAIDOC Cup celebrate the culture and achievements of Aboriginal and Torres Strait Islander peoples. NNSWF also runs all-Indigenous teams in the Women's State Cup and Community State Youth Championships, providing players with a platform to showcase their skills. These efforts are guided by the First Nations Advisory Committee, which works to ensure inclusivity and representation in football throughout northern NSW.

MULTICULTURAL PROGRAMS

Northern NSW Football is committed to providing playing opportunities for people from all backgrounds through collaborative multicultural initiatives including working with clubs within geographic areas with a high volume of new Australians. NNSWF also hosts an annual Football FIVE5 World Cup to encourage cultural groups to come



Northern NSW Football is committed to making the sport as inclusive and accessible as possible through facilitating initiatives, programs and participation opportunities which ensure accessibility regardless of age, ability, gender, location or cultural background. NNSWF works with member zones and clubs to support them to deliver inclusive environments for everyone participating in football.

together and try football while celebrating the diversity of the sport.

WALKING FOOTBALL

Walking Football is a social, small-sided format of football that suits older people who want to remain active. Northern NSW Football works with clubs, community groups and other organisations to implement Walking Football programs and promote the physical and mental health benefits of exercise and activity.

KICK-ON FOR WOMEN

Kick-On for Women is an introductory football program designed specifically for women new to the game or returning after a significant period. It was developed to fit within the busy lives of women who juggle family, work and social commitments.

Introduced in 2018, 1,500 women have participated in the program in northern NSW and the program has since been adopted by Football Australia in its Football Your Way suite, also rolling out across other member federations.

DAUGHTERS & DADS FOOTBALL

The Daughters and Dads Football program introduces football to fathers or father figures and their daughters through a range of physical and social activities. The program aims to break the barriers to female participation and increase representation of women and girls in football.

CP FOOTBALL

Northern NSW Football provides opportunities for players with cerebral palsy, acquired brain injury or similar conditions to participate in CP Football. NNSWF supports inclusive football programs, development pathways and competitive opportunities, including state and national representation pathways which were created in 2024. Programs increased in 2025 where players of all skill levels can engage in Come and Try Days, training sessions and local competitions which NNSWF supports local clubs to deliver. These programs help players develop their skills, enjoy the game and potentially progress to higher levels, including selection for the Pararoos or ParaMatildas, Australia's national CP Football teams.





COLES MINIROOS & SPORTING SCHOOLS



With quality participation experiences in all settings crucial to player recruitment and retention, NNSWF conducts a number of programs to introduce football to young people through the national Coles MiniRoos playing formats and programs.

Designed specifically for kids aged 11-years and younger, Coles MiniRoos focuses on learning new skills, being active, making lifelong friends and encouraging longer term participation in the sport.

Affiliated clubs deliver Coles MiniRoos club football for boys and girls in the traditional winter season playing against other clubs or in centralised hubs where distance is prohibitive.

Coles MiniRoos programs also include Coles MiniRoos Kick-Off, an introductory program with short game-based sessions.

COLES MINIROOS KICK-OFF PROGRAM

Northern NSW Football conducts and supports clubs to implement MiniRoos Kick-Off Programs which are introductory programs that teach fundamental football skills in a fun, engaging and inclusive environment with short game-based sessions. They are low cost and run for short seasons to provide potential players with a taste of football.

SPORTING SCHOOLS

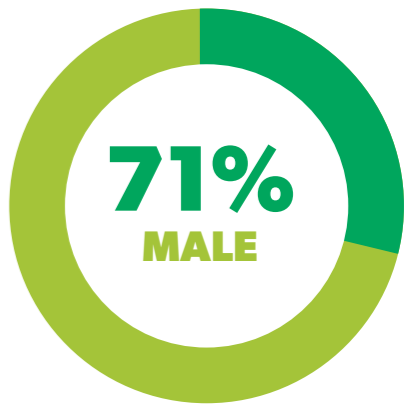
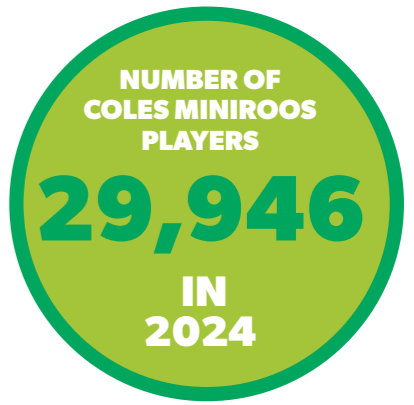
Sporting Schools is Australia's largest school-based sports participation program. Northern NSW Football is responsible for liaising with schools who have received funding, organising logistics and leading a team of casual coaches to assist with delivery. NNSWF encourages as many schools as possible to apply for funding and work to link students to local clubs.

COLES MINIROOS CLUB GALA DAYS

Northern NSW Football sanctions a host of MiniRoos Club Gala Days which supplement regular programs. Clubs host gala days to provide more football, connect with other clubs and raise valuable funds. Clubs are encouraged to contact NNSWF for access to promotional material and use of inflatable kicking targets.

COLES MINIROOS CLUB FOOTBALL

Coles MiniRoos is designed for participants under the age of 11. Member zones may register players of any age as local rules permit, following Football Australia's removal of the minimum age requirement (Circular 25-01, 14 Mar 2025). The focus is on learning new skills, being active, making life-long friends and unearthing the next generation of Subway Socceroos and Commbank Matildas.



COACH EDUCATION & DEVELOPMENT

Northern NSW Football has set the clear objective of 800 coaches that engage in development and education provided by NNSWF in 2025. NNSWF continues to invest in programs and services along with other ongoing measures to increase coach numbers and development opportunities. NNSWF will use different delivery methods from formal coach development, informal development, face to face and online workshops to cater for as many coaches across the region. Relevance is integral to coach development. The aim is for coaches attending development opportunities to experience tangible benefits they can take back to their environment and apply to their programs.

OUR KEY STRATEGIC TARGET

8,000

COACHES THAT ENGAGE IN DEVELOPMENT & EDUCATION PROVIDED BY NNSWF IN 2025

TALENT DEVELOPMENT TEAM

Northern NSW Football employs an experienced and highly qualified Technical Director to lead a team of technical staff to help clubs implement best practice coach development initiatives and improve junior and youth player development structures. The department consists of a Talent Development Officer and a Regional Talent Development Officer. NNSWF is committed to ensuring equal opportunities for all of its players across the region.

Through strong collaboration with NNSWF-registered clubs and the Newcastle Jets, NNSWF ensures consistent and effective talent identification of the most promising male and female players throughout northern NSW.

ACCREDITED COACHING COURSES

Coach accreditation in Australia is divided into two streams: community coach education and advanced coach education. Community courses are low cost and easily accessible with courses focusing on the environment created for players and delivering engaging training sessions that maximise training time while reinforcing the basic principles of coaching. Community courses consist of:

- FA recognised MiniRoos Certificate (Free)
- NNSWF recognised Skill Training Certificate (\$66)
- FA recognised Foundation of Football (\$100)

For more information on these courses head to the [Northern NSW Football website](#). Find availability and locations where these courses are running, through the [NNSWF Coach Development calendar](#).

NNSWF runs advanced courses in partnership with Football Australia several times per year for coaches who are or aspire to work within the Talented Player Pathway or professionally. The advanced

coach pathway is aligned to the Asian Football Confederation and follows the path of C Diploma, B Diploma, A Diploma and the Pro Diploma. Upcoming advanced coach development courses are available [HERE](#).

COACH DEVELOPMENT WORKSHOPS AND MASTERCLASSES

NNSWF delivers a multitude of coach education workshops and masterclasses aimed at the development of coaches and their players. The workshops and masterclasses aim to deliver content on different subjects in and around the game and can also focus on subjects supplementary to football training such as sports psychology, planning and time management, talent ID, conditioning and video analysis. These workshops and masterclasses provide coaches Continuing Professional Development (CPD) points towards the revalidation of their coach accreditation. The hope is that the array of different subject content can cater towards the different interests and passions of coaches within the game.

STATE COACHING CONFERENCE

NNSWF State Coaching Conferences are held twice annually – one in the Newcastle metro area and one regionally. The conferences provide an opportunity for coaches to develop and further their coaching knowledge by listening to local and national experts in their field.

With five CPD hours on offer for each conference (up to a maximum of five hours per year gained from coaching conferences), not only do they contribute significantly towards continued professional development but are also a great way to connect and network with other likeminded coaches from across the region. Similar to the workshops and masterclasses, the content of these conferences can vary significantly to provide as many opportunities for coaches to find the most relevance to take back and apply to their environment.



REGIONAL TALENT DEVELOPMENT OFFICER

The Regional Talent Development Officer has the responsibility to support the development of coaches, players and clubs specifically in regional areas. They work closely with regional member zones to increase talent identification and player development opportunities while also playing a significant role in the delivery of coach education across the region.

COACH PROFESSIONAL DEVELOPMENT TOUR

Coach Professional Development tours provide an incredible opportunity for

NNSWF registered coaches to experience world class facilities, processes and methods aligned to world leaders in the game. Coaches will travel to a number of clubs across multiple countries. There are opportunities to attend seminars and conferences for professional development and watch elite level football at youth and senior level in each respective country.

MEMBER ZONES SHARED SERVICES

As NNSWF strengthens its connection to its member zones, a shared resource model between interested member zones and the member federation was made available in 2025. These shared resources will increase

the capacity of player development and coach development in each member zone. NNSWF and the member zones who take up this offer will contribute to the salary and collaborate to confirm role requirements and performance metrics. A large component of the role will be to deliver community coach education locally within their member zone, establish and maintain a local club coach coordinator program, establish local player development programs that support community clubs and bridge the gap between community and Talented Player Pathway competitions and programs as well as provide localised club support through targeted club support visits.

NNSWF's dedicated Referee Department works with zone administrators, referee coaches and referee branches to deliver education for new and experienced match officials. The objective is to increase the quantity and quality of referees. The identification and development of talented young match officials is also a key goal.

Working closely with its Football Australia counterpart, the NNSWF Referee Department constantly evolves development pathways and support programs to counter the challenges of attracting and retaining referees across such a vast geographic region.

NNSWF oversees a comprehensive referee development program led by NNSWF's General Manager – Referee Growth and Development. NNSWF's dedicated team delivers referee courses ranging from C3 (formerly known as Level 4) for new match officials to T2 (formerly Level 1) for those match officials aspiring for selection for Football Australia national competitions and tournaments.

NNSWF's Referee Department also delivers courses for referee assessors and instructors, as well as conducting coaching sessions and seminars and providing coaching content for premier and community referees from across the region.

REFEREE EDUCATION & DEVELOPMENT



REFEREE STARTER PACK

NNSWF continuously explores ways to strengthen the recruitment, retention and support of referees.

To support its annual pre-season recruitment campaigns, NNSWF undertakes extensive research and collaborates with member zones to offer a New Referee Starter Pack which aims to make officiating more affordable.

A new match official in NNSWF receives access to the Football Australia online learning modules and essential items including apparel, equipment and training required to start officiating. New match official registration fees are also waived in the first year of refereeing.

REFEREE DEVELOPMENT CAMP

NNSWF's annual Referee Development Camp is an opportunity for youth referees who have been identified by NNSWF, member zones or referee branches as having the potential to advance. The camp is held in conjunction with the NNSWF Champion of Champions tournament where participating referees officiate matches while receiving coaching and assessment on every match by NNSWF's experienced referee coaches and trainers. The best performing young match officials from each Referee Development Camp are then invited to become members of the NNSWF Metro or Regional Referee Development Panels.

REFEREE ACADEMY

NNSWF's Referee Academy aims to fast-track the development of the region's best young referees who have been identified as potential elite match officials. Academy match officials receive individualised training and guidance from the NNSWF High Performance Referee Coach, focusing on technical, professional and physical development.

The core objective of the academy is to advance the skills, knowledge and confidence of northern NSW's leading young match officials so that they are prepared to perform at their optimal level at Football Australia events. A further aim is

that these match officials are then selected by Football Australia for places in its referee academy (FARA) and ultimately to its A-Leagues Women's and Men's Match Official Panels.

Socceroos tournaments. Selection for the tournaments allows the participant referee to immediately transition up into the NNSWF Referee Academy.

STATE REFEREE CONFERENCE WEEKEND

In preparation for each season, NNSWF conducts a State Referee Conference Weekend in Newcastle, consisting of four separate pre-season seminars for its diverse groups of match officials. These include its Premier Senior Competition referees, Premier Youth Referee Competition referees, Zone Football League Competition (a joint competition conducted by Newcastle Football, Macquarie Football and Hunter Valley Football) referees and its first-year match officials.

Invitations to attend the weekend are extended to match officials, assessors, instructors and referee coaches from across the region. Information on each season's changes to the IFAB Laws of the Game, other technical coaching, an overview of the upcoming season and presentations by representatives of the Football Australia Referee Department are provided at each seminar.

REFEREE WELLBEING AND SUPPORT OFFICER

NNSWF has employed a part-time Referee Wellbeing and Support Officer to aid and advise match officials who officiate NNSWF-administered competitions whose match day experiences are not providing enjoyment. The role includes making regular contact with new referees and, in the case of young referees, their parents as well, to ensure their initial officiating experiences are rewarding. At risk match officials are identified so that support can be offered to them including appropriate upcoming refereeing appointments and regular contact by the Referee Wellbeing and Support Officer.

The focus on ensuring that match officials feel supported and can share their problems and concerns in a sensitive and caring working environment will lead to improved recruitment and retention numbers.



METRO AND REGIONAL REFEREE DEVELOPMENT PANELS

The best performing match officials each year at the NNSWF Champion of Champions, Community State Youth Championships and Women's State Cup events are invited to take up positions on the Metro and Regional Referee Development Panels.

These two panels, based on whether the referee lives in a metropolitan or a regional zone, provide additional coaching and advancement opportunities through monthly training sessions, online workshops, assessing and mentoring. The match officials can then strive to officiate on NNSWF Premier Competitions and to be selected to attend the Football Australia Emerging Matildas or

CREATING A POSITIVE FOOTBALL ENVIRONMENT

ZERO TOLERANCE POLICY

Northern NSW Football has a Zero Tolerance Policy towards match official abuse. This policy consists of three main parts:

1. Clear messaging for everyone in the game helps ensure everyone is aware of the expectations.
2. Tangible support on matchdays which aims to change the behaviours of those around match officials and provide a safer environment.
3. Tougher sanctions are the backbone of this policy with competition regulations reflecting much harsher penalties through lengthy suspensions and points deductions for those who choose to engage in match official abuse.

DISCIPLINARY

All Northern NSW Football competitions require administration of disciplinary action from on field incidents. NNSWF administer all red and yellow cards and related suspensions for NPL NNSW, HIT106.9 Northern League One, PYL and JDL.

This process includes the review of match official reports, assessment of offences, communication of sanctions and publication of all suspensions to align with our value of transparency.

This disciplinary process applies only to NNSWF competitions and tournaments and does not extend to member zone competitions, which each member zone manages independently

CODE OF CONDUCT

Everyone involved in football is expected to behave within the standards set out in the Football Australia Code of Conduct and Ethics and the Football Australia Spectator Code of Behaviour.

Northern NSW Football will sanction a participant if they breach these expected standards in line with the relevant document.

This ensures NNSWF upholds a high standard of behaviour in the game. This often involves the engagement of NNSWF's Independent Disciplinary Chair, a legal professional completely independent from NNSWF, to help ensure a fair and professional process.

APPEALS AND GRIEVANCES

Northern NSW Football governing documents outline a fair process for all involved in football, including those sanctioned through the disciplinary or Code of Conduct process. Decisions made through either of these processes can be appealed, with appeals chaired by a legal professional to ensure a fair and transparent process.

NNSWF's Disciplinary Chair and Appeals Chair form part of a robust framework which also allows for any grievances to be lodged in line with the relevant Football Australia framework.

FOOTBALL AUSTRALIA CLAS COMPLIANCE

Clubs competing in the National Premier Leagues around Australia are required to be part of the Football Australia Club Licencing Administration Standards. These standards relate to five key areas:

1. **SPORTING:** including youth development programs, pathways and child protection
2. **INFRASTRUCTURE:** including playing venues, training facilities, lighting
3. **PERSONNEL AND ADMINISTRATIVE:** including club structure, minimum coaching requirements and medical/physio requirements
4. **LEGAL:** Including constitutions, ownership and controls and AGMs
5. **FINANCIAL:** Including financial statements, budgeting and business plans

While the criteria is set by Football Australia, Northern NSW Football manage this portal on behalf of clubs in northern NSW and work with clubs to help them achieve the required standards.

“ Clear messaging for everyone in the game helps ensure everyone is aware of the expectations. ”





NNSWF DNA

The NNSWF DNA is the principle-based philosophy that NNSWF uses internally to guide player development. Whenever a player is subjected to a NNSWF Talented Player Program, the players will discuss the DNA and how this may impact their approach to training or match play. The DNA is aligned to FA's talented player profiling and encapsulates what NNSWF staff will identify when players are aspiring to and representing NNSWF. The NNSWF DNA is:

- A - ADAPTABLE**
- B - BRAVE**
- C - CREATIVE**
- D - DETERMINED**
- E - ENTHUSIASTIC**

PATHWAYS & DEVELOPING TALENT

SKILL ACQUISITION PHASE

Children aged 9 to 12 are categorised as being in the Skill Acquisition Phase (SAP). Due to the player's age, physical and mental development, the SAP is often referred to as the ideal ages for learning technique and the game's core skills. To make the most on this opportune time for player development, NNSWF engages in participation agreements with clubs and regional member zones who reach strict criteria to deliver a quality SAP training program and participate in the Junior Development League (JDL).

JUNIOR DEVELOPMENT LEAGUE GALA DAYS

To provide additional participation opportunities and to enable best practice benchmarking of metro and regional SAP programs, NNSWF implements a series of JDL Gala Days hosted in targeted regional areas throughout the season which supplement the regular JDL season.

These events enable the integration of premier club and member zone programs and provide additional opportunities for girls' programs to participate against targeted boys' teams. NNSWF's technical team can identify future talented players and monitor, support and assist JDL coaches at these gala days.

TALENT SUPPORT PROGRAMS

The purpose of NNSWF's Talent Support Program is to provide identified players with an opportunity that is consistent with Football Australia's policies, to perform in high intensity, player centred environments without fear of failure and use the TSP program as a platform to achieve their ambitions of becoming a professional footballer.

NNSWF hosts TSPs in all regions of northern NSW, providing talented young players aged 12 to 16 an intense, engaged and quality training environment to supplement their existing

Northern NSW Football is clear in its role regarding player development. NNSWF is focused on the identification and showcasing of talent across the region with the aim to provide as many opportunities to as many players as possible. Following in Football Australia's footsteps, NNSWF wants to give every talent a chance.

Within the technical department, NNSWF is responsible for enhancing identification and showcasing programs for talented players throughout the region.

Overseen by NNSWF's Youth Technical Director, a team of technical advisors work closely with premier clubs and regional member zones to ensure the delivery of high-quality programs and to identify talented players throughout the Newcastle, Hunter Valley, Lake Macquarie, Mid North Coast, North Coast, Northern Inland and Far North Coast regions.

club or zone participation. Each TSP cycle is 10 weeks. Players within the TSP will be provided multiple opportunities to play with and against other identified TSP players, along with the Newcastle Jets Academy throughout the year to assist benchmarking and identification opportunities.

Involvement in TSP provides players with further exposure to be considered for transition into the Newcastle Jets Academy, or A-League teams and ultimately national teams.

JUNIOR TSP

The Junior Talent Support Program (JTSP) underpins the TSP and supports clubs in their player development by identifying and showcasing talent at the under-9s to under-12s stage, targeting the Skill Acquisition Phase. The JTSP program will provide players, in addition to their existing club or zone participation, a high-quality learning environment that will supplement their normal training loads. Providing NNSWF's most talented players the opportunity to play in higher intensity and engaging formats in addition to their club program provides additional support and the best opportunity to progress through the player pathway into the TSP.

INTERSTATE TSP TOURNAMENTS

NNSWF works closely with the other member federations to provide opportunities for identified TSP players to play with and against other identified players from across the country each year. Most recently NNSWF have travelled to Football Queensland, Football NSW and Football South Australia to participate in TSP tournaments against their respective TSP squads. These tournaments are an excellent opportunity for players and coaches to benchmark themselves with other teams outside of their regular season while stepping outside of their comfort zone and playing with unfamiliar players.

NEWCASTLE JETS

NNSWF has forged an excellent relationship with its local A-League club. NNSWF works hard collectively to ensure that the Talented Player Pathway is active and accessible for all players aged 12 and above to reach their ambition of playing for an A-League club. Players that transition into the club will be identified through the TSP program, while any players leaving the Newcastle Jets program will be offered a 12-month

minimum commitment to the TSP program, supporting the player as they step back into the NPL structure. The Newcastle Jets players and coaches also form a huge part of the TPP and feature heavily in overseas tours, Emerging Championships and interstate opportunities.

NATIONAL IDENTIFICATION: ELITE GAMES

NNSWF provides identified players from its TSPs and the Newcastle Jets Academy with the opportunity to attend elite games against talented players from other member federations and programs. These games form part of Football Australia's identification process for its various national junior and youth team programs and enables Football Australia, Newcastle Jets and NNSWF to benchmark players.

NATIONAL IDENTIFICATION: EMERGING MATILDAS/SOCCEROOS CHAMPIONSHIPS (FORMERLY NATIONAL YOUTH CHAMPIONSHIPS)

All development roads lead to the Emerging Championships (formerly National Youth Championships), which are two separate week-long tournaments for boys and girls held annually by Football Australia. Northern NSW Football selects two squads in each age group including girls (under-

15s and 16s) and boys (under-15s and 16s) to represent the northern region of the state against the very best from Football Australia's other member federations. This tournament can potentially lead to national team selection.

PREMIER YOUTH CUP

Premier Youth Cup is a mid-week tournament that provides more games of an appropriate level for all teams competing in NNSWF's Premier Youth competitions as well as providing NNSWF with opportunities to benchmark the technical standard of the HIT106.9 Northern League One competition compared to NPL. These games form part of the identification opportunities for NNSWF's technical staff.

TALENT DEVELOPMENT GAMES

NNSWF's Talent Development Games are overseen by NNSWF's Technical Director and Talent Development Officers. They consist of a one-day camp for talented boys and girls aged between 13 and 16 years where players participate in modified games and 11 v 11 matches.

Players who have been identified throughout the year via their participation in NNSWF's TSP, NPL NNSW youth competitions or having been identified by NNSWF technical

staff are invited to attend.

Integral to NNSWF's Talented Player Pathway, Talent Development Games help monitor talented players' progress and identify players for inclusion in NNSWF's Talent Support Program, Elite Games, National Youth Championships or transition to the Newcastle Jets Academy.

INTERNATIONAL TOURNAMENTS

NNSWF's identified 14-year-old players within the TSP, along with the under-14s Newcastle Jets players, are given an opportunity to attend an overseas tournament annually. Historically, NNSWF has visited Japan and Singapore to provide this experience. This provides an opportunity for players and coaching staff to benchmark their development against the most talented in the world, including professional clubs and national youth teams. NNSWF continues to consider further international opportunities.

REGIONAL PLAYER DEVELOPMENT

With the introduction of the Regional Talent Development Officer, NNSWF is committed to providing equal opportunities for talent identification and showcasing for all regional players. Through the application of the

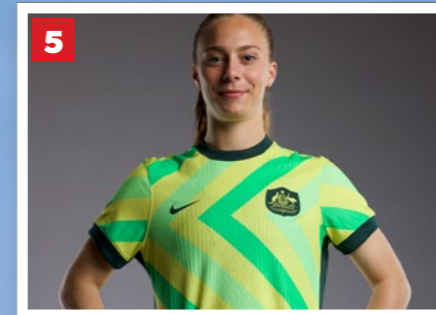
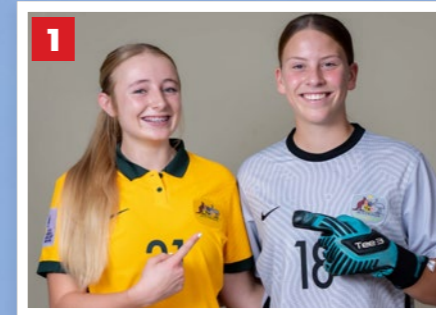
regional junior TSP, the regional TSP hubs and NNSW Regional Super League, the opportunity for regional players to play with and against other potentially talented players in regional areas is extremely high. The more games that can be played in these areas at higher intensities and engagement levels will only further provide environments where regional players can showcase their talents.

NATIONAL PARA FOOTBALL CHAMPIONSHIPS

National Para Football Championships are held by Football Australia annually for participants living with cerebral palsy, acquired brain injury and stroke. Northern NSW Football has entered a mixed team to compete since 2024. Talent ID sessions are conducted pre-tournament which gives a chance for local players to be selected.

NATIONAL FUTSAL CHAMPIONSHIPS

All futsal players, coaches and match officials competing in NNSWF affiliated competitions or futsal academies delivered by NNSWF or one of its partners are eligible to be selected in NNSWF teams to attend Football Australia's National Futsal Championships.



1. Emma Dundas & Caoimhe Bray
 2. Lara Gooch
 3. Alexis Collins, Josie Allan, India Breier (FNSW junior) & Claire Adams
 4. Logan Sambrook
 5. Jamilla Rankin



DELIVERY OF HIGH-QUALITY COMPETITIONS & EVENTS

NATIONAL PREMIER LEAGUES NORTHERN NSW

The National Premier Leagues Northern NSW serves as the second tier for football in Australia and as the sport's pinnacle in each state in male and female football. In northern NSW, Northern NSW Football administers a 12-team men's competition, which culminates in a five-team finals series. NNSWF also administers a seven-team women's competition which ends with a four-team finals series. In the men's competition, the team that finishes last is relegated to HIT 106.9 Northern League One, while the 11th-placed team takes part in the Promotion/Relegation Playoff Finals Series.

HIT106.9 NORTHERN LEAGUE ONE

HIT106.9 Northern League One sits directly under the NPL Men's competition with the two connected through promotion and relegation. The premiers are promoted to NPL Men's NNSW while the teams that finish second, third and fourth are involved in the Promotion/Relegation Playoff Finals Series. The team that finishes 10th is also relegated to Zone League One.

NEWCASTLE PERMANENT JUNIOR DEVELOPMENT LEAGUE

Northern NSW Football developed its Newcastle Permanent Junior Development League to provide talented female and male players within the Skill Acquisition Phase (under-9s to under-12s) a platform to compete as well as an opportunity for clubs to develop players

Football extends geographically far and wide across northern NSW. To create competitive opportunities, Northern NSW Football administers tournaments, events and competitions which build on the community leagues. Participating clubs increase their registration bases and in turn create further development opportunities for match officials, administrators and coaches.

who may progress through their pathway programs.

The JDL has a three tiered merit based structure of gold, silver and bronze. Bronze is the minimum requirement a club needs to achieve in order to gain entry into the competition. This criteria includes specific requirements for club personnel qualifications, youth development plans, coach education, player feedback and child protection.

Boys and girls have equal access to JDL for under-9s through to under-12s.

HAHN AUSTRALIA CUP

The Hahn Australia Cup is an annual knockout competition for senior men's teams run nationally by Football Australia. Northern NSW Football oversees the region's preliminary rounds which are split geographically into northern and southern zones who come together in round six to determine the two clubs that will

represent NNSWF in the national round of 32 against clubs from across Australia. Entry is open to all affiliated clubs.

WOMEN'S STATE CUP & COMMUNITY PLATE

Women's State Cup provides senior women's teams across northern NSW community competitions the chance to compete with elite teams from National Premier Leagues Women's Northern NSW. The tournament is held over three days at Lake Macquarie Regional Football Facility and provides players the opportunity to be identified by premier clubs and the Northern NSW Football talent identification team. In addition to the cup, the tournament also awards a Women's Community Plate, which sees the two best performed community teams compete for silverware.

CHAMPION OF CHAMPIONS

Champion of Champions is a statewide junior and youth football tournament held in regional northern NSW at Coffs Harbour. The tournament gives boys and girls from under-12s to under-16s who play in the top community competitions the opportunity to represent their region in a competitive setting. The seven-day event welcomes close to 1000 players from across northern NSW. It also acts as a valuable development opportunity for young referees.

PREMIER YOUTH LEAGUE

The Premier Youth League is Northern NSW Football's premier youth competition which comprises under-13s, 14s, 15s, 16s and 18s in the boys



competition and under-13s, 15s and 17s in the girls competition.

Both boys' and girls' competitions have recently undergone reviews to decouple them from senior football to allow clubs' youth programs to stand alone from senior competitions. The boys' competition includes a two-phase season, with promotion and relegation between these phases based on a club championship model. While the girls' competition is a more traditional home and away league structure.

Both competitions include a pre-season competition and provide a minimum of 25 games for players in these age groups and potentially up to 32.

PROMOTION & RELEGATION

Northern NSW Football and the joint interdistrict zones implement an integrated promotion and relegation competition structure throughout the top tiers of senior men's leagues.

The promotion and relegation system allows clubs to move through the divisions from NPL Men's NNSW through HIT106.9 Northern League One and Zone League One, Zone League Two and Zone League Three based on sporting merit.

The system sees last place in the NPL Men's NNSW being replaced by the HIT106.9 Northern League One premiers and also includes a Promotion/Relegation Playoff Finals Series between the 11th team in NPL Men's and the second, third and fourth-placed teams from HIT106.9 Northern League One. This results in a Promotion/Relegation Playoff Final to determine who will play in the NPL

Men's NNSW competition the following season.

HMRI CHARITY SHIELD

The HMRI Charity Shield is an annual cup fixture held for men and women. The reigning NPL grand final champions take on the State Cup holders in the week before the start of the NPL season.

With a focus on charity, all proceeds from the gate and any other fundraising are given directly to Northern NSW Football's charity partner HMRI.

MEN'S STATE CUP & COMMUNITY PLATE

The Men's State Cup and Community Plate are run parallel with the Hahn Australia Cup. The two teams that qualify to represent northern NSW in the national round of 32 of the Hahn Australia Cup also play a cup final for the state's highest knockout cup honour.

Similarly to the Women's State Cup competition, the two member zone-based community teams which perform best in the Hahn Australia Cup also play for the NNSWF Men's Community Plate.

NORTHERN NSW REGIONAL SUPER LEAGUE

The Northern NSW Regional Super League is Northern NSW Football's newest premier competition. Launched in 2025, the competition for senior men and women is run in partnership with NNSWF's regional member zones. NNSWF's best regionally based clubs compete in a hybrid competition comprising a group stage followed by semi-finals and a grand final.

This new competition also includes a live

broadcast match of the round for men and women, as well as equal prizemoney for both competitions.

Clubs entering the competition are required to meet minimum standards in relation to head coach qualifications, facilities and compliance with NNSWF policies and procedures.

COMMUNITY STATE YOUTH CHAMPIONSHIPS

The Community State Youth Championships is a representative tournament for community players to represent their member zones. Open to all seven member zones, each member zone can enter boys and girls teams aged from under-12s through to under-16s.

The competition takes place over five days at Lake Macquarie Regional Football Facility during the July school holidays and is an important opportunity for players playing outside of Northern NSW Football's premier competitions to represent their member zone and compete for state recognition.

NORTHERN NSW ALL-STARS V NEWCASTLE JETS MATCH

At the conclusion of the NPL NNSW season and in the lead up to the A-League Men's and A-League Women's seasons, Northern NSW Football will select women's and men's teams combining the best players from across northern NSW to take on the Newcastle Jets A-League teams. This program serves as the highest representative honour for senior players playing in northern NSW and also a wonderful identification opportunity for possible progression to the A-Leagues.





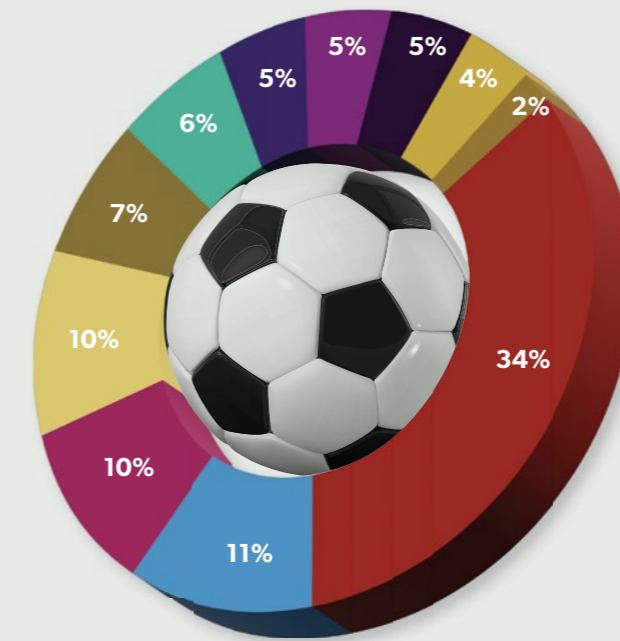
TRANSPARENCY IN REGISTRATION FEES

As a member federation of Football Australia, NNSWF is responsible for the organisation, promotion and administration of football throughout its jurisdiction including the sanctioning of all matches and competitions. NNSWF's primary role within the football ecosystem is to oversee all aspects of the game's delivery, governance and administration.

NNSWF manages its risk with diversified revenue. While player registration remains the largest slice of the pie, multiple revenue streams are now in place across the business. In addition, NNSWF is constantly seeking strategic funding opportunities from government through grants and commercial partnerships via sponsorship. Revenue is conversely spent each year to ensure participants and clubs

are provided service but also so the game is developed and protected in the long term. The following pie charts display the broad revenue streams and the disbursement of this revenue back into the game. An annual operational budget is designed each year to provide for the growth, development and support for the game and protect the game's revenue earnings assets.

REVENUE



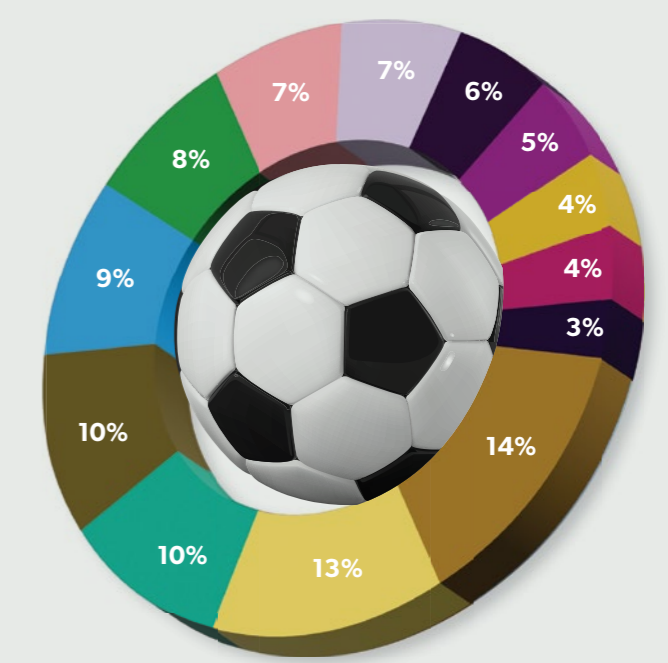
BREAKDOWN

- Northern NSW Football registration fees
- Sponsorship & events
- Football FIVE5
- Talent Development (players & coaches)
- Premier Competitions & Tournaments
- Match Official growth & development
- Lake Macquarie Regional Football Facility
- Sidelines Cafe
- Participation & Women's Football
- Northern Inland
- Business Operations, Finance, Legal, Human Resources & Compliance

EXPENSES

BREAKDOWN

- Business Operations, Finance, Legal, Human Resources & Compliance
- Talent Development (players & coaches)
- Match Official growth & development
- Premier Competitions & Tournaments
- Sponsorship & events
- Member Services, Government Relations, Digital Systems Support
- Communications, Media & Marketing
- NNSWF's Insurance Suite
- Participation & Women's Football
- Sidelines Cafe
- Northern Inland
- Football FIVE5
- Lake Macquarie Regional Football Facility



TECHNOLOGY & SYSTEMS

Community participants are at the heart of our game. NNSWF is responsible for ensuring that stakeholders have access to systems, programs, policies and procedures which make the game more accessible for the tens of thousands who register each season. NNSWF and Football Australia invest significantly in systems and governance structures for the benefit of players, coaches, referees and volunteers which ensures consistency and aligns our vast game locally, nationally and internationally.

PLAYFOOTBALL 2.0

One of Football Australia's core responsibilities as a member association of FIFA and the AFC is to provide a national registration process that complies with international standards and rules. In Australia, this National Registration System provided by Football Australia is called PlayFootball.

The system provides a registration process for all playing and non-playing participants and administrators and enables Football Australia, member federations like NNSWF, member zones and clubs to access valuable data concerning their constituency.

The platform offers a single payment gateway and a source of participant data, ensuring data integrity and transparency.

FACILITIES AUDIT

The NNSWF Facilities Audit Database provides management with a consistent and reliable facility data collection and management tool. Reporting from this platform creates an improved and more informed infrastructure framework, using data and evidence to generate powerful advocacy to all levels of government aligned with the game's needs.

More than 200 facility audits have been finalised and continue to be updated as facility enhancement projects are completed.

This data is also able to be shared with member zones and clubs who may wish to include or analyse it in connection with local council advocacy or for facility development

funding applications. Clubs can access this data through the Northern NSW Football Member Services team.

QUALIFICATION MANAGEMENT SYSTEM

Football Australia introduced the FA learning platform eTrainu in 2025. This system allows



individual coaches and referees to register for all coach and referee courses and record accreditations.

NNSWF TALENT IDENTIFICATION APP

NNSWF has implemented a Talent ID app throughout northern NSW. This app is available to all club technical leads and coaching staff. The app allows coaches to identify players within their respective environments and highlight them to the

NNSWF technical department. If players are consistently being identified using the app, these players will be invited into a TSP gala day, where they can be identified further.

VEO PARTNERSHIP

Vevo is NNSWF's portable recording technology that allows recording of training sessions and match play at any location. NNSWF is able to capture moments that will support messages in the Talented Player Pathway from various locations, ensuring nothing is missed.

NNSWF's partnership with Vevo provides the football family with world class video footage for streaming, recording and analysis of matches at an affordable price. All NNSWF clubs are eligible for a discount on the purchase of new Vevo cameras as part of the partnership.

SPORTS PERFORMANCE TRACKING

This software allows NNSWF to add GPS monitoring to a player when they are training or in match play. The benefit of GPS tracking provides the opportunity for players to receive objective evidence on their physical outputs during play and then compare

this data to other players, not only nationally but internationally.

NNSWF combines the information received through GPS tracking and match play recording to collect data and evidence which support player profiles and state wide DNA.

INTEGRATED WEBSITES

NNSWF maintains a website within the Football Australia ecosystem. The website acts as a central point for all information required for clubs and participants. Its multi-site functionality promotes consistency and uniform messaging across multiple member zones when required.

STREAMING FOOTBALL

NNSWF has partnered with Football Australia and LIGR to produce and broadcast football matches to the NNSWF YouTube channel.

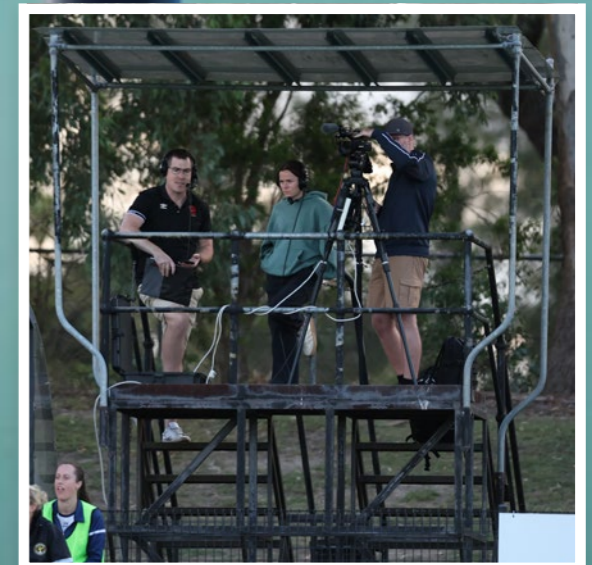
Using the world's largest video platform, YouTube provides the football family with free access to all NPL matches and NNSWF events live and on demand.

SQUADI

NNSWF implemented Squadi as its competition management system for its premier football competitions in April 2023.

Squadi is an improved system that has streamlined the many facets of NNSWF's operational functions into one fully integrated competition management system.

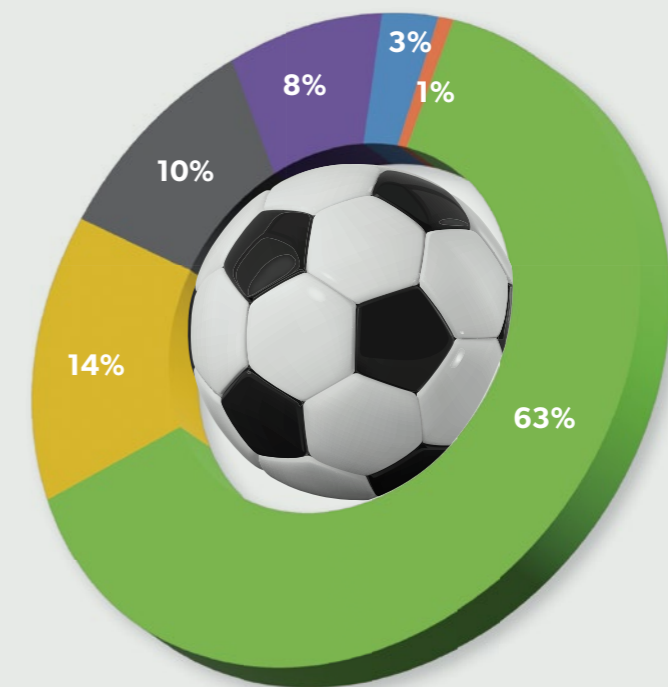
The system removes unnecessary duplication of effort for clubs, volunteers, referees and participants.





Our people are essential to our game. Through registration, NNSWF is able to protect clubs and participants under the game's National Insurance Program and a range of other essential procedures and practices.

INSURANCE



- INSURANCE BREAKDOWN**
- Personal Accident
 - Public Liability
 - General Insurance
 - Claims handling
 - Broker fee
 - Management liability

NNSWF's Insurance Program protects the game and mitigates risk through effective risk management practices. A modest portion of every participant's registration fee contributes to Personal Injury, General Liability (Public and Products Liability), Professional Indemnity and Management Liability insurances for players, coaches, match officials, team officials, committee members, volunteers and others participating in football for:

- Permanent injury or death cover
- Non-Medicare Medical Expense Cover
- Loss of Income Protection

More information is available [HERE](#)

The insurance program provided by NNSWF provides basic protection for football-related injuries including:

- Non-Medicare Medical Expenses: Covers up to 75 per cent of eligible expenses such as physiotherapy, ambulance transport or dental, with a maximum claimable amount of \$2,500. Medicare-related costs such as GP visits, x-rays and surgery fees are not covered.
- Loss of Income Protection: Provides up to \$300 per week (85 per cent of net income) for up to 52 weeks after a 21-day waiting period. Different rates apply for students and non-income earners.
- Capital Benefits: Lump sum payments for serious injuries including up to \$750,000 for paraplegia or quadriplegia.

GENERAL LIABILITY (PUBLIC & PRODUCTS LIABILITY) INSURANCE

Protects the player and their club for legal liability for compensation arising from personal injury or property damage.

More information is available [HERE](#)

PROFESSIONAL INDEMNITY INSURANCE

Protects the player's club for legal liability for a breach of professional duty in the sport by reason of an act, error or omission committed by or on behalf of the club and competition administrator.

More information is available [HERE](#)

MANAGEMENT LIABILITY INSURANCE

Protects the player's club against legal actions or civil proceedings made against their club or its officials for any wrongful act, employment breach and/or employee fraud.

In addition to those directly involved in sanctioned matches and tournaments, the coverage extends to individuals such as team managers, committee members, office bearers and physiotherapists who are registered with Play Football increasing its viability and value to the football community.

More information is available [HERE](#)

CERTIFICATE OF CURRENCY

When leasing facilities from councils or staging activities on external premises, clubs may be asked to provide a Certificate of Currency as evidence of their Public Liability Insurance.

Affiliated clubs can request a Certificate of Currency from NNSWF by completing the CoC application form. NNSWF has made the decision to align with the NNSWF Working with Children Check policy with an aim to increase WWCC legislation compliance.



SHOWCASE OUR GAME

NNSWF's Communications & Marketing team partners with the football community to deliver integrated campaigns to recruit and retain participants, promote programs and services, build capacity, connect the football community, celebrate our heroes and showcase our game.

ANNUAL RECRUITMENT + RETENTION CAMPAIGN AND PLAYFOOTBALL

NNSWF develops and executes an integrated recruitment marketing and advertising campaign across television, radio, digital, print and electronic mail to recruit and retain players, coaches, referees and volunteers, with a specific focus on MiniRoos.

NNSWF also collaborates with Football Australia to promote the national governing body's own recruitment campaign.

All participants are directed to Football Australia's national online registration system PlayFootball.

NNSWF also develops a raft of downloadable campaign materials to help clubs recruit and retain existing players.

These are available on the NNSWF website.

CAMPAIGNS

NNSWF delivers a range of engaging campaigns, downloadable material and professional advice to help member zones and clubs promote football in their communities.

This helps ensure alignment between the football community and NNSWF's strategic objectives.

MAJOR ANNUAL CAMPAIGNS INCLUDE:

- Female Football Week
- Newcastle Permanent Community Finals Series
- Local Champion Awards
- Pride Round
- Mental Health Round
- Facilities Fund
- Zero Tolerance towards Match Official Abuse

- Summer Football
- Kick-On for Women
- Walking Football
- First Nations Football including NAIDOC Cup and Indigenous Round
- Daughters and Dads Football
- Women in Football Leadership Program



MEDIA PARTNERSHIPS

NNSWF has long standing partnerships with key media outlets across television, print, radio and digital mediums which provide extensive coverage across northern NSW.

These partnerships allow for important promotion of the game to new and existing audiences across the region.

Our media partners:

- NBN News (television)
- Australian Community Media (including the Newcastle Herald)
- Southern Cross Austereo (radio)



SHOWCASE OUR GAME

Clubs are the beating heart of the football community and NNSWF is committed to telling the stories of the people who support them including volunteers, administrators, coaches and players. This is achieved through creating engaging written and video content which is shared across digital communications channels.



COMPETITION COVERAGE

NNSWF live streams all National Premier Leagues Northern NSW matches through streaming providers LIGR and DoubleTake Sports, with



COMMUNICATIONS

NNSWF keeps clubs and the wider football community up to date using a broad range of communication tools and channels. This includes official communications such as memos as well through NNSWF's own digital channels:

- NNSWF website and integrated member zone websites
- Direct Mail (eDM)
- Social media (Facebook, Instagram, TikTok, LinkedIn and YouTube)
- SMS



NEWCASTLE JETS

NNSWF are a significant partner of the Newcastle Jets A-Leagues club. The partnership is represented across the four pillars of NNSWF's Strategic Plan. NNSWF recognises the importance of integrating with the club and helping facilitate the relationship from participants to fans and fans to participants.



FACEBOOK FOLLOWERS
40,400



INSTAGRAM FOLLOWERS
19,483



YOUTUBE FOLLOWERS
7,700



TIKTOK FOLLOWERS
2,052



TOTAL SOCIAL FOOTPRINT
78,037

These figures are indicative of NNSWF 'corporate' accounts to March 2025. They do not include competition specific, zone websites or specific discipline social media.

LAKE MACQUARIE REGIONAL FOOTBALL FACILITY

The Lake Macquarie Regional Football Facility is the official home of football in northern NSW. The \$15m state-of-the-art football facility opened in 2014 and comprises two full-size synthetic pitches, 12 five a-side pitches and an enclosed turf pitch which is an NPL compliant venue. The venue is also equipped with Speedio cameras which can live stream matches.

THE facility was funded and constructed in two stages. The NSW government contributed almost \$10m with the balance funded through NNSWF's Members Equity. NSW Crown Lands awarded NNSWF an initial 40-year lease.

A range of commercial activities including Football FIVE5, Fast FIVE5, casual pitch hire, Sidelines Café, sponsorship and seminar room hire generate invaluable revenue which significantly reduce NNSWF's reliance on player registration fees and covers ongoing maintenance costs including resurfacing of synthetic pitches. The facility also includes two large multi-purpose administration buildings. A number of enclosed seating structures

throughout the facility provide spectators with protection from the elements.

LMRFF has the capacity to host significant events and there is the opportunity for the northern NSW football family to not only utilise the football space but also hire the venue, with seminar rooms and meeting rooms available.

A number of changerooms for players and referees service the synthetic and turf pitches.

Accreditation and professional development courses for coaches, referees, players and volunteers are hosted in the two large seminar rooms.

Competitions and national programs including NPL NNSW, NPL NSW, Premier

“**The Home of Football is a hive of activity all year with more than 240,000 visitors annually.**”

Youth League, Newcastle Permanent Junior Development League, Hahn Australia Cup, HIT 106.9 Northern League One, Talent Support Program, Bill Turner Cup & Trophy, Walking Football, Kick-On for Women and MiniRoos Gala Days are hosted regularly at the facility in addition to the number of clubs who utilise the state-of-the-art training facilities.

The Home of Football is a hive of activity all year with more than 240,000 visitors annually.

LMRFF is the game's most valuable income generating asset which will benefit the game for generations to come.

AWARDS & RECOGNITION

VAN EGMOND JENNINGS AWARDS

The van Egmond Jennings Awards is football's premier awards night in northern NSW. The annual event provides an invaluable opportunity for representatives from premier clubs, member zones and community clubs to celebrate and acknowledge their success on and off the pitch.

Players, coaches, referees, administrators and volunteers come together at the event, aptly named after former Socceroo and Australian Football Hall of Famer Graham Jennings and Matildas centurion Emily van Egmond to celebrate the outstanding achievements of individuals and clubs. This includes the Graham Jennings Medal for the NPL Men's Player of the Year, the Emily van Egmond Medal for the NPL Women's Player of the Year and the prestigious Bill Turner Award for

NNSWF coordinates a number of awards throughout northern NSW annually to acknowledge those who have achieved success or simply to shine a light on unheralded heroes.

Services to Football which is presented to the Administrator of the Year.

LOCAL CHAMPION AWARDS

The NNSWF Local Champion Awards are a monthly shout out to individuals and teams who make a difference across the football family.

NNSWF recognises and rewards these champions of our game for their

commitment to their club, community and football.

Six awards are handed out across northern NSW for club, coach, player, referee, team and volunteer of the month, delivered monthly between April and August, with award nominations reviewed by a NNSWF selection panel.

Monthly award winners are nominated for the annual Local Champion Awards in October.

BILL TURNER AWARD FOR SERVICES TO FOOTBALL

Bill Turner was synonymous with football in the northern NSW region and his legacy in the game continues through the Bill Turner Cup, as well as the Bill Turner Award for Services to Football. The award recognises people who embody the dedication, commitment and love for the game that Bill possessed.

REFEREES AWARDS

NNSWF acknowledges annually the excellent performances of its leading Premier Senior Referees Group by presenting the following major awards at the Van Egmond Jennings Awards Night:

- Male Referee of the Year
- Female Referee of the Year
- Young Referee of the Year
- Zone League Referee of the Year

In addition, the NNSWF Referees

Department also holds its annual Senior Referee Awards Night and its Youth Referee Presentation Night, at which the season's leading match officials and the significant milestones achieved by referees are recognised.

FEMALE FOOTBALL WEEK AWARDS

Female Football Week Awards acknowledge and celebrate the achievements of individuals who are making a significant contribution to

women and girls' football throughout northern NSW in the last 12 months.

Nominations from clubs are accepted for:

- NNSWF FFW Player of the Year
- NNSWF FFW Coach of the Year
- NNSWF FFW Referee of the Year
- NNSWF FFW Volunteer of the Year
- NSW FFW Community Champion of the Year
- NNSWF FFW Club of the Year

PARTNER BENEFITS

From footballs, awards and advertising to supporting the growth of the game, NNSWF is committed to securing support from commercial partnerships which deliver benefits to stakeholders and the wider football family.

OVERVIEW OF PARTNERSHIP OPPORTUNITIES

NNSWF has a range of partnership opportunities to suit every goal and budget, whether it is a local partnership providing value to a specific program or a state wide partnership for maximum exposure. NNSWF has a range of benefits available from direct messaging, social media, paid advertising (tv, radio and print), broadcast ads and signage. NNSWF can tailor a partnership to suit the needs of any business.

FOOTBALL FIVE5 PITCH SPONSORS

NNSWF has a number of partners who sponsor Football FIVE5 pitches at the Lake Macquarie Regional Football Facility. The sponsorships provide a number of opportunities to engage the 240,000 plus annual visitors to the facility and the wider football family through direct messaging.

LIVESTREAM SPONSORS

NNSWF offers businesses an affordable opportunity to connect with the football community through an integrated partnership spanning NNSWF's livestreamed matches which exceed 100,000 views per month. Pop-up ads and half-time TVCs are available and provide businesses with great exposure to the football community.



SPONSORS OF THE ROUND

NNSWF offers local businesses an affordable opportunity to connect with the local football community through an integrated partnership spanning tv, radio, print and digital channels.

INTERNATIONAL OPPORTUNITIES

Northern NSW Football has a supplementary program to its talented player pathway in the shape of an international engagement with Japan.

NNSWF has been participating in boys' tournaments in Japan for a number of years including the Tokyo Under-14s International Youth Tournament and Nihon University High Schools Cup and is in the process of introducing similar opportunities for girls.

NNSWF has also recently looked to strengthen its formal relationships with football bodies and expand its presence in Japan.

NNSWF intends to expand opportunities for talented male and female players aged between 13 and 18 to engage in tournaments in Japan in coming years.



**NORTHERN
NSW
FOOTBALL**

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