



# ANNUAL REPORT 2012/2013







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## Contents

- 3** Message from the Australian Sports Commission
- 4** Chair Report
- 5** Board/Office Bearers/State Councils
- 6** Mission, Values and Vision
- 9** Chief Executive Officer Report
- 12** Progress of Primary Objectives towards 2015
- 28** Strategic Priority Areas
- 49** Unified Management Model Reports
- 58** State Reports



# Message from the Australian Sports Commission



The Australian Sports Commission is committed to ensuring Australian athletes excel in the international sporting arena, and increasing Australians' participation in sport.

These two clear objectives are mutually reinforcing – international success inspires Australians to participate in sport and greater participation helps nurture our future champions. Sport inspires individuals, unites communities and encourages active lifestyles.

In 2013-14, the Australian Government, through the ASC, is investing almost \$120 million in national sporting organisations for high performance programs and to promote grassroots participation in sport.

Our partner sports can expect a much sharper focus by the ASC in future on best practice governance and administration, intellectual property ownership, athlete management and support structures and general accountabilities by the sports.

Importantly, the ASC is focused on promoting grassroots participation in sport throughout Australia and to continue a suite of successful national programs such as the Active After-school Communities program. Increased community sport participation has a profound long term dividend, and remains a vital objective of the ASC notwithstanding the challenges in high performance sport.

The ASC looks forward to working in collaboration with the sport sector to encourage more people into sport and to drive Australia's continued sporting success.

**John Wylie AM**  
**Chair**  
**Board of the Australian Sports Commission**

# Chair Report

It is my pleasure to present the Annual Report for Touch Football Australia for the year to 30 June 2013.

There have been significant achievements across the organisation in the reporting period, which is a credit to volunteers and staff. The strategic and financial position of the organisation remains sound. The organisation can approach the future confident in its ability to continue to show leadership and guide the sport to opportunities for a sustainable future.

The sport has entered an exciting phase in its history with the signing of the Strategic Alliance with the Australian Rugby League Commission. This represents the culmination of some years of work, particularly by our CEO. Engaging with a commercially-oriented sports partner operating in a similar space to Touch Football places the sport well to meet the raft of challenges at a strategic level as well as on a practical day to day basis at affiliate level. The very positive reception the announcement has had across the sport reflects the understanding people have of the significance of this development for our present and future as a sport.

The Alliance also represents a challenge for our sport in its ability to maximise the opportunities and value it presents. We may need to look at growth and development a little differently to our historical activities and work with new partners. There are a range of activities in the areas of marketing and elite pathways that TFA will explore with the ARLC. Further benefits at affiliate level will rely on co-operation and working towards the same goals across the sport. This is an opportunity for us all to take the sport as a whole to another level and leave the next generation of participants and administrators with the sport in a very strong position.

There are many people to acknowledge and thank for their contribution during 2012/13.

I thank on your behalf those who give up their time to serve the sport on the various State Councils. The Board relies on these groups to provide strategic advice on the sport in each jurisdiction. TFA is a diverse organisation, having commercial interests and responsibilities across several states and territories and I would like to thank the staff and volunteers across each of those areas for their commitment.

TFA is fortunate to have an extensive volunteer network through its technical arms and I would like to thank the technical directors and their committees for their work underpinning activities in the sport. The sport as a whole appreciates your efforts.

Thank you to our key partners at NSWTA and QTF for an environment of cooperation and support for our key directions.

Thank you to our new partners at the ARLC for the manner in which negotiations have been conducted and for the common approach to strategic direction for both sports. The Alliance stands to bring significant opportunities and benefits to both parties, which is one of its key strengths.

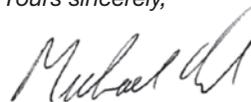
Our Chief Executive Officer, Colm Maguire, has provided outstanding leadership and leads by example with drive, determination and a clear approach at the strategic level. His work with commercial partners and Government at various levels places the sport well. The Board is accountable for the direction and decisions taken around the Strategic Alliance, however negotiating the Alliance with the ARLC has been an outstanding achievement by Colm and it is appropriate to fully acknowledge this outcome.

To our broader team at TFA, your efforts make the organisation what it is and on behalf of the membership thank you for your work across the year.

I also thank my fellow members of the Board of Management for their service to the sport.

The year ahead promises to be a year of significant opportunity in an exciting and evolving environment.

*Yours sincerely,*



**Michael Rush**  
**Chair**  
**Touch Football Australia**

# The Board of Touch Football Australia

Touch Football Australia (TFA) recognises the dedicated support of the Directors for the period from July 2012 through to June 2013. The ongoing dedication of these volunteer Directors to the national body is vital in our ongoing success and links to the membership:



**Michael Rush**

**Anita Hagarty (commencing in August 2012)**

**Barry McNamara**

**Graham Quinlivan (leaving in November 2012)**

**Jane Russo**

**Jim Yeo**

# Office Bearers and State Councils

Touch Football Australia recognises and thanks the following appointed Technical Directors and their relevant panels or reference groups for the ongoing service that they offer:

**Greg West – Referee Director**

**Cathy Gray – High Performance Director**

**Ron Connolly – Selectors Director**

TFA would also like to recognise the services of all the coaches involved in the High Performance program, as well as the valuable contributions of our medical team.

The TFA Board recognises the valuable input provided through the relevant State Councils, which were formed to assist the governance of the sport in each state within our unified structure. The Councils offer valuable input and we specifically recognise the Chair on behalf of each Council for the period:

**Brian Keech – Australian Capital Territory**

**James Bible and Miles Divine – Victoria**

**Jodie Stokes – Tasmania**

**Neil Collins – Western Australia**

**Steve Bow – Northern Territory**

**Bruce Ainslie – South Australia**

TFA continues to value the support of both the New South Wales Touch Association (NSWTA) and the Queensland Touch Association (QTA) through their Boards and staff.

While not within the advisory capacity of the State Councils, the interaction of the relevant Chair or President is vital to the organisation, with ongoing communication making significant inroads into the improvement of our relationships, and therefore progress of the sport:

**Aileen May – New South Wales Touch Association (President)**

**Jim Blanch – Queensland Touch Association (Chair)**

It is often referenced that the overall success of our sport is attributed to the contributions made by our volunteer members. It is clear to Touch Football Australia that we have quality people involved at all levels of our sport. The organisation continues to be indebted to this support.

# Mission, Values and Vision

## OUR MISSION

To lead Touch Football and develop our dynamic sport to the position of Australia's leading community sport

In leading the sport to deliver the above mission we have varying requirements to achieve:

### OUR 'SERVICE MISSION'

To be one of the most respected and successfully administered sporting bodies nationally and internationally.

### OUR 'PRODUCT MISSION'

To develop; serve and expand the sport of Touch Football as a thrilling, enjoyable and accessible sport for all.

### OUR 'ECONOMIC MISSION'

To preserve the ongoing economic viability of the organisation while ensuring the financial accessibility of the sport of Touch Football remains.

## OUR VALUES

Our organisation is founded on the core values that include:

### Leadership

Fearless  
Innovative  
Progressive  
Transparent  
Accountable  
Effective

### Integrity

Fair  
Ethical  
Open  
Clear  
Honest  
Responsible

### Professionalism

Responsive  
Efficient  
Customer focus  
Engaged  
Respectful  
Communicative

### Diversity

Flexibility  
Equality  
Inclusive  
Impartial  
Objective  
Compromising

### Excellence

To promote the achievement of excellence at all times  
Improvement  
Best Practice

## OUR VISION – TOUCH FOOTBALL 2015

The vision has been separated into two distinct areas, our vision for the sport and our vision for the organisation:

### TOUCH FOOTBALL

In 2015 Touch Football will be a sport that is unified in business structures, design and development which demonstrates an effective structure that delivers all aspects of the game from elite to grass roots level.

The brand of the sport will be established and presented ahead of all entities to ensure recognition of a strong community product. The sport will be easily identifiable and every Australian will know someone that plays this great sport.

Touch Football will be the leading community sport for Men, Women and Children throughout Australia. This will enhance the sports reputation for being one that is inclusive, fun and accessible to all.

Through strong community and management structures Australia will retain the number one ranking in all ages of international competition, and grow to become the key development player in the sport throughout the East Asia/Pacific region and the world as we build toward a World Cup in the Region.

The sport will gain credibility through regular exposure on mainstream media which will further support the desire for the young and old to take up the sport.

Touch Football will continue to grow to a position of over 500,000 registered and known participants.

### TOUCH FOOTBALL AUSTRALIA (TFA)

In 2015, our ambition statement for TFA as an organisation is:

We will showcase the sport in a World Cup on Australian soil for the first time in 16 years in 2015, defending our status as the number one nation.

TFA will operate in a manner which results in our organisation being recognised as professional to a level above most in our category. As an organisation we will lead all state operations in our structure, through policy, process, example and unity.

We will influence our key partners and guide them in a way which is collaborative and supportive.

TFA will have attracted and retained the services of a valuable and efficient group of core volunteers to guide the sport at all levels. We will have affiliates that are committed to the structure and find value in the services offered by the association either directly or indirectly.

The association will have also established a strong recognition of the vital role the affiliate plays in the delivery of the product to our participants therefore focussing resources on mechanisms to support this delivery.

An open and communicative approach will ensure our service providers are aware of the great administration systems, support and education available to ensure the quality of the product at 'grass roots'.

TFA will have invested in the commercialisation model for grassroots delivery to safeguard our future. This will directly support the delivery of the sport in a multitude of ways and ensure we can grow and move into areas or locations where our sport is desired.

We will have a core understanding of what is 'development', so we have a deeper understanding of critical areas, how it is delivered and what we can do to make a difference. We will embrace those engaged in this delivery of Touch Football at all levels and value them.

We will understand the varied requirements of our membership and potential participants through a connected system. We will be open to taking opportunities as they present, assess them diligently and progress where they are of strategic importance through the allocation of resources to achieve the strategic goals and objectives.

We will have developed strong stakeholders in governments at the local, state and national levels. We will have used these to lift the profile of the sport and subsequently develop a sound reputation within the industry. Partnerships will be central to this and TFA will have recognised relationships with other sports, commercial entities, the school system and other community groups.

We will have positioned the sport on television and within the mainstream media to enhance the exposure, awareness and standing of the game. We will have created a brand for the sport and embraced it to ensure that 'Touch Football' is placed ahead of all entities therefore creating true belonging.

TFA will have assessed all potential opportunities to establish a 'home for the sport' as well as other key investments in infrastructure to consolidate our footprint across Australia. Our events will have been enhanced in their reputation both through the numbers attending and the quality of our elite products at domestic and international level.

We will have strong pathways while understanding what is important to people at every level of the sport being the central motivator to our continued growth.

We will have positioned ourselves to take advantage of emerging markets and furthermore be in a position to be advancing the standing of the game rather than reacting to the needs as they arise through proactive systems.

Financially we will have continued to develop the 'business', update systems to cope and resource to a level that reflects the requirements of a strong model.

We will have retained and attracted new corporate partnerships (and Government Health programs) through delivery of quality and progressive community programs.

The sport will be truly unified by 2015, through the attraction of the product and professionalism of all bodies for the sport throughout Australia working toward common goals.



# CEO Report

It is with great pleasure that I present the 2012-13 year to the members of Touch Football Australia (TFA).

The sport has progressed toward our aspiration of being recognised as one of the leading community sports in Australia through the continued contribution of outstanding people. It is clearer with every year in this role that the sport is supported admirably at all levels and we are truly fortunate for the contribution of all concerned.

The year will be marked as one that set a foundation for our future on so many levels. The continued progression toward achieving our strategic objectives on both a participation and high performance level realised numerous outcomes and/or projects which will support the growth of the participant base.

Of particular note was the advanced progress within the sport development portfolio. In the past, the development in this area has been highlighted as an area for improved focus. The period realised various initiatives or progressed them to a point or are at a point for early execution in the new period which is pleasing.

Meanwhile, organisationally the development of the National Rugby League (NRL) Strategic Alliance was developed over the year with the vast majority of negotiations and determinations made throughout the front end of 2013. This relationship will be a 'game changer' for Australian sport and position Touch Football well to achieve participation and organisational objectives that we envisaged in 2011.

TFA has long held the belief that we would need to progress strategic partnerships in order to address the various capacity or profile issues which are an impediment to long term growth. The establishment and foundation of this Alliance will see the sport again progress a significant change agenda which will only benefit the participants of this great game.

The announcement of the Alliance and the formalisation through to agreement will occur in the 2013/14 year. However, the strategy, resource/concept development, engagement and subsequent planning was a significant focus of the reporting period. I would particularly like to thank the work of the Board and the Leadership Group for the progression of this wonderful opportunity.

There is much to gain through the relationship and direction determined. However, strategic initiatives are often surrounded by uncertainty or risk. The individuals leading this key objective have ensured that in the long term Touch Football as a sport and its identity will be protected, enhanced and in the best possible position to maintain a strong footprint in sporting participation throughout Australia.

There has been a strong sense of community mandate with the determination and that this alignment is supported by our membership. We thank you for the faith shown thus far in the leadership of the sport.

We look forward to implementing this together with the membership and ensuring we can achieve the objective we have set with the NRL to be 'Australia's largest sporting community'.

This key direction cannot be achieved without collaboration and unity. We have continued to foster and develop strong relationships across our network and system and will be reliant on the ongoing commitment of all concerned. The sport has continued to enhance these relationships and is being delivered in the most aligned manner in its history.

Whether this is through the unified management model, or through the partner relationships with the New South Wales and Queensland Touch Associations, it is clear there is a shared vision for what our sport can achieve through collaboration. There have been numerous initiatives implemented in support of this and evidence which indicates we are jointly addressing the matters which confront our sport.

From the establishment of collaboration agreements in the formal sense through to communication frameworks, direct support or engagement opportunities, the sport is well placed through a collective approach to delivery. We will continue to develop and enhance these relationships as we strive for success in an otherwise crowded market. However, what must remain intact is a common vision for what we can achieve together.

Often difficult to assess while immersed in the role at hand, is my personal view that history will look kindly on the achievements of the last few years. We will now take stock together and look to progress the sport to the level we all believe it can be.

Our Participation Plan has continued to guide the strategic objectives surrounding growth, diversity and system support. There have been various projects which have consolidated our success in this area including for the first time a marketing and communications framework for the sport, database improvements, the launch of our online product, Targeted Growth Programs, sport education reviews and implementation, resource development and formal partner agreements to grow the sport.

Our plan has been widely recognised and acclaimed by the Australian Sports Commission (ASC) in their feedback to us as being clear, progressive, instructive and a benchmark. Our commitment to our participation objectives being achieved is resolute and we thank the ASC for their continued support including funding, the achievements in the Market Segmentation research area, Play for Life Resource and Women in Leadership Program. We thank all government partners which have invested in our success; in particular the participation space which has been highlighted through various investments by the Australian Government in Indigenous Programs through FaHCSIA (now Department of Social Services).

The ASC has also worked through change over the period with the launch of the 'Winning Edge' strategy. This change resulted in the removal of the high performance investment by the government into TFA. However, the submission and intent of the new high performance plan remains a priority for this organisation.

Through the work of the sport and management our funding levels were maintained and therefore operations will not be hampered over the new-year. However, we must look to what this means for the future. The High Performance Program and indeed its associated pathway are critical in any national sporting organisation's fabric.

We must continue to commit resources which ensure athletes aspire to be the best they can be at our game. We are all aware that such priorities also drive participation as well as many volunteers within our system. It is with that focus that we launched our High Performance Plan in the period and recommitted our focus to being the world's best Touch Football nation.

The foundation period mentioned was again confirmed when we achieved a clean-sweep at the Youth Trans-Tasman Series signalling the development of our future national athletes, 'Generation Next', is well underway. While many would look at both the Open and Senior Series' as disappointing given the success of

New Zealand, it is a marker on the way in which we have set the bar over the last four years and/or decades.

We are extremely proud of the effort of all of our representative teams and have every faith in the fact that lessons learned in Auckland and the experience gained, will guide all that they do in the years to come. The faith in the people leading or participating in this system is evident and we are all charged with the responsibility of success collectively into the future.

I wish to congratulate all involved in this event spanning the breadth of our athletes, coaches, volunteers and staff through to our opposition and partner, Touch New Zealand. The Super Trans-Tasman held earlier this year was the largest Touring contingent in TFA history and the combined effort of the team to deliver this at such a professional level is again a testament to their professionalism.

With the 2015 World Cup less than two years away in Australia we now focus on the road ahead. We look forward to delivering this event in Coffs Harbour which was announced as the successful location in 2013.

The value proposition we offer our membership has been continually assessed and throughout the back end of 2012 TFA undertook a strategic review into the marketing of the sport in order to understand our current requirements. As a result we have a clearer picture of the market and this was further supported by the ASC moving into Market Segmentation research studies and reviews during a similar period.

In line with above, one of the key recommendations was the appointment of a leader in this area and so we welcomed Julian Buckmaster to our Team in early 2013. Julian brings a wealth of experience and a passion for the game and as a practitioner which will strengthen the achievements we have had in this area into the future.

It is not often that you speak positively of a departure, however, the only staff member to leave the national office was David Brady who realised an aspiration of becoming a Chief Executive Officer. This investment of time and development in our people and their careers must be seen as a positive and we wish David well for his future.

The changes also signalled the need to review operations and management with a view to providing a more direct oversight over the critical tasks performed in the national office. The workforce planning review undertaken presented the current structure which is led by an outstanding management team.

The gains made by the organisation have also been dependant on a high level of stability and the team at large are to be congratulated for the way in which they embraced this change environment. It is through this stability that long term objectives can be met and projects can maintain momentum.

The dedicated team of staff that support Touch Football across our network are to be congratulated for their commitment and contribution they make to our success. I am sure they would extend this thanks to all of the volunteers that support them, as do I.

It is a fantastic network that we have at our disposal and it would seem we are well placed to achieve success through this balanced approach to delivery into the future.

Again, an organisation or person cannot lead without a 'Team' and I take this opportunity to acknowledge specifically the outstanding people that I have the pleasure of working with to achieve these objectives.

The TFA Board have been an absolute pleasure to work with and have guided the sport with integrity and professionalism. The strategic prospects that have faced the Board over the last 12 months have required a heightened level of diligence and assessment to ensure the sport is positioned positively.

We are fortunate to have such dedicated and passionate people on our Board. I thank Anita, Barry, Graham, Jane and Jim for the contribution over the period.

To Mike Rush, I again extend not only my gratitude but my admiration. Your commitment to this organisation/sport, leadership and counsel during the last 12 months has been invaluable to me personally as well as being critical to every success this organisation has achieved over the reporting period and indeed the period you have occupied the Chair.

The Board are supported by an extensive group of appointed personnel be they Directors, Panel Members, Council Members or Coaches within our High Performance environment. I specifically thank our appointed Directors Cathy, Ron and Greg as well as the respective teams they lead.

I also thank the State Chairs of our unified network and the NSWTA and QTA for their partnership over the last 12 months. Specifically to Aileen and Dean, Gary and Jim, on behalf of TFA I extend our appreciation to both your organisations.

There have been some significant challenges and opportunities on varying fronts

and it is my belief that the sport has continued to achieve sound results.

To all of the above, the sport is truly grateful of the time and effort you have afforded to us not only this year but throughout your engagement. It is clear that without your valued contribution we would not be as successful as we have been.

Every once in a while a team needs to reassess what it is capable of and how it operates.

The team I am lucky enough to lead did just that over the period and it is evident to me that through this process we have reset expectations of each other and ourselves.

We aspire to be unified, inspirational and reliable in all that we do and support each other to be the best leaders that we can be through a commitment to the values and behaviours we have agreed as the benchmark.

Having achieved so much together it is exciting to consider the prospects in front of us.

I thank the leadership team of the sport for their ongoing support and commitment. Given the scale of the tasks that confronted us for the period we can be completely satisfied with the outcomes achieved.

Garry Foran, Marianne Maguire, Matt Bamford and Julian Buckmaster are all a credit to the organisation and are committed to achieving every success together. The success of this sport is a testament to your commitment and collective contribution in conjunction with your respective teams.

We can all be proud of what was achieved in 2012/13 and we welcome the opportunity to position our sport as the leading community sport in Australia.

It is with great pride that I commit to the membership this report of the 2012/13 year and on behalf of TFA again, thank all members of the Touch Football community for the choice they make to be a part of this organisation.



**Colm Maguire**  
Chief Executive Officer  
Touch Football Australia

# Progress of Primary Objectives towards 2015

Strategic Objectives	2012-13 Progress	2015 Measurement
Substantially increase participation	<ul style="list-style-type: none"> <li>• NRL-TFA Strategic Alliance</li> <li>• Retrospective 2012-13 reported 525,030</li> <li>• 82,360 individuals registered</li> <li>• Launch of Touch Football Online</li> </ul>	500,000 registered and contactable members
Thrive at the elite level	<ul style="list-style-type: none"> <li>• 2011 FIT World Champions in Open and Seniors</li> <li>• 2013 Youth Trans Tasman Champions</li> <li>• Annualised National Touch League with Elite 8 Series</li> </ul>	The number one nation at all contested levels
Provide quality experiences for everyone in Touch Football	<ul style="list-style-type: none"> <li>• National events rated 8/10 by participants</li> <li>• Competition Benchmarking rated 6.5/10 by participants</li> <li>• Significant progress to improve Sport Education</li> <li>• Launch of online resource platform Dartfish TV</li> </ul>	Established a value proposition and satisfaction levels

Strategic Objectives	2012-13 Progress	2015 Measurement
Grow the resources	<ul style="list-style-type: none"> <li>Equity of \$3,881,796</li> </ul>	Equity of \$4 million
Substantially raise the profile of the game	<ul style="list-style-type: none"> <li>Touch Football network website traffic increased in 2012-13 to 12,674,714 page impressions (up from 11,843,296 the previous year) and 1,053,470 unique browsers (up from 974,913), through the year.</li> <li>The www.austouch.com.au website had 493,095 page views and 583,358 hits to the TFA event websites (NTL and NYC), bringing the total online traffic in 2012-13 to 1,076,453.</li> <li>An estimated \$305,000 worth of free media coverage and promotion.</li> <li>Telecast and promotion of the 2012 State of Origin Series (Men's, Women's and Mixed Open) on Fox Sports through various timeslots in October 2012.</li> <li>Telecast and promotion of the 2013 Elite 8 Series (Men's and Women's Open) on Fox Sports through various timeslots in April and May 2013.</li> <li>Extensive social media presence and interaction with 733 new subscribers and significantly 363,925 views of 'TFATV', the TFA YouTube channel, featuring the well received launch of live-streaming matches on TFATV; a notable achievement and key initiative to build greater connections to and interactions with the membership. The TFA Facebook page grew by approx. 3,000 friends during the period while we gained approximately 500 Twitter followers over the year.</li> <li>The appointment of a General Manager, Marketing, Communication and Partnerships in early-2013. This resulted in the establishment of the new MCP portfolio to support the TFA Leadership team and National Operations program, initiated through the independent TFA marketing review undertaken in 2011-12.</li> </ul>	Create the brand of Touch Football that is easily identifiable to a point where every Australian knows someone that plays Touch Football
Provide best practice administration at all levels	<ul style="list-style-type: none"> <li>Updated Member Protection Policy and the National Insurance Scheme</li> <li>Development and implementation of Disciplinary Regulations, Match-fixing Policy, Sport Education Guidelines, Junior Development Framework, Drug Education Plan and Play for Life Resource.</li> </ul>	Industry recognised systems and fully utilised processes by the entire membership

# NRL-TFA Strategic Alliance



## *A place on the field for everyone*

The public announcement of the Strategic Alliance between the NRL and TFA was conducted at Allianz Stadium, Sydney on Tuesday 13 August. In 2012-13 there was a considerable focus and priority placed on developing the NRL-TFA partnership by CEO, Colm Maguire, the TFA Board of Management and the TFA leadership team.

### **Our Joint Vision**

'Australia's largest sporting community'

### **Our Mutual Objectives/Benefits**

The key focus is to build a partnership predominantly on game development and alignment in key strategic areas to assist the progression of the long term objectives.

Working together in the spirit of true collaboration, the NRL and TFA will build a common approach and philosophy to introducing respective sports to each other's market and community. This will result in full-year engagement of participants and green-space utilisation and furthermore, provide multi-channel pathways to further encourage retention and recruitment within the 'NRL family'.



RELATIONSHIP OBJECTIVES	NRL STRATEGIC OBJECTIVES	TFA STRATEGIC OBJECTIVES
To increase the reach and profile of the 'NRL family' to the broader Australian community.	Reach and Profile	Substantially raise the profile
To increase NRL and Touch Football participation - providing full-year product offerings.	Pathways and Participation	Substantially increase participation
To establish common game development strategy to maximising resources.	Community Financial Strength	Quality experiences Grow the resources
To maintain each sports' fundamental pathway, financial model and unique identity.	Elite Clubs, Players and Competitions	Thrive at the elite level

# Touch Football Australia Participation Plan 2011-2015

TFA's commitment to substantially increasing participation and developing the affiliated network of Touch Football is central to the strategic cycle 2011–2015. Implementation of this objective is a simple formula of retaining existing participation rates and recruiting new participation.

The formula however becomes more complicated in the implementation phase, as capacity must be built within the organisation. The capacity to influence a large network of affiliated competitions, provide the financial resources linked with the human resources, both paid and in a volunteer perspective, to invest and focus on substantially increasing participation is not going to be easily achieved.

Essentially we are asking the existing network to work smarter, find innovation to overcome local challenges and appeal to and embrace each member. This will contribute to them remaining as a participant, while asking a friend or family member to become involved in not only Touch Football, but affiliated participation.

The Development Phase of the plan was implemented in 2012-13.



# Participation Priority Areas

## Participation Priority 1 (PP 1)

### Membership Census and Data Management

Our core objective is to accurately know who a member is, can contact them having verifiable information and know what they value from their experience in participating in Touch Football.

Success will be achieved when we have membership definitions, a national standard for collecting participant information and can gain insight from those participants about the product they participate within.

## Participation Priority 2 (PP 2)

### Targeted Growth Program

Our core objective is to initially grow our known markets throughout the affiliated network while exploring emerging market trends, commercialising our product delivery through partnerships and diversification.

Success will be achieved with engagement of the affiliated network to expand participation; specific strategies are initiated to capture emerging markets and the formula for competition management tangible and can be commercially leveraged.

## Participation Priority 3 (PP 3)

### Member Sustainability Program

Our core objective is to have programs for members to engage, services and resources are provided as well as workforce development as a priority which fulfils belonging and contribution to the sport as a whole.

Success will be achieved when formalised relationship management systems are in place, revised sport education principles are adopted which are supported with enhanced services and professional resources.

# Progress towards 2015 Participation Plan Success Indicators

While increasing participation is the key objective, there are clear success indicators that support the wider objectives and provide a performance monitoring tool for the organisation. TFA staff continue to monitor progress and are focussed on ensuring the strategies are being implemented annually. Below is the table for Participation Priority 1 – Membership Census and Data Management:

Participation Priority 1 – Membership Census and Data Management:				
Success Indicator	2012-13 Activity	2012-13 Measurement	2015 Measurement	
1	<p>A Touch Football Australia database that 85 percent of full affiliated members provide individual member information in the designated national data fields by 2015</p>	<ul style="list-style-type: none"> <li>Developed and implemented Touch Football Online (TFO).</li> <li>Since TFO introduction (April), 56 affiliates have migrated into the system.</li> <li>Maintained reporting, now comparing 2011 and 2012 with Fox Sports Pulse information.</li> <li>Implemented national data fields, Online Registration and Payments with links to TFO Reward Program.</li> </ul>	<p>NSWTA – 17% QTA – 32% TFA States – 31% Overall – 27%</p>	<p>85 percent of affiliated members in database</p>
2	<p>Touch Football Australia will conduct a census to develop an annual membership profile.</p>	<ul style="list-style-type: none"> <li>Maintained competition benchmarking for TFA managed competitions.</li> <li>Extensive preparation for a re-structured Database.</li> </ul>	<p>87% respondents would participate again 87% respondents would recommend competition.</p>	<p>Annual census</p>
3	<p>A Touch Football Australia integrated Marketing and Communication Plan is developed and becomes operational from 2013.</p>	<ul style="list-style-type: none"> <li>Established the Marketing, Communications and Partnerships Portfolio and appointed new General Manager</li> <li>Developed a TFA Marketing and Communications Framework</li> <li>Enhanced commercial partnerships</li> <li>Enhanced the functionality and reach of the TFA Electronic Newsletter</li> <li>Continued growth, penetration and effectiveness of TFA Social Media channels and platforms</li> <li>Introduced TFA Coach Accreditation Card.</li> </ul>	<p>Newsletter provided to 72,248 valid email addresses each fortnight</p>	<p>An operational Integrated Communication and Marketing Plan</p>

## Participation Priority 2 – Targeted Growth Program

	Success Indicator	2012-13 Activity	2012-13 Measurement	2015 Measurement
1	500,000 participants of Touch Football by 2015	<ul style="list-style-type: none"> <li>Continued improvements to more accurately capture Participation Reporting.</li> <li>Maintained the Targeted Growth Program.</li> <li>AASC Play for Life Resource.</li> <li>National promotional poster distribution.</li> </ul>	Final number of 525,030 participants.	500,000 participants Altered ASC target to 550,000 participants.
2	Evidence of growth by 20 percent in 2015 of Touch Football participation captured through the independent ERASS related information.	<ul style="list-style-type: none"> <li>NRL-TFA Strategic Partnership.</li> <li>Market Segmentation and Participation Workshop (State initiatives to be implemented).</li> <li>Linked to participation reporting is the more accurate projection of targets.</li> </ul>	Awaiting latest ERASS/like reporting release.	2010 was 302,200 therefore a 20% increase requires a growth of 60,440 by 2015
3	Increase the number of separate locations or affiliates from 300 to 360 in 2015	<ul style="list-style-type: none"> <li>Informally through state locations.</li> </ul>	329 locations	Growth in 2015 to 360
4	Increase the number of teams in TFA managed competitions to 2000 (including 25 percent junior teams) with at least one competition in each state and territory in Australia.	<ul style="list-style-type: none"> <li>Market Segmentation related initiatives and ideas being trialed for 2013-14. These include corporate-based events, family friendly divisions, varsity competitions and alternative format competitions.</li> <li>Continued dialogue with unaffiliated entities.</li> </ul>	1,318 senior teams across ACT, VIC, NT, WA and SA. 126 junior teams across SA, NT and ACT.	2000 teams which have 500 as junior teams, with one per state or territory in 2015
5	Provide examples of inclusive based participation opportunities in all states in Australia.	<ul style="list-style-type: none"> <li>Deaf Touch Football Australia – implementation of national championships for Touch Football.</li> <li>Expansion of Indigenous Programs.</li> <li>Targeted Growth Programs.</li> <li>Inception of a Community Engagement Coordinator role.</li> <li>Female focused projects in VIC.</li> </ul>	Deaf activity in VIC, QLD and ACT. Indigenous programs in QLD, NT, SA, ACT and NSW. Female program in VIC.	Inclusive programs in all states and territories by 2015

## Participation Priority 3 – Membership Sustainability Program

	Success Indicator	2012-13 Activity	2012-13 Measurement	2015 Measurement
①	A national Customer Relationship Management (CRM) system used to link affiliate requirements with state (or regional) operational staff, which results in national rewards and recognition of achievement by 2015.	<ul style="list-style-type: none"> <li>Considerable effort to re-structure Database to implement an integrated system.</li> <li>Continued research into systems, including working with the NRL.</li> </ul>	Research and development phase	A functional CRM by 2015
②	State based performance monitoring that demonstrates progression towards participation priority areas to meet targets by 2015.	<ul style="list-style-type: none"> <li>Maintained Quarter Reporting for all TFA Managed States.</li> <li>Improved Participation Reporting.</li> <li>Drafted Strategic Progress State Reporting Template.</li> </ul>	Implementation phase	All states to have reporting systems well established and Key Performance Indicators by 2015
③	Formal agreements in place with at least 30 external organisations that jointly support Touch Football participation by 2015.	<ul style="list-style-type: none"> <li>NRL-TFA Strategic Alliance.</li> <li>NSWTA and QTA Collaboration agreement in place.</li> <li>Initiated agreements with five other organisations.</li> </ul>	Implementation phase	30 agreements by 2015
④	10,000 accredited Coaches and Officials that undergo entry level sport education to be involved in Touch Football with a 75 percent satisfaction rating in the courses undertaken.	<ul style="list-style-type: none"> <li>Sport Education Guidelines introduced.</li> <li>FTEM Model used to initiate change across the spectrum of Courses.</li> <li>Foundation Coach Course and Level 1 Referee Course completed and in pilot phase.</li> </ul>	6,353 volunteers accredited	Survey systems well established, providing 75 percent satisfaction rates for 10,000 volunteers accredited by 2015
⑤	A Field Officer program that is focused on school services being provided to 100 schools with a 75 percent satisfaction rating annually by 2015.	<ul style="list-style-type: none"> <li>AASC Play for Life Resource developed and widely distributed.</li> <li>Encouraged closer state level relationships for AASC.</li> <li>Project deferred, priority given to the NRL-TFA Strategic Alliance.</li> </ul>	Research phase	100 schools serviced with 75 percent rating by 2015

# Touch Football Australia High Performance Plan 2011-2015

Leadership must take steps to close the gaps between today's performance to reaching the objectives and vision for Touch Football Australia to 'thrive at the elite level'.

To 'thrive at the elite level' we require quality people, commitment and the ability to seek continuous improvement.

TFA encourages a high performance culture which is the result of high performance actions. This is to attract, develop, reward and retain the best athletes and officials befitting a world class program.

Linked with our obligation to uphold a high performance culture and ethos we also expect our Australian representatives to represent the ideals enshrined in the Australian Sports Commission's 'The Essence of Australian Sport'.

## Priority 1 (HPP 1) – Sustainable Athlete Development

The core objective is to recruit talented athletes from a consolidated and strong pathway and provide them the opportunity to develop both as athletes and people within a team environment.

Success will be achieved when we have a professional talent identification system, which results in the best teams that can be fielded representing Australia at the international level.

## Priority 2 (HPP 2) – Innovation in Coach Development

The core objective is to have a competitive pool of talented, innovative and committed coaches who are provided the opportunities to remain leaders at a national level and who support the expansion of the wider coaching community.

Success will be achieved when we can attract the best coaches from within the domestic system, who are adequately supported and educated giving them the confidence to inform and coach their athletes and the broader coaching community.

## Priority 3 (HPP 3) – Establish a Competitive Advantage

Our core objective is to establish a competitive advantage that allows the athletes, coaches, officials and support staff to carry out their roles in meeting the expectations of High Performance related outcomes.

Success will be achieved when formalised reporting and monitoring procedures are in place and revised program innovation principles are adopted which are supported with enhanced services and professional resources.



# Touch Football Participation

Historically, our organisation reported participation based on the affiliated team structure across the eight states and territories in Australia. Participation within Touch Football as a sport however, extends much further than the traditional week-to-week seasonal competitions.

In line with State and Federal Government collaboration, the Australian Sports Commission (ASC), in conjunction with all state Sport and Recreation Departments, provided guidelines to more accurately capture sporting participation rates. TFA has, in turn redefined participation categories which are now collected in the following format:

<b>1 &amp; 2. Full Active Membership</b>	Members who have access to the full range of programs and services offered by the organisation or their affiliated club or association, as a participant, coach or official. Junior and adult.
<b>3. Program Participants</b>	Members/participants who have access to a limited range of programs and services offered by the organisation or their affiliated club or association as a participant.
<b>4. Event Participants</b>	Participants who pay a fee per event to participate in the activity and receive limited other services from the organisation. This type of participant pays no formal membership fee and may not have access to programs and services of the state organisation.
<b>5. School Delivered Programs</b>	Participants involved in regular competitions, programs or championship events organised by national or state organisations and may be conducted at a school facility. These include fee for service or free of charge services.
<b>6. School Managed Competitions</b>	Participants involved in events, competitions or programs organised primarily by schools that are not directly organised by the national or state organisation. Instead informal or formal agreements may exist and be supported by the affiliated structure.
<b>7. Accredited Volunteer Participants</b>	Participants who participate in recognised sport education courses that receive formal accreditation.

The Participation Plan provided initial insight into the extent of participation occurring for Touch Football in these categories.

Building on the initial position, for 2012-13 TFA introduced a new participation reporting process. The process has brought improved consistency to recording participation figures and establishing growth targets in all categories.

## Touch Football Australia Participation 2012-13 (retrospective)

Participation Category	Retrospective 2010-11	Retrospective 2011-12	2012-13
1. Full Active Membership – Adult	154868	149492	141617**
2. Full Active Membership – Junior	70211	67006	66566
3. Program Participants	14813	7998	15693*
4. Event Participants	22936	33382	48625
5. School Delivered Programs	54021	64594	57116*
6. School Managed Competitions	129260	140582	155416
7. Accredited Volunteer Participants	33000	36974	39997
<b>Total Participation</b>	<b>479109</b>	<b>500028</b>	<b>525030</b>

**Note:** Numbers above are based on national benchmark figures – State Tables below (NSWTA has two tables to incorporate local state government reporting).

\*National change to include all AASC participants in Program Participants to establish consistency in all state locations.

\*\* Includes ADFTA in overall national numbers.

In considering the participation information provided, the goal remains to ensure it is verifiable through a functional database. In the meantime TFA has provided historical averages and defined parameters.

This is to be expected in the preliminary phase, with an expectation that the next two years of established reporting processes will stabilise. In providing transparency to the participation information, here are some guiding points:

- Team numbers are calculated by the historical average 11.25 participants per team;
- Coaching clinic related school classes within school delivered programs are calculated by an average of 25 participants per class;
- Growth targets selected for each year related to program participants, school delivered programs and accredited volunteers are calculated as a 10 percent increase; and
- Growth targets selected for each year of full active members, event participants and school managed competitions are calculated as a five percent increase.

As stated above, in a fully verifiable system, ultimately the number of participants will be recognised and reportable from an aligned database. TFA through the partnership with Fox Sports Pulse have prioritised the ‘verifiable and contactable’ element of the objective. Provided in the 2012-13 strategic highlights section is more detailed information on how the progress to accurately

know who a member is and having the ability to verify the information and to also contact them.

TFA’s progress to establishing a functional and verifiable database confirms 82,398 individual members. In considering the information below, the table shows the number of members entered in the correct seasonal title being Season 2, 2012 and Season 1, 2013. This information mainly comes from the use of online registration, which has been configured within TFA protocols. The challenge for the sport is to continue to focus on improving this position.

## Touch Football Australia Participation Database 2012-13

State Name	Number of Members	Number of Emails
ACT	4,585	4,218
National	3,160	2,898
New South Wales	20,986	16,876
Northern Territory	2,342	1,478
Queensland	32,171	22,175
South Australia	3,163	2,594
Tasmania	3,065	2,736
Victoria	8,866	7,341
Western Australia	4,022	2,934
<b>Total</b>	<b>82,360</b>	<b>63,250</b>

State-by-state participation summaries are provided, with the partner states of New South Wales and Queensland in this section.

The TFA Managed states are provided within the Unified Management section of this report.

## New South Wales Touch Football Participation 2012-13

Participation Category	Retro-spective 2011-12	2012-13 Target	2012-13 Actual	2013-14 Target
1. Full Active Membership – Adult	64508	67733	62055	65158
2. Full Active Membership – Junior	35471	37245	35302	37067
3. Program Participants	380	399	4603	5063
4. Event Participants	17050	17903	24108	25313
5. School Delivered Programs	39437	41409	40560	44616
6. School Managed Competitions	127620	134001	167057	175409
7. Accredited Volunteer Participants	1632	1714	1454	1599
<b>Total Participation</b>	<b>286098</b>	<b>300403</b>	<b>335139</b>	<b>354225</b>

• Based on NSWTA Government reporting

## Queensland Touch Football Participation 2012-13

Participation Category	Retro-spective 2011-12	2012-13 Target	2012-13 Actual	2013-14 Target
1. Full Active Membership – Adult	50434	52955	46789*	49128
2. Full Active Membership – Junior	26516	27842	26021	27322
3. Program Participants	4727	4963	5896	6486
4. Event Participants	5940	6237	7290	7655
5. School Delivered Programs	12868	13506	7551	8306
6. School Managed Competitions	30128	31634	10654**	11187
7. Accredited Volunteer Participants	1268	1331	968	1065
<b>Total Participation</b>	<b>131881</b>	<b>138468</b>	<b>105169</b>	<b>111149</b>

\*Flood affected in Season 1 2013 (Rockhampton main competition).

\*\*School system reporting review required from 2011-12 comparing 2012-13.

## Traditional Full Active Membership

TFA had 311 active affiliated competitions in the 2012-13 period, with 18 TFA managed locations taking the overall total to 329, which is an overall increase of five (5) locations, indicating growth of 1.5 percent.

Throughout 2012-13, the focus for TFA has continued to be the delivery of the affiliated Touch Football product. In 2011-12, we reported a decrease of 3.04 percent in seniors and a decrease of 3.36 percent in juniors.

In 2012-13, Touch Football senior participation has decreased by 4.77 percent, or 626 teams, from the 2011-12 period. Junior participation also decreased by 0.69 percent in the 2012-13 period, down 41 teams from the 2011-12 period.

At the time of publication, TFA has recorded 8,152 senior teams and 5,258 junior teams in Season 2, 2012, for competitions commencing between July 1, 2012 and December 31, 2012. For Season 1, 2013, TFA has recorded 4,354 senior teams and 659 junior teams for competitions commencing between January 1, 2013 and June 30, 2013.

Individual participants, based on the historical figure of 11.25 participants per team, equates to 140,693 for seniors and 66,566 for juniors for the 2012-13 period, with an overall Touch Football participation figure of 207,259.

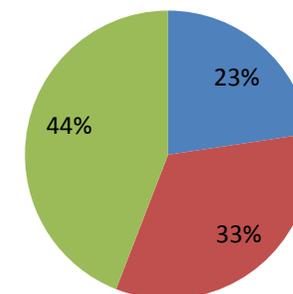
Provided is a breakdown of state senior and junior team numbers for the 2012-13 period along with comparison figures from 2011-12.

### Senior Comparisons 2011-12 and 2012-13

	S2-11	S1-12	Total 11-12	S2-12	S1-13	Total 12-13	Total Vari- ance	Percentage Variance
QLD	2,299	2,184	4,483	2,186	1,973	4,159	-324	-7.27%
NSW	4,253	1,490	5,743	4,077	1,439	5,516	-227	-3.95%
ACT	264	170	434	254	170	424	-10	-1.02%
NT	131	159	290	127	156	283	-7	-2.41%
SA	255	137	392	247	143	390	-2	-0.51%
TAS	253	51	304	248	54	302	-2	-0.66%
VIC	560	212	772	498	207	705	-67	-8.68%
WA	498	216	714	515	212	727	13	1.82
<b>National Total</b>	<b>8,513</b>	<b>4,619</b>	<b>13,132</b>	<b>8,512</b>	<b>4,354</b>	<b>12,506</b>	<b>-626</b>	<b>-4.77%</b>

### Senior Team Totals 2012/13

■ TFA States ■ QTA ■ NSWTA

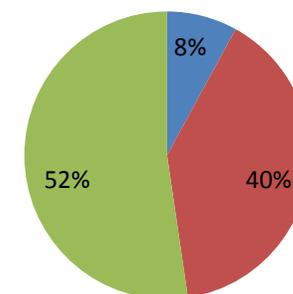


### Junior Comparisons 2011-12 and 2012-13

	S2-11	S1-12	Total 11-12	S2-12	S1-13	Total 12-13	Total Vari- ance	Percentage Variance
QLD	1,838	519	2,357	1,778	535	2,313	-44	-1.87%
NSW	3,106	49	3,155	3,051	87	3,138	-17	-0.54%
ACT	124	0	124	112	0	112	-12	-9.68%
NT	4	10	14	8	8	16	2	14.29%
SA	24	8	32	19	5	24	-8	-25%
TAS	169	5	174	196	19	215	41	23%
VIC	19	5	24	14	3	17	-7	-29.17%
WA	73	5	78	80	2	82	4	5.13%
<b>National Total</b>	<b>5,357</b>	<b>601</b>	<b>5,958</b>	<b>5,258</b>	<b>659</b>	<b>5,917</b>	<b>-41</b>	<b>-0.69%</b>

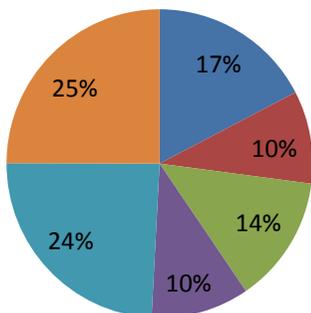
### Junior Team Totals 2012/13

■ TFA States ■ QTA ■ NSWTA



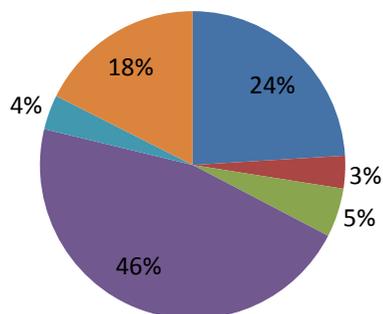
### TFA Managed States Senior Team Totals 2012/13

■ ACT ■ NT ■ SA ■ TAS ■ VIC ■ WA



### TFA Managed States Junior Team Totals 2012/13

■ ACT ■ NT ■ SA ■ TAS ■ VIC ■ WA



## Touch Football Australia's Strategic Implementation and Progress 2012-13

TFA remains focused and committed to achieving the primary objectives and strategic target areas detailed in the 2011-2015 TFA Strategic Plan. The Plan guides all that we do in the organisation from reporting to financial construct.

The Board of Management and Executive Management maintain and monitor performance against the Plan through the annual Operational Plan.

Provided below is a summary of the results of activity and implementation during 2012-13 for National Office.

Four of the five Strategic Priority Areas (now including the Participation Plan) are all reported as notably completed for the end of June 2013. In 2012-13 progress is rated as 'monitoring implementation'.

Sport Development has markedly improved from the 2011-12 position, with major breakthroughs including the launch of Dartfish TV and major changes in the Sport Education area commencing implementation. However, it remains the most volatile of program areas with regard to calendar pressures, state operational support requirements, competing priorities/needs, external advice or approval and the availability of critical and specialised staff and/or volunteers.

Provided in the next section are the specific achievements, outcomes or highlights for Corporate Leadership, Sport Management, Sport Development and Operational Services focused on national staff and volunteers.

Strategic Priorities in Summary	Responsibility	Total Key Areas	Progress Status
Participation Plan	Sport Operations	76	Notably Completed
Corporate Leadership	Executive Management & Board of Management	71	Notably Completed
Sport Management	Business Operations & Sport Operations	73	Notably Completed
Sport Development	Sport Operations	84	Implementation Phase
Operational Services	Business Operations & Sport Operations	14	Notably Completed
<b>Total Percentage Of Key Areas Completed</b>		<b>318</b>	<b>Monitoring Implementation</b>

# Strategic Priority Area 1: Corporate Leadership

## Corporate Leadership Key Result Areas

## 2012-13 Achievements and Highlights

Target 1a: A unified management and governance structure which is an example for other sports

- Continued assessment of Unified Management Model undertaken is reflected through human resource and structural changes throughout 2012-13, mainly focused on changes implemented in the national office.
- In maintaining the unified structure of the sport, TFA Executive and General Managers presented and interacted regularly with all TFA Managed State Councils, and key Government stakeholders.
- Introduced a new format and increased transparency of operations for the 2011-12 Annual Report.

Target 1b: Assessment of the current governance structure and design to ensure continual improvement is achieved.

- Continual improvement to the governance structure was actioned with the update of the TFA State Council structure, with a trial occurring in South Australia.
- The 2012-13 Board Members have undertaken an orientation process, with a review of Board delegations, declarations and policy endorsement conducted.
- Reporting requirements and frameworks for decision making are clearly evident. This includes communication protocols and meetings in a regular format with outcomes communicated externally.
- As per Incorporated Association requirements, TFA submitted the Annual Return and provided notification of the change of Directors to the ACT Revenue Office. Required documents were also lodged to Australian Securities Investment Commission. This process included the submission of relevant Federal and State Government's funding acquittal statements.
- Continued assessment of the Affiliate Regulations has identified changes that requires introduction in 2013-14.

Target 1c: Implementation of one unified strategic planning process across all states to ensure sport requirements are achieved

- The High Performance and Participation Plans have continued to be utilised as a catalyst for change - emphasising the issues and fundamental strategies linking the targets and objectives to practical implementation.
- The first year of the State Operational Framework, including Integrated Work Teams was reviewed, with changes to be implemented in the operational year 2013-14.

## Corporate Leadership Key Result Areas

## 2012-13 Achievements and Highlights

Target 1d: Regular communication processes and public relations to ensure transparent operation is achieved.

- The electronic TFA Newsletter, which links to the TFA website has been enhanced and maintained.
- The TFA email database has grown to 129, 080, with 72,248 receiving regular distribution of the Newsletter.
- An average of 20 percent of people are reading and interacting with the Newsletter. The top stories for the year were all in relation to High Performance areas of the sport, including Australian team announcements and event results. The key innovation of live-streaming of elite matches on TFATV has added another dimension to the TFA website and connectivity to and interactivity with the membership
- Promoting positive public relations within the community, editions 10 and 11 of TFA's national magazine, the 'Hard Wrap' were developed and distributed at the two national TFA events (NYC and NTL). The magazine continues to provide positive, whole-of-sport news coverage of key events, competitions, insights and interviews from members of the wider Touch Football community.
- 'Advance Notice' summary reports are distributed internally by TFA National Operations to state offices and key national level volunteers every 6-8 weeks along with quarterly updates, These are essentially abridged versions of the BOM reporting.

Target 1e: Best practice systems and risk management to ensure overall governance compliance.

- The National Insurance Scheme remains the focal point for managing risk effectively while maintaining predictable insurance premiums for individual affiliates, resulting in a tangible outcome for all affiliate members.
- Diligence and proactive management saw the National Insurance Scheme fees of \$66 and \$22 per team remaining stable for the fourth consecutive year.
- TFA has maintained and updated the National Insurance Scheme Manual with the associated support resources to promote the Scheme to individual members.
- To ensure the current Insurance scheme remained competitive and current, TFA conducted a successful review of alternate policies offered on the insurance market.
- Protecting the broader risks associated with Intellectual Property (IP) for the sport of Touch Football, TFA has maintained the protection of all copyrights, profile logos and registered trademarks.
- Developed for wider consultation a key resource titled: 'Introduction to Risk Management for Touch Football'.

## Corporate Leadership Key Result Areas

## 2012-13 Achievements and Highlights

Target 1f: Strong and formalised relationships with key stakeholders to a position of partnership.

- Formalising of the strategic alliance between the NRL and TFA.
- The Australian Sports Commission remains a vital relationship and partner to TFA, in which improved collaboration has provided benefits to the implementation of the TFA Participation Plan 2011-2015.
- TFA continued with an informal relationship with the Australian Rugby Union, particularly in relation to Rugby Sevens and High Performance interaction.
- TFA provided support to the Australian Defence Force Touch and School Sport Australia for both their nationals held in Brisbane.
- TFA continued to build a strong relationship with Stage and Screen, in particular for domestic accommodation and travel services, subsidiary to major travel provider Flight Centre.
- Through an enhanced relationship with Destination NSW, TFA has worked positively to promote the Mudgee, Port Macquarie and Coffs Harbour (Coffs Coast) regions as prominent event and tourist destinations.
- TFA through Sports Hydrant, a sports based lobby group, exposed Touch Football to Federal and State Politicians as to build key government relationships. The arrangement with Sports Hydrant also saw work by TFA to support the national Sport For Women Day and Parliamentary Sports Day.

Target 1g: Leadership in the development of international relationships

- TFA ensured strong relationships were maintained at international level.
- Maintaining a leadership position within a growing international community, particularly building towards the 2015 Federation of International (FIT) World Cup with Papua New Guinea, Scotland and Hong Kong all participating at the 2013 NTL.
- TFA has provided leadership and support to various countries including Austria, Catalonia, China, England, Fiji, France, Guernsey, Hong Kong, Ireland, Italy, Japan, Kenya, Malaysia, New Zealand, Pakistan, Papua New Guinea, Samoa, Scotland, Singapore, United States of America and Wales.
- TFA has created an International Touring Framework, to improve the communication and procedures for international countries touring Australia.

## Corporate Leadership Key Result Areas

### 2012-13 Achievements and Highlights

Target 1h: Inter-entity relationships enhanced in order to position the sport strongly through collaborative partnerships.

- To better leverage international relationships through governments, TFA is exploring a concept to engage the Department of Foreign Affairs Fellowship Program and have linked with AusAid in relation to the Pacific Sports Partnerships Program (to be reviewed due to changes to various relevant government portfolios).
- Maintained the important international relationship with Touch New Zealand to ensure improved collaboration between countries, facilitate the continued opportunity for Trans Tasman competition and rivalry and sport- related innovation at the High Performance level of the sport.
- TFA has continued to support the Federation of International Touch (FIT) both operationally and through the provision of advice on issues of international importance, including the Touch World Cup 2015 planning.
- Continued focus on developing enhanced relationships with our key internal stakeholders, particularly TFA managed states as described above through the formal and informal systems.
- Collaborative agreements have been reached with NSWTA and QTA, which incorporate extensive media/social media support to build the profile and reach of their key events and competitions and other activities.
- Localised support of regions in Queensland in conjunction with the QTA to assist growth opportunities and collaboration on initiatives.
- TFA maintained strong, mutual commercial partnerships with all major TFA sponsors. A key focus during the 2012-13 period was on the renewal of various partner agreements and a renewed emphasis on sales and brand activation plans for each partner. This approach is to ultimately build the respective investment spends of each of partner but also the experience and connection to through the Touch Football membership.
- These relationships include KooGa, X-Blades, Steeden, BodyScience, Sportscover, WWSI, Destination NSW, local Councils for events and Hyperactive. Tablet PC were introduced to the TFA suite of sponsors in 2012-13.

# Strategic Priority Area 2: Sport Management

## Sport Management Key Result Areas

Target 2a: The sport of Touch Football will achieve strong growth at all levels.

## 2012-13 Achievements and Highlights

- The focus towards growth has been formalised by the TFA Participation Plan 2011-2015.
- A key innovation in 2012-13 was the presentation by ASC of an unprecedented market research project on sport participation across the country by a third party research agency. This resulted in conduct of a national Touch-Football specific Market Segmentation Workshop which looked at innovative ways to achieve acquisition and encourage retention of players in the sport across the country. The workshop was facilitated by ASC as a pre-cursor to the development of a Touch-Football Market Segmentation Report (developed in late-2013) and designed to further inform operational staff on participation issues and opportunities in the broader Australian sport context.
- The Targeted Growth Program aimed at providing funding assistance to support affiliate volunteers in the area of growing participation has been maintained.
- 18 affiliates and 20 projects were submitted. Six affiliates were successful in gaining \$300 advertising assistance, while an additional 14 shared in a total funding pool of \$28,274. The top four affiliates that were allocated funds were Redlands (\$5,000), Cairns (\$5,000), Central Coast (\$3,000) and Southern Districts - WA (\$2,500).
- TFA updated and released the 2013-14 funding round, allowing a 10-week window for submissions.
- Distribution of promotional materials and development of support resources for junior growth to States and Regions.
- TFA has continued to engage and negotiate with relevant bodies to address issues of disaffiliation and unaffiliated Touch Football organisations.

## Sport Management Key Result Areas

## 2012-13 Achievements and Highlights

Target 2b: Continued improvement of administrative systems and procedures to support best practice sport delivery.

- Improving the administrative and reporting systems related to the broader context of participation in Touch Football has occurred.
- Providing best practice sport delivery information has been fulfilled through the ongoing update and release of the Affiliate Management Resource Initiative (AMRI).
- The Member Protection Policy has been updated for 2013 and is in alignment with the Australian Sports Commission's recommendations.
- New Disciplinary Regulations, with associated information for improved systems and guiding templates, were implemented from February.
- A Match-fixing policy was also developed and implemented, while TFA contributed to development of the educational packages which are sport-wide.
- Finally, TFA working with ASADA have updated and implemented a Drug Education Plan and process for Touch Football.

Target 2c: Development of strong commercial processes to ensure the long term security of the sport and organisation.

- The long term security and financial viability of TFA remains a major priority for Executive Management and the Board of Management.
- Strong financial performance resulting in an operating surplus for the year despite declining participation numbers.
- The Finance Audit and Risk Sub Committee are provided regular information for assessment on the tracking of the business. The period end process remains in place and is identified as best practice.
- A mid-year review system identifies and projects the potential performance for Board consideration of additional initiatives or suspension of others.
- TFA has maintained reporting requirements and began the re-negotiation phase for existing corporate partners.

## Sport Management Key Result Areas

## 2012-13 Achievements and Highlights

Target 2d: Continued development of best practice financial management systems.

- Financial management is a key driver of the TFA operational processes with ongoing adjustments of financial processing and procedures; most adjustments are related to meeting the demands of new technological innovations and operational procedures. The year-end review of practices contributed to the updating of the Financial Reporting Manual.
- Improved debtor management was a priority and stronger practices resulted in an overall decrease in debtors throughout the operating year.
- As required, legal action related to long-term debtor recovery has been initiated for a number of long term debtors.
- Operational reporting included provision of a weekly 'hot sheet', end of period reporting, quarter analysis of all localities including a major six month review during the financial year.
- Statutory financial processes for conducting and preparing Audited Statements were all conducted.
- Budgeting for 2013-14 in line with strategic priorities was undertaken for all TFA managed localities, with extensive cross management consultation, budget drafting and pre-implementation review undertaken.

## Sport Management Key Result Areas

## 2012-13 Achievements and Highlights

Target 2e: Organisational value placed on key human resources both professional and volunteer level.

- The first phase of a national TFA HR/Workforce Plan was developed and implemented.
- The plan outlined the changes to the Organisation Structure (National Office), a review of the General Manager layer and a re-affirmation of the TFA Portfolio structures and responsibilities, with a re-alignment of resources and staffing to reflect the new priorities for the organisation. This first phase has focused on the re-structure resourcing at the national level, while a broader review including state operations is the next priority
- In providing broad support to the Unified Management Model, TFA advertised and recruited positions for the Australian Capital Territory, Victoria and Western Australia operations.
- Reflecting the positive organisational value given to staff within all aspects of TFA, there were 37 full time positions and an employee retention rate of 76 percent, at the end of June 2013.
- A good reflection of workforce diversity, gender balance and broad demographics is evident in the current national structure, as follows:: Executive and General Management - four male and one female; Management - four male and three female (States) and four male and two female (National); and Coordinator or Officer - eight male and five female (States) and one male and five females (National).
- TFA has also maintained an internship program, which will become more formalised and implemented across the organisation.
- Emphasising the organisational value of diverse employees reflective of Touch Football, A Women's Leadership program was developed and implemented. Participants reported a 'Confidence in ability to perform at a higher standard' rising from 62 percent to 100 percent.
- TFA has also engaged Leading Teams as an external consultant to provide professional development across the organisation.
- TFA inducted Dennis Coffey and Cathy Gray as Life Members of TFA, with an intimate ceremony at the 2013 NTL.
- Collaboration and networking opportunities are supported with staff and volunteer interaction facilitated through national event attendance.

## Sport Management Key Result Areas

## 2011-12 Achievements and Highlights

Target 2f: Development of a strong profile within the Australian sporting system and improved community awareness.

- TFA has achieved dramatic results in building a strong profile and improved community awareness of Touch Football and events, competitions and related activities across the country.
- A stronger online engagement with audiences and an enhanced platform and presence has been achieved with the TFA website - [www.austouch.com.au](http://www.austouch.com.au) achieving 493,095 page views in 2012-13.
- Event-specific websites remain important in improving the user experience for online audiences and building and supporting internal community awareness. The NYC event website continued to do well, with 66,397 hits in the month of September 2012, with a total of 108,146 hits for the Financial Year. The NTL website had 255,153 hits for the month of March 2013, an increase of over 50,000 hits on the 2012 event. The Trans Tasman website had 52,962 hits in the month of February, and 113,667 hits for the year.
- The dramatic spike in traffic to the NTL site was in large part due to the successful launch of the live-streaming coverage of Elite Eight matches on 'TFATV' – the TFA YouTube channel.
- The TFATV YouTube channel continues to be a highly effective and interactive platform providing online audiences with a modified and packaged and particularly, while live streaming of games was also introduced at the 2013 NTL. In the month of September (2012 NYC and SOO), 47,681 upload views were achieved. At the 2013 NTL, the channel received 50,000 hits. Throughout the February period (2013 Super Trans Tasman) the channel received 65,000 hits. TFA's YouTube channel finished the year with 363,925 views as well as 733 new subscribers.
- TFA has successfully achieved community awareness through social media avenues. The TFA Facebook and Twitter pages continue to grow at a constant rate, gaining close to 3,000 Facebook fans during the year and gaining close to 500 Twitter followers. TFA also created an Instagram account in the period, receiving 900 new followers by the end of the financial year.
- TFA has also achieved a more elevated profile with daily results published to AAP Australia's Sports Wire during events, along with all of the major metropolitan and regional media titles.

- Mainstream media opportunities are growing every year through editorial opportunities. The overall estimated value of media coverage for the 2012 NYC event and 2013 Super Trans Tasman events was approx. \$40,000 each, while the 2013 NTL coverage was approx. \$30,000. The estimated total value of media coverage for the 2012/13 period is estimated at approximately \$305,000.
- There were several mainstream media opportunities secured throughout the period, with two major stories in The Courier Mail covering the State of Origin and Trans Tasman series. Inside Sport magazine featured a four-page profile piece in February 2013 on Australian Men's Open captain, Steve Roberts. A three-page feature on the Australian Women's Open team was secured in the February 2013 edition of Women's Fitness magazine. Channel Ten sport also featured a story on Australian 20's Boys representative and Benji Marshall's younger brother, Jordan Marshall-King when he was named in the team in October 2012.
- TFA provides valuable assistance to state operations in the promotion of key events and building profile and awareness locally. NSWTA, as a key partner and host of an extensive number of profile events, receives the majority of this support. In summary, TFA provided coverage of the NSW State Conference, Blues Awards dinner/function, Vawdon Cup Finals, State Cup and contribution and various preparations for their 'Keeping in Touch' magazine and Junior State Cup during the period.
- Some highlights for NSWTA related coverage included 33,300 views to their YouTube channel throughout the period.
- The NSWTA Events website hits increased by 15,000 hits to just under 160,000 for the month of December (State Cup), while the website received 198,000 hits in the month of February during the Junior State Cup; an increase of close to 30,000 hits.
- Building general community awareness, TV production of the 2012 State of Origin Series and 2013 Elite Eight finals also featured during the period, with great success in promoting both events and building the profile of the sport.

# Strategic Priority Area 3: Sport Development

## Sport Development Key Result Areas

## 2012-13 Achievements and Highlights

Target 3a: Focus on affiliate and club development/management to ensure a sustainable participation model.

- In supporting affiliate management, The Affiliate Management Resource Initiative (AMRI) concept has continued to be an important focus for TFA in supporting and providing key resources for affiliates, including a refreshed 2013 edition. The AMRI resource includes the annual release of TFA policy, procedures, reports and various targeted promotional materials, via a CD-ROM.
- Modules now include Benchmarking and Analysis, Conditions of Entry, FoxSports Pulse Guides and Support, Online Registration and Payments, Administration and Finance, General Management, Competition Risk Management, Referee Management and Disciplinary Regulations.
- These modules are provided internally to operational staff and externally through the website with promotion through the newsletter for our stakeholders. The 'clubhouse' also is a location for updated modules to be accessed and shared.

Target 3b: Innovative processes geared at athlete development

- TFA's commitment to diverse pathways and athlete development remains strong, particularly in regards to development of opportunities for indigenous populations.
- TFA was successful in gaining Australian Government support, through the Office for Sport in developing a three-year indigenous program in the South Queensland region. This program will see TFA partnering with the South Queensland & Border Districts Touch Association to provide participation opportunities for indigenous members of the Gold Coast, Redlands and Logan communities.
- TFA has also completed the first year of its current three year Office for Sport funded programs in the NT and NSW. Communities engaged in 2012-13 included the Eastern and Western Arnhem Lands including Jabiru, Maningrida, Oenpelli, Yirrkala, Ramingining, Galiwinku, Gapuwiyak. In 2012, TFNT successfully delivered the second Arnhem Cup with participants from a number of the communities participating in the event. In NSW, communities included Walgett, Lightning Ridge, Goolooga and Brewarrina. Programs were delivered to in excess of 500 school children, as well as engagement with community members to develop localised affiliate competitions.
- TFA provided all associated reporting, compliance and communication with key partners for the 2011-12 NT project, most notable the KPI for 280 participants was surpassed, with 780 involved.
- The House of Representatives Standing Committee on Aboriginal and Torres Strait Islander Affairs was provided a formal submission from TFA, outlining recommendations and opportunities for creating sustainable programs.

## Sport Development Key Result Areas

### 2012-13 Achievements and Highlights

Target 3c: A highly valued elite product which is positioned at the pinnacle of our pathway

- Deaf Touch Football Australia hosted its first National Championships in Canberra during January 2013. The ACT Government has provided funding and support to the project to cover interpreters. The championships had nine teams across the three divisions of Men's, Women's and Mixed, with ACT, NSW & QLD participating.
- TFA has successfully developed and launched a new, innovative online resource platform, called Dartfish TV. The platform is a user-pays product, which now has the AusTouch and Foundation Coaching resources.
- Working with NSWTA volunteers, TFA has realised an AusSquad program for NSW with 160 participants in attendance. AusSquad programs have also occurred in Tasmania, Victoria, Western Australia and South Australia.
- The elite product is predominately managed through the High Performance Program, which has now implemented the TFA High Performance Plan 2011-2015. We were unsuccessful with our ASC Winning Edge submission.
- The major international event for 2012-13 was the Super Trans Tasman, where TFA was represented by 12 teams and 17 referees - the single largest contingent that has ever left Australia. TFA retained the Youth Trans Tasman trophy with 11 of the 12 games being won by our teams.
- Prior to departure, TFA also successfully hosted the Australian Presentation Function at Allphones Arena, with 330 people in attendance. Guest speakers included KooGa ambassadors, Anthony and Saia Faingaa and Australian Rugby League coach, Tim Sheens. Teams also had a final pre-departure camp, creating a positive team environment.
- TFA also successfully implemented an Elite Athlete Assistance program, meaning that 50 of the 56 top Australian athletes participated in both the Super Trans Tasman and National Touch League (less than five weeks apart).
- A major review of the Super Trans Tasman has occurred, linked with a review of the High Performance Plan for implementation for the remainder of the cycle leading into the 2015 FIT World Cup.
- The National Training Squads (Open level athletes) were named, with 66 players taking up their positions for the April 2014 Trans Tasman Series.
- Proactive preparation has also occurred for the 2015 Youth Trans Tasman and 2015 FIT World Cup for the Masters Training Squads.
- TFA has emphasised the Touch Football skills required of athletes with the development of an Athlete Development Framework. The framework is an adaptation of the AIS's FTEM Model that has been introduced with the advent of the ASC's Winning Edge 2012-2022.

## Sport Development Key Result Areas

## 2012-13 Achievements and Highlights

Target 3d: A strong and supportive refereeing structure to support participant needs

- Dedicating strategies and resources were achieved in support of the refereeing structure, from elite to community level.
- TFA has accomplished the updated and released new uniforms for referees, commenced from February 2013.
- Significant effort and achievement in the redevelopment of the Referee Accreditation Framework has occurred, with the introduction of a new Level 1 Referee Course and a re-scoping of the Level 2 and Level 3 Referee Courses. As above, this links to the AIS's FTEM Model.
- The new Level 1 Referee Course has been attained with the introduction on the ASC's Online General Principles for Officiating as a pre-requisite. The course has been cut back to a 3-4 hour course, including a revised Participant Manual, Presenter Manual and Presenter PowerPoint with embedded multimedia footage.
- Director of Referees, Greg West and associated volunteers have been very active attending the TouchWest State Championships, Northern Territory's State Championships, NSW State Cup, Vawdon Cup and Super Trans Tasman. This is in addition to ad-hoc meetings in Adelaide and Melbourne.
- Referee coaching has been emphasised as an important element to a strong referee structure. At national events, video coaching was maintained at the combined State of Origin/ National Youth Championship events.
- Further improvements in the function of the NTL Referee Coaching Panel were implemented to maintain the efficiency and effectiveness of referee upgrades and finals appointments. In addition, the focus is to coach the first time or lower level referees rather than assess.
- Providing international opportunities, 17 referees were selected to represent TFA and FIT at the Super Trans Tasman Series. These referees were exposed to specialised coaching at training camps, with individual assessment and understanding of the strength and weaknesses of each referee from their individual performances.
- The National Referee Squad for 2013/14 was selected, with the transfer into the High Performance Program.
- An internal referee review was conducted, with specific recommendations to ensure a stronger focus for referee resources to support all levels, was agreed to with the Board of Management.

- At the conclusion of the NYC/SOO, a survey was conducted to gain feedback from the referee participants. The following is some information related to the findings:
  - 97 percent of respondents would participate again;
  - 45 percent were financially supported to attend the event;
  - 100 percent of referees were either satisfied or very satisfied with the amount of coaching offered; with 78 percent agreeing that the coaching was consistent, 96 percent able to implement the feedback provided through 96 percent of the communication being clear and concise;
  - The overall experience was rated 9/10.
- At the conclusion of the National Touch League, a survey is conducted to gain feedback from the referee participants. The following is some information related to the findings:
  - 100 percent of respondents would participate again;
  - 51 percent were financially supported to attend the event;
  - 85 percent of referees were either satisfied or very satisfied with the amount of coaching offered; with 89 percent able to implement the feedback provided through 80 percent) believed the appointments to be balanced for them to reach their goals;
  - Three games a day is seen as ideal for the event.
  - The overall experience was rated an 8/10.

## Sport Development Key Result Areas

## 2012-13 Achievements and Highlights

Target 3e: A strong and supportive coaching structure to support participant needs

- Dedicated strategies and resources have been implemented to support the TFA coaching structure, from elite to community level. This has mainly been supported through the volunteers from the Australian level coaches within the High Performance Program.
- Linked to above points, the development of the Athlete Development Framework and the launch of Dartfish TV have been in support of the coaching structure.
- Significant effort and achievement in the re-development of the Coach Accreditation Framework has occurred, with significant changes planned from the old structure. As above, this links to the AIS's FTEM Model.
- The Level 1 Coaching Course has been renamed to be the Foundation Coaching Course has been attained with the introduction on the ASC's Online General Principles for Coaching as a pre-requisite. The course has been cut back to a 6-7 hour course, including a revised Participant Manual, Presenter Manual and Presenter PowerPoint with embedded multimedia footage.
- The Talent and Elite Coaching Course have both commenced the re-authoring process, while significant research to develop a new Mastery Coaching Course has been undertaken.
- Similarly referee coaching has been a consideration by TFA and the Referee Advisory Panel. Touch Football as a sport is among the best placed sports with the formal structures that already exist. In 2013-14 consideration would be made to align referee coach education closer to relevant ASC Coaching Principles.

Target 3f: Re-establishment of the selector discipline at all levels

- As per above, TFA has begun to implement changes to the selector education process, with an integration to occur with the Coach Accreditation Framework and associated educational courses.
- An Athlete Management section of the Talent Coach Course has been developed and once the course has been finalised will incorporate the 'older' Level 1 Selection course materials. Again, links to changes adopted in line with the FTEM Model.
- The new Foundation Coach Course includes a section to help coaches measure skill acquisition/talent identification linked to the requirements of Foundation level athletes.
- Director of Selection, Ron Connolly has taken a role within the High Performance Program to monitor and oversee the Masters Program.

## Sport Development Key Result Areas

## 2012-13 Achievements and Highlights

Target 3g: Identification and implementation of volunteer management through the Sport Development Framework.

- Sport Education Guidelines has been completed and released, along with extensive research and negotiation into the possible transition to an eLearning Platform.
- TFA has drafted a membership model to better collect and manage the 'active status' of accredited volunteers. Implementation will be delayed until a complete update of the Sport Education Courses and TFA Database has been completed.
- Director of Referees, Greg West and the Referee Advisory Panel have been focused on five priority areas across revamping referee education, High Performance alignment, assessment of Panel structures, database improvement and regular meeting and communication structures.
- TFA have implemented a Coach Accreditation Card.

Target 3h: A comprehensive junior framework which ensures the successful integration of all participants

- Release of the TFA Junior Framework was completed and released.
- In collaboration with the ASC's Active After-School Communities (AASC) program, TFA developed and implemented the Play for Life Resource.

Target 3i: A comprehensive and unified calendar to support the entire participant base

- TFA has provided leadership and a firm direction in achieving a unified calendar.
- In strategically aligning the calendar, the State of Origin ran concurrently with the NYC in 2012, with 72 percent of respondents to a survey stating it was positive to have both events together.
- Linking with St Vincent de Paul, the inaugural 'Touch Football Vinnie-Yard' event was held in the ACT in November 2012, raising \$30,000.
- TFA linked with St Vincent de Paul in November 2012 to host the inaugural 'Touch Football Vinnie-Yard' event in Canberra, raising \$30,000. The event aligns with the successful TouchWine events in South Australia and Victoria; created to provide a diverse offering for participants and build a sense of corporate social responsibility linked to homelessness.

## Course Statistics for 2012/13 Financial Year

### Sport Development Key Result Areas

STATE	LEVEL ONE REFEREE		LEVEL TWO REFEREE		LEVEL THREE REFEREE	
	COURSES	PARTICIPANTS	COURSES	PARTICIPANTS	COURSES	PARTICIPANTS
ACT	3	25	1	8	1	3
NT	4	40	2	12	0	0
NSW	60	892	16	98	12	33
QLD	50	682	9	56	6	24
SA	4	21	1	8	1	2
TAS	3	40	2	21	1	4
VIC	10	81	3	18	1	7
WA	17	185	4	25	3	5
<b>Total</b>	<b>151</b>	<b>1966</b>	<b>38</b>	<b>246</b>	<b>25</b>	<b>78</b>

STATE	COMMUNITY COACH		LEVEL ONE COACH		LEVEL TWO COACH	
	COURSES	PARTICIPANTS	COURSES	PARTICIPANTS	COURSES	PARTICIPANTS
ACT	0	0	2	34	0	0
NT	1	9	1	6	0	0
NSW	2	25	20	261	5	51
QLD	0	0	17	192	0	0
SA	0	0	1	8	0	0
TAS	0	0	0	0	0	0
VIC	0	0	1	14	0	0
WA	0	0	5	35	0	0
<b>Total</b>	<b>3</b>	<b>34</b>	<b>47</b>	<b>550</b>	<b>5</b>	<b>51</b>

STATE	SELECTOR COURSE ONE		SELECTOR COURSE TWO	
	COURSES	PARTICIPANTS	COURSES	PARTICIPANTS
ACT	0	0	0	0
NT	0	0	0	0
NSW	6	45	1	2
QLD	1	14	0	0
SA	0	0	0	0
TAS	0	0	0	0
VIC	0	0	0	0
WA	1	4	0	0
<b>Total</b>	<b>8</b>	<b>63</b>	<b>1</b>	<b>2</b>

STATE	PRESENTER COURSE		REFEREE COACH	
	COURSES	PARTICIPANTS	COURSES	PARTICIPANTS
ACT	0	0	0	0
NT	0	0	0	0
NSW	3	24	3	23
QLD	0	0	0	0
SA	1	10	1	10
TAS	0	0	0	0
VIC	1	7	1	7
WA	0	0	0	0
<b>Total</b>	<b>5</b>	<b>41</b>	<b>5</b>	<b>40</b>



# Strategic Priority Area 4: Operational Services

## Operational Services Key Result Areas

Target 4a: A facility plan which includes the feasibility and acquisition of a 'home for the sport' in various localities.

## 2012-13 Achievements and Highlights

- Facility planning in the context of securing national events in high quality facilities has been a continued focal point, with the successful negotiation with the Sunshine Coast Council for the 2013-15 National Youth Championships (NYC) and Mid-Western Council for the 2014 Open Trans Tasman (TT).
- Expression of Interest documentation was formally released for the hosting of the 2015 FIT World Cup (WC) and 2015 National Touch League (NTL) events. The documentation released was improved from the previous processes and outlines in more detail TFA standards and requirements; particularly for the 2015 FIT Touch World Cup.
- After the short-listed candidates including Coffs Harbour, Port Macquarie and Tamworth had an opportunity to resubmit information to support their Expression of Interest documentation, comparison of the information was conducted. The analysis found in favour of Coffs Harbour for the 2015 FIT TWC and 2015 NTL events.
- The existing 'home for the sport' being Mungga-iri House located at 18 Napier Close, Deakin ACT remains an operational requirement for TFA. This included the refurbishment and upgrade of Unit 2b for national employees. Additional and improved storage capability was also secured.
- Transfer of the dissolved ACT Touch Associations building at Makin Place, Deakin to TFA has now been completed.

## Operational Services Key Result Areas

## 2012-13 Achievements and Highlights

Target 4b: Core strategies developed to professionalise the delivery of events/competitions for participants.

- Delivery of events and competitions has been measured and provides insight into the core strategies to consistently deliver professional events or competitions to participants.
- TFA has emphasised this through the maintenance of Competition Benchmarking processes, overall rating of competitions was seven out of 10 for Season 2, 2012 with 6.8 out of 10 for Season 1, 2013.
- At the conclusion of the National Youth Championships (NYC), a survey is conducted to gain feedback from the participants across the 36 teams that competed. The following provides an overview of the findings:
  - 99 percent of respondents would participate in a TFA event again;
  - 91 percent believing the location was suitable for the NYC;
  - 69 percent of respondents believed it was positive to have the NYC and SOO events run in conjunction with each other;
  - Overall the event achieved an 8/10 experience;
  - Economic impact was approximately \$2.3 million for the 2012 event.
- At the conclusion of the National Touch League a survey is conducted to gain feedback from the participants of 110 teams that competed. The following provides an overview of the findings:
  - 95 percent of respondents rated the overall location and venue as excellent, the best results achieved in the last five years;
  - The Wednesday to Saturday remains the most popular days for the event to be run over;
  - Playing surface for fields one to seven were rated as excellent;
  - Eight games remains the minimum amount of games with an increase to 60 percent would like a return to play-off games on the Saturday;
  - 90 percent of participants supported the inclusion of international teams;
  - 93 percent of participants watched the Elite 8 games, with 73 percent wanting to keep it at the NTL;
  - Overall the event achieved an 8/10 experience;

## Operational Services Key Result Areas

## 2012-13 Achievements and Highlights

Target 4c: Development of supportive and innovative information technology systems to support the sport at all levels.

- TFA in conjunction with Fox Sports Pulse provides and supports the development of information technology systems for the broader Touch Football community. Continued emphasis and focus throughout 2012-13 has been accomplished.
- Online Registration remained the focal point of the strategy to improve the Touch Football database.
- In alignment with online registration, the option to also collect online payments has continued to be promoted with a total number of 18,120 transactions with \$1,696,000 of funds were collected.
- Working with Fox Sports Pulse, the development and implementation of Touch Football Online, has been achieved. This includes the migration of the first 56 affiliates. Since the introduction, the TFA Database improved significantly from the 2011-12 statistics.
- Significant review, consultation and development to facilitate the database re-structure has occurred. With implementation set to occur in 2013-14.

Target 4d: Recognition in all that we do that the consumer is central to the success of the business.

- TFA has elevated the profile to attract more participants/consumers of Touch Football, particularly through the strategies within the Participation Priority 1 – Membership Census and Data Management.
- The work undertaken provides preliminary information in understanding the distinct, individual value proposition that Touch Football Australia and indeed individual affiliates provide to individuals who participate; as indicated in some of the outlined specific target areas.
- Quality assurance and assessment processes have been maintained within events, competitions and tour services, with a focus on expanding into sport education for 2013-14.

# The Unified Management Model Strategic Implementation and Progress

The 2012/13 Financial Year has been one in which the Unified Management Model has powered the TFA Managed States to a position of growing strength over the course of the report period.

Our team of staff around Australia has been driven by the strategic vision of the organisation, with progress on the achievement of local prioritisation of these strategic goals being reported quarterly.

My thanks to the Northern Territory Government, who provided support for a review of operations in the NT as part of their rolling reviews of sports operating out of the Territory. The report completed by KPMG included not only some opportunities for future improvement that are particular to the NT, the findings present opportunity for future improvement across the network.

A key development area within the TFA managed States has had a focus on the development of a strong platform for future junior development. It remains an area of significant opportunity for future growth in the game around the network. In Western Australia, it was the first year in which the Junior State Championships was larger than the Open and Senior event, with 42 teams participating.

Pleasingly, the work in junior development was rewarded as all states fielded both a boys and girls team at the 2012 National Youth Championships in Port Macquarie, NSW. It was the first time in many years that all of our states were represented in both divisions.

The Alliance returned to the field at the 2013 Elite Eight Series. There were 30 players representing the Alliance in 2013, with all TFA managed states providing players to the teams. I should give thanks to Mick Gray (South Australia), who at short notice guided the Women's Open to another step forward in 2013.

Also, thanks to Paul Sfeir, who returned to coach the Men's Open team as they achieved more on the field in 2013. We wish Paul well after stepping down from the role to take an exciting opportunity to lead the NSW Women's Open for the 2014 State Of Origin Series.

A highlight during the year has been the collaborative efforts of both State and National staff to deliver major events at both levels. On behalf of the State based staff in offices around Australia, my thanks to staff in the National office who have offered various levels of support throughout the year.

To the staff through the States, along with key volunteers, my thanks also to the valuable contribution made to continually drive the sport forward and in seeking ongoing improvement in our game.

To my colleagues within Touch Football Australia's leadership team, I continue to be thankful for their support over the course of 2012/13. I also extend this thanks to David Brady, who left the team in 2013 following a number of years of loyal support.

I look forward to an exciting year ahead.

Our State Operations Managers around the TFA network have provided a summary of highlights from their respective areas within the following State by State reports.

***Matt Bamford***

General Manager - Regional Operations  
Touch Football Australia

# Strategic Priority Area 1: Corporate Leadership

## Corporate Leadership Key Result Areas

Target 1a: A unified management and governance structure which is an example for other sports

Target 1b: Assessment of the current governance structure and design to ensure continual improvement is achieved

Target 1c: Implementation of one unified strategic planning process across all states to ensure sport requirements are achieved

## 2012-13 Achievements and Highlights

- Continued assessment of Unified Management Model undertaken can be reflected through human resource and structural changes throughout 2012-13.
- Continued use of the State Operations Framework focus on alignment between state and national operations within the unified management and governance model.
- The transfer of Title relating to the building in the ACT was completed as a last remaining dissolution requirement in the TFA network.
- Annual Meetings were held in localities around Australia, where the status of localities along with achievements and challenges were highlighted.
- The SA State Council Executive (State Operations Advisory Panel) operated under revised guidelines that may support the overall future evolution of the function of State Council Executive groups throughout the network.
- Continued focus on State based prioritisation of the TFA Strategic vision for the sport throughout Australia.

## Corporate Leadership Key Result Areas

## 2012-13 Achievements and Highlights

Target 1d: Regular communication processes and public relations to ensure transparent operation is achieved

Target 1e: Best practice systems and risk management to ensure overall governance compliance

Target 1f: Strong and formalised relationships with key stakeholders to a position of partnership

Target 1h: Inter entity relationships enhanced in order to position the sport strongly through collaborative partnerships

- TFA localities continue to develop and distribute state based e-newsletters via email and online.
- The majority of localities are making increased use of social media as an alternate means of reaching membership in various TFA localities.
- Operational forward planning undertaken in TFA localities to drive delivery and strategic achievement.
- Independent review of State operations by KPMG to provide external feedback on best practice and areas for further enhancement of operations in State locations.
- The introduction of the new TFA Disciplinary Regulations has been generally well received through the network, and has been put into practice in several locations.
- State Governments have maintained a high level of investment in State operations around Australia, with all localities maintaining or increasing the existing funding base.
- South Australia has actively worked with the SA Office of Recreation & Sport (ORS) for the relocation of the SA office. This has been completed, and results in a dramatic reduction in office overheads in the location.
- The NT office worked with School Sport NT with a view to implementing strategies for the recruitment of junior referees, with Darwin to host the School Sport National Championships in 2013.
- The ACT office has further strengthened a relationship with the Boomanulla Oval Indigenous Community, with the running of a knockout tournament that was strongly supported by the community.
- TFA Senior Management and Victorian staff continue to develop a relationship between Touch Football and the Melbourne Storm. Touch Football was promoted at the Storm v Cronulla match at AAMI Park in August 2012, where a demonstration match at half time was played. During the break, interviews with Touch Football representatives took place, and advertising for summer Touch Football participation was displayed on the screens at AAMI Park.
- Other football codes have maintained an interest in working with TFA localities. The Western Force has continued an interest in cross-promotions in Western Australia, while both the SA Rugby Union and Rugby League have an interest in resource sharing opportunities with TFSA. The Melbourne Storm and Victorian Rugby League have maintained a continued positive relationship.

# Strategic Priority Area 2: Sport Management

## Sport Management Key Result Areas

Target 2a: The sport of Touch Football will achieve strong growth at all levels

Target 2b: Continued improvement of administrative systems and procedures to support best practice sport delivery

Target 2c: Development of strong commercial processes to ensure the long term security of the sport and organisation

## 2012-13 Achievements and Highlights

- The Targeted Growth Program funding into Rosalie Touch in Western Australia enabled an Affiliate with traditionally no junior base manage to attract over 150 new junior participants.
- Participation analysis in South Australia has shown an overall increase in Associate Membership, demonstrating a need for more diverse participation opportunities.
- All localities were represented at an ASC facilitated Market Segmentation Workshop, investigating participation trends, participant “drivers” and alternate delivery options for future consideration.
- TFA has achieved positive results with Devonport Touch through TFA managed engagement of a ground controller for support services to deliver the local competition. This has reduced the burden on volunteers at the Affiliate, and been well received.
- The conditions of entry for various TFA locality competitions and events have been updated to reflect updates in policy.
- Online registration processes are now well established across the TFA network for office management competitions and events.
- TFA corporate partner opportunities through office managed competitions and events have been further enhanced, with additional marketing opportunities offered in State localities, and local returns to help in the support and promotion of TFA commercial partners.
- The SA office secured new State level corporate partnerships with Sports Medicine Australia (SA) and the Arkaba Hotel.

## Sport Management Key Result Areas

## 2012-13 Achievements and Highlights

Target 2d: Continued development of best practice financial management systems

- With the support of the National business unit, State components of the TFA budget have been developed, with the budget process becoming more efficient year on year.

Target 2e: Organisational value placed on key human resources both professional and volunteer level

- TFA employees at various management levels have had an introduction to Leading Teams and the concepts of cultural development and leadership.
- Professional development opportunities for staff have been received at different times throughout the year in various localities.
- Recruitment processes where required have generated strong interest in employment opportunities with Touch Football Australia.
- The Unified Management Model enabled the retention of a staff member who relocated to her home State and filled a vacancy in the TFA office within that location.
- Staff from both TFA State and National localities worked collaboratively to support the delivery of a successful National Touch League and Elite Eight event in March 2013.
- The ACT office has continued to work with interns in conjunction with the University of Canberra.

Target 2f: Development of a strong profile within the Australian sporting system and improved community awareness

- The TouchWine event remains on an annual schedule in Adelaide, and again opened up the opportunity to promote Touch Football to a broader section of the community. The event included coverage through mainstream media in South Australia (eg Channel 7 & Nova FM).
- The Boomanulla Knockout tournament in the ACT raised awareness in the Indigenous community, receiving promotion through the National Indigenous TV network "Barefoot Footy Show", along with a four page review of the event in the National Indigenous Times newspaper.
- The SA Channel 10 weather report on 12 June involved live crosses to City Touch in Adelaide, providing State-wide promotion of the game at 5:05pm & 5:55pm. Channel 10 used some footage of a primary school event held earlier in the day.

# Strategic Priority Area 3: Sport Development

## Sport Development Key Result Areas

Target 3a: Focus on affiliate and club development/management to ensure a sustainable participation model

Target 3b: Innovative processes geared at athlete development

Target 3c: A highly valued elite product which is positioned at the pinnacle of our pathway

## 2012-13 Achievements and Highlights

- The Affiliate Self Evaluation Tool (ASET) has continued to be a valuable tool for staff around TFA localities, highlighting areas of support requirements in the affiliate network. The SA office has secured additional government funding to support continued application of the ASET process throughout South Australia, and to support production of educational videos for Affiliate support.
- The NT office again had a successful Arnhem Cup in Gove, with teams from Ramingining, Millingimbi, Yirrikala and Gove all attending. A Level 1 Community Coaching Course was conducted in conjunction with the event.
- There were various State events through the year, including the SA State League, VT League in Victoria, ACT Super League, WA State Championships, NT Titles and Tasmanian State Cup. As much as possible, States strive to achieve the benchmark delivery standards of the TFA National tournaments.
- Victoria's annual Sale Knockout tournament was coordinated through the Melbourne office and attracted additional teams to the event.
- For the first time in many years, all TFA localities were represented in both Boys and Girls divisions at the National Youth Championships.
- The Alliance returned to Elite Eight competition – the Women's Open just missing the semi-finals with a fifth place finish, while the Men's Open improved to finish sixth overall. All TFA localities were represented with the Alliance in 2013.
- All TFA localities were represented at the NTL, and (with thanks to ACT Manager Rod Wise) were housed in one large "Alliance" tent for the duration of the tournament. This followed successful co-habitation of the same tent space at the 2012 NYC.

## Sport Development Key Result Areas

## 2012-13 Achievements and Highlights

Target 3d: A strong and supportive refereeing structure to support participant needs

- The SA office received a grant (\$15,000 over two years) for the establishment of the Affiliate Referee Development Program (ARDP). The ARDP is a Referee Recruitment & Retention Program aimed at placing presenters and referee coaches in every SA Affiliate. This has supported the collaborative effort to develop a National level "Affiliate Referee Development Framework".
- Tasmania has been working toward the development of a Referee Handbook, inclusive of policies and procedures, course information and processes, and referee pathway information.

Target 3e: A strong and supportive coaching structure to support participant needs

- Accreditation courses for coaches have been held at TFA localities around Australia at various times during the year.
- TFA States have accessed the expertise of National level coaches at different times through the year, not only to offer further development to players, but also for the further development of local coaches based in the locations.

Target 3g: A comprehensive junior framework which ensures the successful intergration of all participants

- SA, WA and the NT all held Awards evenings, at which a large component was for the recognition of the commitment of volunteers in various sections of the sport.
- The contribution of volunteers within State locations has been acknowledged in various forums by staff, participants and the TFA Board as opportunities have arisen.

Target 3h: A comprehensive and unified calendar to support the entire participant base

- Through TFA localities, the AASC Program has generally grown, both in the number of locations offering AASC supported Touch Football participation, and in overall individual participation numbers within the programs. Some planning has taken place to facilitate a stronger transition from school based AASC involvement to participation at local Affiliates.
- Victoria had a small increase in participation at the Victorian Schools Touch Football League, with 65 teams involved.
- In Tasmania, the Devonport Council has offered some funding to support the introduction of a school tournament, which was successfully delivered in April 2013.

Target 3i: A comprehensive and unified calendar to support the entire participant base

- State based calendars in TFA localities are continually evolving and are made available online to the membership.
- TFA locations have sought feedback on calendar issues, and have accordingly made adjustments as deemed necessary by those representing the membership.

# Strategic Priority Area 4: Operational Services

## Operational Services Key Result Areas

## 2012-13 Achievements and Highlights

Target 4a: A facility plan which includes the feasibility and acquisition of a 'home for the sport' in various localities

- In South Australia, a new competition commenced in Glenelg after gaining access to the Adelaide Shores precinct on a regular basis.
- A new competition was able to be established in the Northern Territory at Palmerston. A facility under development has been completed, and in agreement with the local rugby league club, a new Touch Football competition has been established.

Target 4b: Core strategies developed to professionalise the delivery of events/competitions for participants

- As much as possible, States strive to achieve the benchmark delivery standards of the TFA National tournaments. There has been further migration to online registrations and payments for events and competitions.
- The corporate competition in WA in partnership with the Property Council of Australia has been both well attended and financially lucrative, given the relatively small investment of time and the returns gained.
- There were over 1,500 people in attendance at the TouchWine event in Adelaide.

Target 4c: Development of supportive and innovative information technology systems to support the sport at all levels

- The ACT office started using the Touch Football Online competition management system, enabling some internal feedback for further system improvement.





The 2012/13 reporting period has been a year in which we have continued to build on our relationships with the key stakeholders in the Australian Capital Territory (ACT) and increase the involvement of participants in the sport of Touch Football in the ACT.

We thank the volunteers for their efforts and the participants for their continued support of our competitions.

### **Corporate Development**

Touch Football ACT (TFACT) extends its thanks to Brian Keech (President), Kath Finn (Vice-President), Erin Taylor, Dean Taylor and Tony Ryan, the TFACT Board members, for their continued support and commitment.

The staff at TFACT, Sarah Rootes (Competitions and Events Coordinator), Rob Palmer (Sports Operations Coordinator) and Mark Moro (Junior Development Coordinator), have all worked tirelessly to grow and direct the sport in the ACT through the reporting period.

I would also like to acknowledge the direction and support of all national staff over the reporting period.

### **Sport Management**

112 teams involving 857 players participated in the 2012 junior competitions at Amaroo, Deakin, Dickson, Kippax, Narrabundah and Wanniasa.

A total of 167 teams participated in the 2013 winter competitions at Deakin and Dickson which is an increase of three teams on 2012. 261 teams participated in the 2012/13 summer competitions at Amaroo, Deakin, Dickson and Narrabundah.

Conducting a competition at Narrabundah for the first time is a continuation of a strategic decision to deliver Touch Football at senior and junior level in other ACT regions.

### **Sport Development**

Referees are an important part of the infrastructure at TFACT, as is the case in all grassroots sports. In addition to being paid employees of TFACT, many devote their time to other pursuits within our sport. TFACT would like to acknowledge the work that our referees and dedicated band of referee-centric volunteers do for us during each competition.

Referee courses conducted during the 2012/2013 period qualified 25 Level One referees; eight Level 2 referees and three Level 3 referees.

Grant Hanrahan, John Samin and Mitchell Samin were upgraded to a Level 3 badge while Scott Campbell; Hayden Cody; Sean Fisher; Michael Halling; Steve Maddock; Andrew Parker; Bridget Riley and Carl Ruhen to a Level 2 badge.

Congratulations to Clint Jory on being upgraded to a Level 6 referee and Peter Fan to a Level 4 referee.

Thanks to the Referees Panel of Paul Baker, Nigel Fenton and Scott Snell for their efforts and contribution in developing referees.

Coaching courses were conducted which qualified 34 persons including 26 students from Narrabundah College.

Thanks to Peter Topp and Chris Tarlinton for conducting the coaching courses.

The ACT 18's Girls and Boys teams flew the flag for us at 2012 National Youth Championships (NYC). The Boys finished ninth overall while the Girls finished 10th overall.

TFACT was represented at the 2013 NTL by eight teams with the Women's 35's team and Men's 50's team winning their respective divisions. This is the first time an ACT team has won a title at the NTL. Everybody involved is to be congratulated for this great performance.



The Women's T League team and Men's 30's team finished third overall after being beaten in the semi finals.

The Women's 40's team finished fourth; the Mixed Open team finished fifth; the Men's 45's team finished fifth and the Men's 40's team finished sixth in TFACT's best ever performance at the NTL.

Thanks to the players, coaches and managers for their effort and commitment in the lead up to and throughout these events.

### **Operational Services**

The Premier League and Super League competitions continued to provide a high level competition and the rivalry amongst the clubs is good for the future of the sport in the ACT.

The Super League finals were conducted at the Raiders Club Belconnen Oval and were held in conjunction with a Presentation Dinner.

Woden Eagles defeated the Phoenix 8-7 in the Men's Final and Tuggeranong Vikings defeated the Canberra City Bears 8-5 in the Women's Final. Tuggeranong Vikings and the Woden Eagles were named the Touch Football ACT Club Champions for 2012.

At the Presentation Dinner four of TFACT's hardest working volunteers - Gabe Hodges, Peter Topp, Steve Hughes and Nigel Fenton were the worthy recipients of the Trevor Richards Award for their contribution to the sport in a volunteer capacity. Trevor Richards is the only TFACT Life Member and was President of the then ACT Touch Association and is a long standing player and referee.

The 2012/13 period has seen a bigger presence in schools which has resulted in an increase in the number of teams participating in our gala days and trialling for selection in our ACT School Sport and NYC teams.

TFACT hosted the annual NAIDOC Day tournament during NAIDOC week, which was a great success.

A Mixed Touch Knockout competition was conducted at Boomanulla Oval involving 24 teams during March.

TFACT would not be able to operate without the support of its valued partners. Thank you to the ACT Government through ACT Health and ACT Sports and Recreation Services for their continued support with grants and administration assistance. Our relationship with both departments is very strong.

During 2012/13 we continued developing the technical arms, building the participation numbers and having a bigger presence in the schools. TFACT looks forward to continuing doing this in the 2013/14 period and into the future.

**Rod Wise**

State Operations Manager

**Touch Football Australian Capital Territory Participation 2012-13**

Participation Category	Retro-spective 2011-12	2012-13 Target	2012-13 Actual	2013-14 Target
1. Full Active Membership – Adult	5805	6096	4770*	5009
2. Full Active Membership – Junior	1395	1465	1260	1323
3. Program Participants	355	373	1388	1527
4. Event Participants	450	473	551	579
5. School Delivered Programs	6219	6530	1069**	1176
6. School Managed Competitions	1496	1571	1856	1949
7. Accredited Volunteer Participants	474	498	70	77
<b>Total Participation</b>	<b>16194</b>	<b>17004</b>	<b>10964</b>	<b>11640</b>

\*No longer includes ADFTA notional participation, this is now included in National Participation.

\*\*Changes to GDO staffing levels.



The 2012/13 reporting period in the Northern Territory has at times been challenging though we have achieved a consolidated result for the operations of the NT with many highlights coming to mind.

These highlights are a credit to the staff based in the Northern Territory and nationally but most importantly to our dedicated volunteers and participants who continue to invest so much to our sport each year.

### **Corporate Development**

I would like to thank the State Executive Council (Steve Bow, Narelle Hayne, Shelly Caspani, Trevor Read, Kezia Majid) for their support and guidance over the past twelve months. In December the NT Annual Meeting was held, the new State Council was elected with only one new member, Michael Fleming replacing Trevor Read. We would like to thank Trevor sincerely for his time and assistance during his time with the group.

In May we held the general half yearly meeting of the State Council Executive along with affiliate representatives. In November we held the NT Strategic Prioritisation Workshop in Darwin which had a cross range of NT members attendance at the workshop.

In the past 12 months the sport in the NT has undertaken a review conducted by the Department of Sport and Recreation in conjunction with Touch Football NT with the Business Review Plan being completed by KMPG and submitted to the Touch Football NT. Outcome items that will require actions will commence in the next twelve months. This review has been a good health check of the sport in the NT.

I would like to thank the Darwin Touch Advisory Committee (Charlene Scott, Tamara Duggan, Mark Tibbits, Steve Bow, Danny Dong and Jeremy Armstrong) for their direction and support over the past twelve months. I would also like to take the opportunity to thank the Palmerston Touch Advisory Committee Michael

Fleming, Charlene Scott, Jackie Fredericks, Steven Blyton and Daniel Questroy for their direction and support over the past 12 months. I would also like to take the opportunity to thank Tim Pearson as the NT Directors of Referees for all his work over the past 12 months.

Last but not least I would like to thank all the representative officials and the affiliate committees and volunteers for their time and hard work at keeping their affiliates operating successfully.

The NT staff all worked tirelessly throughout the year and all are to be commended for their success in continuing to develop and direct the sport in the Northern Territory. We are a small team but very dedicated.

I would like to take this opportunity to acknowledge the direction and support of all national and interstate TFA staff, with a special mention to Matt Bamford, over the reporting period.

### **Sport Management**

2012/13 has seen overall team numbers for the NT remain relatively stable, though there has been a slight movement in the actual competitions. Team numbers in the Darwin competition have decreased in the past 12 months but the Palmerston competition has seen growth, this result was expected in the first few seasons of the new competition. The regional affiliates participation numbers have had a slight movement.

December 2012 saw the introduction of the Inaugural Ochre Awards Presentation night. The night was to recognise our volunteers and players achievements over the past twelve months. We recognised the past two years at the Inaugural Awards night. The night was a great success and hopefully will grow in the coming years. I would like to offer my congratulations to the following affiliates and individuals for the 2012 winners.

**Volunteer of the Year** – Charlene Scott  
**Female Player of Year** – Bo De La Cruz  
**Affiliate of the Year** – Gove Touch Association  
**Junior Male of Year** – Jack Caspani  
**Referee of the Year** – Tim Pearson  
**Junior Female of Year** – Sophie Armistead  
**Coach of the Year** – Karen Kent  
**Team of Year** – NT Under 18's Boys  
**Male Player of Year** – Justin Costello  
**Local Performance** – Ramingining Warriors

### **Sport Development**

Through communication and consultation with our affiliate members it was identified the main areas of development required during 2012/13 were:

1. Referee Programs
2. Junior Development
3. Administrative Assistance
4. Player Pathways

We have held a number of Level 1 Referee courses over the period in Darwin, Alice Springs and Gove with 40 participants altogether in Level 1 Referee course over the period. We also conducted a Level 2 Referee Course in Darwin and Alice Springs with 12 participants. I would also thank all the referee presenter/coaches in the courses and coaching of referees over the past 12 months. Sam Hacon has done a fantastic job of developing a junior referee program in Alice Springs.

The NT sent three referees to the NTL in March those being Tim Pearson, Sam Hacon and Stanford Forbes. Tim and Sam both refereed Elite Eight matches. In September Tim Pearson, Sam Hacon and Danny Dong all attended the NYC as referees at this tournament Sam and Tim also refereed the State of Origin matches. Tim was ranked the number three referee at NYC and refereed the Boys final, a great achievement.

We were fortunate to have Rick Borg attend the annual NT Titles to provide coaching and feedback to our local referees. Kezia Majid from Gove was upgraded to Level 3 referee status and Dean McDonald and Peter Carthew were assessed and upgraded on field to Level 2 referees. Lachlan Campbell and Danny Dong attended the Touch Football WA State Titles in February and Lachlan was upgraded on field to Level 2 at the Titles.

We were very fortunate to have Liam Cooper and Patrick Williams attend and referee at the NT Titles. The players and referees both benefited from having high quality referees participating and we are very grateful for their assistance.

In November Sue Salter travelled to Gove and attended the Arnhem Cup. During the weekend Sue presented a Level 1 Coaching course to six participants. Late in November Cameron Adams presented a Community Coaching Course to nine participants in Ramingining and Galiwinku.

The highlight of the year on the field for the NT was the results of our Under 18 Boys team at the National Youth Championships. The Boys played in the quarter finals and were placed sixth overall and played in the Developing State Final in which they were narrowly defeated by WA. The NT won the Overall Developing State at the Tournament for the second year in a row. We are also very proud to see the results of the NT Under 12's Boys at the School Sports Nationals once again defeating New South Wales in the round games in 2012 and were placed third.

A special mention to Mark Tibbits on his selection in the Australian Men's 30's team that competed in the Super Trans Tasman in New Zealand in January.

The NT was represented in the Mixed Open Division at NTL in March and had quite pleasing results considering the turnover of squad members leading into the tournament.



We continued this year with our Annual Elite Development Camp weekend. This year we once again combined the camp with the School Sport Under 15 Development Camp which proved to be beneficial to both groups and capitalized on the expertise of the visiting coaches Kerry Norman and Patrick Grehan and Australian representative Stuart Brierty. The camp is for both players and coaches to update their skills and knowledge over the two days. We believe the camp was once again a huge success. We would like to thank Kerry, Patrick and Stuart for giving up their valuable time in assisting our players and coaches in their development.

For the second year we conducted the Arnhem Cup this time in Gove we had teams from Yirrikala, Galiwinku, Ramingining and Gove attend the Tournament. Ramingining retained their title, winning the tournament against a Gove team. The Tournament was a great success and we look forward to continuing the tournament in 2013.

Staff member Tianna Baird along with a few of our youth AusTouch Leaders have successfully delivered several Active After School Clinics over the past 12 months. Along with this, Tianna has delivered school clinics across the NT in the past 12 months. In November a couple of our AusTouch Leaders delivered a skill clinic for Deaf children from the communities.

The NT Office continues to assist School Sport NT in their cluster gala days and selection tournaments.

### **Operational Services**

The NT Touch Headquarters facility has required some significant repairs over the past 12 months to the lighting and irrigation system which is due to the age of the equipment. We were fortunate to have a Government Grant to upgrade the lighting to field five.

The Northern Territory Championships continues to be the main tournament on the calendar for the NT. We had four divisions in 2013 - Men's, Women's, Mixed Seniors and Under 18's Mixed. It was great to see Gove return in the Men's division this year. The highlight of the tournament was having Alice Springs win the Men's Open division. This was the first time in the history of the tournament that a region has won an Open division.

Hoops 4 Health won the Women's Open division, Alice Springs won the Men's Open title, Gove won the Senior Mixed division and Alice Springs took out the title in the Under 18's Mixed.

In May Katherine Touch and the NT Office conducted a Knockout Tournament which had teams from Katherine, Darwin and Kununurra compete, with the day being a great success.

Finally I would like to acknowledge and thank the Northern Territory Government for their continued generous support with funding to assist with operational and development programs throughout the Northern Territory. We are very grateful for this wonderful support. The NT is also very appreciative of the Australian Sports Commission for the Future Sporting Champions Grants and EITAAP Funding which has been a great support for some of our athletes and officials to attend events.

Overall 2012/13 has been an exciting, busy and challenging time for Touch in the Northern Territory. I look forward to building on from this year and achieving growth, further development and consolidation for the years ahead for the improvement of the sport for all.

**Isobel Appo**

State Operations Manager

### Touch Football Northern Territory Participation 2012-13

Participation Category	Retro-spective 2011-12	2012-13 Target	2012-13 Actual	2013-14 Target
1. Full Active Membership – Adult	3263	3426	3184	3343
2. Full Active Membership – Junior	158	165	180	189
3. Program Participants	403	423	614	675
4. Event Participants	439	461	495	520
5. School Delivered Programs	1161	1219	2009	2210
6. School Managed Competitions	79	83	384	403
7. Accredited Volunteer Participants	93	98	68	75
<b>Total Participation</b>	<b>5595</b>	<b>5874</b>	<b>6934</b>	<b>7415</b>



The 2012/13 reporting period has at times been challenging on the back of declining affiliate participation however through strong growth in associated participation has produced a net moderate growth result for SA operations for the 2012/13FY with many highlights coming to mind.

These highlights are a credit to staff based in South Australia and nationally but also our wonderful volunteers and participants who continue to dedicate so much to our sport each year.

### **Corporate Development**

I would like to begin by offering my sincere gratitude to our State Operations Advisory Panel (SOAP) members (Bruce Ainslie, Amanda Sheeky, Mick Gray, Damien Carlson and Emily Moskwa) who have all worked tirelessly and provided sound advice to staff in this location over the past 12 months. The format of the SOAP consisting of both elected members and our technical directors has ensured all decisions are made with a whole of sport focus which continues to benefit all members.

I welcome our newest SOAP member Emily Moskwa who was elected at our annual meeting in February.

The year was one of sound stability in terms of human resources, with the SA team of Tim, Renee and James performing well and achieving most operational outcomes required. We also welcomed Tess Leahy to our staff on a casual basis in the role of Night Time Ground Controller at City Touch which enabled Renee to focus on state participation objectives.

I offer my gratitude to Renee, James and Tess for their output over the period, which is reflected in the completion of the vast majority (87 percent) of our operational objectives for the period on time.

I would also like to thank all of our colleagues in other locations within the Touch Football Australia network. Your direction and support is appreciated.

### **Sport Management**

2012/13 reflected a year of growth for TFSA. Our total statewide participation for Season 2 2012 increased by 754 individuals (12 percent) with 6,862 participants compared to 6108 in Season 2 2011. The majority of this growth was reported in 'associate' participation however, with affiliated participation declining by six teams in Season 2.

Season 1 2013 continued the trend set in the latter half of 2012, with an overall increase in participation of 304 individuals (9 percent) compared to the same period in 2012. Pleasingly both affiliated and associate membership increased in Season 1 2013, with 32 new teams participating in winter affiliate competitions.

Combining both seasons (Season 2, 2012 and Season 1, 2013) there were 10,439 individuals participating in some form of Touch Football in SA between July 1 2012 – June 30 2013, representing a participation increase of 10 percent or 1058 individuals for the period.

Major areas of growth include the following events:

- The 2013 SA Primary School Championships increased by 12 percent (seven teams) with 59 teams participating;
- The 2012 SA Catholic School Championships increased by 25 percent (72 more teams) with 286 teams participating;
- Senior Season 2 2012 team numbers increased by five teams;
- Senior Season 1 2013 team numbers increased by 22 teams.

We once again had the opportunity to recognise our members via our annual awards in November and I offer my congratulations on the following affiliates and individuals:

**Volunteer of the Year** – Damien Carlson

**Affiliate of the Year** – Hope Valley Touch Football Club

**Administrator of the Year** – Bill Sheeky – Hope Valley Touch Football Club

**Referee of the Year** – Damien Carlson

**Coach of the Year** – Mick Gray

**Kildare Reick Elite Scholarship** – Georgia Brown/Dave Harris

### **Sport Development**

The continued application throughout 2012/13 of the Affiliate Self Evaluation Tool (ASET) program has enabled us to work with our affiliates to identify their needs and engaging them in planning and implementation of solutions. In 2012/13 the top four needs across our state were:

1. Referee Programs
2. Player Pathways/High Performance
3. Advertising and Promotion
4. Administration Assistance

There were a total of 53 tasks/items from all affiliates ASA documents which TFSA entered into an agreement to provide in 2012/13. This is a total of 11 fewer tasks than 2011/12. Of these 53 items;

- 37 (70 percent) of tasks were successfully completed as requested
- 12 (23 percent) of tasks were deemed N/A (The affiliate did not request assistance or the program was abandoned). This is considerably higher than previous years
- 4 (7 percent) of tasks were not completed

With a 70 percent completion rate and 23 percent of tasks not requested by affiliates, the program again has been successful, but affiliates are beginning to show signs of fatigue in participating in the program.

In June 2012, we were fortunate enough to secure \$12,000 from the Office for Recreation and Sport to apply to referee development which was a direct result of feedback provided from the ASET program with the application submitted to address the need. This funding was applied in the 12/13 Financial Year through the successful staging of a Referee Coach and Course Presenter course. This course was held to achieve our goal of ensuring affiliates have the resources at their own club to recruit and retain referees through qualified individuals. The funding was used to subsidize travel and course costs especially for regional participants. A total of 10 individuals completed the course and our now applying their qualifications at their home affiliates.

Our representative program grew substantially in 2012/13 with the establishment of our SA Ignite Junior Development Academy (AusSquad Program). Thirty one individuals signed up for the inaugural 10 week program which worked through the skill acquisition framework contained in the Foundation Coaching resource. Nearly all participants graduated from Foundation to Talent level and were selected in a SA Heat junior team.

Our SA Heat program continues to improve with two sides again competing at the 2012 National Youth Championships. The event was highlighted by our girls claiming the Developing State Title which was our goal leading into the event. Our boys also showed signs of improvement drawing matches and improving as each match passed.

The continued interest in the SA Heat program was evident at the National Touch League in March where SA Heat was represented by three teams (Mixed, Women's T League and Women's 35s) and several athletes were also represented in Alliance Teams.

The T-League concept enabled 12 individuals to make their Heat debuts and gain invaluable development as players.

Our technical development continues to produce necessary outcomes under



the direction of Mick Gray (Coaching Director) and Damien Carlson (Referee Director) and their respective panels. In 2012/13 TFSA successfully delivered the following technical outcomes:

- 21 participants Level 1 Referee Accredited
- Eight participants Level 2 Referee Accredited
- Two Level 3 Referee upgrades
- One level 4 Referee upgrade
- Eight participants Level 1 Coach Accredited
- 10 participants Referee Coach and Course Presenter Accredited

Much of the technical focus for 2012/13 has been centered on providing affiliates with the ability to become more self-sufficient regarding technical outcomes including providing presenter and referee coach accreditation to key volunteers to enable coaching and assessing to occur in an ongoing manner at competitions.

Our Sport Development staff continued to successfully deliver clinics and programs across the state throughout the reporting period. Local affiliates were also supported via numerous coaching sessions at come and try days and junior competitions.

Numbers of clinics are consolidated with 2012/13 however we have seen an increase in schools booking Touch as part of the South Australian Certificate of Education curriculum which is having positive flow on affects at several affiliated competitions. Plans are also underway to establish an affiliated after school hours inter school competition in Adelaide's northern suburbs.

## Operational Services

The state's largest competition City Touch reported a three percent decline for the summer 2012/13 season (down 13 teams) however remains consolidated following a two percent increase in the 2013 winter season. With over 220 teams annually and 13 fields available the facility remains critical to the success of local operations.

Our major events experienced successful patronage in 2012/13 with perennial favourite Colley Reserve Five-a-Side Championships experiencing resurgence.

TFSA League was again delivered successfully throughout 2012/13, with increases in participation reported due to combining Mixed Open with single gender formats, forcing regions to identify new players in order to field teams. One of the most pleasing aspects was the amount of youth participating in the series thanks to a rule change enforcing teams to pick at least five under 18 players. This has revitalised the concept and bolstered our participation pathway dramatically.

Our annual charity partnership event, Touch Wine continues to be a resounding success with over 3,000 people attending the event in November which raises funds for Adelaide's homeless and provides invaluable exposure to our sport locally.

Further publicity can be measured in terms of website hits with the TFSA webpage having 124,059 hits in 2012/13 and combined with our City Touch website (219,559), a total of 343,618 hits not including affiliate websites indicating a strong online presence and increase of 13,000 hits for the Financial Year.

Further complementing this online presence are our social media platforms (Facebook and Twitter) and newly introduced

Instagram page which have a combined reach of 1,144 individuals that receive instant news and information. The number of followers has grown by 50 percent during the 2012/13 Financial Year.

I would like to conclude by thanking our government and corporate partners. We continue to be extremely fortunate to have such wonderful reliable support from our corporate and government partners in SA and it is greatly appreciated.

The State Government of South Australia via the Office for Recreation and Sport continues to provide vital support to Touch Football and have increased their support in 2012/13 for which we are extremely grateful.

I would like to welcome and thank two new Major Partners who joined us in early 2013 in SPORTSMED SA and the Arkaba Hotel. We look forward to building our relationship with them and thank them for their significant contributions to Touch Football in SA. Thank you must also go to our long term partner who continues to stand side by side with us and has recently extended their partnership until 2015; Coopers Brewery. We also acknowledge national partners, KooGa, X-Blades and BodyScience for their continued support.

Overall 2012/13 presented challenges but I am proud with the manner our staff, volunteers and participants have been able to overcome them and achieve a stable overall result with numerous individual highlights along the way. I look forward to building on the solid foundation laid this year and enhancing our sport for all stakeholders in 2013/14 and beyond.

**Tim Wyld**  
State Operations Manager

## Touch Football South Australia Participation 2012-13

Participation Category	Retro-spective 2011-12	2012-13 Target	2012-13 Actual	2013-14 Target
1. Full Active Membership – Adult	4410	4631	4389	4608
2. Full Active Membership – Junior	360	378	270	284
3. Program Participants	103	108	490	539
4. Event Participants	1406	1477	968	1016
5. School Delivered Programs	3799	3989	1823*	2005
6. School Managed Competitions	3668	3851	4444	4666
7. Accredited Volunteer Participants	66	69	49	54
<b>Total Participation</b>	<b>13812</b>	<b>14502</b>	<b>12433</b>	<b>13172</b>

\*Changes to GDO servicing in school delivered programs.



## Corporate Development

Our State Operations is well supported by a dedicated group of volunteers on our State Executive Council, many of whom have assisted to develop some great new programs and opportunities for our members across the state.

For the most part of this year, our Executive consisted of the following:

Jodie Stokes – Chair, Allan McKinlay – Participation, Matthew Bowles – Coaching, Jo Mason – Referees, James Edmunds – Juniors.

Matthew Bowles continues to provide great assistance with state programs, but no longer sits on that committee; however we were joined earlier in the year by Matt Phillips who has taken on a Communications portfolio.

We have also introduced a High Performance Program Advisory Panel to our organisation, which consists of individuals who represent all participation and technical areas of our sport and with the assistance of this group; we have completely restructured our state tournament program and plotted pathways for members in all areas.

A huge thanks to the following for working so well together in order to assist in reaching some outstanding outcomes in regards to our overall development opportunities:

**Southern Touch** – John Dowling/Matt Phillips

**Launceston Touch Association** – Jon Harmey

**Devonport Touch Association** – Matthew Bowles

**Open Players** – Josh Bessell

**Senior Players** – David Harmey

**Coaching** – Toby Burgess

**Referees** – Jo Mason

**Junior Players** – Carolyn Robinson

Sport and Recreation Tasmania has continued its great support of Touch Football Tasmania, both financially and with the provision of resources, training and professional development opportunities. We enjoy an extremely supportive relationship with our consultant Leigh Oswin, whose advice and assistance over the past year has once again been invaluable.

## Sport Management

Once again we have been in a very fortunate position whereby our number of teams remains stable.

There continues to be an increase in the interest of Mixed Touch, and our junior numbers also continue to grow.

Devonport Touch has included a new first term school competition, which saw 17 teams compete in the brand new event, and the TFT School competition has reached capacity.

## Sport Development

After many years of support from Ian Matthew (and various leading Australian referees) with our referee development, we are now operating at some state events with referee panels of our own.

Ian continues to attend Tasmanian tournaments, and works year-round with some of our senior referees, with a genuine interest in the development of our state.

It was extremely pleasing to see a full referee panel of our own referee coaches provide constant feedback and coaching of our referees at our Schools Championships event in April, lead by Jo Mason.

Jo also strengthened her position as our leading referee in March, where she achieved her goal of attaining her Level 6 Referee Badge at the National Touch League. Matthew Phillips was awarded his Level 5 badge at the same event.

Interest in coaching at a representative level is also on the rise, with coaching nominations for our junior state teams exceeding the positions available.

We appointed a Coaching Development Coordinator, Steve Tomlin, who has been working with our appointed junior coaching group since their appointments in April.

Our relationships with AASC now see us with successful programs running in all areas of the state, with regular gala days and inter school activities. This has also strengthened our relationship with schools and the number of programs running within our schools is also increasing.

All of our junior representative teams again attended national events, with Oliver Robinson being awarded the Encouragement Award at the SSA Championships in Brisbane, and Oliver, Nic Jones, Holly Savill and Brooke Robinson being named in an Australian junior development squad.

Our Mixed Open team came excruciatingly close to a semi final berth at the NTL earlier this year, with our Senior Mixed also narrowly missing finals, in a very tight competition.

The NRU brought its game to Tasmania earlier in the year, and again our women had the opportunity to show the public what an exciting game we have. The Northern team narrowly defeated the Southern Touch girls in a game that showcased the talent of our top female athletes.

### **Operational Services**

A Schools Championships event was added to our state calendar this year, and with the help of Australian captains Steve Roberts and Louise Winchester, was a fantastic success.

Supported by the Devonport Council, the inclusion of this event ensured the use of fields for an additional competition in the Devonport area, gave the Northern junior players an amazing opportunity to spend a weekend with Australian Touch royalty and kick started our state junior selection process for the coming year.

Riverside High School came away as the Inaugural Schools Champions, and justified some of the great work that is being done in the Touch program at that school.

Southern Touch proved their dominance at State Cup level once again, taking out that competition in November.

### **Conclusion**

This past year was definitely one of review, whereby we have taken some great steps in looking at where we are and making some changes to ensure we remain a sport that lives strong into the future.

#### ***Maree Tomlin***

State Operations Manager



### Touch Football Tasmania Participation 2012-13

Participation Category	Retro-spective 2011-12	2012-13 Target	2012-13 Actual	2013-14 Target
1. Full Active Membership – Adult	3420	3591	3398	3568
2. Full Active Membership – Junior	1958	2055	2419	2540
3. Program Participants	48	50	656	722
4. Event Participants	383	402	371	390
5. School Delivered Programs	1335	1402	3130	3443
6. School Managed Competitions	79	83	146	153
7. Accredited Volunteer Participants	36	38	65	72
<b>Total Participation</b>	<b>7258</b>	<b>7621</b>	<b>10185</b>	<b>10888</b>



Upon reflection of the 2012/13 reporting period, we are reminded of the significant amount of changes that have occurred within the business in Victoria. Touch Football Victoria (TFV) saw the departure of Kate Alexander, Events and Competitions Coordinator from the organisation. TFV and Touch Football Australia (TFA) would like to thank Kate for her contribution and dedicated support of TFV Operations made during her employment.

With change comes opportunity and throughout the second half of the financial year, TFV and TFA worked together to reshape the Victorian business with the appointment of Shannon Zuccola to Events and Competitions Coordinator. Shannon previously worked in the Touch Football Tasmania Office and was afforded the opportunity to return home to Melbourne. Our TFV staff all worked tirelessly throughout the year to improve communications and service to our members. They are all to be commended for their success in continuing to grow the sport in Victoria – a new team that strives for excellence.

### **Corporate Development**

TFV would like to recognise and acknowledge the strong support provided by the Victorian State Council Executive (SCE) members. The Annual General Meeting was conducted in June with long standing SCE members, James Bible, Hamish McLean and Jamie Tang electing not to nominate for the next calendar year. James brought a strong commitment in developing technical programs and focus on selection and representatives programs. Hamish worked tirelessly in the development of junior programs in particular the Girls Academy which was rebranded to AusSquad and through consultation with Jamie Tang on Government grant applications. TFV were successful with the grants. TFV would like to thank James, Hamish and Jamie for their dedicated support and direction throughout their time on the SCE.

Miles Davine was elected to the role of State Council Chairperson in June. Miles has continued to receive support from members Craig Coleman and Sally Melzer. The SCE has seen the inclusion of three new members, Greg Mason, Kiri Pene

and Toby Durden. Cliff Winnett returned into the role of Director of Referees and TFV welcomes Micheal Lovett as head coach and they were both endorsed by the SCE to provide advice/development on two of the sport's key development areas.

For the 2012/13 reporting period, the SCE helped transition new staff and provided valuable advice and guidance through a fluctuating period. They have helped the sport maintain focus on the deliverables in the TFV Strategic and Operational Plans. TFV would like to thank all SCE members for their dedicated services and devotion to the task of growing and supporting our sport.

Resources from TFV have been utilised at a number of TFA events during the reporting period. David Diack attended the National Youth Championships and School Sport Australia National Championships, while Caitlin Pole, David Watts, Shannon Zuccola and David Diack attended the National Touch League (NTL). David Watts and myself also travelled to Western Australia to assist with their WA Junior State Championships event. All TFV staff expanded their knowledge around event management and Sportzware, both of which will improve the support provided to local affiliates and competitions. The national events allow TFV staff to advance their skillsets and build key relationships with staff from the national and other state offices. I would like to take this opportunity to thank all of the TFV affiliate committees and their key volunteers for all of their hard work in achieving success within the sport. Lastly a heartfelt thank you to all representative coaches, assistant coaches and managers who put in long hours into our elite pathways in achieving successful programs.

### **Sport Management**

2012/13 was a year of stabilisation for TFV. Our total statewide participation has decreased by seven percent to approximately 7,500 participants. From the previous reporting period there were 771 teams and this has decreased to 722 teams. These figures can be contributed to Council field allocation with losses of fields due to high demand from other user groups and affiliate's change of management, new President and/or committee members.

Through this reporting period, TFV lost one regional affiliate, Melton Touch however with Northern Touch Association competing in their second season of winter it was great to see their numbers increase from 17 to 24 teams.

We continue to update and refresh the TFV webpage and have included the TFV Facebook and Twitter links on our webpage. The commencement of our newsletter, South of the Border, driven by editor Caitlin Pole, which is issued bi-monthly, has ensured Touch Football in Victoria is fresh in people's minds. David Watts and Shannon Zuccola are at the forefront on the use of social media tools, Facebook and Twitter which has seen increase in number of hits. These promotional and advertising techniques have ensured that our sponsors are well promoted and during this reporting period we have been able to retain all TFV sponsors.

We also continue to benefit from the financial support of Victorian government agencies, VicHealth and Sports and Recreation Victoria, as well as the resources and development opportunities provided by these organisations.

VicHealth Grant provided a 16.5 percentage increase in funding for the 2012/13 reporting period. TFV has currently completed its second year of VicHealth funding and achieved the following results;

- Liaise with VicSports in monthly meetings to highlight areas of deficiency of our work plan.
- Implementation of Hallam Secondary School Girls Program targeting the low socioeconomic area with the opportunity to be up skilled with official qualification and building confidence in participants.
- Purchase of TFV/TFA/VicHealth tear drop displays that will assist with the promotion of Touch Football in Victoria.

The Sport and Recreation Victoria Grant provided a 12.4 percent increase in funding for the 2012/13 reporting period. The grant funding was used to support sport development in the following areas:

- Target 1000 grant to enable financial support for the recruiting of coaches to support School/Representative Programs;
- Conducted School Competitions at an centralised location and involving 12 teams.

### **Sport Development**

Improved delivery of the Affiliate Self Evaluation Tool (ASET) program this year enabled us to further develop relationships with our affiliates by identifying their needs and engaging them in planning. In 2012/13, the top four needs across our state were identified as:

1. Referee Programs
2. Technical Assistance
3. Administration
4. Junior Development

There were a total of 98 tasks acknowledged from all TFV affiliates ASET programs. TFV entered into a service agreement with affiliates to complete these tasks in 2012/13. Of these 98 tasks:

- 72 percent of tasks were successfully completed as requested;
- 28 percent of tasks were not completed.

The 2012/13 ASET process overall has been a major success for TFV and affiliates and this can be contributed to David Diack and Greg Kennedy in the delivering of the program.

Our Technical areas continue to be developed under the guidance from our key volunteer directors and their relevant panels. TFV would like to thank Cliff Winnett (referees), James Bible (selecting) and Micheal Lovett (head coach) for all of their dedication and time committed to develop the sport.

The TFV Referee Course Coordinator, Cliff Winnett, has continued to build a strong relationship with the grassroots Touch Football community through constant referee courses and greater volunteer engagement. This includes overseeing Referee coordinators at each of TFV centralised competition addresses, referee mentoring/upgrading and the development of the Referee Support Program. TFV conducted the following courses:

- 10 Level 1 referee courses involving 82 participants;
- Three Level 2 referee courses involving 18 participants;
- One Level 3 referee course involving 7 participants.

Included in the reporting period was a Coaching Course;

- One Level 1 coaching course involving 14 participants.

A great deal of effort has been put into expanding our school programs during the reporting period with the major areas to be highlighted over this reporting period including;

- The 2013 Victorian State Secondary Schools Touch Tournament saw 75 teams competing. The event saw the inclusion of the Under 12 Division, with the event run over four days rather than the traditional two days. Changes in the Under 18 program saw the separation of the Boys and Girls event to encompass the increase numbers of team registrations against number of fields available to administer the event.
- There was an eight percent increase in teams competing in the 2013 Victorian Schools Touch Football League (VSTFL) with 67 teams, an increase of five teams from the previous year. There were 34 Boys teams registered and 33 Girls teams which saw the inclusion of a second tier Senior Girls division.

- The AusTouch Program continues with 207 participants and the inclusion of another school, Bayside College now joining forces with Haileybury College and Kambaya College that are involved in the program.
- The Girls AusSquad Academy embraced the high number of junior girls participation from 31 to 47 girls involved in the program. It has strengthened the number of junior girls trialing for our representative programs.

The Victorian 2013 NTL campaign saw the Mixed Open compete and the return of the Senior Mixed team to defend their Championship title, however they fell agonisingly short, finishing runner up.

Our referees had a successful NTL campaign with Leigh Bryant, Ash Shipman, Aaron Mackenzie and Giancarlo Leung (Jim Speight Referee of the Year) attending from Victoria.

With Victoria's success opportunities arose for representation at the 2013 Super Trans Tasman Series in Auckland, New Zealand in February with nine representatives, Derrick Cant, Brooke James, Kirsten Friend, Melissa Woodward and Leah Percy playing for Australia, Micheal Lovett and Hamish McLean fulfilling their dreams as Australian coaches, while Jamie Kinkade and Ben Moceiwai represented New Zealand.

### **Operational Services**

The Victorian Touch League (VT League) focus' in 2012/13 was consolidating a Mixed division that saw the inclusion of two teams and increase team numbers to six. The major benefits of teams that competed in this division was the development of junior players between the ages of 15 to 20 and the pathways afforded to enable the more experienced players within the team to guide and nurture the young junior players. The success of this venture would be measured by the results at National

Youth Championships and the School Sports Australia National Championships.

The Men's division saw Vipers victorious with the Women's and Mixed divisions crowning Melbourne Lions as winners. With these results Melbourne Lions were the Champion Club for the VT League 2012/13 season.

TFV has identified many highlights in the 2012/13 reporting period which includes awards and partnerships formed to deliver one-off events and are captured as:

- The 14th annual Sale Knockout was held in March 2013 with a record 51 teams, an increase of three teams from the previous year with participants travelling from all over the state in Men's, Women's and Mixed divisions. The 51 teams included players from affiliates including Albert Park, Fawkner Park, Westside, Melton, Ballarat and Parkville as well as the local affiliates Traralgon, Bairnsdale and Sale. The event was again well supported by the University Touch clubs with Melbourne University, Monash, La Trobe and Deakin all attending.
- In partnership with the Melbourne Storm NRL team, TFV were able to showcase our Women's Touch Football players in a male dominated arena. The Melbourne Storm also afforded TFV the opportunity to promote its local TFV competitions and display our website information on the big screen at AAMI Park. I would like to thank Mike Billing from the Storm who has been instrumental in developing the relationship between the Storm and TFV.
- The association between Active Melbourne City Sports (ACMS) and Touch Football Victoria (TFV) was a successful venture with 22 teams competing in the 'Just Play' Touch Football Gala Day event held in August.
- TFV in conjunction with St Mary's House of Welcome (SMHOW), were proud to announce that the 2012 Wine Rules event was a fantastic success.

Despite only being in its second year, Wine Rules has rapidly become an established event with over 3000 people in attendance and 26 teams competing this year.

- Corporate Games was a great event with 59 teams participating. With TFV staff member David Watts acting as a facilitator for the event, he engaged key volunteers in developing tournament administration skills with referee allocations and game times to ensure the success of the event.

Overall the 2012/13 reporting period was full of changes with a number of new and exciting programs being launched. TFV looks forward to providing increased levels of communication and support to our members with our new team. Staff will continue to grow which will place the sport in a better position to service the needs of our customers and build strong relationships with key partners. TFV would also like to thank the hard work and effort by the office staff, volunteers and participants. Without this support, the heartbeat of the sport would not function. The ongoing support from the other TFA member states continues to aid in the development of grants and programs. This coupled with the national team led by Colm Maguire, Garry Foran, Matt Bamford, Julian Buckmaster and Marianne Maguire will develop a strong sport into the future.

**Ali Tuai**

State Operations Manager

### Touch Football Victoria Participation 2012-13

Participation Category	Retro-spective 2011-12	2012-13 Target	2012-13 Actual	2013-14 Target
1. Full Active Membership – Adult	8674	9107	7931	8328
2. Full Active Membership – Junior	270	284	191	201
3. Program Participants	1491	1566	1059*	1165
4. Event Participants	2250	2363	2363	2481
5. School Delivered Programs	3766	3955	2443*	2687
6. School Managed Competitions	1463	1536	1823	1914
7. Accredited Volunteer Participants	97	102	134	147
<b>Total Participation</b>	<b>18011</b>	<b>18911</b>	<b>15944</b>	<b>16922</b>

\*Rescheduling challenges and changes to GDO servicing of school delivered programs.





The 2012/13 reporting period has been a period of change and growth for Western Australia. With strong and positive outcomes throughout the period, it is important to acknowledge the hard work and dedication of our state and national staff as well as our members and key volunteers who make it all possible.

### **Corporate Development**

The State Council Executive has seen changes over the year with the resignation of Andrew Birch, Richard McIlroy and Sam Rigg. I wish to thank these members for their hard work and to also acknowledge the work of the current members, Neil Collins and Justin Parsons. They have been an invaluable source of knowledge during the year. The 2013 Annual Meeting has been moved to December to allow for financial reports to be available and to boost attendance.

Thanks must go to the following State Referee Panel members for their hard work and commitment throughout the period; Freda Black, Pat Elshaw, Kate Steinitz, Chris Murray, Ben Grainger, Jon 'Speedy' Harvey, Lesley Boyd and Henry Dos Santos (National Panel Advisor). The State Coaching Panel has also been working hard and thanks go to all who have assisted including Mike Baldwin, Kit Frazer, Justin Creighton and Neil Collins.

This period was a time of change within the Touch Football WA office with the departures of Sophie Maguire, Karon Boston and Tim Heathcote. I would like to acknowledge the massive hole left by their departures and thank them for their superb leadership of the game in WA. I would also like to thank Julian Middlemiss and Matt Bamford for their exceptional efforts in managing the office during the period after these departures. They went to great lengths to keep the office functioning and organised very successful events during this time.

### **Sport Management**

The 2012/13 period, in line with the strategic plan, has continued to see an increased emphasis on data collection and the ways by which we manage that data. During the 2012/13 period, participation numbers in Western Australia increased slightly with strong junior participation recorded.

Regional Affiliate numbers continue to grow and the Metropolitan Affiliates show stable numbers with several at capacity. Junior participation is the area for continued growth potential and is a major focus of the 2013/14 Operational Plan.

Strong strategic relationships with our major partners continued and avenues are being actively investigated to ensure a strong financial future for the game in WA.

The use of Social Media via Facebook, Instagram and Twitter has continued to develop and is expanding the Touch Football audience, especially amongst school-aged children.

I would also like to acknowledge the following volunteers and Affiliate who were recognised at the TFWA Awards on Excellence held in December:

**Administrator of the Year** – Toni Morgan

**Referee of the Year** – Chris Murray

**Coach of the Year** – Chance Bunce-Antonievic

**Junior Female Player of the Year** – Macey Simpkins

**Junior Male Player of the Year** – Jayden Ngamanu

**Female Player of the Year** – Zoe Dacey-Aiken

**Male Player of the Year** – Craig Boston

**Member of the Year** – Mary Watson

**Regional Volunteer of the Year** – Sam Bodycoat

**Metro Volunteer of the Year** – Pat Elshaw

**Affiliate of the Year** – Southern Districts Touch Association

The Awards of Excellence also saw the induction of two new Touch Football WA Life Members in Debbie Quan and Neil "Molly" Collins.

Congratulations and thank you to all the worthy recipients.

## Sport Development

There has been a focus on identifying new development initiatives with an aim to create innovative new participation avenues.

The Western Tigers AusSquad Academy continued to be developed in this period. In its second year, the Academy is proving to be an elite player pathway for our junior athletes in Western Australia. The focus for the second year was on the Under 18 age group with 36 participants attending the sessions each week under the guidance of Justin Creighton. Justin was ably assisted by Kit Frazer, Chance Bunce-Antonievic and Teava Terangi with Jeannine Antonievic providing great managerial assistance.

For the second consecutive year, we have established an increased presence in schools with the number of school clinics continuing to grow. This has also seen an increase in the number of junior Touch players within the affiliates. 2013/14 will see the introduction of new School Holiday Clinics and an expansion of the Active After School Communities program. The 2013 Junior State Championships event again saw junior team numbers surpass the senior event and the initial Be Active School Super Series was a one day tournament that will continue to develop junior participation numbers in WA.

September 2012 saw WA send both an Under 18 Boys and Girls side to the 2012 National Youth Championships. It was a good developmental tour for the Girls and the Boys were again crowned Developing State Champions after defeating Northern Territory in the final 10-7. The MVPs for the Western Tigers were Jayden Love and Macey Simpkins.

The 2013 National Touch League saw WA again represented by two sides – Mixed Open and Men's 50s. WA finished just out of the semi finals with a fifth place in the Men's 50's. The Mixed Open side went one step better with a fourth place finish but not before pushing the eventual champions, Sydney Rebels with a 10-9 semi final loss in an epic game that went deep into a drop-off.

The end of the reporting period saw the establishment of a 12 month calendar and online registration for technical courses. The aim is to better service the needs of affiliates and to make the courses more accessible to all.

## Operational Services

Our major state events continue to grow and evolve. The 2013 Be Active Junior State Championships saw a record number of teams participating in the junior competition, surpassing both the 2012 event and the senior event for the second year. Participation numbers for the 2013 Be Active State Championships remained in strong and the move to February assisted with this. A record number of 15 teams competed in the Mixed Open division.

The Super League Series continued in 2012 under a new format and was successful. The revised format of the North West tournament was hosted by Broome Touch Association and was a major success for all involved.

Corporate Touch in Western Australia continued with the Property Industry Tournament. The event ran extremely well and has continued to create further interest. More development and initiatives in this area are being investigated.

Finally, I would like to pay special thanks to the continued support of our corporate and government sponsors. The Department of Sport and Recreation in Western Australia along with Healthway continue to provide stable support to the sport of Touch Football in WA. We would also like to thank Total Nissan who provide us with a great deal on our loan vehicle.

Overall, the 2012/13 period was a time of change and growth for Touch Football throughout Western Australia. This has provided a new and exciting outlook for the game and a future with no limits on the possibilities available to all involved.

### **Shane Sullivan**

State Operations Manager



### Touch Football Western Australia Participation 2012-13

Participation Category	Retro-spective 2011-12	2012-13 Target	2012-13 Actual	2013-14 Target
1. Full Active Membership – Adult	8033	8434	8179	8588
2. Full Active Membership – Junior	878	921	923	969
3. Program Participants	491	516	987	1086
4. Event Participants	1451	1524	1722	1808
5. School Delivered Programs	3598	3777	6498	7148
6. School Managed Competitions	1136	1193	1868	1961
7. Accredited Volunteer Participants	308	323	215	237
<b>Total Participation</b>	<b>15894</b>	<b>16689</b>	<b>20392</b>	<b>21795</b>



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