



# Shaping the Future of South West Football

A comprehensive plan to transform football in the South West, bringing together players, clubs, volunteers, officials and communities for growth, unity and lasting success.







# Executive Summary

Football in the South West region has experienced significant growth, with a 29% increase in registered players and a 17% rise in female participation from 2020 to 2024.

While the current governance structure has managed this growth, it is becoming increasingly critical to assess the sustainability of the existing model. Operational inefficiencies, volunteer burnout and inconsistent competition management underscore the need for a more unified and streamlined approach.

Revisiting and strengthening the governance structure will not only address these challenges but also position the South West as a key player in the future of football, ensuring the region is well-equipped for continued growth and success.

This report presents two proposed centralised governance models:

- Football South West overseeing three competition/development focused working groups
- A geographically focused model with sub-regional working groups

Both models aim to address the current challenges by centralising operations, streamlining administrative functions, improving competition quality and ensuring that football development is adequately supported across the region.



# Key Benefits of the Proposed Structure



## Increased resources for football development

Professional staff will focus on player pathways, coach development and club support.



## Efficiency and reduced administrative burden

Centralised governance will reduce volunteer workload and streamline operations.



## Enhanced funding and financial sustainability

Streamlined operations will increase access to funding and financial resources.



## Improved competitions and pathways

The new governance structure will enhance both competitive and developmental football at all levels.



## Improved representation and advocacy

A unified governance body will ensure stronger representation at state and national levels.



## Stronger regional collaboration

A whole of South West approach.



# Introduction

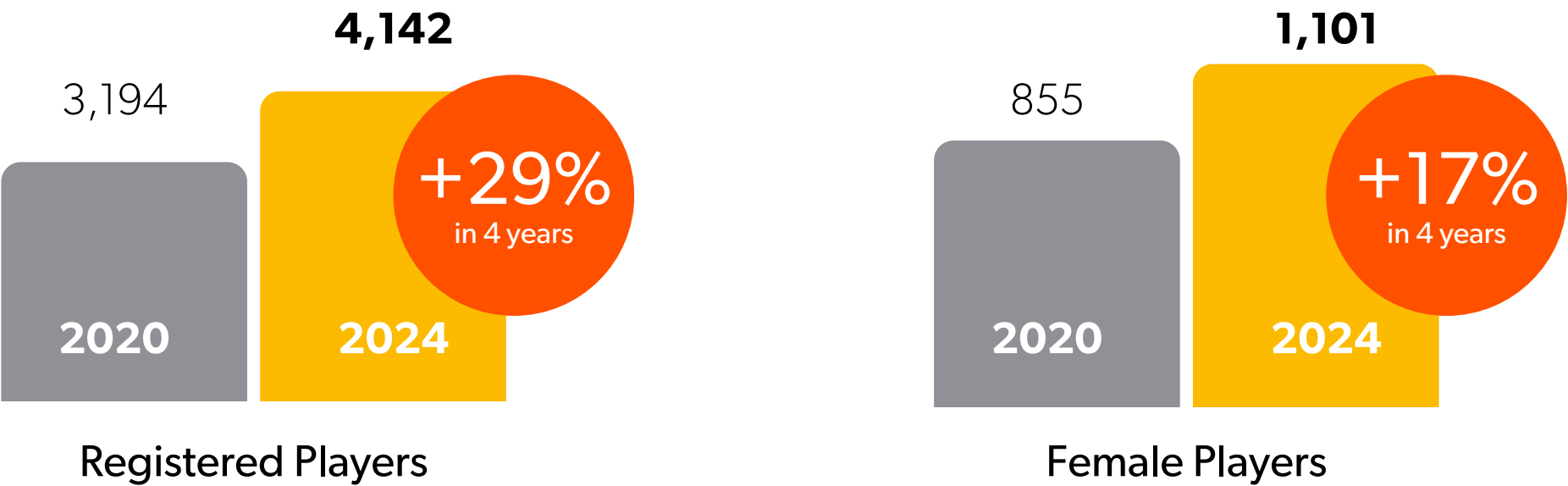
Football in the South West region of Western Australia has grown rapidly, with increasing participation, particularly in female and junior categories.

In 2020, the South West had 3,194 registered players. By 2024, this number had risen to 4,142.

The female player base grew from 855 players in 2020 to 1,101 in 2024, marking a 17% increase in female participation.

This growth highlights the need to enhance the region's governance structure, as the current system faces challenges in effectively managing football activities.

## South West Registered Players



**3,508**

Junior Players



**644**

Senior Players



**27**

Clubs



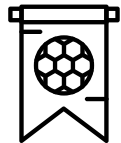
**119**

Registered Coaches



**62**

Registered Match  
Officials



**3**

Associations





# Regional Growth Breakdown

The rapid growth of junior and female participation, especially in CCJSA and LNJSA, showcases the potential for football development in the region, but the fragmented governance system is unable to fully harness this growth.





# Key Principles and Objectives

The key principles that will guide the proposed governance structure include:



## **Building Stronger Clubs**

Ensuring that clubs are well supported, both administratively and financially.



## **Development for Players, Coaches, and Match Officials**

Establishing clear development pathways for players and providing enhanced training and support for coaches and match officials.



## **Participation and Retention**

Promoting initiatives that grow and retain football participants across all demographics.



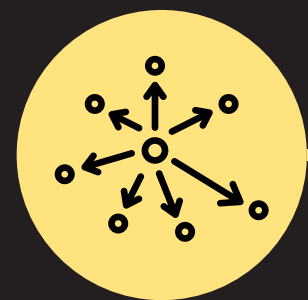
## **Cohesive Culture and Approach**

Bringing all football stakeholders under one shared vision to ensure consistent and efficient use of resources.



# Challenges and Current Inefficiencies

Despite the growth, the South West's football governance system is fragmented and inefficient, which has led to several challenges:



## **Fragmented Governance**

Multiple associations govern different aspects of football in the region, leading to duplication and inefficiencies.



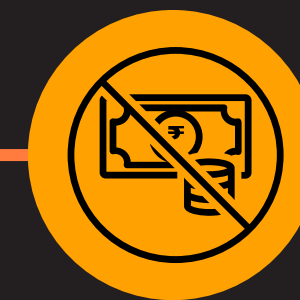
## **Volunteer Burnout**

The administrative burden placed on volunteers is unsustainable, contributing to burnout and high turnover rates.



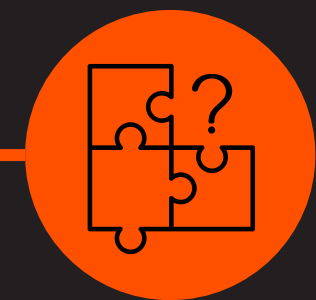
## **Inconsistent Competition Management**

The lack of a centralised competition management system results in inconsistent standards and inefficiencies in competition delivery.



## **Decline of Senior Football**

Senior football, particularly at SWSA, has seen declining participation due to a lack of direct funding and support, with a 5% decrease in player registrations.



## **Missed Development Opportunities**

Fragmented governance limits the development of clear player pathways and coaching systems, hindering the long-term growth of football talent.

These inefficiencies highlight the need for a streamlined governance structure to ensure sustainable growth and development.



# Proposed Models





# Model 1

## Centralised Governance through Football South West



### Football South West Board

The Board will include a mix of elected and appointed members. An independent Chair will be appointed for the first three years to drive the governance transition and strategic development. A Football West representative will be an ex-officio member of the Board in the first three years to act as a conduit between Football South West and Football West.



### Centralised Operations

Football South West will centralise administrative functions like competition management, registration and volunteer support, reducing duplication and improving operational efficiency.



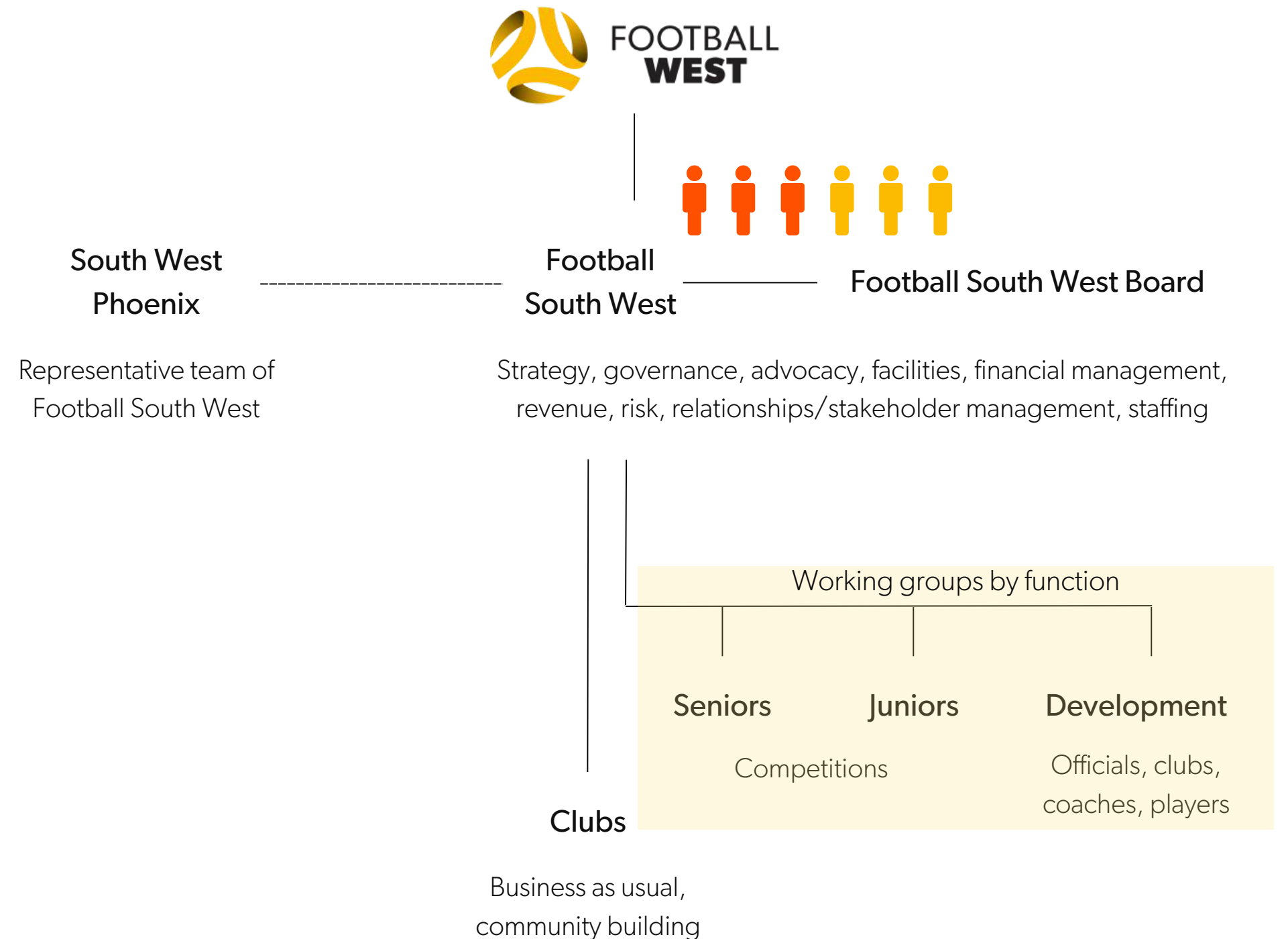
### Operationally Focused Working Groups

Each working group will be responsible for managing a specific operational football activity – junior, senior and development aligned with Football South West goals.



### Dedicated Resources

Each working group will receive additional resources and staff to ensure that local needs are addressed effectively.



In this model, Football South West will serve as the centralised governing body underpinned by junior, senior and development working groups, overseeing all football activities across the South West. This model aims to improve efficiency by centralising operations, reducing duplication and providing professional support to clubs and players.





South West  
Phoenix

Representative team of  
Football South West

Football  
South West

Strategy, governance, advocacy, facilities, financial management,  
revenue, risk, relationships/stakeholder management, staffing

Football South West Board

Capes

Lower  
South West

Bunbury/  
Geographe

Working groups by region

Clubs

Business as usual,  
community building

Model 2 contains the same FSW Board and Centralised Operations structure as Model 1. Model 2 however provides a geographical focus with three regions: Bunbury Geographe, Capes and Warren Blackwood. Each region will have a Working Group (WG) responsible for overseeing football activities in its area, while maintaining alignment with FSW's broader strategy.

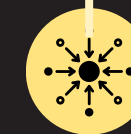
# Model 2

## Centralised Governance with Geographically Focused Working Groups



### Football South West Board

The Board will include a mix of elected and appointed members. An independent Chair will be appointed for the first three years to drive the governance transition and strategic development. A Football West representative will be an ex-officio member of the Board in the first three years to act as a conduit between Football South West and Football West.



### Centralised Operations

Football South West will centralise administrative functions like competition management, registration and volunteer support, reducing duplication and improving operational efficiency.



### Geographically Focused Working Groups

Each working group will be responsible for managing football activities in its designated region, focusing on local development while aligning with Football South West goals.



### Regional Coordination

Working groups will ensure that local football operations are aligned with state-level priorities.



### Dedicated Resources

Each working group will receive additional resources and staffing to ensure that local needs are addressed effectively.



# Staffing Structure



## Football West



### SW Regional Lead (1 FTE)

Responsible for overseeing the region’s strategic direction and ensuring alignment with Football West’s state-level strategies. Provides leadership support to clubs, associations and volunteers.



### Community Participation Officers (3 FTEs)

Each CPO will be responsible for one of the three geographic sub-regions (Bunbury Geographe, Capes and Warren Blackwood). Their role will be focused on expanding grassroots participation and supporting clubs to grow and thrive.

## Football South West



### Competition Manager (1 FTE)

Responsible for managing and improving competitions for all age groups, including juniors, seniors, and masters, ensuring quality and consistency across the region.



### Match Officials Administrator (0.5 FTE)

Focuses on increasing the number of trained and qualified match officials in the region, providing development opportunities for referees.



### Technical Director (0.5 FTE)

Responsible for managing and improving competitions for all age groups, including juniors, seniors, and masters, ensuring quality and consistency across the region.



### Casual Competition Administrators (2 Casual FTEs)

Focuses on increasing the number of trained and qualified match officials in the region, providing development opportunities for referees.



# South West Phoenix

South West Phoenix plays a crucial role in the development of the region's elite players. Under the proposed governance model, South West Phoenix will continue to be an integral part of the regional football structure, and will be clearly identified as part of the formal pathway for player development. South West Phoenix will become the representative teams of Football South West as opposed to a separate legal entity.



## **South West Phoenix Pathway**

South West Phoenix will serve as the representative pathway for football in the South West. This includes all representative sides playing under the Football South West Phoenix banner.



## **Integration into New Governance**

While South West Phoenix is a key development pathway, it will operate under the same governance umbrella, ensuring alignment with the broader goals of the new governance structure.



## **Sustainable Talent Development**

By integrating South West Phoenix into the broader governance model, the region will have a clear and consistent pathway from grassroots football all the way to representative teams, ensuring long-term development of talent.

South West Phoenix's continued involvement within this unified governance framework will ensure that the region's most talented players have the support they need to progress to higher levels of competition.



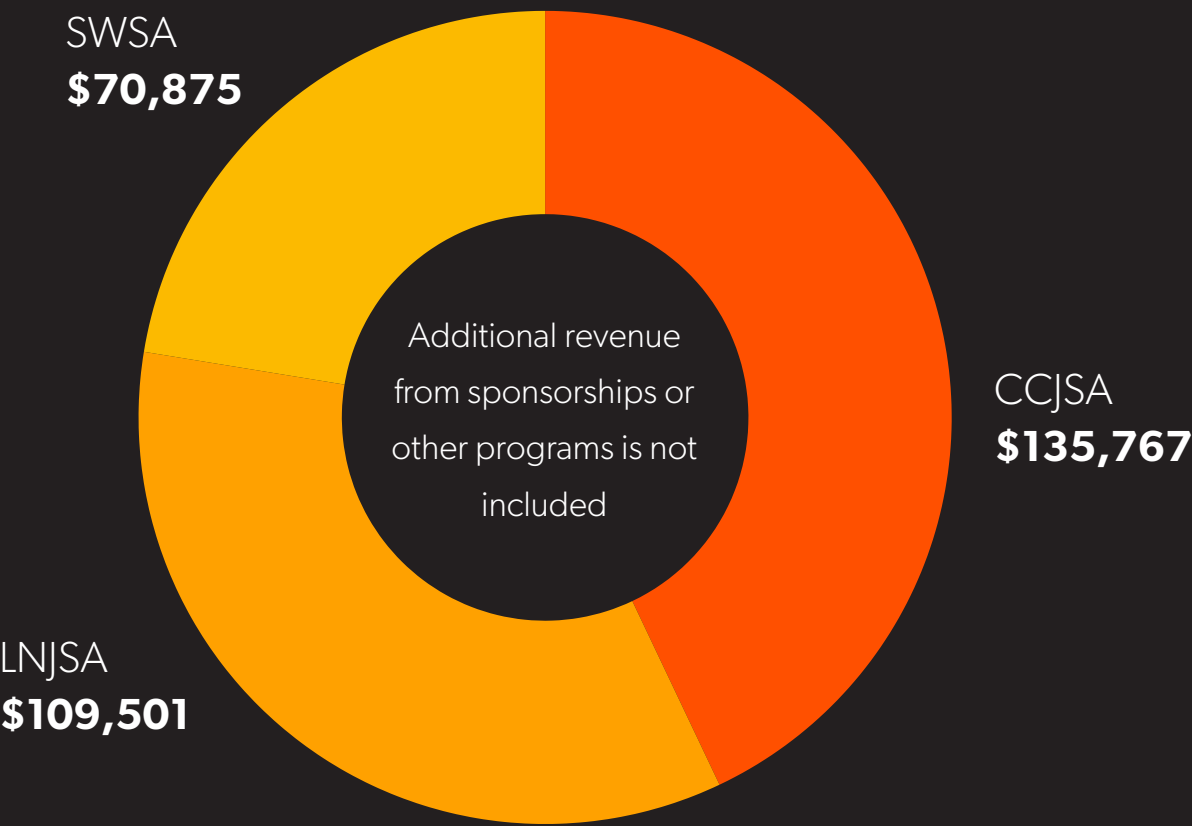


# Financial Model and Sustainability

## Current Financial Landscape

The South West region's football operations rely on a fragmented funding structure, comprising association-managed revenue streams and direct support from Football West.

## Revenue Generated by Regional Associations (2024)



**\$319,443**

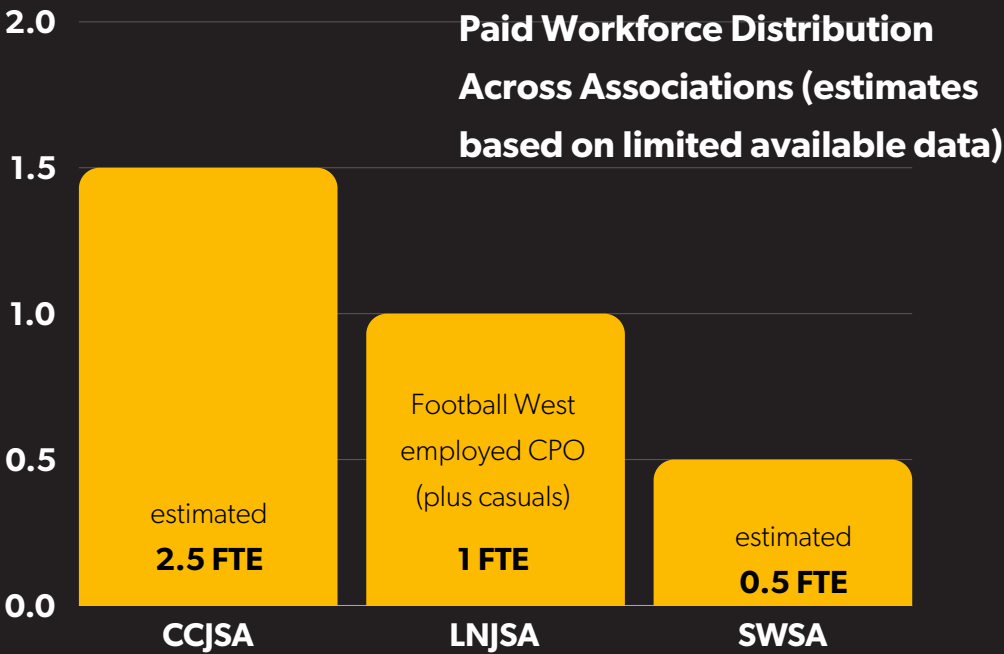
Total Regional Revenue (2024)

This amount was collected exclusively through player registration fees.

## Football West Direct Financial Support (2024)

Service Level Agreement Paid to CCJSA by Football West	\$35,000 (+GST)
Community Participation Officer (CPO) Employed by Football West and partially funded by LNJSA	\$82,250 (salary including on-costs)
Total Football West Investment	\$91,150

## Current Workforce and Costs



**\$200,000**

Estimated Annual  
Total Staffing Cost

This amount is distributed among the three associations, primarily serving their individual operations.

*Note: These estimates are based on Football West's understanding, as the associations do not disclose specific details. Figures represent approximations to the best of our ability.*



**Projected Financial Impact of the Proposed Governance Model**

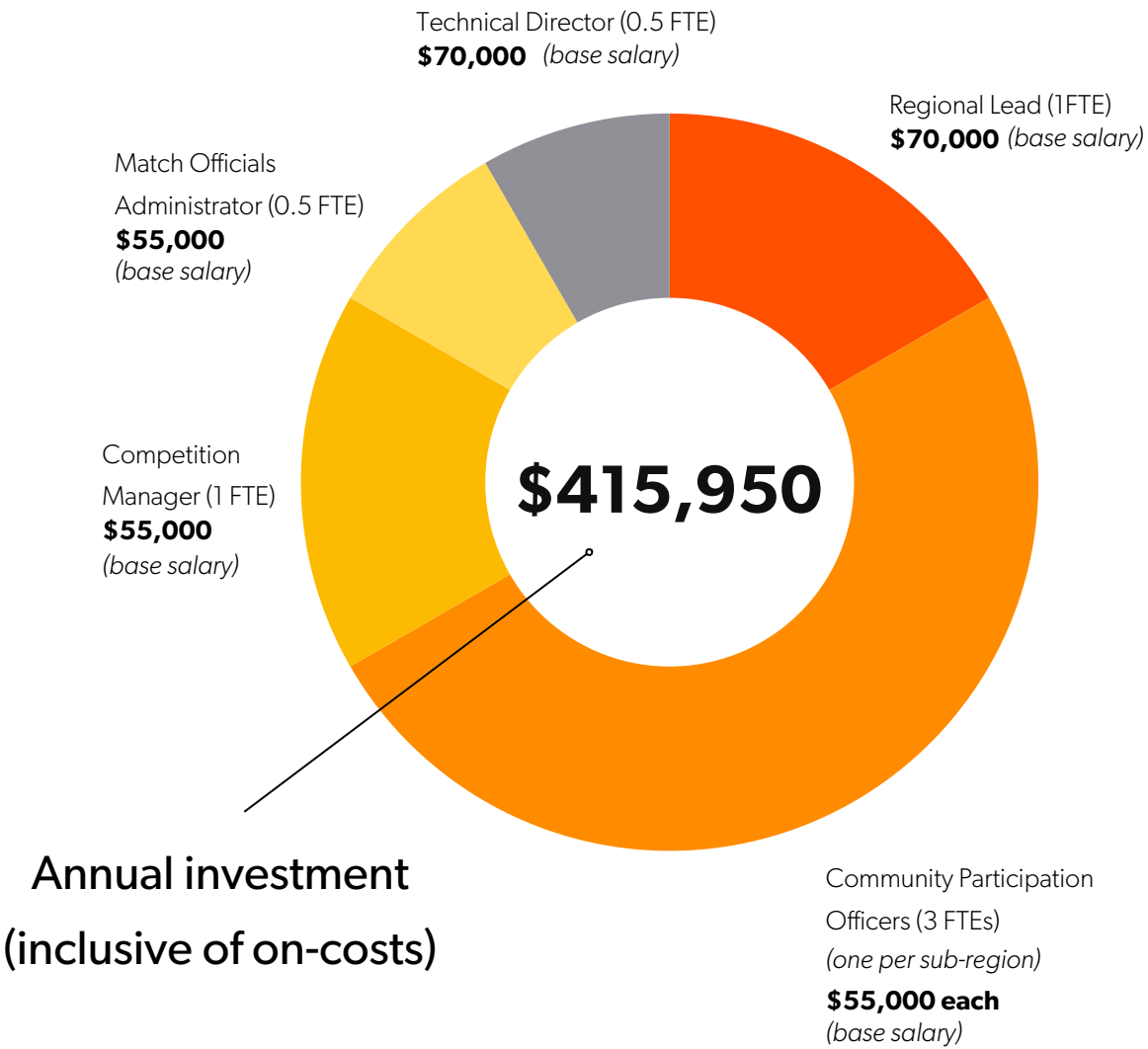
Transitioning to a unified governance structure under Football South West (FSW) will centralise revenue and streamline resource allocation, fostering financial sustainability and regional growth.

**Centralised Revenue Management**

Consolidating revenue streams under FSW is projected to generate \$319,443 annually from registration fees alone.



**Proposed Staffing and Costs**



Annual investment  
(inclusive of on-costs)

The difference between revenue and expenditure is to be filled by Football West investment.

**Additional Funding Opportunities**

- Sponsorships, grants and partnerships: FSW board to actively pursue these to supplement existing revenue streams and further strengthen the financial position
- Alternative programming: Clinics, academy programs, and other initiatives will generate additional revenue

**Key Financial Benefits of the Unified Model**

- **Reduced Volunteer Strain**  
Centralised staffing relieves administrative duties, enabling volunteers to focus on football development.
- **Equitable Resource Distribution**  
Consolidated funds ensure fair access to resources across the region, benefiting all clubs and associations.
- **Sustainable Growth**  
Financial transparency and professional management ensure long-term viability for football in the South West.
- **Enhanced Opportunities**  
Surplus funds can be directed toward player development, coaching pathways and improved competition standards.





# Current vs Proposed Governance Structure

A Stakeholder Comparison



# Board and Strategic Oversight

Aspect	Current Structure	Proposed Structure
Board Governance	Multiple independent association boards (CCJSA, LNJSA, SWSA) with varying levels of strategic alignment.	One centralised board under Football South West (FSW), with a mix of elected and appointed board members, guided by a strategic vision.
Strategic Direction	Each association has its own strategic direction, often conflicting or overlapping.	Clear, unified strategic direction from FSW that aligns with Football West’s state-level objectives and ensures a cohesive direction across the region.
Accountability and Transparency	Accountability is fragmented across associations, leading to inconsistencies in governance. Varying degrees of transparency with stakeholders.	One unified governing body, ensuring improved accountability and transparency in decision-making, financial management and operations.
Decision-Making Process	Slow and fragmented decision-making, with multiple layers of approval across associations.	Centralised decision-making streamlines approval processes, leading to quicker and more effective decisions.
Representation and Advocacy	Limited regional representation, with clubs and associations advocating for themselves.	A unified board that represents the interests of football in the South West, that can advocate on behalf of all stakeholders collectively.







# Strategy and Regional Collaboration

Aspect	Current Structure	Proposed Structure
Regional Strategy	Multiple independent strategies, often disconnected from the broader state plan.	One unified regional strategy aligned with Football West’s Strategic Plan, ensuring consistency and synergy across the region.
Collaboration Across Regions	Limited collaboration, with associations operating independently.	Stronger collaboration between sub-regions (Bunbury Geographe, Capes and Warren Blackwood) under one unified umbrella, promoting shared goals and best practices.
Alignment with National Strategy	Disjointed efforts between regional associations and Football Australia.	Clear alignment with Football Australia and Football West, ensuring regional goals are consistent with national development frameworks.
Resource Sharing	Inefficient sharing of resources across associations.	Centralised resource allocation, with clear prioritisation and more equitable distribution across all regions and stakeholders.



# Operational Efficiency

Aspect	Current Structure	Proposed Structure
Operational Management	Each association manages its own operations, often with limited capacity.	Football South West centralises operations, ensuring efficiency, professional management and reduced duplication.
Competition Management	Varies by association, leading to inconsistent competition standards and formats.	Centralised competition management for consistency, with a Competition Manager overseeing all aspects of regional competitions.
Resource Allocation	Limited resources allocated to operations, with high dependency on volunteers.	A dedicated, professional team ensures better resource allocation and support to clubs, players, and volunteers. Allows volunteers to be more productive in identified areas.
Financial Management	Each association manages its own finances, potential inefficiencies and duplication.	Centralised financial management provides clearer oversight, more opportunities for funding, more efficient and effective resource allocation with reduced duplication.
Operational Staff	Each association employs a small team, often stretched thin.	A centralised staff structure with dedicated full-time staff (eg Community Participation Officers, Technical Director, Match Officials Administrator) to manage all operational aspects efficiently.







# Club Experience

Aspect	Current Structure	Proposed Structure
Club Support	Varies significantly by association; some clubs receive more resources than others.	More equitable and consistent support from Football South West, providing clubs with the same resources and opportunities.
Competition Access	Clubs deal with multiple competition organisers across different associations.	Centralised management of all competitions ensures consistent quality and accessibility for all clubs across the region with one central point of contact.
Administrative Burden	Clubs are heavily involved in administrative tasks due to fragmented governance and a lack of resources.	Centralised administration reduces the workload for clubs, allowing them to focus more on football development and less on paperwork.
Financial Support	Clubs are often forced to seek funding independently from multiple sources.	Centralised funding access provides clubs with the potential to benefit from regional grants, sponsorships, and other resources managed by FSW.



# Player Experience

Aspect	Current Structure	Proposed Structure
Player Pathways	Fragmented and inconsistent player development opportunities across associations.	Clear and structured development pathways from grassroots to elite levels, ensuring consistent player development.
Competition Levels	Inconsistent competition formats and standards across associations.	Centralised management ensures consistent competition formats and quality standards for all participants.
Coaching and Development	Limited access to quality coaching and player development resources.	Access to high-quality coaching support through Technical Director and Community Participation Officers.
Junior and Senior Integration	Senior football often operates separately from junior football, leading to disjointed experiences for players.	Integrated structure where both junior and senior football are managed under the same governance body, ensuring cohesive player experience and development.
Player Retention	Limited focus on player retention and long-term development.	Stronger focus on player retention with clear development programs, fostering long-term commitment to the sport.







# Coaches and Match Officials

Aspect	Current Structure	Proposed Structure
Coaching Support	Coaches often lack access to formal development programs or structured support.	Clear pathways for coaches with access to training, professional development, and mentoring under the Technical Director.
Match Official Development	Limited support for match officials, with few development opportunities.	Match Officials Administrator to oversee recruitment, training, and progression for match officials across the region.
Volunteer Coaches and Officials	Coaches and officials often work as volunteers with minimal training or support.	Professional support structure for coaches and officials, reducing reliance on volunteers and providing training opportunities.
Progression for Coaches	No clear career pathways for coaches.	Clear career development and certification opportunities for coaches, supported by Football West and Football Australia frameworks.



# Volunteers

Aspect	Current Structure	Proposed Structure
Volunteer Burden	Volunteers manage much of the administration, often leading to burnout and a lack of time to concentrate on other football activities.	Professional staff will handle key administrative tasks, freeing up volunteers to focus on football activities.
Volunteer Training	Limited training opportunities or formal recognition for volunteers.	Comprehensive training programs for volunteers, with clear expectations and support.
Volunteer Engagement	Volunteers operate within fragmented systems, leading to inconsistent engagement.	Centralised volunteer management ensures consistent support, recognition, and a positive volunteer experience.
Progression and Recognition	No clear progression or professional development for volunteers.	Clear progression pathways for volunteers to move into paid positions, with recognition for their contributions.





A group of young soccer players in red jerseys are celebrating on a grassy field. They are running and hugging each other. In the background, there are adults and spectators, some of whom are clapping. The scene is outdoors with trees in the background.

# Key Considerations and Benefits for Associations and Clubs



Concern	Current Structure	Proposed Structure	How This Helps
Loss of Autonomy and Control	Multiple independent associations manage different aspects of football, creating inconsistency and fragmented decision-making.	Centralised governance under Football South West. Clubs will vote for elected personnel on the FSW Board and have representation on working groups.	Clubs retain a voice and representation in the governance structure, ensuring their interests are heard in regional decisions.
Fear of Losing Local Representation	Local decisions are made by separate associations, leading to potential misalignment with local needs.	Working groups will be created with specific terms of reference, ensuring input into decisions and that local needs are considered while aligning with the broader regional strategy.	Local issues will be handled within each region, ensuring that all stakeholders have input on decisions that impact them.
Reduced Funding and Resources	Clubs often rely on the financial support from their respective associations, but resources are spread thinly and unevenly.	Centralised resource pool managed by Football South West, with increased funding and streamlined resource distribution.	The centralised approach will ensure equal access to resources, provide improved funding opportunities, sponsorships, and grants for clubs.
Loss of Competitive Edge	Inconsistent competition management across associations leads to varying standards of play and missed opportunities for competitive growth.	Centralised competition management by Football South West, ensuring high standards across the region and consistent formats for competitions.	Clubs will experience higher-quality competitions with consistent standards, allowing players to better develop and compete at all levels.
Volunteer Burden and Burnout	Volunteers bear the responsibility for administrative tasks, often leading to burnout and high turnover.	Professional staff employed by FSW (eg Competition Manager, CPOs, Technical Director) will take over administrative duties.	Volunteers will experience less administrative strain, allowing them to focus on football-related activities and enjoy a better work-life balance with less burnout and improved longevity.
Loss of Local Identity and Community	Clubs and associations are isolated, with limited opportunities for regional collaboration and sharing of resources.	Regional working groups will enable local clubs to maintain their community-based identity while benefiting from shared resources.	Clubs will continue to operate locally but will benefit from enhanced collaboration and the collective strength of a unified region.
Uncertainty About Transition	No clear transition plan or roadmap for how the integration of associations will work.	A phased implementation plan will be introduced, with ample time for feedback, adjustments, and integration.	The transition process will be clear and gradual, ensuring that clubs are supported throughout the change, with minimal disruption.



Concern	Current Structure	Proposed Structure	How This Helps
Fear of Losing Influence in Decision-Making	Decisions are made by different associations independently, limiting collective input.	The FSW Board will comprise a suitable mix of skills, knowledge, experience and diversity. Governance training will provide education on fiduciary obligation to act always in the best interests of FSW and stakeholders.	Stakeholders will maintain their influence through representation on the board, ensuring decisions are made inclusively and collaboratively.
Loss of Senior Football Focus	Senior football, particularly at South West Soccer Association, lacks adequate financial support and development focus.	Increased focus on senior football with centralised support, including clear pathways for senior players and competitions.	Senior football will receive more attention and resources under the new structure, with opportunities for growth and better player development.
Fear of Inequitable Resource Distribution	Limited resources available for smaller or less funded clubs, creating disparities.	A unified resource model ensures that all clubs, regardless of size or funding, receive equitable support.	Fairer resource distribution ensures that all clubs benefit from centralised funding, development programs, and competitions.
Impact of Transition on Associations	Associations manage local football competitions, coach development, and match officials.	Under the new structure, many of the administrative roles will be transferred to FSW staff (eg, CPOs, Competition Managers).	Associations will not be required to dissolve but can remain operational with their programs classified as “unofficial/non-affiliated” football if they choose not to integrate with FSW. Their legacy will be recognised, particularly in events like Country Week.
Impact on Clubs and Volunteers	Clubs must interact with multiple associations, causing confusion and inefficiencies. Volunteers handle a significant amount of administrative tasks.	Clubs will interact directly with FSW, reducing complexity in administration. Volunteers will be relieved of key administrative tasks and be able to focus on football activities.	Clubs will benefit from streamlined communication with FSW, and volunteers will experience less administrative strain. FSW staff will support clubs with resources and competition management.
Cost of Football	Inconsistent financial support for clubs and associations across the region.	The new structure will not increase the cost of football beyond general CPI increases. It will create greater financial efficiency through better resource allocation.	The cost of football will remain stable, and clubs will benefit from increased resource allocation and financial support.





# Frequently Asked Questions: Clarifying the Transition





## **What is the South West Review?**

In July 2020, Football West commissioned independent consultant Dr Ingrid O'Brien to assess the governance and delivery of football in the South West region.

The review examined whether Football Federation South West (FFSW) and the existing governance structure were allocating resources effectively.

The review also explored whether the current structure of local associations, leagues, and clubs was the most appropriate to support football in the region.

Following the review, extensive consultations took place with key stakeholders, including associations, local governments and other football groups, to determine if a more streamlined structure would benefit the region.

## **Why has this project been tabled in 2024?**

The project was revisited in 2024 after clubs requested that Football West explore the possibility of a more unified governance structure. This was confirmed during the South West Football Forum on 17 April 2024, where unanimous support was expressed to further explore the project based on current circumstances.



## Why did the project pause in 2022?

In 2022, the project was paused because it lacked full support from all associations at that time. Football West acknowledged that communication about the project may not have been clear at that time, leading to misunderstandings among associations and clubs.

## How would a modern governance framework benefit football in the South West?

A truly representative governing body for the region would result in:

- Stronger local clubs.
- Reduced administrative burden on volunteers.
- Development for players, coaches, and referees.
- Strong participation and retention.
- A more cohesive football culture within the region.

## What is Football West's position on this project?

Football West sees this project as a significant opportunity to provide better experiences for football participants across the South West region. By unifying the game, the structure aims to ensure the effective use of resources, benefiting participants, clubs and the broader football community. Football West is committed to working collaboratively and transparently with all stakeholders to achieve the best sustainable outcome.







## **What would be the benefits of implementing the recommendations from the Independent Review?**

The implementation of the recommendations would:

- Create a unified governance body that ensures effective resource allocation and cohesion across the South West.
- Increase access to funding opportunities, improve competition quality, and provide better development pathways for players, coaches, and match officials.
- Strengthen football as a community asset, with local clubs receiving better support and recognition.

## **What does Football West currently provide to the South West?**

Football West currently supports the region through direct funding, employing a full-time Community Participation Officer, and maintaining Service Level Agreements with LNJSA and CCJSA. However, SWSA and areas such as the Lower South West do not receive direct funding, which restricts development opportunities in these regions.



## What work has been done previously?

Football West has conducted 10-15 stakeholder consultations, workshops, and meetings between 2021 and 2024. A working group comprising representatives from SWSA, CCJSA, and LNJSA has already completed:

- A vision, structure, and goals for the new governance body.
- A proposed constitution and resourcing framework.
- Detailed roles and responsibilities for FSW, Football West, and local clubs.

## Who would be members of FSW?

Membership of Football South West (FSW) would include all local clubs in the region, with voting rights to elect personnel to the FSW Board.

## How would FSW benefit the growing participation of women and girls in football?

FSW would provide clear pathways and increased resources including for female participation, ensuring that women and girls have greater access to development programs, competitions and career progression opportunities in football.







## How would the new governance structure benefit players, coaches and match officials?

- Players would benefit from structured pathways for skill development, clearer progression from grassroots to elite levels, and access to broader, more competitive opportunities across the region.
- Coaches would have access to professional development programs and ongoing support from dedicated technical staff.
- Match Officials would receive training, support, and a clear development pathway, increasing their participation and enhancing the quality of officiating in the region.

## What does this mean for associations?

Under the proposed structure, the roles and responsibilities currently managed by associations would be fully transitioned to FSW staff, making associations no longer necessary within the governance framework. This approach removes administrative burdens from associations, allowing for a more professional and streamlined system.

The legacy and contributions of associations in shaping football in the South West will be acknowledged and respected. Their history will be honoured through initiatives such as recognising association names in programs like Country Week or other representative activities, ensuring their impact is remembered as the region moves forward under a unified structure.



Associations in the region will not be required to dissolve or wind up if a new governing body is established. However, if an association chooses to dissolve, any remaining funds and assets could be allocated to the FSW body.

If an association opts to remain operational, its programs would be classified as "unofficial/non-affiliated" football. Consequently, these programs would no longer have access to the services of Football West or Football Australia, consistent with the policies governing non-affiliated organisations within the sport nationwide.

### **What does this mean for clubs and volunteers?**

- Clubs will have a direct connection to FSW for all governance and administrative functions. This will reduce complexity and improve the consistency of competition management and resource allocation.
- Volunteers will benefit from reduced administrative burden, allowing them to focus on football-related activities. FSW staff will take over key administrative tasks, such as competition management and registration, ensuring that volunteers can focus on developing football in their communities.







### **Will this increase the cost of football?**

No, this change will increase efficiency and better allocate resources, ultimately improving experiences for participants.

The cost of football will remain in line with general inflationary increases and will not see significant price hikes due to the restructure.

### **Will this give more power to bigger towns?**

#### **What about smaller clubs?**

The new governance structure will ensure that every area, from Harvey to Walpole and Boyup Brook, will be equally supported. FSW will represent all regions, providing strong support for clubs of all sizes, ensuring equity across the South West.

### **What will this mean for Country Week?**

Football West recognises the important role associations have played in Country Week.

The new governance structure will preserve this tradition, allowing CCJSA and LNJSa to continue their involvement and representation at Country Week, should the region's stakeholders choose to do so.



## What will happen to the history of each association?

Football West is committed to recognising and honouring the history and contributions of each association to football in the South West. The new structure will incorporate ways to celebrate this legacy, possibly through recognition at Country Week and other football events.

## What would FSW be responsible for?

FSW will be responsible for all football operations across the South West, including:

- Competition management
- Player pathways
- Coach and match official development
- Resource allocation
- Funding distribution
- Club support
- Governance and strategic oversight







## **Will any changes impact my child's participation in football?**

No, the changes will only improve the experience for players by providing a more structured, resource-supported environment with higher-quality competitions and development opportunities, ensuring a better experience for all participants, including youth.

## **How can I provide my feedback?**

Stakeholders are encouraged to provide feedback through surveys, workshops and consultation sessions. These opportunities will ensure that everyone's concerns are addressed during the implementation phase.





# Where to from here?

Football West will continue consultations with stakeholders to refine the proposed models. The goal is to finalise the new governance model by mid-2025, with full implementation expected in time for the 2026 season.

For more information, email  
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FOOTBALL  
**WEST**

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