



Football South West Working Group Meeting

Saturday 22 March 2025 – 9am to 4.20pm at DLGSC, Bunbury

Summary Notes for Distribution to Associations and Clubs

Attendance

The Working Group (WG) was made up of the following people who had expressed an interest in being involved and providing input into how a new overarching body for football in the South West would be formed and function:

- **Cheyenne Bluett** - Bunbury Dynamos & Country Coastal Junior Soccer Association (CCJSA)
- **Danny Tamayo** - Hay Park United
- **Duncan Cutbush** - Leeuwin Naturaliste Junior Soccer Association (LNJSA)
- **Ivan Garic** - Bunbury United
- **James Turbitt** - South West Soccer Association (SWSA)
- **Jeff Beckett** - Hay Park United & CCJSA
- **Jess Sheridan** - Busselton City FC
- **Natasha Blefari** - Dunsborough Towns FC
- **Paul Stevenson** - Bunbury United & CCJSA
- **Sam Riachi** - SWSA
- **Ulli Niedermeyer** - Football Margaret River

In addition, expressions of interest were received from the following people who were unable to attend the meeting.

- **Alex Berndt** - Hay Park United
- **Michael Hankin** - Football Referees South West
- **Nicky Carter** - South West Phoenix
- **Peter McClurg** - LNJSA
- **Sami Ryan** - Busselton City FC

In addition, Consultants Ricky Smith and Greg McLennan facilitated the session and Football West was represented by Football West Chief Operating Officer, Perry Ielati; Football West General Manager, David Lewis; and Football West Community Football Manager, Abid Imam.

Entity name

It was unanimously agreed that the new overarching body be named “**Football South West Incorporated**” (FSW).

The WG’s role and scope

The WG had the responsibility to guide the process of the formation of FSW and provide critical advice on what FSW’s role would be and how it would operate up until the establishment of an interim Board.

The WG looked at what “success” for football in the South West would look like in the future, by exploring and reaching a consensus on the key characteristics of successful sport organisations. These key characteristics included:

- Being well planned and resourced
- Having good governance
- Developing important relationships
- Being financially viable and sustainable
- Having excellent staff
- Having a comprehensive Communication Strategy
- Having a well-developed Strategic Plan

The WG accepted the characteristics and began working towards achieving them.

What was explored?

Through discussion and questioning, the following items were explored.

Key benefits of FSW affiliation

- **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.

Governance

An appropriate “Constitution” (Rules)

The draft constitution was presented and walked through making changes where necessary. Indicative timeline for finalisation - draft with changes to go back to the WG for comment on **25 March**. Comment from WG back by **1 April**. Additional changes as required by **3 April**, approval by the **5 April** and lodgement with DMIRS by the **7 April**.

Board (Interim) (Structure and Process)

It was agreed that a 7-person interim board plus a representative of Football West be established as soon as the Constitution was approved by DMIRS and the incorporation process was completed. This interim board would operate until the new board was voted in at the first AGM of FSW. Expressions of interest for the Interim Board to be called for by 30 April. People with the following skill sets should be sought:

- Financial
- Marketing
- Government / Public relations
- Commercial Acumen/ Director Experience
- Experience in Football Operations
- Governance
- Legal/Human Resources
- Strategic Planning

Finances

It was agreed that:

- The Profit and Loss statements and Balance Sheets of the existing Associations be forwarded to Football West by **25 March**.
- Options for the distribution of Association existing funds should they determine to dissolve were discussed:
 - Initial start-up funding payment be made to FSW once established of \$15k per Association with the balance being used to buy equipment for or distribute cash to member clubs. **(Decision to be made by Associations by 1 May so budgets could be prepared – funds to be quarantined until FSW bank account opened).**
 - Transfer to FSW with conditions upon use
 - Use for capital expenditure on new equipment for Clubs
 - Distribute cash to Clubs
- The revenue required per year for the new entity would initially come from a mix of Football West and Club affiliation fees. Additional revenue in the form of Sponsorship, Grant funding and the like would be sought over time.
- A chart of accounts would need to be established with all the necessary cost income and expense centres.

Staffing

The following structure was discussed and accepted:

- FSW General Manager (1 FTE) – to be appointed by the Interim Board

The following positions should be appointed by the FSW General Manager with input from the Board:

- Community Participation Officers (2.5 FTE)
- Competition Manager (1 FTE)
- Casual Competition Administrators (2 Casual)
- Match Officials Administrator (0.5 FTE)
- Technical Director (0.5 FTE)

The cost of staff was discussed. The total cost was approximately in-line with the previous information forwarded to Associations and Clubs.

Communication

It was agreed that summary notes from the WG meeting be prepared and distributed to Associations and Clubs to keep members informed of the work being undertaken and progress being made. In addition, key contacts for each of the Associations and Football West would be provided so people could make contact if they had any questions.

Relationships

It was agreed that good working relationship with the following parties were required:

- Internal to football
 - Affiliated Clubs
 - Football West
 - Football Australia
 - Sponsors
 - All Volunteers
 - Coaches and Referees
- External to football
 - All levels of government in the region
 - Local businesses (possible sponsors)
 - Local Government (CEO's and Councillors)
 - Local Members of Parliament (State and Federal)
 - Schools / School Sport WA
 - The South West Academy of Sport
 - Other sporting codes



Strategic Plan

Key areas of the Strategic Plan would include:

- Vision
- Values
- Objectives/outcomes
- Key strategic pillars and actions
- Associated KPI's.

The Interim Board would start the development of the plan on **Thursday 22 May 2025** at a planning workshop in Bunbury. The plans format would be aligned to that of Football West.

Summary and next steps

- Actions and dates as per these notes.
- Roadmap and Timeframes to be amended based on discussions and agreement and then distributed to the WG.
- Next WG meeting date, time and venue TBD.