



# ANNUAL REPORT 2010/2011





# Contents



Message from the Australian Sports Commission	2
Chair Report	3
Board/Office Bearers/State Councils	4
Mission, Values and Vision	5
Chief Executive Officer Report	8
Strategic Outcomes	12
CEO Report - Conclusion	40
Technical Director Reports	44
Unified Management Model Reports	50





# Message from the Australian Sports Commission



The countdown to an Olympic and Paralympic Games is an exciting time for Australians. As London 2012 looms on our horizon there is much work to be done to fine tune our preparations.

The Australian Government and the Australian Sports Commission (ASC) continue to work closely with Olympic and Paralympic sports, along with the Australian Olympic and Paralympic Committees to ensure our athletes get the best possible support.

Through the Green and Gold project, \$3.85 million in extra funding has been provided for our top Olympic athletes and teams to boost their training and preparations for London 2012.

A true sign that Australian sport is united in working together is the endorsement from the Commonwealth, State and Territory Governments of the National Sport and Active Recreation Policy Framework.

What this means is that for the first time all governments have agreed on priorities for sport.

Underpinning the Framework is the new National Institutes System Intergovernmental Agreement which unites our National Institutes of Sport and national sporting organisations to work hand-in-hand to achieve common national high performance objectives to maximise resourcing and expertise in support of the development of world class athletes to achieve international success.



This Framework is supported by significant additional investment in sport by the Australian Government. The 2011-12 Budget will provide \$300 million to support the full spectrum of sport from grass roots through to elite competition.

Support by the Australian Government will enable a more collaborative long term focus to drive reform within Australian sport and importantly make the connection between Australian's standing on the podium and young Australians participating in sport.

This is an exciting and challenging time for Australian sport. The Australian Sports Commission looks forward to working with all sporting organisations, the state and territory institutes and academies of sport and state and territory departments of sport and recreation, to promote access to, and participation in, sport across the community and support Australia's continued sporting success.

**The Hon. Warwick Smith AM**  
**Chairman**  
**Board of the Australian Sports Commission**



# Chair Report

It is my pleasure to present the Annual Report for Touch Football Australia (TFA) for the year to 30 June, 2011. The organisation recorded several outstanding achievements and innovations during 2010/11.

Congratulations go to the teams and officials that represented Australia at the World Cup in Scotland, a group that showed great pride and commitment, with Australia winning its seventh Federation of International Touch (FIT) World Cup. Congratulations also to the referees and officials from Australia selected by FIT to attend that tournament. The quality of Australia's High Performance program and the volunteers and staff who conduct that program are second to none. This underpins the additional investment provided by the organisation in the World Cup year.

The inaugural Elite Eight tournament was conducted in conjunction with the NTL. This event was an outstanding success and has received overwhelming support from players. This innovation will offer significant opportunities for emerging and current High Performance players alike and is a key part of the pathway offered by TFA. Innovation and development of new events is also a key part of a strategy of continuing to promote the game at the top end to the broader sports community.

The state and territory functions and competitions managed by TFA recorded growth and were again underpinned by sound financial outcomes. The organisation's overall financial performance in 2010/11 builds on previous outcomes and the organisation is in a sound position. To produce these outcomes in a volatile environment is testimony to the professional team that manages the organisation and to the relationship with key stakeholders. The organisation can remain confident in its continuing ability to show leadership in technical and commercial matters, navigating the challenges and opportunities that lie ahead.

There are many people to acknowledge and thank for their contribution during 2010/11.

Thanks go to those who give up their time to serve on the various State Councils. There have been excellent achievements at state/territory level this year and the sport relies on those in these key volunteer positions.

It is important also to acknowledge the relationship the TFA Board has with the Boards of the New South Wales Touch Association and the Queensland Touch Association. TFA values the robust relationship it has with its two largest partners.

TFA is fortunate to have an extensive volunteer network throughout its technical arms and I thank the technical directors and their committees for their tireless work.

I also thank the members of the Board of Management during this year. TFA would not be the organisation it is today without our Chief Executive Officer, Colm Maguire. I thank Colm for his commitment and determination to TFA and the broader sport. Colm is well supported by an excellent team in national and state/territory offices.

To the organisation's staff and to volunteers across the country, thank you for your dedication to the sport and congratulations on a year of achievement.

Yours sincerely,

**Michael Rush - TFA Chairman**

# The Board of Touch Football Australia

Touch Football Australia (TFA) recognises the dedicated support of the Directors for the period from July 2010 through to June 2011. The ongoing dedication of these volunteer Directors to the national body is vital in our ongoing success and links to the membership:

- Michael Rush
- Steve Cullen
- Hamish McLean
- Graham Quinlivan
- 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 their ongoing service:

- Greg West - Referee Director
- Cathy Gray - High Performance Director
- Dennis Coffey - Coaching Director (Resigned February 2011)
- Ron Connolly – Selectors Director
- Peter Bell and John Singh – Coaching Advisors

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. In particular, we thank our Open coaches Tony Trad, Kerry Norman and Bernie Morrison.

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
- Mathew Gilbertson and James Bible – Victoria
- Jodie Stokes – Tasmania
- Ron Connolly – 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 with the organisation making significant inroads into the improvement of our relationships:

- Aileen May – New South Wales Touch Association (President)
- Pat Carroll – Queensland Touch Association (Chair)

It is often referenced to 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; service 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.

### Values

Our organisation is founded on 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 In 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.

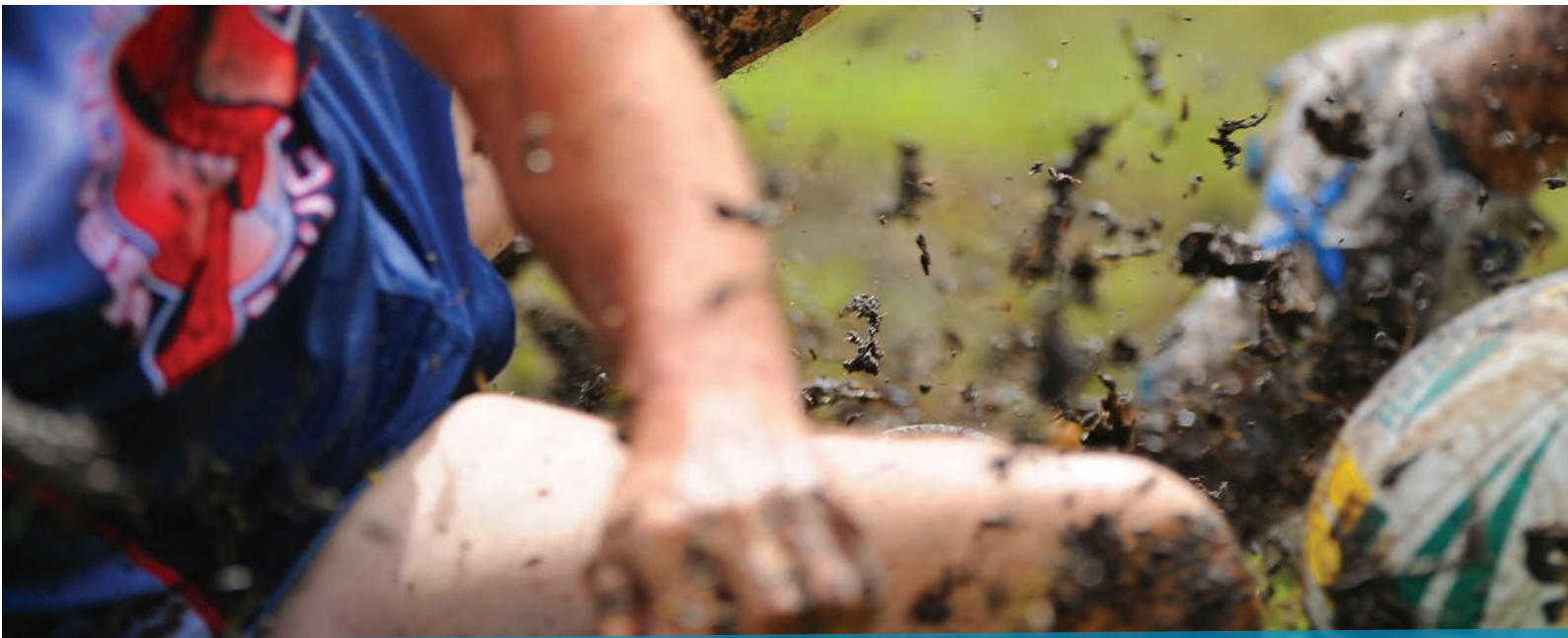
We will have retained and attracted new corporate partnerships (and Government Health programs) through delivery of quality

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.

Our Five Year Targets:

2010	2015 Measurement
Substantially increase participation	500,000 registered and contactable members
Thrive at the elite level	The number one nation at all contested levels
Provide quality experiences for everyone in Touch Football	Established a value proposition and satisfaction level that results in all participants indicating they will continue to participate annually
Grow the resources available to invest in the sport	Equity in the organisation to the value of \$4 million
Substantially raise the profile of the game	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	Industry recognised systems and fully utilised processes by the entire membership



# Chief Executive Officer Report

The Annual Report offers the opportunity for this organisation to reflect on the achievements of the year past and set ourselves the challenges for our future. The sport is focussed on setting goals that ensure we operate strategically, deliver our product professionally and influence attitudes across the organisation.

The 2010/11 year will go down as one of significant achievement and development for the organisation. It is often said that with every ending there is a new beginning and this rings true with the completion of the 2007 to 2010 strategic cycle. The conclusion of the previous work has provided a solid platform for the future and the new plan developed in the reporting year has been geared to capitalise on the consolidation that needed to occur.

At the forefront of the new plan is our defined mission.

Our mission is centered on both leadership and development. As a product there is no doubt of our place in the sporting landscape of Australia and therefore the objective of being a 'leading community sport' is certainly achievable.

The planning process allowed us to take into account the direction of the Australian Government through the direction set in 'Pathways to Success'. As a result, Touch Football Australia has developed a plan which is built on our core business, our value proposition and the areas that will place us in a better position for the future.

It is our view that the investment by both the government and the association over the next four (4) years will result in not only

growth objectives being achieved but the overall position of the sport being elevated so that members enjoy the highest quality participation outcome.

As floated in last year's report and through the current strategic plan, central to our thinking and positioning going forward is the 'value proposition' that we offer our participants.

The organisation believes in the product and the outcomes that can be achieved through our game. To that end we have embarked on positioning ourselves accordingly within our own membership, within the sporting market and internationally as a provider of quality services.

It is imperative that we continue to position ourselves strongly with respect to this proposition and focus on what can be delivered through collaborative measures. While this is not often the most achievable outcome, it is only through a shared vision of the quality of our product that we will make inroads in such a competitive landscape.

Touch Football Australia has continued to enhance the structures supporting the 'Unified Management Model' not only through the staffing structure but through true partnership with both the New South Wales and the Queensland Touch Associations.

The structural review undertaken in 2010 in line with our new strategic direction has continued to be implemented. Any change process needs to be gradual which was a significant learning of the past however; the process adopted within the employed framework of the organisation has been centred on collaboration and integration.

The 2011/12 period will see the further development of this integrated network and partnership approach and it is the view of the national body that this will further enhance our opportunities for growth.

The most recent independent data suggests an increase in our participation (ERASS 2010 Annual Report) however; there is an identified need to verify this data within our own participation information.

Touch Football Australia has prioritised data in the new participation plan with a full census of not only the participation rates initiated but also a gauge on the perception of the service provided in early 2011.

As an organisation we have undervalued the importance of verifiable data at all levels. The priority of data management is every individual and associated member's responsibility and we must move to a system that enables us to not only accurately identify our rate of participation but communicate with that member appropriately. It is only then that we will be able to deliver enhanced benefits to the participants of the sport.

Understanding participation trends, wants and needs will be vital.

Our own benchmarking suggests that members are not participating the multitude of times previously envisaged and that the Touch Football player is likely to only play once a week.

As a sport the numbers have continued to fluctuate and we have taken the view that we need to take advantage of our unique selling

points. Surveying undertaken of the participating membership has been geared toward understanding where specifically we can make a significant difference at the 'point of sale'.

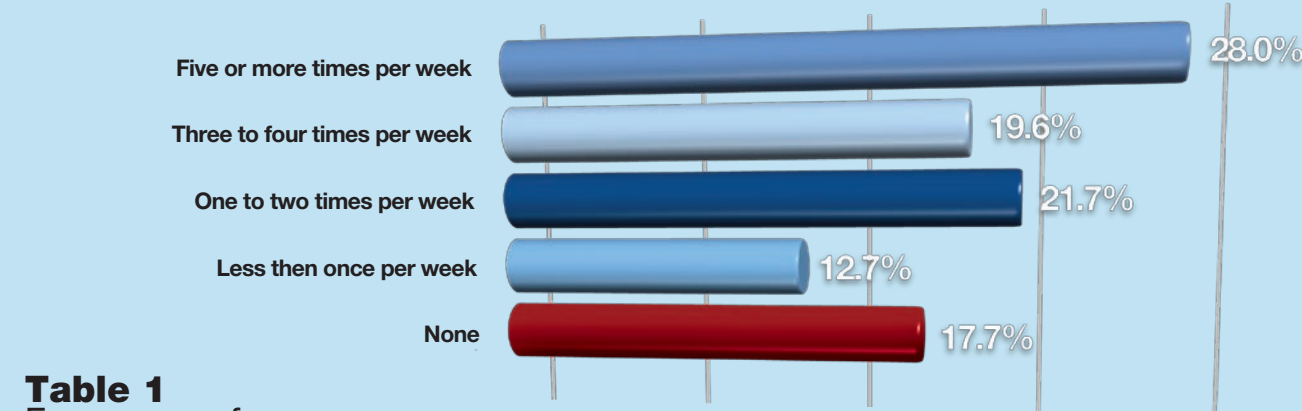
It is clear to Touch Football Australia that the number of people actively participating in our product does not directly correlate with membership which provides a significant opportunity for us to grow.

Further to this it has also highlighted that as a sport we have not always counted all the participants we already service through the provision of products or participation options. The census process will address this concern providing initial clarity on participation in our sport.

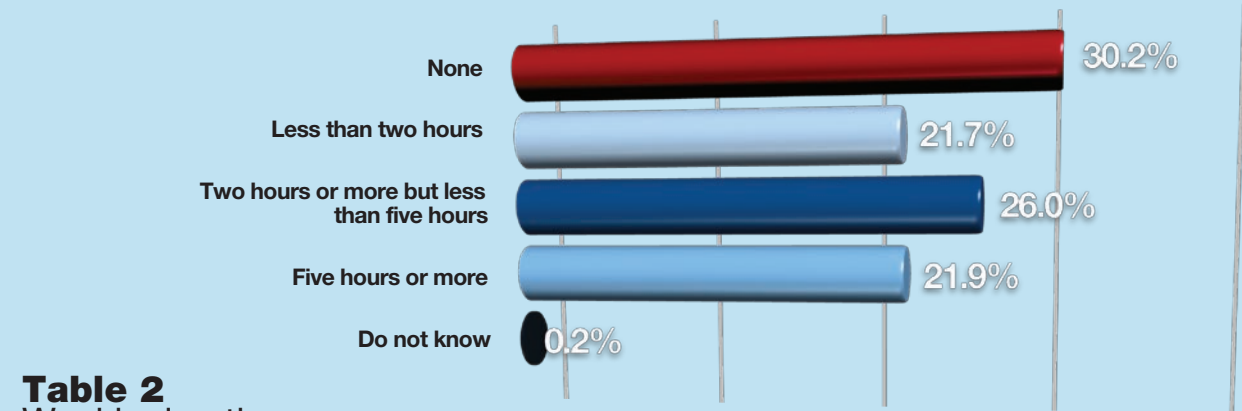
Our continuous and unobstructed pathway is a key advantage in the current market as you can enjoy the thrill of being involved from the minute you can run and pass. We have an amazing product that captures the imagination of all that take that first step onto the field of play. Our sport is accessible, easy to play and can fit into the busy schedule of the key participation demographic.

Therefore, Touch Football is ideally placed to take advantage of the grass roots focus it embraces and the ever changing market of sport participation. The 'fast food' product we have offered for over 30 years is now becoming one that many other sports are moving into therefore we must adapt and innovate to maintain our position.

We have outlined a plan which focuses on core business and the improvement of that product therefore, we will not dilute



**Table 1**  
Frequency of participation in any physical activity, 2010



**Table 2**  
Weekly duration of participation in any physical activity, 2010



**Table 3**  
Total Participation In Top Ten Organised Physical Activities By Year

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	% Change 2001-2010
	Total Participation '000										
Aerobics / Fitness	982.9	1,095.1	1,309.1	1,393.1	1,502.8	1,282.0	1,610.1	1,327.4	1,279.3	1238.0	26
Golf	655.1	709.5	728.7	678.8	590.8	601.3	513.2	602.2	565.4	602.7	-8
Football (Outdoor)	381.9	467.9	429.0	447.5	431.1	428.0	418.0	574.1	579.2	593.8	55
Netball	533.2	523.6	545.6	509.9	510.3	504.5	438.9	526.6	577.3	537.6	1
Aust. Rules Football	272.5	289.0	319.1	342.1	387.0	336.3	241.5	371.7	375.5	447.3	64
Tennis	548.6	541.9	588.9	597.8	547.5	433.7	427.2	448.1	463.4	419.2	-24
Basketball	364.2	432.0	367.5	341.1	376.3	370.0	353.4	388.3	413.3	403.5	11
Touch Football	345.8	299.9	273.0	304.6	299.8	305.5	276.3	412.5	302.2	398.8	15
Cricket (Outdoor)	279.6	327.4	332.4	346.3	317.1	382.7	264.1	344.4	347.0	372.1	33
Lawn Bowls	280.3	337.1	353.9	343.4	340.9	307.2	229.1	329.4	319.1	337.0	20

the game that has served our participation rates well over our short history but we will provide strong supportive frameworks and guidelines around the products currently being enjoyed. It has often been promoted that our sport is one that can be enjoyed by all ages and therefore the ability to look at all levels of participation exist. Looking at the inverted pyramid of our participation we are an anomaly in normal sporting contexts therefore we must look at expansion of our junior base.

With millions of children participating and enjoying our game regularly in the school system we must build on the relatively small market we have in registered competition. The census will also take into account the already strong relationship with the school system therefore formalising and understanding any strain that may be placed on children already enjoying the product in organised competition through this mechanism. This goal will provide further benefits to our participant base and enhance the pathway we enjoy.

When complimented with the inclusive approach we have to participation, the opportunities are endless and we act as an entry and exit point for contact versions of a similar product as well as an alternative sport that can be enjoyed by anyone. We will continue to focus on diversity, female participation rates and indigenous markets to ensure all members of the Australian community can be offered the opportunity to play our game.

With a view to the future growth is but one challenge and cannot occur without a focus on sustainable systems and infrastructure.

Critical to the organisational objectives over the last cycle has been the ability to build capacity both financially and intellectually to ensure we can advance our position.

The organisation has unashamedly approached the sport as a business which must build reserves and manage its resources strategically. It is the view of Management and the Board that we have successfully transitioned ourselves over the last four (4) years to a place where we can now assess the investment opportunities across the sport.

This reporting period has highlighted the change to the organisation as we were able to not only invest in various core strategic outcomes such as the Elite Eight and the World Cup but navigate continual unsettled financial conditions, natural disasters, fluctuating participation rates and the risks associated with an international tour.

These results and or decisions do not come without associated risk and the organisation is in a place where we are operating with a degree of confidence and corporate acumen which enables evidence based decisions to be made.

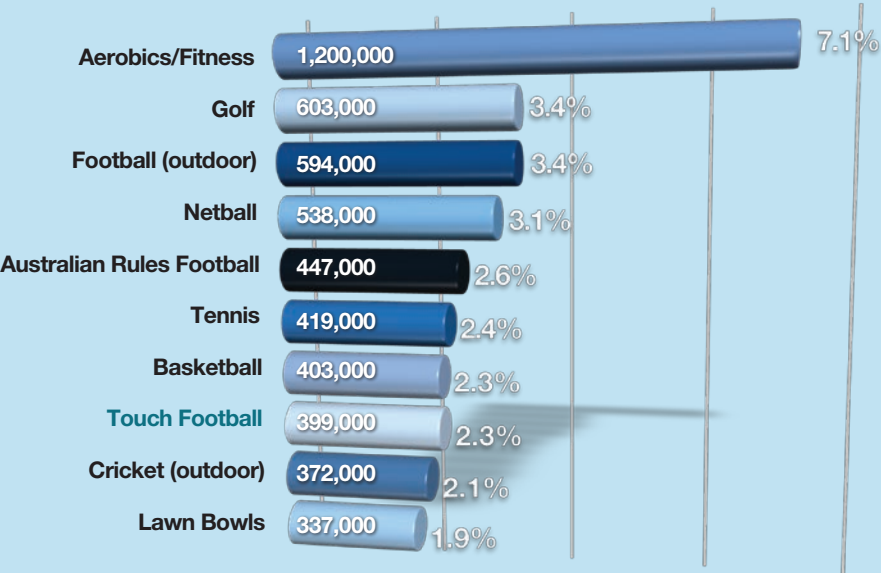
While we all recognise we have a fantastic product and one that is accessible, thrilling to be a part of and able to be played for a lifetime, it is difficult to balance the overall business requirements. It is only with prudent decision making and diligent assessments of the priorities that we can continue to place ourselves in a way that leaves the sport in a better place for future generations.

The responsibility of such stewardship is one that can often be criticised or assessed externally. The organisation remains focussed on building capacity to a point where the long term future of the sport is secure and decisions to invest become easier and more regular.

Our mission outlines core objectives such as growth, strong relationships, strong revenue streams, diverse events, relevance in the sporting community and continued on field success. It is the view of Touch Football Australia that these objectives have guided an extremely successful year for the sport and one that presented numerous challenges.

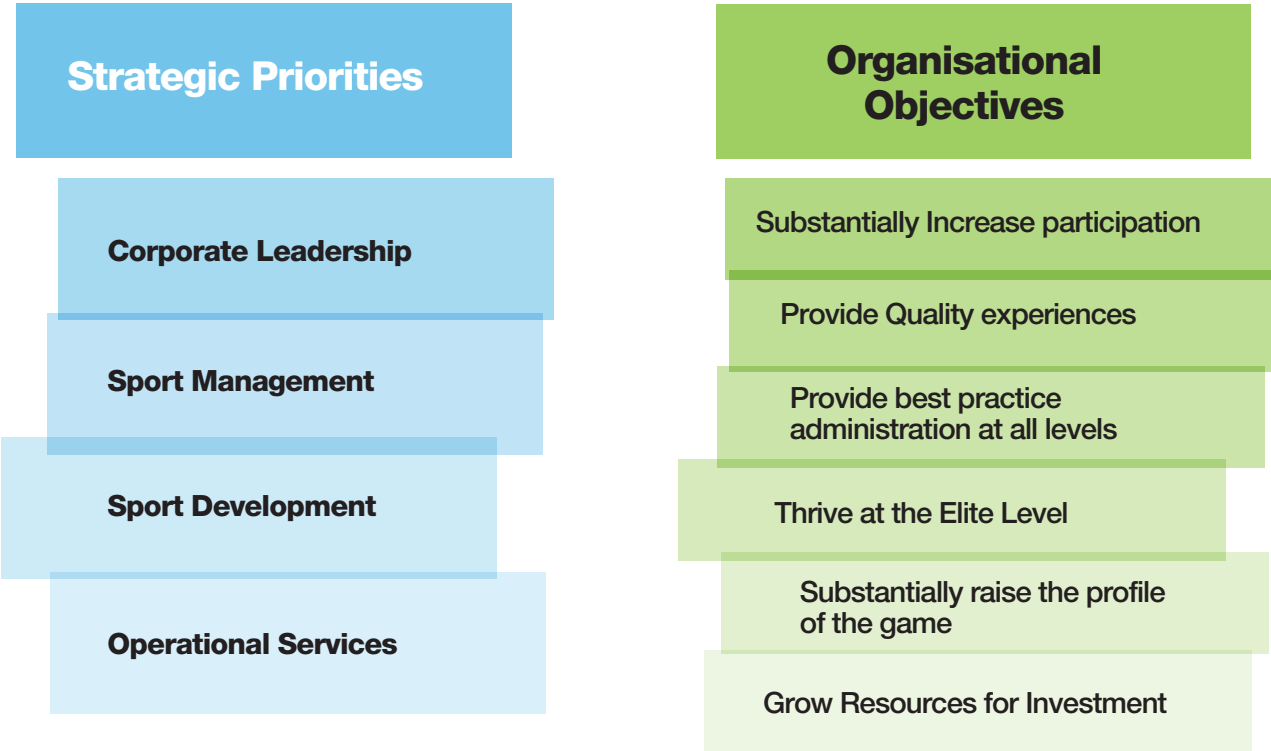
Touch Football Australia is proud of the success achieved in the 2010/11 period and the plan we have developed to assist your sport in the future. The Annual Report is presented with these achievements in mind.

**Table 4**  
Top Ten Organised Physical Activities in 2010



# Strategic Outcomes

We have identified four strategic priorities which encompass six identified objectives of TFA:



## TFA Operational Plan 2010-2011

The Touch Football Australia (TFA) Operational Plan outlines key programs and outcomes in a detailed format which can be tracked on a regular basis. The Board and Management regularly review the projects and their progression to ensure outcomes or programs align with strategic intent.

The organisation has been complimented and commended in the past for the detailed nature of the planning template and is of the view that the system adds strong accountability measures to the sport.

Overall Strategic Priorities In Summary	Responsibility	Total Key Areas	Progress Status
Change Management	CEO & BOM	38	Notably Completed
Sport Management	Senior Managers	84	Notably Completed
Sport Development	Sport Development Unit	100	Implementation Phase
Operational Services	Senior Managers	44	Notably Completed
Overall Status		266	Notably Completed

## Strategic Priority Area 1 - Corporate Leadership

Overall Strategic Priorities In Summary	Responsibility	Total Projects or Initiatives	Progress Status
Target 1.a. Implementation of the unitary management structure	CEO & BOM	8	Notably Completed
Target 1.b. Implementation of governance structure and design	CEO	15	Notably Completed
Target 1.c. Implementation of strategic plan through all states for consistency	Senior & State Managers	5	Notably Completed
Target 1.d. Improved communication & public relations	Senior Managers	10	Notably Completed
Total Percentage Of Key Areas Completed		95%	Notably Completed

The continued shaping of the ‘unified model’ has now transitioned to its first full year of operation within the reporting framework. The ACT has completed its first full reporting year within the framework which has brought completion to the objectives developed when this structure was proposed.

TFA has previously reported the significant advantages associated with the structure that has been implemented and these remain consistent throughout the period. The recent changes at Federal and State Government level with respect to the way the various departments of sport and recreation work indicates that movement toward a more cohesive and aligned system is occurring at other levels also.

Touch Football is well placed in this area and the ability for the sport to discuss the advantages of such support networks or integration is evident. As a leader in the sporting community we provide feedback constantly on our experiences in this area.

TFA has now been able to look at strengthening the partner arrangements it values with the New South Wales Touch Association (NSWTA) and Queensland Touch Association (QTA). With the unified structure now bedded down, TFA can engage more productively with these key partners on opportunities for the sport nationally and in their markets. It is our view that this was significantly improved in the reporting period.

The Board has ensured regular communication with the Council localities as well as the NSWTA and QTA. The ability to engage or meet is often limited due to distance and the volunteer commitment of the parties however; strong relationships have been formed. The TFA Board spends a significant amount of time addressing or understanding the commitments and or issues facing localities within the model as well as the pressures associated with the delivery of the sport in the major markets of New South Wales and Queensland.

The Board has continued to focus on strategies to inform themselves while understanding that decisions and or determinations remain in the national interest. Again, this can often bring conflict and the leadership have continued to develop as transparent a process as possible. The infrastructure required, policies and issues that face our current organisation are quite different in scale to the old entity therefore a continual improvement culture is paramount while also looking at educating others on these demands.

The TFA Board adjusted the structure to include various sub committees to ensure tailored feedback on specific areas of the organisation including:

- Legal and Governance Subcommittee
- Finance, Risk and Audit Subcommittee
- Sport Development Panel
- Human Resource Subcommittee
- National Events Commission

The achievements of the National Events Commission (NEC) will be touched on within both the Sport Development and Operational Services area however; the recognition of those that have continued to guide our new direction must be noted. In particular previous Board Member, Mathew Gilbertson, who continues his involvement with the NEC, is commended.

The Elite Eight will be a significant step toward professionalism and this strategic objective is not only an onfield result but one that signifies the leadership element on display. The recommendations of the commission were proven to be a major positive for the players, coaches and referees that participated.

We thank the TFA staff and Technical Directors or coaches who provided feedback throughout implementation. We also



take this opportunity to thank the various members of the NEC for their continued contribution:

- Dean Russell – NSWTA
- Rod Wise, Gary Madders and Pat Carroll – QTA (various years)
- Stewart Dracupp – Victoria
- Matt Bamford – WA

The Finance, Risk and Audit Sub Committee also consolidated processes throughout the period with the reporting framework and business focus of the Association continuing to be tested. A full review in October resulted in key data which would inform the financial elements of the strategic plan.

When this is coupled with the mid-year review which analysed the impact of the natural disasters and the ability to invest in strategic programs it is clear the Board and Management have developed mature frameworks for financial stewardship. The result was targeted investment in flood relief and investment in critical programs which was not without risk.

As stated previously, the Strategic Plan has guided our association well and has served the entity through its recovery. The new planning process has been revitalising and provides the overall scope for the continued development of our game over the next four years.

While local variance continued during the implementation phase the new cycle has resulted in ‘one plan’ for ‘one organisation’. With a view to the continued assessment of how such a framework can extend to NSWTA and QTA, we see only opportunities for unity moving forward.

The process was efficient, collaborative and professional. It is our view that the framework and objectives developed while aspirational, are achievable, and therefore should guide all that we do.

The structure assessment in line with the new strategic plan meant change would also come to the management model to take advantage of the opportunities. It was also critical to ensure that the staffing structure reflected the intent of our priorities which meant we implemented changes early to ensure momentum into the cycle.

Other changes have been more gradual and a significant recruiting program conducted at the end of 2010 brought numerous fresh people into the fold. These were in some circumstances due to departures and we wish all those that have left the organisation during the year all the best.

The regional structure was revised back to not only allow an increased focus on some state locations but also resource the Alliance Program. The management structure and those within it continue to develop a strong team culture with numerous initiatives over the period designed around the further alignment of organisational ideology.

TFA is confident in its people and that it is a preferred employer within the sporting market.

This is supported by a Certified Agreement which was reviewed by management and the Board in the 2010/11 year along with the overall structure. The conclusion of the review and subsequent new document for the pending period will be voted on by staff in the 2011/12 year and is sure to provide a stable yet competitive employment standard for our employees.

All parties within the unified structure operate under guiding principles which have resulted in the emergence of a more professional organisation. This is also extended to relationships with the staff of the NSWTA and QTA. A full staff conference was conducted with the NSWTA in an endeavour to better understand the direction of the NSO and the relationships that can assist those at state level. We also supported the attendance of both QTA and NSWTA staff at the Our Sporting Future Conference as well as other opportunities through the period.

Our communication framework and public relations commitment will be covered in great detail within various sections of this report however; significant within the period has been the establishment of strong external relationships which will benefit the sport in years to come.

With respect to our external relationships there have been extended opportunities with various partners including but not limited to:

- A relationship with the Australian Rugby Union was initiated and has brought various positives with respect to the High Performance Program.
- An enhanced relationship with Sport Advocacy Group – Sport Hydrant has opened up opportunities for the sport.
- The relationship and interaction with the Australian Sports Commission was enhanced including involvement in various recruiting processes and attendance at regular events by numerous members of our network including the Our Sporting Future Conference.
- Local Councils and localities were engaged throughout the period as infrastructure assessments continued. The facility at Mudgee being approved was a major outcome as the organisation had been involved in initial planning and the submission process.
- Our international relationships were expanded beyond the Trans Tasman relationship (which remains extremely important to us) with the support of numerous international development activity either direct or through the Federation of International Touch. This also involved the public relations element of the 2011 World Cup; and
- The establishment and securing of a relationship/partnership with New South Wales Events (now Destination New South Wales) for national events through to 2015 including the World Cup which was secured in December 2010.

It is the view of Touch Football Australia that we are now in a position where the sport can investigate and pursue these external opportunities based on the gains made over the last four years.

Internally leadership is not always an easy process and we have been involved in various discussions or conflict resolutions within our structure.

It is the view of the organisation that these are always handled with a positive outcome front of mind. It is clear that although priorities vary, all parties have the progression of the sport in mind.

This resulted in various outcomes throughout the period, in particular the return of the State of Origin for 2012, which is a strong indication of the collaborative approach within the sport.

The Board has also continued processes that honour our past through recognition awards, the formation of a Hall of Fame Committee with inductions at the World Cup function and the induction of two worthy Life Members at the 2010 Annual General Meeting.

Bob Dyke and Ray Vawdon were granted Life Membership at this meeting.

In 1968, Bob Dyke and Ray Vawdon officially created the sport of Touch Football in South Sydney. After starting the South Sydney Touch Association, Vawdon and Dyke went on to found the New South Wales Touch Association in 1972 and were two of the driving forces behind the establishment of the Australian Touch Association in 1976.

With their amazing foresight, organisational skills and dedication, both men truly are the ‘fathers of our sport’. Had they not been the men that they were there is little doubt that Touch Football would be where we stand today, indeed we may not even be an independent game.

Sadly, Bob Dyke passed away in December and members of NSWTA, QTA and TFA attended the funeral to speak on the legacy left behind. Dean Russell’s reflection on Mr. Dyke was indicative of the mark made and while not having met Bob reflecting on the community he created was the focus of my reflection.

The Annual Meeting also provided an ideal opportunity to continue interaction with various states on the direction for the organisation. The Strategic Plan was discussed, the

ASC Participation Submission explained and states presented on the issues confronting each locality and or opportunities being investigated.

Post Annual General Meeting it was also clear that a full review of the constitution was required. This process was initiated in February 2011 and would conclude with a Special General Meeting in late 2011.

Central to the communication and public image of the sport has been the investment in material which will inform either prospective members, sponsors or current participants of who we are and what we stand for. A full branding assessment continued through the period with stakeholder feedback on a raft of levels prior to settling on the direction.

The 2010/11 year saw the development of the material which is now being circulated including the finalisation of ‘The Game Plan’. The document outlines the products we offer and the benefits of involvement in our game.

This branding refresh coupled with revitalised ventures into mainstream media and tracking processes will ensure the sport

continues to gather momentum. Touch Football Australia is focussed on the creation of a professional image through the material and products we provide to our members.

TFA has ensured that sound communication principles and plans have been adopted at all levels to ensure there is an informed membership. This will continue to develop in the pending period with enhancement of our database and electronic marketing strategies.



Strategic Priority Area 2 – Sport Management

Overall Strategic Priorities In Summary	Responsibility	Total Projects or Initiatives	Progress Status
Target 2.a. Growth & Retention	Sport Development Coordinator	8	Monitoring Implementation
Target 2.b. Administration systems and procedures	Senior Managers	18	Notably Completed
Target 2.c. Business performance	Senior Managers, BOM & CEO	13	Monitoring Implementation
Target 2.d. Financial management	Business Operations Manager	21	Notably Completed
Target 2.e. Human Resources Management	All Managers	12	Notably Completed
Target 2.f. Profile & Awareness	Communications Coordinator	9	Notably Completed
Total Percentage Of Key Areas Completed		88%	Notably Completed

Touch Football Australia (TFA) provides the affiliate structure across all eight states and territories in Australia, which is the framework for participation in the sport of Touch Football.

TFA had 302 active affiliated competitions in the 2010-11 period, with 17 TFA managed locations taking the overall total to 319.

This represents an increase overall of nine locations, indicating an improved geographic presence and therefore competition locations of 3.19 percent.

In 2009-10, we reported a decrease of 0.54 percent in seniors and a growth of 1.28 percent in juniors. In 2010-11, Touch Football senior participation has decreased by 3.95 percent, or 292 teams, from the 09-10 period. Junior participation provided a 2.58 percent increase in the 10-11 period, up 157 teams from the 09-10 period.

At the time of publication, Touch Football Australia has recorded 8,953 senior teams and 5,537 junior teams in Season 2 2010, for competitions commencing between July 1, 2010 and December 31, 2010. For Season 1 2011, Touch Football Australia has recorded 4,729 senior teams and 711 junior teams for competitions commencing between January 1, 2011 and June 30, 2011. Individual participants, based on the historical figure of 11.25 participants per team, equate to 153,923 for seniors and 70,290 for juniors for the 2010-11 period.

With an overall Touch Football participation figure of 224,213, this is a conservative figure based on a historical calculation, and a much higher participation figure is estimated. The census process initiated in January 2011 has indicated a need to measure other elements of participation provided directly by Touch Football members.

As a result the initial forecast movement through the delivery of direct corporate and or charitable events which have submitted documentation and or paid fees for the period marks an increase in the participation figure to 228,252. This includes competitions such as NAIDOC, First Contact and other managed events.

The above figure will not be formalised within the reporting framework until the 2011/12 Annual Report however; is verifiable and outlines some of the initial results of the census where Touch Football is only counting regular affiliated competitions rather than those a direct participation service is provided to.

The participation results must be tempered with the various issues that faced Australia in the period. Through the devastating natural disasters that occurred in Australia throughout the period, there was a need to establish a process of assessing their impact on TFA and our stakeholders. There has now been development of assessment processes, reporting methodologies and evaluation of impact informing

business and sport related considerations. This provides a more informed, measured approach to dealing with these situations into the future. As stated these natural disasters had an effect on participation in some locations.

The definition of membership has been a focus, with the various avenues to capture membership being explored. These avenues have formed a part of the Participation Plan drafting. The categories of membership include TFA Affiliate Members (state, affiliate, associate, team, event and individual), Junior Members (junior participant, school programs, AusTouch, AusSquad and Active After School Programs), Technical (coaching staff, referees and officials, volunteers, selectors and talent identification) and finally commercial (affiliate, partnership exposures and sponsorship). As stated above these will be implemented from the 2011-12 financial year when a verifiable system is in place.

Affiliation reporting processes continue to differ between states, with TFA states' affiliates involved with a direct invoicing process, and New South Wales Touch Association (NSWTA) and Queensland Touch Association (QTA) using alternate processes. We endeavour to continue our close relationship with these two partners to ensure the accuracy and accountability of affiliation information.

Provided below is a breakdown of state senior and junior team numbers for the 2010-11 period, along with the figures from the 2009-10 period for direct comparison.

Senior Comparisons 2009-10/10-11				
	Total 09-10	Total 10-11	Variance	Percentage Variance
QLD	4802	4437	-365	-7.60%
NSW	5990	6182	192	3.21%
ACT	550	519	-31	-5.64%
NT	287	290	3	1.05%
SA	417	442	25	6.00%
TAS	338	322	-16	-4.73%
VIC	771	706	-65	-8.43%
WA	819	784	-35	-4.27%
National Total	13974	13682	-292	-3.95%

Junior Comparisons 2009-10/10-11				
	Total 09-10	Total 10-11	Variance	Percentage Variance
QLD	2424	2617	193	7.96%
NSW	3318	3237	-81	-2.44%
ACT	103	117	14	13.59%
NT	16	17	1	6.25%
SA	20	17	-3	-15.00%
TAS	142	167	25	17.61%
VIC	33	19	-14	-42.42%
WA	35	57	22	62.86%
National Total	6091	6248	157	2.58%





Provided below is an overall breakdown of the spread of senior and junior teams across the key states. Both of these graphs show NSWTA as the largest Touch Football state during 2010-11, followed by QTA, with the smallest key state being

the unified states – Australian Capital Territory (ACT), Northern Territory (NT), South Australia (SA), Tasmania (TAS), Victoria (VIC) and Western Australia (WA).

Throughout the affiliated structure, there are a number of affiliates who Touch Football Australia recognises as leading the way in participation numbers.

Season 1 2011

Mt Gambier Touch Association – Seniors and Touch Football Albert Park – Seniors.

While growth is one of the critical factors to success, the various initiatives and administration that affiliates, large and small, use within their competitions are also a factor to the increasing profile of the sport of Touch Football across Australia.

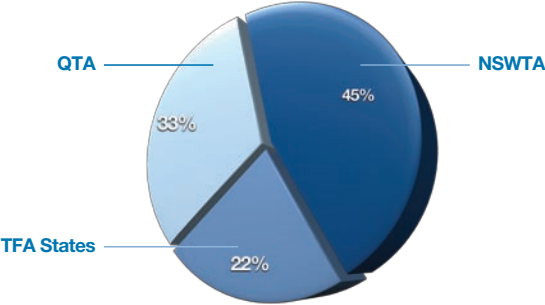
Whether it is the administrators, volunteers, or others involved in our sport, there are many people within the affiliates, both regional and metropolitan, who contribute to the development of Touch Football. Touch Football Australia thanks each and every one of these affiliates for their passion, their time, and their commitment to allow participants to experience 'the thrill of Touch Football'.

Some examples of positive developments within affiliates throughout Australia are highlighted below:

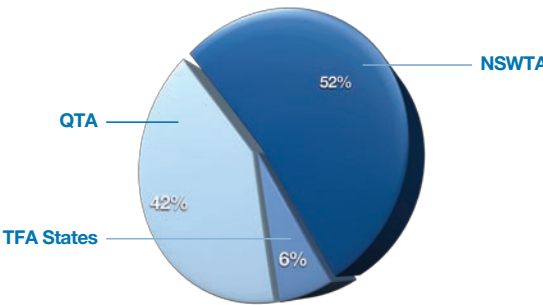
- In Season 2 2010, Touch Football ACT expanded to a new location servicing the Gungahlin area, with both a Mixed and Men's competition. ACT also continued to expand their junior competitions, with five locations over four nights enabling a 14 team growth.
- Dubbo Touch Association took out the 2010-11 Affiliate of the Year award at the New South Wales Blues Dinner, with their committee gaining particular recognition for their governance and administration practices, as well as dedication and enthusiasm toward Touch Football in New South Wales. The flow on effect of this has been the enhancement and growth of their park competition, the development of their representative program, and the ongoing management of the New South Wales Country Championships for over 20 years. NSWTA Life Member, Gary Croft, from Parramatta Touch Association, was awarded the Rod Wise Medal for Volunteer of the Year, and Sue Jones, from Manly-Warringah Touch Association, was recognised as the Administrator of the Year. NSWTA had three affiliates – Warren, Turimetta and Merriwa - join the affiliated model and two affiliates – Young and Casino – return to the affiliated model during 2010-11.
- Northern Territory operations continue to retain strong numbers within Darwin, Alice Springs, Gove and Katherine, and have been preparing for possible expansion opportunities within the coming 12 months.

- Queensland affiliates have faced some particular battles during the 2010-11 period, including the massive floods which covered more than 75 percent of the state, and Cyclone Yasi – both of which hit the hardest at the beginning of Season 1 2011. Recognition must go to the committee members, volunteers and participants who were affected by these natural disasters, and the time, money and dedication it has taken to get Touch Football back up and running in their communities. There were

Senior Teams Totals 10/11



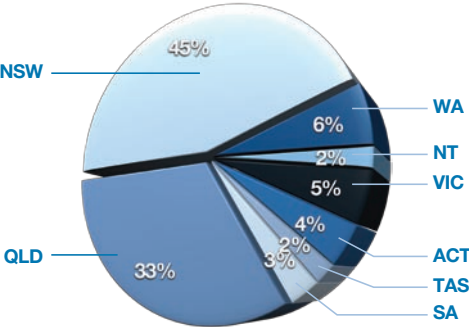
Junior Teams Totals 10/11



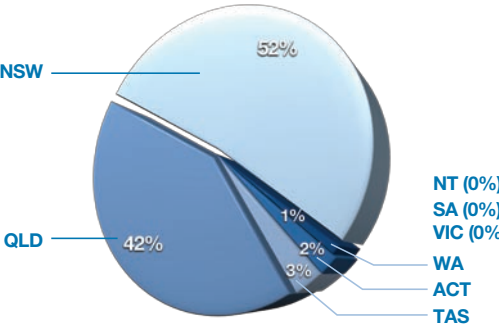
The following graphs provide a further breakdown of participation across all eight states and territories, with

percentage figures used to draw comparisons between states during the 2010-11 period.

Comparison Senior Teams



Comparison Junior Teams



To further assess the performance of the unified states, the graphs featured below provides percentage comparisons between the six states and territories for the period.

In senior team participation, Western Australia provides the most teams, followed by Victoria, the Australian Capital

Territory, South Australia, Tasmania, and Northern Territory. In junior team participation, Tasmania provides the most teams, followed by the Australian Capital Territory, Western Australia and Victoria, with the Northern Territory and South Australia on equal team numbers.

For New South Wales, this requires an increase of 15 teams or more, for Queensland this requires a growth of 10 teams or more, and for the unified states this requires a growth of five teams or more.

New South Wales

Season 2 2010

Doyalson Touch Association – Juniors, Eastern Suburbs Touch Association – Juniors, Lower Blue Mountains Touch Association – Juniors, Manly-Warringah Touch Association – Seniors and Penrith Touch Association – Seniors.

Season 1 2011

Eastern Suburbs Touch Association – Juniors.

Queensland

Season 2 2010

Burdekin Touch Association – Juniors, Caboolture Touch Association – Seniors and Juniors, Cairns Touch Association – Seniors, Mackay Touch Association – Juniors and Rockhampton Senior Touch Association.

Season 1 2011

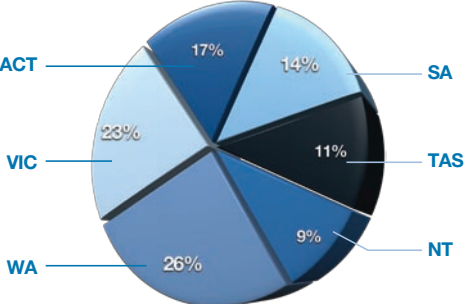
Caboolture Touch Association – Seniors and Logan Metro Touch Association – Seniors.

Unified States

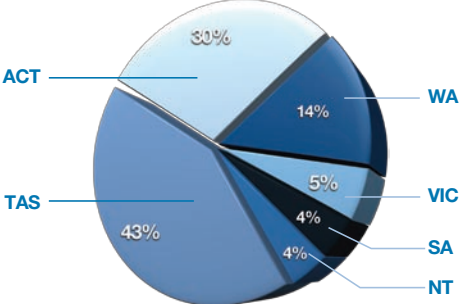
Season 2 2010

Albany Touch Association – Seniors, Devonport Touch Association – Juniors, Geraldton Touch Association – Juniors, Touch Football ACT – Seniors and Juniors and Wanneroo Touch Association – Seniors and Juniors.

TFA Managed States Senior Teams Totals 10/11



TFA Managed States Junior Teams Totals 10/11



two new affiliates to join the affiliated structure for Season 1 2011, Maroochydore and Bribie Island. The Cairns and Mann Street amalgamated for the beginning of Season 1 2011, to form Cairns Pirates Touch Association. Kawana once again played host to the National Youth Championships in September 2010.

- In South Australia, Adelaide University Touch and Mt Gambier Touch Association are two affiliates that have been proactive in their governance, and in the management of their competitions. Adelaide University continues to expand, providing new primary and junior divisions to further build the pathway that includes the family division, the senior division and their representative program. It also took out the 2010 Affiliate of the Year award at the Touch Football South Australia Annual Awards. Mount Gambier is the third largest competition in South Australia, the largest of the regional areas, and is heavily involved in South Australian events – Despite having a 900 kilometre round trip to participate, many players make the trip to participate in the State League and Heat Elite. The committee have appointed a coaching director and representative coordinator, and have a focus to continue to develop Touch Football in their region. Mount Gambier holds weekend rounds of their competition over summer to enable South Australian Technical volunteers to attend and deliver courses and assessments.



- Touch Football Tasmania has hit the ground running with their junior competition, recording a 25 percent growth on last year's numbers. Retention of these players is an important aspect of the competition, with many of the juniors that have taken part now transitioning to the local competition in Launceston. Southern Touch Association have also seen a substantial increase in junior team numbers during Season 2 2010.
- In Victoria, Ballarat Touch Association (BTA) and Westside Touch Association (WTA) are two affiliates that continue to strive to deliver outstanding Touch Football products, and both have Presidents who lead from the front. BTA have engaged the local cinema for sponsorship and have a short feature played during the

previews to showcase and advertise their competition – a great way to advertise to a range of participants. BTA were the masterminds behind the establishment of the Western Affiliates Cup, the elite pathway for players, referees and coaches in the western country areas of Victoria. WTA have been working in partnership with their local Council to delivery sport to new arrivals in Australia, delivering a Touch Football program to the participants. WTA are looking to expand their competition to include juniors, and will be involved in a pilot program in schools with their Council region to further promote the sport.

- Broome Touch Association, an affiliate in Western Australia, have showed outstanding commitment to Touch Football during the 2010-11 period, representing the sport in their local community, as the Council looks to improve sporting opportunities for all residents. Broome has used its location to the best of its advantage by rounding out their Winter competition with a Beach Touch initiative, and they have also introduced a new Green Shirt Program to further increase referee numbers and quality. Their strong junior development pathways, administration practices and governance has seen them selected to host the 2012 North West Championships in Season 1 2012.

Affiliate regulation compliance, gap analysis of event regulations, areas for improvement, communication and identifying avenues to improve affiliate management was also completed at various levels. Ongoing communication

and monitoring is required to ensure total compliance. Nikita Hellmuth provided strong support to all requirements in this area over the period subsequently improving reporting and monitoring processes.

The National Insurance Scheme (NIS) continues to be managed effectively throughout Australia. Through managing this scheme, affiliates are protected from spiking insurance costs from claims at individual associations. It also serves to protect individuals participating and or volunteering within our sport. This allows for ongoing stable fees season to season, giving predictability to budgeting and managing cash flow at a local level. This simple yet powerful process is a clear benefit of affiliation.

TFA has ongoing communication with World Wide Sports Insurance and Sportscover resolving claims, issues and public liability information. In November each year the renewal process is conducted, with a full assessment of the current year and a complete industry testing for the management of the scheme.

Our advocacy and management has resulted in an increase in Professional Indemnity to \$5 million and Directors and Officers Liability cover to \$3 million, enhancing the existing policy. Certificates of Currency for all affiliates were prepared and released in January for Season 1 2011 and July for Season 2 2011.

Through the unfortunate incidents of deaths at affiliates, there was a review of the coverage and support occurred. A formal letter for affiliate volunteers and administrators was developed to outline in more detail the steps they must undertake when an incident of this nature occurs. There has also been a review of the policy to establish aspects of the scheme coverage that allows for the immediate counselling for people affected by the incident to receive funding, and steps to establish memorial funds. This will further be refined and developed throughout the year for the 2012 policy period.

The National Insurance Scheme Manual was completed during the period, with release to occur in the 2011/12 year. The Manual provides a deeper understanding of the policy and affiliate requirements as they relate. In addition, the Injury Report forms have been updated. Furthermore a National Insurance Scheme brochure and poster have been developed, which will assist affiliates to communicate the insurance coverage in a visible format.

As stated the 'Game Plan' has been completed and professionally printed in hard copy. There is also a Synopsis to accompany the extended version. It is an outstanding document and something that will be beneficial to capture the sport and our direction.

Providing Touch Football products to the wider community through the Online Shop has increased in its use and acceptance. This is a pleasing investment and one that continues to support affiliates in getting products at a good price in a timely manner. An area of growth for the shop has been the interest in TFA products internationally.

The organisation remains focussed on business system and administrative improvement.

With the quality people we have engaged both in an employment sense and throughout the volunteer network we continue to provide innovative solutions to our practices. This self improvement culture is evident in all that we do.

TFA has implemented strong management systems around the affiliation to the sport. It is imperative that the data is maintained and our membership is known to the national body. There are key risks associated with the management of such a system and we must continually ensure the education process at all levels occurs.

The process for developing a TFA competition management framework continues to be a high priority and saw changes in the structure to support the outcome. In some states it is ensuring the long term viability of participation in Touch Football where volunteers have been unable to be maintained.

TFA as a national organisation is involved in the community aspects of the sport which gives critical insight into issues facing affiliates. It also represents a core strategy going forward.



TFA has continued to focus on the improved business and financial performance which will be clearly evident in the Audited Statements. The balance between financial performance and development outcomes is a significant challenge for what essentially is a small business.

We are fortunate to have outstanding people involved in this area and continue to manage the programs effectively at all levels while building capacity steadily.

As stated, the conditions of the 2010/11 Financial Year were extremely difficult.

We were fortunate to receive participation injections from the Australian Government which allowed program delivery to remain intact and budgeted outcomes to be achieved. Furthermore, the investment allowed the organisation to initiate

plans on hold for some time and progress vital requirements for the new cycle.

We now continue to develop a proactive positioning state of mind rather than recovery within our business systems. This again will increase the capacity of the sport to deliver strong outcomes for the future.

As we build capacity we are confident of further investment in the sport. The pending period represents an exciting time for the sport as our ability to implement new initiatives is better resourced. This will always need to be tempered with the volatile sources of revenue the sport depends on. Management of these processes is a difficult task and with various changes the addition of Phillipa Greig to the team assisted greatly through the period.

As stated the structure of the organisation has been altered to deliver the new strategies and reflect the needs of the sport. This will continue to be enhanced with the implementation of integrated work teams in the New Year. We commenced the structural change process throughout the 2010/11 period to represent the following:





TFA Management Structure 2011 – Diagram

Profile and awareness of the sport is an important objective for TFA. To monitor performance in this area we regularly estimate the ‘in kind’ support provided by media organisations throughout Australia. During the 2010-11 period we have successfully gained \$250 000 of estimated in kind value for Touch Football.

The value of media coverage from TFA events was evaluated, with the following results:

- At the 2010 X-Blades National Youth Championships, the event generated just over \$40,000 of ‘in kind’ support from local Sunshine Coast media organisations, as well as regional organisations from across Australia. The event

website also had an increase in hits, with 68,000 hits, an increase of 28,000 hits from the previous year’s event.

- The 2011 Youth Trans Tasman Series generated just over \$29,000 of ‘in kind’ support from local Canberra media organisations, as well as from locations from where the athletes came from. Through the collaboration of website content with Touch New Zealand, the event website received over 45,000 hits to the website in the month of January, nearly three times of what was recorded at the 2010 Masters Trans Tasman event.
- The 2011 X-Blades National Touch League and Elite Eight Series saw just over \$47,000 worth of estimated

‘in kind’ support from local Port Macquarie media organisations as well as regional locations across Australia. The event website reached close to 195,000 hits for the month of March, an increase of 30,000 from the 2010 NTL.

- The 2011 World Cup saw just over \$53,000 worth of coverage for Australia’s contingent, with over half of the athletes receiving coverage through their local media organisations.

TFA also supported the following state based events, including assistance at the School Sport Australia tournament (18,448 hits to website), New South Wales Vawdon Cup finals, WA State Championships (25,426 website hits in November 2010, an increase of 18,000 from 2009), New South Wales State Cup (130,831 hits in December 2010, up from 97,506 in December 2009) and New South Wales Junior State Cup (186,367 hits in February 2011, up from 130,000 in 2010).

The *Hard Wrap* bi-annual magazine released at the two national tournaments each year continues to gain readability and interest. The sixth edition of the *Hard Wrap* was released at the 2010 National Youth Championships, and featured stories including a Masters Trans Tasman wrap as well as previewing the 2011 Youth Trans Tasman Series.

The seventh edition of the *Hard Wrap* was released at the 2011 National Touch League and was a major achievement with new articles, improved content and re-vamped into a new design and format. The Elite Eight was profiled, as was the 2011 World Cup, and a new design and style for the insert was also achieved.

In addition TFA supported articles in *Move* magazine, resulting in a piece on two of Australia’s Women’s Open players. Support included the formation of a story idea, background research for the journalist, contact with players for interviews, and the provision of photos. The circulation for this magazine is 20,000 while its readership is 42,000.

Touch Football Australia also supported a major marketing initiative in New South Wales, Sunshine Coast advertising, various internal posters being developed and advertising in magazines or newspapers nationally to promote the game. Our marketing focus is clearly evident and the movement in this way is long overdue.

Professional television production from the 2011 Elite Eight finals was achieved. The presentation aired for the first time

on Fox Sport 3 on Friday, 13 May 2011. It received excellent support and has been replayed numerous occasions.

Touch Football Australia also created a Twitter page and YouTube channel over the period, following on from the creation of the TFA Facebook page in early 2010. All three social networking pages have been of great benefit, especially during major events, including the 2011 World Cup where all three mediums were used to communicate results and highlights back to Australia.

While we have had enormous impact through social media, our website and our community engagement, we have been unable to break into mainstream media. The Minister for Sport, Senator Mark Arbib sent our 2011 FIT World Cup media release wishing our Australian Touch Football representatives the best to a diverse and wide media contact list. Unfortunately, despite contacting 250 journalists/ organisations following our World Cup win, we were unable to receive any recognition at a national level, however received some coverage at a regional level. This is an area for future focus and priority going into the next cycle.

Lauren Pritchard has been the driving force behind our resurgent focus on media and her diligence, work ethic and professional approach have not only achieved all of this but ensured our relationships are stronger than ever. She has provided admirable support to the entire structure and ensured our community is connected to our product regularly.

At the Australian Farewell Function in the lead up to the 2011 World Cup, Touch Football Australia inducted seven new members into our Hall of Fame.

Seven greats of the game were recognised for their contribution to the sport of Touch Football in front of the current Australian contingent and shared their memories of wearing the green and gold jersey.

David Cheung, Darren Shelley, Sharyn Williams, Renee Murphy, Gai Taylor, Owen Lane and Tim Kitchingham were inducted into the Hall of Fame, with all having prestigious careers over the past 30 years.

David Cheung was the first to be named into the Hall of Fame, after a long involvement in Touch Football, including four World Cup campaigns. His most recent Australian representation was in the Men’s 45’s division at the 2010 Masters Trans Tasman Series, and he has 48 Australian caps in total.

2011 World Cup Australian Men’s 40’s captain, Tim Kitchingham, was the only current Australian representative to



be inducted into the Hall of Fame, and currently has over 70 caps, which includes five World Cup campaigns. Kitchingham started his Australian career at the 1997 World Cup, and has attended every World Cup since.

Renee Murphy’s Australian representation started at the 1995 World Cup in Hawaii, in the Women’s Open division, before playing in the 1999 and 2003 events. She has 38 caps for Australia, which include 26 World Cup matches and three test matches as a player, as well as nine caps as a manager.

Former Australian Women’s Open captain, Sharyn Williams, was the next to be inducted into the Hall of Fame. Williams was a mainstay in the Women’s Open team for close to 15 years, playing in four World Cups, five Trans Tasman Series and the 2005 All Nations Series.

Following an Australian career that spanned over 10 years, and regarded as one of the best Mixed players of all time, Darren Shelley was also inducted into the Hall of Fame. Shelley’s career in the green and gold started in 1987, before playing in the 1991 and 1995 World Cups, and five test series in total, with 30 caps for Australia.

Having played in the first ever Women’s test match against New Zealand in 1986, Gai Taylor went on to become one of the most capped Australian Women’s representatives of all time, with 30 caps for Australia. Taylor played in three World Cups for Australia, in 1988, 1997 and 1999.

Owen Lane was also inducted into the TFA Hall of Fame, for his contribution to the sport of Touch Football in the early years. Lane played two tests for Australia and five Open and Senior State of Origin series between 1980 and 1985. He was regarded by many as one of the best of the founding era.

Finally within the Sport Management framework Touch Football Australia has been fortunate to develop outstanding relationships with some of the most iconic brands across Australia. The support and assistance of this suite of sponsors and or agencies ensures the ongoing viability of the game. TFA would like to formally acknowledge the continued support of our key partners the Australian Sports Commission, Relevant Departments of Sport and Recreation, KooGa, X-Blades, Steeden, Destination NSW, Body Science, Sportscover, Sportingpulse, Hyperactive, Inferno, World Wide Sport Insurance, Port Macquarie Hastings Council, Stockland Park, the Sunshine Coast Council, Sunshine Coast Daily and Caloundra RSL.

Chrissy Brockway has managed many of these relationships and has ensured these valuable supporters of our organisation are truly supported. This has been an extension to the role previously undertaken and she has managed to engage partners and look at innovative ways of driving outcomes.



Strategic Priority Area 3 – Sport Development

Sport Development Key Area Projects or Initiatives	Responsibility	Total Projects or Initiatives	Progress Status
Target 3.a. Affiliate/club development	Sport Development Coordinator	6	Implementation Phase
Target 3.b. Athlete development	High Performance Manager	9	Notably Completed
Target 3.c. Elite development	High Performance Manager	13	Notably Completed
Target 3.d. Referee development	Technical Manager	15	Notably Completed
Target 3.e. Coach development	Technical Manager	15	Monitoring Implementation
Target 3.f. Selector development	Technical Manager	7	Implementation Phase
Target 3.g. Mentor development	Technical Manager	7	Notably Completed
Target 3.h. Schools programs & junior competitions	Sport Development Coordinator	10	Monitoring Implementation
Target 3.i. AusTouch	Sport Development Coordinator	5	Implementation Phase
Target 3.j. Conduct of diverse events	Events & Competitions Manager	6	Notably Completed
Target 3.k. State operations interaction	All national staff	7	Notably Completed
Total Percentage Of Key Areas Completed		50%	Implementation Phase

TFA provides a strong and diverse pathway for all participants within the sport. Participants are supported through the pathway, resources, events and Touch Football specific products. In particular we offer programs for juniors, adults, elite, males, females and the indigenous community participant. The operational plan indicates we have more to achieve and we commit to this process in the next cycle.

In a World Cup year it is only fitting that we lead with the achievement in this area. This is provided through the High Performance Program, which has had continued to build on the successful formula created since 2007 FIT World Cup. During the last four year cycle our Australian Teams have won the 2009 Open Trans Tasman, 2010 Open Trans Tasman, 2009 Youth Trans Tasman, 2011 Youth Trans Tasman and the 2010 Masters Trans Tasman.

This was truly an outstanding result and something the whole community can be very proud of contributing towards. These successes have built towards the 2011 Federation of International Touch World Cup, held in Edinburgh, Scotland.

The integration of the National Youth Program, National Training Squad and National Referee Training Squad has combined to prepare our athletes and coaches for the World Cup campaign.

The National Youth Program conducted a squad camp on the Sunshine Coast with the Men’s 20’s, Boy’s 18’s, Women’s 20’s and Girl’s 18’s. Open mentor players attended, supporting the transition into an elite environment. In addition elements of High Performance refereeing were included in the camp extending exposure.



The Mixed Open training squad conducted their camp in association with the Queensland All Schools event; where a Queensland based launch of the AusSquad program was due to occur. Unfortunately rain over the weekend did not allow the planned showcase of the team with Redlands Touch Association, which expected 1000 children in attendance, and the All Schools event with 5000 people in attendance to occur. The camp however was very successful for the team and athlete management perspectives.

The full National Training Squad program conducted a final squad camp in Sydney. The camp was only partially funded by TFA with teams billeting and using private transport throughout the weekend. This camp enabled the squads to be reduced in preparation for the World Cup. In addition, elements of High Performance refereeing were included in the camp extending exposure to localised referees.

High Performance personnel have been involved in activities promoting the elite pathway and athlete development. These have included; conducting a user pays training camp with Parkes Touch Association and coaching workshops for Northern Eagles, Hunter Hornets and TouchWest.

All of the above signal our intent to have a ‘hard wired’ elite program which is investing back in our community goals.

Through the commitment and cost savings established through TFA partially funding camps, primarily through teams billeting and using private transport throughout camps, there was the ability to hold two additional team camps within the budgeted funds for the National Training Squad. This was a huge advantage as we worked towards the World Cup and showed the dedication of the group as a whole.

Eventually the Masters Training Squads were added into the program. The first Masters selection camp was held in a new training venue in Sydney under a new model. Over 100 athletes, 10 team officials and 20 referees from the World Cup Referee Training Squad were in attendance.

Overall it was very successful, and provided a competitive environment for selections, utilisation of a new venue, embraced team control, local Sydney based connections within teams, incorporated many new referees into that environment, and streamlined payment processes for these activities.

It was so successful that this new format will provide the basis of how these will be handled into the 2015 World Cup cycle including our ‘Super Trans Tasman’ in 2013.

The Australian Open and Masters teams held two combined training camps in Sydney prior to the World Cup. This allowed the referee squad to also be incorporated in an overall Australian contingent training camp. The camps significantly assisted the communication, administration and payment processes linked to the contingent’s departure.

Overall the 2011 Federation of International Touch World Cup was a successful venture. Major outcomes in summary included:

- Successful World Cup campaign with Australia retaining the FIT World Cup in both Open and master’s categories.

- Successful representation by 51 Australian referees, with 15 receiving finals appointments, and six being awarded a new Federation gold badge.

- Successful implementation of a formal Australian Farewell Function, held at the Sydney Cricket Ground prior to departure. Over 250 people were in attendance, and the night included Hall of Fame inductee’s presentations and networking opportunities with sponsors.

- New media initiatives were implemented, and included:

1. Pre-event profiles released daily on all Open level athletes, and half of the Masters athletes.
2. Re-branding the High Performance area of the website to be a Touch World Cup section.
3. Exceeding all other TFA events, the World Cup coverage attracted 345 992 hits to the TFA website during the six days of the event.
4. The YouTube Channel achieved over 35 000 views and was a popular aspect to the coverage.
5. New successes with social media, such as Facebook and Twitter, producing great results: increased followers, high profile members joining and live updates throughout finals providing many supporters with breaking news.

Key learnings from the experience include:

- Special ceremonies to farewell teams are an opportunity to share the experience with critical family members and close friends. Linked to these ceremonies is the interest from sponsors and acknowledgement towards Hall of Fame and Life Members.

- Communication and interest within the community for the World Cup was unparalleled, and a priority for future international commitments.

- Business practices used to support international touring have assisted to reduce and manage costs, while also providing opportunities for participants to access support through tax deduction donations.

- Successfully managing major areas of risk for TFA. These included travel contingencies including possible interruptions from volcanic ash, fuel surcharge increases, fluctuations in currency, and ensuring the health and safety of all attending individuals.

- Deeper universal understanding of the issues associated with development of the sport internationally and Australia’s role.

- Planning and preparation in providing products

internationally in understanding distribution and opportunities to recover government taxes and import taxes.

- Operational experience and knowledge associated with FIT, its role, capabilities and accountability to the worldwide membership.

The success of the High Performance Program is due to the combined efforts and commitment of the TFA staff as well as many volunteers. Special mention must be made of all the coaches in the program, the Open coaches, Tony Trad, Bernie Morrison and Kerry Norman along with their Assistants Peter Forrester, Paul Sfeir, Dean Russell, Micheal Lovett and Tony Eltakchi. We also thank the Managers Gary Rose, Di Worters and Jenny Benson.

Special mention must also be made to the World Cup Masters coaches John Singh, Justin Creighton, Emmanuel Buhagiar and Bruce Ager as well as all the assistant coaches Peter Vincent, Mick Gray, Ross Pugliese and Joe Schweitzer; and team managers Ron Connolly, Al Gersbach, Noel Donohue and Cary Thompson.

	Schools	Communities	Coaching	Officiating	In Teams	Total
National	947	787	12	38	3375	5159

We thank the senior selectors Cathy Gray, Lyle Barnwell and Ron Connolly and the medical personnel lead by Steve Cunningham including Rob Hoy, Adam Smith, Georgia Black, Martin ‘Doc’ Jaffe and Shane Townsend, We also thank our Youth Program coaches, Peter Bell, Phil Gyemore, Kathy O’Brien and Karley Banks and their support systems.

We are extremely lucky to have such dedicated people across the entire system.

Touch Football Australia has continued to build on the established relationship with the Australian Rugby Union. High Performance Manager, Wayne Grant attended a Women’s Rugby Sevens Talent Identification Camp. The camp involved an introduction to the program, pure testing and use of the Australian Institute of Sport facilities, and seven women from our national Touch Football programs were in attendance. Involvement in this program allows us to assist and influence decisions on athletes involved.

I am sure you will all join me in congratulating Wayne Grant for an amazing four years of achievement in the High Performance discipline. The plan developed in 2007 has been delivered in spades with Australia on top at all levels. His drive, commitment, enthusiasm and sense of belonging have transferred through the entire program and he can be extremely proud of his achievements.

We are proud of our all inclusive culture and we are pleased to have the opportunity to be involved in providing programs and development activities to Indigenous communities throughout Australia each year.

For the first time, TFA have submitted and was successful in gaining a grant with Australian Government, via Department of Families, Housing, Community Services and Indigenous Affairs (FaCHSIA), for indigenous sport and recreation program funding.

Our submission was to create self sustaining programs. We believe that the most effective way of promoting the sport, increasing development and participation opportunities, as well as educational opportunities, is to assist communities in the creation and development of local competitions, which would then culminate in an Indigenous Touch Football tournament in the Northern Territory.

This program will be used as a guide in setting up future programs all throughout Australia.

Each of our states has continued to provide development and participation opportunities to indigenous participants in their respective states. With the change to Participation Funding Programs were allowed to continue in the front end of the year with a new process developed in 2011. (See table below).

In line with both the community and High Performance aspects of sport development, TFA also has the responsibility overall Sports Development including the areas of Refereeing, Coaching and Selection.

The 2010-11 year has been focused on preparation related to World Cup. The Sports Development Framework commenced implementation with a volunteer framework resulting in a transition to a Coach Advisory Panel, Referee Advisory Panel, and Director of Selectors, to conduct a review of the selection discipline. These appointments linked to the introduction of a Volunteer Handbook, which outlines roles, responsibilities and expectations.

Through this framework key volunteers were appointed to achieve specific outcomes in line with the Strategic Plan.

**Coach Advisory Panel**

**Director – Dennis Coffey (resigned February 2011)**  
**High Performance - Tony Trad**  
**Education – Peter Bell**  
**Development – John Singh**  
**Community - vacant**

**Referee Advisory Panel**

**Director – Greg West**  
**High Performance – Ian Matthew**  
**Education – Ken Golden**  
**Coach Development – Lou Tompkins**  
**Community – Henry Dos Santos**

**Selection**

**Director – Ron Connolly**

TFA would like to recognise and thank the quality of work undertaken by all of our volunteer support, but in particular those individuals listed above who contribute greatly to the development of our sport at all levels. Dennis Coffey, a long time contributor at national level has pursued international responsibilities with the Federation of International Touch to grow and develop the game. We thank Dennis for his long term commitment and contribution to Touch Football here in Australia.

With a national or international event on the calendar each quarter throughout the 12 month period, including the National Youth Championships (September 2010), Youth Trans Tasman (January 2011), National Touch League including Elite Eight (March 2011) and the World Cup (June 2011), has resulted in an extremely heavy time commitment and workload on the majority of technical volunteers across all disciplines.

A large number of initiatives were achieved throughout this period as a result of these events, with the challenge now being the flow on from the High Performance domain to the community. Australia has continued to lead the way in the international scene both in our coaching and refereeing performances and development as is evident at the 2011 FIT World Cup. Those involved at the High Performance level continue to promote the game and encourage and assist in development at all levels below, which is developing a stronger culture in the referee program in particular.

An internal operational review of the referee discipline and volunteer panel has occurred, which has identified strengths and weaknesses of the current system, with opportunities and the threats to the ongoing development and improvement. The overall discipline has moved forward throughout the last 12 months and we will continue to manage expectations as well as influence change.

The Referee Coach Panel has continued to innovate and find improved ways of coaching referees at national events. This included the observation of the coaching panel, and feedback provided at the National Youth Championships by High Performance Advisor Ian Matthew. Developing referee coaches were provided the opportunity to attend both the National Youth Championships and National Touch League events and High Performance camps, while national referee coaches attended various state events to provide mentoring and assistance to state referee coaches.

Subsequent to the NTL, developments to improve a wide base of referees to an elite level were recognised as being required. A development plan has been drafted by High Performance Referee Advisor, Ian Matthew, and when complete, this will form the template for possible state operational level introduction. This was based on key observations on the level required for elite performance. Identification that the Level 1 referee course needs to be updated to reflect current community needs has occurred and consultation to gather appropriate feedback to ensure the correct changes are made was conducted throughout the period. The course itself will be updated in the 2011-12 period.

Overall a high level of support has been provided to operations at state level from both volunteers and staff to engage and interact and gather information to best facilitate development programs at the community level.

In the referee area, much emphasis was placed on the development of tools and resources to provide to community level volunteers and competition administrators to aid the development, recruitment and retention of referees at the park level. The results and full roll out of this program will be completed in the next financial year, and the experiences learnt will be utilised to develop a similar tool in the coaching discipline. The absence of a volunteer directly responsible for this outcome in coaching has limited the timeframe to produce these items, but a refocus will occur in 2011-12.

Through the resignation of Coach Director, Dennis Coffey, the remaining coaching panel have maintained their engagement and are producing results. The panel in the interim will share the role of Director, with Education Advisor, Peter Bell holding the position until after the World Cup in June. This has been an opportunity to assess how key portfolio approaches can achieve outcomes.

The lengthy process of updating the Level 2 coach course transitioned to Peter Bell in the education role, and included consultation and discussion with various key presenters and stakeholders regarding the update. Course content is now finalised with presenter materials being developed to ensure a high quality course is the end result.

The Panel is focusing on coach mentoring and workshops formally support the educational courses offered to ensure coach development at all levels.

New coach development initiatives were introduced through the national events, with a focus being on a holistic development approach, not purely event assessment focused. This commenced with the Trends of the Game workshop at the National Youth Championships, but ultimately culminated in the Elite Eight coaching project, where coaches were communicated with prior regarding their development objectives, and goals as a coach, filmed during a game with microphones to record sound and communication throughout the game, and assessed overall for development of individualised development plans.

Coach Education Advisor, Peter Bell, has also been active in beginning the consultation to re-develop the Level 3 Coaching Course. A meeting was held with Open Australian coaches and other key stakeholders.

The piloting of a Coach Workshop format began, with an initial pilot workshop being held in Brisbane, and subsequent workshops are also in the calendar for North Queensland and the Australian Capital Territory.

In the area of Selection, the appointment of a stand-alone Director in this role has allowed a renewed focus on the discipline and ascertaining the consultation required for TFA to make a clear development plan in this area. Director Ron Connolly was charged with conducting a full review of the discipline which involved several discussions and involvements with all state organisation staff and volunteers, along with members of the current High Performance Program, and other sports, to ensure all information was considered in the report findings. The report will be presented to the Board of Management for both short and long term recommendations to be implemented commencing the 2011/12 year.

Consultation from stakeholders was sought on Sport Education Course Materials. An assessment on the feedback was conducted, along with a review of all course costs. Sport Education remains an important and fundamental aspect of how volunteers are trained, recruited and retained by the sport. Along with the changes occurring at the Australian Sports Commission in the area of Workforce Planning, TFA will be incorporating these changes and new direction in these areas.

Mentoring and support to coach development in both spheres is something which has been identified as a need for more tools and resources to continue to develop our coaches from the High Performance level to the community, and is seen as a vital role in participant recruitment and retention.

Currently there are 21 products and courses for Sport Education covering selection, coaching, refereeing, presenting and referee coaching. The membership can expect slow changes in these areas in the coming years.

A significant review of the judicial guidelines was also initiated with a presentation at the NSWTA State Conference. The

organisation subsequently worked with Lander and Rogers to provide a new framework and members of a review process were identified. It is clear that members of the organisation need to understand clearly current requirements and the various differences between judicial process, conflict resolution, member protection, complaint and or civil proceedings.

Touch Football Australia continues to support the Play by the Rules initiative which is now included in our education framework. The organisation also needs to look at overall development of courses to support knowledge on the above issues facing sport today.

We had nearly 2000 participants register to complete the course however; need to work on the completion rate as only approximately 20 percent of registered people completed the course.

Provided below are the Sport Education Statistics for the financial year:

STATE	COMMUNITY COACH		LEVEL ONE COACH		LEVEL TWO COACH	
	COURSES	PARTICIPANTS	COURSES	PARTICIPANTS	COURSES	PARTICIPANTS
ACT	0	0	1	9	0	0
NT	0	0	0	0	0	0
NSW	0	0	16	290	4	53
QLD	9	115	20	194	4	55
SA	0	0	0	0	0	0
TAS	1	0	1	10	0	0
VIC	0	0	6	48	0	0
WA	0	0	1	5	0	0
Total	10	115	45	556	8	108

STATE	SELECTOR COURSE ONE		SELECTOR COURSE TWO	
	COURSES	PARTICIPANTS	COURSES	PARTICIPANTS
ACT	0	0	0	0
NT	0	0	0	0
NSW	4	43	1	10
QLD	4	21	0	0
SA	0	0	0	0
TAS	0	0	0	0
VIC	0	0	0	0
WA	0	0	0	0
Total	8	64	1	10



STATE	PRESENTER COURSE	
	COURSES	PARTICIPANTS
ACT	0	0
NT	0	0
NSW	2	27
QLD	2	41
SA	1	10
TAS	1	5
VIC	0	0
WA	0	0
<b>Total</b>	<b>6</b>	<b>83</b>

STATE	REFEREE COACH	
	COURSES	PARTICIPANTS
ACT	0	0
NT	0	0
NSW	2	27
QLD	3	41
SA	1	10
TAS	1	5
VIC	0	0
WA	0	0
<b>Total</b>	<b>7</b>	<b>83</b>

STATE	LEVEL ONE REFEREE		LEVEL TWO REFEREE		LEVEL THREE REFEREE	
	COURSES	PARTICIPANTS	COURSES	PARTICIPANTS	COURSES	PARTICIPANTS
ACT	6	65	2	16	1	2
NT	4	32	0	0	0	0
NSW	57	875	13	73	14	48
QLD	67	762	17	65	8	32
SA	4	23	1	6	0	0
TAS	4	20	2	0	1	0
VIC	12	94	2	16	3	13
WA	24	253	9	30	3	6
<b>Total</b>	<b>170</b>	<b>2327</b>	<b>46</b>	<b>206</b>	<b>30</b>	<b>101</b>

National level volunteers are very active within the community and during the year the following support was provided:

- High Performance Referee Advisor, Ian Mathew, and National Referee Squad member, Luke McKenzie, attended the Tasmanian State Cup to continue mentoring referee development in the state. The project was very successful which continued to improve the quality and quantity of referees.
- National Referees Director, Greg West, and Referee Education Advisor, Ken Golden, attended to support TouchWest’s State Championships. The use of the Sport Development Framework and more leadership from operational staff will ensure that within the state these are managed more effectively and efficiently. The state needs to focus on growing referee coaches.
- Referee Education Advisor, Ken Golden, also attended the NT State Titles to assist with referee coaching, upgrades, and continue to support overall Referee Development in the Northern Territory, which has seen great improvements in recent years.

- National Referees Director, Greg West, attended the SA State Cup. He conducted video analysis, referee coaching and assessment and provided leadership to the referees in attendance. Greg’s attendance facilitated the development of referees for the state and has reiterated the use of major events to facilitate development in technical pathways.
- WA identified referee coach, John Harvey, to undertake some mentoring and be provided with more elite exposure. John was involved at the Masters High Performance selection camp, working with High Performance Advisor Ian Matthew, Director Greg West, and referee coach Chris Harapa. This was also followed by attendance and exposure to the NSW Junior State Cup working with various national referee coaches and NSW referee coaches, and directly with Director Greg West.
- At the National Touch League, we invited three developing elite coaches to attend with Rick Borg (QLD), Jo Lo Grande (QLD), and Ken Hillman (ADF) all working towards their Level 4 referee coach accreditation. Coach

Development Advisor Lou Tompkins, directly managed the individuals, linking in with other national coaches, and gaining experience working with Referees at the tournament.

- Australian coaches, Tony Trad, Kerry Norman and Bernie Morrison supported the New South Wales State Conference, holding informative and interactive sessions.

As one of the most pressing portfolios to manage Tara Steel continues to provide strong direction in this area and is a credit to the organisation. The period has seen a lot of change to which she has adapted and set about developing systems for long term improvement. With the heavy commitment of the World Cup Program behind her the Technical portfolio is on the verge of massive gains.

Junior development in the sport of Touch Football is heading into an exciting period as we start to focus on increasing our participation. Increasing our participation in this area requires focus on relationships with schools, junior affiliates and ensuring the pathway from local participation throughout the system retains athletes.

The Junior Development Framework has recommenced, with a second draft now being undertaken with the guidance of the ASC. Mainly, incorporating update requirements from the Junior Sport Matters briefing papers for Australian Junior Sport being taken into account.

School Sport Australia (SSA) met with key staff from TFA during the conduct of their event held in Canberra. Through negotiation there was agreement sought on the progression and plan to integrate the event with TFA.

Following these discussions a broader debate and discussion occurred at the SSA Annual Meeting with all members. The members passed a motion for a partnership agreement to be established between SSA and TFA in the future delivery of the event and improved development opportunities surrounding the event. TFA thanks Ray Grieshaber for his continued support and dedication in the area of schools Touch Football.

The AusSquad program has been building in implementation with the official launch of the concept at the 2010 National Youth Championships. A pilot of the AusSquad program has occurred in Brisbane with 80 athletes invited into their squad.

The newly developed AusSquad core competency testing processes were provided.

These continue to be piloted, mainly occurring within the ACT. To assist the progression of the overall program we have begun to develop smaller milestones to ensure the program continues to build and develop within the entire junior framework development.

To assist coaches involved in the AusSquad program there was a focus to develop a DVD resource centred on the identified foundation skills of the sport. This is in the research and development phase, with a possible release date in 2012.

TFA submitted and was successful in securing a presentation position for Touch Football at the 2011 ACHPER International Conference held in Adelaide from the 18th to the 20th April. The overall presentation was well received, and this feedback was the basis of developing a TFA School Introduction Resource.

In building towards new ideas for junior development, a concept to develop a High School Curriculum has begun. An initial paper will outline the importance to link with government changes in the introduction of a National Curriculum system from 2013.

Primarily if we develop resources and a framework in this area it will help us to increase our participant base, assist in the growth and development of volunteers, create better direct links with schools and provide an opportunity to enhance our ability to create ‘new members’ and diversify our revenue stream.

The Active After School Communities program continues provide an avenue for introducing primary school children to our sport. The program continued to grow in 2009/10, with participant numbers provided in the table below.

Adam Raptis has continued to develop strong systems and processes to support these outcomes. His diligent and thorough approach to everything he undertakes ensured successful outcomes in many of these areas ranging from Junior Development to Indigenous support. Adam is also always willing to support any locality in times of need and it is this commitment we build our culture upon.

STATE	JUNIOR TEAMS	AUSTOUCH	SCHOOL CLINICS	SCHOOL CLINICS (SCHOOLS)	SCHOOL CLINICS (STUDENTS)	SCHOOL COMPS & GALA DAYS (TEAMS)	SCHOOL COMPS & GALA DAYS (PARTICIPANTS)
ACT	114	0	4	4	480	203	2410
NT	23	137	45	9	980	35	394
SA	21	0	130	26	3100	573	5955
TAS	184	20	59	13	1534	170	1700
VIC	63	329	20	20	3500	144	1850
WA	56	184	36	36	720	77	866
<b>Total</b>	<b>461</b>	<b>670</b>	<b>294</b>	<b>108</b>	<b>10314</b>	<b>670</b>	<b>13175</b>





We provide participants with a survey providing management with feedback, areas for improvement and the ability to benchmark key core event deliverables in our event management. Key facts for the respondents of the survey include:

- 80% of respondents had participated at past NYC events.
- 94% would choose to participate at future NTL events.
- 60% of respondents had family and friends in attendance at the event.
- 77% of respondents were accommodated in Caloundra
- 88% of respondents preferred style of accommodation was hotel/motel and resort style, with the majority indicating they stayed in the Caloundra area for five nights.
- Respondents rated the event venue aspects for playing surfaces, toilets, parking, spectator areas, rubbish bins, food and drink vendors, merchandise, event tents and information areas as above average.
- 75% believed the venue was suitable for the event and 70% would return if the event was held in the same location.
- The tournament aspects of the event rated event staff, finals showcase and the demonstration games as excellent, while the event website, fixtures and security were all rated as above average.
- 68% attended the event to participate against the best teams in the country and consider the event fun and a challenge.
- Finally, respondents rated the overall event as 8/10 30%, 9/10 18%, 10/10 21%.

Touch Football Australia thanks all the major supporters locally for the championships including Sunshine Coast Council/Caloundra Tourism, Stockland Park, Caloundra RSL, Queensland Events and the Sunshine Coast Daily.

Stockland Park’s stadium facilities construction was completed and the 2011 National Youth Championships will be the first Touch Football event to be held in the new precinct. The Sunshine Coast Council has approached us and are very interested in securing a long-term relationship in hosting future events within Queensland at this facility.

The Youth Trans Tasman series was hosted at Viking Park, Canberra in January 2011. Site visits were also conducted with Albury and Wagga Wagga. Highlights included:

- Performance of the Australian teams in retaining the Youth Trans Tasman Series. This was with the divisions

being won by the Men’s 20’s, Women’s 20’s and Girl’s 18’s, including the improved professionalism in the conduct and performance of the athletes and officials.

- Overall diversification and succession planning of staff at the event, including integration of state staff.
- Community engagement within the Australian Capital Territory (ACT) through referee exposure and development, exposure to local representative athletes and coaches and conduct of a ‘super’ clinic. This included an average crowd capacity for all games of approximately 400 spectators.
- Integration of player mentors and inclusion of parents and family friends in the important functions including the Jersey Presentations and Australian Presentations.
- Website hits reached 45,689 for the month of January, which was almost three times the amount of the 2010 Masters Trans Tasman event hits. Working with New Zealand to share the website was one of the reasons behind the increase in website hits.

TFA thanks all the major supporters being Touch Football ACT, Yass Touch Association and Touch New Zealand. Our relationship with New Zealand remains critical to the ongoing development of the game internationally.

Since 2008 the National Events Commission (NEC) operates at the strategic level for the future direction of national events.

The NEC recommended and implemented various changes to events and the calendar in order to reinvigorate and improve the sport across the country. The revamped National Touch League (NTL) and introduction of Elite Eight represented a dramatic and long overdue change to Touch Football’s annual national tournament in Australia.

National Events Commission met in Canberra and examined the issues around the 2011 NTL and introduction of the Elite Eight Series. Preliminary issues and successes of the change of format have been identified. Preliminary discussions around the future of the Elite Eight were a consideration, with a need for deeper reporting and stakeholder feedback. Overall the inaugural Elite Eight was an outstanding success in introducing an elite competition that was professionally produced for television.

These will form the basis for the template to be used going forward for the 2013 NTL with indications clear we must assess the regularity of this format sooner. There were two quotes used in the launch of the Elite Eight which signify where we are going with this event:

“There is nothing wrong with change; if it is in the right direction” – Winston Churchill

“Nobody can go back and start a new beginning, but anyone can start today and make a new ending” – Maria Robinson

Overall coordination and delivery of the 2011 NTL, held in Port Macquarie. This included site visit, communication, and management of overall event. Highlights included:

- The Elite Eight Series being launched, historical recognition with new awards, the series delivered with exciting games, spectator engagement and the finals being taken to full TV production.
- Staff orientation and interaction – especially with the newly recruited TFA staff. Linked to overall improvement in processes and event delivery.
- Reached the overall target of 200,000 website hits, linked with the new social media ventures of YouTube and Twitter being introduced. Media value was estimated to be \$47,000.
- Seamless selection of seven Australian teams, which based on the 2010 experience, was a dramatic improvement.
- Technical initiatives including specific support and feedback for Elite Eight coaches through the use of multimedia technology.
- Engaging the services of an entertainment company to attract a mainstream artist to perform at the final function. This was promoted as a fundraiser towards 2011 World Cup.
- Overall drafting, re-design and delivery of the seventh edition of the Hard Wrap magazine.
- Update and refresh of signage and field painting.
- Overall economic impact has been identified as \$2,755,500 with an estimated 3,738 participants and spectators to the area.

Key Facts for the respondents of the survey includes:

- 89% of respondents had participated at past NTL events.
- 96% would choose to participate at future NTL events.
- 29% of respondents had family and friends in attendance at the event.
- 89% of respondents preferred style of accommodation was hotel/motel and resort style, with the majority indicating they stayed in the Port Macquarie area for five nights.
- Respondents rated the event venue aspects for toilets, parking, spectator areas, rubbish bins, food and drink vendors, merchandise, average to above average. The surface at Tuffins Lane was rated poor to average, while the surface in the stadium and medical assistance as excellent.

- 67% believed the venue was suitable for the event and 47% would return if the event was held in the same location. This is a concern and is below previous surveys.

- The tournament aspects of the event rated event staff, the event website, fixtures and security were all rated as above average.

- 81% attended the event to participate against the best teams in the country.

- Finally, respondents rated the overall event as 7/10 (24%) 8/10 (27%), 9/10 (15%), 10/10 (10%).

TFA would like to thank Port Macquarie Hastings Council, Port Panthers Leagues Club and Port Macquarie Touch Association for their support and commitment to the event.

Linked to the NTL, an improved process was introduced to assess and manage risk in an event context. This was a direct result of recommendations and findings from the 2010 National Youth Championships. Utilising the new process, a full venue assessment was completed, including a formal checklist. Furthermore a traffic management plan was also introduced and endorsed by local police. Opportunities to further develop these tools will now be examined and communicated to state operational staff.

Looking towards the future TFA provided and was successful in gaining the 2015 FIT World Cup through a bid submission. This has created interest and excitement already in the community and externally with councils and event organisations keen to discuss securing the event. As stated in leadership the investment in a relationship with Destination NSW will see major bonuses to the way we market our events and ensure sustainable outcomes for the sport across the region of the next period.

Finally TFA has supported in addition other organisations to run affiliated Touch Football events. Event regulations have been issued to Touch Wine in South Australia and Victoria, as well as LaTrobe Turbo Touch event, Pan Pacific Games hosted by the Gold Coast Touch Association and First Contact, hosted by Brisbane Metropolitan Touch Association.

A meeting was held with Australian University Games regarding developing a partnership agreement with the hosting of conference and national level events throughout Australia.

While running events is important, TFA also through our state operations runs and manages annually 17 locations and up to 800 teams per week in a competition management model.

The process for developing a ‘best practice’ competition management framework continues to build. As stated earlier in some states it is ensuring the long term viability of participation in Touch Football where volunteers have been unable to be maintained. Touch Football Australia as a national organisation is involved in the community aspects of the sport dealing directly with the same issues and challenges any affiliate has across the network.

A process of gradually systemising and developing practical resources is a constant focus of the organisation; these have begun to be developed into resources for distribution throughout development staff and available to affiliates through the secure log in of the TFA website called the ‘Clubhouse’.

One of the initiatives in this area has worked towards competition benchmarking with standardised surveying and comparisons first through the organisations managed competitions. Once this has been established it will then be offered into the future to all affiliates to compare census related information, understanding the reasons people participate, retention rates and looking for opportunities to expand the services offered by the sport.

The first location to be surveyed was Darwin.

Some of the positive findings from the survey conducted on the competition are as follows:

- 1. 89% would participate in the competition again
- 2. 89% would recommend this competition to a friend
- 3. 98% said the venue was overall suitable for Touch Football
- 4. 66% said the preferred method for registration is Online Registration
- 5. 54.9% said that they do not stay to socialise after their game, however 72% said that they would stay after the game if facilities such as a canteen was in operation.
- 6. 61.2% said that they would be interested in purchasing team uniforms through the TFA online shop or through a TFA supplier if the price was suitable
- 7. 76.6% said that the expansion into Palmerston would be beneficial for Touch Football

This information clearly provides a number of opportunities for expansion in the Territory and considerations for investment in a number of key areas. Competition Management relies heavily on the administration of a competition, communication and efficiency in registering and the management of member details. This is where the relationship between the organisation and SportingPulse supports the needs of affiliates.

Like all national relationships, we have reviewed the services provided by SportingPulse and believe that the products versatility, functionality and the ability for their suite of products to interact is a market leader. Acknowledging there are both positive and negative views on the use of the suite of products TFA conducted a survey of SportingPulse products to further inform our determination.

Over 100 individuals participated, with 71% being from a volunteer background, which provides a sound basis when considering the results. A brief summary of the findings include:

- 76% believe the Sportzware Central program beneficial. Rating the efficiency, accessible database, ladders, reports, statistical data while decreasing ‘hard copy’ paperwork as all very beneficial. The main two areas for improvement were identified as entering membership and season rollovers. 71% are using the existing product support page.
- 76% believe the Sportzware Membership program is beneficial. Again, respondents rated the efficiency, online access, reporting and decreased ‘hard copy’ paperwork as very beneficial. The areas for improvement were identified as accessing potential members, communication tool, and inputting of personal data the main issues. Training was identified as an aspect that would encourage people to use the program.

- 78% use the Sportzware websites, while only 69% believe they are beneficial. Respondents rated the tool to communicate as effective, as well as the ability of the website to show details of competition, and that the websites reduce ‘hard copy’ printing. They also find it very easy to update information for participants quickly, and they see the benefits of the technological ‘reach’ to new members. The areas for improvement have been identified as sponsor advertisements and media display. The overall quality of the website is only rated as above average, compared to other aspects of the suite of products.

Interesting areas to consider for TFA are:

- 61% want TFA to make available more ‘help’ documents. Preferred formats included User Manuals in PDF format and ‘how to’ news articles.
- 76% are interested in a Super User program, with the preferred method for training identified as webinars, and updated information via email.
- Within an affiliate, 2-3 people work on the programs, making accessibility and networking an issue.
- 76% would use online payment methods, while 67% would prefer that PayPal was not a requirement.

These findings and a raft of recommendations have been released and are currently being implemented. The opportunity to conduct the assessment has provided the organisation with a direction and implementation plan to improve the use and effectiveness of the product.

Extensive research and the drafting of a report into the use of the database have begun. Research has involved examining processes and information from Basketball Australia, Football New Zealand, Hockey Australia and Bowls Australia.

SportingPulse, throughout the period, have launched improved functionality to their websites providing both external and internal aspects for users. These improvements have included domain name management, improved media library functionality, major sponsor widget, photo gallery widget and a social media widget.

Our advocacy and representation to our partner assisted in new SportingPulse website features which have improved the look and functionality and the online results aspect of the program has been set up and initial testing has occurred. Throughout the period, our partner has launched improved functionality to their online membership area. These improvements have included new interface layout, a quick reporting functionality, and the ability to edit reports.

Finally, through our relationship all of these products and an affiliate Sportzware website are all benefits of affiliation. The websites continue to be a valuable asset to the participant base.

The national website alone – www.austouch.com.au, received 374,776 page impressions throughout the period.

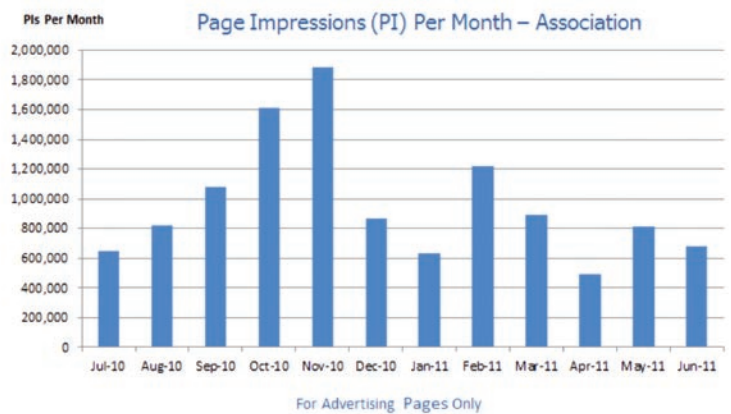
Throughout the whole Touch Football network of sites, 12,426,792 page impressions were made during the 2010/11 period, an increase of close to 2,000,000 on the 2009/10 period.

Month	Page Impressions
June 2011	793,557
May 2011	879,910
April 2011	532,680
March 2011	943,122
February 2011	1,278,893
January 2011	677,319
December 2010	928,372
November 2010	1,979,381
October 2010	1,687,633
September 2010	1,153,287
August 2010	876,457
July 2010	696,181
Total	12,426,792

The months of September, October, November and February all received over one million page impressions, with November receiving close to two million page impressions.

The top 10 websites across the Touch Football network for the 2010/2011 period were: New South Wales Touch Association, Brisbane Metropolitan Touch Association, Touch Football Australia, Wagga Wagga Touch Association, Gold Coast Touch Association, Redlands Touch Association, Albert Park Touch, Rockhampton Senior Touch Association, Redlands Junior Touch Association and Manly Warringah Touch Association.

Touch Page Impressions Per Month



Touch Online Traffic by Week



There were also 896,033 unique browsers across the Touch Football network in the July 2010 to June 2011 period.



Month	URL
June 2011	64,338
May 2011	71,217
April 2011	51,872
March 2011	73,710
February 2011	87,575
January 2011	57,408
December 2010	69,058
November 2010	117,526
October 2010	107,428
September 2010	81,269
August 2010	67,755
July 2010	46,877
Total	896,033

While there have been various staff work within this area Mark Spear has remained consistent in the event provision, competition development and IT support systems for SportingPulse. Mark is one of the most effective and committed individuals on staff and we are lucky to have such a person involved in our structure. We are certain we would not have achieved as much in this area without his drive and enthusiasm. The support added by Lauren Atkinson in early 2011 was also instrumental in the momentum in this area.

Our overall IT systems and business support systems have also been assessed to enhance the objectives around customer service and communication. This is but one example of the ability to now proactively look at the products that support overall requirements for delivery of the sport by the organisation.

The business systems we utilise as well as the ever increasing demands of the IT world have been managed by Brian Carroll to a high level. He continues to be able to cut across issues effectively and provide valuable links between portfolios. Brian has added this and other elements associated with process improvement to his already large commitment as a leader in the finance unit. Brian continues to be a valued member of the team.

In reflecting on the period 2010-11 the management of the Sport Development Unit has highlighted the following key learnings that will be taken forward into 2011-12:

- The importance of capturing tangible statistics derived from the survey processes, of events has assisted TFA to better understand the value of events including economic impact, media value and benchmarking key areas of delivery.
  - Improved cohesion, program management and linkages within High Performance between Open, Youth and Masters participants, coaches and managers improved the experience and success at international level. These learnings can enhance and improve the elite experience for members, which we hope will cascade throughout the community.
  - With a focus on communication and media, there are real opportunities that the sport can access for free which lift the profile and market the sport at community level. It is estimated we have generated approximately \$250,000 worth of media throughout the year, which justifies the investment in this area.
  - Building a program like the AusSquad has been a time consuming process and takes a large amount of focus and diligence. Learning to engage and develop new programs with the community can be difficult and criticism is always present. It is important to spend an adequate amount of time in the concept development phase to develop strong plans and budgets, rushing over these areas can be a risk to a successful outcome.
  - The work to develop the 'Game Plan', and subsequently the shift in focus to promote the sport, will be a positive for 2011-12.
  - The implementation of the Sport Development Framework particularly within the volunteer areas of the sport has provided a greater understanding between paid staff and volunteers roles. It is important that through common understanding of the roles and responsibilities of TFA so goals are reached. This will ensure that everyone moves successfully forward together. Change, however, will still be a slow process.
- The Sport Development Unit as a whole has continued to evolve and develop.
- With diverse experiences and new energy, we approach the delivery of the sport-based outcomes of the strategic plan in a systematic process. It is important that communication and engagement throughout the community is achieved. This will assist to match the growing resource pool with the needs of the sport.
- Throughout 2011-12 we are focused towards the future in a number of areas; these were highlighted through the Annual Forum between all state volunteers and operational staff:
- Understanding what is a quality experience of Touch Football and what are the key elements which will allow a process to benchmark competitions and affiliates in these elements. This will inspire development and achievement in the area that affects the 'point of sale' of the sport.
  - The issue of contactability and communication requires renewed focus and commitment across the entire sport.

This includes selling the benefits of contactability to affiliates, ensuring professionally managed competitions are compliant, and providing avenues and incentives to ensure the overall issue is overcome. This will provide new opportunities to expand commercial returns and accuracy in participation of the sport.

- Strategic facility planning needs to be embraced locally by all managed competitions, and then flowing onto working in this area with affiliates.
- Develop research and analyse growth in affiliates and competitions. This will provide a 'growth formula' with tangible strategies and indicators. These can then be transferred into formal growth plans and will assist state offices to become effective and efficient in growing in a sustainable way.
- Conducting research to gain a better understanding on retention of athletes and the importance of the pathways provided in affiliated Touch Football.
- Understanding the differences between country and metropolitan affiliates and competitions. This will help to develop differing strategies for growth, provision of competitions and facility considerations.

- Developing a greater understanding of the roles and responsibilities of paid staff and volunteers. Find processes to educate on these roles and to develop together the sport with a cohesive relationship.

- Stable environments provide growth opportunities; therefore focus to improve education and training of both staff and volunteers needs to be considered. This will assist to decrease the time and effort spent to reach the level of stability created through knowledge and experience.

The three strategic focus areas for 2011-12 centre on data with contactability, capacity building through growth initiatives and support through community engagement.

Blending the sport and business outcomes takes significant interaction and planning. The efforts of our senior staff in Marianne Maguire, David Brady and Matt Bamford have ensured continued development in this area. They have continued to develop frameworks and processes which answer the challenges we face daily and the organisation is a better place for their contribution.





# CEO Report - Conclusion

As with the introduction, when taking the opportunity to reflect on the achievements of any reporting period it is often a satisfying process. During the chaos and demands of every day operations, it can often be difficult to understand the changes that are being implemented and how they will reflect positively on where your sport is positioned in the future.

As the Chief Executive of a sport you not only believe in but are committed to seeing it succeed and it is extremely pleasing to have the opportunity to lead the change process on so many fronts.

The 2010/11 year is one that the organisation can be incredibly proud of. Challenges were certainly faced throughout the year and continually those involved in our sport were able to progress positive outcomes.

These achievements and or outcomes are identified throughout this report and I hope that all members take the time to reflect on these giant strides for the sport. All sporting bodies face challenges whether they are volunteer recruitment issues, infrastructure or promotion of the game; to name a few. It is the willingness for the Touch Football community to continue to adapt, innovate and face these challenges which continues to ensure the sport progresses.

We have now developed a strategic plan which will continue to deliver on the expectations we have set for ourselves. Often we are the people that are most critical of our own performance and it is anticipated that over the pending period we can establish stronger internal mechanisms to ensure we are facing all of these challenges together.

Our plan capitalises on the work of the past and sets new challenges for the future. While the challenges are aspirational they are certainly achievable if we commit to the task at hand.

The Touch Football community must work collaboratively and share our vision for the sport. This cooperative approach is the only way we can overcome the competitive environment we work within and continue to grow participation. I am sure that we all believe in the product we provide and the position it can assume as 'one of Australia's leading community sports'.

On the playing field, 2011 certainly has been an exciting year for the sport and in particular the evolution of national events. The inaugural Elite Eight series in March was an amazing spectacle. The level of Touch Football was first class and the athletes were tested in one of the most gruelling competitions to ever be played in our sport.

In both the Men's and Women's divisions there was nothing between the teams and finals positions weren't determined until the last round of games. This is the type of competition

the sport has long desired and with an investment in the television product our best athletes were showcased regularly on Foxtel post-event which is an amazing advertisement for the game.

I took calls from strangers, friends and family that were amazed by the skill on display and although they had not had the opportunity to see the competition they immediately identified with the potential our sport has for such production.

In a sport that is amateur it was pleasing to see the way that this entire event was approached. It is our view that this series has a bright future and the feedback from the participants is that the intense competition was relished. The challenge for the future will be getting the balance right to ensure we implement structures which are ideal at both a participation level and elite.

This investment was also recognised by Destination NSW and in a real positive a long term investment was secured for the future of both the NTL and Elite Eight with a strategic partnership, extending to the 2015 World Cup which will be hosted in Australia.

Internationally the Youth Trans Tasman Series was a successful start to the 2011 calendar year with the defeat of New Zealand in Canberra. It was more than just the results that were impressive at this event. The athletes played and conducted themselves with a level of maturity and professionalism rarely witnessed. They were a credit to their families and this organisation. With this at our base the future is in safe hands.

There was no rest for the best as the organisation geared toward the defence of our World Cup crown in Scotland. Australia entered seven teams into the 2011 Federation of International Touch (FIT) World Cup, making it one of the largest contingents at the event. This presented significant challenges and, as you would no doubt be aware, is an expensive exercise. Having the opportunity to address the contingent prior to departure at the Sydney Cricket Ground Dinner we discussed the responsibility of representing our nation – a discussion which was not lost on the group judging by our results.

With the overall investment allocated through determinations of the TFA Board, Australia sent the best possible contingent and secured five of the divisions on offer. Australia retained both the Senior and Open World Cups and for the first time since 2003 we won all three Open Divisions.

Having witnessed the courage and indeed capability of our teams, the sport could not be prouder of the athletes and indeed ambassadors that we have represent us at this level. The competition with New Zealand was titanic and it was only through pure determination and commitment that our teams were able to overcome them. These wins were the culmination

of an amazing four years on the international level where Australia secured all major trophies.

Again, it was not only the on-field element which was pleasing. The teams engaged with various off-field activities which supported international development and their leadership position for the sport. I commend the work undertaken by the international community to make this such a diverse event and the future is definitely bright for our sport internationally as we continue to grow.

The organisation extends its thanks to the High Performance team, coaches and athletes that delivered this amazing reward to our sport. To the families that travelled to support the teams, this commitment is genuinely treasured by TFA and indeed the teams that attended. This also extends to the entire Touch Football community which supported our efforts at home. Through the amazing work of the team in Scotland, images, stories and social media elements resulted in thousands of Touch Football tragics sitting up to all hours to follow the teams' progress.

To the entire TFA staff that supported this tour; your efforts cannot be praised enough.

There were various elements added to this event and preparation to ensure the Federation was also supported and with every challenge the team rose to meet it. The sport is blessed with some of the finest professionals within the Australian sporting landscape whose efforts are genuinely above what could ever be expected.

Our referees are also amongst the best in the world and truly deserve such accolades. They continue to be a credit to the game and given their commitments over the last 12 months which saw Australia support the World Cup with well over half the contingent.

Those that continue to support the sport at all levels are a credit to the discipline. This also extends to the support provided by our referee coaches who have also assisted the international development through the leadership of Ian Matthew. For Ian, this was a major task to coordinate given the locality and logistical challenges and I am sure not only the Australian referee base but the entire world is grateful for his commitment.

Thank you to our ongoing sponsors and partners. TFA has established a great relationship with various parties that support the overall development of our game. We encourage all members of the Touch Football community to show your support to them throughout their participation in our sport.

Touch Football Australia continues to be afforded the valuable support of quality volunteers in particular our Technical Directors (Cathy Gray, Greg West, Peter Bell, John Singh, Dennis Coffey and Ron Connolly).

With the exception of Cathy Gray who remains a key part of our Director framework, the period did result in change of personnel and new processes for our volunteer network. On reflection this is a significant learning period for all concerned and we are sure that these lessons will stand all of us in good stead for the goals we expect in the future.

As attested throughout this report we have been well supported by other committed members of our community and I also extend my personal thanks to all concerned. The sport has been developed by the commitment of our volunteer community and we greatly appreciate their ongoing dedication. At all levels we have a group of professionals that are committed to the success of the game.

In concluding, I personally would like to thank all of them for the effort afforded to the sport whether they are employed at national, state, region or affiliate level. Without your contribution and that of our volunteer base our success would be limited.

Our leadership group within Touch Football Australia remain extremely important to our ongoing success. Their guidance, commitment and professionalism have contributed significantly to the shape of the organisation today.

To Marianne Maguire, Matt Bamford and David Brady your attitude, commitment and dedication is an example to all and I note that each and every member of your staff operate with the same values you exhibit.

It would be remiss not to mention that in February 2011, Marianne notched her tenth year with the national body. She also had two years with the NSWTA and having shared every minute with her this significant achievement is symbolic of her dedication to the sport and this organisation. She joins Matt Bamford and Isobel Appo amongst the longest serving members in our structure.

I take this opportunity to formally acknowledge and thank the support of Garry Foran, Commercial Operations Manager for TFA. Garry joined the organisation in 2008 and has been a key contributor to our position today. He remains a vital part of our future and his contribution to our new framework means he will have the opportunity to assist in the leadership of the change process we have embarked on together.



Garry's counsel and assistance in leading the organisation is something that is truly valued. His contribution to the financial achievements of the past three years is beyond question and I look forward to working with him to achieve all we have set in place for the future.

Furthermore, the leaders of both the NSWTA and QTA have also been committed to forging a new path for our sport. I would like to thank Dean Russell and his staff as well as various members of the QTA for the role they played over the 2010/11 year.

Personally, I would like to thank the Board of Management, Michael Rush, Steve Cullen, Hamish McLean, Graham Quinlivan, Jane Russo and Jim Yeo for their support over the last year. I thank our departing Board Members for their counsel and support of the organisation.

Again, the guidance and leadership afforded to this organisation by Michael Rush is a constant support to me personally and a luxury the organisation cannot underestimate. Michael is an outstanding leader and someone the sport can have great trust in through his strong ethical values, decision making capacity and deep level of personal investment in the direction we are pursuing.

I am sure the membership and staff would join me in thanking him and the remainder of the Board for the ongoing stewardship of this organisation.

The past has had its challenges and we are sure the future will continue to do so also however; the sport is in a healthy position at all levels through the internal and external relationships formed.

It is only through true collaboration that the next four years will see the on-field success of the last cycle be consolidated and built upon. TFA is energised to lead this process and ensure these gains are consolidated. We are confident that we have the information and game plan to guide and lead the sport.

I had the opportunity to speak at the funeral of one of our founders Mr. Bob Dyke in January this year. Not often does someone have the opportunity to create such a powerful outcome as a community of people motivated toward the success of a sport. This is what Ray Vawdon and Bob Dyke achieved. In the report we reflected on the fact that these men were the 'fathers of our sport'.

As a father now having young children participating in the game itself you can see the positive role our sport plays in bringing people together and simply enjoying participation. This participation can start at such a young age and can become the 'thrill of a lifetime' and a total family experience.

As our young daughter experiences Touch Football for the first time, her little sister is dressed in the team uniform, ball in hand waiting to take her opportunity next year.

Mum is out coaching and parents are energised by seeing the positive role our game is playing as boys and girls are competing together. Listening on the sideline as a father with relative anonymity you could not be prouder of the benefits our game offers.

From there it is off to play with workmates and friends that are taking the opportunity to have a social run on the park. There are varying skill levels and even people playing with us we have only just met. What is provided is an environment where we embrace the fact they have chosen to play and help them to learn on the run.

Interaction with the referees is always fun and there is a relaxed atmosphere at the field where they are also taking an active role in educating both teams to ensure a positive outcome. That said both teams are always asking the most polite of questions.

This is a small example of the way our game embraces communities and while a personal experience I am sure it is replicated across the nation.

The experience I have shared above shows that we all now operate within that community and in our own way contribute to its ongoing sustainability. We all are part of this community and have the responsibility of ensuring we bring more people into it.

I am sure that Mr. Bob Dyke as one of our 'fathers' would also be proud of what has been created as we all are of the role we play in its development.

I commit to the membership this report of the 2010/11 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





# Technical Director Reports

## Coaching Report 2010/2011

It has been a busy year in the coaching area, with the Coach Advisory Panel appointed for the duration of the year for the first time in a few years. Director Dennis Coffey resigned from his position midway through the year, due to a large workload of other commitments for the Federation of International Touch. We thank Dennis for his time and commitment to the coaching area, not only as Director, but at all levels of the sport.

The Coach Advisory Panel covered the following areas for the 2010/11 year.

### Education

The re-write of the Level Two Course was the top priority in the education area, along with the development of other educational initiatives such as coaching workshops. The Level 2 content was piloted in numerous locations in New South Wales and Queensland, with four courses held in each location. As a result the content was refined, and the final presenter materials will be developed for release at the end of 2011. At completion, the focus will then shift to the Level 3 coach course which has been overdue for some time now. A preliminary meeting was held with High Performance personnel, prior to the World Cup, to commence the process for this. Discussions surrounding a format for coach workshops has occurred with workshop piloting scheduled in August for the Australian Capital Territory and North Queensland specifically.

### Coach Development

Coach Development Advisor John Singh has had a very active role in assisting in the development of the AusSquad program, and in particular coaching competencies for the junior program. John also conducted coach development projects at the 2010 National Youth Championships and 2011 National Touch League to continue to provide development opportunities to coaches at all levels. The authoring of a DVD resource combining education and coach development initiatives commenced in May 2011, with both Peter Bell and John Singh contributing, with the filming to occur at the end of 2011 for full release in 2012. Trialling and creating formalised mentor programs is another initiative which has commenced through the national event projects, however more work needs to occur in this area to achieve the identified outcome.

### High Performance

It has been a busy year in the High Performance area with a Youth Trans Tasman, World Cup, and the introduction of the Elite Eight division at the National Touch League. High Performance Advisor, and Men's Open coach Tony Trad and Women's Open coach Kerry Norman were head coaches for the successful youth program, continuing to develop youth coaches to challenge at the next level. The Elite Eight coaching project involved the profiling and observation of Elite Eight coaches, identifying development opportunities for those looking to gain further education and information. To finish out

the year Australia had a successful World Cup campaign, with 16 coaches involved.

### Community

The Community Advisor position remained vacant on the panel, with much of the community development sitting with the states and regions to deliver. There was some overlap of community initiatives covered by other advisors, through workshops, and junior coach development through the AusSquad program. For the next financial year, developing tools and resources to assist in this area will be of high priority.

*Peter Bell*  
TFA Coach Education Advisor

## Director of Referees 2010/2011

The 12 months to June 2011 certainly challenged the refereeing discipline as all areas have been busy both on the field and all the off field work where we continue to implement the TFA Strategic Plan.

Certainly one of the main focus points of the sport was the 2011 Federation of International Touch World Cup and it was no different for the referees as much of our lead up work was to be ready for Scotland. In the lead up to the World Cup, we were involved in the 2010 National Youth Championships (NYC) where we selected referees to attend the Youth Trans Tasman Series that took place in January in Canberra.

Just like players, referees strive to achieve the honour of representing Australia and the World Cup certainly gave that opportunity to referees.

Australian referees were in a unique situation of being asked to support this tournament with many more than just our 'elite national referee squad'. So with this situation, ultimately it allowed many more Australian referees the opportunity of achieving the dream of representing their country. For the good of the overall World Cup, TFA supported this decision and ultimately 51 of our referees were able to attend the event.

Just like the players, referees strive for results and our referees were simply outstanding especially when you consider the appearances of Australian referees in the seven finals contested at the World Cup. Highlighted achievements were:

Australian referees filled 15 of the 21 available positions in finals;

- Two referees in the Men's Open final;
- Leading Female Referee;

- Leading Senior Male Referee;

- Leading Senior Female Referee.

- With this, a great deal of thanks to the Board and staff of TFA for supporting this group.

### Tournaments and High Performance

While briefly mentioning the NYC above, we had the benefit of being able to use this tournament as the final selection criteria for the Youth Trans Tasman (YTT) so in effect we were able to attract many more of our top-end referees. Having plenty of these referees in attendance certainly increased the performance levels of the wider group as these people were able to show a high degree of leadership to the lesser experienced referee.

We also ensured at the NYC successful utilisation of the state's youth programs by placing these talented youths in a single referee team where we give them our most appropriate team leaders and mentors. The results were outstanding from this group and certainly they bring a degree of fun to the referee tent each day.

It should be mentioned that one of the youth team leaders was the first referee to 'graduate' from a youth squad development member to team leader and also represented Australia at both the Youth Trans Tasman and World Cup. This is an outstanding achievement in a short space of time.

In addition from a High Performance perspective, we are now using this tournament for a great deal of high level training for both referees and referee coaches.

Moving to the newly formatted National Touch League (NTL) and Elite Eight division, again our referee numbers were substantially up with the plan to increase numbers from the previous year coming to fruition as certainly this tournament was being the final selection for World Cup.

As with all tournaments, the referee Coaching Panel review performance and with the new Elite Eight format, we found a specific area for us to examine and find a way to improve performance. Currently High Performance Advisor, Ian Matthew, is working on that plan that will eventually roll out around the country and target specific referees to attend.

### Education

During the past 12 months this area has continued to develop education tools for the referee area and in some specific modules, right across the entire sport. This is the case when we look at the Presenter courses.

The Presenter Course information is sport-generic in some areas which make this area extremely important and the Education area links into all of the other referee portfolios from grassroots to elite.

Specific forms and checklists are used to ensure competencies remain up to speed with our ever developing game and many changes, some subtle, have taken place. There is always work going into the referee badge courses and we are looking at moving some elements online.

### Referee Coach Development

Each referee coach is monitored through a system that begins at grassroots and as they develop, they come onto our national radar as we attend tournaments around the country. While some of these people really do come from the grassroots, the vast majority come through from the retired referee ranks and we will continue do our best to engage these individuals into the coaching ranks.

We only have two opportunities a year to bring developing coaches along to a national tournament and spots at these tournaments are extremely limited. A thorough high-end program is set for them so the states must assist us to develop to the point of readiness for a national event.

Besides having the on-field component, we also have an intensive program that includes the requirement to complete a detailed workbook.

### Community

Throughout this period a series of referee tools and resources aimed at affiliate coordinators were developed and circulated for feedback. With the indications being positive with regard to the impact this information can achieve at the community level, this is now being finalised for further release at the end of the reporting period.

### Conclusion

As stated earlier, it has been a 12 months dominated with the preparation for World Cup along with everything surrounding it. There have been some outstanding results for this group of





people and unfortunately we have been given notice that our most experienced campaigner, Adam Foley, has decided to retire.

Adam over the years has represented Australia at four World Cups, countless international competitions and has been at the highest end of appointments for the vast majority of the 17 years of attending national events. His last game was the Men's Open World Cup final – that is some achievement! We wish Adam well in his retirement and trust we see him in other capacities.

In making many references in this report to the World Cup, it would be remorse of me not to mention the efforts given by the TFA members of staff that made it all happen for the referee group.

The individual efforts of this group were above and beyond the call of duty and the coordination of this large group on top of the players was a mighty achievement.

The other thanks must go towards Colm Maguire and the Board for financially supporting not just each of the 51 referees that attended the World Cup but for their ongoing support of the entire discipline.

*Greg West*  
**TFA Director of Referees**

## Director of Selectors 2010/2011

The TFA Strategic Plan specifically identified a need to review the complete structure of the selector discipline within the sport at all levels, and to assist with this I was appointed Director of Selectors in September 2010.

My aim initially was to review the selector discipline in its entirety, and with this in mind I attended the National Youth Championships in Caloundra and interviewed as many of the state stakeholders that I could to get the basic information as to what was happening in each state and territory. This review confirmed the belief that outside of New South Wales and Queensland that the role of the selector exists in a very ad-hoc basis in the TFA states. Without exception, there is belief of the need to develop and improve, but also an understanding that for this to happen it will need an increase in resources and a revamp in the training courses and course materials.

The emphasis on selector knowledge at the High Performance level in particular relies on understanding the game plan of the coach, in particular in reference to combating the New Zealand style of play and the number of current selectors equipped with this knowledge and current elite game trends is declining.

The frameworks that exist on the pathway from community to the elite level differs greatly from no accredited selector

involvement, with the coach selecting the team, or utilising other coaches or identified volunteers to assist with the process, to a formal selection panel similar to what is described above. These structures vary from state location, to regional location, and even for different events based on the availability of selectors and volunteers at that point in time.

Similar to the selection process itself, the planning and promotion around the selection discipline and use of accredited selectors, and identifying and providing opportunities to run selector courses differs within geographical locations. This problem is further enhanced by the fact that currently there is limited to no information available to affiliates, regions, or states outlining best practice processes for the selection of teams, or tools and resources to assist throughout the process.

In review of all the information above, there are a number of areas for which improvement needs to occur to maintain integrity in the overall selection process, and continue to have this as a sustainable practice. The specific areas are direct recommendations in the areas of volunteer framework, reward and recognition, education and development and selection process.

The current trend within sport and the game does see that the role of selection and the need to understand the process is now an integral part of coaching, something which currently is not recognised until the Level 2 Coach course in our model.

Currently the challenges and limitations that are being faced by this discipline far outweigh the benefits in the current format. However with a slight change in approach, and some targeted strategies a balance on this can be achieved.

### Selection of the Senior World Cup teams

Senior players were asked to nominate for selection in these squads and a selection trial took place in Sydney in February, 2011 with over 90 players nominating for the four teams being selected. The selection process was then finalised at the National Touch League in March. Following the announcement of the teams, the coaches had different requirements as far as training camps were concerned but everyone attended camps in Sydney in late May and early June. I would like to thank Lyle Barnwell, Noel Donohue, Wayne Grant and Cathy Gray for the work they did in the selection of the teams, and all should be very proud of the achievements of these teams and their success at the World Cup.

*Ron Connolly*  
**TFA Director of Selectors**

## Director of High Performance 2010/2011

In line with Touch Football Australia (TFA) philosophy, the Mission Statement for the High Performance (HP) arena is to 'develop and provide the highest level of service to TFA in the area of elite programs'. The TFA Strategic Plan, in the priority area of Sport Development, sets clear directions and targeted outcomes for the HP unit. It is critical that these outcomes are aligned with the TFA Strategic Plan.

Transparency and accountability are paramount to ensure the HP program continues to move forward, embrace new strategies and maintain the highest standards. This is being achieved by continuing to promote an inclusive, cohesive and professional approach, ensuring all relevant personnel are fully committed to the high standards and direction of the HP program.

The HP unit has been specifically involved with the following projects and related outcomes:

### Open Program

Open Program - the focus of the HP program in 2010/11 was the World Cup (WC) held in June in Edinburgh, Scotland.

The National Training Squads (NTS) had been regularly reviewed during the year and, at a training camp in Sydney in December, the numbers were culled prior to final selections. Subsequently, 18 players were being assessed for selection into the World Cup teams. This process was completed at the National Touch League (NTL) in March 2011. Several long standing members withdrew from the squads due to the financial commitment of the World Cup. A number of new players were selected and received the opportunity to represent Australia at a World Cup.

Prior to the World Cup, Open players and coaches were involved in several activities that promoted elite pathways and athlete development. These included conducting a 'user pays' training camp with Parkes Touch Association and coaching workshops for Northern Eagles, Hunter Hornets and TouchWest.

As a result of the commitment of the coaching staff and players and cost-saving measures by TFA (partially funded camps, mainly using teams billeting and using private transport throughout camps), two additional team camps were able to

be held within the budgeted funds for the NTS. This was an advantage in the lead up to the World Cup and demonstrated the dedication of the group as a whole.

At the 2011 World Cup, Australia achieved success in all three Open divisions, which is the first time this has occurred since 2003. At the completion of the World Cup campaign, Women's Open coach, Kerry Norman, and Mixed Open coach, Bernie Morrison, decided not to continue in their coaching roles. I thank them for their input, support and the massive amount of time and effort they have put into the HP program over several years. Their successors will have a hard act to follow.

### Youth Program

The program, which was initiated in 2005, continues to achieve the designated outcomes and also set new standards. The strong link that now exists between the Open and Youth programs is due to the Open coaches taking on the role of head coach in their specific divisions and closely working with both the Youth coaches and players. The positive and professional culture that exists in the Youth program, both in the players and coaching staff, is a key feature of the link with the Open program.

The Australian Youth teams successfully defended their title at the Youth Trans Tasman Test Series held in Canberra in January 2011. Australia was successful in three of the four divisions and were only narrowly defeated in the deciding game of the 18's Boys division.

Seven of our current youth players were subsequently selected in the World Cup Open teams. A scholarship program is in place for players, who are in both the Open and Youth squads, to alleviate their high financial commitment.

### Masters Program

After reinvigorating the international calendar, with the successful completion of the 2010 Masters Trans Tasman Test Series, there was renewed interest among the Masters players for the 2011 World Cup.

Players were required to nominate for selection in November 2010 and subsequently attended a selection camp at Parklea, Sydney in February, where the Australian Masters training squads were selected. In attendance at this camp were over 100 athletes, 10 team officials and 20 referees from the World Cup referee training squad. Overall, it was very successful for a number of reasons: it provided a competitive environment for selections; enhanced squad cohesion and communication; facilitated the local Sydney based connections within squads; introduced many 'new' referees into a professional camp





environment and streamlined the payment processes. This new format will provide the basis for selections in the 2015 World Cup cycle.

The four teams to compete at the World Cup were selected at the conclusion of the 2011 NTL. Australia retained the Masters World Cup and won the Men's 30's and 35's divisions. The Senior Mixed and Mens 40's teams were defeated by New Zealand in the finals. These were the only two Masters divisions in which New Zealand competed.

### National Training Camps

The Youth squads attended a training camp in July on the Sunshine Coast. This enabled the HP personnel to more accurately assess individual skills, fitness levels and game play in comparison with other players. It was also a valuable opportunity for the new players to experience the professionalism, culture and roles and responsibilities that are expected of elite athletes.

A combined national training camp for the Australian Open and Masters teams was held in June in Sydney. This was another opportunity for the coaching staff and players to begin the process of melding a group of individual players into strong and cohesive teams. During this camp a formal Australian Farewell Function was held at the Sydney Cricket Ground, where each player was presented with his/her Australian uniform. This was a wonderful opportunity to acknowledge the Australian players and coaching staff in front of their family and friends. Over 350 people were in attendance and the function included the presentation of special awards and the announcement of the Hall of Fame inductees. It also enabled networking opportunities with sponsors.

A pleasing aspect of all the camps continues to be the interaction, both on and off the field, with members of the TFA Referees Panel and several elite and developing referees. Open communication promotes positive relationships and enables the clarification of rule interpretations and expectations.

### High Performance Personnel

Regular workshops and meetings were held to discuss and address some of the current issues and reflect on the elements that are required for the continued success of all the Australian teams on the field. An inclusive and professional approach enabled TFA management and volunteers to work together in a cohesive program, which was a strong factor in Australian domination on the international arena in 2011.

### High Performance Policy and Process Document

TFA, as the National Sporting Organisation, has the responsibility to develop and manage policies, procedures and guidelines linked to all aspects of sport operations. The HP Policy and Process document is regularly reviewed and

amended to ensure consistency and currency in selection procedures. The policy document includes clear and comprehensive information and guidelines on all aspects of the High Performance portfolio.

### Sport Technology

The video analysis utilised prior to, and during, the Youth Trans Tasman Test Series and the World Cup. It enabled the coaches to effectively analyse the technical and tactical performances of their team and the opposition.

### Medical Program

Structured and proactive processes and policies are now in place regarding the notification, treatment and monitoring of injuries for all representative players. This is largely due to the professional approach and work undertaken by Steve Cunningham, the TFA Medical Coordinator. Although positive relationships and clear communication channels are now well established between the medical team, coaches, players and managers, there is still room for improvement in the education of players to provide immediate and accurate information to coaches and the medical personnel.

### Selector Development

Selectors have been a key part of the selection and ongoing monitoring of players. As well as designated TFA selectors, personnel from several states and permits were utilised and provided input into the selection of the Open and Masters teams for the 2011 World Cup and Youth teams for the 2011 Trans Tasman Test Series. This area has been enhanced by the appointment of a designated Director of Selectors.

### Technical Development

The TFA Sport Development Unit has adopted a professional approach to Technical development. Areas that have been reviewed and amended include technical course materials, the selection component of the Level 2 Coaching Course, training courses for presenters and assessors, standardised presenters' courses and criteria for accreditation and requirements for maintaining status in all technical areas.

The 'Trends of the Game' forum was once again held during the 2010 National Youth Championships. Several Australian coaches presented sessions on innovative concepts and ideas, coaching methods and styles and the strengths and weaknesses in the skills and attributes of our junior players. It included presentations, discussion and video analysis. This initiative is seen as a valuable asset by coaches, players, parents, referees and the general Touch community. It is key factor in Australia's continued success at the international level.

### Future

The TFA High Performance program, in the last 12 months, has achieved two of its main goals i.e. winning the Open and Masters World Cups and winning the 2011 Youth Trans Tasman Test Series. The following focus areas are seen as the key to ensure that positive outcomes continue to be met:

#### Program Sustainability

The success of the Open, Youth and Masters programs creates a unique situation. Players and officials now have increased responsibilities, time requirements and financial costs, which impacts on their ability to fully commit to representative programs. The combined Trans Tasman Test Series to be held in 2013 will be a drain on coaches, players and managers. Many of these people have held different roles at individual events and will now only be able to undertake one role.

#### Open Program

Continuing to provide optimal opportunities for players to achieve their potential and represent Australia in international competitions.

#### Youth Program

Maintaining and refining the strong links that exist between the Open/Youth programs. Continuing to ensure the successful transition of players into the Open program.

#### High Performance Personnel

Continuing to develop and provide resources to ensure personnel are supported in their quest for success in international competitions. Professional development of coaches through attendance at courses and peer interaction. Maintaining and developing the positive outcomes achieved through the interaction of open and youth players and coaches.

#### Calendar Review

Liaison with the National Events Committee (NEC) to ensure the provision of a cohesive and workable national and international events calendar, which takes into account the needs of all relevant and interested parties.

#### Sport Technology and Medical Programs

Increased utilisation of Sport Science programs, software i.e. Dartfish, and provision of data to ensure effective analysis of technical and tactical performances of players. Refining the protocol for notification of injuries and effective liaison between the medical team, coaches, managers and players.

#### Selector Development

With the appointment of a TFA Director of Selectors, it is anticipated that the focus, for the selecting arm, will be on the continued interaction between selectors at state and national levels to ensure all players are equitably and comprehensively assessed and monitored both prior to, and after, selections; effective recruitment and retention programs; further utilisation of human resources; the review and update of course material and instigating processes for recognition and reward.

#### Athlete Management System (Touch Base)

Quality use of this system to ensure best practice in the use of player data and information, including training criteria, medical reports as well as the assessment and monitoring of players.

#### Fundraising/Financial Sustainability

This is a critical area that needs to be addressed. Reduced funding, expectations and pressure to attend more tournaments are impacting on the

ability of elite players and officials to meet the financial commitments of the HP program.

### Acknowledgements

The ongoing success of the HP program is due to the time, effort and commitment of the TFA staff as well as many volunteers. My special thanks go to Wayne Grant, the TFA High Performance Manager, for his personal support and also his highly efficient and effective management of all aspects of the HP program.

My thanks are also extended to the Australian Open coaches, Tony Trad, Kerry Norman and Bernie Morrison, the Australian Youth coaches, assistant coaches, team managers, the TFA Medical Coordinator, medical personnel and selectors for their ongoing dedication, diligence and commitment to excellence.

I also appreciate and value the positive assistance and support of all the staff at TFA, especially Colm Maguire, Marianne Maguire and Tara Steel.

**Cathy Gray**  
TFA Director of High Performance





# The Unified Management Model



## Touch Football Australian Capital Territory

The 2010/11 reporting period has been a year of consolidation and improving the communication with our stakeholders in the Australian Capital Territory (ACT).

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

### Corporate Leadership

Touch Football ACT (TFACT) held its 2008/09 Annual General Meeting (AGM) on Saturday, 11 September, 2010 with Tony Ryan and Dean Taylor being elected to the Board replacing Clare McNamara and Melinda Turner. Erin Taylor was appointed by the Board to one of the two appointed Director positions. James Steinberg previously held one of these positions. We thank Clare, Melinda and James for their commitment and dedication to their positions on the Board.

On Tuesday, 15 February 2011 TFACT held its 2009/10 AGM with Brian Keech and Kath Finn being re-elected to the Board as President and Vice-President respectively.

The interim State Council of Lauren Elliott, Dean Taylor, Garry Lawless and Brian Keech was formed in July and TFACT will form a State Council later this year.

TFACT extends its thanks to the members of the Board and Interim State Council for their support and commitment. The staff at TFACT, Ben Kirk (Competitions and Events Coordinator), Rob Palmer (Sports Operations Coordinator) and Callum Mouncey (Junior Development Coordinator), have all worked tirelessly to grow and direct the sport in the ACT through the report period.

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

### Sport Management

The number of teams in the 2010 junior competition and 2010/11 summer competition has grown by 13 percent with 114 teams participating in the junior competitions and 284 teams participating in the summer competitions.

The number of teams participating in the 2010 winter competition was 182 teams which was four teams less than in the 2009 competition.

The junior competitions were expanded to incorporate a strategic decision to deliver Touch Football in the Gungahlin region and the constituent clubs of TFACT were invited and accepted the opportunity to administer the competitions in their respective locations. By engaging our constituent clubs in this manner, it is envisioned that pathways to higher honours including ACT and Australian representation will be more accessible for our junior players within the ACT. It will also foster a pathway from junior competition (which is largely based around school and other sporting codes friendship groups) to senior competition, and TFACT domestic representative honours within the Premier League and Super League competitions.

This season saw the re-introduction of the Champion of Champions Gala Day, which has been renamed the TFACT Junior Domestic Championships. This event took place the week immediately following finals week during the school holidays, with teams invited that were

finalists in their division to determine the top team in the ACT. Teams from across all five junior locations participated in the event.

### 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 referee and dedicated band of referee-centric volunteers do for us during each competition.

TFACT has been working closely with the ACT Referees Association on ways of recruiting and retaining referees. A reward system has been developed for referees officiating in the domestic competitions and is based on the number of games they referee during the season.

Eighty Seven referees officiated in the senior competitions and 73 referees officiated in the junior competitions over this time period.

Level One referee courses conducted during the 2010/2011 period resulted in 29 referees qualifying and three referees, Kel O'Rourke, Ian Crabb and Lachlan Fairbairn-Cody, being upgraded to a Level 3 referees badge.

The ACT 18's boys flew the flag for us at 2010 X-Blades National Youth Championships (NYC), finishing in 17th place at the event.

TFACT was well represented at the 2011 X-Blades National Touch League (NTL) with five teams participating at the event. ACT players Ben Hughes, Nick Keech, Melinda Ingram and Rebecca Beath all represented the Alliance at the event.

Thanks to the players, coaches and managers for their effort and commitment.

### 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 Deakin playing fields was the venue for the School Sport Australia National 12's and 15's Boys and Girls Championships in October 2010, while Canberra also hosted the Youth Trans Tasman Series in January 2011 at Viking Park, Tuggeranong, with both events proving to be very successful.

TFACT hosted the annual NAIDOC Day tournament during NAIDOC week, which was a great success. TFACT also held a Charity Cup event early in the year and was able to raise \$4500 for the flood victims in Queensland.

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.

During 2010/11 we have set the platform to further develop the technical arms, build the participation numbers at all levels and have a bigger presence in the schools and TFACT looks forward to continuing on from this in the 2011/2012 period and into the future.

Rod Wise  
State Operations Manager



## Touch Football Northern Territory

The past 12 months have been a period of consolidation but also a lot of activity and change for Touch Football Northern Territory (NT).

### Corporate Leadership

Firstly I would like to commence this report with thanking our key volunteers who put in countless hours directing the sport locally. The NT Annual State Council meeting in December 2010 saw a few changes to the Executive Council members. The State Executive Council members for the past six months have been Chairperson Steve Bow, Narelle Randall, Michelle Caspani, Trevor Read and Kezia Majid. This Executive is a great all-round representative of the NT having members from Alice Springs, Gove and Darwin. I would like to take this opportunity to thank the Executive Council for their support and advice to the staff over the year. I would also like to thank Tim Pearson, our Director of Referees, for his guidance and support over the past 12 months. A big thank you must go to all the coaches and managers who toured with representative teams in the past 12 months and the selectors who gave up their valuable time to help select the teams. Last but not least I would like to thank all the affiliate committees and volunteers for their time and hard work at keeping their affiliates operating successfully. The affiliates have participated and attended the Annual Meeting in December and the General Meeting in May which was very valuable in information sharing, evaluating and planning NT programs.

The staff in the past 12 months has seen two full time positions and one part-time position. The Game Development Officer position that Mark Tibbits vacated last June was not replaced. Tianna Baird, who completed her traineeship in March of this year, was offered the position of Junior Development/Administration Officer, which she has taken on very efficiently.

### Sport Management

In the past 12 months, team numbers in the Darwin affiliates have seen a slight growth in team numbers in Season 2 2010, then a decrease in numbers in Season 1 2011. Overall in the NT, team numbers have decreased slightly in the past year. Some of this can be attributed to Groote Eylandt no longer affiliating due to lack of volunteers and Katherine only conducting one competition per year. Team numbers in the NT fluctuate year to year due to the transient population we have.

The Darwin competition has restructured the junior competition to play girls and boys separately in the Under 13 year age group. This has seen an increase in girls playing numbers but a decrease in boy playing numbers but we believe in the long run it will benefit growth overall.





Alice Springs, Gove and Katherine competitions continue to be stable.

We have continued to have good media coverage for the sport in the Northern Territory especially in Darwin where we receive a preview and a wrap up of the games each week in the NT News along with reports on Southern Cross Television Sports News These are periodically flashed on the television during the night, which is great to see.

The Channel Nine Television station also conducted a community 'Team of the Week' competition over a couple of months of this year which saw the Ramingining Warriors become a finalist and go on to win \$4,000 for their team.

**Sport Development**

Through communication and consultation with our affiliates, it was identified the main areas of development required during 2010/11 were Technical development and pathways for all participants along with administration assistance.

Level 1 Referee Courses have been held in Darwin, Katherine and Gove in the past 12 months.

We were fortunate to have Lou Tompkins attend the NT Titles in 2011 to assess and coach our referees and our referee coaches. We have had Tim Pearson, Callum Green, Steve Bow, Mick Clackerty and Stanford Forbes attend the National Touch League (NTL) and/or the National Youth Championships (NYC) to further develop their referee skills and take their knowledge back to their affiliates.

The Game Development Officer has worked in several Indigenous communities as well as affiliates of the Northern Territory conducting clinics in each community/affiliate.

The NT Office continues to assist School Sport NT in their gala days and selection tournaments. The Darwin Touch AusTouch Program has been held in conjunction with the junior competition which has given an avenue for the Under 10 age group to participate.

The annual Elite Development Training camp was once again conducted in June over a three day period where players were put through skill sessions, fitness assessments, and education on sports injuries, drugs in sport, video session and hydration. This year we restructured the program to a Saturday, Sunday and Monday and invited the Under 18 squads and coaches to attend, along with any interested coaches. Staging the camp on the weekend gave the opportunity for more players and coaches to participate. We also included a coaching clinic

on the Monday for any interested Under 13 year old players and club coaches. We utilised the players from the Under 18 squads to assist with these clinics and had a great response to this clinic. We would like to thank Kathy O'Brien once again for coordinating the camp along with Patrick Grehan and Lauren Potter for giving up their time to help our athletes and coaches.

Mark Tibbits was fortunate to be selected in the Australian Senior Mixed team that attended the World Cup in Scotland in June, along with Tim Pearson from Alice Springs, who was selected to referee at the World Cup. This was a great achievement and we congratulate them both.

**Operational Services**

The Touch Football facility in Darwin is reaching an age where upgrading of the facility is required. In the past 12 months, we have invested in a demountable office which is now onsite at the Darwin facility and this has been very beneficial to the administration of the competition and during our NT Titles. We have also cemented under all the grandstand structures at the facility and replaced the wooden seats in between the fields. This really assists with maintenance of the seating and will be longer lasting.

The NT State Championships continues to be the main event on the calendar for the NT. This year's event saw three divisions played Men's and Women's Open, and Mixed Under 18's. It was great to once again see Borroloola attend and also the community of Ramingining.

We were very fortunate to have Mark Spear from the national office attend our titles this year and he worked tirelessly over the weekend to make sure the tournament ran smoothly. The updates to the website over the tournament were great and we really appreciate the support Mark gave us and all his assistance and advice for improvement of the event and our local competition.

The NT once again sent a Girls and Boys Under 18 team to the NYC in September. This year for the first time in thirteen years we sent a Women's Open team to the NTL to play in the second division along with a Men's Open team; both teams were competitive which was good to see.

Finally I would like to acknowledge and thank the Northern Territory Government for their generous support with receiving funding in excess of \$115,000 in 2010/11 for operational and development programs. Many of the programs and initiatives would not have been possible without this assistance and we are sincerely grateful for the support.

The NT is also very appreciative of the Australian Sports Commission for the 'Future Sporting Champions Grants' and EITAAP funding which has also been a great support for some of our athletes to attend events

*Isobel Appo*  
**State Operations Manager**



**Touch Football South Australia**

As I reflect on the 2010/11 reporting period, I am pleased with another consolidated result for Touch Football South Australia (TFSA), and many highlights come to mind. These highlights are a credit to both state and national staff but more importantly our volunteers and participants who continue to embrace the sport and its direction in South Australia in a challenging environment.

**Corporate Leadership**

At the conclusion of 2010 two long term State Executive Council (SEC) stalwarts announced that they were not seeking re-election to the SEC. To Peter McNamara and Darren Jones, thank you for your time, energy and direction during your appointments on the SEC over a number of years. At the same time Paige Johnson and Matthew Mitchell also announced they would be stepping down due to personal reasons and we thank them for their contributions.

So many departures from the SEC and a lack of nominations to fulfil vacancies at our annual meeting prompted a review of our executive council and a subsequent restructuring occurred which has been piloted successfully in SA. The formation of our Sports Operations Advisory Panel (SOAP) consisting of elected members from affiliates (Bruce Ainslie and Amanda Pacella) and our three Technical directors/representatives (Mick Gray, Damien Carlson and Jane Russo) has been a big success and enabled a complete sports focus. Thank you to all members of the SOAP for your direction, leadership and support over the reporting period. I look forward to working with you in the future to achieve our stated outcomes.

Our state staff (State Operations Manager, Sport Development Coordinator, Competition and Events Coordinator and Sports Operations Coordinator) all worked tirelessly throughout the year and all are to be commended for their success in continuing to grow and direct the sport in South Australia. A small team, but dedicated nonetheless.

I would also like to acknowledge the direction and support of all national and interstate TFA staff for their direction and support over the reporting period, and make special mention to Matt Bamford who has visited our location frequently to provide support when required.

**Sport Management**

2010/11 was a year of consolidation for TFSA. Our total state-wide participation remained stable at approximately 5,800

participants which is a positive result on the back of two years of small growth. In 2010/11 the number of competitions throughout South Australia remained consistent with 2009/10 figures.

Of note, South Australia reflected the national trend of increasing regional and decreasing metropolitan participation within the period with regional participation for Season 2 2010 up 18 percent, whilst metropolitan participation was down four percent. Pleasingly state-wide, Season 1 2011 team figures indicated an eleven team improvement from 2010 with one less affiliate operating a winter competition.

Our affiliate results continue to be mixed across the state with affiliates such as Mount Gambier, Hope Valley and Adelaide University operating at or close to capacity, whilst others continue to decline.

In August 2010, we were fortunate enough to receive two awards from the SA Government for our centrally managed competition model and service to affiliates particularly in regional areas. These awards included the Ministers Award for Excellence and Excellence in Regional and Remote Community Development. We are very proud of these awards and it was a highlight of the reporting period to be recognised by our industry leaders and peers.

I would also like to acknowledge the following volunteers and affiliate who received recognition from us through our TFSA annual awards which were re-established in October 2010:

- Volunteer of the Year***  
Damien Carlson (referees);
- Administrator/Competition Coordinator of the year***  
Gerard Treloar (Flinders Touch);
- Affiliate of the Year***  
Adelaide University Touch Club;
- Kildare Reick Scholarship Winners***  
Mark Jones and Madelaine McGinty

**Sport Development**

A key program that continued to assist both TFSA and affiliates improve off the field throughout 2010/11 was the Affiliate Self Evaluation Tool (ASET) program. By identifying affiliates needs and engaging them in planning, the relationship between our organisation and our members has been significantly enhanced. In 2010/11 the top four needs across our state were:

- 1. Administration Assistance;
- 2. Referee Programs;
- 3. Junior Development;
- 4. Advertising and Promotion.

There were a total of 51 tasks/items from all affiliates ASA documents which TFSA entered into an agreement to provide in 2010/11. This is a total of 27 fewer tasks than 2009/10. Of these 51 items:



- 38 (75%) of tasks were successfully completed as requested;
- 6 (12%) of tasks were deemed N/A (The affiliate did not request assistance or the program was abandoned);
- 7 (13%) of tasks were not completed.

With a 75 percent completion rate the program again has been successful; however a 10 percent increase in the number of tasks not completed demonstrates the pressures placed on staff to achieve all items in the process.

A regular High Performance program in South Australia continues to prove difficult to establish which is disappointing, however we were able to deliver two valuable and unique sessions utilising the Port Adelaide Football Club (AFL) and Australian Olympic Beach Volleyball Coach, Mick Nelson, which assisted our coaches and players immensely.

It was great to again see two teams representing South Australia and several athletes in Alliance teams at the National Touch League in March. Our 18's Girls continue to receive strong interest and perform with great enthusiasm and endeavour, finishing 12th at the 2010 National Youth Championships, our best result in a number of years.

No doubt our on-field highlight of the year featured our Under 15's Girls winning a Bronze medal at the School Sport Australia Championships in Canberra. It was a fantastic achievement with the girls also featuring on popular children's TV program 'Totally Wild' on Network 10.

Our Technical areas continue to develop under the expertise and guidance of our state Technical Directors and their respective panels. Thank you to Mick Gray (coaching), Jane Russo (selecting) and Damien Carlson (referee) and their respective panel members/helpers for all your time and commitment to your positions.

In 2010/11 TFSA achieved the following Technical outcomes:

- Successfully held a Referee Recruitment and Retention Program utilising the services of Ian Matthew and Chris Harapa from the national coaching panel which saw six

new referee coaches and presenters as well as acting as a refresher course for South Australian referee panel members;

- 62 new Level 1 referees;
- 10 new Level 2 referees;
- Four new Level 3 referees;
- Anton Van Rensburg achieved Level 6 referee status;
- Six Level 1 coaches accredited.

Much of the focus throughout 2010/11 in our Technical areas has been on integrating the three disciplines to achieve clear agreed Technical objectives for the state. The establishment of the SOAP has greatly assisted us to achieve such collaboration.

A great deal of work has gone into our school services and junior programs over the last 12 months and the results are beginning to reflect this hard work. The number of gala days and schools clinics delivered by TFSA increased by 25 percent throughout 2010/11 whilst many new competitions were created including:

- Junior Beach Touch Championships;
- TFSA Junior League;

Both of which were successful in their first year of operation.

#### Our Sport

Development staff successfully delivered several clinics and programs across the state throughout the reporting period including week-long development clinics to remote areas such as the APY Aboriginal Lands, as well as providing support and development towards the Eyre Peninsula Schools Championships in Port Lincoln and schools across the Yorke Peninsula. Local affiliates were also supported via numerous coaching sessions at 'come and try days' and junior competitions.

#### Operational Services

The state's largest competition, City Touch, remains in a consolidated position providing an ongoing challenge to management. Renee Bryant continues to perform a great job with this competition however, with Season 1 2011 numbers up by 10 teams compared to 2010.

Our major annual events continue to face the challenge of declining participation however still remain fairly well supported by the die-hard community.

One of the biggest event success stories was the re-introduction of the State Cup, albeit in a new format. The competition on field was great and importantly many Technical outcomes were also able to be achieved at the event. We were fortunate to have TFA Director of Referees, Greg West, attend to provide coaching and feedback to our referees which was invaluable.

The reintroduction of this event finalised the restructuring and review of the South Australian participation pathway, which was a major outcome for our sport in this state and has since provide increased clarity for players, referees, coaches and selectors.

Our annual charity partnership event, Touch Wine, returned to its traditional November schedule and again provided TFSA with priceless publicity.

Our publicity in terms of website hits also reflected an increase with the number of hits on the TFSA page rising by over 8,500 visits representing a 7.5 percent increase from 2009/10. Our online presence has also increased via the advent of our social media sites (Facebook and Twitter) which have a combined membership of 400 users now receiving instant news and information.

Finally thank you to the continued support of our corporate and government partners. We have been extremely fortunate to have a stable base of corporate and government support over the last few years. The State Government of South Australia through the Office for Recreation and Sport continue to provide wonderful support of Touch Football.

Our major partner, CMI Toyota, again demonstrated great generosity, donating another vehicle for staff to use to deliver the sport. Our friends at Coopers Brewery again renewed their long term partnership for which we are grateful and finally to Wakefield Sports Clinic, The Saracen's Head Tavern and South Australia Rugby Union thank you for your support. I would also like to welcome and thank VOK Beverages who joined us as a premier partner in June 2010.

Overall 2010/11 was an exciting and challenging time for Touch Football in South Australia. I look forward to building on from this year and achieving growth in the 2011/12 period and beyond, for the betterment of the sport for all.

**Tim Wyld**  
State Operations Manager



## Touch Football Tasmania

There have been a lot of changes around the business of Touch Football Tasmania (TFT) over the past 12 months, with a growing awareness of our sport across the state, and exciting projects continuing to be developed.

### Corporate Leadership

The State Council Executive has now filled all positions, with all members taking on a particular portfolio: Jodie Stokes (Chair), Allan McKinlay (Participation), Matthew Bowles (Coaching), Jo Mason (Referees), James Edmunds (Juniors), Scott Schnitzerling (Competitions and Events), Roger Toombs (Marketing). All portfolio positions are being reviewed and further developed, and we are working towards creating panels for the Technical areas.

This year saw Chris Garrett not stand for a position on our council. Chris has been an integral part of many areas of Touch Football Tasmania for over 10 years, and we would like to thank Chris for his huge contribution to the sport throughout that time.

One of the most exciting areas of our business this year has been our increase in staffing, as well as the opening of our new Launceston based office.

We now have our Business Development Manager based in the Launceston in the new office, and an Operations Coordinator, in a new hybrid role, in conjunction with Southern Touch.

Sport and Recreation Tasmania has recognised our continued development and improved professionalism, by further increasing our funding this year, as well as providing us with a consultant that operates out of Launceston, with more accessibility for our Business Development Manager.

Our involvement with the Active After School Communities (AASC) has grown to see us participate in sports gala days in Launceston, Devonport and Hobart, with direct access to over 2000 Primary aged students.

We have also undergone training of a small group of leaders who will deliver Touch Football specific programs within the AASC aligned schools.

### Sport Management

Whilst staffing issues in most areas caused concern



for affiliates in all areas at the commencement of the 2010/11 Summer season, we have experienced reasonable growth, or sustained numbers within their competitions.

Devonport Touch had 34 senior teams and 47 junior teams in their competition, played over two nights, including a very successful Mixed competition. This is an increase for this affiliate of two senior teams and six junior teams.

Although Southern Touch numbers were down four teams to 151 senior teams in their Summer competition, they had an increase of 17 junior teams, taking their number to 86 teams.

The Southern Touch winter competition saw 52 senior teams compete, with four teams competing in a new junior winter competition.

Things continue to develop in the Kingston area, and we expect numbers to grow with this competition.

The Launceston Touch Association is quite unique in regards to their combined senior/junior competition structure, which has seen an amazing amount of junior aged players participate in their senior competition.

This year their competition involved 80 senior teams and 30 junior teams, and it must be noted that there is a great number of junior players being retained and progressing through to the senior competition.

With the support of the Launceston Touch Association, Touch Football Tasmania continued to hold its third term High School competition with an increase of three teams, in four separate age divisions.

Once again, it is important to note that there was an extremely high rate of school participants progressing through to the Launceston Touch Association competition.

This competition is proving to be extremely valuable as a 'taster' to our sport and a great stepping stone, and promotional tool for the local affiliate.

WIN Television was on hand again this year to assist in the promotion of our affiliate competitions, along with the promotion of our state-wide events, as well as provide valuable news stories.

### Sport Development

With the previous success of our junior training camps, we decided to extend the invitation to development players, as well as our junior representative players for this event, and included players identified from our selections that we thought would benefit from the experience of being part of the program conducted by several Australian coaches and players. This was received extremely well by our participants and attendance was huge.



We also extended the program to include a coaching forum on the Friday night, hosted by Australian presenters, as well as a junior referee group, invited to attend and work throughout the weekend with Chris Harapa from the national referee coaching panel.

The biggest issue surrounding referee development at the moment is the lack of referee coaches, and as such, we have had to restrain ourselves when it comes to referee badge courses until we can get a few more referee coaches to assist in their assessment and training.

We have still held Level 1, 2 and 3 badge level courses in all regions, but have restricted numbers until such time as we can be sure they can be adequately supported.

Whilst there were an additional seven referee coaches accredited in the north this year, we are still well short of what we require, in order to keep up with our intake of referees.

Our State Cup weekend was once again used to enhance our referee development with attendance this year by national referees Luke McKenzie and Nicole Teo.

This weekend was again enhanced by the continued support of TFA Referee High Performance Advisor Ian Matthew, and topped off with upgrades to a Level 4 badge for both Matt Phillips and Jo Mason (amongst several other badge level upgrades).

Jo has continued to represent Tasmania at the National Youth Championships (NYC) and National Touch League (NTL) events, and works tirelessly to put together and deliver referee programs both in her local area and across the state.

We continue to run AusTouch centres as school holiday programs, as well as assisting clubs to become involved in conducting their own centres.

We have also been working with a new Sport and Recreation Indigenous support officer to conduct AusTouch centres in Launceston, Devonport and Hobart for our indigenous community.

We have successfully conducted a Community Coaching Course in Devonport and accredited six new Level 1 coaches in Launceston.

We have attended multiple community events this year, including several school gala days and promotional events.

We have seen an increase in affiliate's junior team numbers as a result of this fact, as well as Touch Football competitions being included in primary interschool competitions.

Professional development sessions, attended by over 30 teachers from Hobart and Devonport, have also produced additional interest in including Touch Football programs in those areas, and we continue to work with these schools to put in place future programs.

### Operational Services

Country Club Tasmania continues to support our sport across Tasmania, as does WIN Television.

Our support from TFA sponsors has also helped us to build our stock of merchandise, which is now starting to provide a valuable revenue stream, as well as ensure that our members are supporting those valuable sponsors.

The new Launceston office has a display of a great range of TFA, TFT, X-Blades and Body Science products.

We are extremely proud of the fact that as the smallest state, we manage to continue to be represented by all junior divisions at national events, as well as the success of our Mixed team finishing fourth at the NTL in March. We were also very well represented this year by members of the Alliance teams participating at the NTL.

Southern Touch once again dominated our State Cup competitions, finishing the tournament with a clean sweep in all divisions. Unfortunately, due to extreme weather conditions, our Junior State Cup was cancelled.

Earlier in the year a proposal was put forward to affiliates in regards to a total re-structure of our state run events, which will take into account the development of players, referees, coaches and administration, and will also ensure much greater participation at all of these levels.

This proposal is currently being re-worked, with feedback from affiliates, but the new structures will come into effect in November this year.

The use of our website is still solid, with new sections being developed, and this being used for greater communication with representative teams and officials, as well as schools and the community in general.

A Facebook page has also been created and proving to be quite popular.

### Conclusion

It is pleasing to look back on a year that where we have achieved many of our goals, but be in a position to look forward and only be able to see bigger and better things ahead.

With some very enthusiastic State Council Executive members, and the continued support of our valuable volunteers, we hope to be able to continue to grow and expand in the coming year.

This year also has seen us even better utilise the resources and expertise from staff members in all areas of TFA managed states, as we continue to enjoy the support from all TFA staff and receive increasing benefits from the unified management processes.

**Maree Tomlin**  
State Operations Manager



### Touch Football Victoria

Upon reflection of the 2010/11 reporting period, we are reminded of the significant amount of changes that have occurred within the business in Victoria. In the second quarter of the year, Touch Football Victoria (TFV) saw three staff members leave the organisation, being Business Development Coordinator, Melinda Berry and Competitions and Events Coordinators, Lewis Tuck and Rebecca Roy. TFV and Touch Football Australia (TFA) would like to thank these employees for the contribution made during their employment, with a special mention to Lewis Tuck for the dedicated support of the TFV competitions over a number of years.

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 three new staff members. These appointments were Events and Competition Coordinators, Caitlin Pole and David Watts, and Sports Development Coordinator, David Diack. Micheal Lovett's role was restructured as Victorian Operations Manager which allows for a greater focus on the centralised competitions and state office operations. Our new state staff all worked tirelessly throughout the year to improve communication 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 Leadership

TFV would like to recognise and acknowledge the strong support provided by the Victorian State Executive Council (SEC) which was led by Chairman, Mathew Gilbertson. In February, Mathew relinquished his role as he relocated to Queensland. TFV would also like to make special mention of the work completed by Brenda La Porte over the last three years as a member of the TFV SEC. Brenda brought a strong business and communication focus to the sport. TFV would like to thank Mathew and Brenda for their dedicated support and direction throughout their time on the SEC.

James Bible was elected to the role of State Council Chairperson in April. James has continued to receive support from members Paul Ridder, Craig Coleman, Jamie Tang and Johnny Moore. The SEC has two previous members returning in Anne Bright and Hamish McLean. Anne Bright has returned to fulfil a role after a stint overseas while Hamish returns to the SEC after working on the TFA Board for two years. The TFV Referees Director, Sally Melzer, has been invited to attend SEC meetings this year to provide advice on one of the sport's key development areas. For the 2010/11 reporting period, the SEC helped transition new staff and provided valuable advice and guidance through a period of flux. They have helped the sport maintain focus on the deliverables in the TFA Strategic and TFV



Operational Plans. TFV would like to thank all SEC members for their dedicated service and devotion to the task of growing and supporting our sport.

TFV staff members have attended a number of TFA events over the last 12 months. Caitlin Pole, David Watts and David Diack attended the National Touch League (NTL) and Micheal Lovett helped with the management and delivery of the Alliance program for NTL and Elite Eight. All staff were able to obtain an introduction to their new roles and receive training in various aspects of the sport. These types of events expanded their knowledge around event management, Sportzware and enhanced their ability to work within a team environment. The lessons learnt will transfer into improved support provided to our local affiliates and competitions.

### Sport Management

Over the past 12 months, TFV has been working on improvement of our communication with affiliates and the building of the affiliate relationships as a whole. Our affiliates continue to offer grassroots competitions to approximately 7,000 participants state-wide annually. Through this reporting period, TFV has managed to retain all affiliates from the previous 12 months whilst planning the development of three new affiliates throughout the state.

TFV's participation was down by eight percent over the 2010/11 reporting period compared to 2009/10. The attributing factors to this decline include:

- Loss of knowledge with departure of key volunteers from affiliates and no succession planning;
- Challenges in recruiting new volunteers and forming committees;
- Continued effects of the drought and Global Financial Crisis - less discretionary spending available;
- Sports creep by other mainstream sports in Victoria like AFL, Soccer, Cricket and Netball;
- The loss of facilities to other sports, for example Cricket and Soccer;
- Changes within the TFV office structure and loss of the Box Hill competition.
- Through the next reporting period TFV will, via the ASET Program, be working closely with our affiliates, Councils and TFA to arrest the decline in participation numbers. Key funding received from support agencies and increased staff levels will help with the delivery of programs in this area. We envisage improved level of service to our affiliates to help with their management of

their competition and driving growth agendas identified in their ASET program will assist in this area.

The Summer 2010/11 season saw the introduction of the Western Affiliates Cup (WAC). Seven western regional affiliates engaged in the event and it was driven by Tim Crompton from Ballarat Touch Association. Tim's vision was to create a representative program for the western regional affiliates whereby they would compete in a Men's, Women's and Mixed division. This enabled a stronger competition for regional affiliates to participate in via a home and away series. The WAC will be used to build a pool of representative players, managers and officials. The WAC has conducted four rounds culminating with 15 or more teams competing. It has been viewed as a successful venture by the regional affiliates and organisers are looking forward to growth in next financial year.



### Sport Development

Improved delivery of the Affiliates 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 2010/11, the top four needs across our state were identified as:

1. Referee Program
2. Junior Development
3. Technical Assistance
4. Advertising/Promotion

There were a total of 93 tasks acknowledged from all TFV affiliates' ASET programs. TFV entered into a service agreement with affiliates to complete these tasks in 2010/11. Of these 93 tasks:

- 75 percent (70) of tasks were successfully completed as requested;
- 25 percent (23) of tasks were not completed.

The 2010/11 ASET process overall has been a major success for TFV and affiliates, given that 75 percent of tasks were successfully completed even with the departure of three key staff members at the end of 2010.

TFV completed the development of its draft Operational Plan in late 2010. The implementation, delivery and refinement of the Operational Plan has been funded by Sport and Recreation Victoria for 2011. This funding will allow TFV to link the ASET program, Operational and Strategic Plans. The first quarterly report linked to the Operational Plan will be delivered in October 2011.

TFV would like to thank Touch Football South Australia (TFSa) for the pilot work complete in developing the TFSa Operational Plan which TFV used as a backbone in developing their own plan.

Our Technical areas continue to be developed under the guidance from our key volunteer directors and their relevant panels. TFV would like to thank Sally Melzer (referees) and James Bible (selecting) for all their dedication and time committed to develop our sport.

The TFV Referees Panel continues to provide strong leadership and Technical development in Victoria.

With our sport facing challenges to recruit new referees and retain existing referees, Sally Melzer and her small but dedicated team have tackled this issue front on. Sally has been assisted by Julie Davine, Cliff Winnett, Jillian McRoberts, Garry Wingrove and Richard Brown. The referee panel has worked hard to implement and trial new processes to help manage and develop referees at our domestic competitions, with Cliff Winnett and the panel being the main drivers for implementation. The referee's panel has formed a referee leadership group which has provided advice and help to manage the referees at our major domestic competitions on a nightly basis.

Various initiatives have been implemented by the panel and leadership group to address the current shortage of referees in Victoria. Excellent examples of this are the TFV Referee Incentive Program and the Referee Support System. TFV would like to thank the leadership group and the Panel for their unwavering support in the last 12 months.

The TFV Referee Course Coordinator, Cliff Winnett, has formed strong relationships with the grassroots Touch Football community through constant referee courses and greater volunteer engagement. To ensure these new processes are successful, referee team leaders have been appointed at TFV competitions. These roles have been piloted to deal with mentoring/upgrading and the development of the Referee Support Program. Lessons learnt from these activities will be shared with the TFV affiliates via the ASET Program.

The State Government of Victoria through the office for Sport and Recreation continues to provide wonderful support with the Target 1000 grant. This has provided funding for the delivery of referee and coaching courses to target regional and metropolitan areas in low socio-economic regions. These courses have resulted in significant increases in participation at referee/coaching technical courses. The challenge now is to take them to the next level with induction of new referees and coaches. In 2010/11, TFV conducted the following courses:

- 13 Level 1 referee courses involving 94 participants;
- Two Level 2 referee courses involving 16 participants;
- One Level 3 referee course involving 3 participants;
- Five Level 1 coaching courses involving 38 participants.

Our referees continue to support national events and be rewarded by strong performances. TFV had three representatives attend the 2011 World Cup in Edinburgh, Scotland. Based upon strong performances at NTL and other lead-up events, Sally Melzer, Cliff Winnett and Leigh Bryant were selected to represent Australia at this event. All referees had strong performances with Sally being rewarded as the best senior female referee for the event.

A great deal of effort has been put into expanding our school programs over the last 12 months with the major areas to be highlighted over this period including:

- 40 percent increase in teams competing in 2011 Victorian State Secondary Touch Tournament with 77 teams in total. This increase was, in part, attributed to the rescheduling of the tournament from end of term one to start of term two which enabled more time to advertise and promote the event. The contribution of newly appointed staff member, David Diack, with emails and phone calls was integral to the success in participation increase.

- 26 percent increase in participation in the AusTouch Leaders program, with 329 participants. The program continues to be well received at Haileybury and Hallam Colleges. The presentation issues from previous years have been addressed with a change to the program infrastructure so that it is more inclusive with an emphasis on participant's involvement and a better understanding of the game.

- Four percent increase in the Victorian Schools Touch Football League (VSTFL), with 47 teams. The success of this program can be attributed to working with Sean Goss, Hallam College Sports Coordinator, to pilot a program of recruiting students from Hallam College to officiate at the VSTFL. The SRV grant, Target 1000, enabled the opportunity to fund six students from the school to complete the Level 1 referee course so these students could officiate at the VSTFL Senior Girls competition on Friday evenings. This has strengthened the sustainability of the competition with the newly recruited referees that officiated at the VSTFL program going on to participate in the 2011 Victorian State Secondary Touch tournament.

- In three seasons, the VSTFL Girls competition has grown to 22 teams. These fantastic results have resulted from the implementation of the Girls Academy which was driven by Hamish McLean and involved 32 participants. Hamish, with support from TFV, instigated a program to capture the girls' interest in the sport, thereby offering an opportunity to improve skills and gain better knowledge of the game.

TFV continues to supply strong numbers to the representative pathway via the new Alliance and Australian program. Leah Percy was added to the National Training Squad for Mixed Open through a number of strong performances at NTL, NSW State Cup and VT League. Micheal Lovett continued his

involvement as an assistant coach with Australian Women's Open team and tasted success at the World Cup.

Leah Percy, Toni Breeze, Brooke James and Natalie Frizzell participated in the Women's Elite Eight Series in 2011. Leah was named the inaugural Women's captain for the Alliance program. Having four players and the first captain in this side from Victoria is an excellent result and places the state in a good position moving forward. We also had three players represent in the Elite Eight Men's side, being Elies El Chaar, Finlay Batts and Tim Glazebrook.

Based upon strong performances in the Elite Eight, Brooke James was selected to represent Australia at the World Cup as part of the Senior Mixed team. Her successful participation in this team saw Brooke then selected in an invitational 'Rest of the World' side to play a representative European team at the World Cup.

The Women's Alliance program was supported through team manager, Hamish McLean, as well as Micheal Lovett's involvement to help manage and guide the Women's program.

TFV will continue to work with the representative coaches within Victoria to provide quality athletes to the Alliance and state programs in the coming years. We see the Alliance program being supported via strong coaching development and player performances in the VT League as well as Victorian Open sides that participate in NTL or NYC.

Operational Services

The VT League continues to grow in strength with the closeness of the Men's Division being a highlight for 2010/11. Five of the six Men's permits had the potential to win the league, with the Lions team making the final. Lions have worked hard over a number of years to develop their juniors and build their team with these efforts being rewarded in a maiden grand final berth for 2010/11. The Western Men's team gave a great performance on finals day and over four VT League seasons they now lead the Premiership count with two titles.

The Women's division is still building in strength with four out of the six permits still in the process of developing playing lists and talent.

The two powerhouse permits in the VT League for Women's are Vipers and Lions. Over the four VT League seasons completed, these two permits have participated in all four

grand finals. The four other permits are putting up good competition through development work and this will continue with the aim of bridging the gap between the permits.

The focus of the VT League must remain on development of players, coaches, officials and volunteers. The TFV centralised competitions continue to manage change and deal with challenges linked to venues and/or resources. Listed below are a number of the changes and challenges faced by TFV in managing the centralised competitions:

- Council electing to close or resurface venues for summer 2011 due to the breaking of the recent drought;
- The reluctance of teams and players to move from venues that were closed for the winter 2011;
- Continued requirements for Councils wishing to share facilities to a wider base of sports;
- Shared facility use by multiple sports, eg. Polo;
- Touch Football is viewed as a developing sport and we are treated with less priority by a number of organisations;
- Delays throughout the season due to field quality, continued lighting issues and volatile weather;
- Field quality deteriorated quickly due to large amounts of rain over short periods;
- Staff education and training periods;
- Referee recruitment and development doesn't grow at the same rate as our team numbers.

TFV centrally managed competitions were down by six percent compared to this period last year. Albert Park showed small increases in participation. Two of the key factors in the reduction of our participation numbers is the closure of Fawkner Park throughout winter and willingness for teams to play Touch Football on Sunday mornings.

The closure of Fawkner Park has forced a number of teams to play at alternate venues or go into hibernation. TFV managed to transfer a large number of teams from Fawkner Park to Albert or Elwood Park. The overflow of teams to Elwood Park resulted in the surface quality being very poor at the back end of the season.

To help offset the closure of Fawkner Park, City of Melbourne offered the use of a new synthetic venue at Kensington. This venue struggled to attract teams from Fawkner Park, however

was well received by all participants that elected to play at the facility. TFV will be investigating options for the use of Kensington next winter.

The George Hotel and Saka Water continue to provide strong support by renewing their partnerships with TFV. Through the relationship with the George, TFV has been able to provide drink cards to our player base, uniforms and participation incentives to our referees at the Albert Park competition. Saka Water continues to provide ongoing support as our preferred water supplier at events and competitions.

TFV continues to build strong relationships with State Government funding agencies such as VicHealth and Sport and Recreation Victoria. TFV was successful in obtaining two major grants to aid in the development of the sport over the next three years.

The Sport and Recreation Grant provided a 12.5 percent increase in funding for the 2011 calendar year. The grant funding will be used to support sport development in the following areas:

- Implementation and management of the ASET Program;
- Implementation and management of the TFV Operational Plan;
- Development of TFV's technical Infrastructure;
- Referee development and recruitment programs;
- Indigenous development activities from Shepparton to Robinvale along the Murray River;
- Target junior growth programs in the western suburbs, such as Altona Meadows.
- Conducting 'Come and Try days' for regional affiliates;
- Development of TFV IT capabilities and resources.

TFV is proud to announce a new grant for the Women in Sport program with VicHealth. TFV will receive 125 percent increase in funding from VicHealth over the next three years. This is a very exciting opportunity for TFV and will have a significant impact on the development of women in our sport. The funding from VicHealth will be directed towards the following areas:

- Everyone Wins Toolkit (in partnership with VicSport);
- Development of a Women in Touch Forum;
- AusTouch programs targeted at Junior girls;
- Touch School of Excellence (in partnership with Hallam Secondary College);
- Mum's at Lunch Touch Competition;

- Technical workshops;
- Development of the All Schools Competition; and
- Development of the AusTouch Program.

This is a great result for the sport in Victoria and Australia and we appreciate the support from VicHealth and look forward to working with them on this new program.

In partnership with St Mary's House of Welcome (SMHW), TFV introduced an annual Charity Wine Rules. Wine Rules is the Victorian cousin of the successfully established festival Touch Wine held annually in Adelaide by Hutt Street Centre. The initial concept for Touch Wine and Wine Rules was inspired by UK wine writer and internationally renowned wine judge, Matthew Jukes. Wine Rules is a fundraising event where St Mary's House of Welcome and TFV come together to raise money for homeless people within the community. Wine Rules is the major annual fundraising event for SMHW, which is a drop-in day centre which assists Melbourne's homeless population through providing quality meals, recreational activities and a strong sense of community.

The inaugural Wine Rules event was held in November 2010. Over 20 leading wineries and corporate sponsors from across Victoria took to the field at Elwood Park to compete. In addition to battling it out on the fields each winery also bought along their finest wines for all their supporters to enjoy and to raise funds for SMHW. With over 2,000 people on the sidelines, the day offered a feast of gourmet food, live music and children's activities. TFV used the Wine Rules event as an opportunity to showcase two rounds of the VT League within the event. These games enabled the social teams from the wineries and partners to experience the sport at a higher level.

Overall, the 2010/11 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 develop and grow which will place the sport in a better position to service the needs of our customers and build 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 life blood of the sport would fail to function. The ongoing support from the other TFA member states in the Unified Model continues to aid in the development of grants and programs. This coupled with national team led by Colm Maguire, Garry Foran, Matt Bamford, David Brady and Marianne Maguire will develop a strong sport into the future.

Micheal Lovett  
State Operations Manager





## TouchWest

The 2010/2011 reporting period has proven another successful year for the sport in Western Australia (WA). It has also been a year that has seen a significant deal of change. Within the TouchWest office, we welcomed Tim Heathcote into the Sport Operations Coordinator role and Ricky Hetherington in the Sport Development Coordinator role. Karon Boston has continued in her role as Sport Programs Coordinator and Sophie Maguire moved from the role of Events and Competitions Coordinator to WA Operations Manager. TouchWest would like to thank these employees for their valuable contributions.

The staff have worked tirelessly throughout the year to continue to develop the sport of Touch Football in Western Australia and improve communications with the various stakeholders. It has been an exciting year in which TouchWest has witnessed the continual development in participation numbers, our profile and our professionalism.

### Corporate Leadership

I would like to extend my personal thanks to the Western Australian State Council Executive (SCE) for their efforts throughout the year. Ron Connolly continues in his position as Chairperson for the council with his fellow SCE members Jeremy Sorenson, Neil Collins, Justin Parsons, Luke Miller and Julie Fitzroy. At this year's Annual Meeting, Luke Miller and Julie Fitzroy did not reapply to the SCE but we thank them again for their valuable service. The support and guidance that the council has provided to the WA staff over the year has been outstanding and I look forward to working with them closely into the future to ensure that we are successful in achieving our desired outcomes.

The State Referee Panel has made some significant progress this year in regards to the administration processes and techniques that they have employed. I take this opportunity to thank WA's Referee Director, Freda Black, and fellow Referee Panel members, Chris Murray, Pat Elshaw, Kate Steinitz and Ben Grainger for their contributions. Special thanks also go to Henry Dos Santos, a National Community Referee Advisor to the national panel, who has assisted the panel in an advisory capacity throughout the year. The WA Affiliates, their committees and the key volunteers that continually give their time to ensure the success of the sport have again proven their unwavering commitment this year. Thanks also go to all the

representative coaches, assistance coaches, managers and selectors who have put in a great deal of time and energy to our elite pathways in achieving successful programs.

The Unified Management Model has proven again to hold numerous benefits for the Sport in Western Australia. One of the key benefits of this model has been the ability to build relationships and openly share ideas and processes with other states. This alignment will result in less duplication and a higher level of service to our participants and affiliates. The monthly Sport Development Unit teleconferences have also enabled the WA office to develop a clear understanding of the TFA processes and procedures. For our major calendar events, the Unified Management Model has allowed WA to bring in specialised staff from around the country to assist in the successful delivery of these tournaments.

### Sport Management

Touch Football in Western Australia for the 2010/11 year saw some significant growth across numerous areas. Our senior team participation increased by 1.9 percent, while our junior team participation saw an enormous increase of 47.4 percent. TouchWest is pleased with the indications of growth and stability over this reporting period and look to continually improve in these areas into the future. TouchWest welcomed new affiliate Kununurra who delivered a competition during Season 2 2010. TouchWest, through the Affiliate Self Evaluation Tool (ASET), is focussing on assisting all affiliates to build their team numbers for future seasons.

Advertising campaigns through radio advertising in the regional market continued this year with some really positive feedback received from those regions. The use of TFA, TouchWest and sponsors signage has allowed us to display a much more professional image at our major tournaments and events. TouchWest is proud to continually promote the 'Be Active' message through to display of such signage and through various other techniques like the big screen advertisements and public announcements made at these events. We thank and acknowledge Healthway for their continued support in delivering the 'Be Active' message.

Throughout this reporting period, we have been able to retain all existing sponsors of the sport here in Western Australia. We are also extremely pleased to welcome our new sponsor 'Yes Loans' on board. TouchWest been able to secure an arrangement with Yes Loans that will aim to provide ongoing support to affiliates and to the sport.

### Sport Development

Improved use of the ASET program this year is enabling us to further develop our relationships with affiliates and ensure that we are providing effective and efficient assistance in the required areas. The adoption of the ASET program among affiliates is still an area that will require further attention as it appears that some affiliates are unaware of the full scope of benefits that the ASET program entails.

WA Sports Program Coordinator, Karon Boston, continues to develop and maintain the Technical and High Performance areas of the sport. The High Performance camps have again proven to be a success with the likes of Australian Mixed Open coach, Bernie Morrison, making the trip west to attend the camp.

Referee development has continued to increase with a higher than average number of referee courses being delivered throughout the state. This year alone saw 294 people complete their Level One Referee Course. WA Referee Director, Freda Black, with the support of Karon Boston, have put a significant focus on not only referee development but also referee coaching. Ken Golden and Greg West attended the 2010 State Championships event to lend their expert skills in referee coaching and development, along with Henry Dos Santos.



I would also like to give special thanks to Jon 'Speedy' Harvey for his continued efforts to promote referee development in the North West.

We have been fortunate this year to see a significant increase in junior participation levels both in the Perth metropolitan area and throughout regional Western Australia. The AusTouch program has continued to be a success with the affiliates that are currently delivering it. There has also been increasing interest in the program from several others who are considering implementing the program at their own affiliates.

The Regional Talent Development (RTD) program was successfully delivered again this year with camps held in Goldfields, Albany, Geraldton and Port Hedland.

### Operational Services

2010/2011 saw a highly successful year for the delivery of all major TouchWest competitions and events, starting with the 'Be Active' Super League Series and the 'Be Active' WA State Championships. The State Championships were staged at McGillivray Oval and maintained similar team numbers to the previous year. The event saw large numbers of spectators and participants attend each day and the atmosphere was intensified with the use the big screen.

The 'Be Active' Junior State Championships took place in March and saw an increase in the number of teams entered as is reflected in the increase in junior participation figures throughout the state. The North West Championships were held in Port Hedland for the second consecutive year and saw a decrease in team entries from the previous year.

I would finally like to take this opportunity to thank the Department of Sport and Recreation and Healthway for their ongoing support of Touch Football in Western Australia. The funding they provide to the sport allows us to continually grow and develop and we are extremely appreciative for their support.

*Sophie Maguire*  
State Operations Manager









**Touch Football Australia**

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