



# FFNT STRATEGIC KEY ELEMENTS

## **PURSUING EXCELLENCE IN FOOTBALL DEVELOPMENT**

- Provide player development pathways, excellence, indigenous, schools, clubs, NTIS & AIS
- Provide opportunities for improved coaching education & development – through the FFA, FFNT, Zones & clubs
- Provide Officials (referees) with access to education & development
- Encourage, recognise and reward Volunteers
- Provide improved FFNT Administration led by the CEO – in terms of community leadership, development of a yearly business plan, clearly defined responsibilities, & assistance with junior and senior competition development

## **IMPROVING THE COMMUNICATION & MARKETING OF FOOTBALL**

- Develop an action plan to determine the most effective & consistent way for communication to take place at the following levels: Board, Operational, Zones, Club, Player, Coaches, Referees (officials)
- Communicate the long term 2018 vision, these strategic elements & operational business plan to zones & clubs & invite feedback on improvement
- Support & encourage zones, clubs and stakeholders to be successful in the NT through knowledge sharing (know how) & between clubs & zones (knowledge sharing)
- Enhance & improve the FFNT Web site on a continuous improvement basis
- Initiate Bi Monthly Presidents' Meeting within each Zones
- Initiate Bi Monthly Zone Meetings (with Board)
- Convey a consistent, professional image of football to stakeholders & manage those relationships effectively

## **ENCOURAGING CLUBS TO DEVELOP**

- Promote the growth and development of all zones and football clubs within the NT in terms of finance, organisation, membership etc.

## **GROWING FINANCIAL RESOURCES**

- Grow revenue by pursuing all sponsorship opportunities in private & public sectors
- Consult with stakeholders about developing a 'Friends of Football' network who are passionate about football and stage dinners/events to fund raise and raise the profile of the game
- Maintain a return on investment for the Stadium & canteen
- Develop a Football Shop / Store (CDs, books, balls, playing kits, first aid kits) for 2010
- Maintain good corporate Governance

## **IMPROVING OUR FOOTBALL INFRASTRUCTURE**

- Participate with FFA Consultant to carry out an audit / review of the football infrastructure (resources and facilities e.g. playing fields, floodlights, dressing rooms, administration offices etc) currently available, determine what is needed NT wide, prioritise and seek funding accordingly
- Provide access to good quality playing & training facilities across the NT utilising the FFA review
- Establish a four sided stadium at Marrara consistent with the long term vision

## **HOLDING / SPONSORING / PARTICIPATING IN MAJOR FOOTBALL EVENTS OR PROJECTS**

- Facilitate the staging of local events in the NT for international friendlies & competition matches.
- Facilitate the staging of local interstate competitions / national competitions (A league friendlies)
- Pursue overseas football events & invitations opportunities to develop our profile & provide opportunities for our football family
- Promote discussion on the concept of an NT senior team playing in the Asian league