

PURPOSE

The overall aim of the National Club Accreditation Scheme is to raise standards and to recognise and reward quality clubs, which ultimately contributes to quality football experiences for players, volunteers and parents.

WHAT IS THE NCAS?

Fundamentally, clubs play the key role in the development of football in Australia. In order to raise the overall standard of club administration at all levels of the game, a clear model that identifies and recognizes best practice in all areas of club administration will begin to be rolled out across Australia from April 2012.

The NCAS will provide an accreditation rating scheme for grassroots football clubs as identified in the National Game Development Strategy. This will set guidelines and criteria for best-practice models which can be replicated in clubs throughout the country.

Similar programs and initiatives have been delivered by a number of National Sporting Organisations in Australia, by the Football Association in the United Kingdom, as well as by other major European football nations. These club accreditation initiatives have successfully raised standards at the grassroots level and assisted in developing a greater connection between clubs and their National Sporting Organisations.

BENEFITS (for clubs)

- Assisting Member Federations to better support clubs, by facilitating a process which encourages greater engagement with clubs.
- Enabling FFA and Member Federations to provide direct guidance to clubs relating to Football delivery
- Bringing together all elements of Game Development including coach education, volunteer development, refereeing, small-sided football, good governance and the National Curriculum.
- Promoting use of the MyFootballClub system which will lead to more accurate records nationally of those involved in our game in all capacities.
- Directly assisting clubs to sustain and increase football participation
- Promoting and raising the profile of quality clubs across Australia
- Attracting sponsors
- Attracting volunteers
- Increasing credibility in the community
- Priority access to any future funding opportunities through Football Federation Australia



WHO IS THE NCAS AIMED AT?

Community or grassroots football clubs currently constitute 92% of all clubs involved in football delivery. These are clubs whose primary focus is on providing opportunities for players of all ages and abilities to enjoy football. Only clubs who are currently registered with FFA through the MyFootballClub system will be eligible to apply for accreditation through the NCAS.

LINKS TO NATIONAL GAME DEVELOPMENT STRATEGY

Across FFA's Game Development Department, all activities are intrinsically linked to the National Game Development Strategy. This provides a concerted approach with common goals through all aspects of Game Development. The NCAS is where all aspects and initiatives come together. The NCAS criteria, which is listed further in this document, shows the visible links between the NCAS and the Key Priority Areas under the two outcomes, detailed in the National Game Development Strategy document:

To grow and retain participation in football by ensuring that the sport is inclusive, accessible and enjoyable

- 'Non-traditional' football, Futsal, schools and 'non-aligned' football
- Football for women and girls
- Recruitment campaigns and under-age campaigns
- Retention of players
- Grassroots coaching
- Grassroots Refereeing
- Inclusive football
- Indigenous football development
- Disability football
- Football for new arrivals / CALD Australians

To support clubs and associations in improving their capacity and capability and enhance the infrastructure and systems underpinning the effective delivery of football

- Club and Zone / Association Administration
- Communication and Engagement
- Facilities
- Volunteers



Each of the National Game Development Strategy Key Priority Areas above have been attended to in the NCAS criteria and must be addressed by clubs seeking NCAS accreditation. A full detailed description of the criteria and with explanations can be downloaded from the MyFootballClub website.

CONSULTATION PROCESS

FFA undertook an extensive consultation process with Member Federations, Clubs and Local Government Authorities. Feedback was obtained from these organizations which helped to shape the content and framework for the NCAS.

In 2009 Football Federation Victoria, in conjunction with FFA, piloted a club accreditation scheme called Achieving Club Excellence (ACE). This process, including the content of the ACE program, has been particularly useful in helping shape the NCAS criteria as well as the overall approach FFA has taken to its implementation. The ACE program has received overwhelmingly positive feedback from clubs and key sporting stakeholders, including the Victorian Government's Department of Sport and Recreation.

FFA would like to thank and acknowledge Football Federation Victoria for their contribution to this very important area of Club Development.

ROLES AND RESPONSIBILITIES

Further Consultation with other Australian sports, and analysis of existing accreditation schemes, highlighted the need for collaboration between FFA and Member Federations to achieve national implementation of the NCAS. Roles and responsibilities for various aspects of the NCAS have been illustrated below.

Member Federations / Associations

- Supporting clubs; first point of contact for clubs regarding the accreditation
- Promotion of the scheme locally
- Supporting clubs with the application process
- Analysing club applications and providing recommendations to FFA

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- Developing and providing user friendly resources to clubs and Member Federations
- Managing application / accreditation process
- Promoting the NCAS nationally through appropriate networks
- Promoting clubs who successfully reach accreditation status
- Providing support to Member Federations and Associations / Zones



IMPLEMENTATION PROCESS

From April 2012 the first community football clubs will receive their Level 1 Accreditation. These will be clubs from both Northern NSW Football (NNSWF) and Football Federation Victoria (FFV). In the case of FFV, they will build on the success of their Achieving Club Excellence (ACE) program which acted as a pilot for the NCAS.

NNSWF has identified clubs in each of their zones to be a part of the initial roll-out of the NCAS which they have worked with to be in a position to achieve Level 1 Accreditation in March 2012.

All Member Federations will take part in the roll out in 2012. Member Federations will have the ability to determine the extent to which the scheme is rolled out in their respective states / territories. FFA will work with each Member Federation to determine the individual approach to the initial roll-out which best reflects the capacity, resources and structure of each organisation.

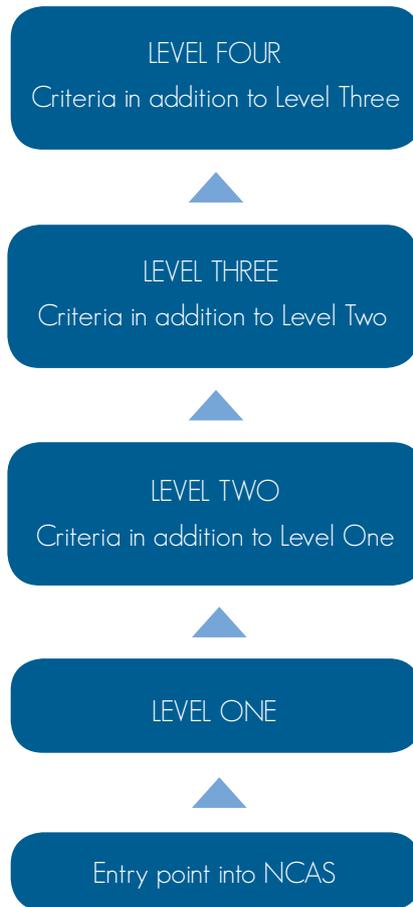
ASSESSMENT AND APPLICATION PROCESS

There are four levels within the NCAS, with clubs progressing from Level 1, up to Level 4. The levels are depicted with stars with each level having its own logo. Logos are differentiated by colour and design to easily identify what level a club is at. One star is used to indicate football's minimum standards through the NCAS, whilst four stars indicate the maximum standard.

For the initial rollout there will be an application form for download from the MyFootballClub website. Clubs should read all NCAS related documentation on the MyFootballClub website and consult their relevant Member Federation prior to submitting an application. Member Federations will work with clubs to ensure any applications along with the required additional documentation submitted to FFA are practical and complete. Initially this process will be completed via e-mail and post, with a view to being a wholly online process in the future.

- Step 1: Club downloads application form
- Step 2: Club gathers required documentation to support application
- Step 3: MF and Club work to finalise application
- Step 4: Application submitted to FFA for assessment
- Step 5: FFA advises club and MF on success of application and sends Certificate and Logo





FFA will assess all applications and provide final endorsement for the accreditation. There will be two application windows where FFA will accept applications from Member Federations for clubs within their region. Upon achieving NCAS accreditation club will receive a NCAS Certificate of Accreditation as well as an electronic NCAS logo relevant to the level achieved, which can be used in club promotion.

DISCIPLINE

Football Federation Australia recognizes the need for a policy and process that would either exclude a club from being awarded NCAS Accreditation or would lead to an existing club losing their accreditation. This will be developed in due course.

MORE INFORMATION

More information on how clubs can get involved in the NCAS can be obtained from the contacts provided on the website.



**NATIONAL CLUB
ACCREDITATION SCHEME**