



NEW ZEALAND
FOOTBALL



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WHOLE OF FOOTBALL PLAN

FEBRUARY 2017

In 2011, New Zealand Football launched the award winning Whole of Football Plan, a plan which aligned strategy, workforce and focus across football development in New Zealand. It provides a unified pathway for players, coaches, referees and administrators to deliver a consistent high quality experience that is designed and tailored to meet their needs.

Following a very successful start to the plan, this document has been refreshed to clearly outline the focus through to 2020.

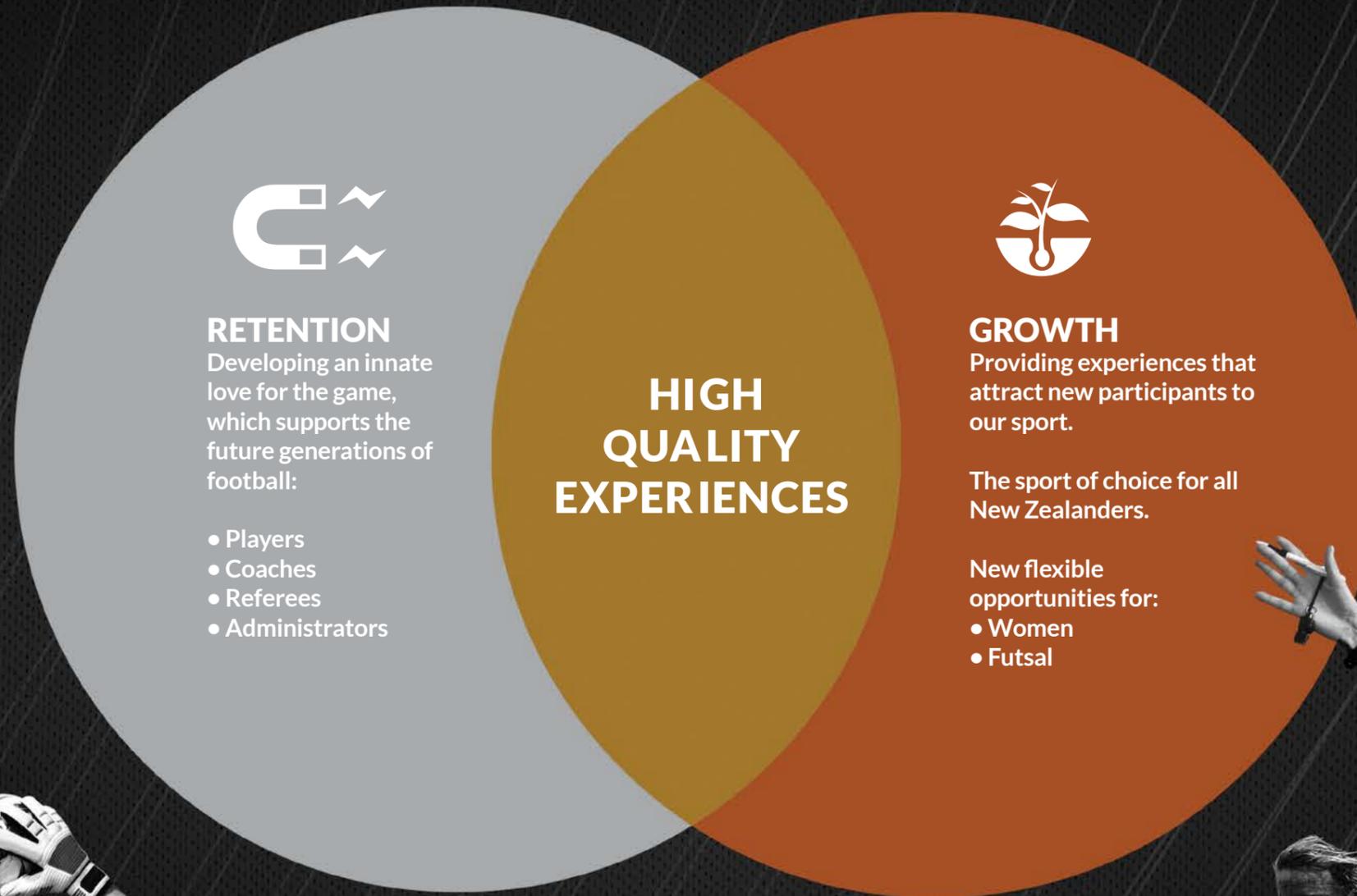
National Support down at the grassroots

- A dedicated workforce to service clubs and volunteers
- Free national resources and training

A consistent and progressive experience

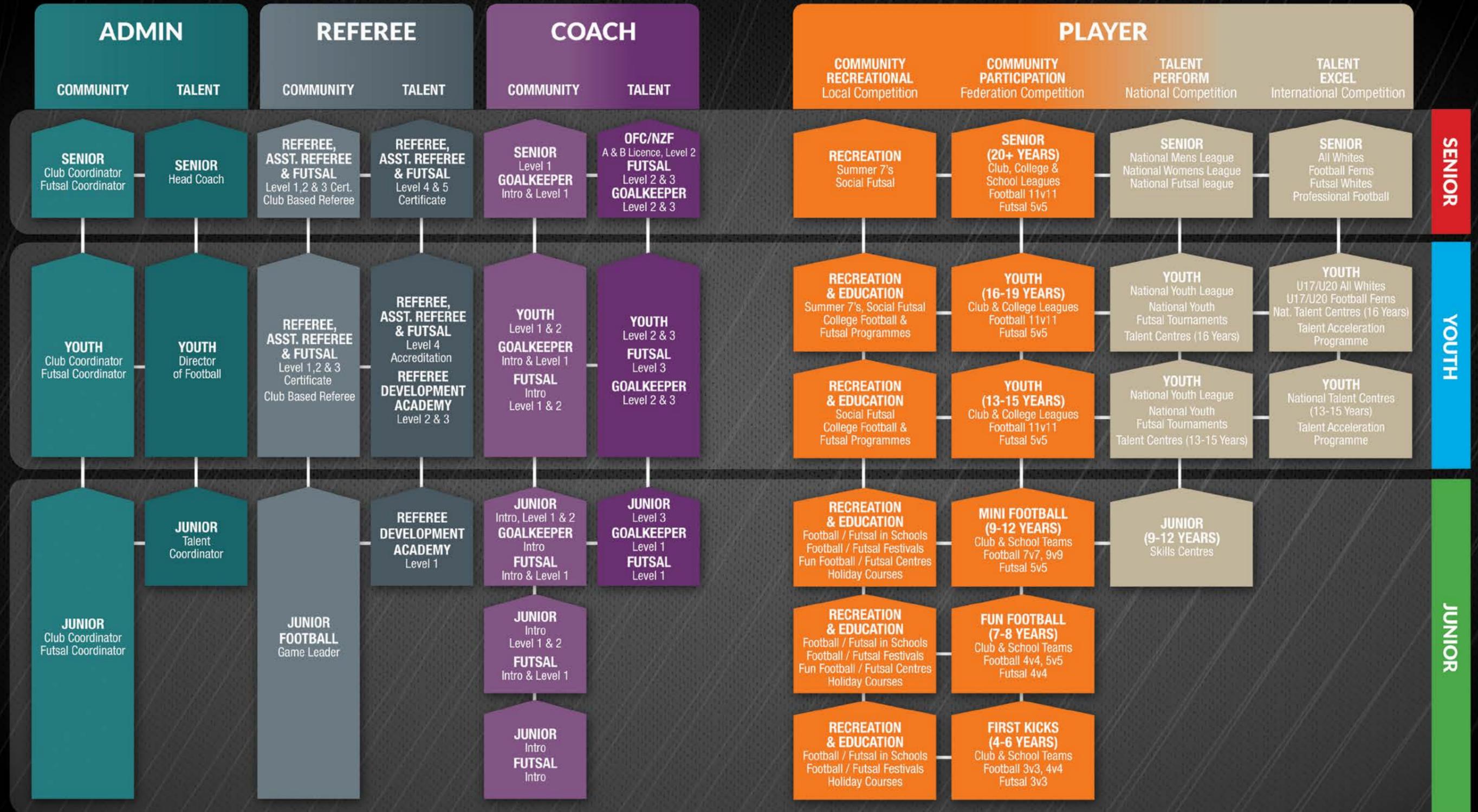
- Tailored to age, ability and motivations
- Standardised across the country

Best practice tailored to New Zealand's unique needs



WHOLE OF FOOTBALL PLAN

THE WHOLE OF FOOTBALL PATHWAY





*Please note, implementation dates for all stages are the expected start and completion dates of the programmes

GRASSROOTS DEVELOPMENT

- Aligned delivery of club football (Junior, Youth & Senior)
- Better coaching with mandatory coaching qualifications
- Increased club capability through Quality Club Mark, particularly volunteers



QUALITY OF EXPERIENCE
RETENTION

Increased % of clubs delivering aligned football

Increased % of clubs that have attained Quality Club Mark status

Increased % of players that have a qualified coach

Increased % of games officiated by qualified referees at Youth & Senior levels



- Specialist Talent Coaches (Junior, Youth & Senior)
- Better Players through aligned Talent Development Pathway

QUALITY OF EXPERIENCE
GROWTH

Increased % of coaches that are female

Increase the number of futsal players

Increase the number of girls playing affiliated football

Increase the number of affiliated players



- More girls playing through the Girls-Only Summer strategy
- More qualified female coaches through Women's specific courses
- Better female coaches produced via the mentoring programme



- Futsal developing better players through the club / college Futsal season
- Attraction of new players through Futsal in Schools



- Implement the RESPECT referee programme
- More games officiated by qualified referees at grassroots
- Recruit more young referees to support the community player pathway



WHOLE OF FOOTBALL PLAN

TODAY AND IN THE FUTURE

Since the launch of the game-changing plan in 2011, there have been many notable milestones achieved as we look to cement phase one of our long term implementation.

The aligned football development workforce across the country has grown somewhat with the great addition of Futsal and Women's Football specialists, introduced in 2012 to accelerate growth in those two strategic priority areas. With a dedicated workforce delivering a national plan, many changes have taken place in the Junior end of our game, most significant being the implementation of the Junior Framework. This framework has significantly changed the way traditional Saturday morning football is delivered to our juniors, with the new approach focused on fostering a love for our game that will last for life.

As we move towards phase 2 of the plan, focus will shift from hands on delivery and education to guidance and alignment of pathways (schools to clubs) to assist us in retaining and developing our Youth players. In this

phase our focus will remain on supporting clubs, who in essence are the heart of our game that will support future generations of football. Success for NZF and its member federations will be measured by how much Whole of Football is ingrained in a clubs DNA, ultimately extending the workforce in order to service our members with high quality football experiences.

Phase 3 will essentially involve NZF and its Federations breaking from tradition in order to better meet the needs of adults playing the game, through flexible formats (including Futsal) to make the overall experience as enjoyable as it was when they were youngsters. Ultimately providing leagues and programmes which are tailored to their physical and social needs to keep them involved in the game for longer.

RESOURCES TO MAKE IT A REALITY

Sport New Zealand has recognised the value of our approach and approved the direction we're heading in. Funding from Sport NZ, in addition to support from our commercial sponsors and community partners, means that New Zealand Football can continue to implement this comprehensive plan.

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