



FOOTBALL
NSW

ASSOCIATION DEVELOPMENT LEAGUE

CLUB STANDARDS

Information

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FOOTBALL NSW STRATEGIC DIRECTION

Football NSW introduced the Club Standards & Benchmarking framework across its Junior and Youth Competitions, to ensure Clubs create and implement robust, sustainable and development focused programs for their players and coaches. The framework aligns with key focus elements of the Football NSW Strategic Plan to produce football talent and provide leadership to Clubs.

The framework will empower Clubs to create best practice environments for their players & coaches in support of retention, creating talent and making Australia an internationally competitive football nation.

In 2025, Football NSW released a second Tier of the Club Standards & Benchmarking framework, known as the 'Association Development Leagues' Club Standards.

Association Development League is aimed at Grassroots football, such as Associations and Regional representative programs, to provide a structure to support grassroots football player and coach pathways within Clubs. This model has previously been implemented in various stages by Football NSW Member Associations, with the consolidation of these different models forming the current document and recommendation.



FOOTBALL NSW STRATEGIC PLAN

OUR PURPOSE

To Facilitate the Best
Experience for All

OUR MISSION

Leading and Supporting the
Growth of Football Across All
Cultures and Communities

10-YEAR GROWTH GOALS

- Football Remains the Largest Participation Sport
- Football is the Largest Team Sport for Females
- Achieved 50/50 Gender Participation

WE WILL ACHIEVE OUR GOALS BY FOCUSING ON:

GROWING FEMALE FOOTBALL

Capitalise on the
hosting of the 2023 FIFA
Women's World Cup to
leave a legacy for female
football

SUPPORTING COMMUNITY FOOTBALL

Achieve 75% retention
rate by supporting our
members to deliver
positive football
experiences for all
participants

ENHANCING COMPETITIONS

Delivering quality
competitions for
all participants and
supporters

PRODUCING FOOTBALL TALENT

Average 45% selection
for national teams by
providing development
opportunities through
our high-performance
pathways

PROVIDING LEADERSHIP

Being collaborative,
transparent and
ambitious in the
governance and
operations of the game

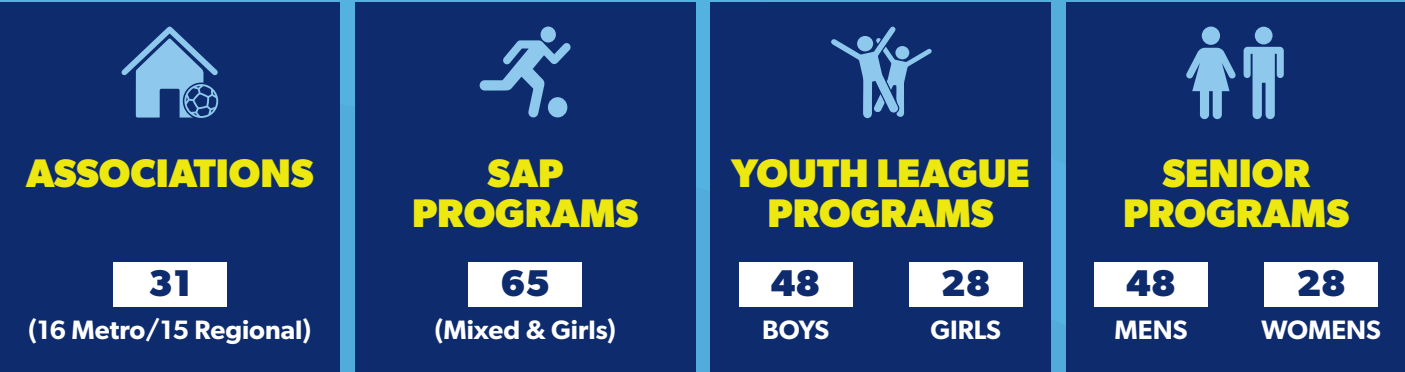
HOW WE DO IT

INTEGRITY, TENACITY, INCLUSIVITY, RESILIENCE

FOOTBALL NSW ECOSYSTEM

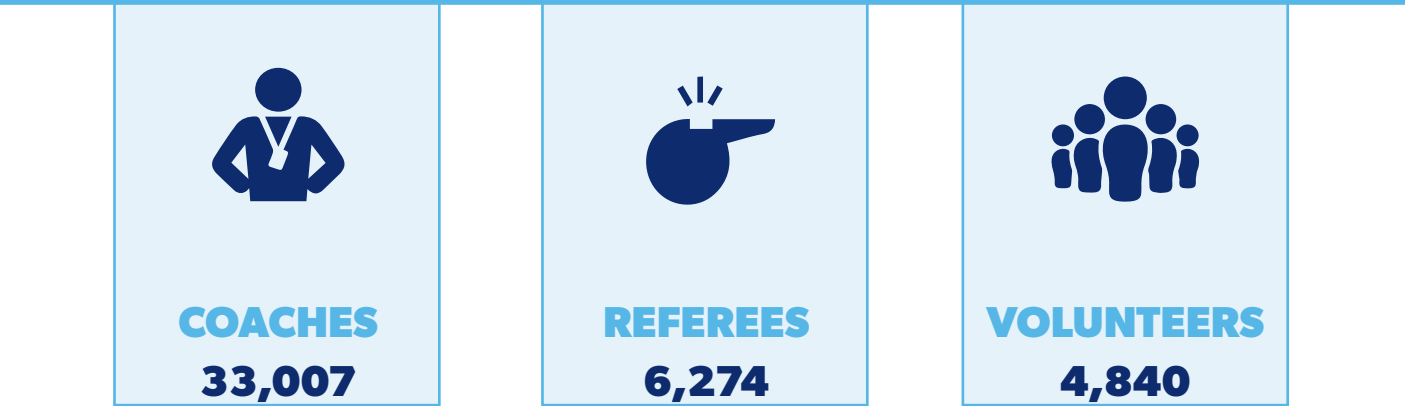
2024

ORGANISATION



PLAYER PATHWAY

LEVEL	9 – 13 YEARS	14-18 YEARS
Community Football	80,215	38,127
Junior Development League	5,366	6,037



DEVELOPMENT LEAGUES

Football NSW recommends that Member Associations continue to adapt and develop alongside the evolution of grassroots football in Australia. Over recent years, this has seen a sharp increase in participation rates, particularly in females, alongside the professionalisation of the administration of the game.

Grassroots football is the lifeblood of the game in Australia with over 240,000 members in NSW alone and 500,000 in Australia. The game is primarily delivered by volunteer committee members, coaches, managers and supporters who have enabled the game to be the leading team sport in Australia.

As the game has evolved over recent years there has been an increasing trend from participants for more and better football experiences. This has typically been through the increase of season length, training session contact times and the accreditation and quality of coaches. As part of this evolution, Clubs and Associations have better defined the internal pathways that exist within their region, offering multiple levels of participation to their members. This has seen the introduction and advent of what are commonly referred to as 'Association Development Leagues'.

Development Leagues are Leagues and Competitions delivered by Grassroots Member Associations with the core focus on the development of the individual during their Junior & Youth participation grades. This has shifted the mindset of football participation being solely around the 'competition' to encompassing more aspects, such as the participants experience, development progress and retention. These aspects are not exclusive to the Development Leagues, however are given a stronger focus, particularly around the development progress of players.

In everyday life, when a child enters school at the beginning of a year it is common to assume and expect the individual to develop, improve and be more progressed by the end of the year. This is no different in grassroots football, where it is common to train once per week, over a 20 week season and complete 20 matches. The concept behind the Development Leagues is to enhance the development over this period, by including an additional training per week, with more accredited/qualified coaches, the implementation of a development program within the club and potentially other inclusions such as tournaments. In essence, participants involved in Development Leagues should expect to have their development accelerated, alongside their enjoyment and engagement with the game through the experience.

Football NSW recommends the adoption of Association Development Leagues within Grassroots football across Boys, Mixed and Girls.

- Skill Acquisition Phase – Under 9 – Under 12
- Youth Development Phase – Under 13 – Under 18



**IMPROVE
PLAYER
EXPERIENCE**



**IMPROVE
PLAYER
DEVELOPMENT**



**IMPROVE
PLAYER
RETENTION**

WHAT ARE CLUB STANDARDS

The Club Standards are a quality assurance and club support process to provide better services for players, coaches and Clubs across the state. The Club Standards focus on youth development committed clubs by understanding their Planning, Delivery and anticipated Outcomes.

The Club Standards & Benchmarking framework has been introduced to ensure Clubs that provide Development League options have a clear understanding of their expectations, alongside providing the tools to the Association or Competition coordinator to hold the participating Clubs accountable to these requirements.

The framework will provide:

CORE OUTCOMES

- Improve retention rates of players within our talented player pathway
- Improve football development program outcomes
- Increase player progression opportunities to enhance development outcomes
- Create stronger Club sustainability across player & coach development
- Improve coach development within Club environments
- Improve Club understanding of strengths, weaknesses and opportunities
- Introduce quality control mechanisms in line with sport industry standards
- Recognise and celebrate Clubs 'doing the right thing'
- Identify and share best practice
- Provide a platform to support 'like vs like' competition



ACCOUNTABILITY

- FNSW role within player, coach and club development
- Club role within player, coach and club sustainability
- Membership understanding of best practice & program expectations



BEST PRACTICE

- Raising the standards and expectations of programs
- Sharing of best practice program elements from Australia and globally
- Continued evolution of program elements



CAPABILITY BUILDING

- Identification of strengths, weaknesses, and opportunities within our game
- Creation of specific development opportunities and services
- Improve Club football sustainability

ASSOCIATION DEVELOPMENT LEAGUES CLUB STANDARDS

Football NSW recommends the adoption of Association Development Leagues between Under 9 – Under 18 age grades within Member Association grassroots football and Regional representative football.

It is at the discretion of each Association and/or Competition Coordinator to determine which aspects of the framework is best suited for their environment. Across NSW and Australia, each environment is different which alternative constraints on facilities, participation numbers, economic and cultural factors amongst many others.

Football NSW recommends the Association and/or Competition Coordinator conduct a collaborative and consultative process with their Member Clubs to determine which criteria of the Club Standards are viable and appropriate for their region. As part of this process, the implementation of the Club Standards is not intended to be a 'tick box' exercise, but rather to stretch Clubs to continuously improve their programs and the experience they provide their membership. As such, final determination of the criteria to be implemented should be ambitious and in line with the football development and participant experience objectives of the Association.

Outlined within Appendix 1 is the recommended criteria of Football NSW to be implemented within an Association Development League Club Standards framework. This includes the following accountabilities.

ASSOCIATION:

- Implementation of a 20 match season minimum
- Implementation of an end of year Gala day
- Provide support resources to visit each Club/program training at least **ONCE** during the season
- Provide support resources to visit each Club/program matchday at least **ONCE** during the season
- Provide THREE Club and Coach workshops;
 - Season introduction workshop – For Club Head of Program
 - Preseason coach workshop – All Club coaches expected to attend
 - In-season coach workshop
- Evaluation of each Clubs submitted documentation
- Evaluation of each Clubs Technical Qualifications
- Provide each Club/program with an end of season SWOT report

CLUB:

- Implement a program of 25 weeks minimum (5 weeks of preseason training)
- Commitment to train twice per week for the length of the program
- Attend all necessary Association delivered meetings and workshops
- Appoint a 'Head of Program' to oversee coaches and submission of criteria requirements
- Must have at least THREE teams within the age grades of the Development Leagues
 - i.e. For Under 10 Development League acceptance, the Club must have an Under 10 A, Under 10 B and Under 10 C team, totaling three teams within the age group.

For reasoning for each of the above, please see Appendix 2

IMPLEMENTATION

THE CLUB DEVELOPMENT PROCESS



**CONSULTATION &
COLLABORATION**



ASSESSMENT



**EDUCATION &
SUPPORT**



**CAPABILITY BUILDING
& VALUE ADD**

EVALUATION PROCESS & TIMELINE

Football NSW recommends Associations to adopt a timeline similar to that outlined below.

MONTH	ASSOCIATION	CLUB
JANUARY	Off season preparation	
FEBRUARY		
MARCH	Communicate season fixtures	Commence preseason training
	Host Club/Coach workshop	Attend Club/Coach workshop
APRIL	Commence season	Submission of Planning documentation
	Evaluate Technical Qualifications	
MAY	Evaluate Planning documentation submission	Delivery of Development Program
JUNE	Commence in-club visits; training and matchday.	
JULY	Delivery Club/Coach workshop	
AUGUST	Season concludes Association to provide each Club a SWOT report	
SEPTEMBER	End of season review Club meeting	Attend end of season review

ADDITIONAL FOOTBALL NSW RECOMMENDATIONS

The following subheadings outline further recommendations from Football NSW for Associations and/or Competition Coordinators to consider.

CLUB PROGRAM ACCEPTANCE, NOT TEAMS

Football NSW recommends for Associations to consider adopting a stance of accepting Clubs into the Development Leagues as 'programs' not individual teams. This recommendation is to ensure Clubs create strong pathways across a range of age groups for the long term rather than relying on stand out teams in certain age groups. This implementation will see the consolidation of players and coaches to Clubs that offer the Development League program.

EXAMPLE:

The Association may only accept Clubs to participate in the Development League if they can field a Development League Under 9, Under 10, Under 11 and Under 12 team, alongside meeting the required Club Standards.

Under this model, further encouragement is to ensure all teams train at the same location on the same evening to strengthen club culture, sharing of coach resources, facilities efficiencies, the ability to play internal games (i.e. Under 9 vs Under 10) and the ability for Clubs to challenge players to train up an age grade occasionally.

MATCHDAY FORMAT

In line with the format currently used across Football NSW Junior Development League, it is recommended to group fixtures in a 'club vs club' format, not 'age group by age group'. Under this model the following matchday schedule may look like below, providing the benefits of club culture, ability to share players across teams and ability to share coaching resources across teams.

Example matchday schedule

TIME SLOT	CLUB A	CLUB B	FIELD
Match 1	Under 9	Under 9	Field 1 – Half A
Match 2	Under 10	Under 10	Field 1 – Half B
Match 3	Under 11	Under 11	Field 1 – Half A
Match 4	Under 12	Under 12	Field 1 – Half B



APPENDIX 1

Association Development League Club Standards

ASSOCIATION DEVELOPMENT LEAGUE (ADL) CLUB STANDARDS

SEASON LENGTH	25 WEEKS
Training contacts	Two contacts per week
Games	20 games during season (min.)
Club & Coach workshops	Attend 3/3
Head of Program	C Diploma qualified
Club depth	Each ADL age group must have 2x underpinning teams
STANDARD	DESCRIPTION
Planning	The Clubs ability to submit detailed documentation as outlined in Appendix 1 of their football program
Delivery	Evaluation by Association Technical staff of the Club program
Technical qualifications	Evaluation as to whether Technical staff within the Club program meet the outlined requirements, with incentive for overreaching
Retention	This component includes the player retention of the Club program

FOOTBALL CRITERIA - PLANNING

YOUTH DEVELOPMENT PLAN	EXPLANATION	FNSW RECOMM.	SUBMISSION	ASSESSMENT SCORE (MAX.)	WEIGHT
Mission, Vision, Philosophy	Club's Mission encompasses its role within the community and service of its members. It clearly articulates it's place within the football ecosystem, including opportunity for future development. The Vision shows foresight into the future game and identifies how the club can be adapt in changing circumstances and where it can take advantage of future opportunities. The Club's Philosophy provides a clear set of guiding principles and beliefs that will assist with the conduct of future behaviours. It encourages motivation and allows goals to be set against a clear pathway to success. The Philosophy for the academy pathway is grounded in individual player development. The planning and delivery of technical programs promote individual player development over all other outcomes. The club's philosophy represents its members, community, and historic background appropriately.	Required	Via email / file sharing	3	1
Playing style & Player profiles	Player Model is based on clear principles throughout the main moments of the game while informs players about their roles in a dynamic context. The model is clearly designed to get all team coaches on the same page, and it is made relevant to the ages and stages. The player model is a living document evolving but always supported by an evidence base with clear rationale behind the approach taken. Specifics are given for the context of the program; Junior or Youth. Detail is evident throughout the player development pathway in relation to the player model. There is a logical / methodical process applied to how it is conveyed within the phases of development at the club. The playing style is understood throughout the club and is evident in the framing of all sessions as they are delivered. Technical directors not only articulate and explain the player model, but also able to measure the success and stage of how coaches and teams are implementing it within the club. There is a clear link to the Individual Development Plans (IDP) for players.	Required		3	1
Coaching behaviour guidelines	There is a clear set of principles and values that coaches are required to uphold to ensure a player centric, development environment is created throughout the Club and its programs. The Club has a set of values that coaches are educated on, both theoretically and practically through their delivery of sessions and engagement with players. Coaches take on an individualized approach, with long term development objectives in mind to ensure the player experience is paramount, alongside their development in a supportive environment. The Club has a code of conduct for its technical staff, alongside all staff meeting the required safeguarding requirements.	Required		3	1

FOOTBALL OPERATIONS	EXPLANATION	FNSW RECOMM.	SUBMISSION	ASSESSMENT SCORE (MAX.)	WEIGHT
Annual Plan & Training schedule	The Club has a documented, detailed season Calendar of a minimum of 25 weeks duration outlining Pre-Season, training cycles, match dates, player education workshops, player reviews, Season debriefings and other coordinated meetings with players, parents and Coaching Staff. Inclusion of workshops, Individual Development Plans (IDP) review periods and parent engagement should be included.	Required		3	3
Attendance register	The club has a well-planned method for attendance recording and the data handling process allows for coaches and technicians easy access to appropriate information. Attendance is recorded and has detail around the reasons for absence that may trigger follow up services or actions for players. A log / record is kept up to date and accessible for the TD to resolve any issues around game time, player selection or general adherence to club training policies. This may lead to red flag systems for social and psychological support. Pre-planned absences are logged and fall into a full season training plan. The attendance register may also form part of a critical review of training programs and athlete outcomes. Values around athlete adherence to the training program can be gathered.	Optional		3	1
Game time record	The club has a detailed policy and process for logging players game time. Coaches and the TD can access this information freely and it is updated regularly after each game week. The game time data displays all of the useful information that can be then used to inform future decisions around the long-term development of the athlete. The game time log may also provide detail into what position was played. Game time records are also used for Player assessment and judgment around retain release.	Optional		3	1
Members Experience Survey	The Club has shown there is evidence that feedback has been collected and used to improve areas of the program from players/parents/ stakeholders.	Required		3	1
PLAYER SERVICES AND SUPPORT	EXPLANATION	FNSW RECOMM.	SUBMISSION	ASSESSMENT SCORE (MAX.)	WEIGHT
Parent Education Seasonal Plan	The Club outlines a Parent Engagement and Education plan for players within its Development League programs. These engagements may occur across pre/during/post season to communicate key milestones, events and progress within the program. The Plan covers all age groups within the Development Leagues and allows for two-way interaction between stakeholders. These meetings are opportunities for the Club to share the progress made within the program alongside key learning milestones and the distribution of coach feedback. Reference is made to the Clubs expectations of players/parents within the Development Leagues including their attendance at training and matchdays, communication channels, behaviour when representing the Club and the safeguarding requirements all members involved in the Club must uphold.	Optional		3	2
Individual Development Plans & Goal Setting	The Club as an outlined plan for providing informal and formal coach feedback to the players during the season. It is encouraged that for the younger age groups this process is largely coach driven, however becomes more player-driven as player progress. Feedback is centred around opportunities to improve and strength areas of the players skill set, with reasonable and clear goals setting provided between the coach/player/parent. Feedback is provide prior to the end of the season to ensure players/parents are aware of any behaviour issues, commitment concerns, technical deficiencies and opportunities to development further. Evidence is provided.	Optional		3	3
Safe to play	Safe to play ensures the Club has met all League Compliance criteria outlined, including child protection requirements, policies, MPIO person in place, complete working with children check register (Office of the Childrens guardian). This is to be supported with evidence of coach/player/parent signatures. The Club also has a published Game Time policy.	Required		3	1

TECHNICAL STAFF QUALIFICATION	1 POINT	3 POINTS	WEIGHT
Head of Program - Juniors	C Diploma	B Diploma	3
Juniors - Goalkeeper Coach	Foundation of Football	Foundation of Goalkeeper	3
U12 Coach	Foundation of Football	C Diploma	3
U12 Coach Asst.	MiniRoos	Foundation of Football	1
U11 Coach	Foundation of Football	C Diploma	3
U11 Coach Asst.	MiniRoos	Foundation of Football	1
U10 Coach	Foundation of Football	C Diploma	3
U10 Coach Asst.	MiniRoos	Foundation of Football	1
U9 Coach	Foundation of Football	C Diploma	3
U9 Coach Asst.	MiniRoos	Foundation of Football	1
TECHNICAL STAFF QUALIFICATION	1 POINT	3 POINTS	WEIGHT
Head of Program - Youth	C Diploma	B Diploma	3
Youth - Goalkeeper Coach	Foundation of Football	Foundation of Goalkeeper	3
U18 Coach	Foundation of Football	C Diploma	3
U18 Coach Asst.	-	Foundation of Football	1
U16 Coach	Foundation of Football	C Diploma	3
U16 Coach Asst.	-	Foundation of Football	1
U15 Coach	Foundation of Football	C Diploma	3
U15 Coach Asst.	-	Foundation of Football	1
U14 Coach	Foundation of Football	C Diploma	3
U14 Coach Asst.	-	Foundation of Football	1
U13 Coach	Foundation of Football	C Diploma	3
U13 Coach Asst.	-	Foundation of Football	1

FOOTBALL CRITERIA - DELIVERY

TRAINING PROGRAM ASSESSMENT	EXPLANATION	FNSW RECOMM.	SUBMISSION	ASSESSMENT SCORE (MAX.)	WEIGHT
Training Plan Recording	All session plans are designed prior to delivery and housed in a central location to allow sharing amongst Club/program coaches. The Head of Program oversees the creation and approval of session design to ensure a relevant, age appropriate focus that embody the Clubs Youth Development Plan. Evidence is provided upon arrival, or before, a training visit by the Association Technical Staff.	Required	Club visits and supporting documentation	3	2
Training Delivery Observation	Access to session plans and training schedule is required. It will be observed during club visits if the planning, preparation, conduct and evaluation of training aligns with the club's vision, philosophy, and coaching methodology. On a practical level: A high level of detail is evident in the delivery of the session and coaches demonstrate the following or above and beyond. Session is planned with a specific technical and or tactical outcome to meet individual/team needs i.e., Junior – Core skill, Youth – Principle of play. Session preparation and organisation is executed in a timely manner, uses appropriate field space, equipment and utilises available staffing efficiently. Session management: appropriate timing spent on and flow between components, ability to adapt and modify practices to meet individual/ team needs. Interactions and feedback with players is timely, affects most players' learning and age and stage appropriate to meet individual/team needs. Session evaluation is conducted and engages players and staff in a variety of ways to reflect on session delivery and learning outcomes. The appearance, behaviour and overall conduct of the coach aligns with clubs' values and beliefs. Full marks are awarded if there is visible coach consistency across the program.	Required	Club visits and supporting documentation	3	4
Head of Program Interaction Observation (training)	The Head of Program is the guardian of the Club's Coaching Philosophy and Methodology and actively interacts and supports the club's technical staff and does not coach individual teams themselves The Head of program positively interacts with coaches upon arrival to ensure the environment is safe, organised and supportive for coaches and players. The Head of program provides on-the-ground mentorship and support to coaches in their delivery of the session to achieve their desired outcomes. They provide supportive through questioning, feedback and engagement with the coach. If required, the Head of program may model behaviors and components of a session to support the coaching staff.	Required	Club visits and supporting documentation	3	3
Coach Interaction Observation	No submission required. It will be observed during club visits when the coach interact with players and his/her staff members. The following essential traits for successful coaching interactions are to be observed at trainings or team meetings. 1.) Clear and concise communication to deliver key messages, 2.) Ability to ask questions and guide players, 3.) Appropriate manner and tone, 4.) Skill to find the balance when to motivate, influence and inspire, 5.) Creates a learning environment where players are engaged (intrinsically motivated) and included, 6.) Positive interaction with team members and club technical staff to exchange ideas, share knowledge or ask advice. Full marks are allocated if the different coaches have showcased most of the above traits consistently in different environments or go above and beyond. The above interactions from the coach must be relevant to the age and stage of the player.	Required	Club visits	3	4
Facilities	More than 4 of the following - Access to pitch with suitable playing surface/Changing and toilet facilities/Ambulance access/Toilet facilities for spectators/Undercover seating for spectators/Disabled toilets/Off street car park/Pitch fenced off/Access to wet weather alternative venue	Required	Club visits	3	1

MATCH DAY OBSERVATION	EXPLANATION	FNSW RECOMM.	SUBMISSION	ASSESSMENT SCORE (MAX.)	WEIGHT
Coach Interaction Observation (match day)	Training observations will be taken into consideration when assessing match day coaching to assess the transfer and consistency of learning outcomes and priority of long-term player development. The planning, preparation, conduct and evaluation of Matchday aligns with the club's vision, philosophy, and coaching methodology. The following essential traits are to be observed consistently at trainings, games: • Match day is planned with a specific technical and or tactical outcome to meet individual/team needs. • Matchday preparation and organisation is executed in a timely manner, warmups use appropriate field space, equipment and utilise available staffing efficiently. • Ability to adapt and engage players through a variety of methods and technology pre/during or post-game. • Interactions and feedback with players are age and stage appropriate and include team and individual tasks linked to learning outcomes. • Appropriate manner of tone and body language are used when interacting with players • Appropriate timing and ability to motivate, influence and inspire players. • Positive interaction with team members and club technical staff to exchange ideas, share knowledge or ask advice. • Positive interaction with officials, opposition staff and players. • Match Day evaluation is conducted and engages players and staff in a variety of ways to reflect on performance and learning outcomes. • The appearance, behaviour and overall conduct of the coach aligns with clubs' values and beliefs. Three points are allocated if coaches have showcased all the above traits.	Required	Club visits	3	4
Adherence to Club's Player Model	The junior/youth teams at the club consistently and clearly follow the club's Player model. The clubs playing ethos and methods come to the fore during all stages of the game. All team's adherence to the player model is unwavering from uncontrollable incidents in the game e.g. scoring, conceding goals, red cards, crowd etc. Key factors in the 4 core skills are present for most of the game and across most if not all age groups. Players actions or at least intentions are replicated based on what has been planned within the club's YDP and player model. Coaches on game day refer to this 'method' and are generally concerned with adherence to this model above any other actions from players.	Required	Club visits and supporting documentation	3	3
Head of Program Interaction Observation (match day)	The Head of Program is present at game day delivery across all phases at the club. They are a positive influence on coaches' players and staff. The Head of Program can influence coaches' behaviour and imparts appropriate and timely knowledge of the club's expectations (from the YDP). They are often able to assist coaches and players across the game day and have an influence on the pre, during and post-game education for players. They may sit on the bench with the team coach to advise or organise video recording the make sure no learning moment is missed. After the game, the TD/Head of JDL has a formal debrief with staff (doesn't have to be on the day). Individual player development is the focus of the TD ensuring as best he can that a development aspect is the key outcome of the day. They may also be a key line of communication / safety for visiting referee officials and ground staffs. The Head of Program is fully aware of all the events of the day and upholds the spirit of the game, professional conduct and a general good experience by all involved.	Required	Club visits	3	2
Player Behaviours	Individual player develop is key to the club's delivery of game day. This is demonstrated through the coach's ability to link the game day experience back to the weeks training focus and focused learning for the individual player. There may be individual targets that fall in with team targets but there is a clear understanding for each player what they should be working on in the game. Players are engaged in pre/half/post match debriefs. Players are positively supporting each other, along with being brave to implement what they have learnt during the week, showcasing positive behaviours throughout.	Required	Club visits	3	3
Parent / Crowd Behaviour	The Parents/crowd are encouraging and supportive, with no sideline coaching, no shouting towards referees, or opposition team members (players, officials, parents/crowd). There are clearly identified match officials who positively and actively communicate with the parents/ crowd from their own side.	Required	Club visits	3	2
Facilities	More than 6 of the following - Access to pitch with suitable playing surface / Changing and toilet facilities / Ambulance access / Toilet facilities for spectators / Undercover seating for spectators / Disabled toilets / Off street car park / Pitch fenced off / Access to wet weather alternative venue	Required	Club visits	3	1

PROGRESSION & RETENTION

RETENTION RATES	EXPLANATION	FNSW RECOMM.	SUBMISSION	ASSESSMENT SCORE (MAX.)	WEIGHT
Player Retention	Clubs will be evaluated based on their retention rates from year to year, not withstanding players that have progressed further along the player pathway, such as joining a representative or FNSW program.	Required	PlayFootball data	3	8



APPENDIX 2

Association Development League Club Standards

REASONING FOR EACH RECOMMENDED REQUIREMENT

REQUIREMENT	RESPONSIBILITY	REASON
Implementation of a 20 match season minimum	Association	Increase match minutes of participants
Implementation of an end of year Gala day	Association	Provide an enjoyable experience for the participants. Provide an end of season evaluation opportunity for Clubs and Association.
Provide support resources to visit each Club/program training at least ONCE during the season	Association	To observe, evaluate and provide feedback to the Club and Head of Program in line with development expectations and submitted documentation.
Provide support resources to visit each Club/program matchday at least ONCE during the season	Association	To observe, evaluate and provide feedback to the Club and Head of Program in line with development expectations and submitted documentation.
Provide THREE Club and Coach workshops	Association	To provide capability building opportunities to Club Head of Program and coaches. To ensure all coaches are aware of their responsibility and impact on a participants experience and development.
Evaluation of each Clubs submitted documentation	Association	In order to provide feedback; strengths, weaknesses and opportunities. To foster a culture of continuous improvement.
Evaluation of each Clubs Technical Qualifications	Association	To ensure the Club is meeting minimum requirements
Provide each Club/program with an end of season report	Association	To consolidate all feedback and assessment scores across the requirements
Implement a program of 25 weeks minimum (5 weeks of preseason training)	Club	Increase the amount of contact time with participants
Commitment to train twice per week for the length of the program	Club	Increase the amount of contact time with participants
Attend all necessary Association delivered meetings and workshops	Club	To foster a collaborative, supportive and development focused mindset within the Club and its coaches
Appoint a 'Head of Program' to oversee coaches and submission of criteria requirements	Club	To ensure the program has a leader to support participants, coaches and parents.
Must have at least THREE teams within the age grades of the Development Leagues	Club	To foster a club culture of retention, prioritisation of participant experience and increase depth of football clubs



APPENDIX 3

Regional JDL Club Standards

REGIONAL JDL CLUB STANDARDS

Football NSW will administer the Regional JDL Club Standards in line with Regional Association representative programs. Within the Club Standards there are four evaluation components.

Clubs within the Regional JDL will be required to meet the following criteria:

SEASON LENGTH	25 WEEKS
Training contacts	Once per week, complementing Club training
Games	20 games during season
Regional JDL game day	Attendance x2 (March & August)
Club commitment	Players must be registered within a Club in the Association they represent
STANDARD	DESCRIPTION
Planning	The Clubs ability to submit detailed documentation as outlined in Appendix 1 of their football program
Delivery	Evaluation by Association Technical staff of the Club program
Technical qualifications	Evaluation as to whether Technical staff within the Club program meet the outlined requirements, with incentive for overreaching

FOOTBALL CRITERIA - PLANNING

YOUTH DEVELOPMENT PLAN	EXPLANATION	FNSW RECOMM.	SUBMISSION	ASSESSMENT SCORE (MAX.)	WEIGHT
Mission, Vision, Philosophy	Club's Mission encompasses its role within the community and service of its members. It clearly articulates it's place within the football ecosystem, including opportunity for future development. The Vision shows foresight into the future game and identifies how the club can be adapt in changing circumstances and where it can take advantage of future opportunities. The Club's Philosophy provides a clear set of guiding principles and beliefs that will assist with the conduct of future behaviours. It encourages motivation and allows goals to be set against a clear pathway to success. The Philosophy for the academy pathway is grounded in individual player development. The planning and delivery of technical programs promote individual player development over all other outcomes. The club's philosophy represents its members, community, and historic background appropriately.	Required	Via email / file sharing	3	1
Playing style & Player profiles	Player Model is based on clear principles throughout the main moments of the game while informs players about their roles in a dynamic context. The model is clearly designed to get all team coaches on the same page, and it is made relevant to the ages and stages. The player model is a living document evolving but always supported by an evidence base with clear rationale behind the approach taken. Specifics are given for the context of the program; Junior or Youth. Detail is evident throughout the player development pathway in relation to the player model. There is a logical / methodical process applied to how it is conveyed within the phases of development at the club. The playing style is understood throughout the club and is evident in the framing of all sessions as they are delivered. Technical directors not only articulate and explain the player model, but also able to measure the success and stage of how coaches and teams are implementing it within the club. There is a clear link to the Individual Development Plans (IDP) for players.	Required		3	1
Coaching behaviour guidelines	There is a clear set of principles and values that coaches are required to uphold to ensure a player centric, development environment is created throughout the Club and its programs. The Club has a set of values that coaches are educated on, both theoretically and practically through their delivery of sessions and engagement with players. Coaches take on an individualized approach, with long term development objectives in mind to ensure the player experience is paramount, alongside their development in a supportive environment. The Club has a code of conduct for its technical staff, alongside all staff meeting the required safeguarding requirements.	Required		3	1

FOOTBALL OPERATIONS	EXPLANATION	FNSW RECOMM.	SUBMISSION	ASSESSMENT SCORE (MAX.)	WEIGHT
Annual Plan & Training schedule	The Club has a documented, detailed season Calendar of a minimum of 25 weeks duration outlining Pre-Season, training cycles, match dates, player education workshops, player reviews, Season debriefings and other coordinated meetings with players, parents and Coaching Staff. Inclusion of workshops, Individual Development Plans (IDP) review periods and parent engagement should be included.	Required		3	3
Attendance register	The club has a well-planned method for attendance recording and the data handling process allows for coaches and technicians easy access to appropriate information. Attendance is recorded and has detail around the reasons for absence that may trigger follow up services or actions for players. A log / record is kept up to date and accessible for the TD to resolve any issues around game time, player selection or general adherence to club training policies. This may lead to red flag systems for social and psychological support. Pre-planned absences are logged and fall into a full season training plan. The attendance register may also form part of a critical review of training programs and athlete outcomes. Values around athlete adherence to the training program can be gathered.	Required		3	1
Game time record	The club has a detailed policy and process for logging players game time. Coaches and the TD can access this information freely and it is updated regularly after each game week. The game time data displays all of the useful information that can be then used to inform future decisions around the long-term development of the athlete. The game time log may also provide detail into what position was played. Game time records are also used for Player assessment and judgment around retain release.	Required		3	1
Members Experience Survey	The Club has shown there is evidence that feedback has been collected and used to improve areas of the program from players/parents/stakeholders.	Required		3	1

PLAYER SERVICES AND SUPPORT	EXPLANATION	FNSW RECOMM.	SUBMISSION	ASSESSMENT SCORE (MAX.)	WEIGHT
Individual Development Plans & Goal Setting	The Club as an outlined plan for providing informal and formal coach feedback to the players during the season. It is encouraged that for the younger age groups this process is largely coach driven, however becomes more player-driven as player progress. Feedback is centred around opportunities to improve and strength areas of the players skill set, with reasonable and clear goals setting provided between the coach/player/parent. Feedback is provide prior to the end of the season to ensure players/parents are aware of any behaviour issues, commitment concerns, technical deficiencies and opportunities to development further. Evidence is provided.	Required		3	3
Safe to play	Safe to play ensures the Club has met all League Compliance criteria outlined, including child protection requirements, policies, MPIO person in place, complete working with children check register (Office of the Childrens guardian). This is to be supported with evidence of coach/player/parent signatures. The Club also has a published Game Time policy.	Required		3	1
COACH EDUCATION AND SUPPORT	EXPLANATION	EVIDENCE PROVIDED	ASSESSMENT	WEIGHTING	MAX POINTS
Coach onboarding/ induction	The Club conducts a Coach Induction at the commencement of the season which includes the presentation of the Youth Development Plan, Football Operations and player services of the Club. Coaches are provided position descriptions and understand their responsibility in the role, including safe guarding requirements, expectations, code of conduct and the importance of their role in the player experience within football.	Required		3	2

TECHNICAL STAFF QUALIFICATION	1 POINT	3 POINTS	WEIGHT
Head of Program - Juniors	C Diploma	B Diploma	3
Juniors - Goalkeeper Coach	Foundation of Football	Foundation of Goalkeeper	3
U12 Coach	Foundation of Football	C Diploma	3
U12 Coach Asst.	MiniRoos	Foundation of Football	1
U11 Coach	Foundation of Football	C Diploma	3
U11 Coach Asst.	MiniRoos	Foundation of Football	1
U10 Coach	Foundation of Football	C Diploma	3
U10 Coach Asst.	MiniRoos	Foundation of Football	1
U9 Coach	Foundation of Football	C Diploma	3
U9 Coach Asst.	MiniRoos	Foundation of Football	1

FOOTBALL CRITERIA - DELIVERY

TRAINING PROGRAM ASSESSMENT	EXPLANATION	FNSW RECOMM.	SUBMISSION	ASSESSMENT SCORE (MAX.)	WEIGHT
Training Plan Recording	All session plans are designed prior to delivery and housed in a central location to allow sharing amongst Club/program coaches. The Head of Program oversees the creation and approval of session design to ensure a relevant, age appropriate focus that embody the Clubs Youth Development Plan. Evidence is provided upon arrival, or before, a training visit by the Association Technical Staff.	Required	Club visits and supporting documentation	3	2
Training Delivery Observation	Access to session plans and training schedule is required. It will be observed during club visits if the planning, preparation, conduct and evaluation of training aligns with the club's vision, philosophy, and coaching methodology. On a practical level: A high level of detail is evident in the delivery of the session and coaches demonstrate the following or above and beyond. Session is planned with a specific technical and or tactical outcome to meet individual/team needs i.e., Junior – Core skill, Youth – Principle of play. Session preparation and organisation is executed in a timely manner, uses appropriate field space, equipment and utilises available staffing efficiently. Session management: appropriate timing spent on and flow between components, ability to adapt and modify practices to meet individual/ team needs. Interactions and feedback with players is timely, affects most players' learning and age and stage appropriate to meet individual/team needs. Session evaluation is conducted and engages players and staff in a variety of ways to reflect on session delivery and learning outcomes. The appearance, behaviour and overall conduct of the coach aligns with clubs' values and beliefs. Full marks are awarded if there is visible coach consistency across the program.	Required	Club visits and supporting documentation	3	4
Head of Program Interaction Observation (training)	The Head of Program is the guardian of the Club's Coaching Philosophy and Methodology and actively interacts and supports the club's technical staff and does not coach individual teams themselves The Head of program positively interacts with coaches upon arrival to ensure the environment is safe, organised and supportive for coaches and players. The Head of program provides on-the-ground mentorship and support to coaches in their delivery of the session to achieve their desired outcomes. They provide supportive through questioning, feedback and engagement with the coach. If required, the Head of program may model behaviors and components of a session to support the coaching staff.	Required	Club visits and supporting documentation	3	3
Coach Interaction Observation	No submission required. It will be observed during club visits when the coach interact with players and his/her staff members. The following essential traits for successful coaching interactions are to be observed at trainings or team meetings. 1.) Clear and concise communication to deliver key messages, 2.) Ability to ask questions and guide players, 3.) Appropriate manner and tone, 4.) Skill to find the balance when to motivate, influence and inspire, 5.) Creates a learning environment where players are engaged (intrinsically motivated) and included, 6.) Positive interaction with team members and club technical staff to exchange ideas, share knowledge or ask advice. Full marks are allocated if the different coaches have showcased most of the above traits consistently in different environments or go above and beyond. The above interactions from the coach must be relevant to the age and stage of the player.	Required	Club visits	3	4
Facilities	More than 4 of the following - Access to pitch with suitable playing surface/Changing and toilet facilities/Ambulance access/Toilet facilities for spectators/Undercover seating for spectators/Disabled toilets/Off street car park/Pitch fenced off/Access to wet weather alternative venue	Required	Club visits	3	1

MATCH DAY OBSERVATION	EXPLANATION	FNSW RECOMM.	SUBMISSION	ASSESSMENT SCORE (MAX.)	WEIGHT
Coach Interaction Observation (match day)	Training observations will be taken into consideration when assessing match day coaching to assess the transfer and consistency of learning outcomes and priority of long-term player development. The planning, preparation, conduct and evaluation of Matchday aligns with the club's vision, philosophy, and coaching methodology. The following essential traits are to be observed consistently at trainings, games: • Match day is planned with a specific technical and or tactical outcome to meet individual/team needs. • Matchday preparation and organisation is executed in a timely manner, warmups use appropriate field space, equipment and utilise available staffing efficiently. • Ability to adapt and engage players through a variety of methods and technology pre/during or post-game. • Interactions and feedback with players are age and stage appropriate and include team and individual tasks linked to learning outcomes. • Appropriate manner of tone and body language are used when interacting with players • Appropriate timing and ability to motivate, influence and inspire players. • Positive interaction with team members and club technical staff to exchange ideas, share knowledge or ask advice. • Positive interaction with officials, opposition staff and players. • Match Day evaluation is conducted and engages players and staff in a variety of ways to reflect on performance and learning outcomes. • The appearance, behaviour and overall conduct of the coach aligns with clubs' values and beliefs. Three points are allocated if coaches have showcased all the above traits.	Required	Club visits	3	4
Adherence to Club's Player Model	The junior/youth teams at the club consistently and clearly follow the club's Player model. The clubs playing ethos and methods come to the fore during all stages of the game. All team's adherence to the player model is unwavering from uncontrollable incidents in the game e.g. scoring, conceding goals, red cards, crowd etc. Key factors in the 4 core skills are present for most of the game and across most if not all age groups. Players actions or at least intentions are replicated based on what has been planned within the club's YDP and player model. Coaches on game day refer to this 'method' and are generally concerned with adherence to this model above any other actions from players.	Required	Club visits and supporting documentation	3	3
Head of Program Interaction Observation (match day)	The Head of Program is present at game day delivery across all phases at the club. They are a positive influence on coaches' players and staff. The Head of Program can influence coaches' behaviour and imparts appropriate and timely knowledge of the club's expectations (from the YDP). They are often able to assist coaches and players across the game day and have an influence on the pre, during and post-game education for players. They may sit on the bench with the team coach to advise or organise video recording the make sure no learning moment is missed. After the game, the TD/Head of JDL has a formal debrief with staff (doesn't have to be on the day). Individual player development is the focus of the TD ensuring as best he can that a development aspect is the key outcome of the day. They may also be a key line of communication / safety for visiting referee officials and ground staffs. The Head of Program is fully aware of all the events of the day and upholds the spirit of the game, professional conduct and a general good experience by all involved.	Required	Club visits	3	2
Player Behaviours	Individual player develop is key to the club's delivery of game day. This is demonstrated through the coach's ability to link the game day experience back to the weeks training focus and focused learning for the individual player. There may be individual targets that fall in with team targets but there is a clear understanding for each player what they should be working on in the game. Players are engaged in pre/half/post match debriefs. Players are positively supporting each other, along with being brave to implement what they have learnt during the week, showcasing positive behaviours throughout.	Required	Club visits	3	3
Parent / Crowd Behaviour	The Parents/crowd are encouraging and supportive, with no sideline coaching, no shouting towards referees, or opposition team members (players, officials, parents/crowd). There are clearly identified match officials who positively and actively communicate with the parents/ crowd from their own side.	Required	Club visits	3	2
Facilities	More than 6 of the following - Access to pitch with suitable playing surface / Changing and toilet facilities / Ambulance access / Toilet facilities for spectators / Undercover seating for spectators / Disabled toilets / Off street car park / Pitch fenced off / Access to wet weather alternative venue	Required	Club visits	3	1

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