

THE CHAMPIONSHIP AUSTRALIA

A NATIONAL SECOND DIVISION
FOR THE FUTURE OF AUSTRALIAN FOOTBALL
FOR THE FUTURE OF AUSTRALIAN FOOTBALL CLUBS

AAFC Members Meeting
25 August 2020



ASSOCIATION OF AUSTRALIAN
FOOTBALL CLUBS



Chairman's Welcome

Adelaide City	Campbelltown City	Heidelberg United	Northcote City	St George FA
Adelaide Comets	Canberra FC	Hume City	Oakleigh Cannons	Sunshine Coast FC
Altona Magic	Canberra Olympic	Lake Macquarie City	Olympic FC	Sunshine Coast Wanderers
APIA Leichhardt	Capalaba	Maitland Magpies	Pascoe Vale	Sydney Olympic
Avondale	Caroline Springs George Cross	Manly United	Peninsula Power	Tigers FC
Bentleigh Greens	Eastern Lions	Marconi Stallions	Perth SC	Valentine
Box Hill United	Edgeworth Eagles	Melbourne Knights	Preston Lions	West Adelaide
Brindabella Blues	Ellenbrook United	Modbury Jets	Redlands United	West Torrens Birkalla
Brisbane City	Gold Coast Knights	Moreland Zebras Juventus	Rockdale Ilinden	Western Pride
Brisbane Strikers	Gold Coast United	Mt Druitt Town Rangers	Rockingham City	Woden-Weston
Broadmeadow Magic	Green Gully	Nepean	South Hobart	Wollongong Wolves
Bulleen Lions	Gungahlin United	Newcastle Olympic	South Melbourne	Wynnum Wolves
	North Eastern MetroStars			

About tonight's meeting



- * AAFC achievements in 2019/20
- * Opportunity for a NSD
- * Recalibrating the model for a NSD
- * A way forward to commencement
- * Partnering with our clubs



Association of Australian Football Clubs

2019-20 ACHIEVEMENTS

REPEAL OF NCIP

AAFC instigated the removal of the NCIP by taking up the case of two clubs directly impacted by it. We also worked closely with FFA to develop the new policy.

NPL REVIEW

Membership of NPL Review Committee chaired by FFA and helping develop scope and process for review before COVID-19 related suspension.

NATIONAL SECOND DIVISION

Contributed significantly to NSD steering committee chaired by FFA Board member Remo Nogarotto, serving on two sub-committees, attending all meetings, developing options, liaising with stakeholders, conducting a workshop for clubs, drafting FFA Board resolution for adoption of White Paper, regular meetings with Nogarotto, FFA CEO James Johnson and John Didulica (formerly) of PFA.

XI PRINCIPLES

Provided extensive written response to FFA's XI Principles documents, followed-up by consultation and meeting with PFA.



REPRESENTATION

Represent issues for AAFC member clubs on specific club matters within their state member federation.

WORKING WITH STAKEHOLDERS

Working with FFA, state member federations and NPL clubs around Australia in relation to suspension and, in some instances, resumption of competition as a result of COVID-19.

FOOTBALL FAMILY LIAISON

Liaison with other members of the 'football family' including important new advocacy groups such as The Golden Generation.

SOCIAL METRICS

2,522 Twitter followers
2,241 Facebook followers



Why a NSD for our Clubs?

- ✓ To be the best our clubs can be, and what they want to be
- ✓ Unshackle smaller NPL clubs from the burden/cost of being in the 'second tier'
- ✓ Unify the game - XI Principles
- ✓ Better place for good young players, coaches, and administrators to develop
- ✓ Transfer fee revenue
- ✓ Excitement to entice supporters to unified Australian leagues
- ✓ Government support for funding of boutique stadia
- ✓ More broadcasting and exposure to higher value sponsors.





Preferred Model for a National Second Division Competition

October 2017



WHITE PAPER

A Plan for a National Second Division in Australia

**Prepared in consultation with
the National Second Division
Working Group**

June 2019

FFA set to call for expressions of interest in A-League second tier

By [Vince Rugari](#)

March 4, 2020 — 4.27pm



Share

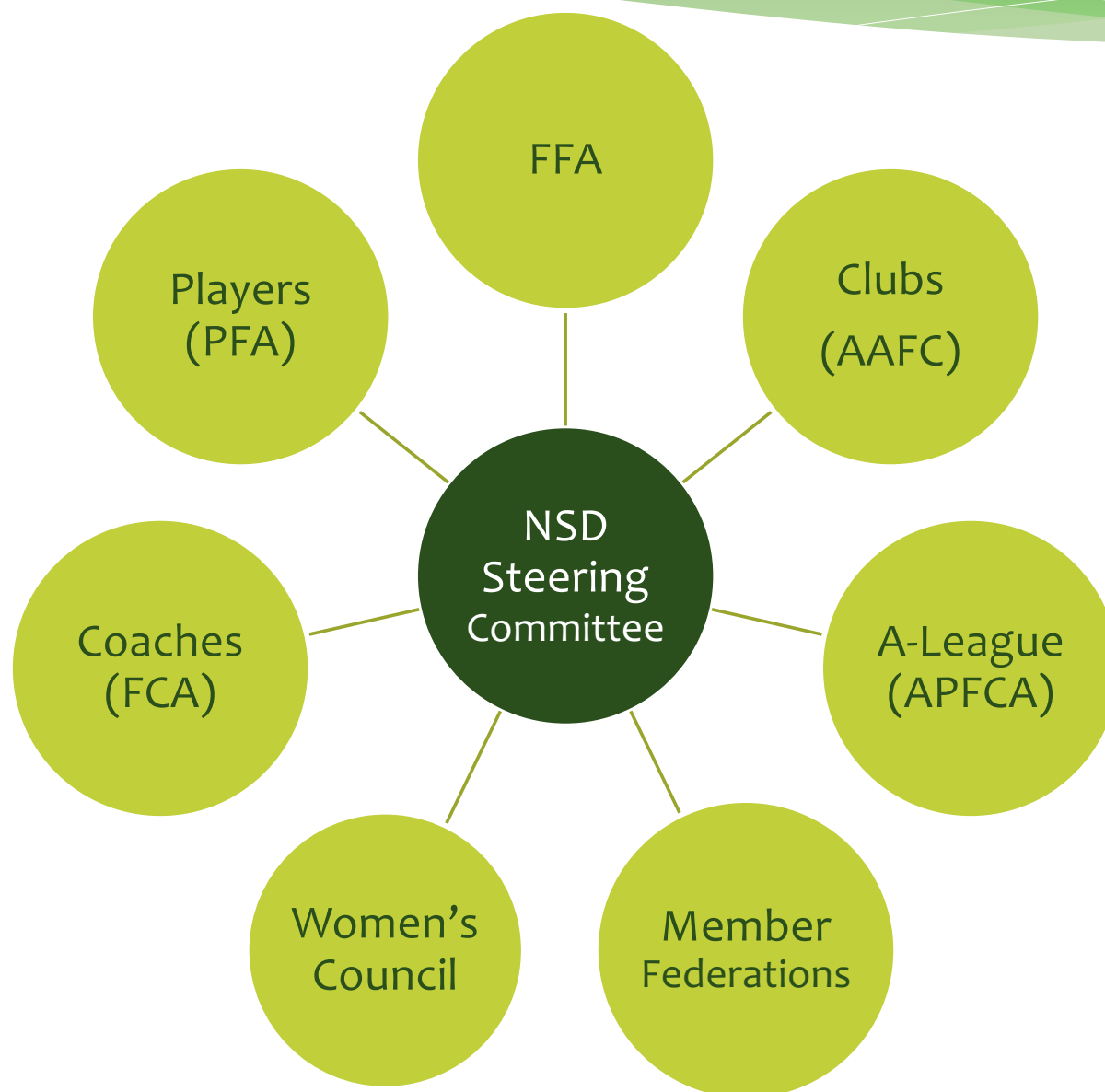
A

A

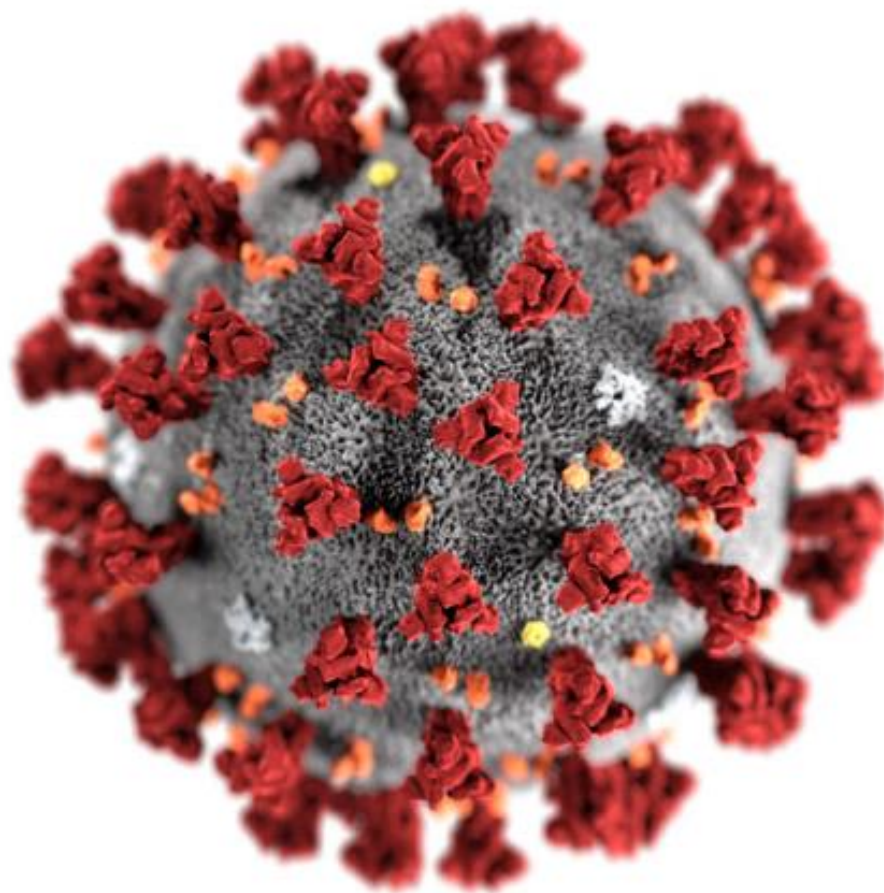
A

Football Federation Australia is set to take its national second-division blueprint to the market to gauge the interest and financial capability of clubs outside the A-League - and chief executive James Johnson believes it should be "full steam ahead" if the response is strong enough.

It has been three months since FFA's steering committee for the ambitious project, led by board member and former National Soccer League boss Remo Nogarotto, was due to release firmer details on how the proposed second tier - [a necessary precursor to A-League promotion and relegation](#) - can get off the ground.



And then...



XI PRINCIPLES

FOR THE FUTURE OF
AUSTRALIAN FOOTBALL

"COVID-19 has had a dramatic impact on the Australian football landscape...It is the strength of our community...which will see us through this...The challenging circumstances which the game finds itself in demands that we adapt and transform Australian football..."
James Johnson



The Golden Gen... · 25/5/20 ✓
When it comes to the priority to 'unite the game', this is what we'd like to see:
* Move [#ALeague](#) to winter to align with NSD & possible pro/rel (yes, we have thought about what this means for ground availability 😊)
* Re-engage with *all* supporters.

4

8

44



Reino Nogarotto
[@RNogarotto](#)
Replying to [@CraigMoore_18](#)
I am on record as saying that a national 2nd division is the single most important policy area for the board moving forward. Bigger than expansion. We cant have an AL and then a void. And pro/rel is only possible if there is a sustainable national 2nd Div in place.

The Golden Generation
131 Tweets

Tweets Tweets & replies Media

The Golden Gen... · 26/5/20 ✓
* Introduce a national second division for men with pro/rel by 2023.
* Introduce a national second division for women by 2025.
This is the least we can do to leverage [#FIFAWWC2023](#).

Home | The Golden Genera...
thegoldengene...

The current opportunity

Football Federation Australia CEO James Johnson opens up on promotion-relegation, transfers and the next step in XI Principles

Joe Barton, The Daily Telegraph
August 23, 2020 11:38am
+ Subscriber only



A stunning 99 per cent of football fans believe the game needs a major overhaul in Australia, giving FFA boss James Johnson a mandate to carry out his bold vision – but alarmingly, nearly a third need serious convincing that this won't be another disappointing anticlimax.

The current opportunity

XI PRINCIPLES FOR THE FUTURE OF AUSTRALIAN FOOTBALL

"COVID-19 has had a dramatic impact on the Australian football landscape...It is the strength of community...which will see us through this...The challenging circumstances which the game itself in demands that we adapt transform Australian football...
James Johnson



The Golden Generation
When it comes to
to 'unite the game'
what we'd like to
* Move #ALeague
align with NSD & p
rel (yes, we have t
about what this me
ground availability
* Re-engage with *
supporters.

4

8



Joseph Carrozzi @J... · 2m
Replying to @kongianna and @FFA

The move to a NSD is irresistible. The issue is about when & how it's done, with realism to underpin success. At present, all sports are on life support due to the pandemic. Lots of work is underway, led by the CEO. NSD is on the agenda. @AAFCclubs doing a good job working with us



2

3



Football Federation Australia CEO James Johnson opens up on promotion-relegation, transfers and the next step in XI Principles

arton, The Daily Telegraph
23, 2020 11:38am
subscriber only



ing 99 per cent of football fans
he game needs a major
in Australia, giving FFA boss
nson a mandate to carry out
ision – but alarmingly,
third need serious
that this won't be another
ing anticlimax.



thegoldengene...

Preliminary Recalibration of NSD Design

Competition (working model)

- Men's and Women's competitions
- One national league commencing with 14-16 teams
- Men's – full home/away rounds and finals series
- Women's – possibly commence with limited season
- Timing aligned with A-L/WPL – possibly winter

Player roster

- 23 players – on registered semi professional contracts
- Supporting playing time for younger Australian players
- No salary cap - no minimum

Youth development

- Star rated academies NPL and SAP programmes
- Licensed coaches

Facilities

- 2,000+ capacity
- Meeting key FFA Cup broadcast match standards

Pro/Rel/Expansion

- Immediate to/from NPL – no new silo
- Potential for A-L/WPL expansion – build case for pro/rel

Corporate Governance

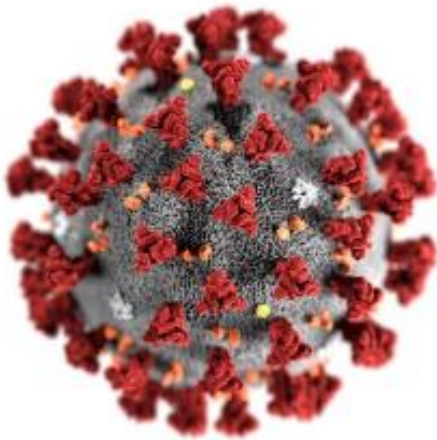
- High standards meeting Sport Australia guidelines
- Compliant with statutory requirements

Baseline for the
commencement
of a financially
viable NSD which
can develop and
mature over the
longer term.

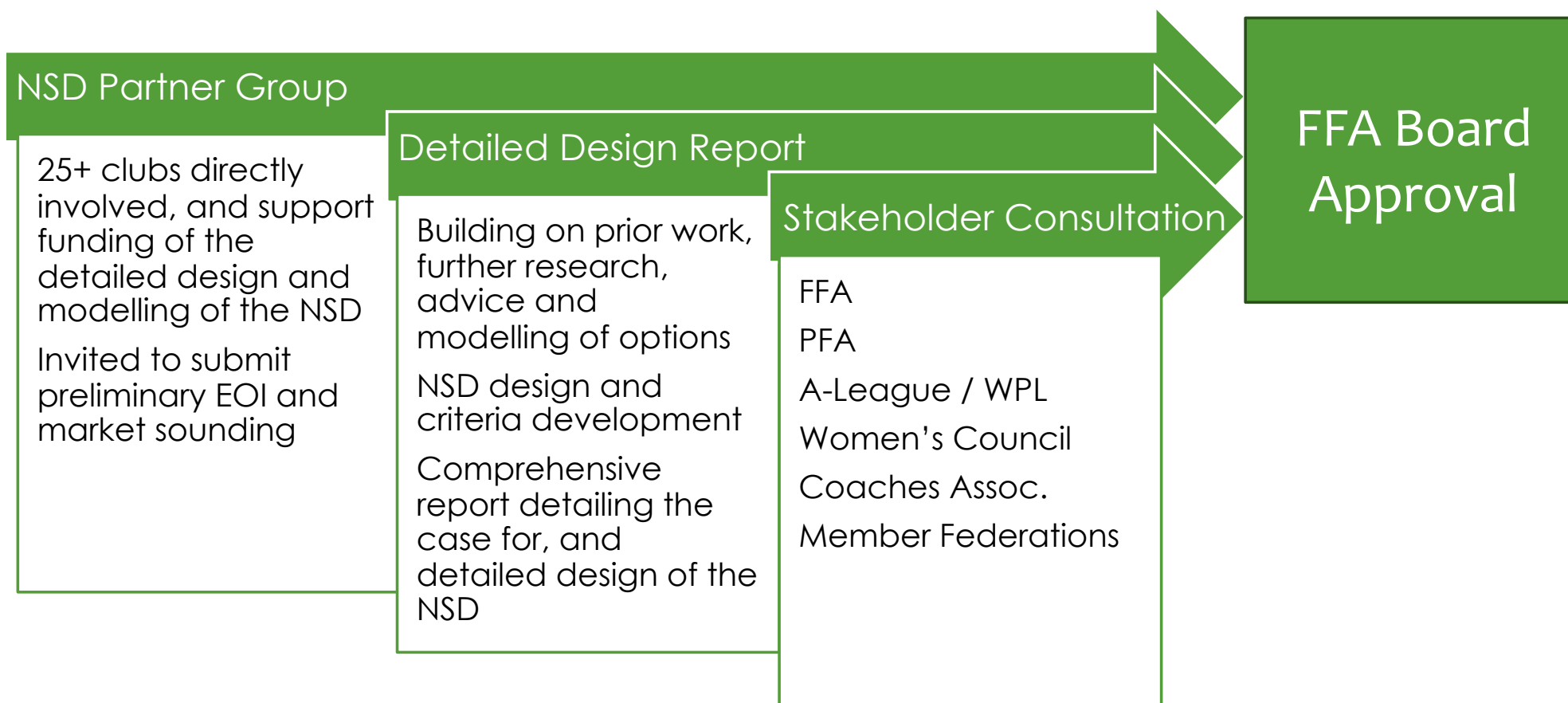
Critical elements for recalibration

XI PRINCIPLES

FOR THE FUTURE OF
AUSTRALIAN FOOTBALL



- * National v Conference based league
- * Pro/Rel to and from the 8 NPL competitions
- * Nature/viability of women's competition
- * Selection/qualification of clubs into initial season
- * Summer v Winter season
- * Governance/administration of the league



THE OPPORTUNITY



THE PRIZE

- ✓ To be the best our clubs can be, and what they want to be
- ✓ Unshackle smaller NPL clubs from the burden/cost of being in the 'second tier'
- ✓ Unify the game - XI Principles
- ✓ Better place for good young players, coaches, and administrators to develop
- ✓ Transfer fee revenue
- ✓ Excitement to entice supporters to unified Australian leagues
- ✓ Government support for funding of boutique stadia
- ✓ More broadcasting and exposure to higher value sponsors.

Adelaide City	Campbelltown City	Heidelberg United	Northcote City	St George FA
Adelaide Comets	Canberra FC	Hume City	Oakleigh Cannons	Sunshine Coast FC
Altona Magic	Canberra Olympic	Lake Macquarie City	Olympic FC	Sunshine Coast Wanderers
APIA Leichhardt	Capalaba	Maitland Magpies	Pascoe Vale	Sydney Olympic
Avondale	Caroline Springs George Cross	Manly United	Peninsula Power	Tigers FC
Bentleigh Greens	Eastern Lions	Marconi Stallions	Perth SC	Valentine
Box Hill United	Edgeworth Eagles	Melbourne Knights	Preston Lions	West Adelaide
Brindabella Blues	Ellenbrook United	Modbury Jets	Redlands United	West Torrens Birkalla
Brisbane City	Gold Coast Knights	Moreland Zebras Juventus	Rockdale Ilinden	Western Pride
Brisbane Strikers	Gold Coast United	Mt Druitt Town Rangers	Rockingham City	Woden-Weston
Broadmeadow Magic	Green Gully	Nepean	South Hobart	Wollongong Wolves
Bulleen Lions	Gungahlin United	Newcastle Olympic	South Melbourne	Wynnum Wolves
	North Eastern MetroStars			

THE CHAMPIONSHIP AUSTRALIA

A NATIONAL SECOND DIVISION
FOR THE FUTURE OF AUSTRALIAN FOOTBALL
FOR THE FUTURE OF AUSTRALIAN FOOTBALL CLUBS

AAFC Members Meeting
25 August 2020



ASSOCIATION OF AUSTRALIAN
FOOTBALL CLUBS

