

Football Manager's Report to the 2011 AGM

It gives me great pleasure to provide this report summarizing the programs and activities undertaken by Southland Football throughout 2011.

Football has continued to grow throughout the past 12 months and early indications would suggest that this trend will continue for the upcoming year. There has been a further increase in participation numbers across most programs.

I have outlined below a summary of each of the programs for 2011.

First Kicks (previously Starterz)

The Starterz Indoor program underwent a change in 2011. Firstly, it moved outdoors to the new artificial turf due to the collapse of Stadium Southland in late 2010. And secondly, it was re-named 'First Kicks' to bring it in line with the NZ Football 'Whole of Football' plan. Over the years this has been one of our most successful programs for introducing youngsters to football. Unfortunately, participation numbers dropped dramatically this year due to the move outdoors and it is hoped that following the stadium rebuild we will be able to move back indoors in the 2013 season. We also saw a move to club based registrations for 2011 to enable clubs 'hook in' young players and their parents and build their club memberships. While Southland Football was responsible for running the program, local clubs were also asked to provide 'Team Coordinators' to assist with game day activities.

FIRST KICKS (4-6yrs)	2006	2007	2008	2009	2010	2011
Teams	30	32	30	30	32	10
Registrations	10	227	210	221	225	53

Fun Football (previously 8th Grade)

The Fun Football program is part of NZ Football's Whole of Football plan and was introduced for the first time in 2011. Southland Football was responsible for the delivery of 'Game Day' activities on Saturday morning on the ILT Football Turf. The six local clubs involved provided coaching sessions for their players and were also provided with the opportunity to host 'Game Days' on at least two occasions throughout the year.

FUN FOOTBALL (7-8yrs)	2011
Teams	14
Registrations	92

Spirit Academy

The Spirit Academy provides elite player development programs for our promising young players throughout the year. This program continues to grow in numbers as more and more young players recognize the benefits achieved by training on a regular

on-going basis. Another benefit emulating from this program is the opportunity for more local coaches to work with our talented young players. A number of coaches have taken up this opportunity and have been using it to improve their coaching skills. A new 'Youth Academy' program was added to the Spirit Academy in 2011 with 14 players aged between 15 – 18 years of age being provided with on-going training and support. These players attended morning training sessions twice a week as well gym sessions to further assist in their individual development. Four of the players involved in this program were selected into the Footballsouth Federation Youth team that competed in the National Youth competition in October & November.

Representative Program

The following representative squads were selected in 2011.

- 11th Grade Boys (2 x 9-a-side teams)
- 12th Grade Boys
- 13th Grade Boys
- 14th Grade Boys
- 16th Grade Boys
- 14th Grade Girls
- 18th Grade Girls

Most of the teams participated in the Footballsouth 'Festival of Football' competition leading up to the South island tournaments. Although logistically difficult to manage, this competition does provide the teams with ideal match preparation prior to tournaments.

Southland hosted the 11th Grade 9-a-side tournament again with 6 teams entered. The Southland Gold team won the tournament beating Otago in the final.

Southland entered a 14th Grade Girls Representative team in the South Island tournament held in Christchurch for the second consecutive year. The team, coached by Jessyca Bernard and managed by Jackie Watts, performed very well at the tournament and indicates a strong growth in competitive female players in this age group.

College Football League

The underlying purpose of this competition is to promote football in colleges throughout the region and entice youth players back into club football. In general terms it is fulfilling this objective. However, providing an efficient and effective competition involving schools is a very time-consuming and frustrating task. The coordinator for this program, Grant Smith does a fantastic job running the league and communicating with all the schools involved.

The number of teams in the boys competitions increased by 1 team from the previous year while the girls competition went from 7 teams in 2010 to 11 teams in 2011.

College Football League	Senior Boys	Reserve Boys	Junior Boys	Senior Girls
Number of teams 2010	4	9	3	7
Number of teams 2011	4	8	5	11

Football in Schools

Southland Football Development Officer, Barry Gardiner visited a large number of primary schools in the region throughout the year. He also piloted the NZ Football 'Football in Schools' program at James Hargest Junior campus with great success and this new program is planned to be introduced into a number of primary schools through 2012. Southland Football also joined forces with Sport Southland to deliver a 6-week football program in six South City & Bluff schools in term 4. This was very successful and culminated in a finals day hosted at the ILT Southland Football Centre.

Spirit FC

Although the on-field results for the Spirit FC were a little disappointing in 2011, its success in introducing a number of youth players to Southern Premier League football and assisting them with their individual development should not be overlooked. These players responded to the challenge and their performances improved as the season progressed. It was no surprise that 4 of the players were selected for the Footballsouth Youth Team with Andrew Ridden and Craig Ferguson also making the Otago United National Premiership squad. Barry Gardiner and Adrian Cocker have done a great job over the past 2 – 3 years in developing the players within this group and they now have a solid base to progress their football careers.

Import Craig Ferguson was a valued member of the squad both on and off the pitch and assisted Barry in his coaching duties in schools and with the Academy.

Holiday Programs

Southland Football provided coaching as part of its involvement in Holiday Programs coordinated by Sport Southland and held at Stadium Southland. Although numbers were not as high as we would have liked it was well organized and enable us to focus on coaching without the administrative issues associated with these activities.

Southland Football also introduced the NZ Football Holiday program in 2011 and will be looking to build on it through 2012.

Summer Football

The Summer Football program continues to grow with each year and is proving a great avenue to introduce new players to our winter club scene. In the 2010 – 2011 summer season there were 73 junior teams participating in 4 levels of competition, 36 Social mixed teams and a further 6 teams competing in a new competitive league. The formula of small-sided games, sunshine and excellent playing surfaces creates the perfect football experience for the many people that enter year after year. This very popular program also provides clubs with the opportunity to target new recruits for the winter season.

Summary

The game has progressed again in 2011 with signs of growth in many of the activities and programs being delivered by Southland Football. It is important that we continue

to focus on providing effective and efficient services in the years ahead if we are to continue building on that growth.

It is vital that clubs continue to re-evaluate their operation and work hard to attract new members as well as keep hold of their current ones. If we all take responsibility for growing the sport then the game will continue to grow in the years to come.

There are many people working very hard within the sport and achieving wonderful things. I would like to encourage everyone to consider whether they may be able to contribute more to the success of our sport.

Yours truly,

Ken Cresswell
Southland Football Manager

Goalnet Participation Statistics 2011

PROGRAM	MALE	FEMALE	TOTAL
<i>First Kicks</i>	43	10	53
<i>Fun Football</i>	70	22	92
<i>10th Grade</i>	98	26	124
<i>11th Grade</i>	82	14	96
<i>12th Grade</i>	70	20	90
<i>14th Grade</i>	122	23	145
<i>16th Grade</i>	89	19	108
<i>Women's League</i>	-	170	170
<i>Men's Leagues</i>	438	-	438
TOTAL	1012	304	1316