



Director of Finance 2009 Annual Report

In starting I would like to thank all the clubs for giving me the opportunity to be part of the CCF Board this year, my third year. The role of Director of Finance, and in fact of any of the board roles, is challenging.

Many of you will remember the task before us when I came on board in November 2006. The financial statements to be presented at next months AGM, which are abridged in the monthly reports you have been receiving, are testimony to the recovery this organization has made.

Highlights of the 2009 financial statements are,

- Borrowings of \$66,783 (being the last payment to FNSW due March 2010) – reduced from \$568,165
- All other net payables of \$170,525 (being in the main employee provisions and payables) – reduced from \$441,252
- Consecutive year's of profits of \$250,000 (first turnaround year was a break even as many costs carried forward)

The tight fiscal austerity of the past three years has meant that the profits accumulated over these years has, almost reversed the losses accumulated over 2005 and 2006. It has however meant that a number of areas have been neglected not the least of which has been the maintenance of Pluim Park.

With the recovery thus well in hand the board has turned its attention to the future rather than survival. To this end the strategic plan has evolved and a operational plan under-pinning that strategy is being undertaken by the General Manager, Rod Cousins, who commenced with us in late August. His appointment though delayed was the first step in rolling out that plan which will better deliver to the members their needs.

On that basis I have presented to the Board, and the Board endorsed, a budget for 2010 that comprises,

- A profit of \$108,000 (which will finally eradicate the losses of 2005 and 2006)



- No increases in any of the fees charged to member clubs (these include membership fees, team nomination fees or registration fees)
- A significantly improved performance from the refurbished canteen (50% gross margin and a 25% casual labour cost)
- The re-introduction of Football NSW programs
- A office structure responsible for the delivery of member services, including competition, in line with the operational plan
- An expected 5% increase in affiliation fees charged by FNSW/FFA etc
- Rejuvenation of Plum Park
- Overhaul of Competitions and Registrations software

However nobody should assume the job is complete, the worst may have been dealt with, but the recovery is not yet complete. And even when the recovery is complete the requirement for sound, strong and prudent fiscal management will remain.

In conclusion thank you to the clubs for the opportunity to serve on the board the past three years and I hope I will be given the opportunity to be part of the 2010 CCF Board.

Bernard Carbone
Director of Finance



Director of Registrations & Qualifications 2009 Annual Report

Firstly I would like to thank all the clubs for giving me the opportunity to being part of the CCF Board this year, I have found the role of Director of Registrations and Qualifications to be a very interesting and rewarding experience.

My goal this year was to assist the clubs to the best of my ability and introduce new processes to make the life of the Clubs and their Members as simple and hassle free as I could. I set out with the intention to respond to all queries and questions within 24hrs and if not able to resolve the issue in that time to then communicate a time line for when an answer or solution would be provided and I feel I have mostly been able to achieve this. I believe good communication is very important.

Before the start of the season I held a meeting with the Club Registrars at Berkeley Vale Community Center to explain any changes to the registrations system and the process, as this year saw the availability of Online Registrations for players in clubs; something Kay Peachey (the previous Director of Registrations and Qualifications) had arranged the previous year.

I found the group of Registrars to be a great group to work with, there were lots of questions and issues through out the year and they all did a great job getting the majority of the players into the system by the first week of the season, the final number of registered players this year was 13,160.

This year also saw the implementation of Coach and Manager ID Cards, another initiative of Kay Peachey's.

This year I assisted in the Grading committee by providing player info from the Registration System and now after gathering more detailed records from this season I believe I have the capability to provide much more detail to assist in this process next year.

Through out the year I tracked all the games of MPL and DIV1 players for Finals Qualifications and carried out spot checks on various other grades. There have



been a few cases through out the year to do with player eligibility and all have been dealt with and all Clubs and Players involved communicated the outcomes.

Through out the year I developed software to produce team sheets for games having all the registered players listed for each team along with the match information generated automatically, this system started as trials at a few clubs and was extremely well received by clubs and very quickly implemented by all the clubs for all games other than MPL and DIV 1. I would like to thank all the clubs for being so willing to try the new system and I hope this will be the first of more improvements to come aimed at making it easier for those involved in our sport.

I took the opportunity to visit each of the clubs this year, it was good to meet some people face to face that I had only dealt with via email and get feedback and ideas from clubs facing the day to day issues of our sport.

The Board have also given me the opportunity to look into introduction of a new website for CCF next year to provide up coming Match Information for all Teams and Match Results and Tables for completed games and I expect we will be rolling out a new CCF website next year with better ways to communicate information to players.

Finally thanks to the clubs for the opportunity to serve on the board this year and I hope I will be given the opportunity to be part of the 2010 CCF Board.

Colin Smith
Director of Registration & Qualifications



DIRECTOR OF JUDICIARY REPORT 2009

I would like to start my 2009 report by thanking all those members that have helped in Judiciary this year. I would also like to state that it has been an honour and a privilege to serve over the last three years with this CCF board, a Board that has had to make some hard line decisions to drag the CCF up by the boot straps to recover from the disaster that was inherited back in 2006 – 07 and those Directors that stand for re election should be given the opportunity to continue with the task at hand.

This year there has been 3,020 yellow cards and 2,424 in the previous year which is a 25% increase and 315 red card issued and 278 in the previous year which was also an increase of 13%.

I believe that the revamped offer system that I introduced last year has been successful and fair, and with the suspended sentence system gave players an opportunity to get back on the park earlier and with only 4 players reoffending I can say that is also successful.

To all the Clubs and Players have a happy and safe Christmas and a successful New Year

Below is the breakdown of actual yellow cards issued for 2009 season

Garry Peterson
Director of Judiciary



CARD CODE	DESCRIPTION	TOTAL
Y16	<i>Dissent by word</i>	772
Y01	<i>Late Tackle</i>	659
Y09	<i>Dangerous tackle</i>	265
Y25	<i>Retaliation</i>	196
Y10	<i>Pushing an opponent</i>	175
Y07	<i>Heavy body charge</i>	104
Y04	<i>Foul tackle from behind</i>	98
Y05	<i>Holding an opponent to break up an attack</i>	85
Y02	<i>Deliberate Tripping</i>	81
Y36	<i>Conduct warrant a caution but not previously specified</i>	64
Y17	<i>Dissent by kicking the ball away</i>	62
Y21	<i>Persistently infringing the laws of the game</i>	61
Y23	<i>Kicking the ball away to delay the restart of play</i>	55
Y03	<i>Deliberate handball to break up an attack</i>	52
Y26	<i>Making unsporting remarks</i>	50
Y06	<i>Deliberate impeding an opponent to break up an attack</i>	45
Y14	<i>Failing to retire 10 yards</i>	26
Y19	<i>Dissent by gesture</i>	24
Y11	<i>Elbowing an opponent</i>	20
Y24	<i>Holding the ball to delay the restart of play</i>	18
Y12	<i>Lateral sliding tackle</i>	16
Y27	<i>Making unsporting gestures</i>	13
Y18	<i>Dissent throwing the ball away</i>	11
Y08	<i>Jumping at an opponent</i>	11
Y28	<i>Shouting to distract an opponent</i>	10
Y32	<i>Entering the field without the referee's permission</i>	10
Y13	<i>Blatant diving</i>	8
Y15	<i>Breaking from the "wall"</i>	6
Y29	<i>Jumping to prevent the taking of a throw in</i>	5
Y30	<i>Standing on an opponents foot</i>	5
Y33	<i>Leaving the field without the referee's permission</i>	5
Y22	<i>Standing on the ball to delay the restart of play</i>	4
Y20	<i>Players running at the referee</i>	2
Y100	<i>Misconduct Report</i>	1
Y35	<i>Feigning injury</i>	1
TOTAL NUMBER OF YELLOW CARDS		3,020



Director of Representative Football 2009 Annual Report

CCF Strategic Plan update

As many of the Delegates will recall, last year the CCF Directors embarked on a program to review the strategic direction, goals and objectives of the CCF. The program included a one day workshop whereby Directors, CCF staff and 3 nominated Club representatives attended. The output of the strategic plan can be represented in the diagram below.





That is an integrated and holistic approach to providing players, coaches and referees a well defined pathway from grass roots football through to the elite levels including A – league and beyond.

It was recognised, that to achieve these objectives required an effective and efficient support structure within the CCF administration and that required the focus and attention of a full time General Manager.

With the consent of the Delegates a subcommittee to the Board was established to find and retain a suitable person. This took some 22 weeks but resulted in the appointment of Mr. Rod Cousins who assumed the role on Monday 31st August 2009.

Rod is charged with developing and implementing the operational plan and resource requirements to support the strategic plan and the current and known future requirements of the CCF by 31st December 2009. Rod has already made significant inroads in this regard and is well ahead of time in achieving his KPI's. We welcome Rod into the role of General Manager and look forward to his wisdom and significant contribution in steering the Association into the future.

Central Coast Lightning Football Club Pty Ltd:

Although the Club was impacted by the global financial crisis, resulting in no cash sponsorship, this is a year we can look back on with great pride as we have achieved much. For Instance, the Thunder teams have proven to be very successful having just completed their second season in the Northern NSW Regional Youth League competition with 3 of the 4 teams making the semi finals:
13's boys finished 3rd on the points table and made the grand final;
14's boys finished 2nd;
15 boys finished 3rd;

In addition we had 2 x U11 boys and 2 x U12 boys' teams in the development league that all performed very well.

Once again our Lightning Super Youth League teams (U13 to U18 inclusive) have finished second on the Club Championship table;



We had 9 x Lightning teams make the finals, this included U11 and U12 (Metro League), U13, U14, U18 Boys, U20 Men's and U12, U14 and Senior women's;

U13 boys finished second on the points table and made the Grand Final, whilst our U14 boys came second on the points table but were unfortunately beat in extra time beat by Northern Tigers in the preliminary grand final;

Our U18 boys came 4th on the points table and unfortunately went down to Schofields in the major semi final and our U20 boys made it through to the minor semi final only to be knocked out by Spirit FC;

Without doubt the girl's football is growing in numbers and success with U12's achieving the esteemed position of League Champions and Grand Final Winners, beating Northern Tigers 2 – 0, after having won the Cheryl Salisbury Cup for allcomers mid season;

The U14 girls also excelled by achieving 2nd spot on the points table only to be beat by Western NSW Panthers in the Grand Final

Last but not least, our women's senior team achieved 4th spot on the points table but was stopped in their tracks by Southern NSW in the semi final;

The Club's senior men's team was awarded the prestigious fairest player of the year award and Charlie Borge was awarded Club person of the year at the FNSW Silver Awards Dinner. Chris Tatum was awarded Club person of the year at FNSW Platinum dinner.

So, I would like to thank all involved in making this year the success it has been, this includes the players, coaches and managers and particularly the volunteer committee members and executive who work tirelessly behind the scenes.

I look forward to seeing you all again next year.

Dennis Silvers
Director Representative Football



Director of Coaching 2009 Annual Report

Well what an enlighten year it has been, from my appointment in early February we have been hard at work trying to get Coaching & Development back into club.

I had some forms and feedback material for club to get some response back but unfortunately not all club participated.

Licensed Coaching Courses completed on the Central Coast this year were as follows:

6 x Grassroots Courses with 89 Attendee's

4 x Junior Licence Courses with 90 Attendee's

4 x Additional Junior Licence Courses were cancelled due to lack of numbers.

2 x Youth Licence Courses were cancelled due to lack of numbers.

1 x Senior Licence Course was cancelled due to lack of numbers.

Two Clubs – Mountains and Terrigal had courses conducted at their grounds by request.

At present there are over 1896 Coaches from the Central Coast area who have completed coaching courses at some time and are registered on the National Coaches database. Of these only 427 are still currently accredited until the end of next year (2010) – This equates to 1 accredited coach to approximately every 32 players “You wouldn't send your children to schools with unqualified teachers, so as a sporting organisation, why do we allow our member players to be coached by persons who do not hold the minimum of coaching qualifications?”

Of this:

343 hold Junior Licences

55 Hold Youth Licences

3 Hold Youth Goalkeeping Licences



19 Hold Senior Licences

1 Hold Senior Goalkeeping Licences

3 Hold AFC "C" Licences

3 Hold AFC "B" Licences

4 Hold AFC "A" Licences

As far as delivery of coaching courses goes, we are more than prepared to conduct courses at the clubs facilities, and at a schedule suitably negotiated with the club, providing we have instructors available to conduct the programs on the dates requested.

Finally I would like to wish all CCF Directors, CCF Staff, Clubs, officials, Coaches, Managers, Players and Parents a Merry Christmas and a Happy & Safe New Year, and look forward to see you all again in 2010.

Kevin Wilson
Director of Coaching



Director of Marketing & Sponsorship 2009 Annual Report

2009 has been a year in which the worst financial crisis has hit the world economies since the Great Depression. Many more tens of thousands unemployed, losing homes, bankruptcies etc. All sports have suffered financially especially the professional ones. The corporate dollar is very scarce. Amateur sport has suffered significantly.

In saying that even though monies have been tight the in-kind sponsorship dollars has been the way most companies have seen to be involved as it keeps their control on cash flows in a positive to neutral environment.

Sponsors Obtained 2009/2010 Season

McDonalds – 20,000 Star Awards were received. An award for every player at every club for all rounds, age groups from 5 years to 12 years. These awards are at a cost to McDonalds of \$10 per award.

Also they made McDonalds restaurants available to all clubs for fund raising. Some clubs have made in the thousands of dollars.

Ronald McDonald visits and happy days. Some clubs took up this offer and the feedback was overwhelming.

McDonalds Marquees were made available to clubs for gala days etc. Some club's took up this offer.

Negotiations under way to increase sponsorship into other areas

Sponsorship worth: In excess of \$200,000

Star 104.5 – Came onboard as our Media Partner for 2009/2010 and was a successful medium for our association to get the word out and media exposure.

Clubs had the availability to send urgent messages that needed to get out to players/parents/spectators to hear such as a fundraiser coming up or even a representative teams travel arrangements, wet weather etc.



Connecting The Coast Promos 30 x promos = \$3,600 in promotional airtime (minimum promised only)

Website Star104.5's website features a page completely dedicated to sports in our community. Throughout the season they will include details on Central Coast Football, such as registration and grand final details, our logo, active links and/or a phone number for further information.

4 x dedicated live road star crosses (this is a minimum only) = \$1,200 in promotional airtime

Car Park Party 1 x 30 second Road Star live cross per hour 1 x 30 second Sales cross per hour, Staffing, Lollies, Stickers. And other feature prizes from Star 104.5 = \$1,500 in promotional value.

Inclusion in the Star 104.5 E-Newsletter

A direct line to the News Room

Free plugs for all clubs every week end from 8am to 2pm

Free use of the Star 104.5 recording studios

Sponsorship worth: Promo Airtime = \$6,300 website, E-News Letters, Community Switch, News Coverage.

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ET Australia – Sponsored Target 11 initiative

Negotiations under way to increase sponsorship

Sponsorship worth: \$1,500

Intensity – Have supplied 1000 \$15 kits for use with Summer Sixes.

Intensity at Erina Fair Are offering 20,000 Packs to the value of \$25 to be handed out to every player that registers for the 2010 season.

The use of Intensity for Fund raising for all clubs

Club nights

Corporate nights



Special Themed Nights for Clubs

20,000 \$5 to \$10 vouchers awards for the encouragement awards for teams

Sponsorship worth: \$700,015

Scholastics – Are going to supply 20,000 Sportsmanship awards for teams 5 to 12 year olds. This will be redeemed at the player's school book club. Value of voucher to be decided.

Sponsorship worth: Approx \$200,000

Nomis – Clubs that participated in this program received World Class Boots for half price for players. Negotiations underway to improve and extend sponsorship for 2010 season.

Newcastle Permanent – Received \$15,000 from the Perm for our Community Football Programs. Also received 200 packs containing, footballs, cones, bag and a pump. Also \$5 starter vouchers. The Perm cancelled all sponsorship for 2009 because of the economic climate. Central Coast Football they wanted to keep, but could not sustain the dollar amount from 2008, hence the decrease. Negotiations underway for the 2010 season.

Sponsorship worth: Approx \$50,000

Target 11 – This initiative was 12 months in the planning. To create Zonal championships with boys and girls age group 10 years old. The idea was to be able to integrate clubs into zones and give all those players and coaches selected from clubs the opportunity to play and coach in a representative arena. This will only serve to improve players but also coaches. They would work under a mentor from Thunder or Lightning. This also gives players at club level the opportunity to be looked at for selection into Thunder and Lightning. All feedback on this initiative has been positive and the players, parents and coaches have all enjoyed the experience and want it to continue. As all things it can only get



better. I hope that whatever happens at the AGM in December that next year the board continues with this fantastic initiative

Veto Sports. This is in the final negotiation phase. Preliminary talks include but not limited to:

Digital Scoreboard for Plum Park 2 meters' x 4 meters'

Digital colour Display board for Plum Park 2 meters' x 4 meters'

All participating clubs to receive \$2000 worth of Veto goods, condition that they spend at least that again throughout the season with Veto Sports

\$10,000 - \$20,000 worth of goods for the CCF to be used as directed by the board.

Sponsorship worth: Approx \$160,000

Erina Fair – Negotiations under way with Erina Fair in relation to the centre coming on as a major sponsor for 2010.

Sponsorship for 2009/2010 seasons worth approximately \$1,332,800 in kind sponsorship and cash. Depending on size of final arrangements. All of which goes to all 23 clubs. Excluding the Perm.



Director of Women's Football 2009 Annual Report

HI ALL

I wish to begin by thanking every-one for such an un-forgettable experience in the board room and around the grounds when I was able to be around.

[Unfortunately I was very sick through most of it]

Hopefully if I am re-elected in 2010 I can achieve more.

Things in my opinion need to be addressed are

- Grading as a priority needs to be looked at

- Nomination by players name

- Promotion and relegation in women's premier league and women's all age

- Regular meetings for delegates from clubs women's representatives

- Direct contact to clubs women's representatives to source more information for women's teams at club level.

Clubs need to speak to the women's rep at club then that person needs to contact ccf director to take up issues such as grading etc it is too late to come to finals games and complain how unfairly treated their teams have been during the year.

These things can be dealt with if caught in time.

In a nut shell stop complaining around the place and do something about it .

With respect we can't fix problems unless we know about it.

Thanks again for the experience.

Peter Tierney

Director of women's football