



## FFV-Sunraysia Media Briefing 9 March 2011

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**Q:** Why has FFV taken over the day to day administration of Football in the Sunraysia region?

**A:** With the recent growth of interest in the sport, the burden on local volunteers to effectively carry out all the work and capitalise on that interest was becoming more and more onerous. In order for the sport to continue to progress, the decision was taken at the local level to take advantage of the team of sports administration professionals at FFV. From FFV's perspective, its commitment to the sport in all regions of Victoria meant that it was important to have a person 'on the ground' to help deliver FFV's strategic plan for all of Victoria.

**Q:** What was the motivation behind abolishing gate entrance fees?

**A:** To encourage as many spectators as possible to see the high level of football played in Sunraysia. In particular, parents and other family members were, in effect, being penalised for encouraging children to play the game and those children were missing out on that family support which may have reduced their enjoyment of the sport. The abolition of entrance fees will save a two parent family with a child in the J-League \$120 per year in gate fees and give all of our players the opportunity to play in front of more spectators.

**Q:** Will FFV-Sunraysia clubs be allowed to enter the FFV Cup tournament?

**A:** Yes, as all FFV-Sunraysia clubs are eligible to enter this year's Mirabella Cup and it is entirely possible that a Sunraysia based club could take on an A-League Club such as Melbourne Victory or Melbourne Heart.



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**Q:** Will Sunraysia be sending away any representative teams during 2011?

**A:** Yes, Sunraysia will be entering teams in the SA Junior Championships being held in Broken Hill on 20<sup>th</sup>/21<sup>st</sup> August as well as the Victorian Country Tournament Series being held over the June long weekend.

**Q:** What are the main financial objectives for FFV-Sunraysia in 2011?

**A:** FFV-Sunraysia is focussed on improving its facilities in the region to allow it to better service clubs, players and spectators alike. With assistance from the Mildura Regional City Council and also FFA's Developing the World Game fund monies have already been made available to improve the grounds at the Aerodrome Ovals.

We are also investing in developing and educating local coaches by sending senior local coaches to specific training courses so they can pass on their knowledge to others in the region.

In addition we are looking to create more flexible opportunities for new players to experience the World Game, particularly girls and women.

Longer term we hope to improve the buildings there with a view to Mildura being a training centre for teams in the AFC 2015 Asian Cup.

### **Glossary**

FFV: Football Federation Victoria

FFA: Football Federation Australia

AFC: Asian Football Confederation