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CLUB ASSESSMENT PROCESS

1. Introduction

Football Gold Coast Ltd. has the jurisdiction to govern and administer football competitions in the Gold Coast and Northern New South Wales area. Football Gold Coast Ltd. facilitates competitions for senior men, senior women, junior boys and junior girls age groups from under 6 through to senior.

Clubs who enter teams into the Gold Coast Competition must be able to meet a set of pre-determined "Standards". These standards have been formulated to encourage clubs to continuously maintain and improve their total club operations. Football Gold Coast will regularly assess each club against the standards with feedback provided to each club. Upon entering the Gold Coast Competition each club may be provided with a checklist of improvements that need to be undertaken to the club's operations for the following 12 months.

Football Gold Coast will assess each applicant club in terms of -

- a. Ability to meet pre-determined standards established by Football Gold Coast in respect of grounds, facilities and other requirements;
- b. Current financial viability;
- c. Overall history, past performance and potential future performance;
- d. Ability to contribute to the promotion and development of the game; and
- e. Any special factors which the Management Committee may consider relevant in a particular case.

The information set out in the attached documents provides applicants with the necessary details with regard to the application and assessment process. If, in the view of Football Gold Coast, a club is not able to meet the "Minimum Standards", the application may be rejected.

2. Assessment Process

An assessment process will be applicable for all clubs seeking approval for entry into football activities under the control of Football Gold Coast. They may be one of the following;

An existing club that has 'lapsed'.

- In the recent past (1 to 3 years) has not affiliated with Football Gold Coast but has done so previously with one of the previous associations administering the various competitions.

A club.

- An existing club not affiliated with Football Gold Coast or Football Queensland. An example would be a Church League or Commercial League club. This club would be considered 'new' to Football Gold Coast and must sustain an assessment process.

A New Entity.

- A club that has arisen for the purpose of entering competitions and football activities under the control of Football Gold Coast. This club would be considered 'new' to Football Gold Coast and must sustain an assessment process. Definition and Interpretation of a Club

3. A "Club" means

- a. An incorporated association, company limited by guarantee or private company recognised by Football Queensland and having the following characteristics:
 - i. it organizes teams to participate in competitions sanctioned by Football Gold Coast, Football Queensland or Football Federation of Australia
 - ii. All members of its teams are entitled to club membership; and
 - iii. Club members (or their parent or guardian) may vote in an election for any club office-holders; or
- b. Any legal entity deemed to be a club and approved by Football Queensland.
- c. A Public or Private Academic Institution (School)

The following are the requirements Football Gold Coast consider to be the test for a "club".

- a. Is the applicant an incorporated body or a legal entity as defined?
- b. Is the applicant a body that consists of more than one team?
- c. Is the applicant using facilities over which it has control by lease or similar agreement?
- d. Is the applicant using an existing affiliated clubs fields and facilities?
- e. Does the applicant have a formal club structure; i.e. juniors, women and men teams?
- f. Is the applicant currently affiliated with a recognised football body?
- g. Does the applicant have a history of playing in an organised competition over a number of years and what is that history?

Through the assessment process, Football Gold Coast is seeking to establish the following;

- a. That the applicant is a legal entity with the rights and obligations consistent with recognised sporting body management.
- b. That the applicant is not a single team, without physical infrastructure and management structure.
- c. That the applicant is not physically located in an area already serviced by an existing club or clubs.
- d. That the applicant has a commitment to football development, by way of junior teams, coaching and associated activities primarily concerned with the local community.

- e. That the club is not limited or exclusive to a single national heritage group or community group without involvement in the wider community in which it is located.
- f. That the club has a proven track record of fielding a team or teams in an organised competition and that record is acceptable to Football Gold Coast Inc. In the event that the club has no past record to assess, then a review of the management personnel should reveal experience with sporting bodies and/or football clubs.
- g. That the inclusion of the “new” club will not have an adverse or detrimental impact on an existing club within its immediate area.
- h. That there is a need for a “new” club in the area.
- i. That the proposed “new” club has consulted existing clubs in the immediate area.

The assessment process is designed to focus on the applicants’ ability to participate in Football Gold Coast competitions as viable member of the football community. From the information supplied inference will be drawn on the ability of the club to sustain operation over the long term.

4. Club Assessment Criteria

Football Gold Coast reserves the right to control access to scheduled competitions and activities. Access is controlled to ensure existing clubs are not disadvantaged by a new club. Football Gold Coast will control access based on its determination of the best outcome for the game within the Gold Coast Zone and consideration of its current affiliated members. Control is required to ensure sustainable, quality facilities and development of football clubs.

The basis for determining the best outcome for the game will generally be as follows;

- a. Geographical Location
- b. Sustainable Development
- c. Value to the community

Geographical Location

Football Gold Coast will grant access to football competitions and activities based on sustainable, financially sound, viable clubs each with a proven catchment of members, supporters and players.

It has generally been accepted that some existing clubs would not pass this test if they applied today. This in no way implies that a club has the right to access Football Gold Coast activities simply because they exist. This historical situation highlights the need to control access to football for the overall well being of the game.

Oversupply (too many clubs) weakens all the clubs by hindering sustainable development, dilution of the available support base and needless duplication of facilities and resources. Access to government grants, sporting grants, local business houses and community support is not an inexhaustible supply. Fragmentation of effort is not a sound business principle nor is it a sound practice for a football association.

Physical presence will not imply permanency if the club does not continuously demonstrate development of the game. The lack of development may well mean that development of the game could be attained by a new entity that would better meet the community’s needs and

the association's development goals.

From research conducted, the following geographical figures are used as guidelines to establish a need for a new club:

Distance between New Club and Existing Club/s in each direction

- 0 to 8km - Directly influences an existing club/s. Will only be considered in exceptional circumstances
 - Exceptional Circumstances may include but will not be limited too;
 - A Public or Private Academic Institution that complies with section 5 of this document.
 - Large housing estate built in newly developed area
 - Existing club/s are at or near capacity.
- 9km to 20km – Minimal influence on existing club – Will Consider Application.
 - Application must address
 - Catchment area which is not being provided for
 - Current capacity of clubs in vicinity of proposed new club
 - Current and future demand shortages based off 230 players per lit field
- 20km or more – Little to no impact on existing club – Will work with club to establish a new club
 - Application must address
 - Catchment area which is not being provided for.
 - Current and future demand shortages based off 230 players per lit field

Sustainable Development

Football Gold Coast encourages the amalgamation of clubs that would be stronger in combination, better service the needs of the community in which they operate and provide better development of facilities and players. Clubs should not resist amalgamation simply for narrow, historical reasons as the game is expansive and must not be hindered by individuals or individual clubs.

Sustainable development requires a club that is willing and able to provide a complete service to the community. The club will be assessed primarily on what it can do for the game at the local level. Football Gold Coast is responsible for football in the Gold Coast Zone. A new entity could have ambitious plans, deep pockets and a vision that extends beyond the Gold Coast Zone, but any entity that invests effort, time and money without first assuring access to Football Gold Coast activities is engaging in a risky venture.

Prior to accessing government funding, securing facilities by lease or purchase, it would be prudent to determine if access to the primary purpose of the entity, i.e. the Football Gold Coast activities, is possible, probable or assured. Regardless of persuasiveness of business arguments that show a financial model that is sustainable, the impact of a new club must be considered against all facets of football development.

Documents that you will need to provide to show financial and player sustainability include:

- Business Plan establishing financial stability and growth expectations over next 5 years
- Facilities Plan – outlining ability to meet minimum standards initially and into the future

- Expected catchment area
- Constitution
- Permission to Use Facilities from Owner (i.e. lease, right of use, etc.)
- Incorporation Certificate (if applicable)
- If a Academic Institution a list of players that will register for the club.

Value to the Community

Football Gold Coast recognizes that in developing communities there is a need for new football clubs with adequate facilities. As our sport expands to new communities there may be considerable distances to travel by clubs and their members to access football services and vice versa.

Areas you will need to address include:

- What value does your club bring to the region / community you are looking to establish the new club?
- What is the football philosophy / culture you will bring to the new club?
- Demographic data to support the need of the club in the region / community?
- How do you intend to promote football within the new club community?

5. Public or Private Academic Institution (schools or universities)

Football Gold Coast will consider all applications from an Academic Institution to become a member on a case by case basis and will use the below mentioned criteria as a guideline to determine the viability of their application.

- Do they have access to their own facilities to coincide with the playing calendar of FGC?
- Do the facilities meet FGC minimum standards document?
- What impact it may have on clubs in their close proximity
 - Support from said club/s would be advantageous to the application
- Demonstrate that it will bring new players to the game not “recruit” players from existing clubs.
 - They will be required to provide FGC a list of potential players
- Demonstrate that they run a bone fide internal football program where the main administrator is employed by the institution and isn’t controlled by an external private provider or academy.
- Children’s Institution (Prep/Primary Schools)
 - Must field a minimum of 4 teams
 - Will only be permitted to enter teams from under 6 to under 12 (modified version of the game)

6. Process Timing

The time allowed for this process will be sufficient to allow the opportunity for all parties to engage in meaningful discussion. The process will not be compromised for expediency although clubs may be granted condition entry to allow the process to be fully implemented. A conditional one season, specific competition entry may be considered with a final binding decision subject to the conclusion of the process.

7. Assessment Procedure

- Step 1 – Contact office of Football Gold Coast to discuss new club location.
- Step 2 – Submit a Formal application by entity covering the above criteria addressed to General Manager, Football Gold Coast Inc.
- Step 3 – The Office of Football Gold Coast will conduct an initial investigation into the application and conduct an impact study if required.
- Step 4 – A Panel of 4 members consisting of General Manager, One Executive Board Member and 2 other Board Members will meet to make a decision on the application. If required, panel can ask applicant to come in to answer questions about application.
- Step 5 - At the conclusion of the above steps the Panel will determine its recommendation on the information received and the application and inform the applicant of its decision.

8. Notification and Determination

The final decision will be in one of the following formats.

- Non-acceptance – No need for new club / Applicant does not meet criteria
- Non-acceptance – Non-compliance in application. Applicant can re-apply in future once Non-Compliance are addressed
- Acceptance – Acceptance based on meeting certain criteria
- Acceptance.

Upon acceptance, the New Club will be required to pay a Surety Bond up to \$10,000 for 2 years

9. Appeal Against Decision.

Should the applicant or club/s that may be directly affected not be satisfied with the ruling of FGC it/they shall be entitled to:-

- a. In the first instance send correspondence requesting the Board of FGC to review their decision and outlining why the original decision should be reconsidered.
- b. If the above isn't successful and or satisfactory the applicant shall then have the right to appeal the decision directly to Football Queensland for their consideration.

10. In Conclusion

The information in this document is meant as a guideline to determine the viability of any new application. In it's determination FGC may be privy to information that falls outside this scope and as such in its absolute discretion may relax certain parts of this document during their consideration.

All applications will be treated on a case by case situation where the promotion, development and best interest of the of the game as a whole will be paramount and in the forefront of all discussions and outcomes.