



# WJSA STRATEGIC PLAN 2022-2027

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February 2022

## HISTORICAL OVERVIEW UNTIL 2022

The WJSA was established in 2014 as a separate body from the Whyalla Soccer Association which had previously encapsulated both the junior and senior competition. The reason for the separation was the dwindling numbers of players in the junior competition and the identified need to address this matter with a committee dedicated to the junior competition. The WJSA is owned by the clubs, Lions, Steel United, Westland's United, Whyalla Croatia and Whyalla Wanderers and each club has an equal voice and responsibility. The structure of the WJSA includes a Chairperson/President, Vice President, Treasurer, Secretary, Registrar, and delegates from each club.

The WJSA celebrates collaboration and cooperation from its member clubs, and since separating from the WSA has created a carnival style format for game day for ages under 5 to under 17, where each of the teams play from a single established location on a Sunday morning, & Wednesday Afternoons rather than a home and away competition. Sunday Morning was selected for the game day as it didn't conflict with Football in Whyalla and also allowed for senior players to be involved in the junior association as players and volunteers as senior games are played in the afternoon. The first location utilized for the carnival format was Samaritan College. This proved to be too small for the under 14 age pitches, and a move to Weeroona Bay Football Club (WBFC) was necessary. While there was ample room at WBFC found that the grass at WBFC was not maintained to a high enough standard to ensure the safety of the players, which prompted a move to Eyre High School in 2019. Since 2019, the WJSA have found Eyre High School to meet our needs with the exclusion of a permeant canteen facility. We have negated this barrier with hiring a portable canteen from North Whyalla Football Club and while it creates more work on game day to set up, it is a significant fundraiser for the WJSA. All clubs contribute in a rostered system to serving in the canteen and all monies raised is equally divided to each club at the end of the season to begin the following season.





The under 17s age group has continued to play from the clubs on a Wednesday night since 2014. Over time we have seen more and more clubs opt out of this arrangement. The first instances involved the quality of the lights at games, which saw fewer clubs able to host the night games due to the pitch being too dark to safely play. The inability of some clubs to host night games increased the burden on the clubs who could, which prompted the hire of Jubilee Park and utilizing the newly installed lights in 2021. Since the hire fee of Jubilee Park was more cost effective for clubs to play from than incur the electricity costs of running the lights at their own home ground, it has been decided that in 2022 and moving onwards that Jubilee Park will be used for all under 15s & under 17s games. Since the closure of Eyre High School and presently the WJSA is seeking to make a permanent move to Jubilee Park or a similarly suitable location for all age groups.

Upon establishment WJSA became a member of the Football Federation of South Australia (now Football South Australia), while the senior body chose to stay independent. Membership in Football South Australia provided insurance, established policies and evidence-based training and game day practices. It also provided membership in the South Australia Junior Soccer Association which hosts State and Country Championships and is a necessity to access elite pathways. The WJSA has sent teams to each championship since joining and has hosted the Country championships, most recently in 2017. The championships are attended by member associations from 12 regional associations with 8 age groups represented, providing the potential for 96 teams to be present at any given championships. In 2018 the WJSA sent the first team of under 13 girls to the championships and since have included under 16 girls additionally. In 2021, WJSA had equal representation of boys and girls at the Country Championships. The WJSA has had moderate success in the State and Country Championships and consistently won or came runner up in age groups. There has also been success from players being recognized at the championships by FSA scouts for elite pathways. Since 2020 the WJSA has hosted a regional carnival, open to all associations in regional South Australia, to enrich the playing experience of the Whyalla players and the wider region. The carnival offers a developmental opportunity for teams and fosters team cohesion before participating in the SAJSA championships.

While separate from the WSA there is a partnership between the WSA with the By-laws being congruent with each other. The WSA and WJSA recognize that junior players must be registered in the junior competition and must play their games in this age group to play in the senior competition, all senior teams must have junior teams to be eligible to be part of the WSA.

## PARTICIPANTS

Children as young as 4 and old as 17 are welcome to play in the WJSA. In 2017 we began addressing the barriers to females participating and welcomed the first all-female teams into the competition in 2018 in 3 age groups. This





became a platform to increase female participation in the game and we now have a thriving female population of players which is continuing to grow.

We have increased inclusion by creating a minis age group, which is for players under the age of 4, who can come and try soccer. In doing so we have found that we are able to gain players earlier than other sports and we hope that this will encourage them to continue to enjoy soccer in the future. Unlike many other associations who play juniors until under 16, we increased the playing age for the junior competition to under 17 to ensure the players have an extra year of competition with players their own age before entering the senior competition.

With soccer being recognized as the world game, we have a strong base of players who are new immigrants to Australia and with the game days not conflicting with football, we have a strong Aboriginal and Torres Strait Islander cohort who play both football and soccer. This adds to the diversity of both the playing groups and volunteers.

The WJSA is inclusive of people with disabilities and each player is assessed on a case-by-case basis if they identify as having a disability and may be eligible to play in an age group that better suits their abilities and supports their development.

We have a solid reputation for delivering a high-quality competition for junior players and as such we have players travel from Ceduna, Port Lincoln, Roxby Downs, and Port Augusta to play in our competition each week.





Volunteers make up a significant part of our association and we recognize the way in which people use their varied skills and attributes to contribute to the running of the association. We have mums and dads who coach. Qualified coaches and referees, and volunteers who have the skills but lack the qualification. We have teenagers and retirees, a resident photographer who despite health concerns attends games to capture the game day experience and various helpers who look after the canteen. People of all ages, genders, races, abilities, and socio-economic backgrounds contribute in a valued way to the WJSA. Our association delegates are a mix of male and female and represent different age groups and backgrounds.

## VALUES

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*Our values provide us with the foundation to deliver a high quality experience to all of our community. They reflect the culture and character of the WJSA and underpins all that we do as an association.*

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**COLLABORATION**- we are a collective partnership of 5 teams, Stakeholders and also the wider Whyalla Community who support the running of the association.

**PARTICIPATION**- welcoming all players and creating an environment for boys and girls aged 3-17 can participate without prejudice

**RESPECT**- honoring individual backgrounds and abilities. Appreciating the contribution of each member of the community.

**DEVELOPMENT**- supporting players to improve, celebrating their improvement, and encouraging the attainment of their personal goals

**INCLUSION**- growing the game through removing barriers to participating and encouraging all to be involved

**SUSTAINABILITY**- recognizing the importance of junior soccer to continue the future success of the game in Whyalla

## VISION





*The WJSA aspires to make soccer an inclusive sport that provides a safe environment for players from all walks of life to be valued and enriched.*

## MISSION STATEMENT

The WJSA is a collaboration of the 5 Whyalla Soccer Clubs who work cooperatively together to support the junior players. The WJSA is dedicated to being respectful and inclusive of people from all cultural backgrounds and levels of ability and disability. We provide an opportunity for boys and girls aged 3-17 to play in mixed gender teams and endeavor to provide an environment where everyone is safe to express themselves through the beautiful sport of soccer and be enriched from the experience. The WJSA is aligned with the governing bodies FSA, and SAJSA which offer guidance into the running of our association and how to deliver soccer programs from an evidence-based framework. Our partnership with the governing bodies allows us to progress players to their highest potential through participation in State and Country Championships, and State Development Identification Programs.

We believe it's necessary for players to be given every opportunity to reach their full potential for players striving to reach elite pathways and as such encourage coaches to attain qualifications to support players development. Concurrently we recognize that not every player who plays soccer is striving to reach these goals, some play for social reasons or other personal reasons. We endeavor to provide an environment where every player in the association is safe and able to reach their own goals, whatever they may be.

The members of the WJSA are first and foremost passionate about the game and its growth. With this in mind, we work to raise the profile of the game within Whyalla and the wider community. It is our goal to continue to grow the game in Whyalla and help other people become as passionate about the game as we are.

## STRATEGIC PLAN





# Whyalla Junior Soccer Association



The elements of our strategic plan provide the foundation for our growth in 2022 and beyond. This 5-year strategy is designed to grow the game from a framework which supports our values and raises the profile of the game in Whyalla to increase participation rates. Each element of the plan identifies the actions needed to complete the task/strategy and how this will be measurable.

## PARTICIPATION

GOAL	RATIONALE	ACTIONS	MEASURES
<i>Exposure</i>	Increased exposure leads to a higher participation rate	Utilize social media Create website	Track increases in page activity Track registrations
	With awareness of training/game days players are informed of the suitability of soccer	Provide user friendly resources on social media and website to ensure that information is easily accessible	Less questions about these topics fielded by Facebook page
	Increased exposure of special events generates interest in the game/ spectators and potential participants	Utilize local print, radio, and television media to promote events before, during and after the events.	Local media publishing stories about WJSA events
<i>Female Participation</i>	Women’s soccer is the fastest growing sport in the world and females make up more than half of the Australian population.	The 2023 Women’s World Cup in Australia can be used as a promotional tool to demonstrate the growth of female soccer.	Increased enquiries about female players joining Increased general discussion about female soccer in the community
	Females are welcome in our association	Advertise directly to females for our mixed teams and also for our female only	Culture of female participation being





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teams which represent whyalla in championships

valued and equally represented in teams.

Female players receiving equal game time as their male counterparts

Encourage female leaders in our association

Encourage female volunteers to coach, referee and not generalize that they will work in the canteen

Females being more involved in coaching and refereeing games

## Female Participation

Encourage female representation on our committee

Recognize the value that diversity brings to running a committee

Female representation in leadership roles on the committee.

Females being board members of the Governing bodies and representing the interests of North of Adelaide

Encourage females to become qualified coaches and referees

Accept FSA coaching/referee workshops and encourage mums and older junior and senior female players to attend and gain accreditation

Equal representation of female and male qualified coaches/referees in the WJSA

Females coaching select teams

## Inclusiveness

Encourage very young players to play in the minis games

Advertise that soccer is suitable for players aged as young as 3

More 3 and 4 year olds playing soccer

Encourage differently abled people to play

Create partnership with Mission Australia around differently abled people participating in soccer

Greater representation of people with disability in the local competition

Creation of a program which supports the varying





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needs of people with disabilities to enjoy soccer

Encourage ethnic diversity

Encourage people from varied ethnic backgrounds to be coaches and referees.

Greater representation of different ethnic backgrounds involved in playing, coaching and refereeing

Demonstrate ethnically diverse people in leadership roles to encourage ethnically diverse players

Encourage age diversity

Encourage older people to become involved in ways that enrich them and utilize their skills

Greater range of older and younger people being involved as volunteers

Encourage teenagers to volunteer in roles that utilize their skills and talents

## Inclusiveness

Keep costs as low as possible

Make a commitment to keep registration costs as low as possible for participants

Players not turned away from soccer due to cost being a barrier

Remove gate entry gold coin donation and absorb into registration fee understanding that many players use sports vouchers and this can then be absorbed by the voucher

High attrition rates  
High spectator attendance

Encourage spectators to come and watch with no out of pocket cost

Encourage clubs to have second hand boots/shin pads and supply socks and shirts where available to players who need them

All members of the WJSA are unpaid volunteers including coaches, referees and committee.

## Attrition

Ensuring players return for the following season or continue playing in the seniors

Using the player contact information to contact the players from the previous years to remind them to play soccer that year, and asking for

High attrition rates and happy people within the association.







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reasons why not if they are discontinuing.

Using this information to ensure we are providing an enriching environment for our players, correcting any issues if there are any, and being aware of a how soccer is being recieved

## Development

Encourage people to attain their goals and fulfil their needs through soccer

Recognize that different players have different needs from the game and celebrate the diversity of all of the players who play. eg social players, new players established players.

Players who are enriched and getting what they need from the game.

High attrition rates for players

Create an environment where all players can attain their goals

## Regional Player Development

Encourage higher pathways

Utilize select teams for players who wish to play at a higher level and have the skill level required to do so.

Having full teams for SAJSA championships

Encourage high achieving players to participate in SAJSA/ FSA programs

Having healthy representation in FSA programs

Host Regional Carnival

Annually host a regional carnival with an open invitation to all towns and association around regional south Australia

Delivering a carnival in whyalla each year

Increased attendance from other associations

Host SAJSA Country Championships

Every 4 years host the SAJSA Country Championships in Whyalla to minimize barriers for local players and families in attending, raise the profile of soccer in Whyalla and create an economic surge in the town.

Being awarded the Championships to host every four years.

Qualified coaches

SIP coaches in Whyalla





# Whyalla Junior Soccer Association



Upskill coaches so that State Identification Program trainings and coaching can be delivered in Whyalla and removes barrier of travelling to Adelaide for the program

Qualified Referees

Train young players to be referees to uphold the high quality of the game and to enable young people to referee at state and country championships and the local competition.

Young people becoming referees

Coaching clinics

Invite FSA and other academies to come to Whyalla and deliver high quality coaching clinics

Attendance of coaching clinics in Whyalla

Attendance of participants using the clinics

School holiday carnivals and come and try events

Host carnivals and come and try events for local players during school holidays

Hosting at least 1 carnival or come and try event each year

## Regional Player Development

Increase exposure to elite teams

Encourage FSA to implement regional rounds in Whyalla for NPL and WNPL teams.

FSA bringing WNPL and/or NPL teams to Whyalla to play.

Play Whyalla junior select teams as curtain raisers to the game to demonstrate the local/regional talent

Whyalla players being seen by NPL and WNPL coaches

Support players who are invited into higher pathways

Support players through:  
advertising their achievement  
providing fundraising opportunities  
providing/encouraging sponsorship where applicable

Players having less financial burden to participate in programs





## Operational Excellence

GOAL	RATIONALE	ACTIONS	MEASURES
<i>Age-appropriate training and games</i>	Delivering high quality training and games.	<p>Following the evidence based National Curriculum to ensure that training is in accordance with the developmental needs of different age groups</p> <p>Following the National Curriculum for pitch specifications for different age groups</p>	Players thriving due to training and conditions being optimal to their developmental stages.
<i>Match day attendance</i>	<p>The spectators who support our players provide encouragement and support for the children to enjoy playing.</p> <p>The spectators help our fund raising efforts by purchasing food and drinks</p>	<p>Minimise barriers to spectators attending.</p> <p>Where possible provide shelter and seating or appropriate spaces for BYO chairs</p> <p>Minimise difficult terrain for people who have disabilities, are less mobile, or parents pushing prams.</p>	Plenty of spectators enjoying watching children play soccer
<i>Child Safety</i>	Children are to be kept safe at all times	<p>Ensure all people involved in the operation of the WJSA and all volunteers have relevant DCSI clearances</p> <p>Ensure adequate walkways for pedestrians in car parks</p>	Children are not harmed while playing soccer



*Covid Compliance*

<p>Covid-19 is dangerous and has the potential to be very disruptive to our teams and association.</p>	<p>Ensure we are always complying with covid guidelines</p>	<p>Stay up to date with covid guidelines</p> <p>Maintain the tasks in the covid plan</p>
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*Financial Sustainability*

<p>Financial sustainability is imperative to the WJSA.</p>	<p>Gain sponsorships</p> <p>Accept donations of cans and bottle for recycling</p> <p>Fund raise to support players through lucky squares</p> <p>Sales through the canteen</p> <p>Apply for grants</p>	<p>Treasurer to stay up to date with all comings and goings of money</p> <p>Association to be regularly updated of bills and earnings.</p>
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*Team sustainability*

<p>Each club in the association will attempt to have a team in each age group</p>	<p>Clubs will provide coaches for all age groups and attempt to get a full squad in every age group for the sustainability of the competition</p> <p>Where required the association can help steer players to clubs needing players if other teams are full</p>	<p>A strong healthy competition with each team having each age group</p>
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# Whyalla Junior Soccer Association



## Facilities

GOAL	RATIONALE	ACTIONS	MEASURES
Location interim	WJSA DESPERATELY needs a home base to deliver soccer	<p>Utilize a school, ie continue at Eyre High or Whyalla Secondary College until Jubilee Park or the sports hub proposal become available</p> <p>Whyalla secondary college</p> <p>Advantages:</p> <ul style="list-style-type: none"> <li>• 2 marked full size pitches with</li> <li>• Full sized goals supplied</li> <li>• Significant space for all age groups</li> <li>• Small amount of shelter</li> <li>• Long term option for stability</li> </ul> <p>Disadvantages:</p> <ul style="list-style-type: none"> <li>• Canteen be moved on and off site each week</li> <li>• No access to power</li> <li>• Goals and equipment to be moved off of site each week</li> </ul> <p>Eyre High</p> <p>Advantages:</p> <ul style="list-style-type: none"> <li>• Players are familiar with location</li> <li>• Parking is sufficient</li> <li>• Enough room for all teams/players</li> <li>• Power is a possibility</li> <li>• Storage of goals and equipment on site</li> </ul> <p>Disadvantages:</p> <ul style="list-style-type: none"> <li>• Smaller space</li> <li>• No shelter</li> <li>• Marking pitches our responsibility and no goals</li> <li>• No long term stability if we need it</li> <li>• No permanent canteen on site</li> </ul>	Make a decision about interim home base if Jubilee Park is not an option.





# Whyalla Junior Soccer Association



## Location

WJSA needs a home base to deliver soccer

Sign a lease with Whyalla city council to utilize Jubilee Park as home base and utilize the pitch area, lights, canteen facilities and storage

Lease signed and stable location secured

Obtain permits for storage and canteen facilities

Access to storage provided

Use Jubilee park for all games from under 5s- under 17s over 2 days

Permits for canteen granted and canteen affixed

Council to remove cricket pitch from oval

## Infrastructure

Potential sports hub if built on Eyre High Site

More information required about this site.

## Hosting SAJSA events

Accommodation

Check availability with all hotels/ Motels in town

Sponsorship

Approach Local business for Sponsorship of the Tournament

Major Sponsor Of Events  
Select Team Strips

Location

Jubilee, Eyre High & Secondary College

Committee

Event Co-ordinator

Referees

Referee Co ordinator

Catering

Volunteers for canteen

Ground Staff

Mark pitches, rubbish bins & recycle bins  
Marquees, porta loos, generators porta boards

Media

Communicate Event  
Web page, Facebook, 5YYY, 5AU  
All presentations  
PA system

Marquees						
16x6		1		\$ 1,152.00		\$ 1,152.00
16x6				\$ 1,152.00		\$ 1,152.00
6m peaktop	Shiell	2	\$ 350.00	\$ 700.00		-
6x6	Council	1		free		free
6x6	Beyond	1		free		free





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Roasters		2		\$ 110.00	\$ 220.00	
Trestles		4		\$ 14.00	\$ 56.00	
Tables		12		\$ 10.00	\$ 120.00	
Chairs		80		\$ 2.20	\$ 176.00	
Lights					572.00	\$ 572.00
Rubbish Bins		10				
Velolia		2		200.00		
Clearaway Bins		4		free		
Porta Loos		3	191.14		\$ 573.42	\$ 573.42
Light Towers						
Mine Spech		2	\$ 50.00	plus fuel	\$ 50.00	\$ 50.00
					fuel	\$ 100.00
Coates		2	\$ 480.00	plus fuel		
	Quantity					
Goals	6					free
Nets	6					free
Pegs	100					free
Corner Flags	24					free
	No of cartons	price	total			
Water	60	8	\$ 480.00			\$ 480.00
	pitches	price	total			
Line Marking	6	70	\$ 420.00			\$ 420.00
First Aid	Saturday	Sunday	Monday	Total Hrs	Total Cost per day	
Jubilee	9	9	4	22	\$ 924.00	
Weeroona Bay	14.5	14.5	4	33	\$ 1,386.00	
			Hours	55		\$ 2,310.00
Home Strips						
Under 12	15	\$ 35	\$ 525.00			
Under 14	15	\$ 35	\$ 525.00			
Under 16	15	\$ 35	\$ 525.00			
Away Strip			\$ 1,575.00		\$ 1,575.00	\$ 2,970.00
Under 12	15	\$ 35	\$ 525.00			
Under 14	15	\$ 35	\$ 525.00			
Under 16	15	\$ 35	\$ 525.00			
Polo Tops			\$ 1,575.00		\$ 1,575.00	\$ 1,575.00
Under 12	15	\$ 35	\$ 525.00			
Under 14	15	\$ 35	\$ 525.00			
Under 16	15	\$ 35	\$ 525.00			
			\$ 1,575.00		\$ 1,575.00	
Referees						
Accommodation						\$ 6,000.00
5	rooms					
Westlands Hotel	No. of people	\$ a night	No. of nights	Total	No. of beds	Total Costs
	5	\$ 80.00	3	\$ 1,200.00	5	
			Jubilee	Weeroona Bay		
Security	Razer Sharp	2 nights 2 men	24	20	44	
REFEREES PAYMENTS		6:30pm to 6:30am		9pm to 7am	50	
	games being played		Centre		Total	
	138		\$25		\$3,450	
			Flag			
			\$10		\$1,380	
			\$10		\$1,380	
					\$6,210	\$ 6,210.00
					Grand Total	\$ 16,102.42



## INCOME

### Sponsorship Total

Harsco	\$ 5,000.00
One Steel/ Arrium	\$ 5,000.00
Council	\$ 5,000.00
BIS	\$ 6,000.00
Johnny Muscio	\$ 2,000.00
	\$ 23,000.00

### Grand Totals

	\$ 23,000.00
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### Team Nominations

Cost Per Team                      Total Income

48	Teams	\$ 350.00		\$ 16,800.00
	our cut	\$ 220.00		\$ 10,560.00
Grand Total				\$ 27,300.00
Total Income				\$ 27,300.00
Total Expenditure				\$ 16,102.42
Amount Remaining				\$ 11,198.00







*Attending SAJSA events*

State Championships Nominations	July	\$ 350.00	4	<u>\$ 1,400.00</u>
Country Nominations	September	\$ 350.00	4	<u>\$ 1,400.00</u>
Coaches Donations States	States	\$ 200.00	9	<u>\$ 1,800.00</u>
Coaches Donations Countrys	Countrys	\$ 200.00	7	<u>\$ 1,400.00</u>
Coaches & Team Managers Tracksuits & Polos	10	\$ 50.00		<u>\$ 500.00</u>
Team Strip				
U12b, u13g, u14b, u16b, u16g	9	\$ 600		<u>\$ 5,400.00</u>
Coaches Equipment				
Balls, cones, ladders,bids, cart, benches		\$ 2000.00		<u>\$ 2000.00</u>
	<b>Total</b>			<b>\$13.900.00</b>





# Whyalla Junior Soccer Association



Thank you for your Support

