



**Memo to FFV Clubs
from Mark Rendell, CEO Football Federation Victoria**

2 July 2008

1. INTRODUCTION

The purpose of this memo is to provide to our Zone Representatives and all those involved in the formulation of the new Summer League information about how the League will be modified for the 2008/09 Summer season.

2. STAKEHOLDER CONSULTATION

Following the release of the Summer League Explanatory Memorandum and Expression of Interest on 23 May, information briefings have been conducted by the FFV's appointed consultants (Sport Business Partners) in all 12 Zones between 2-11 June (this presentation is available to all clubs through each Zone representative).

An important consideration identified by the FFV in its Strategic Plan was to aim for 12 'competition ready' Zone Clubs to be participating in the Summer League from November 2008 onwards.

Following SBP's consultation with the Zones in June, the consultant's recommendation is to provide for a modified introduction of the Summer League in 2008/09 – before proceeding to the full Summer League model from 2009/10 onwards. While there has been overwhelming support for the vision and model the Summer League presents to Victorian stakeholders, concerns were raised about the readiness within some of the Zones to field the Elite Men's Competition in 2008/09 – these concerns primarily relate to the tight timelines and in some cases the difficulty of raising the necessary license fee and operating costs within the required timeframe.

Therefore, to alleviate the risk to both the FFV and the Zones in the start up year of the Summer League, a modified model is required for season one of the Summer League. The modified model will defer the establishment of the Elite Men's Division (semi-professional) of the Summer League to 2009/10. To fill this initial gap in the men's/boys pathway, the FFV will introduce an U/18 Men's Youth Division (amateur team) in the 2008/09 season. The proposed arrangements for the Boy's, Girl's and Women's amateur categories will remain. The table below summarises the Summer League team categories.

Men	Women
Elite Men's Division (semi-prof team) From 2009/10	Elite Women's Division (amateur team)
Under 18 Youth Division (amateur team)	Under 17 Girls' Division (amateur team)
Under 15 Boys' Division (amateur team)	
Under 14 Boys' Division (amateur team)	Under 15 Girls' Division (amateur team)
Under 13 Boys' Division (amateur team)	Under 13 Girls' Division (amateur team)

3. 2008/09 SUMMER LEAGUE COMPETITION

The arrangements for the 2008/09 inaugural Summer League, the competition will consist of:

- 8 amateur team categories across all 12 Zones – 96 teams consisting of 1920 players. There will be no license fee payable for Season One of the Summer League. Each Zone will retain the first right to activate the license for the Elite Men's Competition for the

2009/10 season. It is expected that all 12 licenses for the Elite Men's Competition will be awarded by March 2009. While no license fee will be required in 2008/09, Zones will be responsible for the operating costs of fielding the 8 amateur teams. The FFV expects to be in a position to cover the base payment to each of the Zone coaches. Discussions are also advanced on an apparel supplier that will significantly reduce zone costs.

- An abbreviated 16-week competition commencing on 25 October 2008 with 4 week break over the Christmas-New Year period. From 2009/10 onwards, it is intended that the Summer League will consist of a full home and away 22 round program;
- The appointment of 96 Summer League coaches across the state of Victoria. Each Zone will have a part-time Zone Technical Director/coordinator reporting to the appointed FFV Technical Director. Coaches will benefit from the joint allocation of resources and expertise of the FFV, FFA, VIS and Melbourne Victory;
- FFV central management and marketing of the Summer League.

4. FURTHER INFORMATION

The FFV is revising the previous versions of the Summer League's Explanatory Memorandum and Expression of interest. These documents and the accompanying business plan and financial modeling templates will be forwarded to each Zone Representative and Summer League working parties, which have been formed in each Zone over the past several weeks.

The submission date for the information FFV requires for season one is extended to **31st July 2008**. An indicative date for the more detailed information which would accompany the application for the Men's license will be late February 2009.

Any other queries or questions relating to the application process should be addressed to FFV Head of Operations, Lydia Dowse, at ldowse@footballfedvic.com.au.

FFV Summer League Zones	
1.	Goulburn North East Zone
2.	Eastern Zone
3.	North East Zone
4.	Northern Zone
5.	Wimmera South Coast Zone
6.	North West Zone
7.	Loddon Mallee Zone
8.	South East Zone
9.	Southern Zone
10.	Western Zone
11.	Gippsland Zone
12.	Central Zone