



Strategy and objectives

Football Association of Finland

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Study Group Scheme, Grassroots
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FAF Strategy : 5 Choices for 2010-13

Good Governance

TOP/Elite football



Grassroots

Customers

Development
of Knowledge



FAF Strategy Grassroots: 5 Choices for 2010-13

Youth Development

Facilities



**Recreational
football for adults**

District development

Club Development



Grassroots Strategic Measures 2010-2013

Action Plan 2010-2011

Timo Huttunen
Grassroots Director
29.9.2010





Grassroots -year

FA Board and Executive group have meetings on monthly basis.

AUTUMN:

09: Grassroots Committee
10: Grassrootsteam
10: District Directors
11: Youth Managers
11: FA Council
12: District Directors



SPRING:

01: FA+Districts Staff meeting
01-03: Clubseminars (4 regional)
02: Grassrootsteam
02: Youth Managers
02/03: District Directors
03/04: Grassroots Committee
04: Youth Managers
04: Grassrootsteam
04: FA Council

SUMMER:

05: Grassrootsteam
06: Grassroots Committee and District Directors
08: Grassrootsteam
08: Youth Managers
08: District Directors



Grassroots Committee

Experts for strategic choices:

Grassroots Committee 2010-12	Club	Player Educ.	U19	Recreat. Football	Club-dev.	District dev.	Facilities	Futsal	Local municip. expertism	District
Larikka Merja	Sudet		x	X	x					Kaakko
Hynninen Markku	PK-35		x		x	x	X			Helsinki
Talja Jukka	TPS	x	X		x				x	Turku
Timonen Marlene	GBK		x		X				x	Keski-Pohjanmaa
Nevanpää Tom	JJK	x	x	X		x		x	x	Keski-Suomi
Talvitie Mari-Leena	ONS		x		x	x	X		x	Pohjois-Suomi
Puronaho Petri	HJS		x		X	x				Tampere
Tuutti Pasi	KMF-j	x	X							Itä-Suomi
Chairmans:										
Uotila Kari	Board/vp.					X		x	x	Uusimaa
Nygård Stig	Board	x		x		X				Vaasa
Staff:										
Huttunen Timo					x	X				
Viitanen Marko	U19	x	X					x		
Keski-Loppi Lasse	recreat.			X				x		
Alho Henri	Club				X					
Räisänen Matti	District					X				
Auvinen Tero	Facilities						X			



Grassroots Five Choices and Strategic measures





Grassroots / Strategic measures

	Objective	2010-11	2012	2013
Children & Youth (-18y)	+5% in number of reg. players	97934 G/26369 B/71565	104149 G/29006 B/75143	110807 G/31907 B/78900
Recr. football (19v-)	+5% in number of reg. players	29462 F/3367 M/26095	30935 F/3535 M/27400	32483 F/3713 M/28770
Club development	+5% in number of full-time staff	+31 =327	+16 =343	+17 =360
District development	100 klubb- besök/år	200 (2x100) club visits	100 club visits	100 club visits
Facilities	100 new artificial pitches	+50 =176	+25 =201	+25 =226



1. Children & Youth / Strategic measures

	Objective	2010-11	2012	2013
Football at pre-schools and schools/"aftis"	+5% in number of U12 reg. pl.	+10% /year 20 new clubs (10+10)	+10%/year +10 new clubs	+10%/year +10 new clubs
U12 coaching/ Tutor project	Increase in number of educ. coach	+10% /year in tutor clubs	+10% /year in tutor clubs	+10% /year in tutor clubs
6-9 –olds club project (min 30 clubs)	Increase in number of 6-9 old players	+20%/year in project clubs	+20%/year in project clubs	+20%/year in project clubs
Competitions for U12	Survey (U12 competitions)	Survey -12/10 Development 2011-	Will be defined 2011	
U12 player education	U12 curriculum	Process -12/10, development 2011-	Will be defined 2011	



2. Recreational football / Strategic measures

	Objective	2010-11	2012	2013
Events Tour	National and Regional Tours	Min 6 2010 Min 8 2011	10 in national 4x3-4 regional	10-12 in national 4x4-5 in reg.
Registration	+5% increase in number of players	Surveys -12/2010 In use 2011-		
C/D/FA – network (motion football)	25 biggest communes involved	12/12 district 2010: 10/TOP25 2011: 15/TOP25	20/TOP25	25/TOP25
Football enhancing health	Aktivitiy at local level	Forming 2010 ESF-project II 2011-	15 clubs involved in the project	15 clubs involved in the project
E-strategy/ Communication	User friendly website	Ready -12/2011	In use 2012-	



3. Club development / Strategic measures

	Objective	2010-11	2012	2013
Good Governance in clubs	GG known at all >200 clubs	GG-pilot (5 clubs - 12/2010 2011: 10% (>200))	50% (>200)	100% (>200)
Support for volunteers	To create volunteer programme	Survey -12/2010 EU-project 2011-13	Accomplish the project	Accomplish the project
Increasing full-timers at Clubs	+5%/year	+31	+16	+17
Club development processes	100 clubs involved in FootPass-processes	16 educated club tutors-5/2011 30/100 clubs	60/100 clubs	100/100 clubs
Club seminars	Strategi implementati on	150 clubs and 400 persons/year Ch 2010, Em 2011	150 clubs och 400 pers/year Chairm. 2012	150 clubs och 400 pers/year Empl. 2013



4. District development & co-operation / Strategic measures

	Objective	2010-11	2012	2013
Shared objectives	12/12 committed to the new strategy	Dev. discussions 2010 (district) Dev. discussions 2011 (region)	Dev. discussions 2012 (district)	Dev. discussions 2013 (region)
Incentives	Bonussystem	Measures 2010 Kick-off 2011	Updating the measures	
Competens development of staff	Individual development plans	Preparing 2010 In use 2011	Updating on yearly basis	Updating on yearly basis
Service Study and HelpDesk	To develop Club/District/FA –co-oper.	Service Study 10/2010 HelpDesk 1/11-	Service Study 10/2012	
Club visits	Strategydiscussions with clubs	200 (2x100) documentated club visits	100 documentated club visits	100 documentated club visits



5. Development of facilities / Strategic measures

	Objective	2010-11	2012	2013
Artificial turfs	100 new pitches	+50 =176	+25 =201	+25 =226
Futsal- and small-sided games facilities	Study	Survey 2010 Actions 2011-	Will be defined 2011	Will be defined 2011
Mini-pitch program	100 new minipitches For schools	Productized during 2010 20 pitches 2011	+40 pitches	+40 pitches
Club guide for Facilities	Produce and implement the guide	Production 2010, introduction 2011		
Communication	Development of communication	Plan 2010 Actions 2011-	Will be defined 2011	



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TOP10 in Europe

