

ENHANCE THE EXPERIENCE AND GROW OUR GAME!

# STATE PARTICIPATION PLAN

Participation Plan for the  
New South Wales Touch Association

January 2024



# OVERVIEW



## School System

The focus is on promoting in schools by organising clinics and competitions, delivering the DoorDash First Try program, technical courses, and fostering better connections with Affiliated Touch Associations.



## Increase Footprint

The focus is on current and new places to play touch football, offering modified games, a variety of competition formats and transitioning unaffiliated competitions into the sport.



## Junior Growth

The focus is to provide positive experiences for all, and promote the sport and its opportunities for youth athletes through various avenues, as well as upskilling players and volunteers.



## Senior Retention

The focus is to retain and gain members by conducting surveys and analysing data to gauge what members need and want, to support senior players.



## User Experience

The focus is to provide a range of services to improve user experience, through targeted plans, assistance strategies and benchmarks for best practice support.



# OVERVIEW



## Develop Our People

The focus is on providing our volunteers with the support, training and education to best deliver our sport, in both administration and technical, while ensuring we continue to celebrate and recognise their contribution



## Inclusion Programs

The focus is to increase opportunities for Indigenous communities, females, people of diverse heritage backgrounds, and All Abilities through partnerships, events, policies, procedures, and awareness.



## Variety of Offerings

The focus is to expand our offerings at grassroots by implementing strategies to pilot new formats and enhance the non-contact strategy.



## Referee Recruitment and Retention

The focus is on attracting new referees using a variety of resources and partnerships, while developing and supporting existing referees using varying strategies and pathway opportunities.



## Participation Events

The goal is to continually improve on all events for members working closely with all parties involved, increasing growth in all components, and expanding opportunities for all participants.



# FOREWORD

**On behalf of the New South Wales Touch Association (NSWTA), we are proud to present the State Participation Plan.**

**Launched in 2024, this plan will guide and drive the organisation, to grow the game and enhance the experience of touch football in a concise and direct way to provide the opportunity for more people to participate in our sport, in our State.**

**The document is a product of input from grassroots Affiliates, NSWTA staff with strategic input by NSWTA Board and has synergies with Touch Football Australia's National Participation Plan.**

**This plan sets out high level actions and is complimented by an Participation Operational Plan that sets targets and timelines for the NSWTA, in a dynamic and everchanging community sport landscape. It is the intention that this plan will be adaptable to fit with other NSWTA plans.**

**The 10 focus areas allow clarity of purpose and contribute directly to our Strategic Plan mainly within the Grow and Support Pillars. This plan was developed in collaboration with our grassroots affiliates and as such the delivery by NSWTA is in tandem with our valuable community associations.**

**We thank you for your support as we look towards the future with increased capability and sustainability, as we drive beyond 2024.**



**Rob Pidgeon**  
**State Participation Manager**  
**NSWTA**



**Liz Jackson**  
**Independent Director**  
**NSWTA**





# SCHOOL SYSTEM

# 1

**1.01**

**Approach, engage and deliver competitions and clinics within the school and education systems i.e., Gala Days, All School events, come and try days. Including fostering better connections with Affiliated Touch Associations and schools.**

**1.02**

**Create opportunities to deliver technical courses through schools (to students and teachers) that will assist in increasing Referees and Coaches to support our Affiliated Associations and school competitions.**

**1.03**

**Find a consistent methodology of accurately counting and reporting school engagements and activations.**

**1.04**

**Use the School to Touch Football Recruitment Plan to create an easier transition for students and players to affiliates.**

**1.05**

**Focus on delivering the DoorDash First Try program into more schools, with a lower declined or cancelled ratio. Create effective and targeted marketing to participants in the First Try program linking them to organised competitions.**

**1.06**

**Advertise, recruit, train and retain DoorDash First Try program deliverers. Include accessing University students, local affiliates members or teacher delivered initiatives.**

**1.07**

**Continue to support Sport High Schools with Touch Football programs. Promote and expand the opportunity of specifically Endorsed Touch Football Schools across the State.**

# 2 INCREASE FOOTPRINT



**2.01**

**Accurate reporting processes through Sporteye (Active Exchange) that enable historical data per location to determine trends to understand potential shifts in community needs, demands, conversion and competitors.**

**2.02**

**Expand our game into new locations based on population growth and sporting trends.**

**2.03**

**Work with existing affiliates in the retention of current locations through promoting the Affiliate Health Check program.**

**2.04**

**Transition unaffiliated competitions towards the National Membership Model.**

**2.05**

**Enhance strategic partnerships and non-contact strategies to promote opportunities with existing Rugby League or Touch Football locations, such as a pre-league season touch competition.**

**2.06**

**Engage members of various cultures to advocate on behalf of Touch Football to target multicultural areas that have high populations with low participation bases.**



# JUNIOR GROWTH

# 3

- 3.01** Use come and try days, school clinics, holiday clinics and development days to introduce new members to the sport in a non-competition space.
- 3.02** Upskill coaches and volunteers providing knowledge that is current and beneficial to junior players and coaches.
- 3.03** Provide strategies and environments that entice junior officials to the game, using the Referee recruitment and retention resources.
- 3.04** Leverage current and past NRL/NRLW players through the partnership to provide aspirations for junior players in non-contact formats. Also providing a non-contact alternative for off season.
- 3.05** Promote all pathways including representative events, linkage to the NRL and higher honours.
- 3.07** Expand existing competitions that do not currently run a junior competition either in season 1 or 2 where there is community demand.
- 3.08** Create an effective junior marketing campaign.

# 4 SENIOR RETENTION



- 4.01** Provide opportunities to cater for all ages and skill levels by offering modified alternatives such as League Touch or masters divisions or skills clinics or come try days.
- 4.02** Highlight the value of team sports to keep participants engaged, rewarded, and wanting to return.
- 4.03** Improve retention through communications, engagements (e.g. surveys), and education targeting new and current members.
- 4.04** Help with transitioning retiring players into administration, coaching, or refereeing to assist the Association.
- 4.05** Cater for Rugby League players that are retiring or towards the end of their contact career by providing a non-contact version of the game.
- 4.06** Create an effective senior marketing campaign.





# USER EXPERIENCE 5

- 5.01** Implement a targeted, integrated marketing and communications plan.
- 5.02** Assist in beginners journeys through strategies to provide more assistance until established levels are reached.
- 5.03** Encourage referees and coaches to facilitate enjoyment, focusing on fun at the grassroots.
- 5.04** Provide best practice affiliate support and servicing by increased education, training and assistance for volunteers that are involved at administration level.
- 5.05** Encourage affiliate health checks that enable associations to meet legal obligations and identify areas of assistance.
- 5.06** Increase user experiences through increased standards in refereeing, communications, value for money and a positive social atmosphere.
- 5.07** Commit to providing a high standard of operation across all arms of the organisation and listen to our community.

# 6

## DEVELOP OUR PEOPLE



**6.01**

**Continually increase the number of technical courses available, including the facilitators available.**

**6.02**

**Develop and implement an ambassador/s program using high profile people.**

**6.03**

**Encourage new and seasoned volunteers to increase their qualifications and drive education through current frameworks, enhancing the skillsets of all involved.**

**6.04**

**Celebrate and recognise our volunteers, highlighting their experiences and value.**

**6.05**

**Empower our volunteers by creating support structures and connection opportunities.**

**6.06**

**Stimulate and encourage innovation and change to positively challenge the status quo.**



# INCLUSION PROGRAMS

# 7

**7.01**

**Increase special needs participation through more awareness and delivery of programs such as clinics or All Abilities and transition into organised competitions.**

**7.02**

**Enhance inclusions and playing opportunities of these communities through updated policy and targeted events. Showcase inclusion programs at major events in our calendar.**

**7.03**

**Work closely with different initiatives and partner with other organisations such as Deaf Sport NSW, Pride in Sport to enhance reach and playing opportunities for everyone in Touch Football.**

**7.04**

**Create new or develop and work with existing Indigenous events and offerings throughout the state while connecting through the National Reconciliation Action Plan (RAP) deliverables and action items.**

**7.05**

**Establish a multicultural plan designed to attract participants from diverse heritage backgrounds.**

**7.06**

**Attract females to our sport that have a desire to play, coach, referee, or become administrators.**

**7.07**

**Develop and maintain relationships with key stakeholders to enhance the education, training and awareness for people with disabilities.**

# 8

## VARIETY OF OFFERINGS



**8.01**

**Identify, create, and implement modified games including, but not limited to; League Touch, Beach Touch, All Abilities, Fast 4's to offer touch football in more ways to reach new participations and retain current participants.**

**8.02**

**Provide opportunities to run shortened seasons as opposed to the traditional season length.**

**8.03**

**Work with rugby league clubs and introduce a pre-season touch competition.**

**8.04**

**Work with Affiliates on scheduling and formats of competitions to meet local demand, aligning with a State calendar.**

**8.05**

**Support and promote innovative pilot programs for new participation formats of the game at the grassroots.**

**8.06**

**Work with Touch Football Australia to offer a diversity of identified memberships, events, and different formats for competitions.**



**9.01**

**Encourage and attract new Referees through the social elements, health, and fitness benefits as well as the financial incentives that can be made in a safe and fun environment.**

**9.02**

**Encourage and push for more support mechanisms that will support referees at every step and advocate on the behalf of the referees, starting with Affiliate Referee Recruitment and Retention Plans.**

**9.03**

**Conduct surveys on referees to understand needs and requirements at a local level to further help with development and support at their local affiliate.**

**9.04**

**Targeted marketing plan to attract new referees to the game through schools and universities.**

**9.05**

**Target and promote the cross code officiating between rugby league and touch football.**

**9.06**

**Recruit exiting junior representative players to complement existing referees for events.**

**9.07**

**Promote the refereeing pathways and event opportunities available to them.**

# 10 PARTICIPATION EVENTS



- 10.01** Continually improve on the standard of State events for members.
- 10.02** Increase skill, gender and/or age divisions to allow for greater growth in competitions.
- 10.03** Promote the journey of referees at our events and include fun atmosphere that caters for all.
- 10.04** Consider how Local and State Government relations provide opportunities to attract events to the region (including expansion and securing facilities).
- 10.05** Explore new event opportunities that are different to traditional event structures that focus on and grow participation and diversity.
- 10.06** Promote, encourage and support Affiliate led and delivered participation events such as gala days/knock outs/come and try days etc.



STRUDDYS

WOLLONGONG  
DEVILS  
TOUCH

NRL  
TOUCH  
FOOTBALL  
NSW



northgong  
hotel

