

# Football West

National Premier League Western Australia  
- Women

Application Process

## Contents

1. Introduction .....	3
2. Assessment Process .....	4
3. NPLWA Selection Process .....	4
4. NPLWA Assessment Panel .....	5
5. NPLWA Assessment Support Team .....	5
6. Scoring System/Weighting.....	6
7. Reporting .....	6
8. Applicant Appeal.....	6
9. Communications .....	6
Appendix A - Club Assessment .....	8
Appendix B – Facilities Criteria .....	12

## 1. Introduction

These guidelines describe the process to be employed by Football West in evaluating applications for the grant of a Women's National Premier League Club ("**Applications**") to compete in the National Premier League Western Australia – Women's ("**NPLWA**") in 2020 and beyond. For the avoidance of doubt, all references to the NPLWA in this document refer to the National Premier League Western Australia – Women's unless explicitly stated otherwise.

The objectives of these guidelines are to:

1. Assist with the examination of Applications to determine the strengths of Applicants against each of the Assessment Measures;
2. Rank each Application in accordance with the approved Assessment Measures;
3. Ensure that the assessment of Applications is undertaken fairly and according to the approved process and methodology set out in these guidelines;
4. Ensure that the Application process:
  - a. is transparent and beyond reproach; and
  - b. will result in NPLWA clubs which can deliver the desired objectives of the NPLWA competition. Those objectives include:
    - Creating the strongest, most competitive women's and girls' competition in Western Australia;
    - Bringing the women's and girls' game in Western Australia into the Talented Player Pathway;
    - Building premier clubs by setting standards and benchmarks in areas of youth development, coaching, governance, facilities, reporting and financial responsibility; and
    - Implementing a sustainable competition structure which maximises opportunities for talented players.
  - c. has procedural fairness and rigour to withstand scrutiny from potential Applicants and other stakeholders.
5. Assist potential collaboration and cooperation between Applicants and clubs to increase the possibility of enhancing NPLWA outcomes.

## 2. Assessment Process

- 2.1. The grant of NPLWA Clubs will be implemented through an Applications process. The key stages to this process are as follows:

Application Process	Date
Issue of Applicant Criteria & Competition structure details	24/10/19
Issue of Application process information including scorecard, application form and assessment panel details	24/10/19
Application window	24/10/19 – 15/11/19
Application evaluations based upon Mandatory and Weighted Criteria by NPLWA Assessment Panel	18/11/19
Recommendations by NPLWA Assessment Panel	25/11/19
Football West approves of preferred NPLWA Clubs	29/11/19
Notification to clubs of successful or unsuccessful application	2/12/19

## 3. NPLWA Selection Process

- 3.1 The NPLWA Assessment Panel (“the Panel”) will be responsible for the assessment and selection process. The Panel is responsible for:

- a. Completing the assessment process using the mandatory and weighted criteria; and
- b. A report to Football West recommending Applicants for NPLWA.

- 3.2 The Panel is supported by an Assessment Support Team (“AST”) that is led by Football West’s Head of Member Services, Alex Novatsis (Team Leader).

The AST will:

- a. Assist the Panel evaluate those sections of the Applications that require specific industry knowledge that it is impractical for Panel members to obtain in the time available; e.g. the existence and condition of playing facilities;
- b. Report only on those matters referred to it by the Panel; and
- c. be comprised of Football West employees - experts in specific criteria/fields.

- 3.3 In addition, it is envisaged that the AST will be responsible for assisting Applicants and potential Applicants with the application process; i.e. answering questions and providing information regarding the application process only.

#### 4. NPLWA Assessment Panel

##### Role of Panel

- a. Assess and score each Application in accordance with the process and methodology contained in this document (including the assessment scorecard);
- b. Undertake any communication with Applicants which it believes may be necessary in order to clarify submissions;
- c. Carry out or have carried out any checks or other research necessary to assess Applications including clarification of any issue(s) with the AST; and
- d. Submit an evaluation report recommending the Applicants that should be offered WNPLWA to Football West.

##### 4.1 Panel Members

Football West will appoint three independent external consultants to be on the NPLWA Assessment Panel. The Panel Members are unable to be direct members of Football West to eliminate any conflict of interest. The Panel Members will be chosen to provide the balanced set of skills required to undertake the assessment.

#### 5. NPLWA Assessment Support Team

The role of the AST is to:

- a. Assist the Panel as required, including reporting on any aspect of a submission that is referred from the Panel using the process and methodology contained in this document;
- b. Undertake any communication with Applicants which may be necessary to complete (a) above;
- c. Assist Applicants and potential Applicants with the application process; i.e. answering questions and providing information regarding the application process;
- d. Provide, prior to the expiry of the Application window, information to Applicants and clubs in relation to the options available for participation in NPLWA in 2020 and beyond, including advice on the possible creation of combined or new entities (involving one or more existing clubs) in order to increase the likelihood of satisfying the Assessment Measures in order to become a NPLWA Club.
- e. Report to the Panel in any manner requested by the Panel.

It is envisioned that the AST will act as the communications and information body for the process with clubs and potential Applicants; in order to maintain an arms-length gap between the Panel and Applicants.

Football West has discretion to can add or remove individuals from the AST.

Name	Expertise
Alex Novatsis <i>Football West Head of Member Services</i>	Geography, Facilities, Finance, Reporting, Governance, Compliance, Member Protection, Organisational Structure, Teams
Jamie Harnwell <i>Football West Head of Development</i>	Teams, Youth Development, Coaching

Each of the AST members listed above is a Football West employee with specific expertise and experience in the areas listed. Each member is also an Authorised Representative of the AST for the purposes of answering questions and providing information to Applicants in relation to the areas listed above.

## 6. Scoring System/Weighting

Each application will be assessed in accordance with the Scoring/Weighting system set out in *Appendix 1 Club Assessment*.

## 7. Reporting

It is the responsibility of the Panel to prepare a written evaluation report ("**Evaluation Report**") for the Football West that is to include the following:

- a. The Panel will rank each Application in order of merit in the Evaluation Report (the Application with the highest (best) score receiving the Number 1 ranking, the Application with the second highest (best) score will receive the Number 2 ranking and so on).

Football West will review and consider the Panel's Evaluation Report and recommendations and approve or reject the recommendations. For the avoidance of doubt; the Panel is preparing recommendations only, and the decision as to which Applicants become an NPLWA Club is ultimately a decision of Football West.

## 8. Applicant Appeal

The decision on which Applicant becomes a NPLWA club is at the sole discretion of Football West and is not reviewable by any Football West internal process.

## 9. Communications

The following timeline is envisaged:

- On or before 24 October 2019, Football West will name the Assessment Panel and release the Assessment Process information (including this document);
- On 24 October 2019, the Application period will open; and

- The Application period will remain open for 23 days (until 5:00pm AWST on 15 November 2019).

On 2 December 2019, Clubs will be notified of the outcome of their application.

# Appendix A

## Club Assessment

There are 9 assessment criteria specified in the WNPL Club Licensing Criteria:

- a. Teams
- b. Coaching
- c. Governance
- d. Finance
- e. Facilities
- f. Medical
- g. Youth Development
- h. Track record in Female Football, including:
  - Past and Present involvement in women's football
  - Support for female development in football (including coaching)
  - Female inclusion in administration and board representation
- i. Other
  - Geography
  - Club success, specifically female senior and junior teams and players

Each of the Criteria, **"the Assessment Measures"** contain either:

- Mandatory elements; or
- Weighted elements; or
- Both Mandatory and Weighted Elements.

Where mandatory elements are stipulated in the Assessment Measures, those elements represent the minimum standard(s) that an Application must meet in that area in order to be considered further by the Panel.

**If an Application fails to meet any of the mandatory elements stipulated in the Assessment Measures, that Application must be rejected by the Panel. If an Application meets each of the mandatory elements stipulated in the Assessment Measures, that Application will then be assessed by the Panel against each of the weighted elements in order to evaluate the relative strength of Applications against the Assessment Measures, and against each other.**



## Assessment Measures – Mandatory Elements

Final consensus will be a rating of either **Compliant** or **Non-Compliant**.

Based on this rating, the Panel will shortlist those Applicants they deem to have fulfilled the Mandatory Element requirements of the Assessment Measures to proceed to the next step of the Assessment Process, namely assessment against the Weighted Elements.

The following Mandatory Assessment Measures:

Mandatory Elements
Teams
Coaching
Governance
Finance
Facilities
Medical

## Assessment Measures – Weighted Elements

An Application which meets each of the Mandatory Elements will then be assessed by the Panel against each of the Weighted Elements set out in the Assessment Measures in accordance with the process set out below.

The following Assessment Measures include the following weighted elements:

Mandatory Criteria / Additional Factors	Weighting
Youth Development	20%
Coaching	20%
Track record in female football	20%
Finance	20%
Facilities	10%
Other	10%

Each of the Weighted Elements has been accorded a weighting indicating its relative importance in the overall evaluation (i.e. a weighting of 20% indicates that the total points awarded in relation to that Element will be adjusted to represent 20% of the total weighted score for each Applicant).

For full detail around each mandatory and weighted measurement see Appendix 1 – Application Document.

## Scoring

The Panel will individually review and assess each Application against the Weighted Elements and will give each Element a rating between 0 and 5, in accordance with the following table.

Scale 0-5		
0	Poor	Did not address criteria
1	Inadequate	Insufficient or unclear information
2	Acceptable	Partially meets criteria
3	Good	Meets criteria, but some deficiencies
4	Very Good	Meets criteria and no deficiencies
5	Excellent	Greatly exceeds criteria

## Geography

Football West’s goal is for the best 8 Applicants to join the NPLWA competition in 2020 and the Assessment Measures have been developed in order to achieve that result.

It is recognised however, that certain areas of Metropolitan and Regional Western Australia have stronger participation rates for Women’s and Girls’ Football. It is also acknowledged that many clubs have a strong history in this area, and therefore may apply for the NPLWA in 2020, are in similar geographic areas.

For a NPLWA competition to succeed it is important that all females have the opportunity to participate. Accordingly, the geographic spread of clubs is a factor which needs to be taken into consideration by the Panel when making recommendations to Football West.

Specifically, it will take into account the impact awarding NPLWA to multiple Clubs in the same area will have on community competitions in that area, the standard of competition envisaged for the NPLWA and the opportunity for all females of the requisite talent level to participate, irrespective of location.

## Ranking of Applicant Scores

Once all Applications have been assessed against the Assessment Measures and allocated a score, they will be ranked in order of highest score to lowest score.

The Applicants ranked 1 to 8 will be recommended to participate as a NPLWA Club in in 2020.

Following the individual assessment of each Application, the Panel members will assess the Applications against each other, allowing for standardisation of individual Element scores across all Applications.

By consensus, the Panel will then generate one set of raw scores for each Applicant. In the event consensus cannot be reached by the Panel in relation to a Weighted Element, a decision will be made by simple majority vote. Football West will have the deciding vote in circumstances where such a vote is tied.

Weightings will then be applied to each of the raw scores (in accordance with the weighting table on the previous page) to provide a final total weighted score for each Applicant.

## Appendix B – Facilities Criteria

Please indicate on the NPLWA Standards table the criteria that you currently meet. Some criteria are mandatory.				
NPLWA STANDARDS		MANDATORY	'TICK' IF MET	WORKING TOWARDS
<b>FIELD OF PLAY</b>				
<b>1.1</b>	<b>The Pitch / Technical Areas / FOP Equipment</b>			
1.1.1	Dimensions must fall within FIFA recommended brackets for international matches: Length: 100m – 110m and Width: 64m – 75m.	✓		
1.1.2	Preferred field of play dimensions of L105m x W68m for Seniors			
1.1.3	The main pitch is fully fenced for the 1st Team and U23s matches. Pitches to be fenced or for a barrier between spectators and the field of play, with the spectators at least 3 meters from the sideline.			
1.1.4	A safe and reasonable distance from the arena perimeter fence to the side of the field of play, allowing for any potential field of play signage installation.	✓		
1.1.5	Safe playing surface	✓		
1.1.6	All line markings should be marked heavily in white paint and must be 12cm in width	✓		
1.1.7	Each technical area must have direct access to the pitch and shall be located equidistant from the halfway line.	✓		
1.1.8	Technical area must be clearly marked with a dotted line and no closer to the touch line than 1 meter	✓		
1.1.9	Both team benches/seating should be equidistant from the touchline and the halfway line			
1.1.10	Benches/seating should be at ground level and be of minimal viewing obstruction to spectators			
1.1.11	Must be able to provide the following minimum FOP Equipment: <ul style="list-style-type: none"> <li>• 2x goal posts</li> <li>• 2x goal nets, 2x spare</li> <li>• 4x corner flag posts, 4 x spare</li> <li>• 2x substitution benches each accommodating 10 persons each</li> </ul> Senior matches: <ul style="list-style-type: none"> <li>• 1x stretcher (not spinal boards).</li> </ul>	✓		
1.1.12	Goals must be anchored securely to the ground and must not be dangerous to players.	✓		
<b>1.2</b>	<b>Lighting</b>			
1.2.1	Lighting with a minimum of 200 EV (lux) average.			
1.2.2	Lighting must cover every area of the FOP uniformly including the corners.			
<b>VENUE FACILITIES</b>				
<b>2.1</b>	<b>Venue Specifications</b>			
2.1.1	Fully enclosed and secure venue			
2.1.2	Ability to provide a clean venue, i.e. free from competing commercial partner signage	✓		

2.1.3	Entry points that can facilitate ticket sales and bag checks			
2.1.4	Corporate hospitality facilities available			
2.1.5	Each club must provide details of the nearest hospital/s that has an Accident & Emergency Department. These details should include contact numbers and address of Hospital. The ground official should have these details readily available.			
2.1.6	Selling points for food and beverages should be available, easily accessible, and clean and tidy at all times.	✓		
2.1.5	Each club shall provide clean and hygienic toilet and washing facilities for male and female spectators and for disabled spectators in accordance with legislation and government standards. These amenities should include adequate washing facilities with soap, hot and cold water and a continuous supply of towels and/or hand dryers and should be kept in that condition throughout the day.	✓		
2.1.7	Operational parking spaces			
2.1.8	Undercover seating for a minimum of 50 people.			
2.2	<b>Operational Spaces</b>			
2.2.1	Home Team Dressing Room	✓		
2.2.2	Away Team Dressing Room	✓		
2.2.3	Match Officials Room	✓		
2.2.4	Elevated camera position available for Football West cameras			
2.3	<b>Team Dressing Rooms</b>			
2.3.1	The dressing rooms - each able to accommodate 16 persons (ideally each room should be equal in size, style and level of comfort) for both Senior Women and U23s.	✓		
2.3.2	Provide direct access to the FOP and be inaccessible to the public and media.			
2.3.3	Well ventilated; easily cleanable floors; walls of hygienic material, non-slip floors; securable.			
2.3.4	A massage table			
2.3.5	Bench seating for at least 16 persons	✓		
2.3.6	Clothes hanging facilities or lockers for 16 persons	✓		
2.3.7	Refrigerator			
2.3.8	Whiteboard			
2.3.9	Toilet and sanitary facilities immediately adjacent to the dressing rooms	✓		
2.3.10	Showers	✓		
2.3.11	Washbasins	✓		
2.3.12	2 x WCs	✓		
2.3.13	2 x Power Points			
2.4	<b>Match Officials Dressing Rooms</b>			
2.4.1	Separate from, but close to team dressing rooms, have direct access to the FOP and be inaccessible to the public and media.	✓		
2.4.2	Well ventilated; easily cleanable floors; walls of hygienic material, non-slip floors; securable.			
2.4.3	4 x chairs	✓		
2.4.5	1 x table and 1 x chair	✓		
2.4.6	Clothes hanging facilities or lockers	✓		

<b>2.4.7</b>	Refrigerator			
<b>2.4.8</b>	Toilet and sanitary facilities immediately adjacent to the dressing rooms			
<b>2.4.9</b>	1 x shower	✓		
<b>2.4.10</b>	1 x washbasin	✓		
<b>2.4.11</b>	1 x WC	✓		
<b>2.4.12</b>	1 x urinal			
<b>2.4.13</b>	1 x power point			
<b>SPORTS PRESENTATION</b>				
<b>3.1.1</b>	Scoreboard that can display team name v team name or abbreviations and match score.	✓		
<b>3.1.2</b>	Elapsed time clock			
<b>3.1.3</b>	Ability to provide audio at a reasonable level for all spectators throughout the venue.			