

# 2026 Football West Club Development Conference



FOOTBALL  
**WEST**

## Acknowledgement of Country

Football West acknowledges the Traditional Custodians of this Land, the Whadjuk Noongar people, on where we meet, work and play.

We pay respects to Elders past and present, and extend that respect to all First Nations people present today.

# Conference Schedule



9am	<b>Welcome</b>		
9.05am	<b>Club Changer - Introduction</b> Mo Syafiq (Football West) & Bianca McRae (Vasse SC)		
9.20am	<b>Coaching Initiatives &amp; Pathways</b> Lee Hughes (Mindarie FC)	<b>Marketing Ideas for Grassroots Clubs</b> Timo Waldbuesser (Football West)	<b>Club Changer 1-Star Workshop</b> Mo Syafiq (Football West)
10am	<b>Maximising your Players' Potential</b> David Williams (Football West)	<b>Referees in Focus</b> Jamie Oberman (Football West)	<b>Club Support Q&amp;As and FAQs</b>
10.40am	<b>From Grassroots to Global: Building Sustainable Female Football (Panel)</b> Rudi Cyrbja (Fremantle City FC); Women's Asian Cup: Elisa D'Ovidio (Venue General Manager) & Abid Imam (Workforce Manager) Emerging Matildas: Sakura Leong & Theo Mouthys		
11.20am	<b>Lunch &amp; Networking (45 min)</b>		
12.05pm	<b>Child Safeguarding</b> Rachel Burrows (Football West); Alexa Wilkins (CITS); Alex Barker (Good Sports Program)		
12.45pm	<b>Growing Grassroots Football: Councils &amp; Clubs Working Together (Panel)</b> Jason Cleary (Shire of Serpentine Jarrahdale); Nicholas Stawarz (City of Wanneroo) Michael Gosatti (City of Canning); Samantha Gulliver (City of Swan); Renae Parks (City of Melville)		
1.20pm	<b>True Sport Sideline Behaviour</b> Bree Wagner (True Sport)	<b>Club Changer 2-Star / 3-Star Workshop</b> Mo Syafiq (Football West)	
2pm	<b>Promoting Inclusion and Engaging Volunteers at Your Club (Panel)</b> Mick Owens (Football Futures Foundation); Ebony Ward (Football Futures and Baldivis Districts) Hannah George (Victoria Park SC); Bianca McRae (Vasse SC); Sue Minutillo (Cockburn City FC)		
2.45pm	<b>Wrap Up</b>		

Conference Room
  S&C Room
  Media Room  
 Staff Breakout Area
  Grandstand



FOOTBALL AUSTRALIA

# CLUB CHANGER

Club Development Program



# CLUB CHANGER OVERVIEW



**CLUB  
CHANGER**  
Club Development Program

Club Changer: A Pathway to Stronger, Safer, more Inclusive Football Clubs



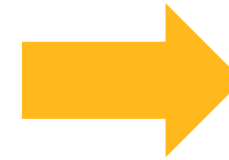
1500 Clubs across Australia. 9 MF Program Managers. National Network



Womens & Girls  
Growth & Development  
Welcoming & Inclusive



Safeguarding  
Club Culture  
Retention

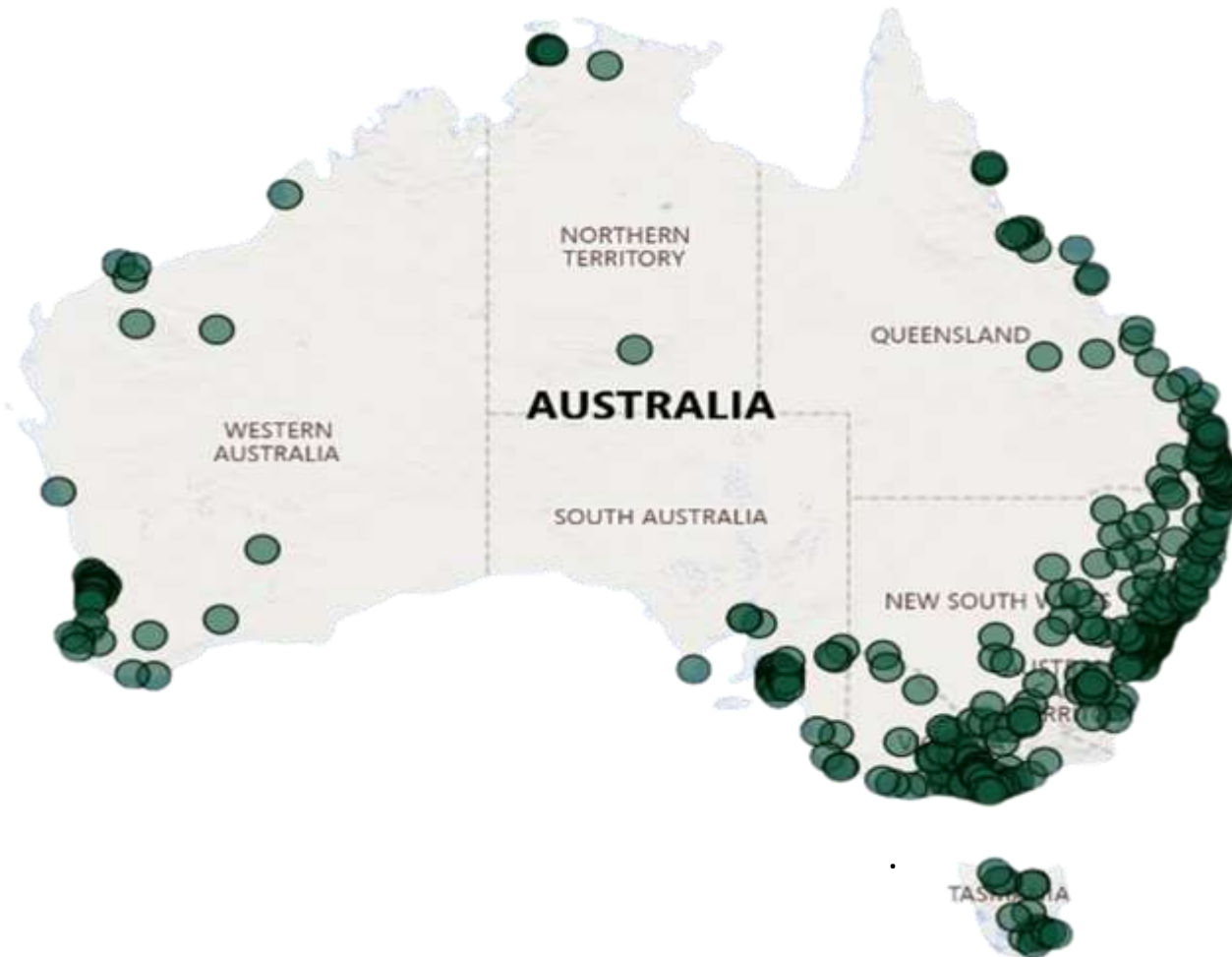


Club Champions  
Leading the Way  
Flagship Clubs

# A NATIONAL NETWORK OF CLUB CHANGERS



**CLUB  
CHANGER**  
Club Development Program



Workshops & Conferences

Networking & Peer to Peer Learning

Webinars

Education & Resources

Framework & Support for Action Planning

Recognition & Awards

National Teams Engagement

Media Opportunities

Growing Football Funding

Events ( FWWC '23, AFC AWC '26)

# RECOGNITION & REWARD



## The West Australian

Pilbara News Pilbara

### Dampier Junior Soccer Club earns two-star status in Football Australia's Club Changer program

Cain Andrews Pilbara News  
Tue, 2 December 2025 11:35AM



Dampier Junior Soccer Club has achieved two-star status. Credit: Dampier Junior Soccer Club



WA Entertainment News Food Lifestyle Sport ShopN



Whitford City FC has seen double the number of girls attend the under-14 team trials this year compared with 2025. Credit: Supplied

## 'Matildas effect' sparks record girls' turnout at Whitford City FC

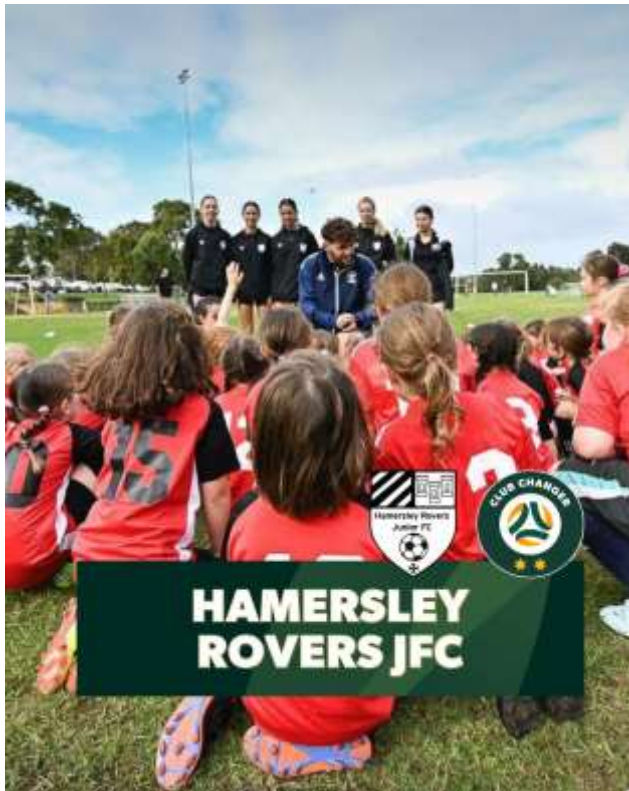
# RECOGNITION & REWARD



**CLUB  
CHANGER**  
Club Development Program



# RECOGNITION & REWARD



**2025**  
**Football Australia Top 20 Clubs of the Year**  
**Sport West revolutioniseSPORT Community**  
**Club of the Year**

Hamersley Rovers Junior FC

**2025**  
**Football Australia Regional Club Changer of the**  
**Year**

Vasse Soccer Club

# BE THE CHANGE



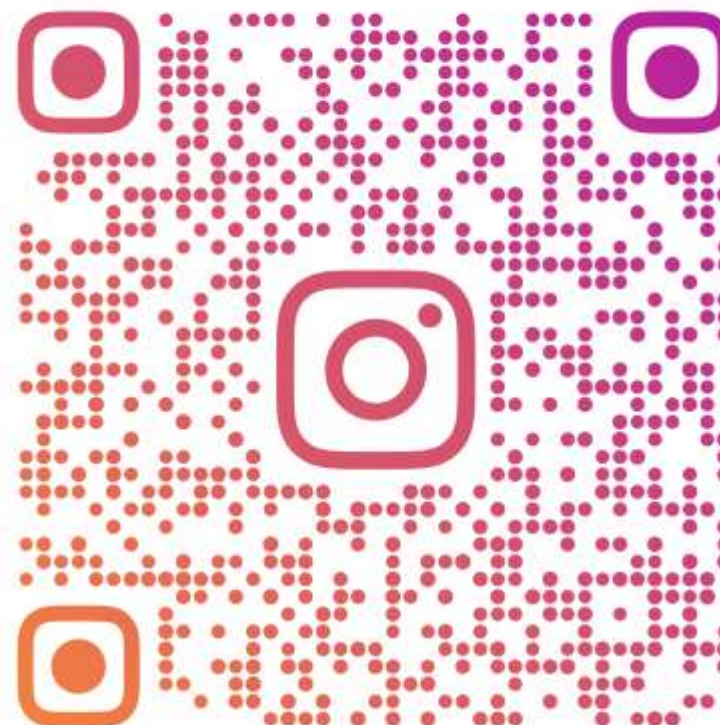
**CLUB  
CHANGER**  
Club Development Program



# FOLLOW US ON INSTAGRAM



**CLUB  
CHANGER**  
Club Development Program



**CLUBCHANGER**

# THANK YOU



**CLUB  
CHANGER**  
Club Development Program

FW Program Manager – Club Changer  
Mo Syafiq  
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Club Changer Support  
[clubchanger@footballaustralia.com.au](mailto:clubchanger@footballaustralia.com.au)

[www.footballaustralia.com.au/clubchanger](http://www.footballaustralia.com.au/clubchanger)

Club Changer 1:1 Video/Call Support





# VASSE SOCCER CLUB



# Our Demographic



- Participate in the Football South West competition, 16 teams
- Participate in the Jillaroes Competition
  - No Seniors
- No clubrooms, no canteen, only home games every second week



# Vasse Soccer Club 2025 Achievements



## **2025 City of Busselton Awards**

- Governance Club of the Year
- Inclusive Event of the year

## **2025 Football West**

- Female Volunteer of the Year
- Regional Club of the Year





## 2025 Achievements

### **Australian Sports Commission**

- Sport Volunteer of the year Finalist

### **WA Government**

- Community Use of School Sporting Facilities Grant

### **Busselton Water**

- Community Development Grant

### **Football Australia**

- Growing Football Community Grant
  - 2 Star Club Changer
- Regional Club of the Year



## How Vasse has grown and achieved this in the last 12 months



- Using the Football Australia Club Changer Modules we were able to set goals and targets, with supported resources.
  - By having these goals, we were able to seek programs, information and grants that supported these goals
- Clear direction gave a focused approach, everyone knew the plan
  - Result was success



A group of young boys in soccer uniforms are running on a grassy field. They are wearing white jerseys with black accents and black shorts. The background shows a parking lot with several cars parked. The text "Vasse Soccer Club Changer Timeline of Development" is overlaid on the image in white, bold, sans-serif font.

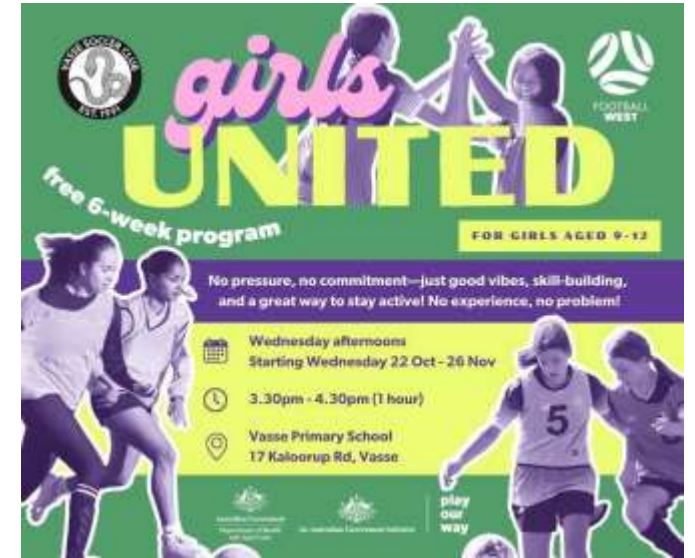
# Vasse Soccer Club Changer Timeline of Development

**March 2024; 1 Star Achievement**  
**February 2025; Meeting with  
Football West re; Club Changer**  
**March 2025; Completed modules,  
listed ideas, discussed with  
committee, wrote, endorsed and  
submitted plan**  
**April 2025; Awarded 2 Star Club  
Changer club**  
**September – March; Review,  
completed further modules**  
**March 2026; Submit 3 star Club  
Changer**



# IMPACTS





## WORKING TOGETHER FOR OUR KIDS



Vasse Primary School & Vasse Soccer Club are proud to partner together to bring new soccer goals to our community.

## Impacts





## **Where to for Vasse in 2026**

**Follow the rainbow of our plan**

**Growing Football Fund to set up a female mentor coaching and referee program**

**Commence an All Abilities League in the South West with Support form Football Futures**

**First ever girls Under Girls only Team**

**Continue to meet with the City of Busselton about the development of the Vasse Pavillion**



**It's easy to start!**

**Just start working  
through the questions in  
the modules.**

**Contact Football West**

**Network – Today!**

**Connect with like minded  
clubs**



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