

## Memorandum

**TO:** TOUCH FOOTBALL AUSTRALIA MEMBERS AND PARTICIPANTS  
**FROM:** TOUCH FOOTBALL AUSTRALIA  
**SUBJECT:** THE ALLIANCE – CHALLENGE SERIES V NEW SOUTH WALES  
**DATE:** 1 JUNE 2009

One of the key features of the National Events Commission's (NEC) recommendations that have been adopted by the Touch Football Australia (TFA) Board is the inclusion of 'profile events' to be held in conjunction with a revitalised National Touch League (NTL).

One such event, to be held bi-annually starting in 2011 is the 'Elite 8', an 8 team series to showcase the best Opens Touch Football that we have to offer. Teams in the 'Elite 8' include four (4) from NSWTA, three (3) from QTA, and 'The Alliance', a team from the Rest of Australia (see below).

It was envisaged that in 2010, NTL attendees would be able to enjoy watching the State of Origin between QTA & NSWTA. As agreement could not be achieved for the March 2010 event, NSWTA has negotiated with the TFA Board to introduce a one off 'Challenge Series'; NSW state teams playing against the Rest of Australia to be a feature event at the 2010 NTL.

The NSWTA Board has issued a challenge to TFA, asking them to present competitive teams encompassing all available players from across Australia to truly compete against the dominant NSW Teams.

In order to achieve this TFA is looking at the potential for any player from around Australia who nominates as being able to participate to be given this opportunity for selection into squads that will take up this challenge.

At Board level, between NSWTA and TFA, the discussion has been around how competitive the Rest of Australia teams may be. TFA has agreed to present the framework of the squads to the NSWTA board by the 30<sup>th</sup> June 2009, this will help to justify the NSWTA decision to give 'the alliance' the opportunity to compete at such an event and mark the start of final preparations for the tournament. In order to deliver a truly competitive spectacle, TFA has appointed coaches from its national program to put together the Rest of Australia Opens Teams. TFA is also confident of delivering strong competition across all divisions and also see this 'one off' opportunity as greatly enhancing the national development of the sport.

### Do you want to be involved in this unique opportunity?

Players that participated in the Open Divisions at the NTL in 2009 have been identified by the TFA High Performance Program and will be extended an invitation to join the relevant squads. This will **not limit** their ability to express interest prior to communication. Subsequently all participants are encouraged to flag their desire to participate at this level.

Also it must be noted this **will not limit** the opportunity for players that did not attend the 2009 NTL to express an interest in participating. We believe this opportunity will see those that have not been able to commit previously given a new goal to aspire too.

In particular we would see that **expression of interest (EOI)** in the Senior Divisions and the Under 20 Divisions will be needed to ensure the success of the venture. TFA therefore requests that all parties actively communicate within the framework available to advise all participants of this opportunity.

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The **EOI** process will commence on the **1<sup>st</sup> of June 2009** with all return emails to be directed to [Chrissy.Brockway@austouch.com.au](mailto:Chrissy.Brockway@austouch.com.au) or contact TFA on 02 6212 2800 for more details.

Nominations must be received by the **26<sup>th</sup> of June 2009** for consideration. **EOI** are also requested by potential Coaches in these divisions with the Open Teams already being appointed through direct approach. The **EOI** form is attached.

All parties must commit to a strong communication process on this initiative. We have dedicated timelines associated with assessment of the success to ensure the appropriate plans can be put in place to achieve what we believe will be a great opportunity for the game.

At the point of determination preliminary discussions also occurred on format to ensure the success of the venture. Should TFA be able to progress, the format of the competition, which is to be run in conjunction with the NTL, is something we would also like your feedback. The NSWTA are consulting with participants on 2 options, one as stated below and the other a commencement on the Wednesday with the NTL format condensed to 3 days concurrently. The TFA preference is for the competition to look like this:

Scheduling Option	Tues 9/3	Wed 10/3	Thurs 11/3	Fri 12/3	Sat 13/3
	<b>MORNING</b>	NSW vs. ROA	Senior NTL NSW v ROA opens		
<b>AFTERNOON</b>	NSW vs. ROA	Opens NTL commence	NTL	NTL	SENIORS FINALS
<b>NIGHT</b>	NSW vs. ROA Opens	NSW vs. ROA Opens			OPENS FINAL

This format would give all players the ability to represent both their State and or Permit, with the 'Challenge Series' teams being on show as the focus of the event for those in attendance on the first two (2) days of the tournament.

Furthermore it allows the ability for the ROA identification process to occur for the 2011 'Elite 8' Series to occur in the regular NTL format. The overall intent of the structure therefore is to provide an opportunity for the senior level competition to occur without disruption and aspects of the profile event format factored into the open series.

While the potential problem associated with the additional day required for players to commit to attending is debatable this will be significantly less than an additional stand alone tournament and will add to the overall event as a spectacle for our sport.

Overall we are very confident that the format will not interfere with the objectives of the NTL whilst presenting an opportunity for those not involved to enjoy watching this contest. The NEC/TFA will work with both parties to ensure the latitude is available to ensure the open series is not affected through potential sanctions on participation.

## The Alliance

The above outcome will provide an ideal launching pad for the 8 Team Series, the 'Challenge Series' will give all participants high end exposure to Touch in 2010. This vital development opportunity also points towards the NEC's goal of having 'The Alliance' square off against the NSWTA and QTA Teams in 2014.

Some of the other benefits this format will provide include, development opportunities, reducing the duplication of cost and travel for elite athletes, creating a true showcase and it moves the sport in a new direction overall with a well constructed, stable elite calendar.

The team will be known as 'The Alliance'. It has been formed from the combination of two existing entities that all parties have belonged to throughout the duration of the NTL history.

In discussions with the NEC it was felt that this captured the intent of the team and presents a unified approach on the field that we are replicating throughout our administration.

In establishing a logo for the entity the above was taken into consideration and the following has been established:



The Alliance therefore becomes the first entity formally established for the 'Elite 8' Series. For the approaching series and to ensure the overall strength of the permit as it establishes its objectives in the Open Division and Senior's for 2010 we have secured the following support team:

- Open Program – Michael Lovett will manage the Program overall to bring it all together.
- Men's Open – National Youth & World Cup Assistant Coach Peter Robinson will Coach.
- Women's Open – Australian Women's Open legend Peter Bell will Coach the team.
- Mixed Open – Current Australian Mixed Open Assistant Coach Scott McLeod will be Coach.
- Senior Program – Garry Lawless will manage the program and recruitment process.

Current Australian Open Coaches will also be linked to the program to add to the development opportunity for all concerned. We have also had marquee players commit to various teams.

As you can see these appointments are in line with the objectives we have set for the permit and assist with long term development, provide a quality experience to the participants that commit and ensures the competitiveness of the Open Teams in March 2010.

Further communication over the commitment required and the schedule for selection will be forthcoming however; initially we now ask that participants and coaches interested in leading these teams in March 2010 take the opportunity to contact us. **Please fill out the EOI form attached.**

We know that strong outcomes for the game across Australia will be achieved by committing to this process and we look forward to seeing your expression of interest soon.