



LEAD THE WAY

**Selwyn United Football Club
Football Development Plan**



FOREWORD //



"Our goals can only be reached through a vehicle of a plan, in which we must fervently believe, and upon which we must vigorously act. There is no other route to success". Pablo Picasso

Selwyn United's founding Strategy of aiming to deliver the best football experience and be innovative in our approach has served us well to date. Forward planning in line with that Strategy, daring to be different, balanced with careful execution, and plain old hard work since 2013 has resulted in the successful Club that we have today.

This Football Development Plan represents the next phase of our Club's journey and has been developed following considerable input from our membership. It shapes our overarching direction and focus for the next few years and will be the blueprint for the Board, coaches, volunteers, parents and players alike to work to.

I encourage all Members to read the Football Development Plan and see the role that you can play in building Selwyn United as the Club that we all want to belong to.

Stan de Rooy
Selwyn United President



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INTRODUCTION //

In 2021, Selwyn United began a strategy refresh in order to further develop the club's sustainability and capability.

Out of this came the need for a refreshed Football Development Plan based on the needs and wants of the membership within the club.

An engagement process was undertaken with members from throughout the club in the form of surveys, questionnaires, concept meetings and one on one interviews. From this, the aim was to develop a 'Concept' that the members were comfortable with and could relate to in the next phase of the development within the football club.

The findings were then consolidated to provide the Selwyn United Board with thorough detail around the competencies needed to meet the demands of the club now but also into the future in order to future proof the club for growth and retention.



The Selwyn United Football Development Plan – '**Lead The Way**' is aimed at developing a club, that across the board, can lead the way for football both locally and nationally.

The findings across the board were very clear and give Selwyn United Football Club an exciting opportunity to further develop over the coming years.

The first finding was a real need for the clubs Purpose or 'Why' to be something that all members can be a part of. On the back of Selwyn United's Strategic Refresh '**Enriching the lives of those in our community through the game of football**' became the club's vision and should become a powerful tool to developing an environment that allows all members to have the best possible experience regardless of their motivation to be involved in the game.

The second finding was a need to be uniquely member focused and to develop a community where we celebrate our people within our club that add to what we do. There is a strong focus throughout the '**Lead The Way**' document on how we support, develop and celebrate our members.

The final major finding was in relation to planning and processes for our members. It was agreed across the board that the club is now an entity that operates year-round to provide an environment for all players to play the game. Throughout the '**Lead The Way**' document there is a consistent messaging around the need to put clear planning and processes around the work we do as a club, and this will be a clear driver in the coming years.

We would like to thank all members for their engagement throughout the process and we are very proud to be able to bring '**Lead The Way**' to you, the Selwyn United family.



OUR CLUB //

Selwyn United was formed as part of a merger in 2013. Since its inception, Selwyn United has accelerated to become one of Christchurch's leading clubs in terms of size, capability and innovation.

We aim to pride ourselves on being a family and member focused club that plays an integral role in the Selwyn Community through the offering of quality football experiences for all ages, genders and ethnicities in an inclusive environment

The successful implementation of '*Lead The Way*' will future proof this progress as well as ensuring sustainability, promoting health and well being as well as bringing together the local community.

OUR VISION

Enriching the lives of those in our community through the game of football

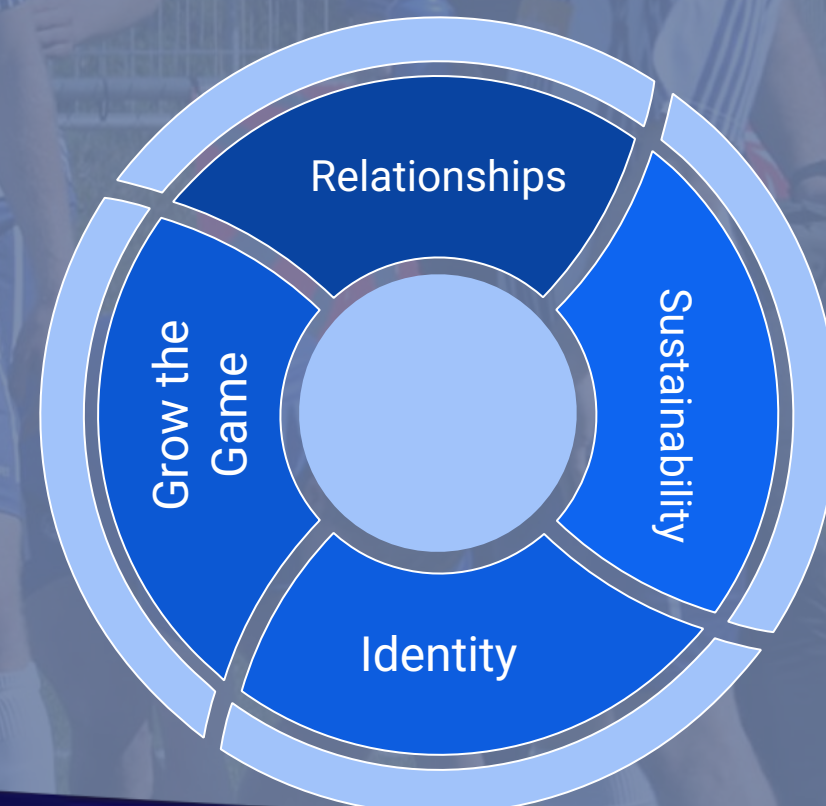
OUR VALUES

Act With Integrity

Foster Belonging

Dare to Be Different

OUR PILLARS



OUR COMMUNITY //



Selwyn United celebrates that our strongest asset is our people. Therefore our biggest focus is to ensure our people are at the centre of everything we do.

We endeavour to do that through:

LEADERSHIP

Lead the ship to success by driving the values of the club

MEMBER FOCUS

Ensure everything we do is driven by positively affecting those in our community

QUALITY EXPERIENCES

Develop quality experience opportunities for all those involved within the club

DEVELOPMENT

Ensure our people are always being developed regardless of their role within our club



OUR PARENTS //

Parents play the biggest role in supporting their children in finding, committing and staying in sport.

A positive parent experience helps to deliver a positive experience for young players in the game.

Despite the huge affect a parent can have on a young person's experience in sport, the research suggests many clubs do not take time to focus on the parental experience within a sports club across the country.

At Selwyn United we want to be able to provide an experience for the whole family throughout the season and this section provides detail on how we can work together to ensure all members of the club have a fun, safe and enjoyable football environment!



What Can Selwyn United Do For Parents?

1. FUN

Ensure that your child is in an environment that they enjoy as much as we possibly can. We know that the main driver for up to 75% of children that play sport is to have FUN! Our main aim is to ensure that we do this for your child.

2. ENGAGEMENT

We want to engage you as a parent as much as possible in your child's sporting journey! We will host parent nights and team get togethers throughout the season, but if you have any other ideas, please get in touch!

3. COMMUNICATE

We know you are all busy, as a club we are 99% run on volunteers and early planning is essential for all! Our aim is to keep you as informed as possible, as early as possible!

What Can Parents Do For Players?



1. FUN

Players are more likely to fall and stay in love with the game if they have fun! Parents can help us with this by watching all trainings and matches with a smile on their face whilst having FUN!

2. SELWYN UNITED HIGH 5!

Instead of critically analysing performances or results straight after a game, use the Selwyn United High 5! This is a High 5, followed by 'I Love Watching You Play!' (see below) – You'll be surprised how much it means!



Selwyn United High 5!

3. BE THE BEST SIDELINE SUPPORTER!

Parents are encouraged to support vocally on the side of the pitch, we want to hear you all on a Game Day! What we try to avoid is coaching from the side, abuse of opposition or officials and referees! We want to provide an environment full of smiles wherever we go and want to be remembered as the club that is the most hospitable and has the best parents of any club!

OUR MEMBERS //

Our members are our priority. Players, Coaches, Supporters, Volunteers, it doesn't matter who you are or what you do, we want to celebrate & support you at any opportunity!

COMMUNITY

Selwyn United is committed to extending its reach through the Selwyn Community. This is done by:

- *Football in Schools*
- *After School Clubs*
- *Selwyn 'Hub' Visits & Development*
- *'Let's Play' Initiatives across the region*



TOGETHERNESS

Selwyn United's aim is to bring the community together as often as possible. Bringing hubs together to celebrate the club and its region is vital to our togetherness!

- *Family Fun Days*
- *Club Days*
- *Parent Engagement*
- *Coach/Team of The Week*

INCLUSIVITY

Selwyn United celebrates the input of all members. All members are welcome to support the development of quality experiences throughout the club! Please get in touch to see how you can be involved!

OUR COACHES //

Coaches play a huge role in ensuring players can access a safe, fun & positive learning environment.

Selwyn United coaches come 100% from the membership of the club. Selwyn United is passionate about supporting all coaches within the club.

These opportunities are provided by Formal Coaching Courses hosted by Selwyn United, Informal Development Sessions and on pitch practical support. Sometimes though, the support you may need is also just a phone call!

Whatever it is you need, we encourage all coaches to take up these opportunities so that players can get the best possible environment for them!

All coaches are also welcome to Skill Centre, Talent Centre and First Team Sessions to see the club's most qualified coaches in action!

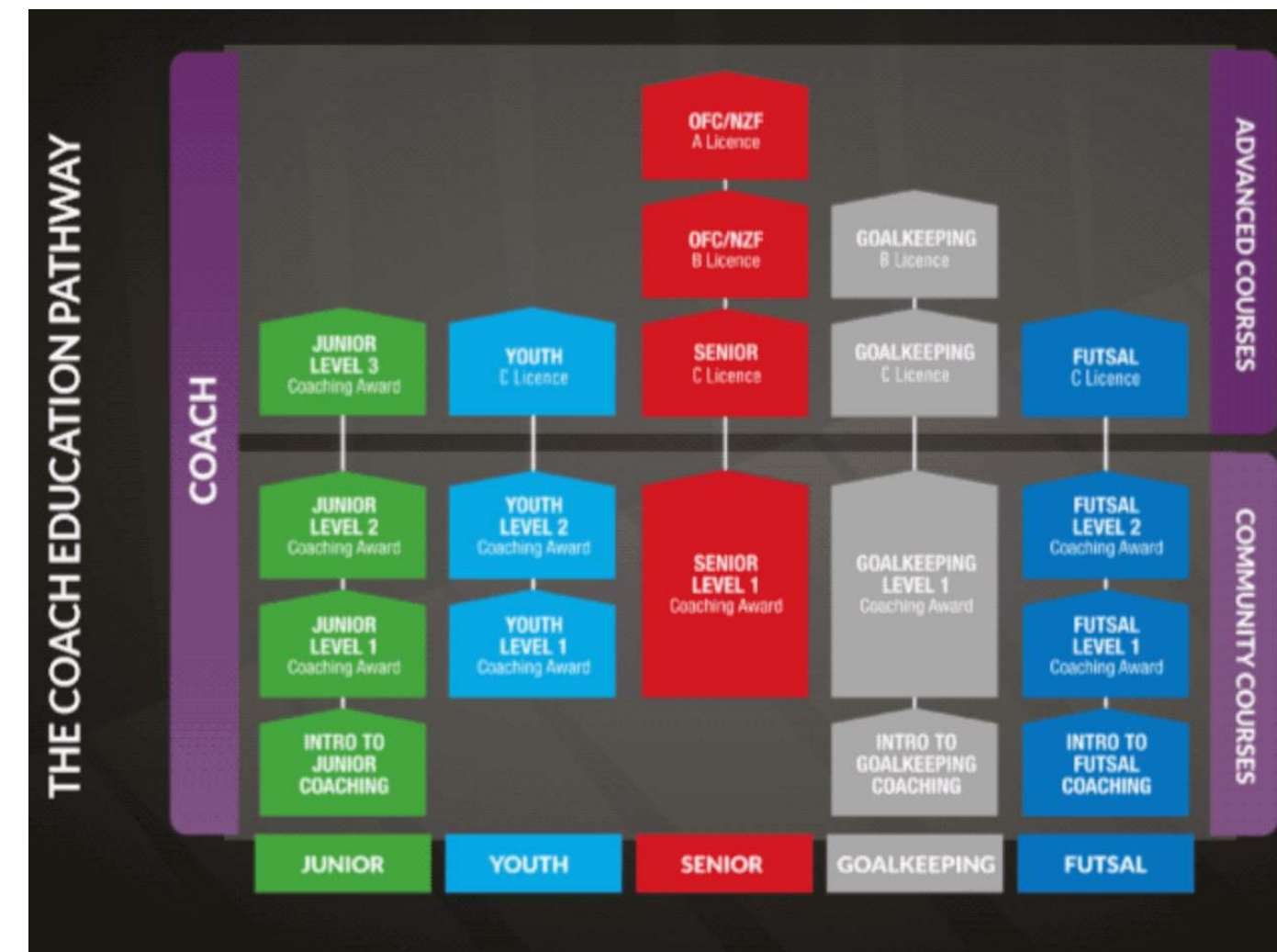


PHILOSOPHY

Selwyn United believes in an approach to coaching that allows players to have fun, be creative and express themselves.

A big focus on 'play' and an ability to experience the ball as often as possible throughout all sessions is of the upmost importance!

Coaches should role model the club's values and beliefs whilst providing a safe environment for all players to allow them to reach their potential.



COACH DEVELOPMENT

Selwyn United is fundamentally committed to the development of its coaches.

Above is the NZF Coach Development Pathway.

Selwyn United hosts and delivers all community courses at Selwyn Sports Centre. The club covers the full cost of all Community Courses and for Advanced Courses if coaches commit to the club for a period of time.

Selwyn United also hosts and delivers Informal Sessions and Practicals for coaches across the club.

If you need any support for your coaching, please get in touch!

OUR EXPERIENCE //



Selwyn United is one of the only clubs in Canterbury that can offer all formats of the game from entry level (First Kicks at 4 years old) to Masters level all on your doorstep.

With the fantastic Selwyn Sports Centre and the upcoming Artificial Turf at Foster Park as well as great facilities across the region, Selwyn United can deliver year-round football and futsal to its members in almost any format!

Have a look at the break down of what we offer as a club!



SENIOR	Traditional	Summer	Futsal	Holidays	Other
	NZF Southern League MF Women's WPL MF Women's CWCL NZF Kate Shephard Cup NZF Chatham Cup MF English Cup MF Reta-Fitzpatrick Cup Senior MF Competitions Masters MF Competitions	Selwyn Summer 7's	MPL Futsal Selwyn Futsal Leagues	N/A	
YOUTH	Traditional	Summer	Futsal	Holidays	Other
	Selwyn United Talent Centre MF Competitions MF Regional Tournaments MF South Island Tournaments Girls Only Competitions Club Based Tournaments	Selwyn Summer 5's/7's SUFC Development Programme	MF Futsal Competitions Selwyn Futsal Leagues Futsal Development Programs	N/A	SUFC In-House Festivals
JUNIORS	Traditional	Summer	Futsal	Holidays	Other
	First Kicks/Fun Football Mini Football (In-House) Mini Football (MF) Club Based Tournaments SUFC 10 th Grade Festival	Selwyn Summer Football SUFC Skill Centres	First Kicks & Fun Futsal MF Futsal Competitions Selwyn Futsal Leagues	SUFC Holiday Programmes (Multi Sport)	SUFC In-House Festivals

OUR PLAYERS //

Selwyn United is committed to giving our players the best possible experience during their time at the football club.



With this in mind, we have created a table of formats & guidelines.

All of this is focused on Long Term Player Development and Participation. We want lifelong participants within the game of football at Selwyn United!

The formations suggested are formations that we deem to be the best for player development at those age groups and give the players the best possible opportunity of development.

Players should be given the opportunity to play in a variety of positions throughout their pathway for them to choose a position they most enjoy! As players move closer to senior football, they will begin to focus on a Primary & Secondary position.

All of this will help to develop well rounded, creative and fun focused players who will stay in the game for a lifetime!

GRADE	MATCH FORMAT	FORMATIONS	FOCUS	PLAYING POSITIONS	GAME TIME
FIRST KICKS	4v4	N/A	FUN, FUN, FUN	No Fixed Positions	EQUAL game time
FUN FOOTBALL	4v4	N/A	FUN, FUN, FUN	No Fixed Positions	EQUAL game time
9 TH /10 TH GRADE	7v7	1-2-3-1	FUN & Individual Development	Rotate Through All Positions	EQUAL game time
11 TH /12 TH GRADE	9v9	1-3-2-3	FUN, Individual Development & Intro to roles & responsibilities	Rotate Through All Positions	EQUAL game time
13 TH /14 TH GRADE	11v11	Experiment with Formations	FUN, Individual Development Within a Team	Rotate Through a Min of 2 Positions	EQUAL game time
15 TH /17 TH GRADE	11v11	Selected Formation on Playing Group	FUN, Team Strategy	Players have a Primary & Secondary position	EQUAL game time
19 TH GRADE	11v11	Selected Formation on Playing Group	FUN, Team Strategy	Players have a Primary Position	EARNED game time

KEY INFO

1. Players develop at different rates. Be Patient!

2. Girls can choose between mixed and girls only football! Speak to the club about what is best for you or your child!

3. Go and enjoy lots of sports! We encourage players to play a variety of sports as well as offering football whenever you want your fix!

6. We play the Selwyn Way! We do play from the goalkeeper, its risky but when it works, it's A LOT of FUN! Give it a try!



5. School Football is encouraged for 99.9% of players! SUFC will work collaboratively with schools to provide opportunities!

4. Futsal – We are so lucky to have a great facility and Futsal is a powerful tool in development so get on that court!!

OUR IDENTITY //

Selwyn United First Team Members have a duty to represent the club on and off the field in a manner that represents the identity of the club and allows them to be role models. We will support all of the club to carry this identity with them on and off the field also!

PLAYER IDENTITY

At Selwyn United, we identify, scout and develop differently to most football clubs. We believe the defining factor in a player's development is a commitment to the game and a focus on wanting to get better.

We understand that all players have different motivations for playing the game and we work hard to cater for all.

At Junior grades, we limit our selection process as much as we can to ensure players get the right environment for them. Skill Centres are open for players of all abilities and motivations and provide access to the best junior coaches in the region!

At Youth Grades, players that commit to our full-time program receive an abundance of support to develop at the right level for the individual. Players outside of this still receive support relative to their level of commitment. The club works hard to keep a close eye on all youth teams to ensure nobody is missed.

If players commit to wanting to get better over a prolonged period of time, Selwyn United commit to you as an individual!

PLAYING IDENTITY

'At Selwyn United, we believe in a forward thinking, brave and creative brand of football.'

We defend with an emphasis on winning the ball through a ball orientated defensive system, a focus on individual and team accountability for roles & responsibilities.

In transitions, we are dominant with the first thought being about getting on the front foot as soon as possible.

*What makes us unique is our energy to '**Lead The Way**' through challenging the norm and a constant focus on getting better each and every day.'*



OUR DEVELOPMENT //



Selwyn United breaks down Football Development in to 4 key areas:

1. The Foundation Phase (4-8yrs old)
2. The Skill Development Phase (9-12yrs old)
3. The Youth Development Phase (13-19yrs old)
4. The Performance Phase (20+ yrs old)

Here, we break down the main objectives of what we try to achieve in each phase!

FOUNDATION

It does exactly what it says on the tin!

In the discovery phase, we aim to allow children to fall in love with the beautiful game. We encourage the whole environment at this age to be exciting, enjoyably and stimulating!

Training and games involve lots of movement, plenty of ball contacts and loads of encouragement with limited coaching!

For links to best practice, please follow links below:

[NZF Junior Framework](#)

[Junior Football Coaches Handbook](#)

[NZF Games & Activities](#)

[NZF Game Cards](#)



SKILL DEVELOPMENT

During the Skill Development Phase, players are beginning to really adapt to motor learning skills. This means that this time truly is the 'Golden Age' of motor learning.

This phase is the optimal time to focus on core skills that will allow for long term participation in the game. Players are given the option to train 1,2 or 3 times a week plus a game and all focus should be on learning football skills within the context of the game.

Selwyn United also champions Futsal as an incredibly powerful tool in Skill Development and recommends Futsal Programs as well as our local leagues as an excellent option for this phase!

At Selwyn United we believe in this simple format for a Skill Development Session:

1 Ball : 1 Player

1 Ball : 2 Players
(e.g. 1v1)

1 Ball : 5/6 Players
(e.g. 3v3 or 4v2)

1 Ball : 10/12 Players
(e.g. 5v5)



Selwyn United has an abundance of session designs that are sent out to all coaches at the beginning of the season, alongside this coaches are given Informal Training on how to apply the above session format to provide the best possible environment for all players across the club!

OUR DEVELOPMENT //

YOUTH DEVELOPMENT

In the Youth Development Phase, we tend to see players' motivation for playing the game of football become more and more stretched due to the abundance of opportunities available to them.

Due to this, Selwyn United has an abundance of opportunities for players wanting to play the game varying from a full-time program through to a single session program as to make sure we cater for all motivations and abilities.

In this phase we concentrate on how to work in units and teams towards a common strategy and goal.

Coaches across the club are given the opportunity in both Formal & Informal sessions to develop their understanding on how to best work with Youth players and develop their game! There are also session plans available for all coaches!

In this phase, we suggest the following Session Format:

Unopposed Technical Practice
(e.g. Passing Practice)

Small Opposed Practice
(e.g. Rondo)

Large Opposed Practice
(e.g. Positioning Game)

Conditioned Game
(e.g. 7v7 Game)



PERFORMANCE PHASE

The purpose of the Performance Phase is to create the highest level of team performance on every occasion. The intensity & level of training from this point increases dramatically to ensure players are equipped to be able to play at the highest possible level regionally, nationally and internationally.

A key focus becomes team tactics and is done by creating sessions that are focused on solving problems and pushing players on a daily basis.

Players entering and progressing through this phase need to be able to be pro-active in themselves to drive performance. This may include sacrifices in their personal life to play at this level, lifestyle changes to incorporate conditioning elements and a true commitment to the game in terms of understanding and implementation of tactics

OUR CONCLUSION //

Selwyn United is aiming to do something we believe is truly special. We are aiming to *'Enrich the lives of those in our community through the game of football'*.

'Lead The Way' is a document put together to tell the story of how we aim to do this. We truly believe we can affect every one of our members in a positive way.

The way we aim to do this is by staying true to our values – *'Act With Integrity, Foster Belonging, Dare to Be Different'*.

We want to be transparent with our members and provide everyone with an experience they will cherish for a lifetime regardless of their motivation, role or ability within the game.

Thank you very much for taking the time to read through *'Lead The Way'* and we look forward to having you on the journey with us.

SUFC



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