

Income Generating Programs Factsheet



Clubs are recommended to have a diversified approach to generating income through various sources above season registration fees. This allows clubs to expand on their current offerings beyond teams playing in competitions during the winter season where clubs can begin to engage their current and potential new members more often. Creating multiple income streams enables clubs to improve and maintain their club for a sustainable future.

There are many programs a club can implement to generate income targeting new and existing players. For some of these programs your club may choose to simply use as a cost-neutral and affordable participation program to get more people involved in playing with you.

In the following pages, you will see program ideas for your club to generate more income. Please note the description and potential income earned are generalisations as formats and income differ from each situation.



Income Generating Programs Factsheet



Summer Football Competition

- Played over 8-16 weeks over term 4 and 1 for ages from U9-Over 35's (mixed, boys, girls, men, women).
- Requires a field (or more) where teams play in small-sided format (5v5-9v9) where multiple fields can be setup per full sized field (2-8 small-sided fields).
- Portable goals are generally futsal size (3m x 2m) or MiniRoos 9v9 size (5m x 2m) depending on age group and field size you use.
- Game times are generally 15-20 min halves with around 4-6 timeslots per afternoon/evening. The more field availability the better as clubs can expand number of teams registering.
- Main expenses include equipment (portable goals, balls, bibs, cones etc), field hire and lights, referees and player insurance.
- Competition can be run by volunteers, paid staff member/s or the clubs senior football team/s to fund their winter season expenses.
- Teams can organise their own kits or the club can provide bibs (be sure to have enough per match and to wash them!).
- TIP: Select a field size for every competition for that evening to limit changing fields between matches and open up the competition to internal and external players.

POTENTIAL INCOME

\$500-\$1500 per team OR \$100-\$200 per player. Extra income from canteen sales



School Holiday Camp

- Held over the public-school holidays for single or multiple days between 2 and 6 hours.
- Usually for younger players from 6-12 years old.
- Requires a field with a lot of equipment to be used for fun games and exercises to keep players active and engaged.
- For longer days, will need scheduled rest breaks and alternate activities to manage fatigue such penalty shootouts, juggling challenge, crossbar challenge, footgolf, soccer tennis, soccer cricket etc.
- Number of coaches to required to look after groups dependent on registration numbers (approx. 8-12 players per coach).
 - Can use this as mentoring opportunities for younger coaches working under experienced coaches.
- Main expenses include field hire, coaching fees and equipment (if club doesn't already have).
- TIP: Offer flexible registrations packages such as half-day, single day, multiple day discounts, family discounts etc.
 - Think about running exercises working on skills players might not usually get to at their team sessions such as goalkeeper training, penalties, free-kicks, volleys, 1v1 skill moves etc.).

POTENTIAL INCOME

\$20-\$50 per player/per day depending on duration of camp



Income Generating Programs Factsheet



School Holiday Tournament

- Held during a school holiday (daytime) on a single day or over multiple days.
- For primary and/or high-school based players from your local area and surrounding regions.
- Age groups merged (e.g., U9 & U10) depending on interest.
- Small-sided games can be run on quarter of the full pitch (7v7 for U8-U13, 5v5 for U14+).
- Teams to play 2-4 games per day, 25-35 min games.
- The clubs Game Leaders and referees to officiate matches.
- Main expenses include equipment (portable goals, balls, bibs, cones etc), field hire, Game Leaders/referees and player insurance.
- Competition can be run by volunteers, paid staff member/s or the clubs senior football team/s to fund their winter season expenses.
- Teams can organise their own kits or the club can provide bibs as required.
- TIP: Contact nearby clubs to invite them to enter teams, advertise through schools and social media to get interest in the tournament. Plan in advance to give teams time to organise themselves and register.

POTENTIAL INCOME

\$500-\$1000 per team depending on number of guaranteed matches. Extra income from canteen sales





Skill Development Sessions

- Term-based training sessions targeted at different age groups (depending on interest)
- Sessions can be 45-75 mins lead by qualified and skilled coaches.
- Focus on individual player development to give them more than what they would normally get at team training sessions.
- Main expenses include equipment, field hire and coaching fees.
- TIP: Have a development plan throughout the term so players can be progressed gradually each week to reach an end goal. Develop a point of difference from what they would normally get elsewhere such as certificates for achieving a certain personal goal, football homework for kids after every session to show off at the next and end of term report cards etc.

POTENTIAL INCOME

\$10-\$15 per player, per session (booked per term)

Winter Social Football Competition

- Utilising unused field space during a training night, a social winter competition for pick-up games could bring players into the club (targeted at adults) who don't necessarily want to train and play only when they are available.
- Small-sided games format for 8-10 weeks within the school term.
- Teams could be different each week with whoever shows up or more formal with teams entering for a formal competition.
- Referees to officiate the games and a volunteers/staff member to setup the field/s and provide equipment for games to be played.
- Main expenses include equipment, field hire and refereeing fees.
- TIP: Market to the parents of your young players and to the overall community.

POTENTIAL INCOME

\$10-\$15 per player per night if it's a pick-up game format / \$300-\$500 per team per term OR \$50-\$100 per player

Specialised Training

- Term-based training sessions targeted at different specialisations in football such as goalkeeper training, creating and scoring training, defending training usually run by an experienced coach who has full understanding of that area of the game.
- Sessions can be 60-90 mins.
- Focus on specific player actions related to the topic area with high repetition.
- Main expenses include equipment, field hire and coaching fees.

POTENTIAL INCOME

\$12-\$20 per player, per session (booked per term)



Lunchtime Corporate Competition

- Lunchtime small-sided games competition (5v5-6v6) at a field nearby a business hub.
- Businesses create teams to compete (or workers make up their own teams).
- 30-40 min games (to give people time to travel, prepare and have their lunch during their break).
- Matches between 12pm-2pm once a week for 8-10 weeks during the school term.
- Venue should have changeroom and toilet facilities.
- A paid administrator or coach would run the competition with referees to officiate matches.
- Main expenses include equipment, field hire and refereeing fees.
- TIP: Canvas the businesses to gain understanding of potential interest in the competition prior to starting.

POTENTIAL INCOME

\$10-\$15 per player per night if it's a pick-up game format

\$300-\$500 per team per term OR \$50-\$100 per player

Income Generating Programs Factsheet



Before-School Training

- 45-60 min morning football skills training for primary school-aged kids for 8-10 weeks during the school term.
- Sessions would conclude 20 mins prior to the school start time to allow players to get changed and located at a field next to or, ideally, at the primary school.
- Fun game-based training focussed on improving individual skills.
- Can work with multiple schools in your area each term.
- Main expenses include equipment, field hire, coaching fees and player insurance.

POTENTIAL INCOME

\$10-\$15 per player, per session (booked per term)

After-School Training

- 60 min after-school football-based fun and games child-minding service for kindergarten to year 2 children (alternative to regular after-school care programs) for 8-10 weeks during the school term.
- Located at the school grounds/indoor hall.
- Can work with multiple schools in your area each term.
- Main expenses include equipment, field hire, coaching fees and player insurance.

POTENTIAL INCOME

\$12-\$20 per player, per session (booked per term)



Pre-Season Football Fitness Training

- Pre-season training targeted at youth and senior players.
- Players put through a gradual increased in High Intensity Interval Training (HIIT) exercises with and without the ball by a qualified and skilled coach.
- Can be larger groups than usual however there should be a coach for every 20 players.
- Exercises can be creative and still be football-specific instead of pre-season beach runs or hill sprints. This can include timed small-sided games with planned rest breaks to focus on high intensity for sustained bursts, sprints to race for a ball before shooting and exercise stations.
- Main expenses include equipment, field hire and coaching fees.
- TIP: End every session with a game (not necessarily a full-sized game) and a fun challenge like penalty shootout, free-kicks or scoring from corners etc.

POTENTIAL INCOME

\$10-\$15 per player per session



Summer Academy Training

- Summer training program for keen players who want to continue to play football in the summer months (8-16 weeks).
- 60-75 min sessions based on individual skill development delivered by qualified and skilled coaches.
- Players split into groups based on age/ability.
- Can be held on a weeknight or weekend.
- Main expenses include equipment, field hire, coaching fees and player insurance.
- TIP: End the program with a game day/mini world cup for a fun experience after weeks of training.

POTENTIAL INCOME

\$15-\$20 per player, per session (booked for whole program)



Introduction to Football Sessions

- Morning skills sessions for 3.5-5-year-olds (pre-school aged) during the school terms for 8-10 weeks.
- Held at a local field or indoor venue. Focus on developing gross motor skills in a fun and engaging environment.
- Main expenses include equipment, field hire, coaching fees and player insurance.
- TIP: Target parents who have children at primary school and pre-school aged children so they can drop off their older child then run the session in a nearby venue or alternatively run it just before school pick-up time to free up the rest of the day for other activities.

POTENTIAL INCOME

\$10-\$20 per player, per session (booked per term)

Football-Based Exercise Class

- 45 min fun group fitness class for adults of all fitness levels (suggest music is played throughout) for 8-10 weeks.
- Sessions based on improving body movement, strength and conditioning with and without the ball.
- Can be run during sessions where their children are already training (e.g., winter season and morning sessions) in a small area not being used by other teams/programs as minimal space is required.
- Need a coach who will lead the class with high energy and be able to adjust exercises to different fitness levels.
- Main expenses include equipment and coaching fees.
- TIP: Ensure each session is different and builds up difficulty gradually and all participants are catered to in each class.

POTENTIAL INCOME

\$12-\$20 per person, per session (booked per term)



Income Generating Programs Factsheet



Football Festival

- One-day event which could provide a whole raft of activities for your members and local community.
- Can include activities such as small-sided tournament, BBQ, facepainting, jumping castles, penalty shootout challenge, crossbar challenge, speed dribbling race, video game station, come and try skills sessions and raffles tickets.
- The festival could also include a feature match such as your clubs top Men and Womens teams playing their competition match on the main field or an exhibition match between your clubs best mixed players against local celebrities or former professionals etc.
- Organising this event requires a huge team effort with a lot of volunteers.
- Main potential expenses include equipment hire and field hire.
- TIP: Get your club sponsors involved to give them more exposure and a chance to directly engage with your members.

POTENTIAL INCOME

\$5-\$10 tickets for entry. Extra income from canteen sales and raffle ticket sales



CLUB CHANGER
Club Development Program



Australian Government
Australian Sports Commission

Football Australia's Club Changer Program is proudly supported by the Australian Government, through the Australian Sports Commission.