



AMERICAN FOOTBALL CANTERBURY SMART . FAST . PHYSICAL



Introduction

This strategic plan has been developed through consultation with representatives of the current members of American football Canterbury (AFC) in conjunction with the elected board. It is the hope that this document will provide some clarity on the direction of AFC as the most progressive body of American football in New Zealand over the next five years, and beyond.

Our Vision

To establish the South Island's first full-scale American Football competition and operate with the utmost professionalism to give anyone a chance to discover the sport and to enjoy at all ages

HISTORY OF AMERICAN FOOTBALL CANTERBURY

AFC started out in 2010 as a university social club of a group of likeminded students playing flag football on weekends.

During 2011 Jonathon Entwistle created a university society called "gridironsoc" or gridiron society and held weekly weekend games with new members of people who showed interest in the sport.

In 2011 Gridironsoc held its first "draft" and had a round robin competition of flag football that was held on Wednesday nights down at Ilam fields.

While the rules and games were rough to say the least there was huge interest. Gridironsoc then turned into American Football Canterbury Inc. in 2013

We created clubs all under AFC named after suburbs around the university.

- University of Canterbury war hawks
- Ilam Rebels
- Bryndwr Panthers.
- Riccarton Reapers
- Sydenham Rampage

After fundraising for a long period of time, AFC were able to purchase old pads and helmets from the united states and make our way into contact

From there we got in touch with an ex division one college, arena football and local to help develop and coach proper American football.



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From more experienced advice and guidance rather than play 11-man football and be overwhelmed with the subtle nuances of the game, we turned to 7-man and 5-man football.

Both version focus on developing players skills and knowledge so that they can play any version of the game and be able to play.

The game of 5's and 7's is more exciting, with games lasting an hour, and are filled with a lot more action and high scoring games.

We were able to produce in our short time two players who played overseas, one who played in Australia and semi-professionally in German in the German football League. And another who moved to the United States to play collegiate level football and was able to beat many Americans at their own sport, coming home with a NJCCA title for Minnesota, and also played in a bowl game, something many never get to do.

In 2014 AFC then created three teams using the original teams within the AFC program.

War hawks, Rebels and Panthers (renamed to Wolfpack).

These three team were able to all train together, coach up new players and reinforce technique and skills in the players. We then split up into our respective teams and play a 7-game round robin tournament.

The growth from how we run the program has allowed AFC to create and produce a flag football program for boys and girls under the age of 13 to play and learn the game.

AFC has created a flag football competition the likes has never been seen in New Zealand and has been meet with resounding success and has grown from 20 students to over 100 in a year. And because of limited resources we have had to turn down players something we hated having to do.

The program we are developing has produced something that doesn't exist in football in New Zealand but has created a feeder program from juniors to seniors.

American Football Canterbury is part of the New Zealand football Federation.

AFC currently has over 100 active players in the Christchurch greater region. Over 200 participants annually and a support base of over 1000

We plan to grow on this success and produce talented players that can produce not only in New Zealand but internationally.

The future is bright for American football Canterbury



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Our Mission

To provide a strong inclusive framework for the development and growth of American football in Canterbury and the surrounding regions.



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Pillar One - Communication

We will provide robust communication channels to engage our members and other stakeholders. We will promote our great sport to all people so that the presence of American Football is known across the South Island.

KEY STRATEGIES

- Engaged membership base through transparent communication
- Increased communication with external stakeholders such as the national body, government agencies, sponsors, and the community.
- Resources allocated to the active promotion of American football in Canterbury
- Digital rebranding and asset consolidation
- Transparency through correct and reliable communication channels

PERFORMANCE MEASURES

- Financial allocation to advertising in yearly budgets
- Engage an external partner to assist in the branding of American football Canterbury and the consolidation of digital assets
- Regular reporting accessible to all member and the public
- Member survey results



Pillar Two - Development

We will support and deliver modern coaching and officiating development systems to give our members the best quality of training available for the sport. We will continue to build on our programs, developing a nationally recognised framework which will give access to our sport from early ages through to elite national representation for both male and female participants.

KEY STRATEGIES

- Develop and implement a modern coaching accreditation process in conjunction with USA football
- Allocate resources to develop officials across the region.
- Making American football accessible to a wider demographic by developing the variations of the game (Youth, Open gender, flag football)
- Supporting current leagues and clubs so that they can offer more programs to prospective members.
- Creating a framework which encourages members to stay actively involved in American football after they stop playing.

PERFORMANCE MEASURES

- Coaching accreditation framework rollout
- Investment in NZGOA officiation programs
- The development of programs which appeal to all age groups from young children through to senior adults
- Providing leagues and clubs with tools to administer flag, youth, junior and senior programs
- Creating attractive opportunities for those who wish to get involved in a non-player capacity
- 500 playing members by 2022



Pillar Three - Governance

We will promote robust governance practices at club, regional and at a national level through education and policy development. We will ensure that our sport reaches the specifications set out by the New Zealand American Football Federation, Sporting New Zealand and Sports Canterbury, so that our sport may receive funding and recognition .

KEY STRATEGIES

- Review and update of American football Canterbury Policies
- Shared financial outcomes and aligned financial systems that allow a whole of sport financial overview to support transparency, viability and sustainability
- Systems that allow for the creation of an overarching commercial framework in the future
- Moving towards an administrative business model

PERFORMANCE MEASURES

- Review of American Football Canterbury Policy's
- Transparency with all members
- Meet the obligations of New Zealand sporting groups to achieve full recognition and build together towards further funding



Pillar Four - Player Pathways

We will continue to facilitate and improve our elite pathway opportunities for our members by providing access to national tournaments and development opportunities.

KEY STRATEGIES

- Deliver elite coaching exposure to the players doorstep through a remodelled program
- Ensure quality regional tournament are delivered
- Formation of elite player register

PERFORMANCE MEASURES

- Increased participation and gameplay at Tournaments and competitions
- Successful hosting of a national coaching conference
- "Redbax Reach" program (Junior and Senior) 2020 - 2023
- DFL 2022
- Junior Nationals



Conclusion

This sport can positively influence so many people and has perhaps one of the highest ceilings in the sporting world in terms of pathway opportunities. Few other sports can provide this.

It is time to band together as a community and finally realise the potential this sport has. A call-to-arms is being made by the board of American Football Canterbury for all current members to positively contribute towards the future.

- Put the future and growth of the sport as your personal priority
 - Approach your nearest club or league association
 - Volunteer your time or resources
 - Engage others and contribute in any way possible towards
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