

WASA

Western Australian Soccer Association

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9th July 2004

Dear President & Board Members

Information about the New Western Australian Soccer Association

As the newly appointed Chairman of the Western Australian Soccer Association (WASA) I thought it worthwhile to send to you this letter of introduction in order to provide everyone with a brief understanding of what activities are currently or about to take place.

I do not want to spend time explaining my competencies but rather in the first instance declare my commitment to firstly ensuring that WASA is developed to meet all the needs of Soccer in Western Australia, as a single unified organisation, and secondly that WASA will be a totally united, strong and influential participant in the national soccer scene.

Many of the issues raised in relation to unification have required the new Association to be formed and a Board to be in place before answers could be provided. This has meant that the ASA and DSR have only been able to take us to this starting point. Now we will work together to achieve this goal in reality.

Over the coming weeks we will begin the task of ensuring we provide a structured and informative approach to the path to achieve unification and how WASA will be structured to ensure all corners of Soccer are both heard and represented as we move forward.

We will also ensure that we take action to identify any issues you may have and how we will look to group these together to allow the right methods to be applied to work through them. We will aim to group any issue under key headings and then determine which are strategic, which are operational, which can be resolved quickly and which we may have to work on over time.

This process will allow us to begin achieving our goals together within the timescales dictated by the start of next years soccer season and give all parties the ability to work together to ensure our competitions remain supported in all the right areas under a unified operational team. It is our desire to achieve this aspect of our objectives prior to the commencement of the new pre-season activities.

As a start to this process I have instigated two actions immediately:

1. Firstly WASA advertised for a new CEO on 3rd July in both the West Australian and Weekend Australian. This is being managed by an independent recruitment agency on behalf of the new WASA Board to ensure the process

is both fair and transparent with the objective of attracting the best applicants. We are aiming to make an offer of employment to the successful applicant by the end of August.

2. In recognition of the time-scales involved in recruiting the CEO in this way I have announced a temporary position within WASA - Clubs & Association Liaison Officer. This position will initially be in place until the commencement of the new CEO and is designed to ensure there is a link between Clubs and current Associations with the new WASA Board. The Board will direct the new Liaison Officer to assist in the process of unification including the process of communicating and working with Clubs and existing Soccer Associations. Confirmation of this appointment has already been sent to you by Kevin Watts - Soccer Project Manager.

Within the coming weeks we will send to you some further communications. Whilst all of these will be important for differing reasons I would like to mention one in particular.

We will shortly be requesting that each Club fill out and return an information document. This will ask for Club contact details, a nominated Club contact and their contact details, an indication from your Club on its desire to achieve unification, some optional detail to assist in strategic planning and very importantly an opportunity to list any question or issue your club may have relative to this process.

It is very important that we receive your replies to ensure your nominated Club representative can be kept fully informed of our process so they can communicate them to all of your club members.

Finally I have attached a list of recent/current/imminent actions to be undertaken by WASA. Hopefully this helps you understand where our initial time and effort will be spent. Should you have any questions on these points or any action not listed please direct them to our Clubs & Association Liaison Officer in the first instance.

Assuring you of my best attention at all times.



Kevin V Campbell AM
WASA Chairman

Attached - WASA action list

Extract of current and imminent actions by WASA
(not necessarily in order of priority or timing)

1. Selection of a new Board that will include Directors with soccer & business backgrounds.
2. Registration of the company with ASIC.
3. The national advertising and recruitment of the Chief Executive Officer.
4. Announcement of a temporary position of Club & Associations Liaison Officer to assist you in the unification process.
5. Establish interim committee made up from invites from main state soccer associations to assist the new board in the transition
6. The adoption of the new State Constitution & By-Laws.
7. Following recruitment of a CEO, the advertising and recruitment of an Education & Development Manager (Director of Coaching) and a Marketing Manager.
8. Consultation and development of a plan that will determine the make-up, number, terms of reference and election process for Zone Representatives.
9. The defining of Zones for representation and voting boundaries.
10. Working with existing associations to determine transition of their Boards into Standing Committees and the defining and timing of moving to a fully elective process.
11. Defining the correct make-up (representation) and roles and responsibilities of Standing Committees (immediate and future) to cover our requirements both within state and nationally.
12. Defining and implementing avenues for feedback from all clubs.
13. Develop how Zone Representatives will adequately represent their zone clubs at AGM's and General Meetings.
14. Begin the process of Strategic planning in conjunction with existing association Boards/Standing Committees.
15. Define & plan the process of merging all current associations operational functions into those of WASA.
16. Ensure all constructive issues are identified and incorporated into the process of unification.