

25 October 2016

Laura Brady  
Ballarat Eureka Strikers

By email [[brady@clarendon.vic.edu.au](mailto:brady@clarendon.vic.edu.au)]

Dear Laura,

**RE: WNPL APPLICATION FEEDBACK**

I refer to your club's WNPL application and your discussion with Mat Annells on 21 October 2016.

Again, on behalf of the FFV I would like to thank you and the club for your application and for your interest in joining Victoria's WNPL competition. Whilst Ballarat Eureka Strikers missed out on a WNPL licence offer this time, we applaud your continued commitment to women's football and sincerely hope that that commitment continues going forward.

Whilst Victoria's WNPL competition currently consists of nine Clubs, our goal is to continue to strategically grow the competition in line with overall growth in female participation numbers and the existence of sufficient talented juniors. Accordingly, we are keen to see continued interest and growth in women's football within both NPL and Community Clubs.

In particular, FFV considers the broader Ballarat region as a strategic priority for WNPL growth and we will continue to work with the Club, the BDSA and local stakeholders to grow participation numbers with a view to including Ballarat Eureka Strikers in WNPL competition in the future. As a first step, we would like to meet with the Club and the BDSA to discuss potential participation, operational and engagement targets for the Club and the region which can be agreed to with FFV and, once achieved, lead to the Club receiving a WNPL participation licence. We will be in touch shortly to arrange that meeting.

As with the application process in 2015, we have also prepared written feedback in relation to each of the Weighted Elements of the Assessment Measures to assist the Club going forward. Please find attached a summary of the Panel's feedback in relation to the Weighted Elements sections of your application.

The attached summary gives an indication of the areas in which your application did well together with any areas for improvement. Of course the summaries are just that and it is important to recognise that the Panel undertook extensive review and discussion when assessing each application against the separate Mandatory and Weighted Elements.

We hope that the attached summary is helpful. Of course we are happy to discuss that feedback in further detail when we meet as above.

Thank you again for your application and the commitment shown by Ballarat Eureka Strikers to women's football in Victoria.

Yours sincerely,



Cathy Acocks  
FFV Interim CEO