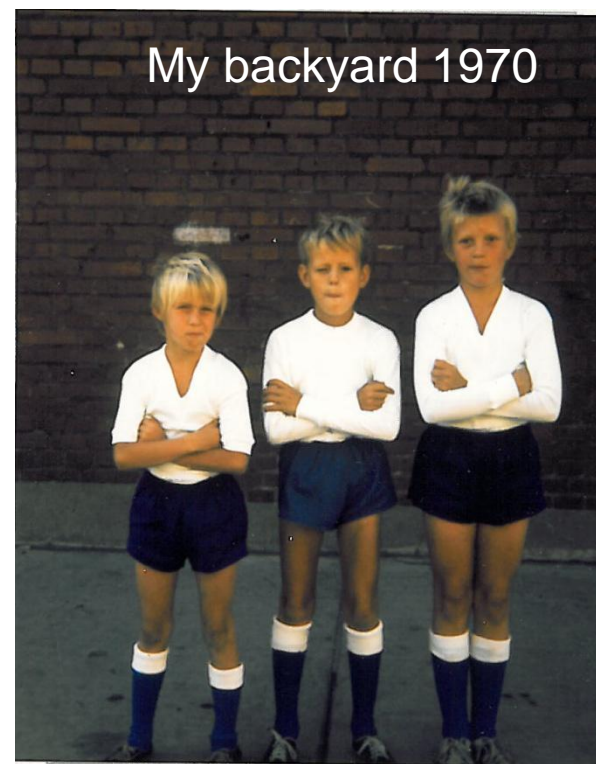


Presentation

- Morten Ubbesen
- Wife and two kids
- Football player (since 1969)
- Candidate: Social Science
- Project manager – Municipality of Aalborg
 - School and Cultural Department (since 1999)
 - Large-scale health project involving 37 schools and sport associations



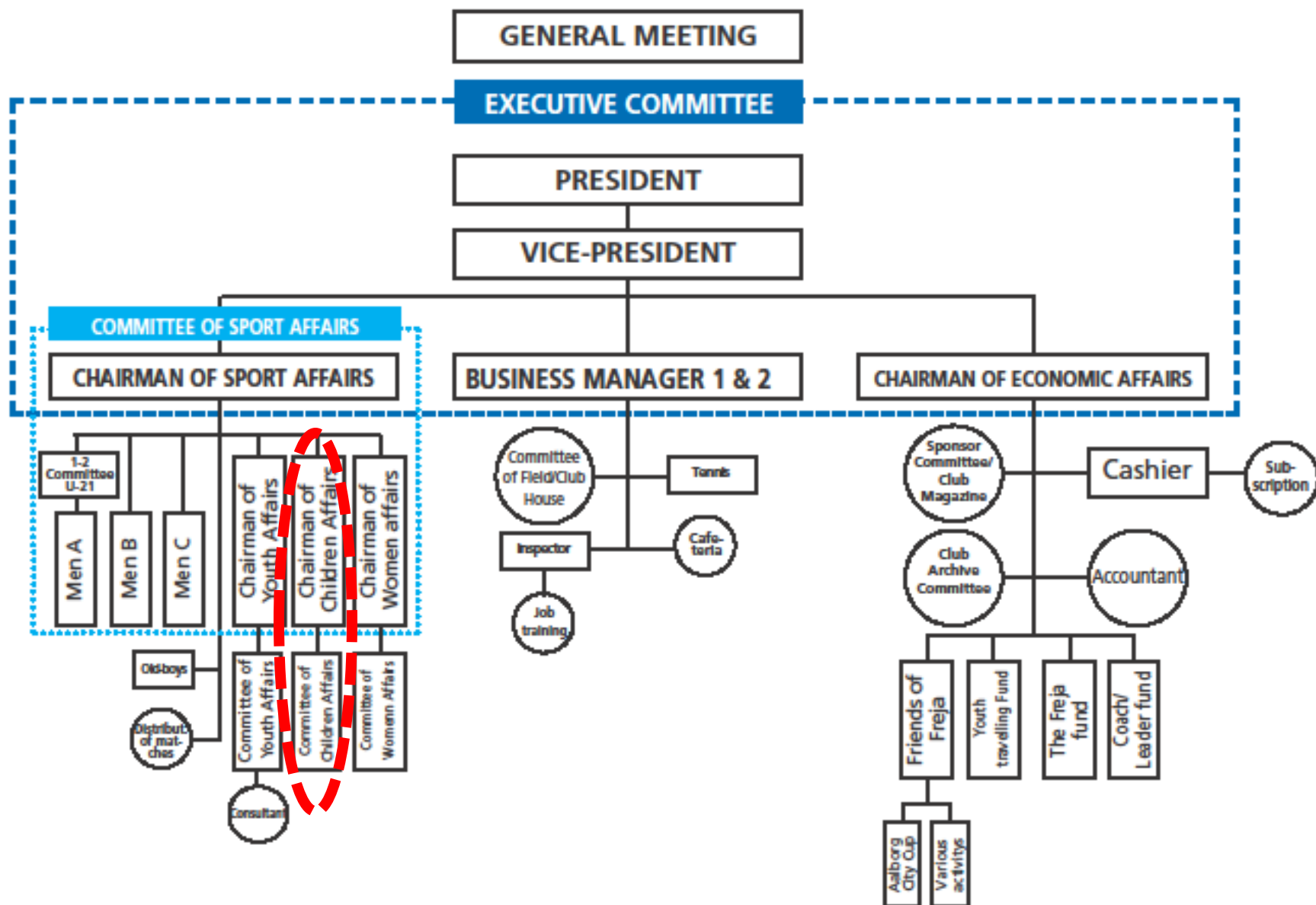
AALBORG
KOMMUNE

Aalborg Freja

- Organization
 - Structure
 - Budget
- Parents´ collective
 - Context
 - Approach
 - Communication
 - Incentives
 - Values
 - Responsibility
 - Conditions



The structure of Aalborg Freja



Year Plan (Football and Administration)



- Jan/Feb Winter training - senior and youth
 - » Children's indoor football ends
 - » Year plan adjustment and trainer /leader meeting
- Mar/Apr Tournament (continues and start)
 - » Welcome to new children and parents
- May/June Tournament stop
 - » Aalborg City Cup and party for voluntaries
- July Summer holiday (voluntary training)
- Aug/Sep Tournament start
 - » Coordination and planning of next years
- Oct/Nov Tournament break
 - » Annual General Meeting
 - » Evaluation
 - » Social activities – end-of-season party
 - » Children's indoor football starts
- Dec Voluntary senior and youth training (outdoors)

Senior Structure

(Membership: Men 134 and women 64)



National

Profile

Aalborg Freja

| | | | |
|---------------------------------------|---------------------|---------------|----|
| 1) Super league | Professional | | (1 |
| 2) 1 st Division | Professional | | (2 |
| 3) 2 nd Division East/West | Semi-professional | | |
| 4) The Denmark series | Semi-prof./amateur | men and women | (3 |
| 5) The Jutland series | Amateur (small fee) | women | (4 |
| 6) Series 1 | Amateur (small fee) | women | (5 |
| 7) Series 2 | Amateur (small fee) | men | (6 |
| 8) Series 3 | Amateur | men | |
| 9) Series 4 | Amateur | men | |
| 10) Series 5 | Amateur | men | |
| 11) Series 6 | Amateur | men | |

Youth Structure

Membership: Girls 75 and boys 125



| | | |
|-------------------|----------|-------------------|
| U 18 (11players) | 4 levels | 2 boys (no girl) |
| U 16 (11players) | 4 levels | 2 boys and 1 girl |
| U 14 (11 players) | 4 levels | 2 boys and 1 girl |
| U 13 (11 and 7) | 4 levels | 2 boys and 1 girl |
| U 12 (7 players) | 3 levels | 3 boys and 1 girl |

Children's Structure

Membership: Girls/boys 200 (**parents' collective**)



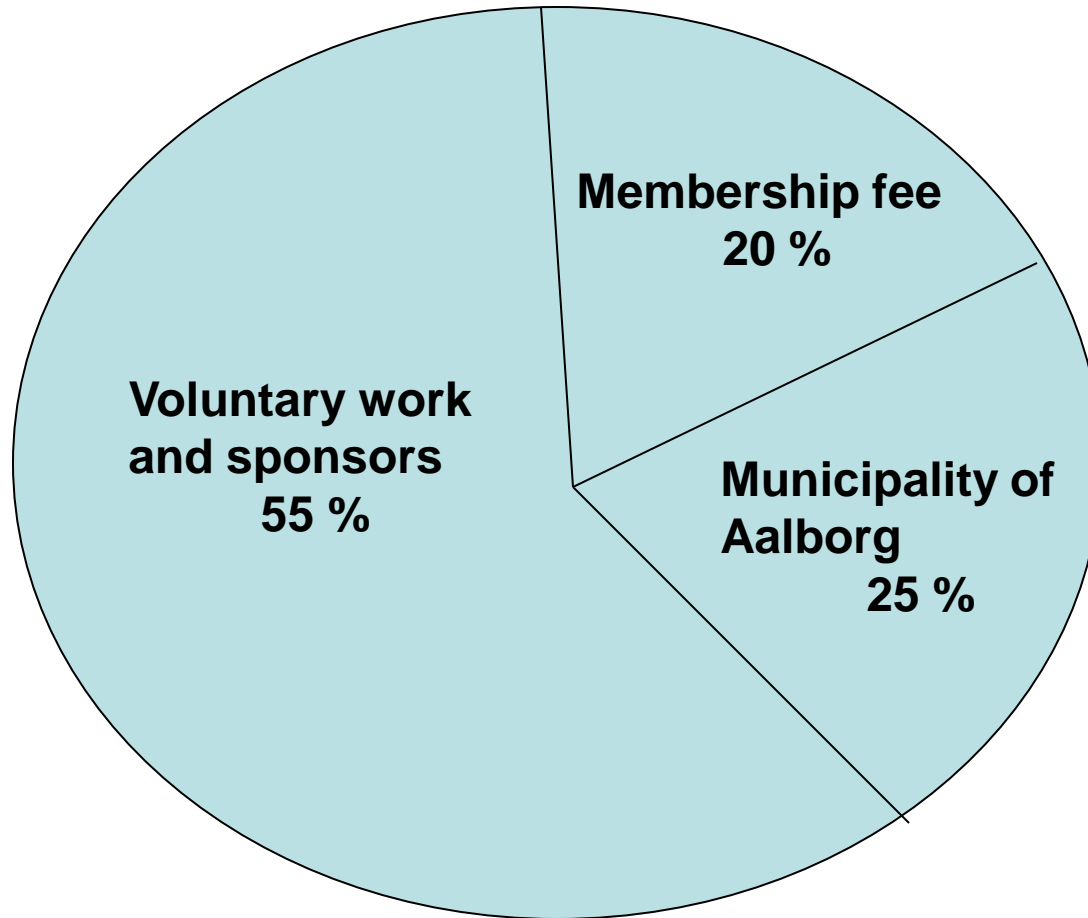
- U 11 (7 players) 3 levels 2 boys and 2 girls
- U 10 (7 players) 2 levels 3 boys and 2 girls
- U 9 (5 players) No 3 boys and 1 girl
- U 8 (5 players) No 4 boys and 2 girls
- U 7 (3 players) No 2 boys and 1 girl
- U 6 (3 players) No 2 mix

Other membership



| | | | |
|----------------------|---------------|-------|-----|
| Old Boys | 32 – 40 years | | |
| Grand Old boys | 40 – 48 years | | |
| Super Grand Old boys | 48 – 60 years | | |
| Veterans (7 players) | 60 - | Total | 85 |
| Old Girls | 32 – | | 10 |
| Passive | | | 186 |

Club Budget (Income)



Parents' Collective (Community)

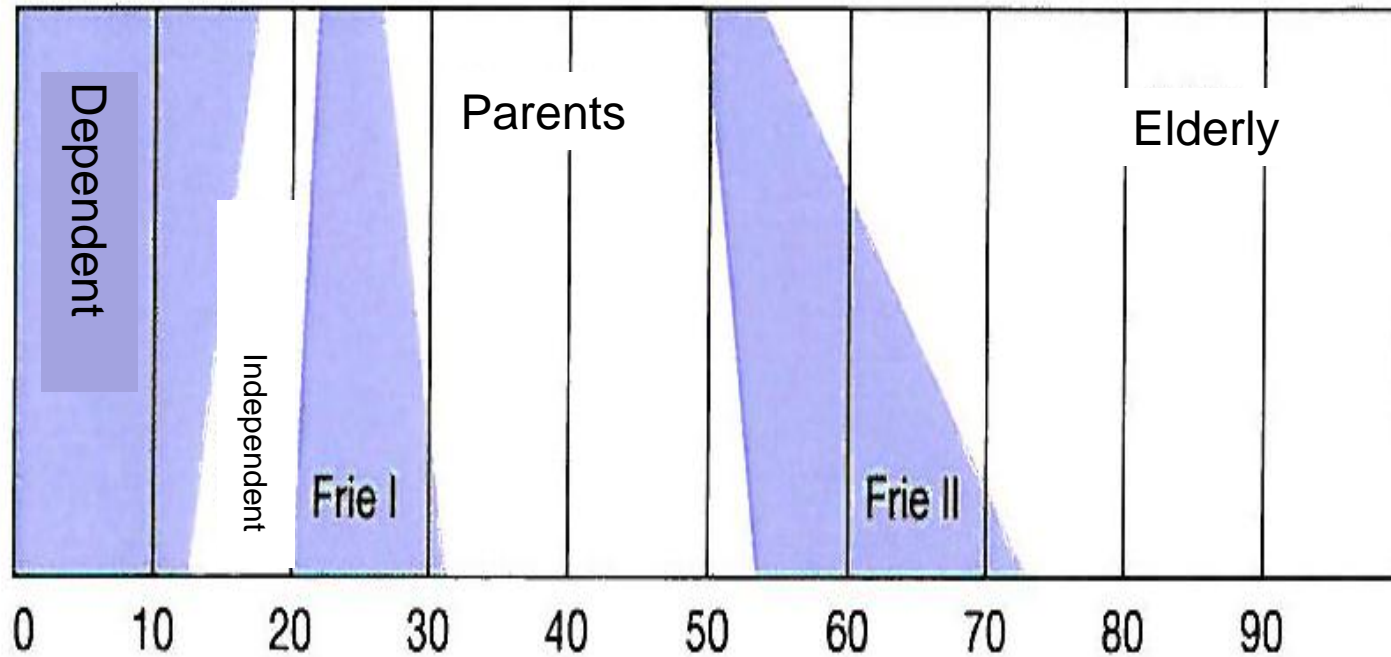


- Late nineties: Necessity – new context
- Grant to development of policy in 2004
- Parents/family (player 5 – 10 years old)



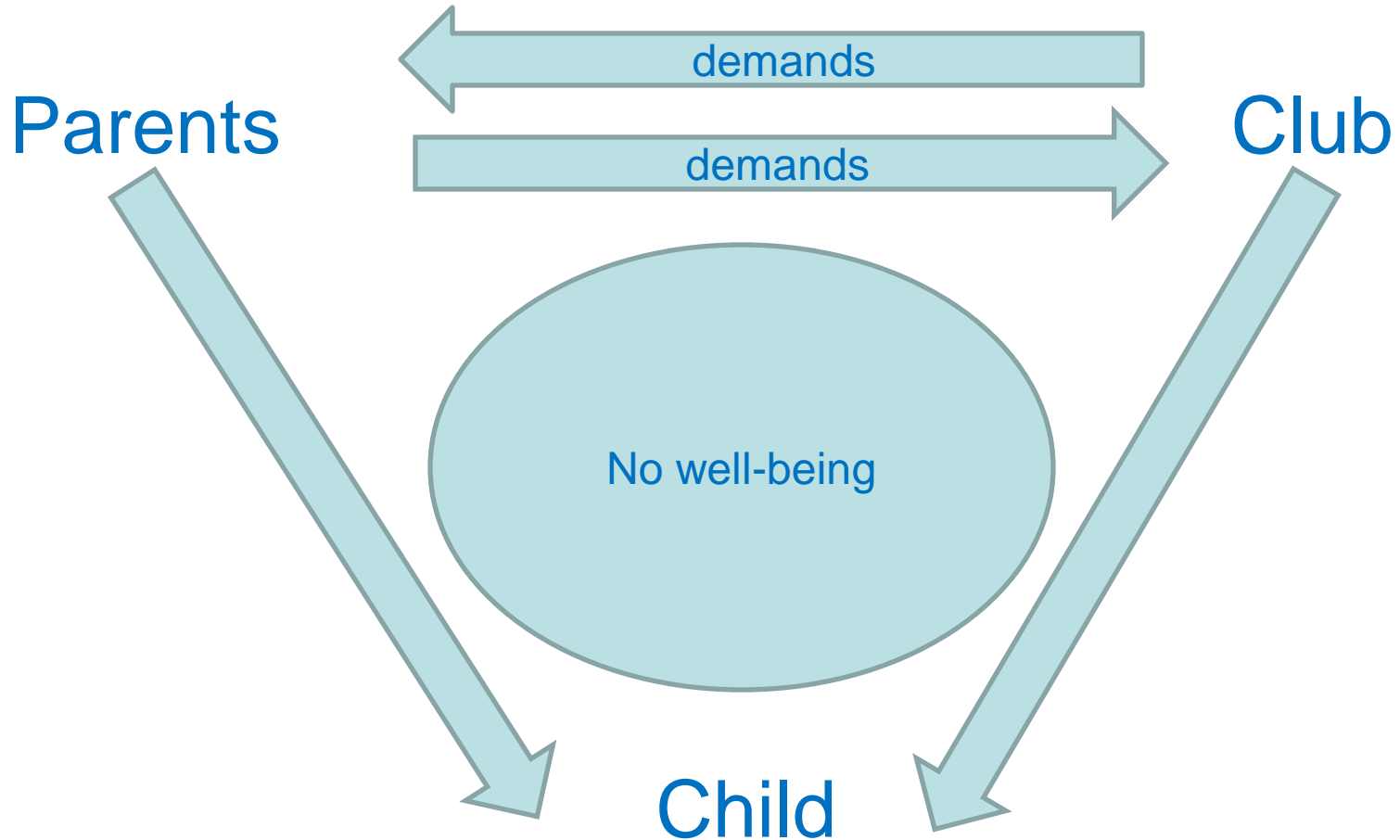
The six phases in life

1960



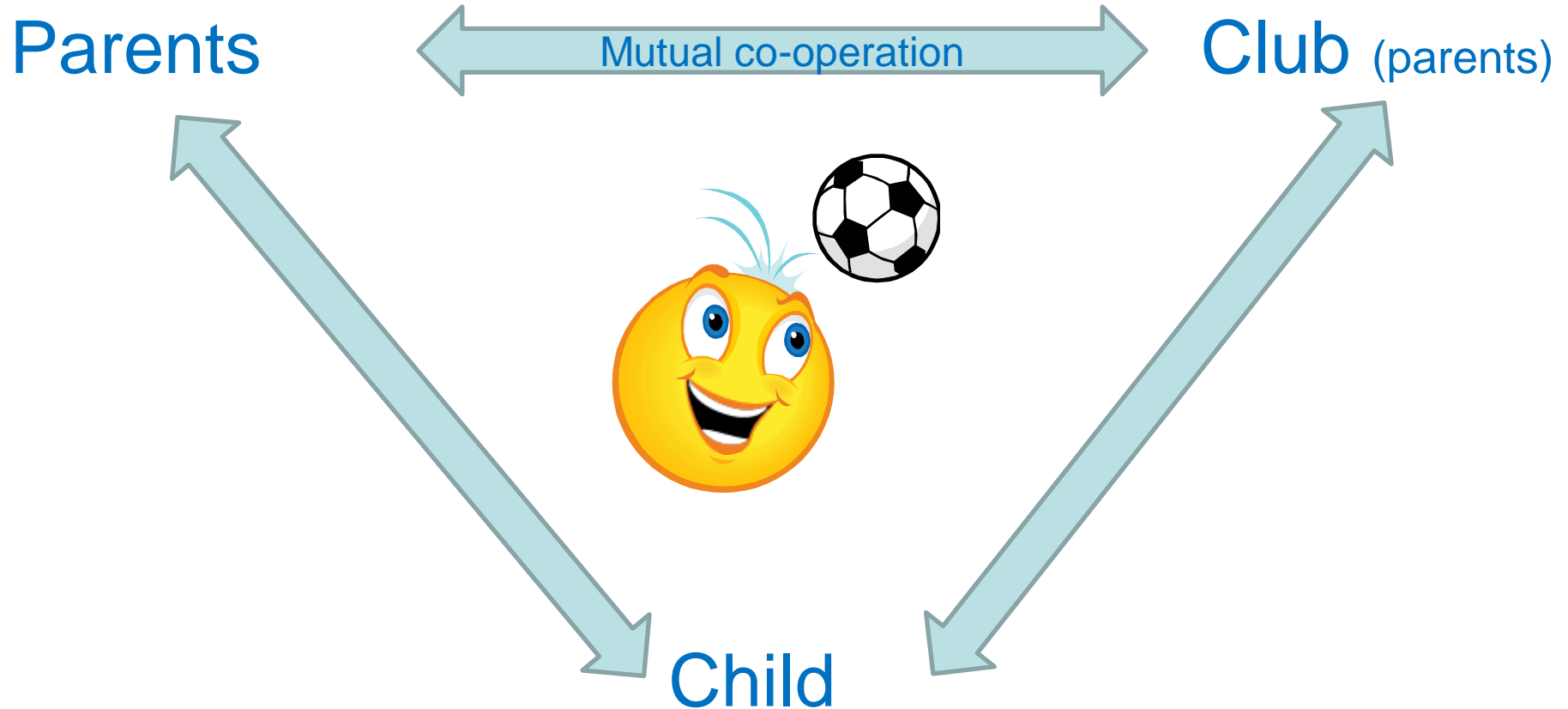
2009

Negative Conditions



Demands from parents and club

Positive Conditions



Adjusted demands from parents and club

Approach in Recruiting

- The first meeting...
 - Short presentation of the club and concept:
Parents' collective (guidelines and framework)



Communication

1. Access to information

- www.aalborgfreja.dk
- aalborgfreja@aalborgfreja.dk
- "Frejaneren" (club magazine)



2. Essential factors: **Predictability and clarity**

- Year plan/team activities (long-term planning)
- Work and organization description (key personnel)

Education

- Continuous supervision (back-up) and education.
 - Children's football consultant.
- Mandatory courses
 - Playing football – U6.
 - From play to football – U7 and U8



Values

Key value:

- Children must be treated equally, regardless of their football skills, motor coordination, and social background..

Social keys:

- There is room for everyone.
- The player is part of a team, which is part of the section, which is part of the club.

Sports keys:

- Everyone must have the opportunity to practice and play matches.
- From the age of 6 - 10 – focus on team play is strengthened, and the individual player gets support in developing individual technical skills.
- Parents should not reward a single player/their child with money, for instance, for scoring, winning, etc. Reward the team collectively, and at the same time make positive remarks to the individual player.

Parents' collective - incentives

Parents (family):

- Common interest
- Free education
- Network
 - Employment (?)



Aalborg Freja:

- Long-term involvement / investment
 - After U11: Other voluntary work?
 - Positive image

Activity attracts – relations retains

- Network
- Community/belonging
- Event – Success
- Identity



Parents' Responsibility

- Training
- Match
- Social arrangements
- Washing (team shirts)
- Transport
- Homepage updating
- Communication
- Meetings
- Aalborg City Cup and Club cafe duty



Club Responsibilities

- Football accessories
 - Match clothes, goals, etc..
- Administration of funds, club house and fields
 - Coordination of usage of club house and football
 - Maintenance
- Organization and structure
 - The overall framework, value and planning
- Supervision and courses (with DBU and DGI)
- Paedophilia certificate



Thank you

