

WOMEN AND GIRLS GAME DEVELOPMENT ACTION PLAN

PHASE 1 SUMMARY

2022 - 2025



WOMEN & GIRLS
ACTION PLAN



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CONTEXT



- ▶ In 2021 The AFL launched the Women's Football Vision, outlining its commitment for the continued progression of the game for women and girls across all levels of Australian Football. The Vision recognises the current state of play and forecasts future objectives and targets for the AFL across Participation, Partnerships Pathways and Performance.
- ▶ The Women's Football Vision objective for participation is striving for equal participation and representation by 2030. This translates into:
 - ▶ Equal opportunity for women and girls to play, coach, umpire, officiate and govern
 - ▶ A participation pathway that best supports the continued development of participants and enables lifelong participation in the game
- ▶ The purpose of this document is to outline the Women and Girls Game Development Action Plan Phase 1 (2022 - 2025), which delivers on the 2030 Women's Football Vision participation objective.
- ▶ The streams of pathways & performance and partnerships in the Women's Football Vision will connect to the Game Development plan as these are developed.
- ▶ This strategy was developed in consultation with the Women and Girls Game Development Working Group ** Game Development Leadership Team and informed by research (AFL Female Community Football Retention, Girls and Women in Australia Football Umpiring).

WOMEN & GIRLS GAME DEVELOPMENT

2030 STRATEGY



WOMEN'S FOOTBALL VISION

PARTICIPATION PILLAR VISION

FOCUS AREA

IN ORDER TO ACHIEVE
THE VISION, BY 2030
WE NEED

ASPIRATIONAL TARGET

Empower and enable the women's game at all levels

Equal opportunity for women to play, coach, umpire, officiate, administer and govern the game.
A participation pathway that best supports the continued development of participants
and enables lifelong participation in the game.

Playing

1. Dedicated women and girls participation options in every region at every level, from Auskick to Senior Community Football
2. Consistent implementation of a Participation Framework that supports the needs of girls
3. Access to curriculum-linked football programs and school competitions for all school-aged girls

Officiating & Leading

4. Gender balanced leadership in all community football leagues and clubs
5. Women role models in community coaching positions, with women making up at least 40% of all accredited coaches
6. Inclusive and safe pathways for women in umpiring, with women making up at least 40% of all accredited umpires

Environment

7. Sufficient capacity of gender-neutral community football facilities to support the growth in women's football
8. Equity in investment and allocation of resources
9. Education, tools and resources available for Community Clubs to build inclusive environments for women of all backgrounds

Strive for equal participation and representation in community football by 2030



PHASE 1 ACTIONS

PLAYING

2030 GOALS

2022 - 2025 ACTIONS

1 Dedicated women and girls participation options in every region at every level, from Auskick to Senior Community Football

- ▶ Identify gaps in the participation pathway for women and girls
- ▶ Embed all-girls options in all NAB AFL Auskick
- ▶ Review NAB AFL Auskick to ensure it meets the development needs of Girls
- ▶ Build critical mass in all-girls participation with a bottom-up approach (5-9-year-olds in Phase 1)
- ▶ Leverage AFLW players as role models by engaging them in the game development network

2 Consistent implementation of a Participation Framework that supports the needs of girls

- ▶ Conduct focus group sessions to further understand the development wants and needs of girls in their pathway
- ▶ Develop a refreshed Participation Framework with a philosophy that reflects the need for equity
- ▶ Develop and ensure implementation of coaching resources and education that are tailored to the development needs of girls including embedding player safety.
- ▶ Execute local strategies to drive consistent implementation of Participation Framework

3 Access to curriculum-linked football programs and school competitions for all school-aged girls

- ▶ Prioritise and drive an equal gender split of all School Programs and Competitions
- ▶ Develop targeted Primary School and Secondary School program to unlock access to all schools with curriculum linked AFL programs
- ▶ Build advocacy in teachers to ensure girls are provided the same opportunities as boys to participate in school football

PHASE 1 ACTIONS

OFFICIATING & LEADING

2030 GOALS

4 Gender balanced leadership in all community football leagues and clubs

- ▶ Share case studies of, and celebrate women in leadership positions
- ▶ Deliver an online Women in Leadership Series for Community Football Leagues and Clubs
- ▶ Establish a Women in Leadership Advisory Group
- ▶ Establish a community network to champion women in leadership
- ▶ Establish incentives and/or quotas for women in leadership positions

5 Women role models in community coaching positions with women making up at least 40% of all accredited coaches

- ▶ Further develop 40 talent identified Community Coaches annually through the National She Can Coach Program
- ▶ Celebrate Women in Coaching by continuing to expand the annual Women's Coaching Month initiative and beyond
- ▶ Establish a Women in Coaching Advisory Group
- ▶ Deliver a state-based Community She Can Coach program to further develop over 200 women in coaching annually
- ▶ Deliver tailored programs for women and girls to enter coaching through transition programs (player-to-coach) and entry point programs for those with limited or no experience
- ▶ Open doors for women in coaching through an annual Women in Coaching Forum
- ▶ Establish incentives and/or quotas for women in coaching positions

6 Inclusive and safe pathways for women in umpiring with women making up at least 40% of all accredited umpires

- ▶ Further develop 40 emerging talented umpires annually through the national Women's Umpire Mentorship Program
- ▶ Establish a Women in Umpiring Advisory Group
- ▶ Implement policies across all levels that guide the use of multi-gender shared spaces
- ▶ Actively recruit more women into umpiring and umpire coaching roles, through transition programs (player-to-umpire) and entry point programs for those with limited or no experience.
- ▶ Develop programs to increase umpiring opportunities for women in state leagues and talent pathways
- ▶ Deliver targeted education initiatives to all Umpiring stakeholders

PHASE 1 ACTIONS

ENVIRONMENT

2030 GOALS

7 Sufficient capacity of gender-neutral community football facilities to support the growth in women's football

- ▶ Increase the number of gender-neutral player and umpire amenity improvement projects that better provide for female players, support staff and spectators.
- ▶ Expand existing oval enhancement and/or lighting projects that improve the capacity and utilisation of ovals.
- ▶ Improve access to facilities for women and girls through the development of equal access to facilities and equitable scheduling policies
- ▶ Share case studies and success stories

8 Equity in investment and allocation of resources

- ▶ Embed women and girls goals and targets into all Game Development work plans
- ▶ Develop a framework and toolkit to assist Community Leagues and Club's in commercialising and increasing revenue through Women's football
- ▶ Develop and publish Community Football Guiding Principles for Equity - i.e., ground allocations, umpire appointments, time slots
- ▶ Educate community leagues and clubs on the need for change
- ▶ Develop commitment charters and incentive mechanisms to increase women and girls and improve equity of investment

9 Education, tools and resources available for Community Clubs to build inclusive environments for women of all backgrounds

- ▶ Pilot the Inclusive Clubs Education Program for community football clubs
- ▶ Expand the AFLVIC Female Charter and National Female Community Guidelines to provide guidelines and checklists for inclusive environments across playing, coaching, umpiring, administration and volunteering
- ▶ Establish a community grants program through the Australian Women's Football Fund to increase access to education and sources in Community Football Clubs
- ▶ Embed women and girls' targets into all diversity and inclusion work plans and targets