



Pairing new coaches up with a friend in a similar situation and having them coach 'as a team' to start with - allows for flexibility of commitment and having an instant and inbuilt support network.

- Women's Football Survey Respondent

STRATEGIES TO RECRUIT AND RETAIN NEW FEMALE COACHES AND COACHES OF FEMALE FOOTBALLERS

Barriers for new coaches

There are a number of reasons or factors that can dissuade prospective coaches from being involved and act as barriers to taking up coaches, such as:

- ▶ Lack of confidence in a male dominated environment
- ▶ Lack of confidence in ability and knowledge to be successful
- ▶ Attitude and perceptions about ability and sexuality
- ▶ Work, family or study related time commitments

How to recruit coaches of female teams and female coaches

You will need females coaches and coaches for your

female teams and you should actively pursue female coaches in particular (as mentioned earlier, creating an all-female environment can help girls feel more comfortable and confident in themselves).

- ▶ Use current and former players who are enthusiastic and have the time to commit
- ▶ Offer value add-ons for players who coach – discounted playing fees, compensation for their time
- ▶ Reward existing coaches in tangible and visible ways – create interest and excitement around coaching at your club
 - Advertise locally:
 - Social media (Facebook, Twitter etc.)
 - local businesses

- schools (teachers have experience dealing with children and school hours can generally suit club training schedules)
- target University or TAFE students (students can have more flexible time commitments and may be studying a related topic)
- ▶ Find ways that you can make an introduction to coaching less intimidating! Some ways you could do this:

- Make sure that each new and aspiring coach has an experienced mentor who is enthusiastic, patient and welcoming
- Introduce them gradually – use holiday camps or bring them to sessions sporadically throughout the season until they feel they are ready commit for the season
- Put on an introductory grassroots course for all players to gauge interest in coaching (in any form) for the upcoming season

We like to encourage experienced and qualified coaches to add female coaching to their CV and repertoire. They often find it extremely rewarding and uniquely challenging (ie. good for their own coaching development) to take on female teams.

- Julia Louloudis, Victoria, Volunteer Community Club Administrator

We are trying to encourage our players to work with junior teams as assistants to get a feel for it with some success. Most of our players under 25 so we are at the planting the seed stage.

- John Ryan, Queensland