**Action Plan: How your Club can Celebrate with a Female Football Festival**

A great way to step into the new era of football with the 50/50 equity strategy in place is to celebrate Women and Girls in football in all roles. An event to inspire and enable W&G to Live Love Football for Life. A Female Football Festival is a gala day of football for participants in all levels. This checklist will help your Club plan your event.

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| **ACTION** | **PERSON****RESPONSIBLE****(Suggestions below)** | **DATE TO BE COMPLETED BY** | **COMPLETED** |
| * Choose the day/s in February and check availability of your venue. If your home ground is being used by a summer tenant, liaise with them and your LGA for access. If access is not allowed, get creative and see if you can host this at your local primary school pitch or ask you LGA for any local parkland available for your club to use.

\* What could be more welcoming during the summer temperatures than holding your event on a weekday afternoon / evening. | **COUNCIL** **LIAISON**  |  |
| **FACILITIES** |  |  |
| * Ensure your facilities are safe, hazard free and your pitches are well lit and presented
* Bathrooms – check your bathrooms are clean
* Can your club provide a basket of Women’s sanitary items in the bathrooms?
* Does your club have sanitary bins provided?
* Have a “Welcome” marquee or table set up and name tags for everyone to fill in and wear. This will encourage social engagement and networking.

FV resource Increasing Female Participation Club Workbook can be found [here](http://www.womensoccer.com.au/wp-content/uploads/2014/07/ffv-increasing-female-participation.pdf) |  |  |
| Is your event COVIDSafe?* Update your COVID Safe plan – resource [here](https://ffvinc-my.sharepoint.com/%3Aw%3A/g/personal/bree_vallance_footballvictoria_com_au/EXejM0rIskpHtBEI6T5XXb8BEDxl07nJ2o3EHE88XjnyAQ?e=o6WTMa)
* Ensure you have COVID Safe signage at the event. FV resources [here](https://www.footballvictoria.com.au/rtt-signage)
* QR code available

Register your event [here](https://busreg.covid19.dhhs.vic.gov.au/s/login/SelfRegister) for a QR Code * COVID Check In Marshal assigned to event. Position description [here](https://www.footballvictoria.com.au/sites/ffv/files/2021-10/Covid%20Check%20In%20Marshal%20PD%20-%20October%202021_1%20.pdf)
* COVID Check In Marshal checklist [here](https://www.footballvictoria.com.au/sites/ffv/files/2021-10/Covid%20Check%20In%20Marshal%20Checklist%20-%20Updated%20October%202021-1.pdf)
* Hand sanitiser available on the day
 | **SAFETY AND RISK** **MANAGEMENT OFFICER** |  |
| * Organise for First Aid Station to be set up for any in person events and or matches
* Defibrillator
* Stretcher
* First Aid supplies

Insurance for new players Collect information from new players attending the day* Full name
* Date of Birth
* Contact email
* Contract phone number
* Session attending
 | **FIRST AID OFFICER** |  |
| **FEMALE FOOTBALL FESTIVAL PLAN** |
| As a committee decide how your club will celebrate Female Football February here are some suggestions and resources for your club. |
| * Consider hosting a come and try session for Women & Girls – checklist [here](https://ffvinc-my.sharepoint.com/%3Aw%3A/g/personal/bree_vallance_footballvictoria_com_au/EU1TLjgp0RNOr-y4Y4QAag4BxDkMWyOqazvdR_ijYDaeTQ?e=reHqWc)
* Host a BBQ Day out for all ages – checklist [here](https://ffvinc-my.sharepoint.com/%3Aw%3A/g/personal/bree_vallance_footballvictoria_com_au/EbC2hiRY59tKtUaZnf4WE3gBk_YuDFEffh6nV2IYONtJ1g?e=wcIjtS)

Resource to be finalised by Mandy* Consider hosting online events as well such as
* Online Football trivia night
* competitions for younger members available [here](https://www.footballvictoria.com.au/llf-athome?fbclid=IwAR3XyWPbDAy0raXUj4o1XO2pxrAnILUV8kQxT6UEUVK_GnnyyVemgeb5UdQ)
* Design your ideal “football boot” competition (Invite sponsors to pick the winner), club to offer a prize.
* Create a Women in Football word-search for younger players. Free website [here](https://thewordsearch.com/maker/) or a wordsearch resource from FV [here](https://www.footballvictoria.com.au/sites/ffv/files/2020-04/wordsearch1.pdf)
* Print FV Maze activity sheets for younger members to complete on the day. Resources [here](https://www.footballvictoria.com.au/sites/ffv/files/2020-03/MAZE_0.pdf)
* Run a colouring competition with FV resources [here](https://www.footballvictoria.com.au/sites/ffv/files/2020-03/COLOUR-IN.pdf)
* Host an information session for Women at your club on how to become a coach at your club
* **Soccer Boots Exchange / Booth stall**

This would provide a fantastic opportunity for players to meet and get encouragement for re engagement for the upcoming season at the same time as trading their boots in for a bigger size! Players boots from 2020/2021 could hardly be worn:* Organise a person to coordinate receiving the donated boots
* Organise a marquee or room at your club to set up for the Exchange session
* Create terms and conditions, prices and signage if needed
* Advertise the stall to all members
* **Multicultural Day Out / Celebrate Cultures**

Australia is a multicultural country, and each council can provide the break down on the major cultural groups in your area. Multicultural communities welcome a dedicated and targeted approach in offerings and communication to make them feel welcome and to assist them to break down any barriers they might experience. For further assistance follow <https://www.footballvictoria.com.au/community/programs/multicultural>If your club requires support, please reach out to our Multicultural Programs Officer Abraham Abrahham, via abraham.abraham@footballvictoria.com.au* **Meet Your Local Legends**

Invite your local NPL Women club for a Female-only Gala Day, meet the players, coaches and experience the exposure to your local legends on the pathway of professional football. * Social overview of NPLW at <https://www.facebook.com/WNPLVIC/> or <https://www.footballvictoria.com.au/npl>

**Captains Mentoring Group*** Run a mentoring group for the female captains at your club. This could be held face to face or online with experienced captains being matched with new / younger captains in providing guidance, support and answer any questions.
* Educate your captains on Respect the Game <https://www.footballvictoria.com.au/news/respect-game> to set the example for the team and the culture of your club.

**Become a Leader Workshop** * Support women and girls at your club by introducing the leadership-focused roles, whether as a player, coach, referee, volunteer, administrator, or committee member.
* Hold an information session to introduce protentional leadership roles in football across your club and football overall could drive the development and female focus culture. The workshop could run up to 1.5h, delivered by the club with the support from Football Victoria in the form of a PDF of leadership roles and how to enter the pathway, further information can be found [here](https://www.footballvictoria.com.au/sites/ffv/files/2022-01/Become%20a%20Leader.pdf)
 | **SECRETARY** |  |  |
| * Ask coaches to volunteer to host a session on the pitch
* Organise pitch set up on the day and equipment
 | **FOOTBALL COORDINATOR** |  |  |
| * Reach out to local butchers to support your event to reduce the costs to the Club.
* Host a raffle or giveaways on the day to encourage people to come (1 Free membership or merchandise)
* Approach your club sponsors about supporting your festival
* Grants – keep up to date with any funding available for Women and Girls programs.

<https://www.footballvictoria.com.au/grant-application-guidance> * Your Local Council may also have Grants available keep up to date with their website.
 | **FUNDRAISING COORDINATOR** |  |  |
| * Hold a merchandise stand with your club items for sale and registration/uniform sales available
* Provide a pickup area for anyone who has ordered merchandise online
 | **MERCHANDISE CO ORDINATOR** |  |  |
| **RECRUITMENT STRATEGY – PROGRAMS** |  |  |  |
| Provide opportunities on the day for people to experience a variety of programs available at your club. * Breakfast Forum
* GO Girls Program

<https://www.gofootball.com.au/programs/go-girls>* GO Soccer Mums Program

FV resources click [here](https://www.footballvictoria.com.au/go-soccer-mums)* Friendly Matches U8 – U13
* Skills Acquisition Phase Program

FV resources click [here](https://www.footballvictoria.com.au/resources/players/talented-player/skill-acquisition-program)* Intensive Training U14 – U17
* First Time Referee Level 4 Course
* Female Only Skills Training Course
* Female Only Game Training Course
* Coaches Forum (Creating a Mentorship Group)
* Referee Forum (Creating a Mentorship Group)
* All Abilities Female Only Training

FV resources click [here](https://www.footballvictoria.com.au/community/programs/all-abilities)* Walking Football Female Only

FV resources click [here](https://www.footballvictoria.com.au/community/programs/walking-football)**Category Education and Leadership Development** * Host Female only Coaching Course/Referee CourseBoost your female coach and referee numbers and support your existing female coaches and referees to further develop their knowledge, skills, and confidence for 2022 and beyond:
* Coaching Courses: There are a range of coaching courses that you can offer at your club depending on the level of the existing coaches at your club:
	+ [MiniRoos Certificate](https://www.footballvictoria.com.au/node/63841)
	+ [Skill Training Certificate](https://www.footballvictoria.com.au/node/63851)
	+ [Game Training Certificate](https://www.footballvictoria.com.au/node/63861)

 * Referee Courses: Boost the number of females giving back to the game they love by refereeing at your club for 2022 and beyond. Through refereeing, individuals develop confidence to manage a group of people, problem solve on the spot and resolve conflict. They learn all the laws of the game and gain a deeper understanding of the game. Information on existing referee courses can be found [here](https://www.footballvictoria.com.au/resources/referees/become-a-referee). To host a referee course at your club, get in touch with FV Referee Project & Administration CoordinatorDarby.Dexter@footballvictoria.com.au

*Additional information on these programs can be found in the FFF toolkit found here**( @Mandy insert link when ready)* |  |  |  |
| **SPONSORS** |  |  |  |
| * Outline what items sponsors could activate at the Female Football Festival. Some examples could be naming rights to the event, having a marquee/stand at the event to highlight their business.

**Hot tip! Consider building this into your Sponsorship Agreements. For more information on Sponsorship, visit the** [**Club Support Series**](https://www.footballvictoria.com.au/club-support-series/Sponsorship)**.*** Reach out to your club’s sponsors and invite them to attend and use the event as an activation for their business.
* Invite sponsors to donate any promotional flyers or items for your members which you can hand out on the day.
* Display any Sponsorship signage you usually do on game days (fence banners, flags etc)
 | **SPONSORSHIP COORDINATOR** |  |  |
| **ADVERTISE** |
| * Create a flyer to advertise the day
* Email this to all your existing female members to encourage them to bring a friend down to your club
* Email to your local schools using template provided here

(Peter is currently putting this together)* Post on your social media pages and website, create it as an event on your club facebook page.

Flyers can be created with FV resources [here](https://www.footballvictoria.com.au/play-football-assets) | **COMMUNICATIONS AND SOCIAL MEDIA COORDINATOR** |  |  |
| **PROMOTE** |  |  |  |
| * Free club show bag with bumper sticker, merchandise flyer and how to buy, drink bottle or another promotional item
* Eco friendly decorations in your club colours
* Items or advertising material from your clubs’ own sponsors they would like to donate for distribution.
* Idea – set up a photo booth outside at your club and capture the day. These can be taken on a digital device and create an online album or upload to your social media pages and use these as content for your own website. Other ideas include polaroid photos, make your own club instagram frame, props (football)
 | **SECRETARY /****FUNDRAISING COORDINATOR** |  |  |
| **SPECIAL GUESTS** |  |  |  |
| * Invite your local members of council to attend the day so you can show them your club and facilities.
* If you are aligned to a Senior club, you could invite players to come and meet younger members.
 | **PRESIDENT** |  |  |
| **SUPPORT**  |  |  |  |
| Email clubsupport@footballvictoria.com.au to let us know about your event or if you have any queries requiring our assistance. | **SECRETARY** |  |  |