



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.

ACTION	PERSON RESPONSIBLE (Suggestions below)	DATE TO BE COMPLETED BY	COMPLETED
<p><input type="checkbox"/> 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.</p> <p>* What could be more welcoming during the summer temperatures than holding your event on a weekday afternoon / evening.</p>	<p>COUNCIL LIAISON</p>		
FACILITIES			
<p><input type="checkbox"/> Ensure your facilities are safe, hazard free and your pitches are well lit and presented</p> <p><input type="checkbox"/> Bathrooms – check your bathrooms are clean</p> <p><input type="checkbox"/> Can your club provide a basket of Women’s sanitary items in the bathrooms?</p> <p><input type="checkbox"/> Does your club have sanitary bins provided?</p> <p><input type="checkbox"/> 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.</p>			



<p>FV resource Increasing Female Participation Club Workbook can be found here</p>			
<p>Is your event COVIDSafe?</p> <ul style="list-style-type: none"> <input type="checkbox"/> Update your COVID Safe plan – resource here <input type="checkbox"/> Ensure you have COVID Safe signage at the event. FV resources here <input type="checkbox"/> QR code available <p>Register your event here for a QR Code</p> <ul style="list-style-type: none"> <input type="checkbox"/> COVID Check In Marshal assigned to event. Position description here <input type="checkbox"/> COVID Check In Marshal checklist here <input type="checkbox"/> Hand sanitiser available on the day 	<p>SAFETY AND RISK MANAGEMENT OFFICER</p>		
<ul style="list-style-type: none"> <input type="checkbox"/> Organise for First Aid Station to be set up for any in person events and or matches <input type="checkbox"/> Defibrillator <input type="checkbox"/> Stretcher <input type="checkbox"/> First Aid supplies <p>Insurance for new players</p> <p>Collect information from new players attending the day</p> <ul style="list-style-type: none"> <input type="checkbox"/> Full name <input type="checkbox"/> Date of Birth <input type="checkbox"/> Contact email <input type="checkbox"/> Contract phone number <input type="checkbox"/> Session attending 	<p>FIRST AID OFFICER</p>		
<p>FEMALE FOOTBALL FESTIVAL PLAN</p>			
<p>As a committee decide how your club will celebrate Female Football February here are some suggestions and resources for your club.</p>			
<ul style="list-style-type: none"> <input type="checkbox"/> Consider hosting a come and try session for Women & Girls – checklist here <input type="checkbox"/> Host a BBQ Day out for all ages – checklist here <input type="checkbox"/> Consider hosting online events as well such as 	<p>SECRETARY</p>		

<ul style="list-style-type: none"> - Online Football trivia night - competitions for younger members available here - 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 or a wordsearch resource from FV here - Print FV Maze activity sheets for younger members to complete on the day. Resources here - Run a colouring competition with FV resources here <input type="checkbox"/> Host an information session for Women at your club on how to become a coach at your club <input type="checkbox"/> Soccer Boots Exchange / Booth stall <p>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:</p> <ul style="list-style-type: none"> - 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 <ul style="list-style-type: none"> <input type="checkbox"/> Multicultural Day Out / Celebrate Cultures <p>Australia is a multicultural country, and each council can provide the break down on the major cultural groups in your area.</p>			
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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



<p>example for the team and the culture of your club.</p> <p>Become a Leader Workshop</p> <ul style="list-style-type: none"> <input type="checkbox"/> Support women and girls at your club by introducing the leadership-focused roles, whether as a player, coach, referee, volunteer, administrator, or committee member. <input type="checkbox"/> 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 			
<ul style="list-style-type: none"> <input type="checkbox"/> Ask coaches to volunteer to host a session on the pitch <input type="checkbox"/> Organise pitch set up on the day and equipment 	<p>FOOTBALL COORDINATOR</p>		
<ul style="list-style-type: none"> <input type="checkbox"/> Reach out to local butchers to support your event to reduce the costs to the Club. <input type="checkbox"/> Host a raffle or giveaways on the day to encourage people to come (1 Free membership or merchandise) <input type="checkbox"/> Approach your club sponsors about supporting your festival <input type="checkbox"/> Grants – keep up to date with any funding available for Women and Girls programs. <p>https://www.footballvictoria.com.au/grant-application-guidance</p>	<p>FUNDRAISING COORDINATOR</p>		



<ul style="list-style-type: none"> Your Local Council may also have Grants available keep up to date with their website. 			
<ul style="list-style-type: none"> <input type="checkbox"/> Hold a merchandise stand with your club items for sale and registration/uniform sales available <input type="checkbox"/> Provide a pickup area for anyone who has ordered merchandise online 	<p>MERCHANDISE COORDINATOR</p>		
<p>RECRUITMENT STRATEGY - PROGRAMS</p>			
<p>Provide opportunities on the day for people to experience a variety of programs available at your club.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Breakfast Forum <input type="checkbox"/> GO Girls Program <p>https://www.gofootball.com.au/programs/go-girls</p> <ul style="list-style-type: none"> <input type="checkbox"/> GO Soccer Mums Program <p>FV resources click here</p> <ul style="list-style-type: none"> <input type="checkbox"/> Friendly Matches U8 - U13 <input type="checkbox"/> Skills Acquisition Phase Program <p>FV resources click here</p> <ul style="list-style-type: none"> <input type="checkbox"/> Intensive Training U14 - U17 <input type="checkbox"/> First Time Referee Level 4 Course <input type="checkbox"/> Female Only Skills Training Course <input type="checkbox"/> Female Only Game Training Course <input type="checkbox"/> Coaches Forum (Creating a Mentorship Group) <input type="checkbox"/> Referee Forum (Creating a Mentorship Group) <input type="checkbox"/> All Abilities Female Only Training <p>FV resources click here</p> <ul style="list-style-type: none"> <input type="checkbox"/> Walking Football Female Only <p>FV resources click here</p>			



<p>Category Education and Leadership Development</p> <ul style="list-style-type: none">❑ Host Female only Coaching Course/Referee Course Boost 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:• <u>Coaching Courses:</u> 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:<ul style="list-style-type: none">○ MiniRoos Certificate○ Skill Training Certificate○ Game Training Certificate• <u>Referee Courses:</u> 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. To host a referee course at your club, get in touch with FV Referee Project & Administration Coordinator DarbyDexter via Daby.Dexter@footballvictoria.com.au			
SPONSORS			



<p><input type="checkbox"/> 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.</p> <p style="text-align: center;">Hot tip! Consider building this into your Sponsorship Agreements. For more information on Sponsorship, visit the Club Support Series.</p> <p><input type="checkbox"/> Reach out to your club’s sponsors and invite them to attend and use the event as an activation for their business.</p> <p><input type="checkbox"/> Invite sponsors to donate any promotional flyers or items for your members which you can hand out on the day.</p> <p><input type="checkbox"/> Display any Sponsorship signage you usually do on game days (fence banners, flags etc)</p>	<p>SPONSORSHIP COORDINATOR</p>		
<p>ADVERTISE</p>			
<p><input type="checkbox"/> Create a flyer to advertise the day</p> <p><input type="checkbox"/> Email this to all your existing female members to encourage them to bring a friend down to your club</p> <p><input type="checkbox"/> Email to your local schools using template provided here</p> <p><input type="checkbox"/> Post on your social media pages and website, create it as an event on your club facebook page.</p> <p>Flyers can be created with FV resources here</p>	<p>COMMUNICATIONS AND SOCIAL MEDIA COORDINATOR</p>		
<p>PROMOTE</p>			
<p><input type="checkbox"/> Free club show bag with bumper sticker, merchandise flyer and how to buy, drink bottle or another promotional item</p>	<p>SECRETARY / FUNDRAISING COORDINATOR</p>		



<ul style="list-style-type: none"> <input type="checkbox"/> Eco friendly decorations in your club colours <input type="checkbox"/> Items or advertising material from your clubs' own sponsors they would like to donate for distribution. <input type="checkbox"/> 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) 			
SPECIAL GUESTS			
<ul style="list-style-type: none"> <input type="checkbox"/> Invite your local members of council to attend the day so you can show them your club and facilities. <input type="checkbox"/> If you are aligned to a Senior club, you could invite players to come and meet younger members. 	PRESIDENT		
SUPPORT			
<p>Email clubsupport@footballvictoria.com.au to let us know about your event or if you have any queries requiring our assistance.</p>	SECRETARY		