

ADMINISTRATOR ACTIONS



BEING AN INCLUSIVE CLUB

With the increase of Women and Girls in football each year, it is important to understand the benefits of becoming a female friendly club, below are suggested strategies to assist a club Administrator and Committee to ensure your club is more inclusive for Women and Girls.

Suggested strategies to welcome new female members

**'First
impressions'**

- Select a Welcoming Officer to host new members
- Provide female teams the rights as males teams
 - Facilities, fixturing time on the pitch, equipment
- Implement a roster to ensure club facilities are clean and hygienically presented
- All members of the Club are featured in club memorabilia such as trophies, photos and banners
- Offer discounts to current players who introduce new members
- Ensure volunteers and staff are qualified, supported, friendly and approachable
- Ensure your social media and web platforms are up to date and reflect the culture of your club
 - Potential players will generally do research before contacting your club. eg imagery
- Male members of the Club display appropriate behaviours towards female members

Recruiting New Female Players	<ul style="list-style-type: none"> • Identify a 'passionate driver' who can facilitate development of a new female team. • Enlist the help of a female role model • Use digital platforms to communicate. • Set up a Club Facebook page and Twitter account • Run a school based Come 'N Try Day for girls • Answer any correspondence from potential players promptly to ensure you capture them when they are most interested in joining • Offer flexible and different varieties of female programs (modified, non-competitive or social football eg Football Your Way initiatives)
Opportunities to highlight social aspects of your club	<ul style="list-style-type: none"> • Provide a range of activities to cater for the girls' desire for socialising • Develop the female pathway so girls can play from 5 years through to the top age group • Conduct some female only social events such as a movie night, ten pin bowling, etc • Social events do not always revolve around alcohol • Encourage parents to take on roles in female teams through coaching, refereeing, watching game and other roles around the club
Strategies to make club registration more affordable	<ul style="list-style-type: none"> • Provide payment plans for families • Get a boot provider connected to the club to offer discounts on player gear • Seek sponsorship and implement fundraising activities • Encourage players to referee junior competitions for pocket money and fitness.
Female-friendly facilities	<ul style="list-style-type: none"> • Changerooms have lockable doors on cubicles (or shower curtains) • Club facilities are clean and hygienically presented • Sanitary disposal bin placed in every toilet and baby change amenities available • Adequate lighting in the car park • Invite women and girls to provide input into how to improve facilities • Accessible for all

