

WOMEN AND GIRLS CLUB DEVELOPMENT PRESENTATION 2025


WOMEN & GIRLS
ACTION PLAN



AFL VICTORIA WOMEN & GIRLS TEAM



GEORGIA CASE

She / Her

WOMEN AND GIRLS COMMUNITY FOOTBALL LEAD

BETH COOK

She / Her

WOMEN AND GIRLS COMMUNITY FOOTBALL COORDINATOR

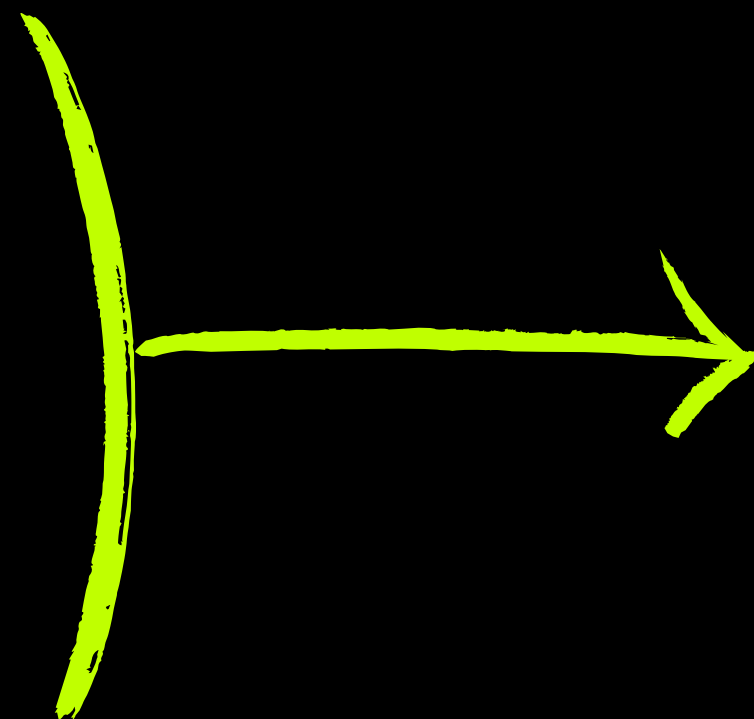


EQUAL OPPORTUNITY FOR WOMEN AND GIRLS TO PLAY, COACH, UMPIRE, OFFICIATE ADMINISTER AND GOVERN THE GAME...

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 WOMEN'S FOOTBALL VISION OBJECTIVE FOR PARTICIPATION IS STRIVING FOR EQUAL PARTICIPATION AND REPRESENTATION BY 2030. FROM THE VISION, THE WOMEN AND GIRLS ACTION PLAN WAS DEVELOPED.


**WOMEN & GIRLS
ACTION PLAN**



- 1 PLAYING**
- 2 OFFICIATING & LEADING**
- 3 ENVIRONMENTS**

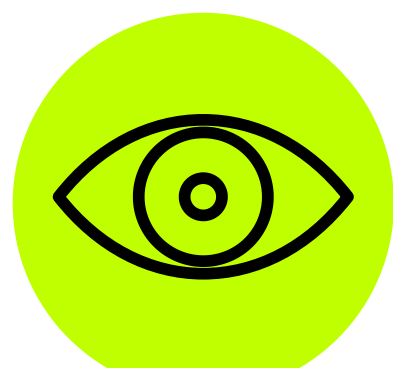
WOMEN & GIRLS COMMUNITY FOOTBALL CHARTER

The Women & Girls Community Football Charter is a commitment from Community Football leagues, regions, umpire groups, clubs and associations to work towards making Community Football Club environments welcoming, safe and inclusive for Women & Girls.

This charter sets out the expectation that associations will champion women and girls guided by four principles;



OPPORTUNITY



VISIBILITY



ACCESS



INVESTMENT

WOMEN & GIRLS COMMUNITY FOOTBALL CHARTER




Become a signatory to the Women & Girls Community Football Charter and receive resources and support to make your club a more inclusive and welcoming environment for women and girls.

This charter sets out the expectation that Clubs will champion women and girls guided by four principles:

- 1 OPPORTUNITY**
- 2 VISIBILITY**
- 3 ACCESS**
- 4 INVESTMENT**

WHO?  **ALL COMMUNITY FOOTBALL CLUBS**

WHEN?  **EXPRESSIONS OF INTEREST ARE NOW OPEN**

HOW?  **REGISTER YOUR INTEREST ONLINE VIA PLAY.AFL**

COST?  **FULLY FUNDED THROUGH THE AFL WOMEN & GIRLS ACTION PLAN**

CLUB BENEFITS

WHAT YOUR CLUBS WILL RECEIVE:



Correspondence on upcoming women and girls' initiatives, grants, and opportunities.



A suite of digital assets that can be used on your own club website, social media, and advertising.



Favourable consideration when assessing applications for AFL based funding initiatives that relate to women and girls



A Women & Girls Community Football Charter poster that can be publicly displayed in your Club, acknowledging your commitment.



Recognition via the AFL Play website with the opportunity for your Club to be showcased.



A guided process to easily record your clubs inclusive practices and plans for improvement in line with possible Fair Access requirements

STEPS TO BECOMING A CHARTED CLUB:



01

Make sure your club has signed-up online via Play.AFL

02

Receive and complete (1) the Community Club Quick Wins checklist and (2) the Community Club Quick Wins Action Plan.

03

Submit your Quick Wins Checklist and Action Plan, and be recognised as a Women & Girl's Chartered Club.

STEPS TO BECOMING A CHARTED CLUB:



The Community Club Quick Wins checklist



The Community Club Quick Wins Action Plan template



The Women & Girls Community Football Charter



YOUR NEXT STEPS:



Start with your [Quick Wins checklist](#). Reflect on and assess how well your club is currently implementing inclusive practices. Use the examples/ideas as a guide.

- This is a great place to engage with women and girls at your club to seek their input and feedback.

01



Review your checklist to identify areas for improvement to include in your [Quick Wins Action Plan](#). Use the examples on the checklist to guide your actions or come up with your own and enter them in the template. Identify simple changes that can have immediate impact.

- Include an action in your plan that makes the Women & Girls Charter a standing item at your committee meetings to ensure progress

02



Fill in the blank sections of the [Women & Girls Community Football Charter](#) and have the document signed by two club representatives - the club president and a women's or girls football representative.

03



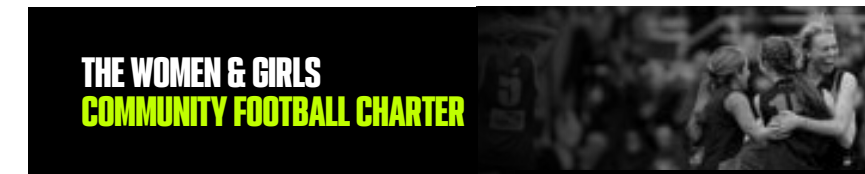
In order to be recognised as a signatory of the Women & Girls Community Football Charter, you will now need to [submit your 3 completed documents](#) by attaching them in a reply email.

04



When your club has satisfied all requirements to be officially recognised as a Women & Girls Chartered Club, you will receive a confirmation email with a range of assets to promote your work across your social media, website and in your clubrooms. You will now also be named on the Play.AFL website as a current Chartered Club.

05



Thank you for your club's interest in becoming a signatory to the AFL Women and Girls Community Football Charter in 2024, and congratulations on taking this step!

This document has been created to support you through this process, but you will find further information on the Women and Girls Community Football Charter homepage

[COMMUNITY FOOTBALL CHARTER HOMEPAGE](#)

EVERYTHING YOU NEED:

Your club has everything you need to become a chartered club. You have been sent copies of the following documents via email:

- The Community Club Quick Wins checklist
- The Community Club Quick Wins Action Plan template
- The Women & Girls Community Football Charter



WOMEN & GIRLS ACTION PLAN

FURTHER RESOURCES:

Your club may be interested in exploring some of the resources via Play AFL that have been created to support club volunteers and coaches. Follow the links to find out more:

[Women & Girls - Play AFL](#) - For resources, research and initiatives relating to Women & Girls

[Women in coaching - Play AFL](#) - For information relevant to growing the numbers of women in coaching, and for those who coach women and girls.

[Toyota AFL Club Help - Play AFL](#) - The home page of AFL Club Help where you will find everything you need as a volunteer to run your club.

FOR SUPPORT CONTACT:

If you are seeking further support to complete your action plan or checklist, or have a questions that is not covered in the above relating to your action plan, please reach out to:

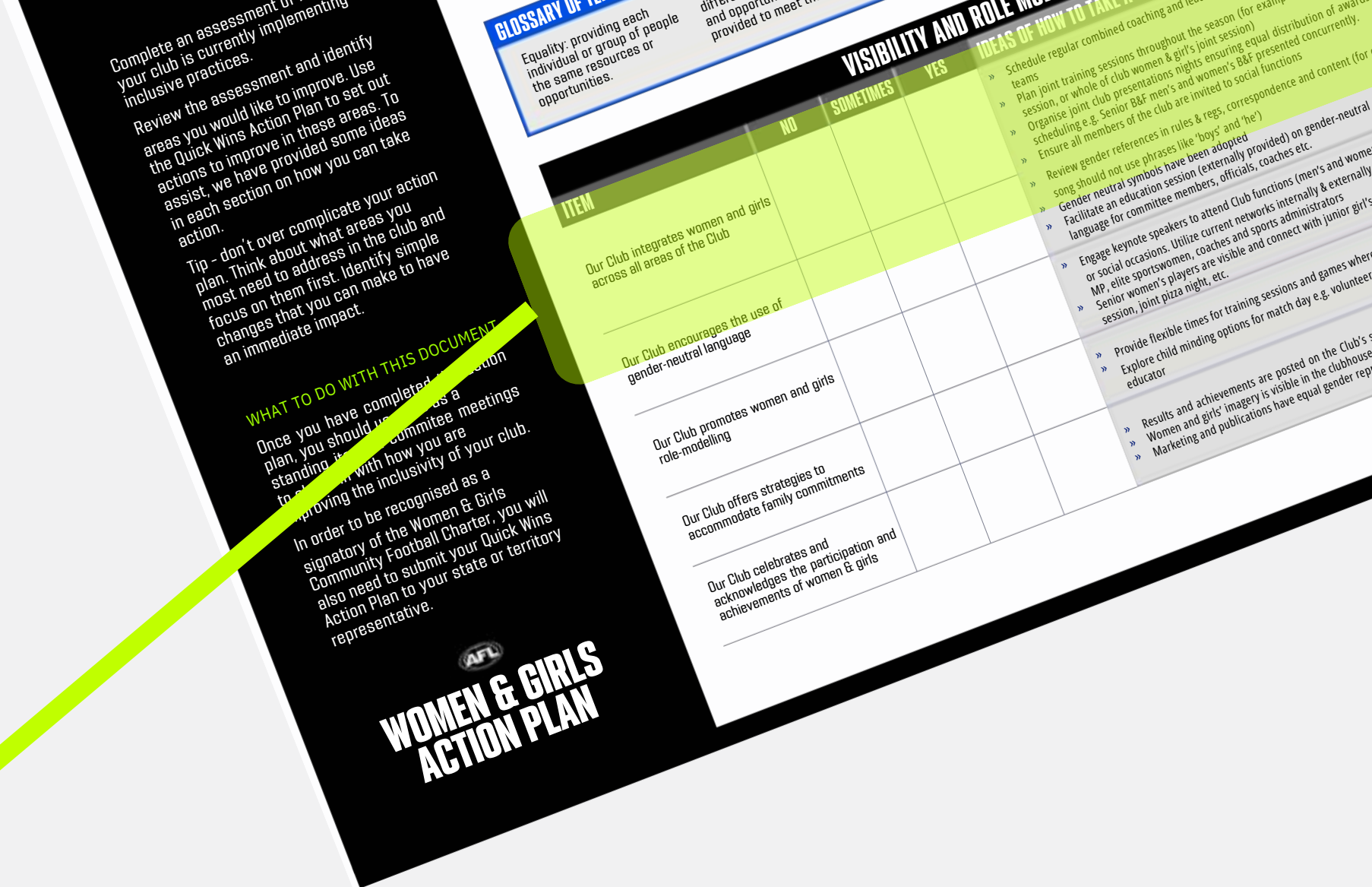
BETH COOK
Women and Girls Community Football Coordinator - AFL Victoria
Email: elizabeth.cook@afl.com.au

YOUR GUIDE TO BECOMING A CHARTED CLUB:



THE COMMUNITY CLUB QUICK WINS CHECKLIST

Reflect on and assess how well you are currently implementing inclusive practices.



ITEM	NO	SOMETIMES	YES	IDEAS OF HOW TO TAKE ACTION
Women are equally represented across all our Club's committees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<ul style="list-style-type: none"> » Appoint a minimum of two women to office-bearer roles » Create opportunities for women to shadow key committee members » For future committee roles, particularly in key executive roles (President/Vice President) » Ensure your club takes up & promotes development opportunities on offer for women in leadership



THE COMMUNITY CLUB QUICK WINS CHECKLIST



Complete an assessment of how well your club is currently implementing inclusive practices.

Review the assessment and identify areas you would like to improve. Use the Quick Wins Action Plan to set out actions to improve in these areas. To assist, we have provided some ideas in each section on how you can take action.

Tip - don't over complicate your action plan. Think about what areas you most need to address in the club and focus on them first. Identify simple changes that you can make to have an immediate impact.

WHAT TO DO WITH THIS DOCUMENT

Once you have completed the action plan, you should use this as a standing item at committee meetings to check in with how you are improving the inclusivity of your club.

In order to be recognised as a signatory of the Women & Girls Community Football Charter, you will also need to submit your Quick Wins Action Plan to your state or territory representative.



COMMUNITY CLUB QUICK WINS CHECKLIST

GLOSSARY OF TERMS

Equality: providing each individual or group of people the same resources or opportunities.

Equity: recognizes that each individual has different circumstances and requirements, and opportunities and resources are provided to meet these individual needs.

Gender neutral language: language that avoids reference towards a particular sex or gender e.g. chairman / chairperson or chair.

Gender neutral symbols: graphic designs that are inclusive of all genders e.g. men, women, non-binary.

ITEM	VISIBILITY AND ROLE MODELLING			IDEAS OF HOW TO TAKE ACTION (EXAMPLES ONLY)
	NO	SOMETIMES	YES	
Our Club integrates women and girls across all areas of the Club				<ul style="list-style-type: none"> » Schedule regular combined coaching and leadership group meetings for teams » Plan joint training sessions throughout the season (for example - session, or whole of club women & girls joint session) » Organise joint club presentations nights ensuring equal distribution of scheduling e.g. Senior B&F men's and women's B&F presented on the same night » Ensure all members of the club are invited to social functions » Review gender references in rules & regs, correspondence and song should not use phrases like 'boys' and 'he' » Gender neutral symbols have been adopted » Facilitate an education session (externally provided) on gender neutral language for committee members, officials, coaches etc. » Engage keynote speakers to attend Club functions (men's or social occasions). Utilize current networks internally (e.g. MP, elite sportswomen, coaches and sports administrators) » Senior women's players are visible and connect with the community (e.g. session, joint pizza night, etc.) » Provide flexible times for training sessions and events » Explore child minding options for match days » Results and achievements are posted on social media » Women and girls' imagery is visible in club communications » Marketing and publications have equal representation
Our Club encourages the use of gender-neutral language				
Our Club promotes women and girls role-modelling				
Our Club offers strategies to accommodate family commitments				
Our Club celebrates and acknowledges the participation and achievements of women & girls				



WOMEN AND GIRLS COMMUNITY FOOTBALL CHARTER

AFL PLAY

PURPOSE

The Women & Girls Community Football Charter is a commitment from Community Football Leagues, Clubs & Umpiring Groups to work towards making Community Football Club environments welcoming, safe and inclusive for Women & Girls. This charter sets out the expectation that Community Football Leagues, Clubs & Umpiring Groups will champion women and girls guided by the following principles.

OPPORTUNITY
Women & girls can fully participate as players, coaches, umpires, volunteers & administrators.

VISIBILITY
Women & girls are respected as leaders and role models.

ACCESS
Women & girls have safe and fair access to facilities and resources.

INVESTMENT
There is fair and equitable investment in women & girls' football.

THE WHY

As a signatory of the Women & Girls Community Football Charter, acknowledges;

- a. women & girls are starting from a different point in their involvement in Community Football than men & boys;
- b. there is a genuine need for change in creating more inclusive environments that will benefit our members;
- c. that driving equality will require commitment and an innovative approach; and
- d. that positive, targeted action is required to create more inclusive experiences for all women & girls

PLEDGE

commits to:

- i. Undertaking the Women & Girls Community Football Quick Wins Checklist in order to assess current practices and identify opportunities;
- ii. Developing and implementing an accompanying action plan to strengthen inclusivity of women & girls within our Association;
- iii. A standing agenda item "Women and Girls charter" at committee meetings to track and ensure actions plans are delivered.
- iv. Strongly advocating for more women and girls to be involved in all areas of the game including playing, leading, officiating and administering the game;
- v. Ensuring that access to facilities and the allocation of resources is fair and equitable for women and girls; and,
- vi. Visibly celebrating the contributions of women & girls within our Association.

Club President _____

Women's Representative _____

AFL WOMEN AND GIRLS ACTION PLAN

CURRENT CHARTERED OUTER EAST CLUBS:



- OUTER EAST FOOTBALL NETBALL LEAGUE
- BELGRAVE JUNIOR FOOTBALL CLUB
- UPWEY TECOMA JUNIOR FOOTBALL CLUB



- MONBULK JUNIOR FOOTBALL CLUB
- OLINDA-FERNY CREEK JUNIOR FOOTBALL CLUB



- BELGRAVE FOOTBALL NETBALL CLUB
- EMERALD JUNIOR FOOTBALL CLUB
- YARRA JUNCTION EAGLES JUNIOR FOOTBALL CLUB

EXPRESSED INTEREST OUTER EAST CLUBS:



- HEALESVILLE FOOTBALL NETBALL CLUB

- WOORI YALLOCK JUNIOR FOOTBALL CLUB

- THORNTON EILDON DISTRICT FOOTBALL NETBALL CLUB



- WANDIN JUNIOR FOOTBALL CLUB

- SEVILLE FOOTBALL AND NETBALL CLUB



- YEA FOOTBALL NETBALL CLUB

- GEMBROOK COCKATOO FOOTBALL NETBALL CLUB

EXPRESS YOUR INTEREST NOW:

HEAD TO [PLAY.AFL](https://play.afl.com) TO
FILL OUT AN EOI FORM



OR SCAN HERE

CHANGE OUR GAME: COMMUNITY ACTIVATION GRANTS

THE CHANGE OUR GAME COMMUNITY ACTIVATION GRANTS PROGRAM FUNDS COMMUNITY LEVEL INITIATIVES THAT ENABLE PARTICIPATION, BUILD CAPABILITY AND CELEBRATE THE ROLE OF WOMEN AND GIRLS IN COMMUNITY SPORT AND ACTIVE RECREATION.

PROGRAM OUTCOMES:

- INCREASED PARTICIPATION BY WOMEN AND GIRLS IN COMMUNITY SPORT AND ACTIVE RECREATION
- ENHANCED UNDERSTANDING OF GENDER EQUITY PRACTICES WITHIN COMMUNITY SPORT AND ACTIVE RECREATION ORGANISATIONS
- MORE WOMEN IN LEADERSHIP ROLES IN COMMUNITY SPORT AND ACTIVE RECREATION
- PROMOTION AND ELEVATION OF WOMEN AND GIRLS IN SPORT AND ACTIVE RECREATION

STREAMS:

PARTICIPATION:

UP TO \$5,000 OR \$10,000 FOR ORGANISATIONS TO SUPPORT CLUBS, ASSOCIATIONS AND ORGANISATIONS IN BUILDING, CONNECTING AND SUSTAINING THE PARTICIPATION OF WOMEN AND GIRLS IN COMMUNITY SPORT AND ACTIVE RECREATION.

CAPABILITY:

UP TO \$5,000 OR \$10,000 FOR ORGANISATIONS TO UNDERTAKE EDUCATION AND TRAINING OPPORTUNITIES TO STRENGTHEN CAPABILITY AND LEADERSHIP IN GENDER EQUALITY POLICY AND PRACTICE AND/OR INCLUSION AND REPRESENTATION OF WOMEN AND GIRLS IN THEIR SPORT, CLUB, ASSOCIATION OR ORGANISATION.

COMMUNITY LEADERS:

UP TO \$5,000 FOR A WOMAN VOLUNTEERING IN A COMMUNITY SPORT AND RECREATION CLUB, ASSOCIATION OR ORGANISATION TO ACCESS PROFESSIONAL DEVELOPMENT TO DEVELOP AS A COMMUNITY LEADER.

CHANGE OUR GAME: COMMUNITY ACTIVATION GRANTS

THE DETAILS:

APPLICATIONS ARE CURRENTLY OPEN AND WILL BE CLOSING: **WEDNESDAY THE 26TH OF FEBRUARY, 5PM**

ALL COMMUNITY CLUBS ARE ELIGIBLE TO APPLY (FALL UNDER THE AFL VICTORIA PEAK BODY HAVING 40% WOMEN ON OUR BOARD)

NOTIFICATION OF OUTCOMES IS SET FOR MAY 2025

AN INFORMATION SESSION IS BEING HELD:
MONDAY 10TH OF FEBRUARY AT 6PM -
REGISTER YOUR ATTENDANCE ON THE CHANGE OUR GAME WEBSITE:

[HTTPS://CHANGEOURGAME.VIC.GOV.AU/PROGRAMS/COMMUNITY-ACTIVATION-GRANTS](https://changeourgame.vic.gov.au/programs/community-activation-grants)



COG Grants