



**FOOTBALL
FEDERATION
AUSTRALIA**

**FOOTBALL
YOUR WAY ▶**



FOOTBALL YOUR WAY

FFA – WOMENS & GIRLS, FOOTBALL YOUR WAY

FOOTBALL YOUR WAY- FOR WOMEN AND GIRLS IS A NATIONAL PROGRAM DESIGNED TO PROVIDE TAILORED PROGRAMS FOR 2200+ WOMEN AND GIRLS. THE PROJECT AIMS TO ENCOURAGE INACTIVE WOMEN AND GIRLS TO BECOME PHYSICALLY ACTIVE. IN ADDITION TO THIS, THE PROGRAM AIMS TO DEVELOP THESE 2200+ PARTICIPANTS INTO “INFLUENCERS” AND “ROLE MODELS” TO ULTIMATELY INCREASE FEMALE PARTICIPATION IN FOOTBALL BEYOND THE LIFE OF THE PROGRAM. THE PROGRAMS AIM TO PROMOTE THE PHYSICAL, PSYCHOLOGICAL, COGNITIVE AND SOCIAL AND BENEFITS OF PHYSICAL ACTIVITY FOR WOMEN AND GIRLS.

Based on the needs and demand of each market, State Federations will deliver the following programs designed to attract three market segments for women and girls-:

1. 
2. 
3. **GIRLS
UNITED**



PROGRAM OUTLINE

KICK-ON FOR WOMEN IS AN INTRODUCTORY FOOTBALL PROGRAM FOCUSING ON FUN, FOOTBALL AND FRIENDSHIP.

It is low-impact, football-based program providing physical and mental health benefits, social

connectedness, alongside promotion of the benefits of engaging in team sport.

The program provides 45-minute sessions that offer a more social and accessible version of football specifically modified for inactive women over the age of 16.

The participants discover and learn the basic competencies in a relaxed, non-competitive setting.



A community for females founded on fun, football and friendship



45-minute session



8-week program, delivered during school terms



25 minutes skill-based activities & 20 minutes small sided games



Females 16 years & over



Inactive or less active females



Females seeking social team environment



Delivered by Coordinators & Facilitators

RESEARCH & EVIDENCE

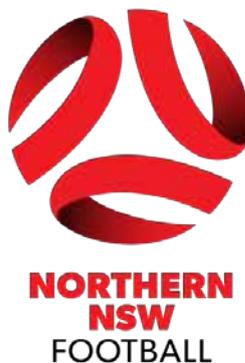
CASE STUDY | THE FACTS

IN 2018, FEMALES MADE UP 23% OF REGISTERED PLAYERS.

Player churn in Northern NSW for females 19+ was on average 39.1 %.

This highlighted an opportunity to create a new, modified format of football specifically for females.

In 2018, an introductory football program for women aged 16+ was piloted at Garden Suburb Football Club, New South Wales (this program is now referred to as Kick-On for Women).



WHAT IS THE PILOT PROGRAM?

IN 2018 NORTHERN NSW FOOTBALL SUPPORTED PROGRAM COORDINATOR MICHELLE FORBES TO FACILITATE A PILOT PROGRAM - KICK-ON FOR WOMEN.

The first pilot program was delivered on the 22nd of October in Term 4 of 2018 and attracted 14 registrations, of which 13 were new to the sport of football.

The program consisted of a 45 minute session once a week, for eight (8) weeks delivered by a Coordinator/Facilitator that focused on fun, physical activity and the basic competencies of the sport. It was social, flexible and required shorter time commitments (length of game & shorter sessions) to encourage and retain female participants.

Each weekly session was held at 6.30pm, on a Monday to enable attendance for those with families, work or school commitment.

The sessions included 25 minutes of skill development through arrival activities, warm up activities, skill intro and skill games and a 20-minute small-sided game.

THE KEY TO SUCCESS!

The program highlighted the importance the Coordinator/Facilitator played in creating an environment that women wanted to be a part of.

It was essential that the Coordinator/Facilitator delivered the program with a welcoming smiling positive attitude.

That attitude ensured the participants were able to experience and feel what the core values of the program were; fun, football, friendship, encouraging, energising, belonging, wellbeing and connection.

WHY INTRODUCE A PILOT PROGRAM FOR NON-FOOTBALLERS?

BARRIERS FOR WOMEN TO PARTICIPATE IN FOOTBALL

A number of barriers to female participation in physical activity had been identified from a variety of sources including VicHealth's 'This Girl Can' and Her Sport Her Way - NSW Govt.

These barriers include:

- Women can feel intimidated and/or embarrassed to exercise in public because of a fear of judgement around their appearance, ability and priorities;
- Disconnected after leaving school;
- Cost;
- Family/conflicting responsibilities or priorities;
- Lack of knowledge about the sport;
- Negative stereotypes about females participating in sport;
- Lack of flexibility;



THE KICK-ON FOR WOMEN PILOT PROGRAM ADDRESSED THE IDENTIFIED BARRIERS BY:

- Providing a physical activity program that is For Women only;
- Delivering the program through trained and passionate Hub Coordinators who understand the program objectives and the barriers to getting women active in their local communities;
- Participants are encouraged to wear comfortable attire – no uniform to ensure participants are comfortable and participating ‘on their terms’ without restrictions or judgement;
- The Kick-On for Women program is non-competitive – no winners, no losers, no points and no ladders, just getting active with like minded women in a supportive environment;
- Every session includes skill based games which aim to build competency and confidence - 8 X 45 minute sessions can be managed around other priorities;
- The program isn’t team based, so there’s no pressure if the participant needs to miss a session; and
- Participants can register as individuals – you don’t need a team. Small groups encourage interaction and the establishment of friendships.

BENEFITS OF A KICK-ON FOR WOMEN PROGRAM

- Each Program Hub provides a free from judgement environment, where participants can gain confidence and a sense of belonging;
- Program offers a low-impact, introductory football program that allows individuals to engage in physical activity at their own level of fitness/ability;
- Participants develop new skills and relationships in an encouraging environment that builds on the participant’s self-confidence and wellbeing;
- Low commitment and no uniform requirements makes the program more accessible to females who are time poor and/or from lower-socioeconomic backgrounds;
- Regular physical activity that reduces the risk of depression and has a range of benefits for mental health*;
- Physical activity strengthens your heart and improves lung function – reducing your risk of coronary heart disease and heart attack*; and
- Physical activity increases bone mineral density – important for bone strength; reducing risk of fractures and osteoporosis*.

*Reference sportaus.gov.au/findyour30

OBJECTIVES

The key objectives of the program include:

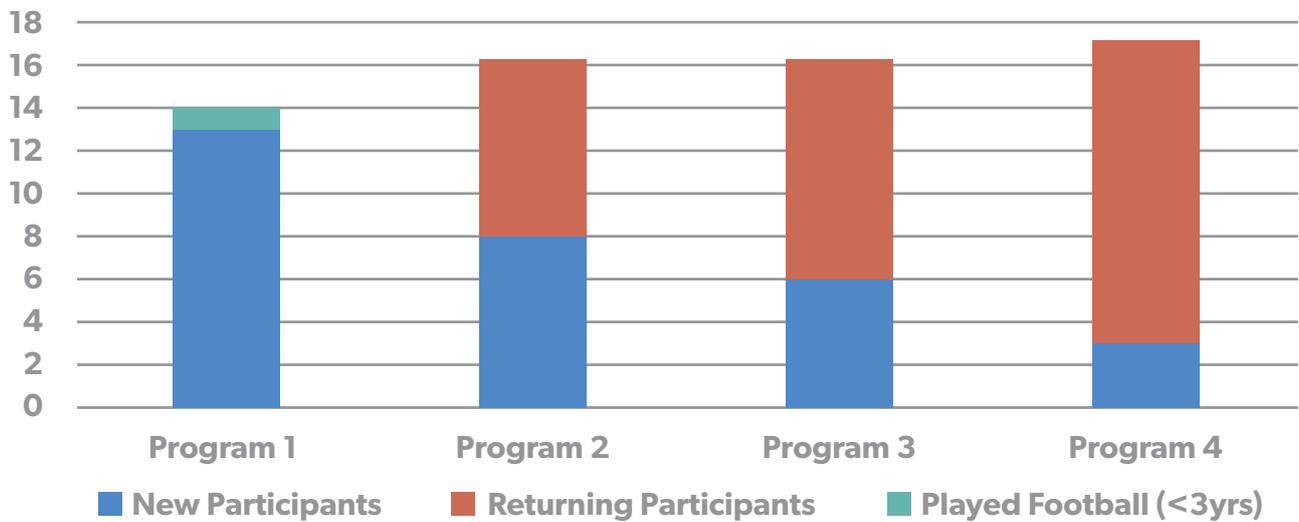
- Providing a safe, inclusive and enjoyable form of football to get inactive women active;
- Promote football and the benefits of physical activity to Women and Girls;
- Promoting the social and mental health benefits of football and provide opportunities to join local clubs as members and volunteers;
- Increasing the capability and capacity of football administration at state and local level to make football more accessible and sustainable into the future;
- Increasing inter-generational interaction by taking a ‘whole of family’ approach by providing football opportunities to women aged 16 to 99;
- Working more closely with indigenous and Culturally and Linguistically Diverse (CALD) communities.
- Creating a network of leaders of the female game within Football who can assist to grow the game;
- Getting more females involved in the game, as part of FFA drive towards 50:50 gender equality by 2028.



KEY OUTCOMES OF PILOT PROGRAM

- The pilot program attracted participants who were not engaged with team sport.
- The pilot program attracted participants who were inactive.
- The first program indicated the need to continue to provide this type of format for females.
- High retention rate - 87% of the participants returned from the third pilot program to the fourth.
- The participant numbers grew by 21% between the first and fourth terms of the Pilot Program.

PILOT PROGRAM REGISTRATIONS



PARTICIPANT COMMENTS

BEFORE THE PROGRAM

"I always played netball. I wish I knew how to play soccer."

"I'm the only one in my family that doesn't play soccer."

"I just want to learn to kick so I can play with my kids".

"I'm fairly shy, so it's hard for me to join group activities."

AFTER THE PROGRAM

"Fantastic program, very professionally run and a lot of fun!"

"It makes my Monday worth it."

"It's great to finally get active I feel like I can actually keep up now."

"It's given me the confidence to try new things."

HUB COORDINATOR

ROLES & RESPONSIBILITIES

The Hub Coordinator is the Party Planner!

It is the responsibility of the Hub Coordinator to set the tone and attitude for the program. They understand the barriers for women in sport and the demands of family/study/work life; they are flexible, encouraging and engaging; they are a great communicator; have a good sense of humour; and have a heart for people.

Key Responsibilities include:

- Creating an environment that is consistent with core principles of Kick-On for Women (friendship, energising, connections, wellbeing, fun, belonging, encouraging and football);
- Demonstrate clear communication and positive engagement with participants and facilitators;
- Manage Facilitators and participants;
- Deliver an effective session as outlined in the session plan provided by FFA;
- Ensure instructions are clear and appropriate delivery of exercises/skills/games;
- Engage participants in the session activities;
- During the session the Coordinator assists with facilitating one of the groups;
- Implement (Member Federation's) wet weather and hot weather policies for hub;
- Complete Safety Check/report safety issues/incidents/accidents;
- Set up/pack down of venue & program/unlock & lock amenities/manage equipment;
- Provide attendance reports & session feedback;
- Promote completion of evaluations and feedback surveys by participants; and
- Engage with major stakeholders including schools, Member Zones/Associations, Member Clubs, local councils and women's services as necessary.

THE COORDINATOR MUST CREATE AND PROVIDE AN ENVIRONMENT THAT:

FRIENDSHIP - Encourages participants to engage in new friendships

ENERGISING – The program assists participants to feel energised

CONNECTIONS – The participants make connections with their community

WELLBEING – Promotes healthy lifestyle, mind and body

FUN – The activities are fun and engaging

BELONGING – Creates a sense of belonging to the program

ENCOURAGING – The Hub Coordinator & Facilitators are encouraging and supportive

FOOTBALL – The participants learn the basic skills and understanding of the game

FACILITATOR

ROLES & RESPONSIBILITIES

The Facilitator is the encourager; they promote unity within the group; foster a positive and welcoming environment; create a Program that is free of judgement; that is fun and encourages all levels of skill/ability. They are adaptable, flexible and reliable.

We have moved away from the “traditional coach” as the environment being created is fun and social, with less focus on technical play.

Their key areas of responsibility are:

- Responsible for 12 – 16 participants (for small hubs, the Hub Coordinator will also be the Facilitator)
- Arrive 10 minutes prior to session/ prepared for session
- Ensure a positive and safe environment for participants
- Deliver an effective session as outlined in the 8-WEEK PROGRAM SESSION GUIDE

- Ensure instructions are clear and appropriate delivery of exercises/skills/games
- Encourage open communication between participants, facilitators and hub coordinator
- Engage participants in the session’s activities
- Develop an environment that is supportive, non-judgemental and encouraging
- Assist coordinator with pack down

Key Phrases

- “You can train/play at your pace”
- “Put in what YOU want to get out”
- When participants are assisting with demonstrations “Everyone is watching, no-one is judging”

Tip

- Wear a watch!
- Have your session plan printed. Be prepared. Have fun!



FACILITATOR TRAINING

THIS IS A CHANCE FOR THE HUB COORDINATOR TO BUILD AN EXPECTATION FOR THE PROGRAM WITH THEIR TEAM OF FACILITATORS!

TRAINING TOOLS TO ASSIST:

- Skill Acquisition Manual
- ALDI MiniRoos Program Leader Session Guides

DISCUSSIONS

Key Challenges to Overcome

Ask Facilitators

What are the barriers for women participating in team sport?

How can we help break down the barriers?

Main barriers

1. **Fear of judgement** – Appearance, Ability, Priorities
2. **Lack of Confidence**
3. **Motivation**

How will we break down the barriers?

- Create a space where they want to be.

- Make the sessions fun, relaxed, social and free from judgement.
- Foster an environment where they feel encouraged, supported and connected.
- Use words and phrases that uplift ie: “I knew you could do it”/“Outstanding effort”/“We missed you at last weeks session”/“Wow, you are improving so much”/“Do you realise you played for 10 minutes without needing a break today?”
- Help them achieve success.

How to engage with females?

- Meeting the needs and activity level of the participants
- Creating a non-judgement environment
- Friendly/approachable hub coordinators and facilitators

SESSION

- Arrive on time
- Wear your Kick-On for Women polo

Key Phrases

- “You can train/play at your own pace”
- “Put in what YOU want to get out”
- When participants are assisting with demonstrations “Everyone is watching, no-one is judging”



FACILITATOR TRAINING

CHANGE IT

Modify the games so the participants can experience success.

Example: Move the participants closer or further apart when passing.

C

COACHING STYLE

Provide feedback in the drink break or change of activities without interrupting the game. Use participant role models.

H

HOW YOU SCORE/INCREASE ENGAGEMENT

Increase opportunities to score and provide an incentive for both attackers and defenders

A

AREA

Increase or decrease the game challenges by changing the size/shape of the playing area.

N

NUMBERS

Use different team numbers to help achieve your session objective, such as, overload the advantage to one team.

G

GAME RULES

Change the rules slightly, for example, you can shoot for goal after your team has 3 passes

E

EQUIPMENT

Vary the equipment, for example, bigger goals, smaller goals or more goals.

I

INCLUSION

Engage players in modifying the practices; provide opportunities for all players to experience FUN and success.

T

TIME

Reduce or extend the time to perform actions, for example, see how many passes you can get within 10 seconds.

SESSION THEMES

These are the session themes and are key parts of the program

FRIENDSHIP

ENERGISING

CONNECTIONS

WELLBEING

FUN

BELONGING

ENCOURAGING

FOOTBALL

FIELD LAYOUT

- Maximum 8 v 8
- Small-sided games rules
- Refer to Rules of 6-aside football - PlayFootball.com.au

Session Tip

- Make sure you have extra footballs nearby your activities – rather than spending half of the session chasing footballs.

Session Tip

- After each activity / game have a drink break
- Remember - they are beginners!





8-WEEK PROGRAM SESSION GUIDE

HUB COORDINATOR

SESSION RUN SHEET	
1 Day Before	<ul style="list-style-type: none"> • Hub Coordinator: Reminder message to participants
3 Hours Before	<ul style="list-style-type: none"> • Hub Coordinator :Weather check
30 Minutes Before	<ul style="list-style-type: none"> • Hub Coordinator :Arrival • Hub Coordinator: Safety check (display feather banner at meeting point, set up following the instructions, open toilets)
10 Minutes Before	<ul style="list-style-type: none"> • Facilitators: Arrive
Start Time	<ul style="list-style-type: none"> • Participant arrival & sign In– START ON TIME! • Session– 45 minutes
5 Minutes	<ul style="list-style-type: none"> • Arrival Activity (2 mins) • Warm Up (3 mins)
20 Minutes	<ul style="list-style-type: none"> • Skill Intro (10 mins) • Skill Game (10 mins)
20 Minutes	<ul style="list-style-type: none"> • Small-Sided End Game (20 mins)
Finish Time	<ul style="list-style-type: none"> • Coordinator/Facilitator: Say goodbye and see you next week • Coordinator & Facilitator: Pack up
1 Day After	<ul style="list-style-type: none"> • Email/SMS photos to Program Manager

EQUIPMENT PACK LIST

- Per 12 – 16 participants
- x4 sets of pop-up goals
- x1 Feather banner
- x1 ball per player + spare x10 balls
- **Equipment bag that includes;**
- x50 cones
- x10 bibs
- x1 First aid kit
- x1 Hand sanitiser
- x1 Pen
- x1 Clipboard

TO MAKE YOUR JOB EASIER

Pack your own:

- Mallet for popup goal pegs
- Insect repellent
- Phone power bank
- Sunscreen
- Spare toilet paper
- Big smile

