

PARTICIPANT RECRUITMENT GUIDE



CLUB SUPPORT



**FOOTBALL
NSW**

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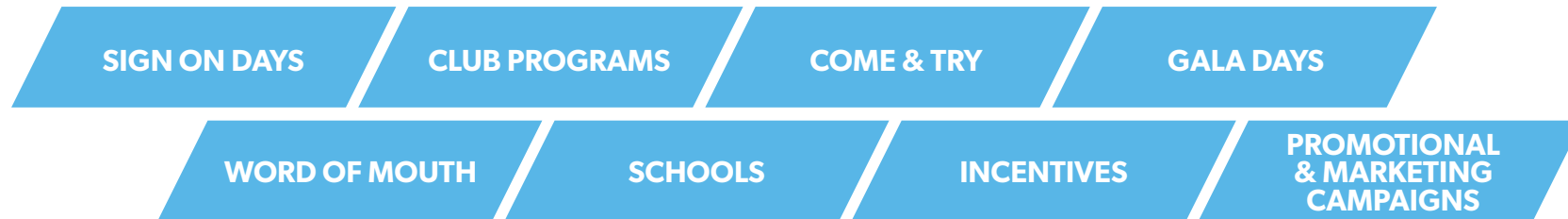
PURPOSE

Football NSW has developed this player attraction guide to assist NSW clubs by providing strategies and initiatives to recruit new players, coaches, referees and volunteers.

ATTRACTING NEW PARTICIPANTS



Recruitment Strategies



These strategies can be aimed at attracting:



Implementing these strategies will support the recruitment and growth of new participants to your club. Depending on a club's focus, you may target specific groups to support your strategies.

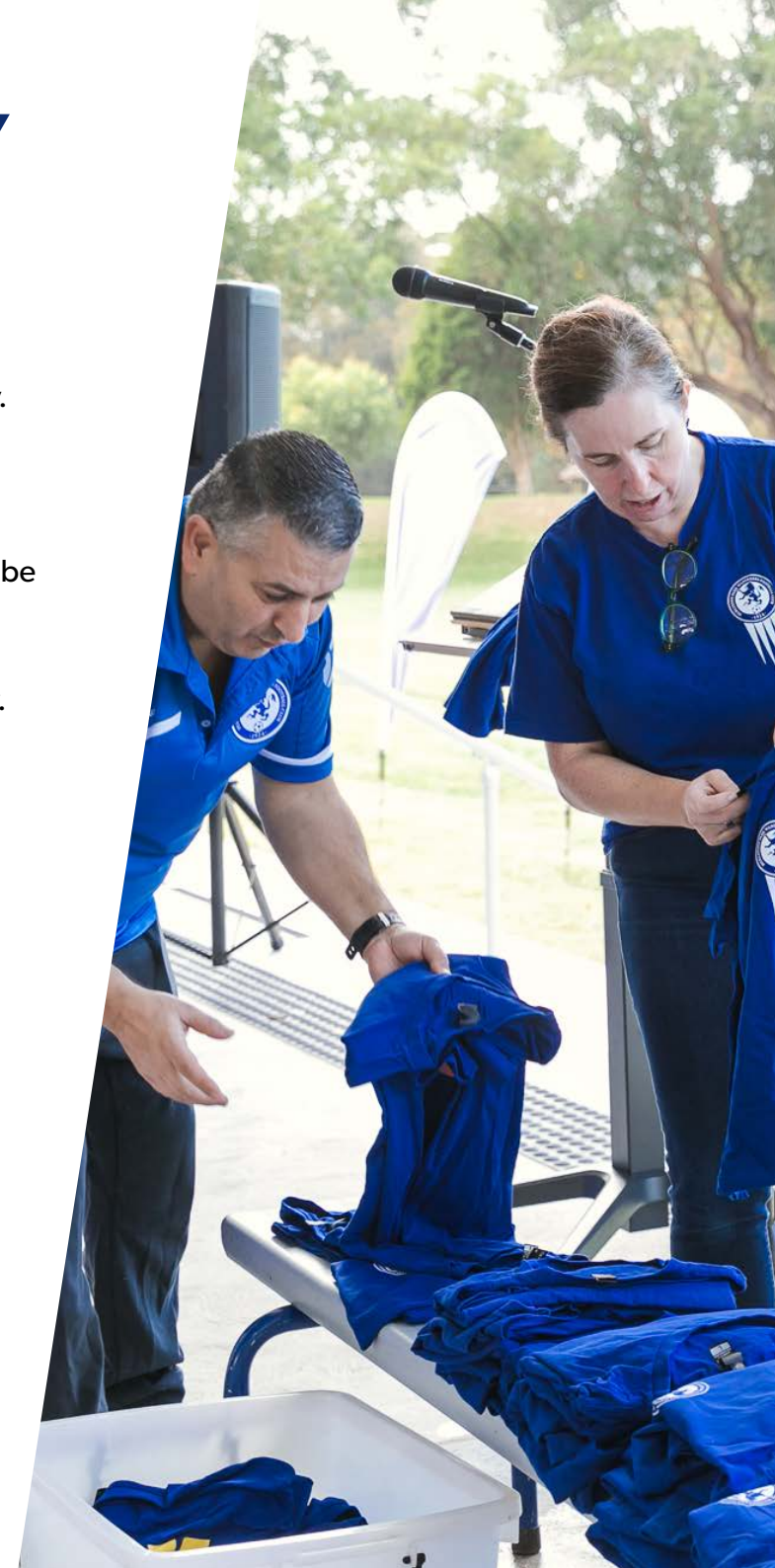
SIGN ON DAY / INFORMATION DAY

Suggestions:

- Pick a **suitable weekend**, ensure the event is promoted to your members and local community.
- **Host it** at your club, if possible, which enables you to introduce your facilities & field to new participants.
- **Incentivise** the event with a raffle, giveaway or activities for the kids.
- Ensure the event has a **QR code** & laptop available so that participants contact information can be collected.
- Set up **club merchandise** table so that club gear can be purchased as required.
- Ensure **members** have the opportunity to be **involved** and can have volunteer roles on the day.
- **Take photos** of the day for promotion on social media.
- Ensure **information** is available on all programs the club runs.

Ensure interested participants are contacted and provided with:

- An introductory email / welcome pack to welcome them and provide information on the club.
- An introductory handbook may also be provided which provides information on club history, sponsorship, who the committee is, how you can help volunteer and any other information deemed relevant.



CLUB PROGRAMS



Programs create opportunities to experience the sport and your club in both a social and competitive environment.

Offering a flexible variety of football experiences across the Winter and Summer seasons allows opportunities for new participants to give Football a try.



MINIROOS KICK OFF & MINITILLIES



MiniTillies

This fun, social and engaging program provides an alternate option for girls who may not want to participate in a mixed-gender program, as well as the opportunity to choose their football experience.

- MiniTillies Programs typically run for 4 – 12 weeks for 45 – 60 minutes per session
- Participants receive a participant pack including a MiniRoos t-shirt, football, and certificate as part of their registration fee
- All registered participants receive personal accident insurance as part of their registration fee

MiniRoos Kick Off

- A fun, safe introductory program designed for new players aged between 4 and 11.
- Weekly 45-minute sessions that build skills through games and simple drills delivered in an engaging and inclusive environment.
- Every player gets plenty of time on the ball and the prime aim of each session is for children to build fundamental motor skills.
- Each child also receives a MiniRoos Participant Pack when they register – which includes a bag, ball, sticker sheet and an activity book.

MiniRoos



MiniTillies



SUMMER FOOTBALL



Summer Football is one of Football NSW's popular off season participation activities for both males and females, with junior and senior competitions conducted by a selection of sanctioned centres across NSW.

It incorporates a revised format of the game with a competitive yet social environment that provides a fun way to enjoy your summer with friends.

Summer Football, with its flexible yet consistent model, provides a great experience for the whole family to enjoy. Players 6 to 11 years will love the discovery phase of football in a non-competitive atmosphere whilst players 12 years and above have the ability to show off their skills and compete in a fun and safe environment.

FITNESS

Maintain your fitness over the summer

PLAY WITH FRIENDS

Turn mates into teammates and play football with your friends in a social competition

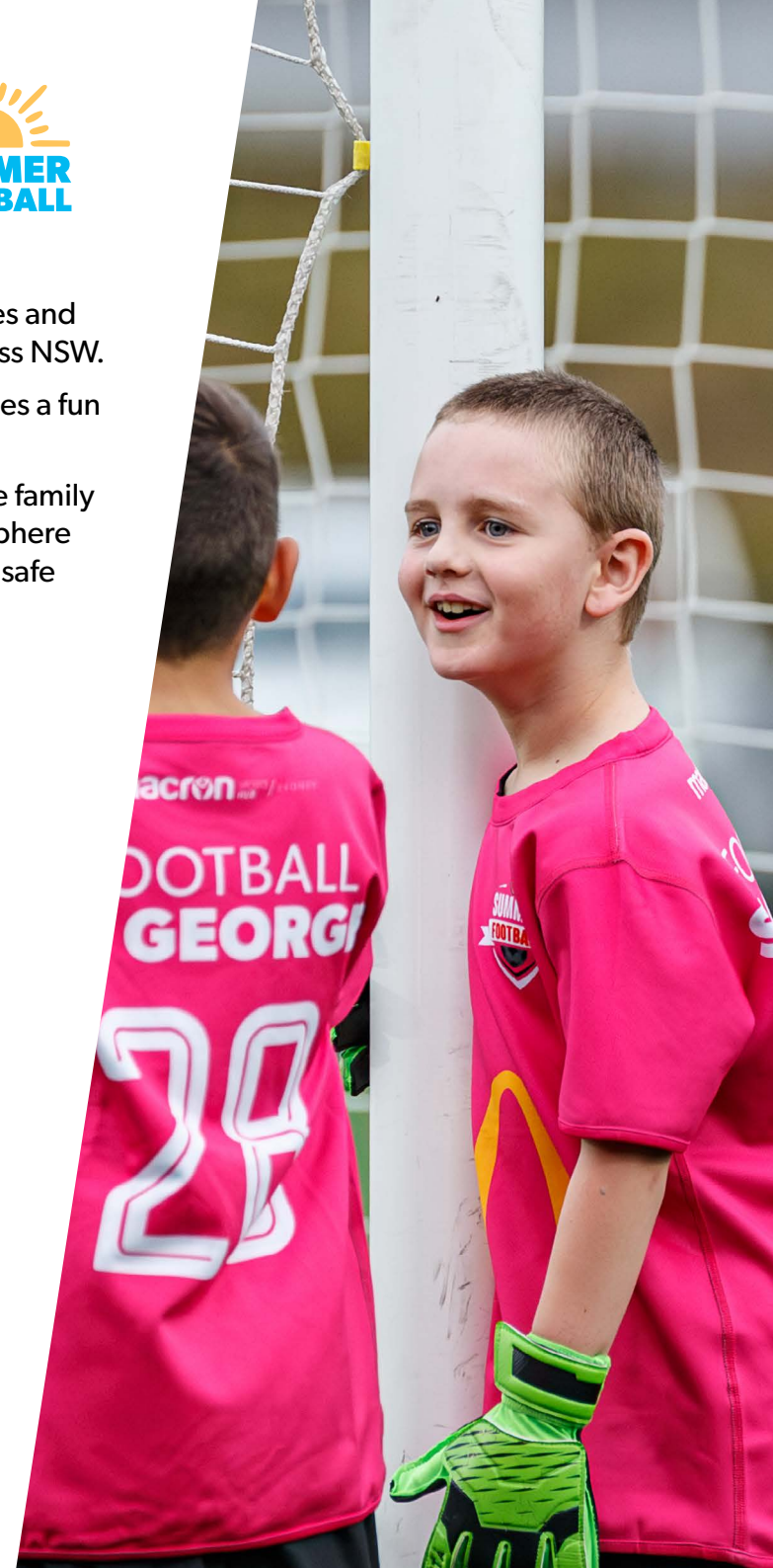
CHILDREN DEVELOP SKILLS

For children, Summer Football is great to continue the development of their skills in the MiniRoos format in a social competition

BEAUTIFUL GAME

Keep playing the game you love all year round

[Find out more](#)



WALKING FOOTBALL



Walking Football is low-impact, team-based exercise, utilising the defined 'Walking Football Rules and Formats' specifically non-contact with the players 'always having one foot on the ground'.

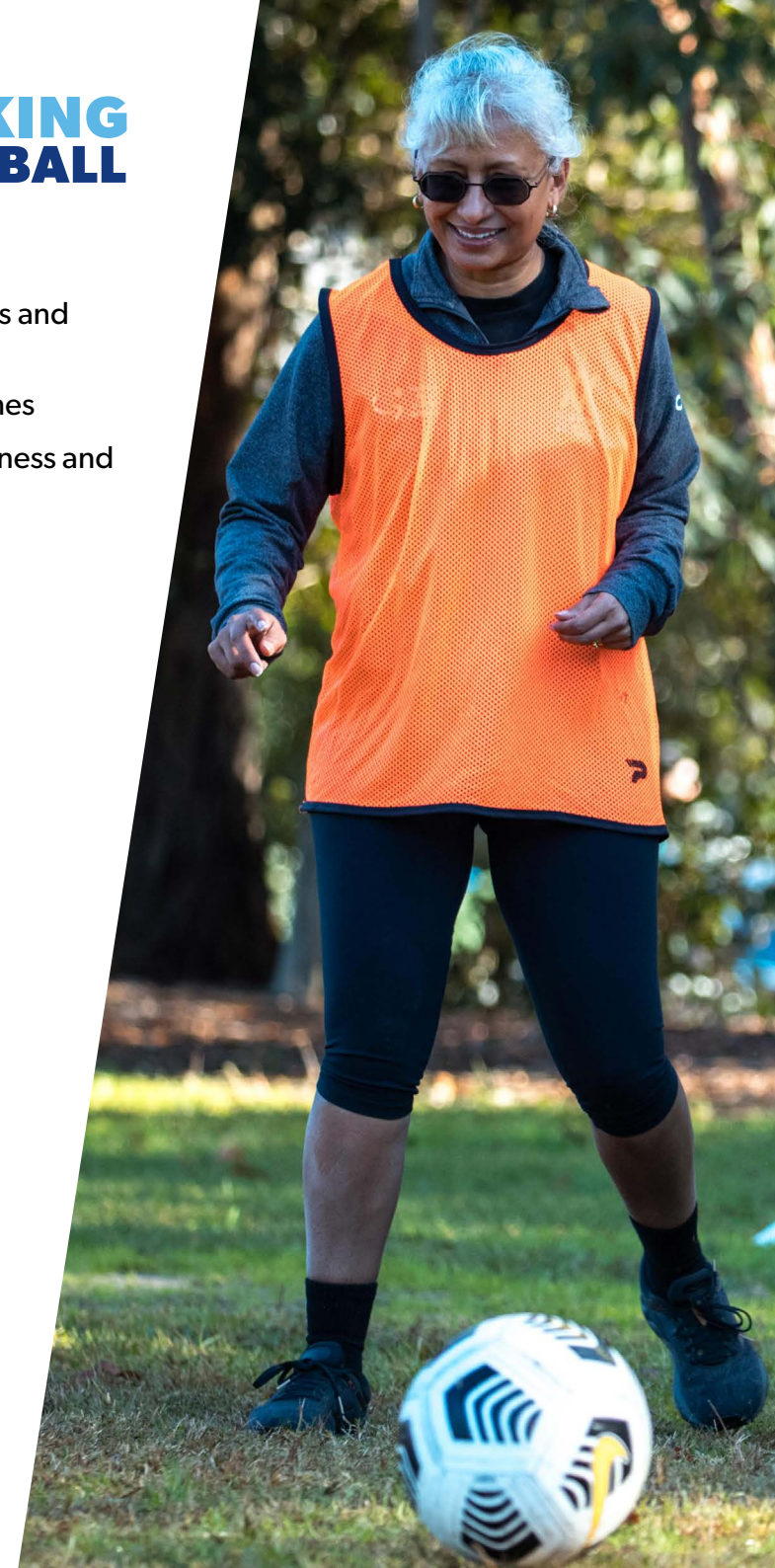
Matches are played with modified formats (5v5/6v6) on smaller pitches with shortened game times

Walking Football aims to provide participants physical & mental health benefits, social contentedness and promotion of the benefits of ongoing physical activity.

HOW WALKING FOOTBALL IS PLAYED

- Running is not allowed. A participant always has to have one foot on the ground.
- It is a non-contact version of the game.
- The ball cannot be kicked above head height.
- There is no heading of the ball.
- There are no 'referees' as such and the competitive angle is kept to a minimum.
- The focus is on fun and making friends.

Walking Football Expression of Interest



DAUGHTERS AND DADS



The Target market for Daughters and dads is 5-12 and their father/father figure.

Daughters & Dads Football is a world-first lifestyle program targeting fathers/father figures to improve their daughters physical activity levels, social-emotional well-being and football skills.

The program is a combination of practical and education sessions running for 90 minutes over 9 consecutive weeks.

Dads also attend a 90 minute 'Back of the Net' information workshop before the daughters and dads sessions commence. Here they learn about program rationale and structure, the unique and powerful influence of fathers on their daughters, restrictive gender biases which can limit girls' participation in sports and key strategies to engage their daughter in football.

A WEEKLY SESSION LOOKS LIKE:

- Rough & tumble play
- Skill development
- Fun modified football games
- Well-being education aimed at developing daughters: bravery, persistence and resilience.

[Find out more](#)



DIVERSITY & INCLUSION



NOVA EMPLOYMENT FOOTBALL4ALL

Football4all was established in 2008 to further develop all abilities football in NSW and provide opportunities for people with a disability.

Football NSW football4all programs form the basis of our inclusive offerings to participants of all abilities. Run by our member Clubs and Associations, these programs provide inclusive playing opportunities in a safe, secure and welcoming environment.

FNSW has had up to 44 football4all programs across FNSW.

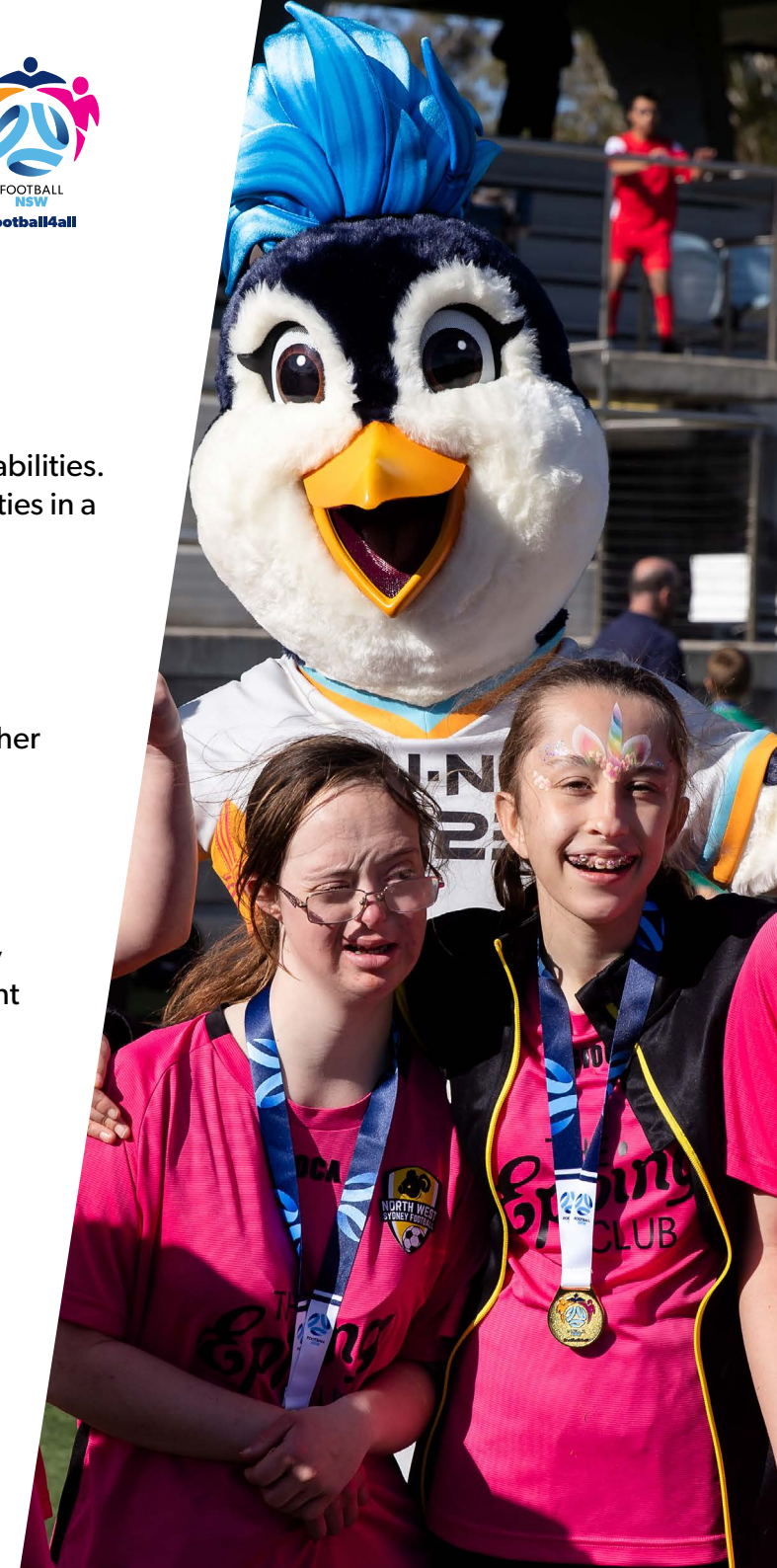
Football4all participants are registered with no fee from FNSW.

All football4all programs are invited to one of FNSW biggest events of the year the annual **NOVA Employment football4all Gala Day**, so all the football4all players across FNSW can come together and enjoy a day of football, fun and festivities.

NOVA EMPLOYMENT AWD FUTSAL LEAGUE

Athletes with a Disability (AWD) Futsal League provides opportunities for athletes with a disability to participate in a structured and competitive weekly league. The Open Mixed NOVA Employment AWD League runs alongside the Futsal Premier League.

[Find out more](#)



DIVERSITY & INCLUSION

MULTICULTURAL SETTLEMENT PROGRAM (MSP)

The MSP is an introductory program that offers football for kids aged 4 to 11 years old from newly arrived migrant & refugee, as well as Culturally And Linguistically Diverse (CALD) backgrounds, aiming to enhance social inclusion and connection.

The program additionally utilises and promotes people within the local community to become MiniRoos Coaches.

This will increase inclusivity and diversity of your club and increase your participation numbers.

Engage coaches from diverse backgrounds.

[Find out more](#)



DIVERSITY & INCLUSION



STAND UNITED

Football NSW continues its partnership Multicultural Communities Council of Illawarra (MCCI) to deliver cultural awareness and diversity training with the aim of creating a more inclusive sporting community.

We ran 5 live workshops for clubs and associations members to attend, ranging from players, coaches, referees, volunteers, parents, and administrators.

We are still providing the opportunity for clubs and associations to be apart of the Stand United initiative, by engaging with the workshop offline.

Football NSW will also be encouraging Clubs and Associations to take the 'Stand United pledge' off the back of a completed workshop. By taking the pledge, Clubs and Associations will receive Stand United signage, customised digital flyers and giveaways to help promote a message of inclusion and anti-discrimination.

TOPIC AREAS COVERED IN THE WORKSHOPS INCLUDE:

- The importance of cultural diversity reflective in Australia
- Cultural values, beliefs, and stereotypes
- Tackling racism in sport
- Effective communication
- Understanding bias
- Cultural intelligence
- FNSW Inclusive programs and initiatives

[Email for more information](#)



DIVERSITY & INCLUSION



FIRST NATIONS – NAIDOC CUP

The NAIDOC Cup is for First Nations footballers aged 13 to 16 to be selected in FNSW First Nations state teams to compete against Northern NSW Football First Nations state teams.

The NAIDOC Cup coincides with NAIDOC Week, a national week starting on the first Sunday in July every year, which celebrates the history, culture and achievements of Aboriginal and Torres Strait Islander peoples.

The NAIDOC Cup is a joint initiative between FNSW and NNSWF each year the hosts alternate, with 2024 being hosted by NNSWF.

The inaugural NAIDOC Cup was in held in 2022 on Awabakal land at Northern NSW Football home of Lake Macquarie Regional Football Facility. 2023 Naidoc Cup was held at Football NSW home, Valentine Sports Park. With both years Football NSW were reigning champions.



[Find out more](#)



DIVERSITY & INCLUSION



NSW FIRST NATIONS FOOTBALL FESTIVAL

The NSW First Nations Football Festival, formerly known as the National Indigenous Football Championships is an annual tournament which originally commenced in 2016. The event is hosted by Wreck Bay Sharks Football Club within the Shoalhaven District Football Association and was the first open men and women football tournament for participants of an Aboriginal and Torres Strait Islander background.

The tournament is about showcasing the sporting abilities of First Nations footballers and to create a pathway for First Nations children and youth. The tournament promotes a healthy lifestyle, the importance of education, cultural awareness, respect on and off the field, and a drug and alcohol-free tournament.

The tournament provides competition for men and women and U14 girls and boys.

[Email for more information](#)



DIVERSITY & INCLUSION

PARA FOOTBALL

Para Football is a modified version of the game and is specific to athletes with Cerebral Palsy, Acquired Brain Injury (ABI) and symptoms resulting from stroke. This football format is coordinated under the International Federation of Association Football (FIFA) rules with slight modifications.

Football NSW offers both elite and grassroots pathways for players with CP, ABI or symptoms resulting from stroke. From ParaFootball Development Centres at a grassroots level to NSW State Teams, there are playing options for all levels.

FEMALE PARA TRAINING PROGRAM

In 2019, Football NSW launched the Female Only Para Training Program to develop the skills of female footballers in NSW. The program is run at Valentine Sports Park.

NSW STATE PARA FOOTBALL TEAMS – 7-ASIDE FOOTBALL

Football NSW offers an elite pathway for players with CP, ABI or symptoms resulting in stroke through NSW representative teams. Players within these teams represent their state and compete in the National Para Football Championships which follows a modified version of football, this being 7-a-side Football. Many NSW State Team players also represent their country by playing for the Pararoos and ParaMatidlas.

NORTHERN SUBRUBS FOOTBALL ASSOCIATION PARAFOOTBALL DEVELOPMENT CENTRES

These centres provide a grassroots playing and training option for participants of all abilities. There are currently two centres in NSW.

[Find out more](#)



GIRLS LOVE FOOTBALL



The Girls Love Football program is a skill-based football introductory program for girls aged 12 – 17 years. The weekly sessions are designed to provide flexibility to the currently offered 'traditional' football opportunities for youth girls. The GLF program runs over 6-8 weeks with 45 minute sessions and helps players develop their 4 core football skills and general football knowledge.

The weekly sessions are split into 2 parts, with 25 mins focusing on skill development, followed by 20mins of small-sided games to allow the participants to practice their skills in game situations.

The GLF program is designed to attract and retain girls aged 12 – 17 years by providing them a fun, social and inclusive environment to enjoy their football.

BENEFITS OF UNDERTAKING

- Keeps youth girls engaged in physical activity through football
- Increases the skill level of these players which will help build their confidence making them more likely to stay in the game
- Can attract new players to the game that are looking for a program that caters for their needs
- Reduces the barriers to participation including cost, lack of time, lack of opportunities and perceived lack or lack of skill
- Helps clubs in becoming more female friendly

[Find out more](#)



KICK-ON FOR WOMEN



An introductory football program, Kick-On for Women is designed specifically for women to fit into their busy lives whilst juggling their commitments of family, work and friends. With weekly 45 minute sessions, this program has a strong focus on fun, inclusion and friendship which provides participants the opportunity to spend time focusing on their own fitness and football skills in a judgement-free environment.

Kick-On For Women programs target participants who are:

- Aged 16 years and over
- Non-active or less active and time poor
- New to football or team sport or previously players wanting to rejoin the sport
- Seeking a social fitness environment

BENEFITS OF UNDERTAKING

- Physical & mental health benefits
- Non-competitive activities to improve confidence and self-esteem
- Experience and learn the football basics
- Encourages female relatives of players to get involved in football
- Women have a fun, introductory training environment
- Potential for additional registrations for the season

[Find out more](#)



FUTSAL



Futsal is the only form of 'indoor football' or 'five-a-side' that is officially approved by FIFA and Football Federation Australia. It's one of the fastest growing sports in the world, is played in over 100 countries and boasts millions of players around the world.

Affiliated Clubs/Centres

Futsal is quickly becoming and an all year-round sport that is being enjoyed by all community groups across NSW

Multiple centres across NSW are affiliated and conducting futsal programs and competitions with Football NSW.

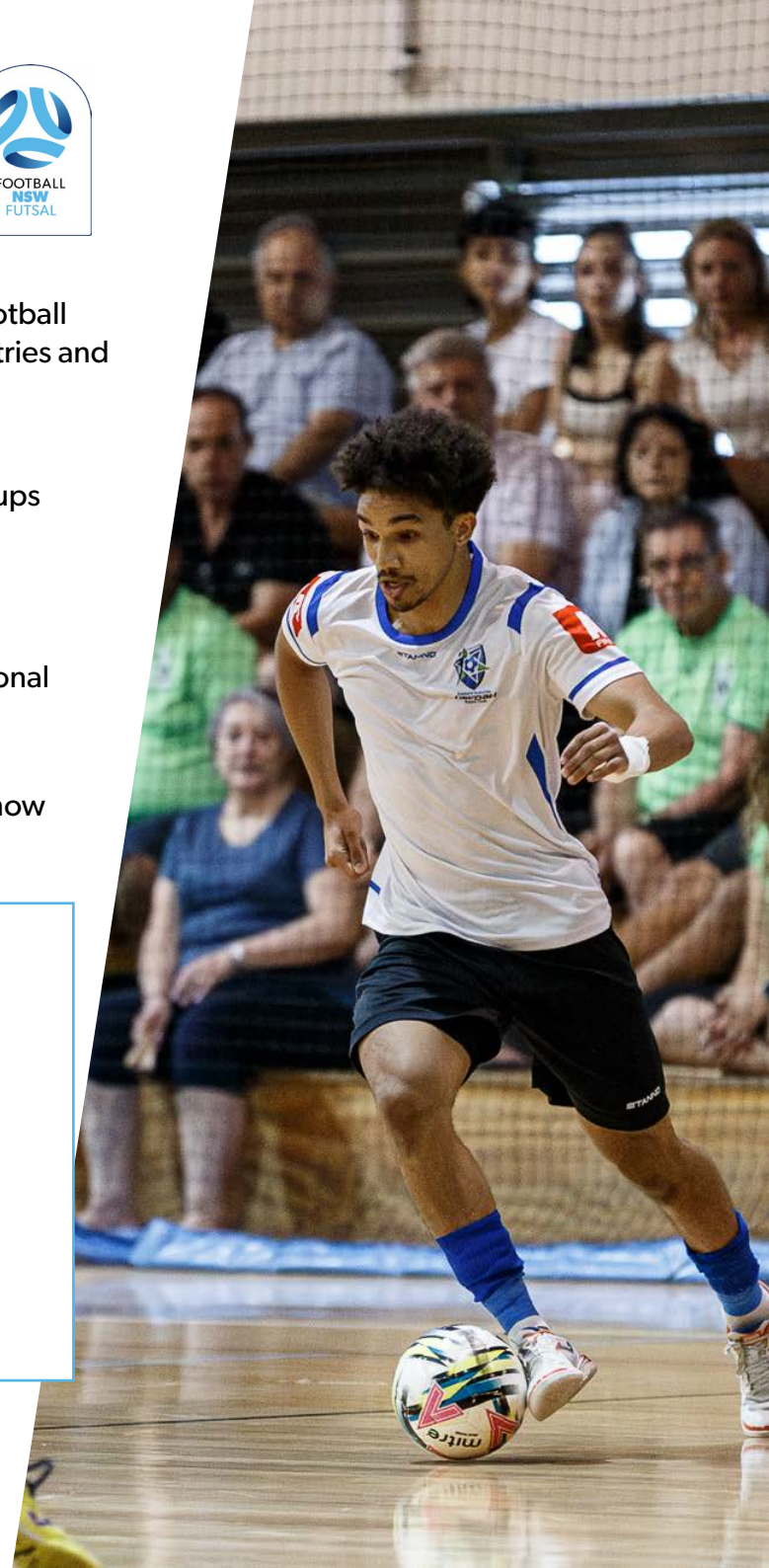
Pathway opportunities are available for all players, coaches and Referees with International & National competitions to represent Australia and NSW under the AFC and FIFA banner.

Futsal is a unique game focusing on the Skill Acquisition phase of the Football Curriculum from FA, players who are involved in football in a non-competitive and or a competitive environment can show off their skills and compete in a fun and safe environment.

BENEFITS AND WHY PLAY FUTSAL

- Have fun with friend with a skill-orientated game
- Caters for all age groups and skill levels
- Fast pace nature and limit time and space drives development
- East to start playing with fewer numbers
- Touch the ball 6X more than regular football (soccer), and score more goals
- Gain more confidence on the ball and increase decision making

[Find out more](#)



FEMALE FOOTBALL WEEK

Female Football Week is a nationwide initiative to celebrate the immense growth of women's football at all levels of the game and acknowledge and promote the important role women play in developing football. The objective of Female Football Week is to drive female participation at all levels of the game as well as to celebrate and showcase all of the female football player, coaches, administrators, referees, staff and volunteers we have among us.

Any female who is involved in football, this includes but isn't limited to players, coaches, administrators, parents, spectators and many more.

Some event ideas include:

- A BBQ celebrating all of the women in football at their club
- McGrath pink socks for Female Football Week Round
- A Female Football Festival, a night of games, skills, food and celebration
- A Female Football Week small sided competition
- Pink match balls for the round

By registering your Female Football Week event through our website, Football NSW can provide support in the form of:

- Giveaways
- Activations & Inflatables
- Promotion on our social media
- Association social media suites

Find out more



BENEFITS OF UNDERTAKING

- Promotes female football within the community
- Celebrates all of the women involved within all aspects of football
- Highlights the achievements of women within the association
- Emphasises the importance of women in football and the roles they play
- Drive increased female participation within clubs and associations



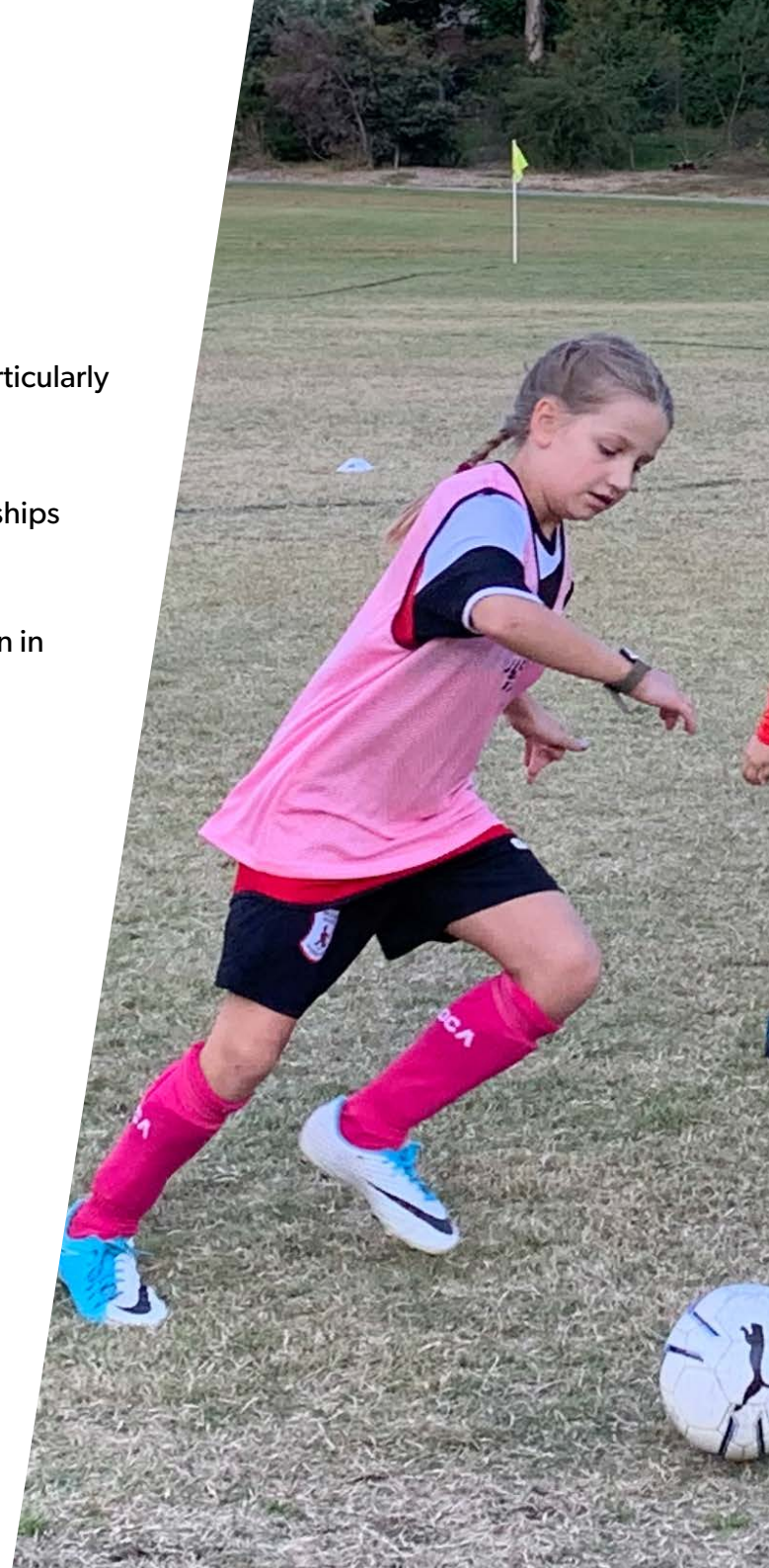
SCHOOL RELATIONSHIPS & STRATEGIES

Building relationships with local schools is an important tool in the recruitment of new players, particularly MiniRoos.

Tools to establish a relationship:

- Identify Teacher Ambassadors within your club where you are able to leverage existing relationships in schools.
- Offer support for school sport programs through the use of coaches and equipment.
- Promote and highlight club registration incentives and campaigns prior to the start of the season in school newsletters

[Find out more](#)



COME & TRY / GALA DAYS

Host a fun, family friendly event where people from the community can come along to experience your club atmosphere before signing up.

This event could be specific to a group the club would like to target - MiniRoos or Walking Football, or Football NSW Legacy programs such as Daughters and Dads, Kick on for Women or Girls love Football.

- Create a fact sheet that players / parents can take away with key information.
- Introduce the club members who will be responsible for running the program (Committee member, Club Coach) to provide members with a recognizable face.
- Run a variety of programs to ensure participants have opportunities to give football a try.
- Utilise this as a time for a bond to be formed between players, parents, coaches, and club administrators.

Empowering & incentivizing your current members is a great way to entice new members.

- Incentivize existing players with a discount on their fees or club merchandise to bring their friends or family along to join a club event or activity.
- Host family / friend orientated come and tries to enable participants to try the sport in an environment that suits them.
- Offer family discounts on registration fees if more than or two family members join a club.



PROMOTIONAL & MARKETING CAMPAIGNS



Promote all offerings through as many avenues as possible.



Flyers in local places such as shopping centres, and places parents are likely to see them.



Existing participants to **bring along a friend**.



Ensure you have a **club strategy** and the role your club plays within your local area.



Contacting your club membership with clear **concise messaging** that aligns with the club strategy.



Social media campaigns & graphics – clear concise & informative language, posted at times where social media activity is at its peak.



Ensure your club **website is up to date** with information on the programs you run and information on how to get involved and who to contact.



Tell **positive stories** on social media with photos of participants enjoying football, give potential participants a reason to reach out or to give it a try.