

DAUGHTERS & DADS

INFORMATION PACK



Program Overview

Daughters and Dads Active and Empowered is a multi-award winning, evidence-based program that brings together fathers/father figures and their primary school-aged daughters to promote physical activity, enhance sports skill, boost wellbeing, strengthen the father-daughter bond and advance gender equality.

The program aims to break the barriers to female participation in sport and increase representation of women and girls in football through a range of physical and social activities.

Target market:

- Girls aged 5 - 12 years
- New to football or current players
- Young girls and their father/father figures wanting a physical activity to participate in together.

Program details:

- 60min weekly sessions
- 15mins on empowerment activities, 15mins of rough and tumble play, 15mins football skills and 15mins of modified games
- 8-week programs run during school terms
- Online Dads only video - to be watched ahead of the first session



Program Benefits to Club/Association

There are many benefits of providing alternative playing options for women and girls within your Club/Association:

- Promotes the Clubs/Associations intention to be female-friendly
- Promotes 'whole of family' view on football in their community
- Paid coaching opportunities for Club/Associations current coaches
- Potential to transition participants into summer or winter football competitions in the future

Program Benefits to Participants

- Fathers/father figures (i.e. uncles, stepfathers, grandads) are taught key parenting and coaching skills to improve their daughters football skills and social-emotional wellbeing.
- Daughters make rapid skill improvements as they work with their dads as their 'personal coach'.
- Daughters and dads are empowered to recognise and address gender prejudice in sport and broader life.
- Daughters and dads are given the skills and encouragement to play football.
- Exposes girls to female role models.



Boost
quality
1-on-1 time



Enhances
fathers parenting
strategies



Girls develop
resilience, and bravery
to persist in sport



Girls develop critical
thinking skills to
overcome gender bias

Hosting a Program

Football NSW strive to make the process as simple as possible to ensure minimal requirements from volunteers.

Below is an overview of Football NSW and the Club/Associations responsibilities in the process of setting up a program -

FNSW Role	Club/Association Role
Create Play Football Product for participant registration.	Confirm program details - start date, time and location.
Provide Club/Association social media tile, program flyer, session plans and session videos.	Promote program on Club/Association website and social media channels. Clubs may also look to advertise in local schools, shopping center, gym etc.
Will lead the communication with participants. E.g. Welcome email to participants, email reminders. Communication may also include session updates like wet weather cancellations. Send participant and club surveys and collate responses post program.	Club/Association to confirm program facilitator or if unable to, FNSW can reach out to Game Development casual coaches (not guaranteed). Club facilitator to complete online facilitator training modules prior to program commencing.
Promote the program on Football NSW website, social media channels and via participant EDM.	Provide future playing/club opportunities to participants post program to keep them engaged in football.

Finding a Facilitator

Being a facilitator for a Daughters & Dads Program is an extremely rewarding experience.

To help attract someone from your club to take on the role as program facilitator, FNSW offer a financial incentive to the facilitator to reimburse them for their time and commitment. FNSW will provide facilitators \$100 per session for the 8-week program.

Many Clubs/Associations have no trouble identifying someone from within their Club to facilitate this program. It could be a current coach at the Club, a senior team player or committee member.

Desired characteristics of a facilitator:

- Someone who understands the barriers to female participation in sport
- Someone who can create a safe, inclusive and judgement free environment
- Someone with basic football knowledge and has the ability to help participants develop skills and confidence

To become an accredited facilitator and host a program, you must complete the online self-paced training prior to the program commencement. This online training will give you the skills and confidence to facilitate the empowerment components of the program.

Participant Registration

To ensure participants are covered by insurance, participant registration is taken through Play Football. The Play Football product will be set up under the FNSW Programs organisation with FNSW providing the Club/Association with the participant details once registrations are complete.

FNSW will lead the communication with participants throughout the program.



Financial Guidelines

The participant fee of \$100 per daughter and dad family will be paid on registration through Play Football.

The participant fee covers the cost of;

- Participant insurance
- Facilitator costs of \$100 per session
- Participant pack including drawstring bag, drink bottles, t-shirts, shinpads and activity book
- Host/facilitator pack including facilitator shirt, balls, cones, mini goals, bibs, session resources etc.

Program Evaluation

Following the completion of the program, a survey will be sent to both the participants (father/father-figure) and the hosting Club/Association to provide feedback on the overall program.

This information will be taken anonymously and should only take 2-3 minutes to complete.

The feedback will be used to monitor the quality of the programs, help FNSW make improvements to the program where needed and monitor the interest of participants and Clubs/Association interest in further opportunities.



Next Steps

When the Club/Association is ready to confirm a Daughters & Dads Program with FNSW, below steps will get you started:

- Club/Association to complete the 'Program Host Registration Form' online
- Once FNSW receives this form, we will create the Play Football registration Product under the Club/Associations entity
- The Club/Association will receive a social media template, flyer template, welcome pack template and complete session plan guide.
- Both the Club/Association and FNSW can start promoting the program through websites and social media channels etc.

Football NSW Contact

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