

# KICK ON FOR WOMEN

## INFORMATION PACK



## Program Overview

Kick on for Women is an introductory football program that offers a more social and accessible version of football for women over 16 years. Specifically designed for women to fit into their busy lives of work, family and social commitments.

This product offers a low-impact football-based program providing physical and mental health benefits, social contentedness and the benefits of engaging in team sport.

Tagert market:

- Women 16 years +
- Non-active/less-active women
- Time poor women looking to engage in football outside the sport's traditional offerings
- Women new or returning to football
- Women seeking a social fitness environment

Program details:

- 45min weekly sessions
- 25mins skills-based activities + 20mins of small-sided games
- 6 - 8-week programs run during school terms



# 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
- The more registered participants, increases income opportunities

# Program Benefits to Participant

- Physical, mental and social health benefits
- Non-competitive activities to improve self-confidence and self-esteem
- Experience and learn the basics of football
- Encourages 'whole of family' participation in football
- Reduces cost barrier to participation
- Provides women a safe and judgement free environment to play football

## Universal barriers to participation

Fear of judgement is the main barrier for girls and women because of:



Appearance



Ability



Priorities

Core values informing women's behaviour and decision making



# 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, location, program duration and cost
Provide Club/Association social media tile, program flyer, session plans and welcome pack	Promote program on Club/Association website and social media channels. Clubs may also look to advertise in local schools, shopping center, gym etc.
Promote the program on Football NSW website, social media channels and via participant EDM	Club/Association to send out Welcome email and pack to participants 1 week prior to program commencing
Provide Club/Association ongoing support where needed	Club/Association to confirm program facilitator or if unable to, FNSW can reach out to Game Development casual coaches (not guaranteed)
Send participant and club surveys and collate responses post program.	Send future playing/club opportunities to participants post program to keep them engaged in football.

# Finding a Facilitator

Being a facilitator for a Kick on for Women Program is an extremely rewarding experience.

To help attract someone from your club to take on the role as program facilitator, FNSW recommend offering a financial incentive to the facilitator to reimburse them for their time and commitment.

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 women's 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



# 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 Club/Association organisation meaning the Club/Association will have full access to the participant data and registration list.

Football NSW will set up the product, but it will be the Club/Associations responsibility to confirm and approve registrations for the program.

As the Club/Association has access to all the participant information, the Club/Association will lead the communication to participants (Welcome pack, session updates etc.). This provides a direct link between the Club/Association and participant.

# Income & Expenditure Guidelines

Although participation programs can provide additional income to Clubs/Association, programs should be used to attract new participants and provide further playing opportunities for current players.

To reduce the barrier of cost to female participation, we recommend the participant fee of \$10 per session (\$60 for a 6-week program). We also recommend reimbursing your facilitator for their time and commitment to the program.

**These guidelines are a recommendation only.**

The below information is based on -

- Program length: 6 weeks
- Participants: 14
- Facilitators: 1
- Ground hire: Already paid through club season booking

ITEM	COST	TOTAL
INCOME		
Participant Registration	\$60 (\$10 per session)	\$840 (14 participants)
EXPENDITURE		
Participant Insurance	\$15	\$210 (14 participants)
Facilitator Payment	\$50 per session	\$300 (6 sessions)
TOTAL		\$510 expenditure Club income: \$330

# Program Evaluation

Following the completion of the program, a survey will be sent to both the participants 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 Kick on for Women 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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