Women's and Girls Football
2006-2008 STRATEGIC PRIORITIES

GROWING THE GAME *To maximise female participation in Australian football.*	▪ Develop a participation pathway for female participants from AFL Auskick to senior women's competitions. ▪ Women's and girls football to be an integral component of the community football structure. ▪ Increase opportunities for female students to participate in primary and secondary schools ▪ Ensure all leagues are affiliated with state bodies
QUALITY ENVIRONMENT AND CULTURE *Develop quality, safe and inclusive female environments*	▪ Increase club accessibility for participants ▪ Create quality club environments ▪ Improved coaching and umpiring programs
OPPORTUNITIES FOR TALENTED ATHLETES *To capture and develop talented female footballers, including first choice talents.*	▪ Provide opportunities for talented female participants at all levels ▪ Conduct National Championships using best available facilities focussing on individual development and the opportunity to display talent
MEDIA AND PROMOTION *To promote awareness and drive participation in female football programs and activities.*	▪ Present Women's and girls football in a positive light ▪ Develop the female football section of the AFL website to disseminate information

WOMEN'S AND GIRLS STRATEGIC PLAN 2006-2008
Outcomes & Initiatives

GROWING THE GAME
To maximise female participation in Australian football.

Measurable Outcome 1

Participation pathway for female participants from AFL Auskick to senior women's competitions is developed.

Associated Initiatives
- Utilise AFL Auskick as the key introductory program for young girls.
- Develop youth girls competitions
- Ensure the viability of senior women's competitions
- Links youth and school based programs to exist clubs
- Establish linkages between each level of the participation pathway to encourage transition.

Measurable Outcome 2

Women's and girls football is an integral component of the community football structure.

Associated Initiatives
- Integrate female football with existing community football infrastructure to encourage growth
- Encourage clubs to consider fielding female teams in their existing club structure

Measurable Outcome 3

Increase participation opportunities for female students in both primary and secondary schools.

Associated Initiatives
- Develop and enhance school-based female football competitions
- Introduced female students to the game via modified games eg: AFL Recreational Football
- Provide professional development opportunities to female teachers
- Utilise the AFL Sport Education model to introduce female students to the game.

QUALITY ENVIRONMENT AND CULTURE
Develop quality, safe and inclusive female environments

Measurable Outcome 1

Increase club accessibility for participants

Associated Initiatives
- Provide support for the establishment of new clubs/teams.
- Create and maintain a directory of female clubs and team's link to the national website.

Measurable Outcome 2

Create quality league and club environments

Associated Initiatives
- Ensure all state leagues sign an affiliation agreement with their state bodies. Affiliation agreements to be clearly defined for both parties
- Identify and implement quality club environment criteria.
- Implement best practice eg: quality club award and club management program.
- Standardise the rules, regulations and by-laws across Australia and ensure communication channels between leagues.

Measurable Outcome 3

Improved coaching and umpiring programs

Associated Initiatives
- Provide umpire training programs that engage and encourage female participation.
- Conduct female only coach education courses.
- Develop specific orientation course/material for coaching female footballers.

OPPORTUNITIES FOR TALENTED ATHLETES
To capture and develop talented female footballers, including first choice talent.

Measurable Outcome 1

Provide opportunities for talented female participants at all levels

Associated Initiatives
- Once participation pathway is developed look to provide opportunities for talent youth participants.
- Reduce the barrier of cost to ensure that the most talented footballers in each state participate
- Promote the opportunity that exists for female participants to represent their state and Territory
- Explore international opportunities (GAA)

Measurable Outcome 2

Conduct National Championships in a professional manner using best available facilities with a focus on individual development and the opportunity to display talent.

Associated initiatives
- Ensure championship match arrangements and regulations are strictly adhered to.
- Identify best facilities available in host state
- Engage state football body to assist with the management of the championship.
- Players to sign code of conduct prior to participating in the championship

MARKETING AND PROMOTION
To promote awareness and drive participation in female football programs and activities.

Measurable Outcome 1

Women's and girls football to be presented in a positive light

Associated Initiatives
- Promote female football as a quality sporting alternative to the traditional female sports.
- Utilise AFL events to promote female football e.g. Women's / Mother Day Round
- Development of National promotional material for female football.
- Development of a communications and PR plan for female football

events.
- Develop profile of one female player in each state to be the face of women's football.

Measurable Outcome 2

Develop the female football section of the AFL website to disseminate information.

Associated Initiatives

- Collate contact, competition and general interest information for female football in each state to be included on the AFL website.
- Update information and news articles on the AFL Website on a weekly basis.
- Ensure AFL website links to State specific female football sites.

2005 WOMEN AND GIRLS PARTICIPATION IN AUSTRALIAN FOOTBALL

The following tables are sourced from the 2005 Census of Australian Football Participation and Players, Street Ryan and Associates Pty Ltd (December 2005).

Women and Girls Participating in Programs or Competitions of six weeks or more by State, Region and Age Group.

	Girls 5-12 years	Girls 13-18 years	Women 19+	Total Women and Girls
New South Wales/ACT				
METROPOLITAN				
Sydney City	1,505	0	357	1,862
Greater West	1,105	0	0	1,105
Sydney North	1,717	79	38	1,834
South West	834	107	51	992
Sydney South	950	0	0	950
Sub Total	6,112	186	446	6,744
COUNTRY				
ACT	**425**	**0**	**367**	**792**
South Coast	506	100	0	606
Northern NSW	495	0	45	540
Central Coast and Hunter	506	0	26	532
Central West	85	2	0	87
M.I.A/Broken Hill	217	0	0	217
Albury/Murray	20	0	0	20
Illawarra	180	0	0	180
Riverina	157	0	60	217
Sub Total	2,591	102	498	3,191
TOTAL	**8,703**	**288**	**944**	**9,935**
Victoria				
METROPOLITAN				
Western Melbourne	541	79	225	844
Oakleigh	582	179	144	905
Dandenong	853	110	96	1,059
Calder	676	63	343	1,081
Eastern	766	1	96	863
Northern	594	6	240	840
Sandringham	414	26	187	627
Sub Total	4,426	464	1,330	6,220
COUNTRY				
Bendigo	102	2	0	104
Sunraysia/Mallee	76	0	0	76
Central Murray/North Central	149	0	0	149
Ballarat	223	303	48	574
Western Country	159	1	0	160
Wimmera	106	0	0	106
Hampden	84	2	0	86
Geelong West Coast	391	0	96	487
Latrobe Valley	226	2	0	228

East Gippsland	253	15	0	268
North East Border	76	2	0	78
Goulburn Murray	138	3	0	141
Sub Total	1,984	330	144	2,458
TOTAL	**6,410**	**794**	**1,474**	**8,678**
South Australia				
METROPOLITAN				
Central	240	0	0	240
Eagles	74	0	29	103
Glenelg	158	0	0	158
North	119	0	49	168
Norwood	138	0	0	138
Port	167	0	35	202
South	81	0	0	81
Sturt	96	0	34	130
West	106	0	0	106
Sub Total	1,180	0	147	1,327
COUNTRY				
Barossa	62	0	0	62
South East	128	0	0	128
Northern	677	0	0	677
Adelaide Hills	55	0	0	55
Lincoln	410	0	0	410
Fleurieu Peninsula	138	0	0	138
The Coorong	82	0	0	82
Murray Mallee	179	0	0	179
Yorke	103	0	0	103
Sub Total	1,834	0	0	1,834
TOTAL	**3,014**	**0**	**147**	**3,161**
Western Australia				
METROPOLITAN				
Claremont	49	125	107	281
East Fremantle	87	105	44	236
East Perth	197	108	0	305
Peel	74	81	25	180
Perth	69	153	77	299
South Fremantle	114	127	10	251
Subiaco	95	75	25	195
Swan	66	127	75	268
West Perth	163	201	18	381
Sub Total	914	1,102	381	2,397
COUNTRY				
Goldfields	77	0	0	77
Great Southern	23	26	0	49
Kimberley	207	2	0	209
Midlands	79	4	0	83
Mid West	64	0	0	64
Pilbara	49	0	0	49
South West	196	220	0	416
Wheatbelt	49	5	0	54
Sub Total Country	743	257	0	1,000
TOTAL	**1,657**	**1,359**	**381**	**3,397**

	Girls 5-12 years	Girls 13-18 years	Women 19+	Total Women and Girls
Queensland				
METROPOLITAN				
Brisbane North	895	288	67	1,250
Brisbane West	574	486	65	1,125
Brisbane South	761	428	115	1,304
Sub Total	2,230	1,202	247	3,679
COUNTRY				
Gold Coast	387	330	27	744
Sunshine Coast	460	0	0	460
Bundaberg/Wide Bay	184	0	0	184
Darling Downs	357	6	37	400
Western Queensland & Mt Isa	81	2	0	83
Mackay	197	0	0	197
Capricornia/Central Highlands	134	0	0	134
Cairns/Far North	408	0	90	498
Townsville	168	1	0	169
Sub Total	2,376	339	154	2,869
TOTAL	**4606**	**1541**	**401**	**6548**
Tasmania				
METROPOLITAN				
Southern Central: Hobart	710	30	0	740
Southern South	604	30	0	634
Southern North	865	60	0	925
Southern East	716	60	0	776
Sub Total	2,894	180	0	3,074
COUNTRY				
Launceston	340	0	0	340
Northern	273	0	0	273
North West-West	224	320	0	544
North West-East	208	320	0	528
Sub Total Country	1,046	640	0	1,686
TOTAL	**3,940**	**820**	**0**	**4,760**
Northern Territory				
METROPOLITAN				
Darwin	161	0	75	236
Sub Total	161	0	75	236
COUNTRY				
Arnhem	241	72	100	413
Katherine	510	0	0	510
Barkly	32	0	0	32
Alice Springs	146	0	0	146
Sub Total	929	72	100	1,101
TOTAL	**1,090**	**72**	**175**	**1,337**
Total Australia				
Metropolitan	18,341	3,134	2,993	24,468
Country	11,079	1,740	529	13,348
Total	**29,420**	**4,874**	**3,522**	**37,816**