



FOOTBALL FOR WOMEN AND GIRLS IN MACARTHUR 2022 – 2027



FOREWORD



AS WE LOOK AHEAD TO ONE OF THE MOST EXCITING FOOTBALL EVENTS TO BRACE OUR SHORES, WE ARE PROUD TO UNVEIL OUR PLAN FOR THE WOMEN AND GIRLS GAME WITHIN OUR REGION.

As Chairman of the MFA, when I consider what hosting the 2023 FIFA Women's World Cup means, the first word that comes to mind is opportunity. From an MFA perspective, this is an opportunity we simply can not let slip. Our plan is designed to ensure we as a code capitalise on this once in a lifetime opportunity and convert general interest into life-long lovers of the Beautiful Game.

Female participation in our sport is the fastest growing segment, but still only represents 21% of our total registered players. Why can't this be 50%?

The introduction of Girls-only MiniRoos teams and leagues in 2019 is a simple initiative that has had a profound impact on the recruitment of young female players. The interest in our game is there and it is up to us – the Football Family – to ensure we are properly catering for the needs of women and girls. That is our primary focus.

We can't wait to get started.



DARCY LOUND

*Chairman
Macarthur Football Association*

IT IS AN EXCITING TIME FOR WOMEN'S FOOTBALL IN AUSTRALIA AND I AM HONoured TO HAVE BEEN A PART OF THIS STRATEGY BUILD.

The MFA have seen a rise in female participation, recording the Association's highest number of female registered players in 2021. It is vital that we keep this momentum going with a strong focus on ensuring our offerings meet the expectations and needs of women and girls. An Imperative focus of this strategy build was engaging with MFA member club administrators, players, coaches, and match officials. The consultation phase was comprehensive, and the pleasing outcome is that the strategy foundation has been created by the Macarthur Football Family.

A Framework comprising of initiatives across the three strategic pillars of Leadership, Participation and Pathways, the Football for Women and Girls in Macarthur Strategy is set to challenge our current thinking while strengthening our offerings to ensure we are the participation sport of choice for the women and girls in Macarthur.



HAYLEY TODD

*Director
Macarthur Football Association
Head of Women's Football
Football NSW*

STATE OF PLAY



- *Female participation at record numbers and on the rise*
- *Girls only MiniRoos has been a key initiative driving participation growth*
- *Greater development and representative opportunities for promising local talent*
- *The member clubs of Macarthur are well represented by Women in leadership and committee positions*

PARTICIPATION EXPERIENCE



STRATEGIC ISSUES

- *Attracting enough players to field a team*
- *Depth of Leagues*
- *Young girls playing up in age*
- *The transition from youth football to senior football*
- *Side-line commentary and behaviour*
- *Quality of coaching*
- *Club culture*
- *Appointment of Referees and Assistant Referees*
- *Behaviour towards referees*
- *Player injuries and injury management protocols*
- *Lack of diversity in participation options*
- *Lack of female friendly amenities at local venues*
- *Costs of representative programs*

OUR PILLARS



LEADERSHIP

Lead towards a unity of purpose

OUR FOCUS

Building capacity
Inspiring future leaders
Understanding our customers
Recognition & Celebration
Making volunteer jobs easier



PARTICIPATION

A growing sport enjoyed by all

OUR FOCUS

Improve depth & quality
of Association Football
Varying participation options
Expand & improve local facilities
Improve coaching standards
Address sideline behaviour
Develop quality referees



PATHWAYS

*Build generations of successful
players, coaches and referees*

OUR FOCUS

Provide a quality youth
development environment
Awareness, access and opportunities
Expanded quality coaching taskforce

LEADERSHIP PILLAR PRIORITIES



FOCUS ON

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STRATEGIES

- Develop greater understanding among clubs through resources and workshops
- Identifying and supporting women & girls for various training & development opportunities
- Celebrate Women's Football with events & initiatives during FFW and beyond
- Upgrade our competition operating systems and processes
- Tailored digital and social marketing to communicate & connect with our female customers



PARTICIPATION PILLAR PRIORITIES



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MINIROOS PRIORITIES

- Grow MiniRoos Girls-only teams and Leagues
- Grading MiniRoos properly and regrading MiniRoos as necessary sooner in the season
- Facilitate collaboration between clubs to fill team vacancies
- Further modifying MiniRoos Girls football playing formats
- Implement MiniRoos For Girls introductory programs as required
- Work with the Bulls and WSW to promote the game to girls in schools



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YOUTH & SENIOR PRIORITIES

- Collaborate with neighbouring associations to strengthen our youth Division One leagues
- Expand modified Football (eg; 9 v 9) beyond U11
- Targeted referee recruitment campaigns in Wollondilly
- Continue to target girls for skill development programs
- Introduce social women's leagues and programs
- First-aid officers to be introduced



PARTICIPATION PILLAR PRIORITIES



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FACILITY PRIORITIES

- Lynwood Park Football Centre: Secure funding to deliver upgrades to the Lynwood Park precinct
- Work with the Picton Rangers and Wollondilly Shire Council on the design of the Picton Showground (Fairleys Road)
- Identify facilities which require urgent improvements to better cater for women and girls
- Work with our clubs and partners to complete plans and secure funding to upgrade existing facilities
- Secure new fields in Willowdale, Bardia, Wilton South East, and Marylands to keep pace with the demand and service our growing community



Fact: 83% of venues in Macarthur do not provide change rooms for all genders (Facility Audit 2019)

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COACHING PRIORITIES

- Improving access to and inclusivity of coaching courses
- Develop a workforce that can provide assistance at local club training sessions (club visits, mentoring)
- Deliver easy access online services, such as session plans and video content
- Deliver coach-the-coach workshops
- Establish a Female Coach Development Program



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REFEREES PRIORITIES

- Increasing awareness about the impact of abuse
- Zero tolerance
- Targeted referee recruitment campaigns in Wollondilly, and with Wollondilly-based clubs
- Improve affordability to become and remain a referee
- Ensure referees are aware of reporting processes and are confident to report incidents that are not in the spirit of our game
- Mentoring young female game leaders and referees
- Exit interviews with female referees that are discontinuing



PATHWAYS PILLAR PRIORITIES



PATHWAYS PILLAR PRIORITIES



FOCUS ON

Provide a quality youth development environment

Awareness, access and opportunities

Expanded quality coaching taskforce

STRATEGIC ISSUES

- Connection between the professional, semi-professional game and grassroots
- Process of talent identification limited to trials
- Registration costs for representative programs
- Quality (and quantity) of suitable coaches
- Quantity and quality of players (unable to fill spots across representative teams)

INITIATIVES

- Promote the player pathway
- Recognise and celebrate the clubs that produce representative players
- Supplementary player development programs, including M-SAP
- Work with local clubs and club coaches to identify potential representative players
- Improve access to WNPL reps for the local football community



KEY OUTCOMES



INCREASING PARTICIPATION IN FOOTBALL BY WOMEN & GIRLS

15,290 Female Association players over 5 years, including 6,500 MiniRoos girls. Achieved by delivering

- *Improved depth and quality of Association Football.*
- *Safe, welcoming, and inclusive Football Clubs and Facilities.*
- *Improved coaching standards.*

9,750 social female players, achieved by delivering flexible, modified playing options.



Total Female Players in 5 year period: 25,040

KEY OUTCOMES



INCREASING THE NUMBER OF WOMEN HOLDING KEY DECISION-MAKING POSITIONS BY:

- *By building confidence and capacity among Women and Girls*
- *Profiling and celebrating Women and Girls*
- *Identifying and investing in talent*

MEASURING SUCCESS



- *Positive sentiment score among members, participants, and stakeholders*
- *Team nominations year on year*
- *Player, coach, and referee registrations year on year*
- *Social Football participants registrations year on year*
- *Programs, events, and other opportunities delivered*
- *Award nominations and winners*
- *Star-rated clubs and improvements in ratings*
- *Club visits conducted*
- *Engagement in development opportunities*
- *Overall club health*
- *Digital impressions*
- *Facility upgrades*
- *Success stories*
- *Female retention*

FOOTBALL FOR WOMEN AND GIRLS IN MACARTHUR SUMMARY 2022 – 2027



PURPOSE

“Administer, promote, develop and provide an accessible game for all within a framework of sound and ethical practise”

VISION

“The sport enjoyed more than any other across the Macarthur region”

OUR PILLARS

KEYS TO SUCCESS

Partnerships for the good of the game

Skilled workforce

Knowledge led

Financial acumen

Community & member focussed

Driven by what's best for the game

LEADERSHIP

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PATHWAYS

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OUR FOCUS

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Awareness, access and opportunities

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OUR VALUES

Passion | Respect | Integrity | Transparency | Inclusive | Performance



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