



CLUB CHANGER
Club Development Program

PROGRESSING THROUGH CLUB CHANGER



**WELCOME
CLUB CHANGERS**

**THANK YOU
FOR JOINING US**

ACKNOWLEDGMENT OF COUNTRY

Australia acknowledges Aboriginal and Torres Strait Islander peoples as the first inhabitants of the land now referred to as Australia and that sovereignty was never ceded.

We proudly embrace First Nations peoples and cultures as an integral foundation of who we are and our identity as a national and global sport.

We respectfully acknowledge all Aboriginal and Torres Strait Islander peoples, cultures, and communities as the Traditional Custodians of the land, skies and seas.

We extend this respect and acknowledgement to First Nations elders past and present as we continue to cherish their guidance and wisdom toward the continuation of educational, spiritual, and cultural practices of Aboriginal and Torres Strait Islander peoples.



WEBINAR OVERVIEW

WEBINAR

PROGRESSING THROUGH CLUB CHANGER



GRACE LAMBOURNE
National Program
Manager – Club
Development



MADDISON KAMOLINS
National Program
Coordinator – Club
Development

CLUB CHANGER OVERVIEW

Club Changer: A Pathway to Stronger, Safer, more Inclusive Football Clubs



1400 Clubs across Australia. 9 MF Program Managers. National Network



**Womens & Girls
Growth & Development
Welcoming & Inclusive**



**Safeguarding
Club Culture
Retention**



**Club Champions
Leading the Way
Flagship Clubs**

Since starting Club Changer have been embedding a more inclusive culture, particularly around gender equity. We've reviewed our policies, introduced more female-friendly programs, and taken practical steps to ensure women and girls feel welcome—from improving access to suitable change rooms, to actively recruiting coaches and committee members.

- Adelaide Olympic FC, FSA

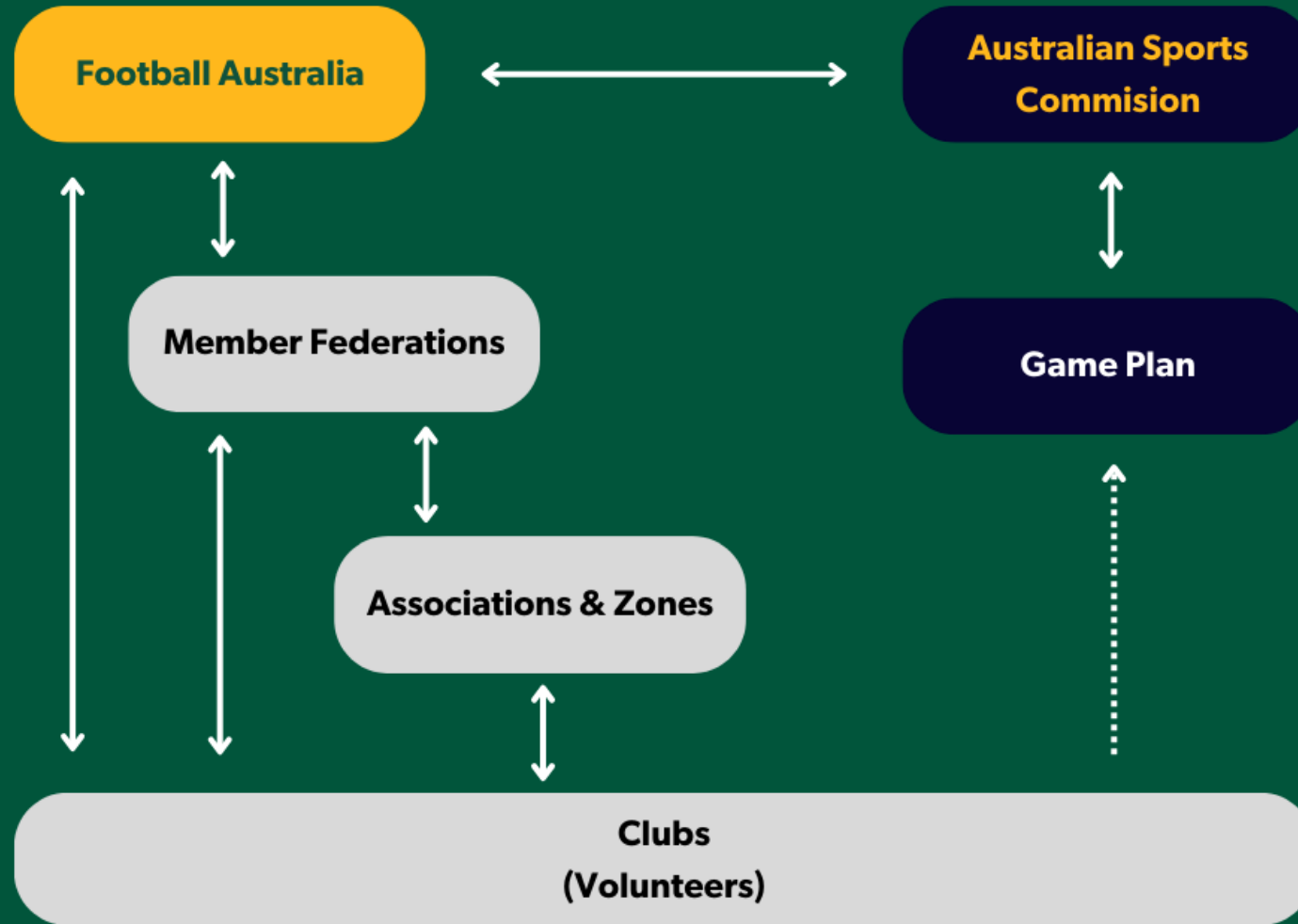
Overall, it has been incredibly valuable in guiding our club's growth and structure. The resources and support provided have helped us streamline our programs, especially in developing pathways for junior players and increasing inclusivity.

- Western Eagles FC, FV

NATIONAL SUPPORT



**CLUB
CHANGER**
Club Development Program



CLUB OF THE MONTH

This June, nine football clubs from all corners of Australia have been celebrated as Club Changers of the Month for their incredible work in safeguarding.

Their collective efforts are making football safer, more welcoming, and more inclusive—and they're setting the standard for others to follow

Campbelltown City Leads the Way as Club Changer Club of the Month – Celebrating Safeguarding



Altona East Phoenix SC Named Club of the Month for Excellence in Safeguarding, Inclusion, and Community Impact



To further enhance safeguarding, the club appointed a qualified Member Protection Information Officer (MPIO), with professional skills well-aligned to the role. The MPIO has been introduced via seminars, the club's website, and social media. A dedicated safeguarding section has been added to the club's website, offering direct contact details, relevant policy links, and educational resources from Capital Football, Football Australia, and Play by the Rules. A dedicated email inbox has also been established to manage enquiries and feedback confidentially and efficiently.

AFC GRASSROOTS DAY

Altona East Pheonix Soccer Club, Football Victoria were awarded the first Club Changer 3 Star Status in Australia!

The club have delivered on their 2 Star Action plan, demonstrating their commitment to safeguarding and creating a welcoming fun & safe culture for their community.

As recognition for this achievement they were selected to be celebrated for AFC 2025 Grassroots Football Day.

Video can be found in
the link below:

[**CLICK HERE**](#)



HOW TO ACHIEVE 1 STAR



1 Completion of Club Affiliation with the Member Federation

2 Complete Game Plan Club Profile Complete the Our Game: Women & Girls in Football Module on Game Plan

3 Complete the Our Game: Women & Girls in Football 1-Star Action Plan

- *Action Plan templates are available through Member Federation Program Manager or directly through contacting:*
clubchanger@footballaustralia.com.au

4 Share and discuss the Action Plan with Member Federation Program Manager - Club Development

| # | OBJECTIVE | ACTIONS | TIME SCALES | RESPONSIBILITY | RESOURCES REQUIRED | TARGET | REVIEW |
|---|-----------|---------|-------------|----------------|--------------------|--------|--------|
| 1 | | | | | | | |
| 2 | | | | | | | |
| 3 | | | | | | | |
| 4 | | | | | | | |



CLUB CHANGER
Club Development Program AFC'S BEST GRASSROOTS PROGRAM IN ASIA 2024

HOW TO ACHIEVE 2 STAR



- 1 Must hold a valid 1 Star Status (1 Star renewal may be required)
- 2 Club to complete Safeguarding module
- 3 Club to complete Safeguarding Webinar (full attendance is required)
- 4 Club to complete 3 additional modules
 - Modules to be completed with 18 months of applying for 2 Star
- 5 Completion of 2 Star Submission Document
 - Part 1: Assessment to Progress (demonstration of implementation of W&G Action Plan)
 - Part 2: Modules Completed date & maturity
 - Part 3: 2 Star Action Plan
 - Action Plan addresses Safeguarding & additional modules

1-STAR CLUB ASSESSMENT TO PROGRESS TO 2-STAR STATUS

| # | OBJECTIVE | ACTIONS TAKEN | DATE | PHOTODOCUMENTATION |
|---|---|---|-----------------------|--------------------|
| 1 | Review number of female players | Started 2023/24 F1 program, recruiting 20 new young female players. | 1st November 2023 | |
| 2 | Gender Equity on the Committee | 50% representation on the general committee was achieved and supported with Action Committee meeting every 6 weeks and 1st. | September to December | |
| 3 | Female Only Coaching Course - 60% | 1st and 2nd F1's representation of interest for a female-only coaching course. Applied to support to run an online-only coaching course and was successful. | 1st - May 2023 | |
| 4 | Female Player to attend 1 Licence Coaching Course | 1st and 2nd F1's representation of interest for a female-only coaching course. Applied to support to run an online-only coaching course and was successful. | April 2023 | |
| 5 | On Site Program | During the Winter 2023/24, ran a On Site Program every Wednesday for 4 weeks on average 4 girls per session. | 27th July - 27th Aug | |

2 STAR MODULES










| # | MODULE | DATE COMPLETED |
|---|-------------------------|----------------|
| 1 | Infrastructure | 14/03/2024 |
| 2 | Mandatory: | 7/12/2023 |
| 3 | Safeguarding | Excellent |
| 4 | Diversity and Inclusion | 24/05/2023 |
| 5 | Governance | 24/05/2023 |
| 6 | Infrastructure | 1/09/2023 |
| 7 | | Developed |



2 STAR ACTION PLAN

| # | OBJECTIVE | ACTIONS TAKEN | TIME SCALE (Years) | RESPONSIBILITY (Name) | RESOURCES REQUIRED | TARGET | REVIEW |
|---|----------------|---|------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 | Infrastructure | 1. Review and update the club's infrastructure. 2. Review and update the club's infrastructure. 3. Review and update the club's infrastructure. | 1st Jan 2024 - 31st Dec 2024 | Infrastructure Committee | Infrastructure Committee | Infrastructure Committee | Infrastructure Committee |
| 2 | Governance | 1. Review and update the club's governance. 2. Review and update the club's governance. 3. Review and update the club's governance. | 1st Jan 2024 - 31st Dec 2024 | Governance Committee | Governance Committee | Governance Committee | Governance Committee |
| 3 | Infrastructure | 1. Review and update the club's infrastructure. 2. Review and update the club's infrastructure. 3. Review and update the club's infrastructure. | 1st Jan 2024 - 31st Dec 2024 | Infrastructure Committee | Infrastructure Committee | Infrastructure Committee | Infrastructure Committee |
| 4 | Governance | 1. Review and update the club's governance. 2. Review and update the club's governance. 3. Review and update the club's governance. | 1st Jan 2024 - 31st Dec 2024 | Governance Committee | Governance Committee | Governance Committee | Governance Committee |

EVIDENCE TO PROGRESS 2 STAR



| 1 STAR CLUB ASSESSMENT TO PROGRESS TO 2 STAR STATUS | | | |
|--|--|--|--|
| Club Name: _____ | | | |
| Objective | Action Taken | Date | Photos/Documentation |
| Apply for Growing Football Fund. | Applied for grants and successfully secured funding to upskill coaches in first aid and CPR | Nov 2023- received March 2024 |  GFF Community Grant Funding Lette |
| Infrastructure Upgrades | In conversations around a Masterplan for multiple locations across the Sutherland shire and have actively supported association clubs with council communication and grant application support. | Ongoing- support clubs with grant applications |  Como Jannali Clubgrants Grant  Menai Level Playing Field Grant Letter  Como Jannali Level Playing Field Grant  Seymour Shaw Park 2023 12 15 23-072W  Draft Masterplan.PCSeymour Shaw Stag  Draft MasterPlan- Monda |
| Promote Female Leadership opportunities within the clubs | Communications to clubs were sent around the current legacy funding available as well as promotion to the referees association. SSFA Operations Manager partook in the Game Changer Womens in Leadership program also. | |  FW Grant Update - February.msg  FW Growing Football Fund - Ope |

| 1 STAR CLUB ASSESSMENT TO PROGRESS TO 2 STAR STATUS | | | |
|--|---|--|--|
| Club Name: _____ | | | |
| Objective | Action Taken | Date | Photos/Documentation |
| EC: Increase number of female players | - Started MiniRoos KO program, recruiting 20 new young female players - Ran a Go Girls program, resulting in 10 new registered players for youth girls teams in 2024 | - Continuation of MiniRoos KO - Go Girls program every Saturday from 28 Oct '23 - 2 Dec '23 | |
| Incorporate a Female Football Strategy into our Club Strategy with focus on: Retention and Attraction. | - Work with Phil Mason (business planning and grants consultant) to incorporate women into strategy. - Use FNSW resources via Game Changer | Approve and publish strategy by July 2023 | - Club strategy complete and approved by June 2023. Committee frequently referenced for decision making and grant application. - Did not publicized strategy to members.  MVFC Business Plan affirmed 2023 AGM.d  Club-Charter V2.2.pdf |
| Engage with Female Football Week: 19 th - 28 th May | - Make 2 social media posts about our women's teams and pathways for young girls. - Open AAW training for all girls in Cub. | 19-28 May, 2023 | - Hosted inaugural all-club female football training during Female Football week, which attracted 45 players and was supported by 5+ coaches. - Parents and players were delighted with the event. - Social Media posts attracted 55 likes, 8 comments and 3 shares. - Leadership agreement that we will repeat in 2024. https://www.facebook.com/mossvalsooccerclub/ |

| 1-STAR CLUB ASSESSMENT TO PROGRESS TO 2-STAR STATUS | | | |
|---|---|--|----------------|
| # | OBJECTIVE | ACTIONS TAKEN | DATE |
| 1 | Appoint a Female Ambassador | - Our Club approached two female team managers of our football club. - Betty Klonaris and Helen Weaver accepted the position and helped in the creation of the Green Gully U13 girls team and helping strengthen the girls program and culture at the club. | 23/22/23 |
| 2 | Promote Female Football Week May 19th to May 28th | - Our club missed the opportunity to promote female football week last year but have already planned social media posts and activities for this years female football week from the 3 rd of May to the 12 th of May - We have planned to have our U13 girls team walk out with the senior men team and play small sided games at HT. - A seminar with a guest speaker - Social media content posted in FFV getting to know the girls team | 26/3/24 |
| 3 | Obtain x20 MiniRoos girls across different teams (mixed or girls only) | - We expressed interest April 4 2023 via social media platforms - We ran a free training program throughout the middle stages of 2023 - We used players from these training sessions to build the U13 girls team. - We also advertised on our socials to gather interest in the team. - We have 14 girls in our U13 girls team, one in our U9W team & three girls in our CUBS program. | 4/4/23- 7/1/23 |
| 4 | Election of a sub-committee to involve Mums to lead and drive women and girls Program with Barrie | - Club has appointed two club champions instead of electing a sub-committee | |
| 5 | Create a women and girls football strategy | 1. Questionnaire to all families to better the female football space at OSSC on 34/24 2. Using this data and the help of the general manager to help develop a female strategic plan for 5 years time. | December 2023 |

| 1-STAR CLUB ASSESSMENT TO PROGRESS TO 2-STAR STATUS | | | |
|---|--|--|--|
| # | OBJECTIVE | ACTIONS TAKEN | DATE |
| 1 | EC: Increase number of female players | - Started MiniRoos KO program, recruiting 20 new young female players - Ran a Go Girls program, resulting in 10 new registered players for youth girls teams in 2024 | - Continuation of MiniRoos KO - Go Girls program every Saturday from 28 Oct '23 - 2 Dec '23 |
| 2 | Go Soccer Mums | Running Go Mums successfully since March 23. Various deliverers appointed and completed the Go Mums training with FV-Speak to George at FV Women's department. This information can be sourced by FV also. Outcome: Go Mums going strong, a few have moved into senior team and also participated in F7. Have a dedicated Go Mums coordinator for the team. | Began March 2023 |
| 3 | Increase Women and Girls Participation | Created flyer a general flyer and one specifically for Go Girls and sent to various schools in the local community. We organized a soccer lunch time session on 26/5/23 at 1.30pm with Yarraville West Primary schools. Organised with their sports coordinator, Simone. Flyers were handed out after the session. The session was delivered by 2 players from U16 girls and TD. We posted Insta & FB stating no fees for senior women to attract more senior women to the club. There has been various social media posts directed at females to help increase numbers. Outcome: as per above created an additional girls U12 team. Overall we have a Sn Women's team, U17/18 girls, 2 U12 girls, U8 girls & 2 U7 girls, total of 7 teams exceeding our target | All throughout 2023 and continue in 2024 |



CLUB CHANGER
Club Development Program AFC's BEST GRASSROOTS PROGRAM IN ASIA 2024

RENEWING YOUR STAR STATUS

1 Star Renewal

**Annual renewal for clubs at 1 Star Status*

- Recompletion of Women & Girls in Football Module
- Review of previous year action plan
- Creation of renewed action plan
- Submit to Member Federation Program Manager

2 Star Renewal

**Annual renewal for clubs that have achieved 2 Star status*

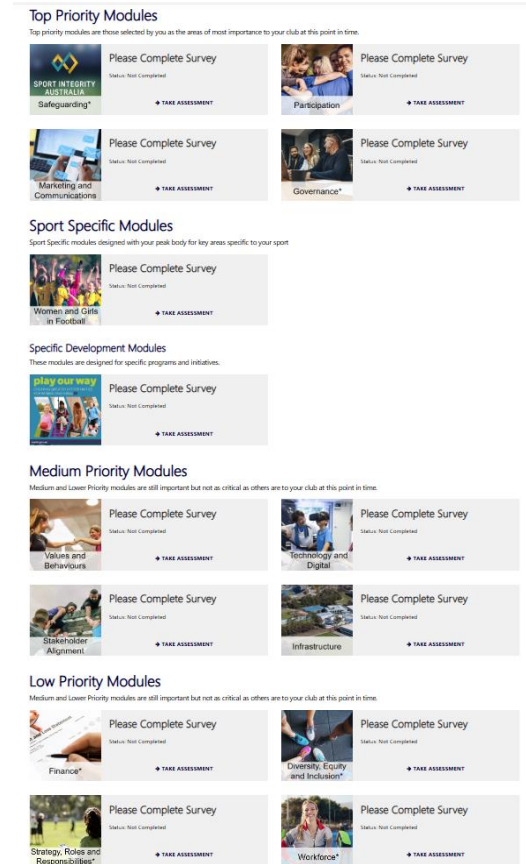
- Recompletion of Women & Girls in Football Module
- Recompletion of Safeguarding Module
- Review of 2 Star Action Plan
- Creation of renewed action plan
- Submit to Member Federation Program Manager



HOW TO ACHIEVE 3 STAR



- 1** Achieved 2 Star Status and demonstration on 2 Star Action Plan
 - *Must hold 2 Star Status for 12 months before eligible for 3 Star*
- 2** Completion of all required modules on Game Plan
- 3** Modules to be completed within 12 months of applying for 3 Star
- 4** Complete 3 Star Submission Document
 - Part 1: Assessment to Progress
 - *Demonstration of implementation of 2 Star Action Plan*
 - Part 2: Modules Completion date & maturity
 - Part 3: 3 Star Action Plan
 - *Action Plan covers variety of topics covered in the modules completed Safeguarding & additional modules*



CLUB CHANGER
Club Development Program AFC's BEST GRASSROOTS PROGRAM IN ASIA 2024

2 & 3 STAR: HOW TO



| # | OBJECTIVE | ACTIONS | TIMESCALES | RESPONSIBILITY | RESOURCES REQUIRED | TARGET | REVIEW |
|---|--|--|---|--|---|---|--|
| 1 | Attract and educate Coaches and referees. When coaching opportunities arise, we aim to provide coaching opportunities to women first to increase their opportunities in assist coach, coaching and referee roles. | <ol style="list-style-type: none"> 1. Register club for the FV CCC (Club Coach Coordinator) Coaching workshop. Leandro to introduce club to the CCC team. For more info: CCC Football Victoria 2. Book in and promote a grassroots coaching course to encourage women to participate (for preseason 2024). 3. Run a Level 4 Cert referee program for young women and women in our community | <p>Based on coaching appointments to be made.</p> <p>OCT 2023</p> <p>OCT 2023</p> | <p>Margo Fox</p> <p>Margo Fox</p> <p>Margo Fox</p> | <ul style="list-style-type: none"> • Club Social media accounts • Field availability • Training Equipment • Volunteers | <ul style="list-style-type: none"> • 5-10 x people attending the free session • 3 x new coaches for Women & Girls teams | At nominated milestones dates and/or Committee Meeting |
| 2 | Activate schools' sessions to increase participation in football. Attend a school PE session. | <ol style="list-style-type: none"> 1. Liaise with local school/high-schools (Eltham High/St Helena/Eltham East/Eltham Primary) to run the sessions in conjunction with FV and engage with our coaches to participate 2. Advertise through school newsletters for girls programs | <p>AUG-OCT 2023</p> | <p>Technical Directors</p> <p>Margo Fox</p> | <ul style="list-style-type: none"> • Merchandise (drink bottle, soccer ball, cap etc) • Training Equipment • Coaching staff | <ul style="list-style-type: none"> • 1-2 sessions delivered in 2024 • 20-30 x players attending each session • Newsletters with ERFC content every quarter | At season completion |
| 3 | Develop a female program strategy to better support the development of our players. | <ol style="list-style-type: none"> 1. Conduct a review of technical leadership, management and engagement for our female program (MiniRoos, Juniors, Seniors, NPL). | OCT-NOV 2023 | Gabby Montagnese | <ul style="list-style-type: none"> • Executive Committee access | <ul style="list-style-type: none"> • Defined strategy moving into 2024. | NOV |
| 4 | Run summer social programs post the FIFA Women's World Cup Australia & New Zealand 2023™ to accommodate and retain new players to the game | <ol style="list-style-type: none"> 1. Run a Go Soccer Mums program and participate in a Go Soccer Mum's competition 2. Investigate the interest for WFF7 3. Run a Spring Go Girls program | AUG-OCT 2023 | Margo Fox | <ul style="list-style-type: none"> • Social media accounts • Local schools/uni newsletters • Design software (Canva) • Field availability • Training Equipment • Coaching staff | <ul style="list-style-type: none"> • 15 players x registered for the Go Girls program • 20 players x registered for Go Soccer Women program | DEC 2023 |

Original Action Plan of a club wanting to progress



CLUB CHANGER
Club Development Program AFC's BEST GRASSROOTS PROGRAM IN ASIA 2024


2 & 3 STAR: HOW TO



| # | OBJECTIVE | ACTIONS | TIMESCALES | RESPONSIBILITY | RESOURCES REQUIRED | TARGET | REVIEW |
|---|--|---|--|--------------------------------------|--|---|--|
| 1 | Attract and educate Coaches and referees. When coaching opportunities arise, we aim to provide coaching opportunities to women first to increase their opportunities in assist coach, coaching and referee roles. | 1. Register club for the FV CCC (Club Coach Coordinator) Coaching workshop. Lead into introduce club to the CCC team. For more info: CCC Football Victoria 2. Book in and promote a grassroots coaching course to encourage women to participate (for preseason 2024). 3. Run a Level 4 Cert referee program for young women and men in our community | Based on coaching appointments to be made. OCT 2023 OCT 2023 | Margo Fox Margo Fox | • Club Social media accounts • Field availability • Training Equipment • Volunteers | • 5-10 x people attending the free session • 3 x new coaches for Women & Girls teams | At nominated milestones dates and/or Committee Meeting |
| 2 | Activate schools' sessions to increase participation in football. Attend a school PE session. | 1. Use with local school/high-schools (Eltham High/Eltham/Eliham East/Eltham Primary) to run the sessions in conjunction with FV and engage with our coaches to participate 2. Advertise through school newsletters for girls programs | AUG-OCT 2023 | Technical Directors Margo Fox | • Merchandise (drink bottle, soccer ball, cap etc) • Training Equipment • Coaching staff | • 1-2 sessions delivered in 2024 • 20-30 x players attending each session • Newsletters with ERFC content every quarter | At season completion |
| 3 | Develop a female program strategy to better support the development of our players. | 1. Conduct a review of technical leadership, management and engagement for our female program (MiniRoos, Juniors, Seniors, NPL). | OCT-NOV 2023 | Gabby Montagnese | • Executive Committee access | • Defined strategy moving into 2024. | NOV |
| 4 | Run summer social programs post the FIFA Women's World Cup Australia & New Zealand 2023™ to accommodate and retain new players to the game | 1. Run a Go Soccer Mums program and participate in a Go Soccer Mums competition 2. Investigate interest for WFF 3. Run a Spring Go Girls program | | | | | |

Copy & Paste the objective section from your previous Action Plans.

This does not mean you can't add additional achievements or other objectives your clubs decided to work on.


CLUB CHANGER
 Club Development Program

Club Name:

1-STAR CLUB ASSESSMENT TO PROGRESS TO 2-STAR STATUS

| # | OBJECTIVE | ACTIONS TAKEN/ OUTCOMES | DATE | PHOTOS/DOCUMENTATION |
|---|---------------------------------------|--|--|---|
| 1 | EG. Increase number of female players | Started MiniRoos KO program, recruiting 20 new young female players - Ran a Go Girls program, resulting in 10 new registered players for youth girls' teams in 2024 | - Continuation of MiniRoos KO Go Girls program every Saturday from 28 Oct '23 – 2 Dec '23 | - Please add any supporting advertisement tiles, links, documents, and club stats that would be relevant to the actions taken |
| 2 | | | | |
| 3 | | | | |
| 4 | | | | |














FOOTBALLAUSTRALIA.COM.AU/CLUBCHANGER
 #CLUBCHANGER

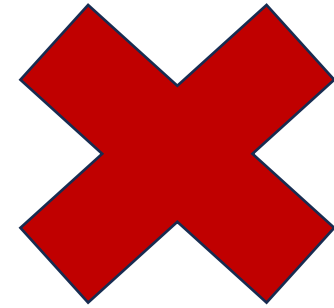


CLUB CHANGER
Club Development Program ATC's BEST GRASSROOTS PROGRAM IN ASIA 2024

2 & 3 STAR: HOW TO



| 1-STAR CLUB ASSESSMENT TO PROGRESS TO 2-STAR STATUS | | | | |
|---|--|--|---|---|
| # | OBJECTIVE | ACTIONS TAKEN | DATE | PHOTOS/DOCUMENTATION |
| 1 | Attract and educate Coaches and referees. When coaching opportunities arise, we aim to provide coaching opportunities to women first to increase their opportunities in assist coach, coaching and referee roles. | <ol style="list-style-type: none"> 1. Register club for the FV CCC (Club Coach Coordinator) Coaching workshop. Leandro to introduce club to the CCC team. For more info: CCC Football Victoria 2. Book in and promote a grassroots coaching course to encourage women to participate (for preseason 2024). 3. Run a Level 4 Cert referee program for young women and women in our community | <ul style="list-style-type: none"> • Go Girls ran in Spring 2023 • The referee program ran in 2023 |   |
| 2 | Activate schools' sessions to increase participation in football. Attend a school PE session. | <ol style="list-style-type: none"> 1. Liaise with local school/high-schools (Eltham High/St Helena/Eltham East/Eltham Primary) to run the sessions in conjunction with FV and engage with our coaches to participate 2. Advertise through school newsletters for girls programs | <ul style="list-style-type: none"> • 3 school holiday programs have been delivered in line with the Victorian School Term |      |
| 3 | Develop a female program strategy to better support the development of our players. | <ol style="list-style-type: none"> 1. Conduct a review of technical leadership, management and engagement for our female program (MiniRoos, Juniors, Seniors, NPL). | <ul style="list-style-type: none"> • TD appointed early 2024 • Elite Development July and September 2024 |     |
| 4 | Run summer social programs post the FIFA Women's World Cup Australia & New Zealand 2023™ to accommodate and retain new players to the game | <ol style="list-style-type: none"> 1. Run a Go Soccer Mums program and participate in a Go Soccer Mum's competition 2. Investigate the interest for WF7 3. Run a Spring Go Girls program | <ul style="list-style-type: none"> • Go Girls late September • Go Soccer Women started in Spring 2023 and is running through until November 2024. |   |



'Actions Taken' column is not a copy and paste area of what was in the original Action Plan's 'Actions' column



CLUB CHANGER
Club Development Program AFC'S BEST GRASSROOTS PROGRAM IN ASIA 2024

2 & 3 STAR: HOW TO



1-STAR CLUB ASSESSMENT TO PROGRESS TO 2-STAR STATUS

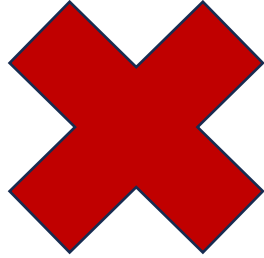
| # | OBJECTIVE | ACTIONS TAKEN | DATE | PHOTOS/DOCUMENTATION |
|---|--|---|---|--|
| 1 | Attract and educate Coaches and referees. When coaching opportunities arise, we aim to provide coaching opportunities to women first to increase their opportunities in assist coach, coaching and referee roles. | <ul style="list-style-type: none"> We ran 2 all-female referee programs at our main pitch in 2023 to encourage more women to referee. We expanded interest out to the whole community (not just Redbacks members) to We increased female coaches to 8% from 5%, with 7 women now coaching across a number of our programs Investigated character strengths programs to run in 2025 | <ul style="list-style-type: none"> Go Girls ran in Spring 2023 The referee program ran in 2023 |   |
| 2 | Activate schools' sessions to increase participation in football. Attend a school PE session. | We ran a school holiday program for U8-U16 players which attracted a large number of girls new to football who have expressed interest in playing at a club next season. The program was developed by our Technical Director and delivered by NPL coaches, including a female coach from our senior women's program. The program offered girls only teams and an opportunity to play mini games against same age boys. | <ul style="list-style-type: none"> 3 school holiday programs have been delivered in line with the Victorian School Term |  |
| 3 | Develop a female program strategy to better support the development of our players. | <ul style="list-style-type: none"> We appointed a new Technical Director with specific experience of girls programs from premier league clubs in the US and UK. His experience has helped shape a robust coaching, training and development program for all age groups. We developed an Elite Development program for boys and girls ensuring that girls could train and play with other girls. We applied for an NPL licence to provide us with more pathways for girls. We have recently delivered an insights session from the Philippines Head Coach, Mark Torcaso and Western United midfielder Alana Cernie to share their thoughts on resilience, identity, managing anxiety and confidence. We encourage our younger players to mascot for our senior and reserve women, giving them free hot chips vouchers at the canteen Some coaches will invite their teams to the Senior Women games We participate in Female Football Week. | <ul style="list-style-type: none"> TD appointed early 2024 Elite Development July and September 2024 |    |
| 4 | Run summer social programs post the FIFA Women's World Cup Australia & New Zealand 2023™ to accommodate and retain new players to the game | <ul style="list-style-type: none"> We are planning for our 3rd Go Girls program in 2024. Our Go Girls program is delivered by a Reserves Women player and assist coached by an U15's player each season. Both roles are paid, demonstrating our commitment to young women developing off pitch football career options. We ran 2 cycles of Go Soccer Women (also known as Go Soccer Mums) in 2023 and have continued with 3 more cycles in 2024. We approached Manningham Football Club for a friendly Go Soccer match, and we will also register our team in the Go Soccer Mums tournament in November 2024 | <ul style="list-style-type: none"> Go Girls late September Go Soccer Women started in Spring 2023 and is running through until November 2024. |   |



Actions Taken column is an area to reflect on:

- How you achieved the objective
- Why you couldn't achieve it
- If you did something in place of the original plan

2 & 3 STAR: HOW TO



DON'T just have “We ran this”

DON'T not include objectives because the club didn't meet them

DON'T just link generic club social media pages or website



DO explain outcomes or impacts

DO include objectives that could not be completed – touch on “why”, “what was done instead” or “want to follow up in future/ in new AP”

DO link specific posts, adverts or pages on the clubs social media or website

DO put in anything additional that is relevant, they are proud of and want to highlight



CLUB CHANGER
Club Development Program APC's BEST GRASSROOTS PROGRAM IN ASIA 2024

WHATS COMING UP...

1

GFF- Injury Prevention (Coaches)

5th August 7.30pm

2

National Volunteer Focus Group

12th August 7pm

3

Safeguarding Webinar

19th August 7pm

4

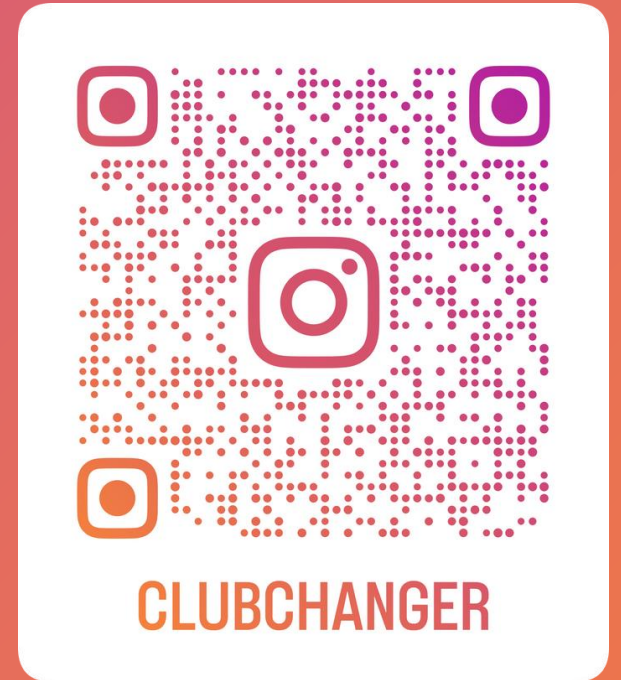
Safeguarding Webinar

2nd October 7pm



CLUB CHANGER
Club Development Program AFC'S BEST GRASSROOTS PROGRAM IN ASIA 2024

**FOLLOW US
ON INSTAGRAM**



THANK YOU – Q&A



CLUB CHANGER
Club Development Program