

FEMALE FOOTBALL WEEK

OUR
GAME

WHAT IS FEMALE FOOTBALL WEEK?

Female Football Week (FFW) is a nationwide initiative that looks to recognise and celebrate the contributions of women and girls in football, highlighting the important role they play across all parts of the game.

In addition to celebrating the awesome women in football, FFW is also a great opportunity for clubs to attract new women and girls to the sport, leveraging the additional activities and initiatives that Football Australia and Member Federations will put on across the week.

Clubs are highly encouraged to participate in FFW, with marketing collateral all readily available via www.ourgameaus.com.au.

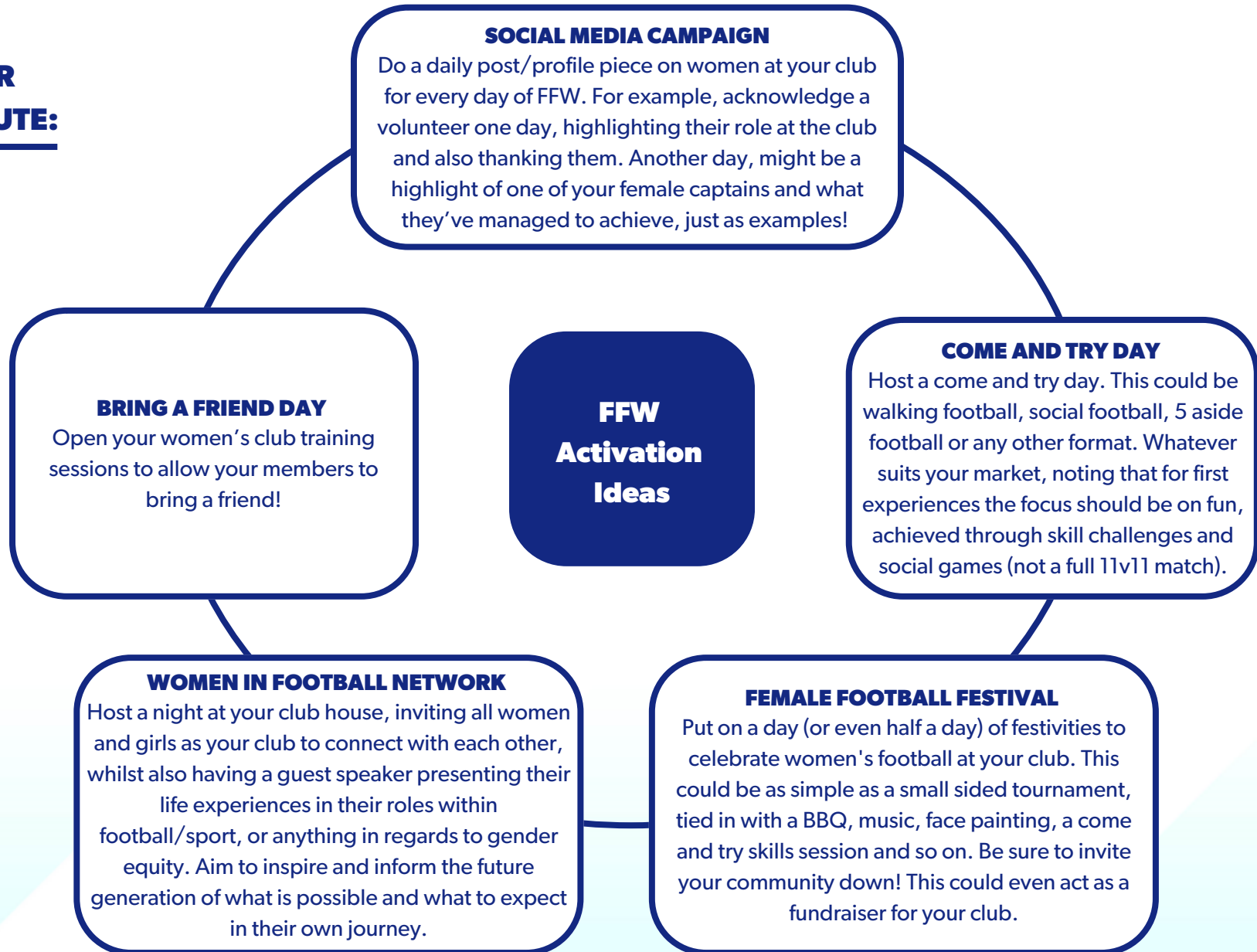


FEMALE FOOTBALL WEEK



GAME CHANGER
Club Development Program

FIVE SIMPLE ACTIVITIES YOUR CLUB CAN EXECUTE:



ADDITIONAL INITIATIVES

SENIOR TEAMS COACHING JUNIORS

- Connect your senior team with the junior teams by having them run the training session for that week.

OPEN TRAINING SESSIONS

- Host an open training session with senior or first grade teams
- Invite your younger players to this session to either watch or train alongside the senior players in your club.

WOMEN AND GIRLS SHOWCASE/ FEMALE FOOTBALL ROUND

- All Women and Girls teams to play on the club's main pitch (MiniRoos-AAW).

EXHIBITION MATCH

- A game designed to be a one-off event, often to raise funds for charity or awareness
- Can be a "celebrity match" with former professionals, local personalities or a Players vs Parents match etc.

3V3 KNOCK-OUT COMPETITION

- Girls-Only mini tournament internally (or bring a friend).

WALKING FOOTBALL OPEN SESSION

- Run a free and open session for the Walking Football program, targeting older women in your community to come down and have a kick.

GAME DAY MASCOTS

- Have your MiniRoos or any other junior girls walk out with your senior team/s.

KICK-ON FOR WOMEN OPEN SESSION

- Open session for the Kick-On for Women program in which they will play 4 x 10-minute quarters
- For all females aged 16+ that are wanting to try football for the first time or return to the game after some time off.

COMMUNITY FEMALE COACHES WORKSHOP

- Run a free Game Leaders course for females
- Be sure to invite your other female coaches along, so that new starters can connect with someone who is further along their journey.



ADDITIONAL INITIATIVES

NETWORKING AND AWARDS NIGHT

- Celebration night for women in your football clubs including volunteers, players, referees, and coaches
- Include a match of the round.

MINIROOS GALA DAY

- For registered players or children interested in giving football a go
- Fun day with a short training session/warm up game then onto small-sided games
- No winners or scores recorded with awards for participation or fair play.

PRIMARY SCHOOL GALA DAY

- Gala Day for primary aged students within 1 school or multiple in the area
- Encourage schools to bring students who want to try football for the first time.

HIGH SCHOOL GALA DAY

- Gala Day for high school aged students within 1 school or multiple in the area
- Encourage schools to bring students who want to try football for the first time.

