

# CIRCULAR



**Subject:** WAAFL WOMENS POST SEASON WORKSHOP

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**Audience:** Club Presidents, Club Secretaries

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| <b>Summary:</b><br>The WAAFL Women's Post Season Workshop will be conducted October 24th, 6.00pm – 7.30pm at the Outridge Hoft Room at Subiaco Oval. Enter via Gate 2 | <b>Action:</b> Attend the workshop & RSVP Below<br><br><a href="#">Click here to RSVP</a> |
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The WAAFL will be hosting a Senior Women's Post Season Review workshop for existing women's side.

## **AGENDA ITEMS**

2019 fixturing  
Rules & regulations  
Umpiring  
Uniforms  
Fees  
Nomination Process

## **NEW CLUBS**

New clubs who are interested in having a women's side in 2019 are invited to attend.

Senior Womens Team Nomination Criteria; If you wish to nominate a women's team in 2019 then please see the Senior Womens Team Nomination Criteria on page 2. This is a guide to assist you with your application.

The WAAFL acknowledges the heightened interest in womens football by WAAFL clubs but is also mindful to ensure womens football in the WAAFL is sustainable.

## SENIOR WOMENS TEAM NOMINATION APPLICATION

The Senior Womens Team Nomination Application process requires WAAFL clubs to outline how they would approach fielding a women's team across five key areas:

1. Strategic Relevance
2. Governance and Administration
3. Business Development
4. Football Operations
5. Broader Commitment to Womens Football

Your team nomination application to the WAAFL should use the following key areas as headings and answer the relevant questions.

| KEY AREAS                                    | QUESTIONS  |
|--|--|
| <b>Strategic relevance</b>                   | <ul style="list-style-type: none"> <li>• How would having a women's team align with your club's overall strategy?</li> <li>• What would your club do to help develop the WAAFL and women's football more broadly?</li> <li>• What experience has your club had with womens/girls football to date?</li> <li>• Please submit any other relevant information that may support your application.</li> </ul>   |
| <b>Governance and administration</b>         | <ul style="list-style-type: none"> <li>• How would a women's team be governed within your club and what leadership structure and personnel would you put in place? Please provide a top line summary of proposed roles and responsibilities including; <ul style="list-style-type: none"> <li>– Football department structure</li> <li>– Support from other areas of the club</li> </ul> </li> <li>• How would you use existing volunteers, players and others to provide experience, guidance and support to a women's team (and all the players, coaches and volunteers involved)?</li> </ul>  |
| <b>Business development</b>                  | <ul style="list-style-type: none"> <li>• How would you bring revenue into your club to either support or enhance the women's team through the form of fee structures, partnerships, sponsorships or other avenues?</li> <li>• What marketing, media and communications activities would you plan to do in support of your women's team?</li> <li>• What target markets would you plan to focus on to build a fan base for your women's team?</li> </ul>  |
| <b>Football operations</b>                   | <ul style="list-style-type: none"> <li>• How would your women's football program work alongside the current men's football operations? Including:</li> <li>• What experiences and philosophies would you be looking for in your women's Coach and what is your recruitment or appointment strategy?</li> <li>• How would you manage the ongoing development of players, coaches, volunteers and support staff involved with the women's team?</li> <li>• Where and how would you recruit players?</li> <li>• When and where will the womens team train?</li> <li>• What playing jumper design will the womens team have?</li> <li>• Outline the club's facility use to cater for mens and womens teams.</li> </ul> |
| <b>Broader commitment to womens football</b> | <ul style="list-style-type: none"> <li>• What else will the club do to support female engagement in football including participation, talent pathways, fans, coaches, administrators, board representation, etc?</li> <li>• What links does the club have with junior and other WAAFL clubs to create a female pathway?</li> </ul>   |