

CIRCULAR



Subject: 2018 SENIOR WOMENS TEAM NOMINATION APPLICATION

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Audience: Club Presidents, Club Secretaries

Summary: Where previously advised in Circular 03, 2017-18, team nominations for women's teams will now be a <u>separate application process</u> . Details of that process are outlined in this circular. The senior mens, colts and integrated football team nomination process will remain as an online process as in previous years.	Action: Note key dates.
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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.

The WAAFL will be considering senior womens team nominations from clubs who have completed the following:

1. Attended the Senior Womens Football Workshop, 6th February 2018
 2. Lodged a Senior Womens Team Nomination Application due 14th March 2018
 3. Field a team in the WAAFL Senior Womens Grading Carnival, 8th April 2018
- 1. Senior Womens Football Workshop, 6th February 2018,**
This workshop will guide WAAFL clubs in establishing long-term female-friendly clubs.
 - 2. Senior Womens Team Nomination Application, 14th March 2018**
The Senior Womens Team Nomination Application process requires WAAFL clubs to detail how they will approach establishing and maintaining a senior women's team. This written application is due to be lodged with the WAAFL by 4pm Wednesday 14th March 2018. Applications should be emailed to: arenshaw@wafc.com.au or mailed to WAAFL, PO Box 275, Subiaco 6904. The WAAFL will then assess each club's application to ensure there capacity and capability to field a senior women's team.
 - 3. WAAFL Senior Womens Grading Carnival, Sunday 8th April 2018**
Clubs intending to play senior womens in 2018 will need to play in this grading carnival.

KEY DATES

The following dates are provided as a guide and may be subject to change dependent on team nominations:

Senior Womens Football Workshop	Tues, 6 th February 2018
WAAFL Come n Try Carnival (AFLX Carnival)	Sat, 24 th February 2018
Womens team nominations close	Wed, 14 th March 2018
WAAFL Senior Womens Grading Carnival	Sun, 8 th April 2018
Season commencing	Sun, 29 th April 2018
Team re-grading (if required)	After round 3
Season concluding	Late July/Early Aug 2018

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
Strategic relevance	<ul style="list-style-type: none"> • How would having a women's team align with your club's overall strategy? • What would your club do to help develop the WAAFL and women's football more broadly? • What experience has your club had with womens/girls football to date? • Please submit any other relevant information that may support your application.
Governance and administration	<ul style="list-style-type: none"> • 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"> – Football department structure – Support from other areas of the club • 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)?
Business development	<ul style="list-style-type: none"> • 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? • What marketing, media and communications activities would you plan to do in support of your women's team? • What target markets would you plan to focus on to build a fan base for your women's team?
Football operations	<ul style="list-style-type: none"> • How would your women's football program work alongside the current men's football operations? Including: • What experiences and philosophies would you be looking for in your women's Coach and what is your recruitment or appointment strategy? • How would you manage the ongoing development of players, coaches, volunteers and support staff involved with the women's team? • Where and how would you recruit players? • When and where will the womens team train? • What playing jumper design will the womens team have? • Outline the club's facility use to cater for mens and womens teams.
Broader commitment to womens football	<ul style="list-style-type: none"> • What else will the club do to support female engagement in football including participation, talent pathways, fans, coaches, administrators, board representation, etc? • What links does the club have with junior and other WAWFL clubs to create a female pathway?