



NAB AFL AUSKICK ALL GIRLS COORDINATOR TOOLKIT



OVERVIEW

This document is a NAB AFL Auskick Coordinator resource outlining the best practice establishment and delivery of All-Girls NAB AFL Auskick offerings.

As part of the Women & Girls Game Development Action Plan, the establishment and delivery of All-Girls NAB AFL Auskick offerings are a key element in driving us towards our Women’s Football Vision.

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WHY ALL GIRLS AUSKICK?

Girls deserve a welcoming experience when participating in sport.

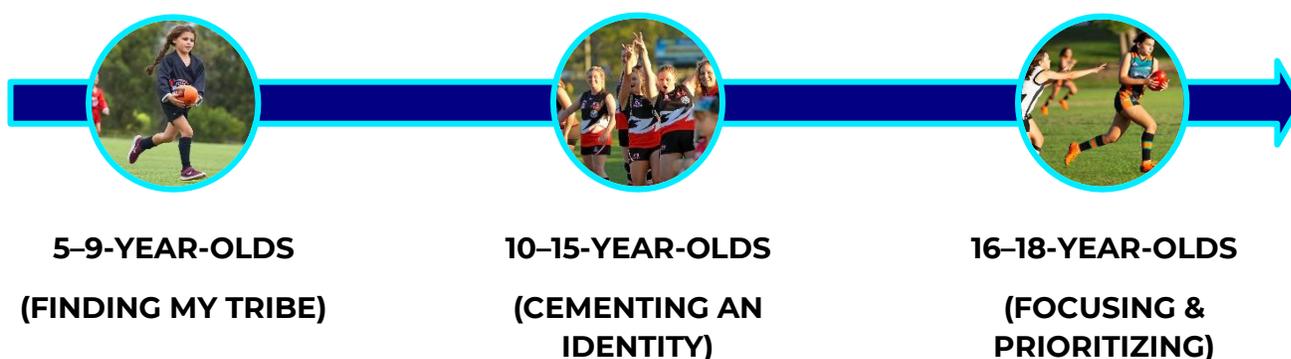
When girls feel a sense of belonging, they develop a positive connection.

When they are given these opportunities, they can flourish!

So why is Auskick so important?

[Our research](#) shows:

- The ages 5 – 9 are a critical age group in increase participation rates and retention of girls & women in football and that lack of critical mass is a key barrier to girls’ retention.
- Lack of critical mass limits opportunities for girls to play and develop. It also reduces the overall profile of the game at club level and beyond, shaking girls’ commitment to the game.
- Girls who don’t plan to continue playing for more than one year (or at all) or don’t know how long they’ll continue, were significantly more likely to agree there are not enough girls to play with (57%), this is a particular issue for the 5–9-year-olds.
- When looking at the 10–15-year age group, these participants are the most football positive. By this age they have wedded an identity to footy. They are categorized as ‘Cementing an identity’.
- Therefore, creating positive experiences for 5-9’s is critical as it cements commitment into the following years.



WHAT DO THE PARENTS SAY?

Ask Nicely Feedback (Positive Experience)

- “My daughter loved doing Auskick with her friends”
- “My daughter feels intimidated by some of the boys, with an all girls group she feels like she belongs”
- “My daughter prefers playing and training with only girls as some boys are a little too rough”
- “Love Auskick and the pathway it now presents for girls”
- “Loving the girls only groups”
- “Great to have an all-girls group that is led by a female”
- “Great female leadership. Makes for a great experience for our daughter”



Ask Nicely Feedback (Negative Experience)



- “It was too intimidating for her, the boys dominated”
- “We registered for girls only, but it's mixed because of numbers and games not enjoyable. No girl touches the ball”
- “It seems tailored to boys who already know about footy, it didn't seem to meaningfully include the girls”
- “The all-girls group centre was too far away, if we had an all-girls group closer to home, we would be more likely to sign up again”
- “My daughter and I felt alienated by the use of non-inclusive language. Further my daughter was put in a group away from the only other girl at her level and felt totally alone. It was a very disappointing experience. We will be looking for an all girls Auskick if she chooses to participate again in the future”

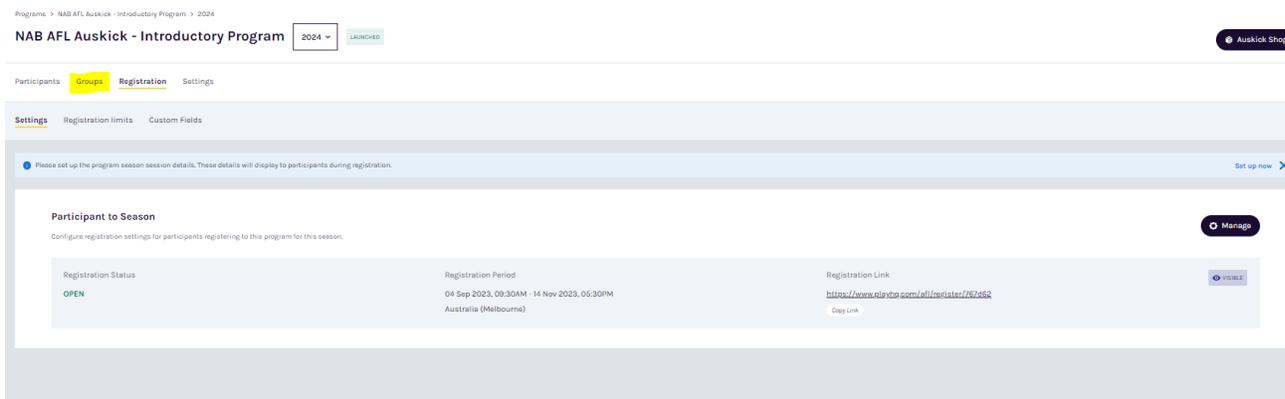
SETTING UP YOUR ALL GIRLS AUSKICK GROUP ON PLAYHQ

All Girls Groups need to be set up within the PlayHQ system so that your Centre’s offerings are clear to parents when registering. This also helps us track data accurately.

See detailed instructions below on how you can set this up yourself.

AFL staff are available to assist with this if you have any queries or issues.

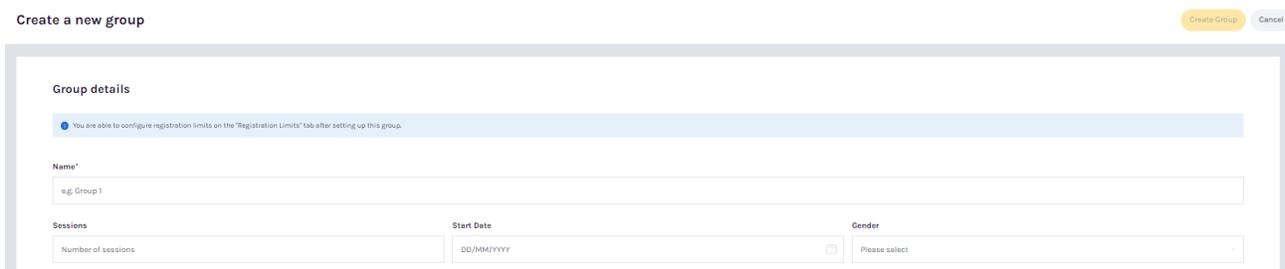
1. Go to Auskick centre in PlayHQ.



2. Click on Groups which will show what the Centre has set up.



3. Go into the group details and check how its set up (may or may not be needed).



4. Check that the group has been made visible to the public for registrations (this is within group details).

Day and time
Please set the start and end times for the selected days.

[Select all](#) [Select none](#)

DAY	START TIME	END TIME
<input type="checkbox"/> Monday		
<input type="checkbox"/> Tuesday		
<input type="checkbox"/> Wednesday		
<input type="checkbox"/> Thursday		
<input type="checkbox"/> Friday		
<input type="checkbox"/> Saturday		
<input type="checkbox"/> Sunday		

Venue Please select	Ground Please select
-------------------------------	--------------------------------

Group Visibility
Set whether you would like this group to be visible on your registration form.

VISIBLE **HIDDEN**

Once set up correctly, it will appear as follows on registration forms.

Register to Summer Hub - Mornington as a:

 Player or Volunteer

Season information

NAB AFL Auskick - Introductory Program, 2024

16 Oct 2023 - 20 Nov 2023

4 Sessions

Ages

5 - 8 Years Old

Age is calculated as at 31/12/2023

Pricing information

NAB AFL Auskick registrations are now open for 2023 in Term 4! Anyone aged 4 -7 can participate in our Term 4 Auskick program.

NAB AFL Auskick will run for 4 weeks and will cost \$40.

Registration will include a Ball & Pump!

For any queries, please email aflauskick@afl.com.au

Additional information

Please note that the competition location, details and timings are still to be confirmed. The competition will be held in Mornington.

Please contact aflauskick@afl.com.au if you have any further questions.

Groups

You will be able to select your preferred group during registration.

Girls Only Group (Optional)	4 Sessions
Mixed Group	4 Sessions

Get started →

EDUCATION OF VOLUNTEERS & COACHES

It's important to ensure that your Centre's coaches, volunteers, and parents are informed and educated around why All Girls Groups have been set up and understand why this is important to the experience of girls.

This may be done at an Auskick season kick off meeting. In this document, you will find access to some slides that you can use for presenting all-girls Auskick at your kickoff meetings. This will include:

- Why all-girls Auskick?
- What does a successful all-girls Auskick look like?
- "Troubleshooting"
- Promotion & increasing numbers
- Using inclusive language
- The importance of getting women involved as parent helpers

Most importantly, be ready to answer questions and help those involved with your centre understand how they can ensure their all-girls offering is successful (see FAQ section for further guidance).

PROMOTION

Included in this pack is a promotional toolkit with a variety of social and print assets that can be used to promote all-girls Auskick.



[This badge](#) is available to use on Auskick flyers for centres that offer an all-girls option as opposed to a standalone all-girls Centre. Using this badge on any promotional materials for your centre can ensure that the all-girls offering is obvious and promoted without taking up too much valuable real estate on the Auskick flyers.

When promoting your Auskick Centre, ensure you talk to the fact that there is an all-girls group where girls can play all together if they want to.

Preferred methods of promotion are as follows (AFL staff will assist with this promotion):

- Flyers
- School Assembly
- School Newsletter
- Social Media
- EDM's
- Promotional Clinics
- Gala days

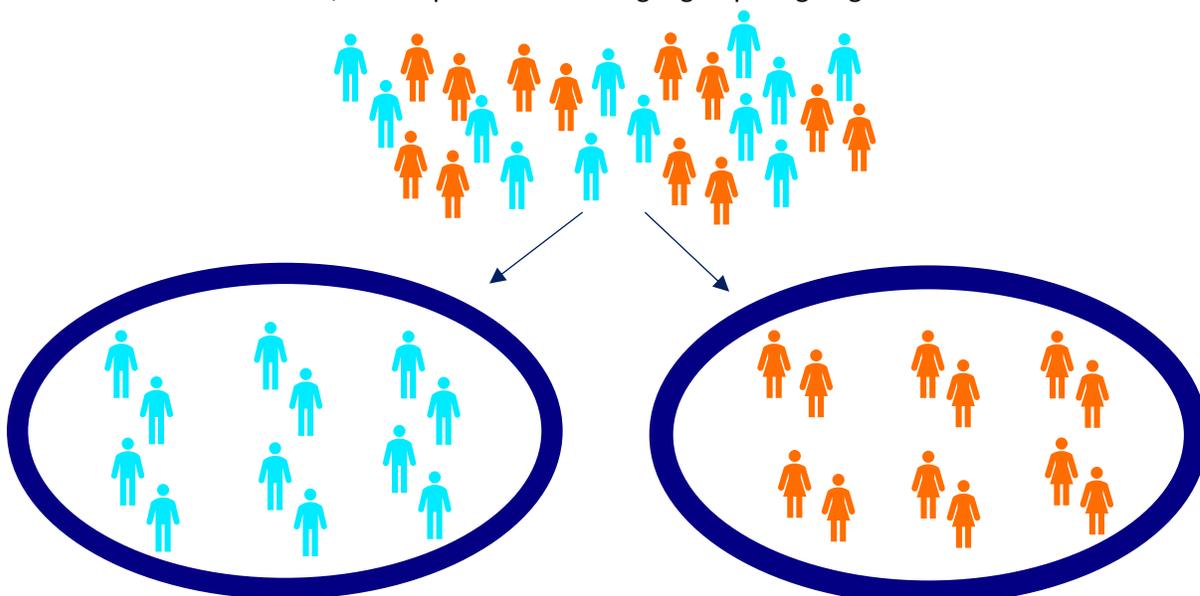
“TROUBLESHOOTING”

Ideal numbers for an all-girls Auskick group is at least 12 participants, however if you don't quite have 12 participants, there are other ways you can still offer all-girls opportunities within your Auskick Centre.

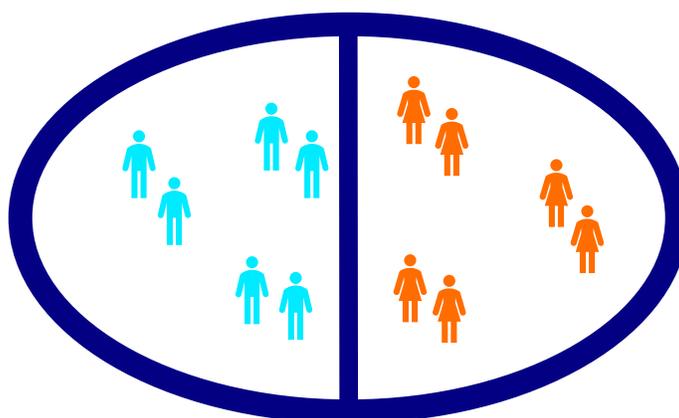
Participant feedback shows that where girls have a negative experience in participating in mixed Auskick groups, it is generally during the grid games.

There are a couple of ways you may overcome this.

1. Run combined activities, then separate out an all-girl group for grid games.



2. If you have a smaller number of girls, you can still provide them with as close to an all-girls experience as possible by splitting your grid game in to two zones and having your together in one zone. Be sure to swap ways so all participants get to have a go at being 'forwards' and 'backs'



ALL-GIRLS AUSKICK CHECKLIST

[Click here](#) to access a PDF All-Girls Auskick best practice checklist for coordinators.

AUSKICK KICK OFF MEETING SLIDES

[Click here](#) to access slides that can be used in Auskick start-up meetings to talk to All-Girls Auskick.

You will be able to adapt the content depending on where your centre is in your All-Girls Auskick journey.

ALL-GIRLS AUSKICK VIDEOS

[Click here](#) to access the All-Girls Auskick video resources.

The link includes videos targetted at both parents and can be used for promotional purposes.

The parent videos are a great resource to use on socials/EDM's when promoting the offering.

PROMOTIONAL TOOLKIT

This is Us Campaign assets [here](#).

ASSET	DESCRIPTION
Imagery	Link to assets: https://afl.box.com/s/gimhmltyqx1gtxa3625tzscv2hjdujeb
	Girls' imagery that we currently have stored on Box. Can use this imagery to drop into flyers/social assets.
Flyers (Single Side A5)	Link to assets: https://afl.box.com/s/6t49d7f11fx4ysyw9n3fvsim5xu7in7
	Flyer is available for state and regional use. This is us girl's flyers talk to the key moments of Auskick, intended to promote girls in Auskick and links directly to the play.afl/Auskick page.
Social Tiles	Link to assets: https://afl.box.com/s/qas74dzcsqemjsvog5jl8znpj0gu0ozd6
	Social media tiles to promote girls inclusion in Auskick and optional girls only Auskick groups. It is recommended that a caption, such as the below suggested copy, be posted with the tile, along with the hashtag #ThisIsUs to align with the campaign and increase exposure of the post. Suggested copy: "Join the fun and sign up for NAB AFL Auskick for 2023. Regos are now open at play.afl/auskick! #NABAFLAuskick #ThisIsUs #JoinTheFun"

Other Assets

ASSET	DESCRIPTION
Current Imagery	Link to assets: https://afl.box.com/s/gimhmltyqx1gtxa3625tzscv2hjdujeb
	Girls' imagery that we currently have stored on Box. Can use this imagery to drop into flyers/social assets.
Printable National Flyers (Single Side A5)	Link to assets: https://afl.box.com/s/g7ao39l1izz7534uatwzaraobdcbkpcz
	Flyer is available for state and regional use. There is a national girls flyer intended to promote girls in Auskick and links directly to the play.afl/Auskick page.
Printable Flyers (Single Side A4)	Link to assets: https://afl.box.com/s/c2zozk2a24938cogywrlr83pqcgf5t2d
	Flyers are available for state and regional use. Users will be able print these flyers and overprint any centre information.

Editable Flyers (Single Side A4)	Link to assets: Editable Canva Girls Flyers
	Flyers are available for state and regional use. Users will be able to drop in and out their own image, as well as add in text by using the link above.
Social Tile Template (1080 x 1080)	Link to assets: Editable Canva Social Templates
	Editable social media tiles are available to post on state and regional Facebook and Instagram accounts. Users will be able to drop in and out their own image by using the link above.
Videos	Link to assets: Final deliverables - Google Drive
	We have two videos that can help promote all-girls options. The first video for coordinators encourages all centres to have all-girls options. The second video is a promotional resource for parents to be encouraged to sign their daughter up for all-girls Auskick.

ANSWERING QUERIES

The below FAQ's are designed to assist you in answering queries you may receive regarding All-Girls NAB AFL Auskick.

PARENT FAQ

1. Why is there a separate all-girls group?

Aren't we making girls feel like they're being pushed aside when they want to play with boys?

The purpose of the all-girls group is to provide girls with a fun, safe, positive experience in football and show the opportunities available to them in the sport.

There has been significant research done that demonstrates most girls wish to participate with their gender only with recommendations encouraging the AFL to prioritise girls only programs if seeking to recruit and retain girls in AFL.

Each year we seek feedback from participants throughout their Auskick program and parents continue to tell us how much of a positive experience their daughters have in all-girls groups, and that they really help create a sense of belonging.

When girls can see greater opportunities to participate with other girls, their enjoyment and motivation to stay engaged increases.

2. What if my daughter wants to play in the mixed group?

Choice is exactly what we want to provide girls.

Some girls may feel comfortable participating in the mixed group and others may not.

We want girls to be able to choose their preference, and this may also look different week to week.

3. How can I help?

We are always looking for new volunteers to assist with the roll out of Auskick each and every week. You can easily locate one of the centre coordinators or volunteers by finding those who are wearing Auskick branded uniform or speak with those leading the sessions and ask if there is a role you can do to assist.

In general, many Auskick sessions will incorporate the parents on the sidelines to partner and participate with your child as well, so we strongly encourage the parents to stay by their child's group and listen for any instructions or requests for parent involvement.

4. What if my child isn't enjoying Auskick?

We want every child to have a great experience when they come to Auskick. If for any reason, you or your child are not having a great experience, please approach your local coordinator to discuss any issues. Our Auskick coordinators are there to help and there may be ways in which they can help to improve your child's experience, so please let them know.

If for any reason you do not feel you can speak with your coordinator, you can contact the Auskick Customer Service Team via phone on 1800 PLAY AFL (7529 235) or email aflauskick@afl.com.au who will be able to assist you further.

5. We signed my daughter up to participate in an All Girls Group, however once we arrived, there isn't one. What can I do to make sure she is in an All Girls Group?

In some circumstances, registration numbers may be too low for the All Girls group to go ahead. Your coordinator should communicate with you regarding any changes to the groups and arrange other ways in which girls can play together.

You may wish to ask your daughter if she would like to bring a friend to the next NAB Auskick session so that she is more comfortable, which in turn may also help grow the numbers of girls involved to hopefully allow for an All Girls Group to go ahead.

If you have any questions or concerns, please ask your local NAB AFL Auskick coordinator or contact the Auskick Customer Service Team via phone on 1800 7529 235 or email aflauskick@afl.com.au.