

FEMALE FOOTBALL: 5-YEAR STRATEGY

"A vision without a strategy remains an illusion."
Lee Bolman





OUR WOMENS PROGRAM

The North Geelong Warriors are known for their on-field success, community and sense of culture off the pitch.

Our women's program aims to adapt and emulate the successes of the men to offer women tailored opportunities to engage with the club and the game.

OUR PURPOSE

To provide a safe and fun environment for females to enjoy football.

OUR VISION

To be the leading provider of womens football in the Geelong region.

STRATEGIC PILLARS



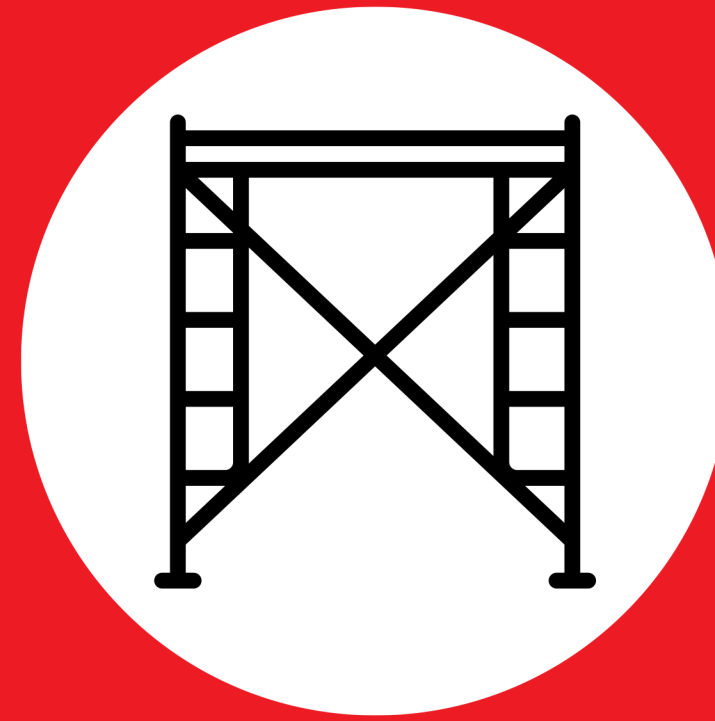
Recruitment & retention

Our people are the core of our club. We strive to ensure that every female interested in playing football is aware of our club and has the opportunity to engage with us.



Representation

The club will ensure that women are not limited to unskilled operational positions and have equal access for consideration in key governance and coaching vacancies.



Infrastructure

Supporting physical and emotional safety and wellbeing is key to allowing women to flourish at the club. Dedicated facilities and thoughtful services will support this.



Participation

We will provide females with legitimate opportunities to progress through playing pathways, maximising meaningful connection and engagement with the club.



High levels of player retention will demonstrate the success of our program, player enjoyment and club connection.

Recruitment via word of mouth is powerful; additional sourcing through feeder schools and social media will continue to expand our community.



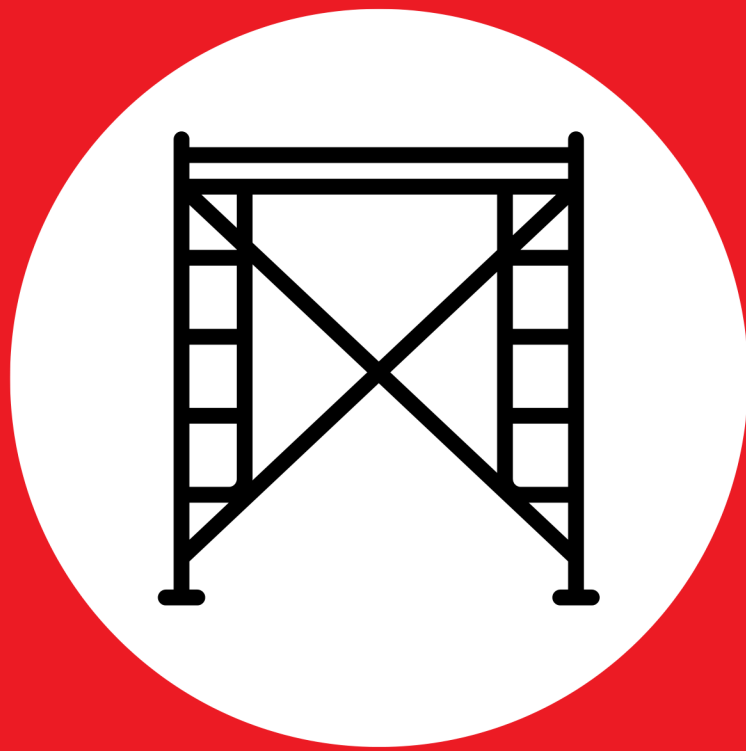
RECRUITMENT & RETENTION



Female representation across all facets of the club - on and off the field - is vital to the success of the club. We will seek out women's opinions, experiences and ideas; attract appropriately qualified and passionate females to roles on our committees, coaching staff and other key positions. Women will be seen and heard in operational and strategic functions.

REPRESENTATION





Building the right infrastructure to support and protect women is crucial.

Appropriate facilities, policies and processes will help women to feel welcome and secure at the club, thus enabling increased levels of engagement on and off the pitch.

INFRASTRUCTURE





Our womens' program will ensure that females have progression options from Miniros through to top tier representation. The structures provided will ensure that females are given genuine opportunities to learn and develop. Skill acquisition is embedded in a structure that maximises confidence-building and fun.



PARTICIPATION