



Buderim Wanderers Football Club

FEMALE FOOTBALL CLUB DEVELOPMENT PLAN

2017

Acknowledgments

This strategic development plan was developed by the Buderim Wanderers Football Club (BWFC) Female Consultation Group (FCG) whose members includes:

- **Julie Darrant** - Current senior female player, completing coaching course Dec 2017
- **Marcena Hunter** –2018 Premier Women coach and current senior player
- **Katie Dunn** –2018 Premier Women assistant coach and current senior player
- **Jamie Lancaster** – Current senior player
- **Nikita DeCourcy** – Long standing club member and female representative

In consultation with the Buderim Wanderers Football Club Committee

- President - **Ian Marks**
- Secretary - **Scott Henderson**
- Treasurer - **Ben Liau**

And coaches of female teams

- **Jimmy Slater** - 2016,2017 Women's Coach of the Year SCF, Premier Women coach BWFC & DOC Senior Women, 2018 SCWFC DOC & Premier Women's head coach
- **Stuart Collins** – 2017 Premier Women's Development Coach BWFC, DOC Junior girls, 2018 DOC junior girls and SCWFC U17 Women's coach
- **David Darrant** – BWFC Division 3 Women's coach 2017, 2016, 2015, 2014

Club Details

Club Philosophy

Buderim Wanderers Football Club (BWFC) will encourage and enable all players and coaches to develop their football skills and knowledge. All BWFC teams will play football in a positive manner, showing respect to match officials, other players, managers and spectators at all times.

We will teach our players to play attractive and competitive football – “If it’s not Positive, it’s Pointless”- not how to “win at all costs”. Winning may become an outcome of our approach to the development of all players and our focus on coaching excellence.

At the core of our football philosophy is the expectation that every BWFC player will have the opportunity to develop as a player. No individual player is more important than the interests and success of the team.

Coaches will always support each other and be positive towards all players in the Club. They should be passionate and enthusiastic - but always remain in control of their emotions. They will aim to coach the total player aligned with the National football curriculum and create a pathway for our elite footballers to become professional players.

Playing at a high tempo in both attack and defence is very difficult. However, implementing coaching methods and developing players who are able to achieve this is something worth striving for. These core technical skills developed at a junior level will also provide our players with the capability to play effectively over a lifetime.

Our philosophy is summed up as follows:

Buderim Juniors + Coaching Excellence + Attacking Fast Tempo Football = BWFC

Club Structure

- **President:** Ian Marks
- **Vice President and Women’s Director of Coaching (DOC):** Stuart Collins
- **Treasurer:** Ben Liao
- **Secretary:** Scott Henderson
- **Women’s Coaches:**
 - Premier Women’s Coach: Marcena Hunter
 - Premier Reserve Women’s Coach and Junior DOC: David Darrant

Female Football Policy

Purpose

This policy affirms BWFC mission, values and vision for female football and female players. Additionally, this policy clarifies the standards of behaviour that BWFC expects all club patrons to follow in regard to female football.

Mission Statement

Our mission is to maintain a positive and supportive environment in which fosters player development, health and wellbeing, partnerships, and a love for the game; whilst building an awareness on the importance of female football on the Sunshine Coast.

Values

- Foster partnerships
- Sportsmanship
- Female Player Development
- Equal Opportunities
- Football pathways for female players

Vision Statement

Our vision is to be recognised as the 'Club of Choice' for female football on the Sunshine Coast.

Our aim is to:

- Provide pathways for up and coming female players through the BWFC Senior Development Squad, and the club's expansion into Sunshine Coast Wanderers Football Club (SCWFC) in the National Premier League Women (NPLW) for senior players and their Skill Acquisition Program (SAP) for junior players.
- Continue to build awareness on the importance of female football on the Sunshine Coast
- Encourage and maintain relationships across the multiple female age group divisions to ensure the ongoing mentoring and development of our junior female players
- Provide a variety of female division/teams to tailor the different needs of female players:
 - Competitive and Development Football – Premier Women and Development Squad
 - Social, Fun and Wellbeing – 3rd Division Women's Squad
 - Junior Girls- Coaching and mentoring from Senior Women Players
 - Mini Roo Girls- Welcoming and encouraging the participation of junior girls through small sided football

Policy

Our Female Player Policy applies to all BWFC patrons and provides the framework for female football and development of players at Buderim Wanderers Football Club. This policy is based on the following (but not limited to):

- Ensure females players and participants receive fair and equitable treatment in regard to training fields, football equipment, jerseys and qualified coaching
- Ensure female players are provided with facilities whereby female players feel safe and comfortable
- Provide equal opportunities for female players to access mentoring, development and football pathways

- Offer Pre-Season Injury Prevention Programs to female players, targeting those injuries mostly susceptible in female players
- Ensure the funding from the 'Shoot for the Goals' program is provided to BWFC female players for the use of the following (not limited to):
 - Female Football Scholarships and Registration
 - Upgrade of training equipment for females
 - Assist in the maintenance of female amenities
- Exercise fairness, equality, courtesy, and consideration when dealing and making decisions relating to female football at BWFC
- Encourage and foster the relationships across the multiple female divisions (Juniors – Seniors)
- Promote the outlined values and vision of female football at BWFC
- Ensure a female representative is on the BWFC Committee to consult and assist in/and approve decisions made in relation to female football
- Ensure canteen/bar facilities are available for female players, visiting clubs, and supporters on game day/nights (at least one hot meal and hot drinks available for purchase)

It is expected that BWFC patrons adhere to and conduct themselves in a professional, equal/fair, and socially acceptable manner of the highest standards in relation to female football.

This policy will be reviewed on an annual basis by the BWFC Committee and any necessary changes will be agreed upon and implemented in consultation with the Female Consultation Group Representative. Furthermore, this policy will be made available on the BWFC website for all patrons to access.

Current Situation

Key Achievements

Over the past few years the female football at BWFC has experienced exponential growth and earned a reputation as the premier female football club on the Sunshine Coast. This has largely been a result of the strong support of BWFC and the significant efforts of current Female DOC; Stuart Collins, current Premier Women's head coach Jimmy Slater and current Reserve Women's coach David Darrant. Due to their efforts, the support of BWFC, and the buy-in of female BWFC players over the past two years, key achievements of BWFC include:

- Fielding 2 teams in each Sunshine Coast Football (SCF) senior female divisions;
- Success as both Minor Premiers and Grand Champions across both division
- Success in the junior female teams; U16 Minor Premiers and Runner up Champions, U12 Grand Champions
- Securing a WNPL 5-year license
- Buderim Orange Premier Women finishing top of the National Hyundai Performance Leader board
- Senior premier women's player, Samara Christmas, winning Hyundai female player of the year

Issues Still Current

Issues that remain current include:

- A lack of suitable female facilities;
- Fluctuating female committee member numbers from committee to committee to represent female contingent. Need to strive for more consistency or ensure alternative available such as Female Consultation Group is in place
- Development of further mentoring opportunities to establish stronger connections between junior and senior players, ensure adequate availability of equipment provisions for junior training

Development Plan

While a number of issues have arisen, the significant strides made in recent years and the strong support of the BWFC committee have provided significant opportunity for addressing the issues identified. Building on the positive growth of the BWFC female football over the past few years, as outlined in 'Key Achievements', the following development plan has been put together. To do this:

- i. An overall vision of what we want BWFC women's football to be was created, reflected in the Female Football Policy Mission Statement;
- ii. Key Priority Areas (KPAs) have been identified and analysed; and
- iii. An Action Plan has been established with goals guided by the SMART philosophy:
 - Specific
 - Measurable
 - Attainable
 - Relevant
 - Timely

With the continued support of BWFC, affiliated clubs, the local community, and female footballers on the Sunshine Coast we are confident in our ability to achieve our goals, positively contributing not only to female football at BWFC, but also the Sunshine Coast and the greater Australian football community.

Vision

Female Football Policy Mission Statement:

Our mission is to maintain a positive and supportive environment in which fosters player development, health and wellbeing, partnerships, and a love for the game; whilst building an awareness on the importance of female football on the Sunshine Coast.

Key Priority Areas

Key Priority Areas	Issues	Opportunities
Club Vision and Mission	Establish a written specific vision or mission for female football at BWFC	<ul style="list-style-type: none"> • Establishment of the BWFC Female Consultation Group (FCG)
Player Retention and Growth	BWFC has maintained a steady retention of its junior players in recent years but needs to improve retention rate of senior female players. Growth also needs to be focus.	<ul style="list-style-type: none"> • Establishment of SCWFC – strong partnership can: <ul style="list-style-type: none"> ○ Encourage more female miniroos soccer, ○ Provide player pathways for high-level players, ○ More options and diversity for players – highly competitive (WNPL) to more flexible social options (Div 3)
Volunteer Development	There is a strong core of volunteers who support BWFC, but overall volunteering rates from female players and supporters need to be expanded upon.	<ul style="list-style-type: none"> • FCG to assist in promoting advantages.
Partnership Development	BWFC has strong support from a handful of community businesses and the local government. Higher game	<ul style="list-style-type: none"> • Establishment of SCWFC • Growing number of mature-age senior female players with

Key Priority Areas	Issues	Opportunities
	attendance is needed to attract greater buy-in from local businesses and the community, intern giving back to further develop female programme..	business ties in the local community. <ul style="list-style-type: none"> Promotions during selected female home games to attract greater viewers
Creating a Welcoming Environment for all / Promoting Positive Behaviour	BWFC has earned a reputation as a welcoming football club which competes fairly and exhibits good sportsmanship on the field, which has resulted in players across the Sunshine Coast coming to the club	<ul style="list-style-type: none"> Promoting a different team on facebook each week across all age groups and divisions to continue to foster club feel, positive behaviour and good sportsmanship
Communication and Marketing	Too many methods of communication resulting in confusion or messaging overloads	<ul style="list-style-type: none"> Standardise a clear communication pathway to disseminate information to players and the community Managers advise on their preference Updates to the BWFC website
Coach Development	Female coaches to receive official training or secure coaches licenses.	<ul style="list-style-type: none"> 'Shoot for your Goals' to provide financial assistance for females expressing interest in coaching development. Further support and sponsorship through building on positive relationship with SCSOS
Safety and Risk Management	Female players prone to experience high injury rates (in particular torn ACLs)	<ul style="list-style-type: none"> Potential Injury Prevention Program
Facility Development	Change rooms are not suitable and lack privacy which raises safety concerns for the multi age and genders that use facilities	<ul style="list-style-type: none"> Potential grant opportunities Separate female friendly change rooms
Creating Recreational Opportunities	Length of season and BWFC reputation as a high-level competitive club deters the more social player wanting fitness	<ul style="list-style-type: none"> FCG Div 3 to focus as a social team allowing for player flexibility, attract more social players.
Developing Match Officials	Shortage of female referees	<ul style="list-style-type: none"> FCG 'Shoot for your Goals' to provide financial assistance for female players expressing interest. Sunshine Coast Referee - Rachel

Three-Year Action Plan

Year we aim to achieve the Performance Indicator is indicated by: Y1= year 1, Y2 = year 2, Y3 = year 3

KPAs	Goal	Objective	Actions	Performance Indicators	Resources and Responsibility
Club Vision and Mission	To support and grow women's football at BWFC	<ul style="list-style-type: none"> To maintain a positive and supportive environment in which fosters player development, health and wellbeing, partnerships, and a love for the game To build an awareness on the importance of female football on the Sunshine Coast 	<ul style="list-style-type: none"> Adopt a new Vision Statement and Mission Statement for the BWFC Female Football Programme Maintain Development Plan 	<ul style="list-style-type: none"> Vision Statement adopted (Y1) Mission Statement adopted (Y1) Draft a BWFC Female Development Plan (Y1) Review and update BWFC Female Development Plan annually (Y2, Y3) A representative from the Female Consultation Group is a member of the BWFC Committee (Y1, Y2, Y3) 	<ul style="list-style-type: none"> BWFC Committee FCG
Player Retention and Growth	To grow women's football at BWFC	<ul style="list-style-type: none"> To continue to retain a high percentage of female players from year-to-year To increase the number of new female players joining BWFC from year-to-year 	<ul style="list-style-type: none"> Establish communication mechanisms for current players to give feedback, in order to better respond to player needs/priorities Establish stronger recruitment tactics, especially for junior female players Ensure outreach and communication is maintained with current and potential female football players 	<ul style="list-style-type: none"> Maintain a 75% retention rate (Y1, Y2, Y3) Increase overall female player number by 10% (Y1, Y2, Y3) 	<ul style="list-style-type: none"> BWFC Committee FCG

KPAs	Goal	Objective	Actions	Performance Indicators	Resources and Responsibility
Volunteer Development	To increase female volunteer rates	<ul style="list-style-type: none"> To provide greater opportunities and incentives to volunteer 	<ul style="list-style-type: none"> Advertise volunteer opportunities further in advance Target female players with requests for volunteers Diversify time/type of volunteer opportunities Provide opportunities for community members who may have special skills to contribute (i.e. trainers) 	<ul style="list-style-type: none"> ALL senior female BWFC volunteers at least once annually (Y1, Y2, Y3) Team with the highest volunteer rates is recognised at the end of the year banquet (Y1, Y2, Y3) Standout volunteers are recognised at the end of the year banquet (Y1, Y2, Y3) 	<ul style="list-style-type: none"> FCG BWFC Committee BWFC female coaches BWFC support personnel Local Schools (i.e. University of the Sunshine Coast (USC))
Partnership Development	To increase the quantity, quality and types of partnerships	<ul style="list-style-type: none"> To increase sponsorships and funding for BWFC female football To increase local non-monetary support for BWFC female football 	<ul style="list-style-type: none"> Ensure 'Shoot for the Goals' funds are allocated in a manner which encourages funders to continue to donate and others to participate Grow the number and level of contributions to 'Shoot for the Goals' Increase number and quality of partnerships with local sponsors Engage more closely with local schools (including USC, TAFE) 	<ul style="list-style-type: none"> Increase the income from the 'Shoot for the Goals' campaign by 10% (Y3) Increase the value of sponsorships by local businesses by 10% (Y3) Increase the overall number of sponsors by 1 each year (Y1, Y2, Y3) Develop a school engagement plan and designate a contact person (Y1) 	<ul style="list-style-type: none"> FCG BWFC Committee BWFC female coaches

KPAs	Goal	Objective	Actions	Performance Indicators	Resources and Responsibility
Creating a Welcoming Environment for all / Promoting Positive Behaviour	To maintain a welcoming and positive environment within the BWFC female football programme	<ul style="list-style-type: none"> To keep the BWFC female football reputation as a supportive club with players and coaches who exhibit top level sportsmanship To ensure new players, supporters, and other individuals feel welcome at the club To ensure players who play with the club learn and adopt good sportsmanship 	<ul style="list-style-type: none"> Parents, coaches and team managers are briefed on BWFC values (including good sportsmanship) Promote and advertise BWFC's and/or FFA's codes of conduct Embed key messages into introduction materials. Regular reminders about all policies Identify ways in which BWFC female football can welcome and offer opportunities for people with disabilities 	<ul style="list-style-type: none"> Pre-season briefing includes information on BWFC values and code of conduct (Y1, Y2, Y3) A set of responses are developed to address instances of poor sportsmanship/ negativity by player, parents, coaches, etc (Y1) A strategy is developed to engage/ welcome those with disabilities (Y1) An annual review is conducted of BWFC female football's attitude and sportsmanship (Y2, Y3) 	<ul style="list-style-type: none"> FCG BWFC Committee BWFC female coaches BWFC support personnel
Communication and Marketing	To maintain high-quality communication with players, parents and other stakeholders	<ul style="list-style-type: none"> To improve communication with female players, parents of players and other relevant stakeholders To strategize and streamline communication streams, both to players, potential players, and the wider community. 	<ul style="list-style-type: none"> Establish and maintain email lists for the dissemination of information Ensure Facebook is kept up-to-date and players, parents, etc. know where to look Review outreach strategies and consider alternative tools (local publications, radio, etc) 	<ul style="list-style-type: none"> Establish and update email lists (Y1, Y2, Y3) Establish a BWFC Female Football Facebook page (Y1) Review outreach strategies (Y2, Y3) 	<ul style="list-style-type: none"> FCG BWFC Committee BWFC female coaches

KPAs	Goal	Objective	Actions	Performance Indicators	Resources and Responsibility
Coach Development	To maintain high-quality coaching	<ul style="list-style-type: none"> To ensure BWFC female footballers continue to receive high quality coaching To support and develop the abilities and experience of both female coaches and coaches of female teams 	<ul style="list-style-type: none"> Organise/source (ideally subsidise) coaching courses for BWFC female coaches Host a high-profile guest coach at BWFC, which takes club coaches through a training session. Coaches (both senior and junior) meet to discuss relevant issues and network ideas. Facilitate relationships and support networks between BWFC female coaches (both senior and junior) 	<ul style="list-style-type: none"> BWFC senior coaches attend at least 1 coaching course annually (Y1, Y2, Y3) A high-profile coach is hosted at BWFC at least once annually (Y1, Y2, Y3) A BWFC female coaches meeting is held quarterly (Y1, Y2, Y3) 	<ul style="list-style-type: none"> FCG BWFC Committee BWFC female coaches
Safety and Risk Management	To protect the safety and health of BWFC female players, coaches and supporters	<ul style="list-style-type: none"> To minimise the risk of injury to BWFC players 	<ul style="list-style-type: none"> Conduct injury-prevention awareness training sessions for coaches and players Conduct injury-prevention drills at training sessions Provide additional opportunities for players to conduct strength and fitness sessions aimed at injury prevention 	<ul style="list-style-type: none"> Coaches are briefed on the importance of injury-prevention training at the start of each season (Y1, Y2, Y3) Sessions and/or training material is made available to players (Y1, Y2, Y3) Injury-prevention training sessions are made available to players on a regular basis (monthly) (Y2, Y3) 	<ul style="list-style-type: none"> FCG BWFC Committee BWFC female coaches USC SCF

KPAs	Goal	Objective	Actions	Performance Indicators	Resources and Responsibility
Facility Development	To provide BWFC female players, coaches and other stakeholders with adequate facilities	<ul style="list-style-type: none"> To improve the quality of facilities available to BWFC female players, coaches and supporters 	<ul style="list-style-type: none"> Conduct a facility audit, including surveying all current stakeholders on the quality of current facilities and needs Develop a strategy for raising funds to improve female facilities. 	<ul style="list-style-type: none"> If funds to improve the facilities is not secured within 2 years, establish a sinking fund to finance the building of BWFC female facilities (Y3) 	<ul style="list-style-type: none"> BWFC Female Committee BWFC Committee
Creating Recreational Opportunities	To increase BWFC female football participation	<ul style="list-style-type: none"> Increase the number of females playing football through BWFC events 	<ul style="list-style-type: none"> Provide information about the local futsal league and create a platform for players to join/make teams Introduce a social competition or tournament for players who are new to the game or only want to play on a limited basis 	<ul style="list-style-type: none"> A BWFC futsal team is represented in the local futsal competition (Y1, Y2, Y3) An off-season social, female-only tournament is created (Y3) A BWFC female team competes in the local 6-a-side competition (Y2, Y3) 	<ul style="list-style-type: none"> BWFC Female Committee BWFC Committee BWFC female coaches USC SCF; Other local clubs
Developing Match Officials	To support female referees	To increase the number and quality of female referees on the Sunshine Coast	<ul style="list-style-type: none"> Encourage and promote opportunities for BWFC female stakeholders to become referees Invite novice female referees or those expressing an interest to ref friendly matches to gain experience 	<ul style="list-style-type: none"> All pre-season friendlies are refereed by female match officials (Y2, Y3) 	<ul style="list-style-type: none"> BWFC Female Committee BWFC Committee BWFC female coaches SCF