

AFL WOMEN'S COACH ACCELERATION PROGRAM



GOAL - 50% SENIOR AFLW FEMALE COACHES

STATE OF PLAY

9%

Currently 9% of accredited coaches are women.

The AFL Women's Football Vision sets lofty targets for women in Australian Football.

In 2022, Season 7 of AFLW, three of 18 senior coaching positions were held by women. This is an increase from no women senior coaches in Season 6.

"Hard to be what you can't see."

With a league that now boasts a complete 18 team competition, we aspire to have 50% of Senior AFLW coaching positions to be held by women by 2030.

The **Women's Coach Acceleration Program** stemmed from a need to identify and actively remove barriers to women's participation in elite AFL and AFLW football programs in Coaching roles.

A key objective is to accelerate the development of women in coaching roles and generate a pipeline of strong candidates for senior AFLW and AFL coaching roles.

AFL WOMEN'S FOOTBALL VISION

Progressive, inclusive, and original

We aspire to become the most accessible, inclusive and visible sport in Australia, and the number one sporting choice for girls and women. To achieve this, we must embrace the uniqueness of our game and work together to deliver on three key pillars

Participation

Equal opportunity for women to play, coach, umpire, officiate, administer and govern the game. A participation pathway that best supports the continued development of participants and enables lifelong participation in the game.

Pathways and Performance

Visible pathways from community to elite for aspiring players, coaches, umpires and administrators to progress in the game at all levels. A well resourced talent pathway that provides equal opportunity for women and men. The best athletes playing AFLW in an established and professional 18 team competition in a high-performance environment.

Partnerships

Women's sport is highly visible and maximises its value. A strong women's football economy that supports players to have rewarding careers and development opportunities.

WHAT IS IT?

- » Designed to work in collaboration with our Clubs.
- » Develop opportunities that provide fast-tracked development of coaching skills and experience in elite AFL coaching environments, supported and mentored by leaders in Club Football Programs.
- » Clubs were required to articulate the proposed program for their successful candidate in the interview and selection process, and paint a picture of success for their candidate.
- » Club buy-in to the program and support from senior leadership, including CEO and AFL Senior Coach, was critical to ensuring the Club would actively support the successful applicant and provide exposure to the men's football program.
- » Each successful applicant received:
 - Two-year full time coaching role in AFL or AFLW program \$100k per annum with 50% funded by AFL with a 3.5 year execution period
 - Individual Performance Development Plan developed with Coach and mentor
 - Meaningful access and mentorship from Senior Coach and key football department staff
 - Achievement of minimum Level 2 Coach accreditation through the program.



PATHWAY PROGRAMS

- » Free foundation AFL Coaching accreditation.
- » **She Can Coach** elevated national program.
- » BHP AFL Women's Coaching Academy.
- » AFL Women's Coach Acceleration Program.

PROMOTION

- » July is AFL Women's Coaching Month.
- » Promotion across men's and women's digital and social channels.
- » Webinar series including male champions supporting women in coaching.
- » Women and Girls coaching toolkit resources.



AFLW PLAYER TO COACH

The common denominator identified in AFL men's elite coaching is their playing past. AFLW playing ranks now total 540 and to encourage more players to consider a career in coaching post footy – the AFL is creating a new player-to-coach pathway program, with specific education within the current accreditation model.

» **WOMEN'S COACHING MONTH VIDEO**
www.youtube.com/watch?v=RqOZZtDryck

» **WOMENS.AFL**
www.womens.afl/

» **COACH.AFL**
<https://coach.afl/>

AFL GENDER EQUITY ACTION PLAN

We are building a future where women are integral to every aspect of our game by leading as a code that engages, invests in, empowers and celebrates women across the Australian Football community.

A VISION FOR:
 Today's Players
 Aspiring Players
 Our Workforce
 Today's Leaders
 Aspiring Coaches and Leaders
 Our Partners

PILLARS AND KEY ACTIONS

Women and girls' participation	Women's elite and pathways football	Women in our workforce	Women in football management
<ul style="list-style-type: none"> Institute a local football participation program at every level, in every region, for women and girls. Invest in female-friendly facilities across community venues. Ensure girls have the same opportunities as boys to participate in schools. Target 40%+ of all accredited coaches and umpires in community to be female. 	<ul style="list-style-type: none"> Drive professionalisation of Women's Football on and off field supported by play, programs and infrastructure. Support integration of men's and women's football programs in Elite Clubs. Provide a Talent Pathway offering equal support and development to women. Grow a strong Women's Football economy in collaboration with partners and broadcasters. 	<ul style="list-style-type: none"> Drive a 40/40/20 vision in every part of our industry. Embed culture of ownership in senior leaders. Invest in female career development at every stage. Promote visibility of AFL female talent across the industry and in media. Implement graduate program to attract emerging talent. 	<ul style="list-style-type: none"> Engage the industry to increase the presence of women in managing football operations. Accelerate the development and presence of female coaches in elite and talent leagues. Promote pathways into talent identification careers. Create focused pathways for female umpires.

Women in Australian Football are: THRIVING, INCLUDED, WELCOME, ENGAGED, SAFE, DIVERSE

9 SUCCESSFUL APPLICATIONS IN THE INAUGURAL PROCESS



COACH.AFL/WOMEN-GIRLS-COACHING

@AFLWOMENS #AFLW

