

# Club Changer 2026

Women and Girls in Football  
Providing Fair Access & Investment in the  
City of Yarra



FOOTBALL  
VICTORIA

# CLUB CHANGER OVERVIEW



**CLUB  
CHANGER**  
Club Development Program

## Club Changer: A Pathway to Stronger, Safer, more Inclusive Football Clubs

★ **1500 Clubs across Australia. 9 MF Program Managers. National Network**



**Women & Girls  
Growth & Development  
Welcoming & Inclusive**



**Safeguarding  
Club Culture  
Retention**



**Club Champions  
Leading the Way  
Flagship Clubs**

# Club Changer Clubs in Victoria

**303**

**1 Star Clubs**

**85%**

Of 1-star clubs are now required to complete their 1-star renewal

**83**

**2 Star Clubs**

# Celebrating Our Achievements

First 1 Star Club in Australia

[\(9\) Video | Facebook](#)

Club of the Year 2024

[\(9\) Video | Facebook](#)

First 3 Star Club in Australia – AFC  
Grassroots Award

[\(9\) Video | Facebook](#)

**16%**

National growth in  
Football from 2023 to  
2024

**20%**

Victorian growth in  
Female Football  
Participation from 2023  
to 2024

**7,524**

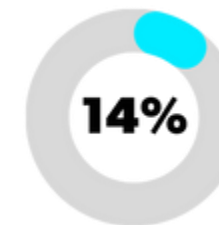
Registered Coaches in  
Victoria | 2024

**4,410**

Registered Volunteers in  
Victoria | 2024



Male



Female



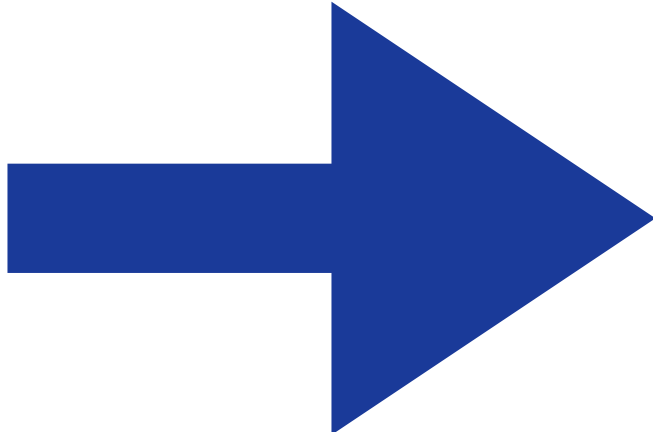
Male



Female

# City of Yarra Clubs Investment in W&G

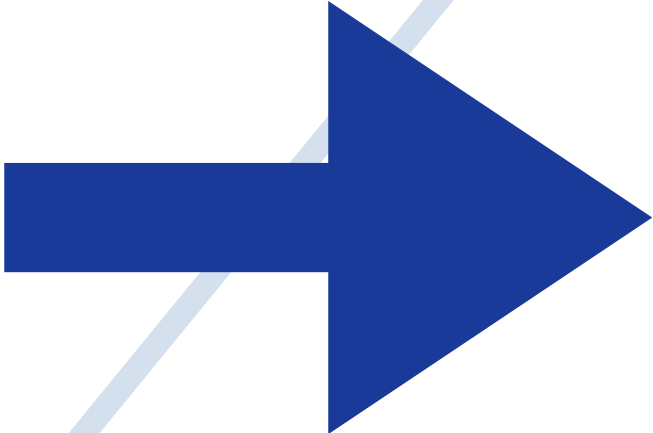
2025  
**535**  
Females



2025  
**553**  
Females

3.36%  
Growth

2024  
**1173**  
Males



2024  
**1271**  
Males

# FA Club Changer Case Study



## Fitzroy Lions FC - [Bing Videos](#)



## Collingwood City SC

- FV 2024 Community Club of the Year reflecting its strong growth, inclusive programs, and positive community impact.
- Growing Female Participation with clear pathways from grassroots to senior football.
- Inclusive & Club Changer Impact providing safe, accessible opportunities for all participants, supporting sustainable growth across women's and girls' football.

## Fitzroy Lions FC

- Driving Women & Girls Participation through inclusive programs and strong community engagement.
- 2025 Growing Football Fund Recipient, enabling the club to expand female-focused initiatives.
- Sustainable Pathways keeping more girls and women involved from grassroots to senior levels



## 40-40-20 Principle on the Board

139 Voting Members in Victoria

## VOTING MEMBER CLUB CRITERIA

CRITERIA	2025 FV AGM (Held in 2026)	2026 FV AGM (Held in 2027)
<b>Member Club</b>	1. Must meet the Associate Member Criteria	1. Must meet the Associate Member Criteria
<b>Governance</b>	2. The club must have held an AGM in the 18 months prior to 1 December 2025 and have submitted the required reports to their appropriate regulatory authority (e.g. Consumer Affairs, ASIC)	2. The club must have held an AGM in the 18 months prior to 1 December 2026 and have submitted the required reports to their appropriate regulatory authority (e.g. Consumer Affairs, ASIC)
<b>Financial</b>	3. Is financial and has no outstanding overdue debts to FV as at 1 December 2025	3. Is financial and has no outstanding overdue debts to FV as at 1 December 2026
<b>40:40:20 Principle</b>	4. Must have achieved or demonstrate progress towards achieving compliance with the 40:40:20 Principle on their Board or Committee of Management	4. Must have achieved compliance with the 40:40:20 Principle on their Board or Committee of Management
<b>Team Composition*</b>	5. Equal to or Greater than two (2) Women and/or Girls team entries in FV delivered competitions in 2025	5. Equal to or Greater than three (3) Women and/or Girls team entries in FV delivered competitions in 2026
	6. Equal to or Greater than two (2) Men, Mixed and/or Boys team entries in FV delivered competitions in 2025*	6. Equal to or Greater than three (3) Men, Mixed and/or Boys team entries in FV delivered competitions in 2026*
	7. At least one (1) Junior team entry in FV delivered competitions in 2025**	7. At least two (2) Junior team entries in FV delivered competitions in 2026**
<b>Diversity &amp; Inclusion</b>	8. Demonstrate progress towards promoting the diversity of the game and encourage inclusion of all people to participate in the sport	8. Meet the minimum requirements of the Diversity, Equity and Inclusion (DEI) Framework point system and have an active and approved DEI Action Plan

\* Exception to Criteria 6 will be provided to dedicated Women & Girls Only Clubs

\*\* Exemption will be granted to current University Clubs from Criterion 7. The junior team entry/ies can be a team already counted in Criteria 5 or 6.

Meet the minimum requirement of the DEI Framework – Rollout 2026-2027

2026 Membership clubs working towards 40-40-20 principle-

- Collingwood City.
- FC Clifton Hill
- Melbourne Srbija

# PROGRESS 1/2/3 STAR



**CLUB  
CHANGER**  
Club Development Program



- ▶ Completion of Club Affiliation with the Member Federation
- ▶ Complete Game Plan Club Profile
- ▶ Complete the Our Game: Women & Girls in Football Module on Game Plan
- ▶ Complete the Our Game: Women & Girls in Football 1 Star Action Plan
- ▶ Share and discuss the Action Plan with State Program Manager - Club Development



- ▶ Achieved 1 Star status and demonstration of program on Women & Girls Action Plan
- ▶ Attend Football Australia's Safeguarding Webinar
- ▶ Complete 4 additional modules in Game Plan:
  - Safeguarding (Mandatory)
  - 3 Priority modules of club's choosing
- ▶ Complete 1 additional Action Plan in line with club's key priority areas based on modules completed
- ▶ Share and discuss the Action Plan with State Program Manager - Club Development



- ▶ Achieved 2 Star Status and demonstration on 2 Star action plan
  - ▶ Completion of all modules on Game Plan  
*(completions within 12 months of 3 Star Submission)*
  - ▶ Complete 1 additional Action Plan that covers a variety of topics covered in the modules completed  
*(part of the 3 Star submission document)*
  - ▶ Share and discuss the Action Plan with State Program Manager - Club Development
- \*must hold 2 Star Status for 12 months before eligible for 3 Star*

# PROGRESS 1/2/3 STAR

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## 1 Star Renewal

*\*Annual renewal for clubs at 1 Star Status*

***This can be incorporated to the 2 Star Submission***

- Recompletion of Women & Girls in Football Module
- Review of previous year action plan
- Creation of renewed action plan
- Submit to Member Federation Program Manager

## 3 Star Renewal

*\*Annual renewal for clubs that have achieved 3 Star status*

- Recompletion of Women & Girls in Football Module
- Recompletion of Safeguarding Module
- Recompletion of Workforce
- Review of 3 Star Action Plan
- Creation of renewed action plan
- Submit to Member Federation Program Manager

## 2 Star Renewal

*\*Annual renewal for clubs that have achieved 2 Star status*

***This can be incorporated into 3 Star Submission***

- Recompletion of Women & Girls in Football Module
- Recompletion of Safeguarding Module
- Review of 2 Star Action Plan
- Creation of renewed action plan
- Submit to Member Federation Program Manager

# Positive Actions to consider under the Fair Access Policy & Club Changer 1 Star

## Infrastructure Commitment

### Positive actions at clubs:

working towards female friendly change room facilities  
Develop a Facility Development Plan

## Roles in Football Commitment

### Positive actions at Clubs:

Having women in leadership roles (for example, as a coach or committee member) and part of your decision-making processes  
e.g. Female club champion

## Allocation and Scheduling Commitment

### Positive actions at Clubs:

Consulting with players, coaches and parents to understand the needs of participants before allocating training and game times.

Send a survey quarterly to your members to gain feedback.

## Leadership Commitment

### Positive actions at clubs:

What percentage of the executive committee are female?  
President, Vice President, Secretary, Treasurer etc  
Adopt 40-40-20 Principle

## Culture and Environment Commitment

### Positive actions at clubs:

Inclusive & Welcoming Signage  
Sanitary Facilities  
Welcoming Officer  
Social Programs – Community Engagement

## Reward, Celebrate and Prioritise Commitment

### Positive actions at clubs:

Equal promotion on media channels and through award recognition.



# WOMEN & GIRLS IN FOOTBALL ACTION PLAN

**Football Club:** FC Clifton Hill  
**Club Name:** 1 STAR RENEWAL

**Start Date:** 11/02/2026

**Created by:**  
 Dox Aravanis  
 Women's Team Manager  
 Committee Member

**Approved by:**  
 Michael Malakonas  
 Director (Treasurer and Secretary) FC Clifton Hill

**Aims for the Season:**

Increase female participation, representation on the committee. Increase female participation in programs. Increase social media presence. Invest in programs, activities for females.

#	OBJECTIVE	ACTIONS	TIMESCALES	RESPONSIBILITY	RESOURCES REQUIRED	TARGET	REVIEW
E	<b>Example:</b> Create 2 x girls only MiniRoos teams	1. Advertise through local primary school newsletter 2. Create and print out flyers to give to local primary school girls 3. Deliver a girls-only come and try day for U8 and U10 girls	Dec 2022 + Jan 2023 Jan 2023 Feb 2023	• Alexandra (advertisement) • Helen (admin for Come & Try day) • Georgia + John (Come & Try Day coaching)	• Social media accounts • Design software (Canva) • Field availability • Training Equipment • Coaching staff • Printing budget	• Every girl in Kindy – Year 4 receives club flyer at local schools • 20-30 x players attending come and try day • 20 x registered players for the new season	• Primary School agreed to partnership with advertising permitted on newsletter and handout of flyers • 25 x players registered for come and try day • 9 x U8's registered • 11 x U10's registered
1	Increase 1 x Female Committee member for 2027 start of season Leadership	1. Engage with female members –one on one discussion. 2. Create an EOI for female mentorship in 2026 to join committee at next AGM	October to December 2026	• Committee	• Female candidate • EOI Form • Club Communication member app/tool • Committee meetings calendar	• To increase 1 female to join the committee to increase female representation on the committee	• Review monthly
2	Coles MiniTiltes Program EOI Social Program	1. FV to connect Club to FA Coles MiniTiltes Program Manager. 2. Create a EOI form with barcode – Comin soon. 3. Advertise on social platform	March to November 2026	• Junior Co-ordinator	• Flyer • Social platform • QR code • Participants	• To attract 5 to 10 new girls in 2026 to participate in a fun social program	• Review monthly
3	Increase social media Presence for women and girls 1 to 1 ratio	1. Co-ordinate with social media co-ordinate to schedule/ plan to ensure women and girls are equal represented on social media	Feb 2026 to November 2026	• Media Co-Ordinator • Committee • Female Club Champion	• Social Media • Photos • Schedule • Plan	• To increase social media presence for women and girls to include 50/50 exposure	• Review monthly
4	Female Club Champion	1. PD of Female Club Champion 2. Meet with playing group 3. Meet with female members at the club 4. Event calendar for 2026	Feb to May 2026	• Female Club Champion • Female Player • Female Members • Committee	• Leader • Event calendar • Facility • equipment	• To create a role to invest in programs, events and activities for women and girls at FC Clifton Hill	• Review Monthly

**Program Manager:**  
 Firstname Lastname

**Member Federation:**  
 Member Federation

**Sign Off Date:**  
 00/00/2022

**Comments:**  
 Your comments here...



**CLUB CHANGER**  
 Club Development Program

# The Game Plan Portal: Resources



**Governance** [↗](#)



**Finance** [↗](#)



**Safeguarding** [↗](#)



**Diversity Equity and Inclusion** [↗](#)



**Strategy Roles and Responsibilities** [↗](#)



**Marketing and Communication** [↗](#)



**Workforce** [↗](#)



**Infrastructure** [↗](#)



**Participation** [↗](#)



**Technology and Digital** [↗](#)



**Values and Behavior** [↗](#)



**Stakeholder Alignment** [↗](#)

# FOLLOW US ON INSTAGRAM



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Club Development Program



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**THE GAP  
FOOTBALL CLUB**



**BALGOWNIE JUNIOR  
FOOTBALL CLUB**



**HAMERSLEY  
ROVERS JFC**



**NARACOORTE  
UNITED SOCCER CLUB**



**NORTH EPPING  
RANGERS SC**



**ALTONA EAST PHOENIX  
SOCCER CLUB**



**FOOTSCRAY RANGERS  
FOOTBALL CLUB**



**CRAIGIEBURN CITY  
FOOTBALL CLUB**



**WEST CANBERRA  
WANDERERS FC**



**EMERALD EAGLES  
FOOTBALL CLUB**



**HURLSTONE PARK  
WANDERERS FC**



**CARRAMAR SHAMROCK  
ROVERS FC**

# Thank You

Josephine La Pila

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**For further assistance please email or contact**

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