

ALL GIRLS COMPETITIONS

Supporting information for clubs



SACA



**GIRLS
CRICKET
LEAGUE**

WHAT GIRLS WANT

FUN

- Girls tell us that the number 1 reason they play sport is to have fun with their friends.
- Fun is often the first thing that is forgotten when delivering sport to children, so it is important that coaches are continually reminded to keep it fun.

SOCIALISING

- Girls enjoy a sense of connection to people so it is important to allow time for them to chat and enjoy each others company.
- It can be a good idea to arrange a social event early in the season as an opportunity for the team to bond.

MUSIC

- Playing music during games helps to build a fun atmosphere.
- Girls enjoy singing along to popular songs and love creating their own team song.
- Ask the players what songs they want on their playlist.

BEING ABLE TO PLAY

- Don't underestimate the girls' desire to just play and enjoy the game without a strict set of rules or boundaries.
- Get the players to create their own games utilising different skills, that way they will be more invested in the activity.

CLEAR COMMUNICATION

- Coaches should sit down with their players and talk about the expectations of their (players) sport experience.
- Ensure the players feel they are listened to and that the sessions are player-centric and not dominated by the coach.

FEMALE ROLE MODELS

- Using female role models to coach or meet the team can inspire players to aspire to reach their potential.
- Using older female players from the club to coach or help teams is a good way to engage the females throughout your club.

IMPROVE SKILLS

- Girls want to improve their skills so challenge them to throw further, hit the ball into gaps and bowl in particular areas.
- Girls aren't playing to win, they are playing to improve so provide opportunities for them to do so.

PLAYING IN AN ALL-GIRLS COMPETITION

- Some girls don't mind playing with the boys, but it has been found that most girls feel safer in an all-girls group or team.
- Girls teams are generally focused on skill development and girls have the opportunity to make social connections.

CLUB ENVIRONMENT

With so many girls being introduced to cricket each year, it is important to make sure your club is a place where girls feel welcome, safe and comfortable.

Social

- Ensure it's a positive experience for families.
- Host social BBQ's.
- Ensure there is a time for girls to catch up.

First Impressions

- Make sure its positive.
- Make it simple.
- Send a welcoming email with plenty of details, including upcoming events.

Facilities

- Female friendly toilets and change rooms.
- Club is clean, neat and tidy.

Equipment & Uniform

- Appropriate sized equipment for each age group.
- Ensure each team is appropriately resourced with kit, shade shelter, scoring and umpiring aids.
- New Players need introduction to putting on and using protective equipment.

Women at the club

- Female representation on the committee is critical.
- Diversity brings new skills and knowledge.
- Visible role models are important to encourage more women and girls to be involved.

Coordinator

- A girls team coordinator is key to introducing and retaining girls' teams.
- Friendly and efficient.
- Coordinator needs to be visible and accessible to players and their parents.
- Present at first training and club events.

Whole of club support

- Girls teams must be driven and supported by the committee to ensure a smooth introduction.
- Start creating a plan to develop a female pathway.

Appoint a Girls Cricket Coordinator

This very important person will be the point of contact for all the girls competitions.

Local Schools

Connect with your local schools to let girls know what opportunities there are at the club. If there is a cricket program at a local school, you can provide information to students about your club.

Meet with your State Cricket Contact

Your State cricket contact has access to a wide variety of resources to help and support your club.

Research your community

Understand the make up of your community to ensure you are meeting the needs in what you provide.



Conduct a facilities audit

Determine the availability and standard of female friendly facilities at your grounds. Ensure the girls ovals are selected and fixtured at the same time as the boys.

Promotional material

All promotional items, including flyers, images and videos, are connected to the national marketing campaign. Visit community.cricket.com.au for resources.

Set up a Support Structure

Engage others to be the coach, scorers, team managers, umpires, etc. to spread the workload.

Education and training

Run an information session for parents to keep everyone updated and informed. Conduct or attend an *A Sport For All* workshop.

CLUB PREPARATION

LET YOUR COMMUNITY KNOW

Where should we promote?

Ensure you are using language that is specific to targeting females and highlight that the game is fast, short, exciting and they don't need any prior experience or skills to join in and register!

Current member base

- The best way to recruit is from your current member base. Your members' families are well aware of your club environment and already spend their time and money at your club. Run a brother/sister day to get the whole family involved.

Winter Sports Clubs

- Get down to your local winter sports presentation night or wind up to promote your club. Girls are known to stay in teams with their friends and playing a summer and winter sport is a great way to keep the team together.

Community Newspaper

- Invite your community newspaper to do an article on your club and the programs you offer. Get them down to a training session to see it for themselves and take quality pictures.

Bring a friend

- Encourage any girls who sign up to bring a friend or groups of friends. Research has found that girls are more likely to try something new if they know someone.

Social media

- Use your clubs website and social media channels to promote your programs. Don't just put information on your 'wall' because not many will see it. Go one step further and share it in parents or community groups to get people talking. Tag friends/family to get them involved.

Signs

- Putting up signs on main roads to promote your club is a good way to capture a lot of different people. Make sure you include a contact person and state that 'girls play here!'

Community notice boards

- Put up a different flyer for the programs you offer at your local shopping centre or community centre. Be sure to include specific program or team details, such as training days/times as well as a venue and a contact person.

THE FIRST TRAINING SESSION

Organisation

Equipment set up and ready to go when players arrive.

Session is well planned with all involved knowing the session plan.

Have a chat to the team and parents to give them more information about the program and what they will be doing.

Host a 'welcome to the club' day before the first official training so they already know a few friendly faces.

Coaching

Enthusiastic and energetic.

Creates a fun, safe and inclusive environment.

Provide education and training for the coaches. All coaches should have at least completed the community coaching course.

Parent Engagement

Make sure the parents and players feel welcome.

First impression is a lasting impression.

Give the parents as much information as you can about the program, how they can get involved and show how their daughter can move through the female cricket pathway.

First Experience

Must be a positive experience.

Focus on skills and fun games.

Allow time for the girls to socialize with each other.

Ensure club rep (girls coordinator) is present to greet all players and their parents.

Make them want to come back for more!