

# FIRST IMPRESSIONS AT YOUR CLUB CHECKLIST

Research tells us that some young people perceive football clubs are not for them. Providing an enjoyable and welcoming environment during the first visit is paramount to helping the women & girls feel connected – this is vital to ensuring new players return.

Here are some things for your club to consider when welcome new participants;

- Select a peer buddy from player group to partner new players
- Provide Women role models – particularly for junior girls
- Select a welcome officer to host new members
- Make sure the club facilities are clean and hygienically presented
- Make sure volunteers and staff are qualified, friendly and approachable
- Make sure all members of the club are featured in club memorabilia such as trophies, photos and banners
- Ensure your social media and website platforms are up to date and reflect the culture of your club – potential players will generally do research before contacting your club so it is important that by visiting your pages it is very clear that females are welcome at your club
- Ensure all members of the club display appropriate behaviours towards each other
- Ensure that women & girls are given fair and equal access to facilities. Think about what message these following scenarios may send to a new player;
  - > *Giving the women a pocket of the oval to train in while the men use the whole field*
  - > *Giving the men access to a changeroom while women have to change & leave their bags outside in the open*
  - > *Making the women's and girls' teams always train at a school oval because 'there's not enough room' for them on the clubs main oval*