



CLUB CHANGER

Club Development Program



Australian Government
Australian Sports Commission

Football Australia's Club Changer Program is strongly supported by the Australian Government, through the Australian Sports Commission

Club Changer

Club Changer, Football Australia's Club Development Program aims to protect and enhance our clubs, to make them stronger and more resilient, to lead them in building welcoming and inclusive cultures and to educate them on positive environments for players, volunteers, officials, and administrators whilst planning for long term viability and success.

OBJECTIVES

- To **LEAD** community clubs in identifying key priority areas for improvement, spark action for positive change and invest in long term sustainable practices for future success.
- To **EMPOWER** community clubs to strategically plan to increase capacity and participation growth, through education, resources, and transfer of knowledge.
- To **SUPPORT** community clubs in creating inclusive and welcoming environments for women and girls in all aspects of the game.
- To acknowledge and **CELEBRATE** clubs who are investing in the development and future of their football community.

PROCESS



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Recognition & Rewards

Clubs are encouraged to complete Game Plan modules in accordance with the Club Changer Reward and Recognition Framework; the first being the 'Our Game: Women & Girls in Football' Module.

As clubs progress through the criteria for each star award, benefits and incentives will be unlocked for the club to utilise and further progress their capacity and capability.

CRITERIA

BENEFITS



1. Completion of Club Affiliation with the Member Federation
2. Complete Game Plan* Club Profile
3. Complete the Our Game: Women & Girls in Football Module
4. Complete a Our Game: Women & Girls in Football Action Plan
5. Share and discuss the Action Plan with State Program Manager – Club Development

- Entry for selection of the annual National Club Development awards
- Eligibility access for State and National Women & Girls Program Funding
- Eligibility access to Introduction to Coaching Workshop or Coach In-Service Training
- And more.



1. Achieved 1 Star status
2. Complete 4 additional modules
 - 3 Priority modules of club's choosing
 - Safeguarding (Mandatory)
3. Complete 1 additional Action Plan in line with club's key priority areas
4. Share and discuss the Action Plan with State Program Manager – Club Development

- Previous level benefits
- Eligibility access to the National and State Workforce for Action Plan delivery
- Eligibility access for national and state media and public relations experiences
- And more.



1. Achieved 2 Star status
2. Completion of all modules within Game Plan*
3. Complete 1 additional Action Plan. Share and discuss the Action Plan with State Program Manager – Club Development
4. Display of progression and implementation of previous the 3 Action Plans within 1 Star & 2 Star Club Level

- Previous levels benefits
- Eligibility access to Football Australia's national Training & Compliance partner for discounted club courses on First Aid, CPR, Safeguarding, Sports Trainer and more
- Eligibility access to engage in national club fundraising initiatives
- And more.



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Access to National Funding



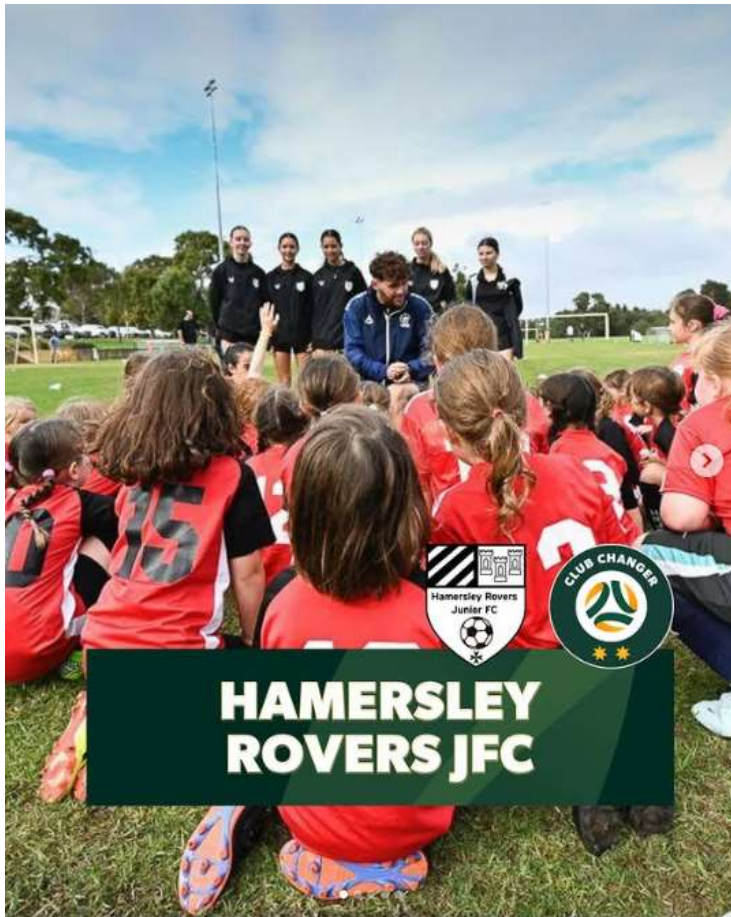
**Recipients of the 2025/2026
Growing Football Fund
Community Grants
announced**



FOOTBALL
AUSTRALIA

**GAME
CHANGER**
Club Development Program

National Recognition



[View more on Instagram](#)



41 likes

clubchanger




🌟 TOP 20 CLUBS OF THE YEAR 🌟



GAME CHANGER
Club Development Program

Children have declining competence and confidence to play sport



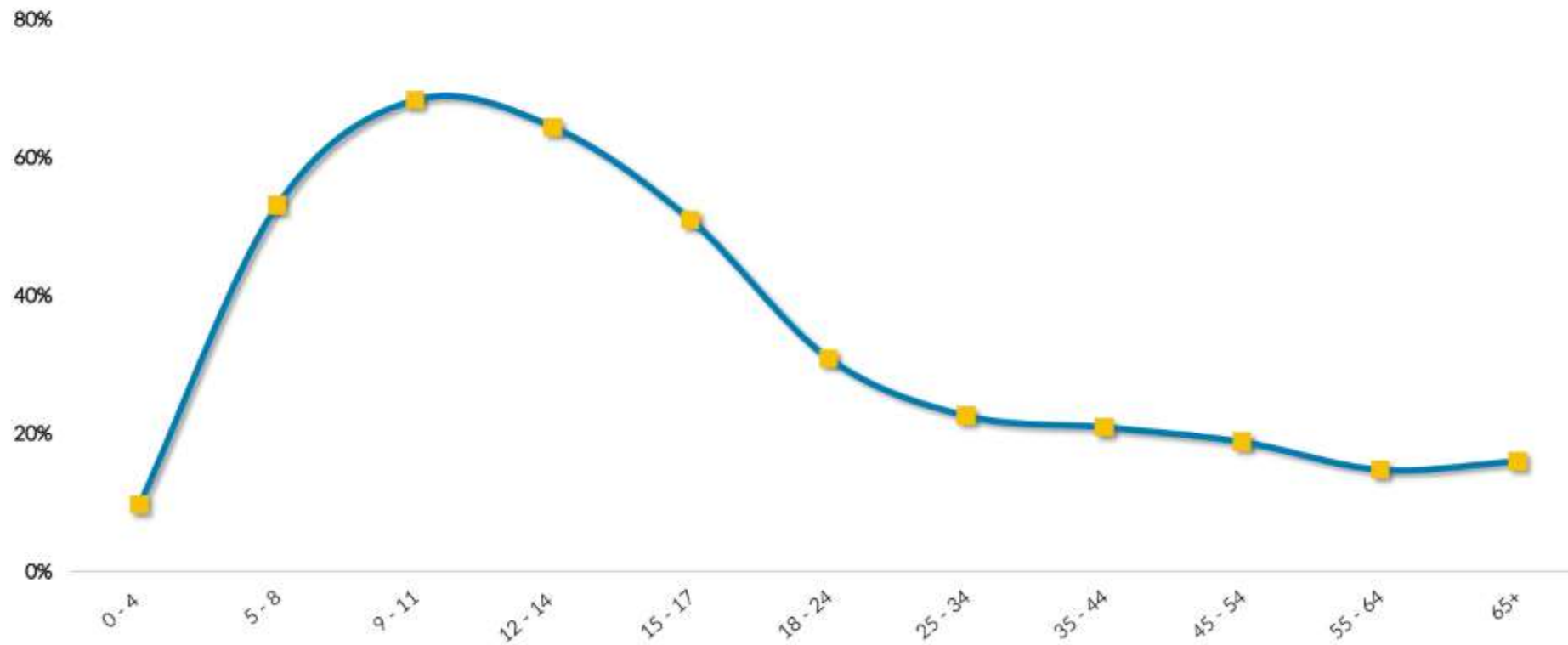
	 Balancing	 Catching	 Running
1994	22 seconds	14	9.2 seconds
2019	15 seconds	8	10 seconds

Source – [Keep kids moving with KIDDO](#)



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We need to treat 12-year-olds as children, not athletes



ASC AusPlay Survey, 2023



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Modules

In collaboration with Australian Sports Commission (ASC), Football Australia's Club Changer Program will be accessed through Game Plan.

Each module includes a series of questions that measure a club's capacity and capability for growth relating to the functional area of club development.

To log into Game Plan:
<https://gameplan.ausport.gov.au/>



Women & Girls in Football

Improve the experience of Women and Girls in football.



Safeguarding

Provide and maintain a safe environment, free from harm, for children and adults to engage and participate in sport.



Strategy, Roles & Responsibilities

Strategic plan, its formation and execution of the plan taking into account numerous factors.



Marketing & Communications

Marketing and communications methods and the ability to engage with different audiences across the community.



Workforce

Identification, recruitment, development, retention and recognition of administrators, volunteers, coaches, and officials.



Participation

Breadth of sporting opportunities and formats available to members of your club and the local community to participate in.



Stakeholder Alignment

Alignment of key policies and objectives with those of key partners.



Diversity, Equality & Inclusion

Facilitate diverse, equal, and inclusive experiences to members and the community.



Finance

Systems, knowledge and skills to inform decision-making and support sustainable financial growth.



Diversified Partnerships

Generate financial return from sources other than membership fees.



Research & Insights

Understanding of members and ability to draw insights into their habits in order to inform decision making.



Technology & Digital

Basic technology needs and functions of your club and the degree to which they are aligned to those of key partners.



Governance

Effectiveness of your club's committee, its decision-making, planning and level of adherence to legislative responsibilities.



Infrastructure

Support the planning, quality, funding and utilisation of its facilities in line with its strategic objectives and member's needs.



Values & Behaviours

Values, its alignment to strategic objectives, and the influence upon club culture and the behaviours of members.



Achieving Your 1 Star Status

To achieve your 1 Star Status:

- Complete Club Affiliation with Football West
- Complete Game Plan Club Profile
- Complete the Our Game: Women & Girls in Football Module on Game Plan
 - <https://gameplan.ausport.gov.au/>
- Complete the Our Game: Women & Girls in Football 1 Star Action Plan
- Submit to Football West Club Development Lead – Mo Syafiq
 - mo.syafiq@footballwest.com.au



Women & Girls in Football

This module designed by Football Australia, is for all football clubs to improve the experience of women and girls in football.

Estimated time to complete: 15 minutes

* Required

Do you provide opportunities for females to play football within your club either in female only teams/participation programs or mixed teams/ participation programs?

*

- Yes, females of any age or ability can play football within our club
- Yes, we have some female playing opportunities, but are limited in age groups/ abilities
- Yes, we provide introductory participation programs for females
- We do not have opportunities for females to play within competitions or social programs



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Football Club:	Start Date:	Created By:	Approved By:
Aims for the Season:			



#	OBJECTIVE	ACTIONS (What)	TIMESCALES (When)	RESPONSIBILITY (Who)	RESOURCES REQUIRED	TARGET	REVIEW
E	Example: Create 2 x girls only <u>MiniRoos</u> teams	<ol style="list-style-type: none"> 1. Advertise through local primary school newsletter 2. Create and print out flyers to give to local primary school girls 3. Deliver a <u>girls</u>-only come and try day for U8 and U10 girls 	Dec 2025 + Jan 2026 Jan 2026 Feb 2026	<ul style="list-style-type: none"> • Alexandra (advertisement) • Helen (admin for Come & Try day) • Georgia + John (Come & Try Day coaching) 	<ul style="list-style-type: none"> • Social media accounts • Design software (Canva) • Field availability • Training Equipment • Coaching staff • Printing budget 	<ul style="list-style-type: none"> • 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 	Review Mar 2026
1							
2							
3							
4							
5							

Program Manager:	Member Federation:	Sign-Off Date:	Comments:
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For more information & ideas to support your club's development, including case studies, examples & templates click to view: [Club Changer Resource List](#)

[FOOTBALLAUSTRALIA.COM.AU/CLUBCHANGER](https://www.footballaustralia.com.au/clubchanger)

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Renewing Your 1 Star Status

**Annual renewal*

To renew your 1 Star Status:

- Recompletion of Women & Girls in Football Module (12-month validity)
- Review of previous year action plan
- Creation of renewed action plan
- Submit to Football West Club Development Lead – Mo Syafiq
 - mo.syafiq@footballwest.com.au



Football Club:	Start Date:	Created By:	Approved By:
Aims for the Season:			

#	OBJECTIVE	ACTIONS (What)	TIMESCALES (When)	RESPONSIBILITY (Who)	RESOURCES REQUIRED	TARGET	REVIEW
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FOOTBALLAUSTRALIA.COM.AU/CLUBCHANGER

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Women and Girls in Football

Objectives?



Women and Girls in Football

Objectives?

Female Coaches

Female Committee (40/40/20)

Mums and Bubs

Female Uniforms

Female Volunteers

Inclusive Facilities

Female Mentors

Female Football Week (8 -17 May)

Female Football Funding

Girls only Teams

Female Strategic Plan

Come and Try Day

Social Media Showcase

Volunteer Upskilling

Junior to Senior Pathways

International Matchday Activations





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