



CLUB CHANGER

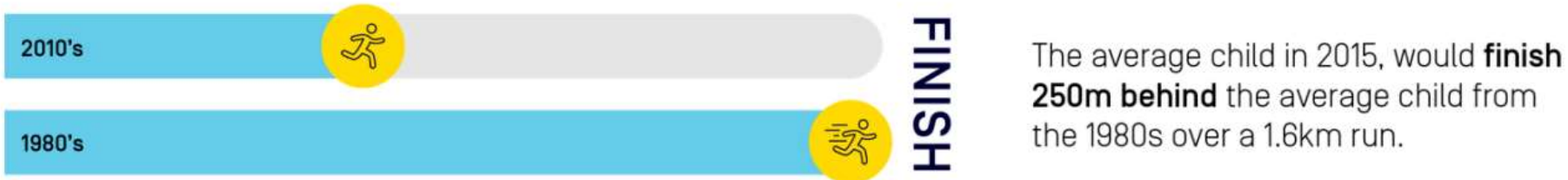
Club Development Program






Australian Government
Australian Sports Commission

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

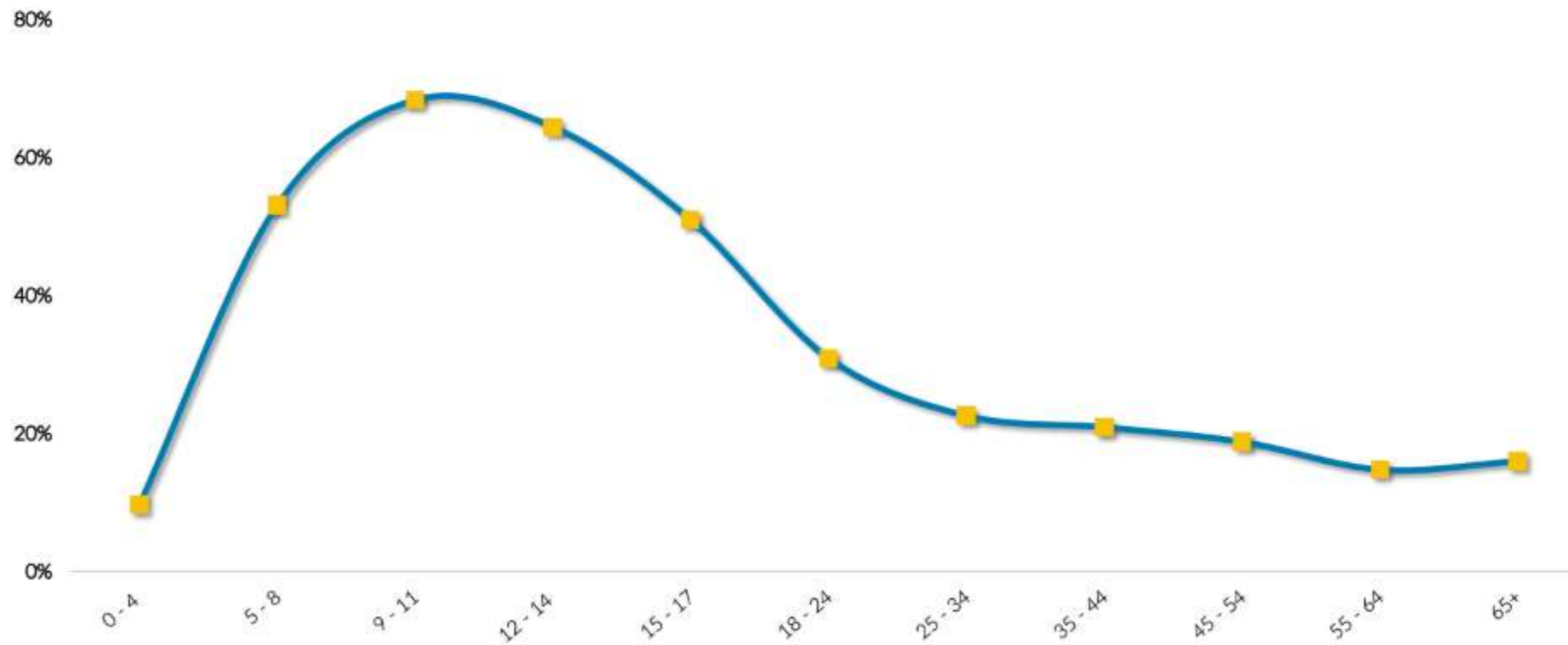
Children have declining competence and confidence to play sport



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

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

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



ASC AusPlay Survey, 2023



CLUB CHANGER
Club Development Program

PROGRESS 1/2/3 STAR

 <p>1 Star</p>	 <p>2 Stars</p>	 <p>3 Stars</p>
<ul style="list-style-type: none">▶ 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	<ul style="list-style-type: none">▶ 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:<ul style="list-style-type: none">- 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	<ul style="list-style-type: none">▶ Achieved 2 Star Status and demonstration on 2 Star action plan▶ Completion of all modules on Game Plan <i>(completions within 12 months of 3 Star Submission)</i>▶ Complete 1 additional Action Plan that covers a variety of topics covered in the modules completed <i>(part of the 3 Star submission document)</i>▶ Share and discuss the Action Plan with State Program Manager - Club Development <p><i>* must hold 2 Star Status for 12 months before eligible for 3 Star</i></p>

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.



CLUB CHANGER
Club Development Program

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
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](#)

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#	OBJECTIVE	ACTIONS (What)	TIMESCALES (When)	RESPONSIBILITY (Who)	RESOURCES REQUIRED	TARGET	REVIEW
E	Example: Create 2 x girls only <u>MiniRoos</u> teams	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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[FOOTBALLAUSTRALIA.COM.AU/CLUBCHANGER](https://www.footballaustralia.com.au/clubchanger)

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CLUB CHANGER
Club Development Program

Achieving your 2 Star Status

Club Requisites for 2 Star:

- Hold a valid 1 Star Status (renewal may be required)

To achieve your 2 Star Status:

- Complete Safeguarding Module
- Complete Safeguarding Webinar (Next Webinar: 6 May)
- Complete 3 additional modules of club's choice
- Complete 2 Star Submission Document
- Submit to Football West Club Development Lead – Mo Syafiq
 - mo.syafiq@footballwest.com.au



1 STAR CLUB ASSESSMENT TO PROGRESS TO 2 STAR STATUS

Club Name: ██████████

Objective	Action Taken	Date	Photos/Documentation
Participation retention <u>focus</u> for women & girls	Club Community Events Hosted regular community events to continue to build a positive whole Club culture	Friday nights throughout the season	Photo Page #1 (flyers advertising community events)
	Female Focused Opportunities	February/March 2024	WhatsApp group - Female Football Opportunities
	<ul style="list-style-type: none"> Hosted NPLW Night Series Group Round – all junior girls teams invited to attend and assist as ball kids and mascots 	23 March 2024	Photo Page #2 (photos of opportunities provided to the junior <u>girls</u> teams in 2024)
	<ul style="list-style-type: none"> NPLW Night Series Grand Final opportunities as Mascots and Ball girls 	17 August 2024	
	<ul style="list-style-type: none"> Partnered with ██████████ as part of the Perth International Football Cup (PIFC) and a group of approximately 14 girls made bracelets for visiting West Ham players 	26 August 2024	Photo Page #3 (examples of WhatsApp messages from Female Football Opportunities group)
	<ul style="list-style-type: none"> Participated in West Ham meet and greet at Macedonia Park 	29 August 2024	
	<ul style="list-style-type: none"> Team Pitch Walk <u>opportunitiy</u> for PIFC at HBF Stadium 	30 August 2024	
	<ul style="list-style-type: none"> Ninja Football Clinic and Fan Activation event at Elizabeth Quay as part of the PIFC 	13 October 2024	
	<ul style="list-style-type: none"> Goldfields State Team v Perth Glory game at Dorrien Gardens <u>participated</u> as mascots and <u>half time</u> games 	15 December 2024	
	<ul style="list-style-type: none"> Perth Glory v Adelaide United at SKFC participated as mascots, ball girls, half time games 		
2023 / 2024 Numbers			
	2023	2024	Difference
██████████ <small>(over 1 term enrolment)</small>	6	6	0
5-6 years	0	2	+2
7-12 years	6	13	+7
13-18 years	31	67	+36
19+ years	67	47	-20



Part 2: Modules Completed Date and Maturity Rating



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2 STAR MODULES			
#	Module	Date Completed	Maturity Rating
1	Mandatory: Safeguarding	6 th August 2024	Developed
2	Workforce	6 th August 2024	Developed
3	Stakeholder Alignment	11 th June 2025	Developing
4	Values and Behaviours	11 th June 2025	Developed



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Club Development Program

Part 3: 2 Star Action Plan



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

2 STAR ACTION PLAN							
#	OBJECTIVE	ACTIONS (What)	TIMESCALES (When)	RESPONSIBILITY (Who)	RESOURCES REQUIRED	TARGET	REVIEW
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](#)



Achieving your 3 Star Status

Club Requisites for 3 Star:

- Hold a valid 2 Star Status
 - Must hold 2 Star Status for 12 months before eligible for 3 Star

To achieve your 3 Star Status:

- Complete all modules on Game Plan
 - Within 12 months of applying for 3 Star
- Complete 3 Star Submission Document
- Submit to Football West Club Development Lead – Mo Syafiq
 - mo.syafiq@footballwest.com.au



2 STAR CLUB ASSESSMENT TO PROGRESS TO 3 STAR STATUS

Club Name: Mandurah City FC

Objective	Action Taken & Impacts/Outcomes	Date	Photos/Documentation
Coaches and volunteers working with children's checks.	<ul style="list-style-type: none"> - Play Football implemented a process where all volunteers, coaches and managers could not register unless they entered a WWC license into the portal. Unregistered volunteers were <u>followed up</u> by our secretary. 	21 st April 2025	
All members/ coaches and volunteers to be aware of the safeguarding policies and procedures.	<ul style="list-style-type: none"> - Emailed, shared to coaches' chat and discussed at our coaches and volunteers' night. - Safeguarding policy was presented at our parent's information night. 	At the commencement of the 2025 playing season.	Attached images.
Recruit a safeguarding and wellbeing officer to our current committee.	<ul style="list-style-type: none"> - Judy McLean has continued her role as wellbeing officer for the second year. - Mel has taken on the safeguarding role and both wellbeing and safeguarding are working together. - Job descriptions created. 	Continued from 2024	Attached images.
Policy and complaint procedures document to be created specific to Mandurah City FC for both safeguarding and wellbeing.	<ul style="list-style-type: none"> - Policies have been <u>created</u> and links are on our Mandurah City FC website. - We have also included this in our Football Plan. 	1 st March 2025	Media Policy Safeguard Policy Mandurah City FC Football Plan 2025-2028



Part 2: Modules Completed Date and Maturity Rating

3 STAR MODULES		
#	Module	Date Completed
1	Women & Girls in Football	15/12/2025 Developed
2	Safeguarding	05/01/2026 Excelling
3	Strategy, Roles & Responsibilities	17/12/2025 Developed
4	Participation	10/11/2025 Developed
5	Finance	17/12/2025 Excelling
6	Marketing & Communications	17/12/2025 Developed
7	Governance	10/11/2025 Developed
8	Diversity, Equality & Inclusion	01/02/2026 Developed
9	Workforce	01/02/2026 Developed
10	Technology, Digital & Innovation	01/02/2026 Developed
11	Stakeholder Alignment	17/12/2025 <u>Excelling</u>
12	Infrastructure	10/11/2025 Developing
13	Values & Behaviours	10/11/25 Developed

Part 3: 3 Star Action Plan

Football Club: Mandurah City FC	Start Date: 29.07.2025	Created By: Mel Loreto	Approved By: Gary Byrne- President
<p>Aims for the Season:</p> <p>Diversity, Equity and Inclusion- creating a club culture that champions diversity, equity, and inclusion. We are committed to providing a safe, welcoming, and respectful environment where everyone regardless of background, gender, ability, or identity.</p> <p>Marketing & Communications- our focus is on strengthening marketing and communications at Mandurah City FC through clear messaging, responsible media practices, and adherence to club policies. We aim to promote our teams, events, and values in a professional and inclusive way both online and in the community.</p> <p>Values & Behaviours- placing a strong focus on upholding the values and behaviours that define who we are as a club on and off the field. We are committed to fostering a culture built on respect, integrity, teamwork, and accountability.</p>			

3 STAR ACTION PLAN							
#	OBJECTIVE	ACTIONS (What)	TIMESCALES (When)	RESPONSIBILITY (Who)	RESOURCES REQUIRED	TARGET	REVIEW
1	Educate Members on DEI Principles	Provide regular education and awareness opportunities on diversity, equity, and inclusion for coaches, players, volunteers, and committee members. Create a Diversity and inclusion policy.	During the 2025-2026 season. To be completed by <u>mid year 2025</u>	Directors of football - Female - Boys - Senior men Jim Webb	Tip-Sheet-2_Coaching-Inclusively.pdf	Entire club community	This objective is completed. Media Policy



RENEW 1/2/3 STAR

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

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

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





CLUB CHANGER

Club Development Program

WEBINAR

SAFEGUARDING FOR COMMUNITY CLUBS

Microsoft Teams

Date: May 6, 2026

Time: 7:00pm (AEST)

**REGISTER
TODAY**

* Attending a Safeguarding webinar is a mandatory requirement for clubs aiming to progress to the Club Changer 2 Star level.



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