

GAWLER EAGLES FC

Women & Girls in Football
Action Plan 2027 - 2029

www.gawlereagles.com.au



Developing players | Strengthening community | Striving for excellence



2026 STATE OF PLAY

Gawler Eagles FC has established a growing and successful women's and girls' football program, including:

Female Participation

- 69 registered female players
- 5 dedicated female teams:
 - Under 9 Girls
 - Under 11 Girls
 - Under 12 Girls
 - Under 13 Girls
 - Women's Community Team
- An additional 4 female players participating in mixed teams
- Female participation pathways from junior football through to senior women's football

Female Leadership & Volunteers

- 5 female coaches
 - U8 Mixed
 - U11 Girls
 - 2 x U12 Girls
 - U13 Girls
- 26 female team managers
- 3 Female Committee members
- Female volunteers actively supporting teams and club operations

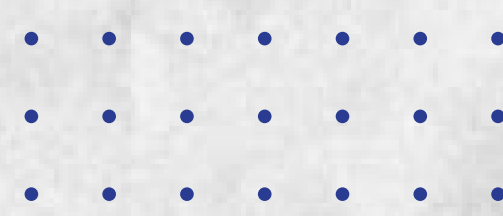


OPPORTUNITIES FOR GROWTH

We are ready to take the first step towards a Women's State League Team, and are now awaiting approval from Football SA.

While we wait, the next phase of development will focus on:

- Increasing girls' participation across all age groups
- Establishing additional youth and women's teams
- Improving transition pathways from junior girls to senior women's football
- Increasing female representation in club leadership positions
- Further developing female coaches, referees and volunteers
- Ensuring facilities continue to meet the needs of women and girls



OUR VISION

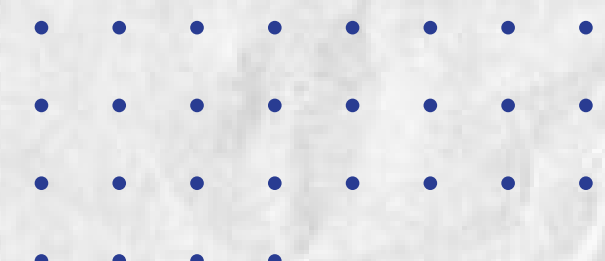
To be Northern Adelaide's leading inclusive football club, providing accessible, enjoyable and sustainable opportunities for women and girls to participate, lead, coach, referee and volunteer.

KEY MESSAGE

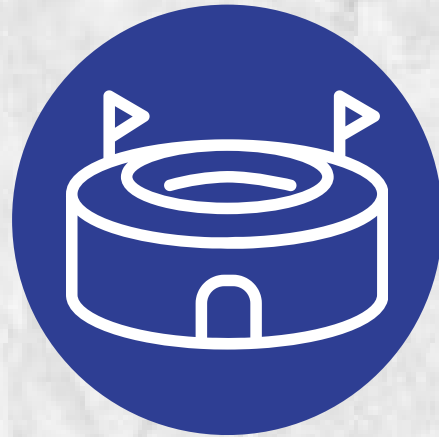
Ready to Go: We are ready to take the first step towards a Women's State League team, and are now awaiting approval from Football SA.

Current Strength: Gawler Eagles FC already has one of the strongest female football foundations in the region, with 69 players, 5 dedicated female teams, 5 female coaches and 26 female team managers.

Future Focus: The 2027-2029 Action Plan shifts from establishing opportunities to expanding participation, strengthening pathways, increasing leadership representation and ensuring long-term sustainability of women and girls' football at the club.



CLUB CORE VALUES



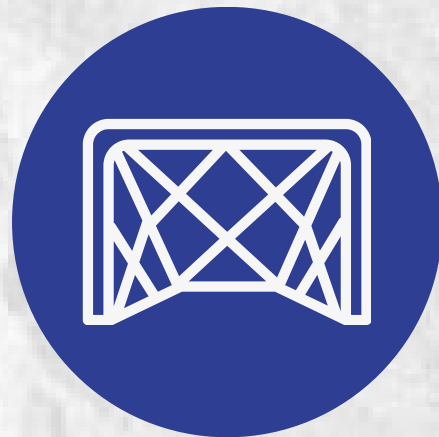
Respect | Inclusive, supportive, and fair treatment of all



Excellence | Continuous improvement on and off the pitch



Accountability | Clear roles and ownership of outcomes



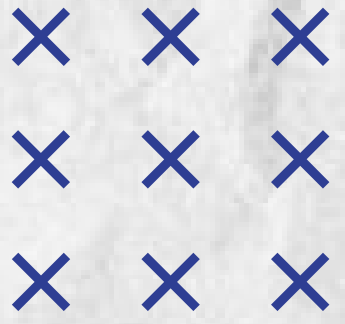
Discipline | Commitment to standards and behaviours



Integrity | Transparency and ethical conduct



Teamwork | Collaboration across all levels of the club



STRATEGIC PRIORITIES

1

Grow Participation

Increase female participation from 69 players to 100+ players by 2029.

2

Retain and Support Players

Establish a Women's State League (WSL) team as soon as possible.
Maintain a female player retention rate above 85%.

3

Women in Leadership

Increase female representation in leadership and decision-making roles.

4

Coaching, Refereeing and Volunteering

Develop female football leaders across coaching and officiating.

5

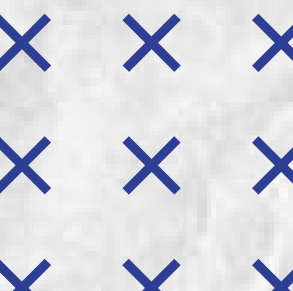
Facilities & Infrastructure

Provide facilities that support safe, equitable participation for women and girls.

6

Inclusive Club Culture

Create an environment where women and girls feel welcomed, supported and valued.





GROW PARTICIPATION

Objective | Increase female participation from 69 players to 100+ players by 2029.

Actions

- Deliver annual Girls Come & Try program.
- Conduct school engagement activities across Gawler and surrounding communities.
- Promote MiniRoos and girls' football through social media campaigns.
- Introduce an additional girls' age group where demand exists.
- Celebrate and showcase female football during the club's 50th Anniversary year.
- Expand female participation opportunities across junior and senior football.

Success Measures

- 100+ female players by 2029.
- Female participation growth of at least 45%.
- Girls represented across all viable age groups.



RETAIN AND SUPPORT PLAYERS

Objective | Establish a Women's State League (WSL) team as soon as possible.

Actions

- Undertake a feasibility assessment and pathway review.
- Identify current player numbers and future talent pipeline.
- Establish relationships with female players seeking higher-level football opportunities.
- Develop a Women's Football Subcommittee to oversee pathway planning.
- Recruit additional players and coaches capable of supporting a future WSL team.
- Strengthen links between junior girls, Women's Community and development squad players.
- Explore competition requirements, facility standards and financial sustainability.
- Submit an application and establish a Women's State League team (subject to league requirements and player numbers).
- Launch a formal female player pathway from MiniRoos through to Women's State League football.

Success Measures

- Women's State League Team established.
- Female player pathway from U9's to WSL.
- Female player retention increased annually.
- Female coaching support has a dedicated coaching structure.
- Women's football participation is 100+ players.

RETAIN AND SUPPORT PLAYERS

Objective | Maintain a female player retention rate above 85%.

Actions

- Annual player satisfaction survey.
- Female player forum each season.
- Women's and Girls social events.
- Mentoring opportunities between senior women and junior girls.
- Recognition of female achievements through awards and club communications.

Success Measures

- Maintain a female player retention rate above 85%.
- Positive player satisfaction feedback.
- Increased transition from junior girls to women's football.

WOMEN IN LEADERSHIP

Objective | Increase female representation in leadership and decision-making roles.

Key Initiatives

- Establish a Women & Girls Football Coordinator position.
- Actively recruit female committee members.
- Create leadership development opportunities.
- Encourage female representation on subcommittees and project groups.

Success Measures

Measure	2026	2029 Target
Female Team Managers	26	30+
Female Coaches	5	10
Female Committee Members	3	5 (40% representation)

COACHING, REFEREEING AND VOLUNTEERING

Objective | Develop female football leaders across coaching and officiating.

Key Initiatives

- Subsidise coaching accreditation courses.
- Promote referee development pathways.
- Partner experienced coaches with emerging female coaches.
- Create volunteer recruitment campaigns targeting parents and senior players.

Success Measures

Measure	2026	2029 Target
Female Coaches	5	10
Female Referees	?	8
Female Volunteers	?	Increase annually



FACILITIES & INFRASTRUCTURE

Objective | Provide facilities that support safe, equitable participation for women and girls.

Priority Projects

- Accessible pathways and connections.
- Improved lighting and security.
- Additional shade and spectator facilities.
- Family-friendly facilities and amenities.
- Sanitary product availability in amenities.

Success Measures

- Improved facility satisfaction scores.
- Increased female participation capacity.
- Infrastructure projects incorporated into Council and grant funding applications.



INCLUSIVE CLUB CULTURE

Objective | Create an environment where women and girls feel welcomed, supported and valued.

Actions

- Celebrate Female Football Week annually.
- Feature female players, coaches and volunteers on social media.
- Promote role models from within the club.
- Deliver Respect and Inclusion education.
- Ensure club policies support gender equity and inclusion.

Success Measures

- Increased sense of belonging.
- Greater visibility of female role models.
- Positive culture survey results.

ANNUAL TARGETS

2027 - STRENGTHEN FOUNDATIONS



75 female players.



**2 new female coaches
accredited.**



**Establish female
participation and
retention reporting.**

ANNUAL TARGETS

2028 - CELEBRATE AND GROW



90 female players.



Club's 50-Year Anniversary includes a Women in Football celebration.



Female coach numbers increase to 8.



Additional girls' team established where participation supports expansion.

ANNUAL TARGETS

2029 - SUSTAIN AND LEAD



100+ female players.



10 accredited female coaches.



8 female referees developed.



40% female committee representation.



85%+ player retention.