

KICKSTART PROGRAM - FOR EMERGING WOMEN COACHES

CLUB LEADER – ROLE SUPPORT GUIDE

Thank you for stepping into the role of Passionate Club Leader as part of the Kickstart Program for Emerging Women Coaches. Your support is vital in helping women take their first steps into coaching and building a more inclusive football community.

This role is all about identifying potential women coaches in your community, providing encouragement, and supporting new coaches through a structured, supported journey.

See below steps for successfully completing the Kickstart Program for emerging women coaches in your club.

Stage	Actions
1. Get Onboard!	<input type="checkbox"/> Register your club for the program – HERE <input type="checkbox"/> Familiarise yourself with the Kickstart program and resources – HERE
2. Identify Emerging Coaches	<input type="checkbox"/> Look for potential coaches: Female players, Parents, Team support staff, 2024 Coach Your Way participants <input type="checkbox"/> Have a 1:1 conversation, share why they'd be great in coaching. <input type="checkbox"/> Discuss involvement: Direct them to online video HERE <i>TIP: Use the “power of tapping people on the shoulder” here. This will help people feel important, seen and confident in saying yes.</i>
3. Identify Mentor Coaches	<input type="checkbox"/> Select some coaches in your club that you think would be great mentors – caring, happy & open to share, can role model good coaching behaviours <input type="checkbox"/> Discuss their role as a mentor: Direct them to online video HERE & Register as a mentor on CoachAFL HERE
4. Guide Emerging Coach to education	1. Guide Emerging coach to complete their foundations coaching <i>Options for emerging coaches to complete their education:</i> – Arrange a 90-min club-based education session (8 attendees minimum) via Courtney Paulson Courtney.paulson@sanfl.com.au – Enrol Emerging coaches to a central SANFL workshop, Upcoming events found HERE – Complete the 2025 Coaching Accreditation online modules. (No practical skills activities) HERE 2. Help emerging coach complete their Working with Children Check (WWCC) Apply HERE



	3. Guide Emerging coach to online coaching resources HERE
5. Start Mentoring Sessions	<input type="checkbox"/> Match mentor and emerging coach <input type="checkbox"/> Lock in 4 joint sessions to practice coaching: Balance of observing head coach and opportunities to coach <input type="checkbox"/> Regular check-ins using some open questions. <ul style="list-style-type: none"> - How did you find your experience? How did it go? <p><i>TIP: For your first check-in - Aim for this to be focussed on celebrating the good stuff and positively reinforcing them in taking their first step and giving it a go.</i></p>
6. Reflect & Explore	<input type="checkbox"/> Help the emerging coach reflect on their journey and find their next step: <ul style="list-style-type: none"> - How did you find your experience? - What did you start to feel more confident about? - Would you be interested in coaching at our club next year? If so, in what capacity would you feel most comfortable? (Head coaches, Co-Coach, Assistant coaches, line coach roles, runner) - How can we best support you next? <p><i>TIP: Consider doing this in a relaxed setting or during a team night. Aim to celebrate progress and growth. If possible, have list of upcoming roles in your club that Emerging coaches could be aligned to or take up as opportunity.</i></p>

Thank you & Good Luck

As you guide others on their coaching journey, remember that the impact you make goes beyond the field. Your enthusiasm, communication, and care create the foundation for a more welcoming coaching environment—one where women feel seen, supported, and inspired to lead.

Stay curious, stay connected, and most importantly, enjoy the process.

Need support? Contact us:

Women's Coaching Development Coordinator – Courtney Paulson | Courtney.paulson@sanfl.com.au | 0422 496 755

