

WOMEN & GIRLS ACTION PLAN

PHASE 2 (2026 - 2028)



PLAY



FOREWORD

Australian Football belongs to everyone. With a vision for everyone to love and connect with our game, the continued growth of women and girls is fundamental to its future.

We have seen remarkable progress in recent years, with more women and girls playing, coaching, umpiring and leading than ever before. That momentum is reshaping and strengthening every part of football.

Striving to achieve equal participation and representation by this decade's end requires focused leadership and a commitment to creating environments where women and girls feel safe, supported and empowered to thrive.

Phase 2 of the Women & Girls Action Plan builds on strong foundations, strengthening pathways, improving experiences and embedding opportunity at every level of community football.

If we are to have footy in every home, women and girls must see themselves represented, valued and empowered throughout their entire journey in our game. When women and girls lead, play and shape our sport, Australian Football is better for it.

The growth of women and girls in Australian Football is reshaping and strengthening the game. Their passion and talent are opening new possibilities, and it's our role to create pathways and environments that support them.

Phase 1 of the Women and Girls Action Plan expanded opportunities for girls playing through new all-girls Auskick groups and junior competitions, while supporting women and girls to coach, umpire and lead through targeted programs.

Phase 2 sharpens our focus on delivering high-quality experiences for women and girls playing, coaching and umpiring the game with a continued focus on increasing opportunities for 5-9 year old girls to play the game.

While we are proud of the progress achieved through Phase 1, we know there is more to do. This plan outlines actions that will help remove barriers, elevate experiences and accelerate growth across the football ecosystem.

By continuing to invest in women and girls, we are building a stronger, more vibrant and more inclusive future for Australian Football - one that reflects and celebrates everyone who loves the game.



Andrew Dillon
Chief Executive Officer
AFL



Madeline Penny
General Manager
Game Development, AFL



OUR VISION

The Women's Football Vision objective for participation is striving for equal participation and representation by 2030.

In 2021 The AFL launched the Women's Football Vision, outlining its commitment for the continued progression of the game for women and girls across all levels of Australian Football. The Vision recognises the current state of play and forecasts future objectives and targets for the AFL across Participation, Partnerships Pathways and Performance

The AFL Women & Girls Action Plan was developed to deliver on the Women's Football Vision.

Phase 1 of the Women and Girls Action was delivered from 2022-2025.

STATE OF PLAY (END OF PHASE 1)



144K

Registered Women & Girls' Players
(+45% in Phase 1)



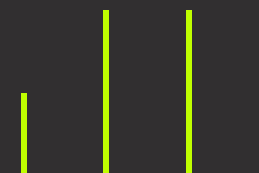
58.7%

Gender-Neutral Player Change Rooms
(+44.1% in Phase 1)



3.2K

Registered Women & Girls' Coaches
(+27% in Phase 1)



61.4%

Gender-Neutral Umpire Change Rooms
(52.4% in Phase 1)



2.4K

Registered Women & Girls' Umpires
(+44% in Phase 1)



452

Leagues, Clubs & Umpire Groups - committed to improving gender equity
(*Program commenced 2024)



1,011

Women participated in Leadership Programs

PHASE 2 INITIATIVES

1

INCREASING ALL-GIRLS OPPORTUNITIES FOR 5-9-YEAR-OLDS

2

IMPROVING THE EXPERIENCE FOR 5-9-YEAR-OLD GIRLS PLAYING THE GAME

3

INCREASING THE RETENTION OF WOMEN AND GIRLS COACHING AND UMPIRING THE GAME

4

IMPROVING COMMUNITY FOOTBALL ENVIRONMENTS

5

SUPPORT PROGRAMS AND INITIATIVES WITH A WOMEN & GIRLS MARKETING CAMPAIGN

The phase 2 priorities have been developed to build on the work delivered in phase 1. In reviewing phase 1, we acknowledge the progress made while recognising this is a long-term journey in striving for equal participation and representation of women & girls in the game.

5-9-year-old girls remains a key focus from a participation perspective as we embed all girls pathways, building from the ground up.

Phase 2 will also see an increased focus on retention of players, coaches and umpires by improving experiences and community football environments.



PHASE 2 INITIATIVES

PRIORITY	INITIATIVES
1. Increasing all-girls opportunities for 5-9-year-olds	1.1) Continue to embed all-girls programs in NAB AFL Auskick & NAB AFL Superkick Centres 1.2) Increase staff and coordinator education & training around all-girls groups 1.3) Expand Under 9 Girls (or regions equivalent) competitions to ensure representation across all clubs within competitions nationally
2. Improving the experience for 5-9-year-old girls playing the game	2.3) Increased focus on experience of girls in Auskick & Superkick 2.4) Introduce surveys in Under 9 Girls competitions to identify opportunities for improvement
3. Improving the retention of women and girls coaching and umpiring the game	3.1) Deliver and continue to evolve coaching programs nationally to increase the number of women in coaching 3.2) Improve the experience and support for women in coaching roles 3.3) Recruit more women into umpiring and umpire coaching roles through introductory programs 3.4) Launch 'Best Practice' guidelines around umpiring appointments & pay 3.5) Improve the experience for Women & Girls in umpiring through coach education, mentoring & networking opportunities
4. Improving community football environments through the Women & Girls Community Football Charter	4.1) Evolve the Women & Girls Community Football Charter to be an all-in-one education program for Community Football Leagues, Clubs and Umpire Associations to support gender equity in football 4.2) Deliver leadership development programs in all State's & Territory's for women in committee and leadership roles 4.3) Embed women & girls' requirements into AFL Funding initiatives
5. Supported by Women & Girls marketing campaign (on & off-field)	5.1) Deliver women & girls awareness campaign (on & off-field) 5.2) Improve visibility and celebration of women across all AFL platforms

ENABLERS

FACILITY CAPACITY

SHARED OWNERSHIP

COLLABORATION WITH OTHER ACTION PLANS / STRATEGIES



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