



ONE WORLD
ONE BALL
FLOORBALL

ENCOURAGING PARTICIPATION



QUICK GUIDE – Tips for encouraging greater participation by girls and women

PROMOTION

- Advertise in schools
- Use a development officer to visit schools – coach students & teachers
- Use top female athletes as role models
- Use your website to raise awareness of the possibilities for girls and women

TRIALS

- Hold free trial days
- Have 'women-only, come and try' days
- 'Learn to coach' days for women
- Offer free education for female coaches

WOMEN ONLY PROGRAMS

- Create new programs targeted at girls and women
- Offer age-appropriate competitions for adolescent girls

EDUCATION & SUPPORT

- Push to have female representative coaches – set a quota for your team staff (eg. Women's national team must have at least one female coach)
- Encourage female peers to support each other
- Use top female athletes / coaches as role models
- Have a dedicated coordinator for women's programs and teams
- Promote the health & safety aspects of floorball
- Require national team players to volunteer at local community sporting clubs or junior sport programmes

ORGANISATION & SCHEDULING

- Focus your organisation's goals on achieving greater involvement
- Form a Women's Committee
- Offer competitions at all levels from grass roots to elite for juniors through to seniors
- Create pathways for smoother transition from junior to senior competitions
- Play in a central location

GRANTS & FUNDING

- Access grants to encourage/reward women
- Work with the government to facilitate grants

RECOGNITION

- Establish Women in Floorball Awards