



ONE WORLD
ONE BALL
FLOORBALL

ENCOURAGING PARTICIPATION



This information is designed to serve a wide range of communities and populations. What may be an important topic in one community, or for one girl, may not seem appropriate in another community or to another parent, depending on a family's particular values or beliefs. Acknowledge and celebrate difference. Any form of discrimination, including discrimination on the grounds of sex, is incompatible with the philosophy of Olympism, and therefore with belonging to the Olympic Movement.

Strive to achieve gender equality by providing both genders with a full and equal range of opportunities and raising the awareness and understanding of gender equity amongst your members.

How to encourage participation

Club & local organisations

- Build opportunities for floorball organisations at a community club level through After-School programs, holiday programs, local coach training and general development support
- Provide positive role models for girls in floorball
- Emphasise rewarding effort as well as achievement
- Promote universal values of sport such as fair-play and co-operation rather than only focussing on competition. Focus on the positive motivating factors such as fun, enjoyment and socialising with friends
- Help build strong, basic technical fundamentals and create social support structures for the girls
- Provide your club with accredited coaches who are conscious of the generally accepted view that males and females require a different approach to
- 'Women only' clinics and camps, especially at the club level, offer an environment which is not as competitive, nor as stressful
- Offer a structured, learn-to-play floorball program designed to introduce beginners to the game's basic skills
- 'Fun Day' programs invite females to try floorball for the first time - it is designed for participants of all ages to come to a one-day event. There is no cost and no requirement to register for a season, and it offers a fun and safe environment to try floorball for the first time. Players learn the basic skills through drills and games
- Facilitate equal opportunities for all members in your club/association, particularly at administrative levels – research has shown that the insights women provide to the operation of clubs are significant and positively influence the culture, and ultimate success, of the club or organisation
- Establish 'second hand' uniform shops and equipment 'libraries'
- Consider the groups you are targeting when you are scheduling matches - be flexible. Most women live busy lifestyles involving work and family commitments – providing a flexible environment encourages them to stay committed to sport



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National Associations

- Provide opportunities for women to take on coaching, officiating and leadership roles – this leads to increased involvement and participation
- Ensure female coaching representation for teams with female athletes
- Create a gender equity quota policy – eg. there must be 20% of the underrepresented gender on the Board of Directors and committees. In the first few years, talented women can be recruited and elected/selected for the board and committees
- Require national team players to volunteer at local floorball clubs or regional junior floorball programs in the capacity of coach, official or administrator to support grassroots development
- Provide funding for girls' camps only if there is a female coach attending
- Establish an Apprenticeship program which increases the coaching experience through a multi-year apprenticeship with a mentor. The apprentices work in the senior national team environment and are provided with high performance, professional development opportunities
- Offer free education for female coaches & referees
- Establish Women in Floorball awards
- Use role models to promote and inspire young women
- Provide senior female mentors to guide and advise younger female participants – this will help create an environment that is comfortable for the younger generation of players
- Well organised national/provincial seminars play a key role in generating the enthusiasm, ideas and networking necessary for club and local programs to succeed
- Conduct Women in Coaching Workshops - this is a great way for women coaches to share, learn and network
- Undertake international exchanges that provide education, training and competitive experiences with countries delivering programs for women
- Review uniform policies, where appropriate

Leaders – Coaches, Parents, Mentors, Teachers

- Be supportive. Give positive feedback
- Look for qualities and behaviours to praise
- Avoid being judgemental – most girls get enough of that already
- Ensure strong technical basics are taught and mastered early
- Create a safe environment for the girls to share their feelings and ideas
- Be a healthy role model
- Encourage girls to try their best and not compare themselves with others in the group. Promote a healthy self-image and encourage women and girls' self-confidence
- Encourage healthy eating and a balanced diet
- Keep the focus on fun and cooperation rather than competition. Keeping the focus on the fun they are having will motivate them to keep going
- Use of role models and female peers to support each other is of vital importance, particularly through the encouragement of coaching positions



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Schools

- Important that girls receive positive influences at school about becoming and staying physically active.
- Work to minimise negative experiences from school PE classes.
- Discuss with your local schools about changing PE uniforms, providing single-sex classes and offering alternative, non-competitive forms of floorball.
- These are easy, realistic ways in which PE could be changed and which the research suggests would improve long-term participation