

# Women & Girls Week

20<sup>th</sup> - 26<sup>th</sup> October 2025

Club Resource Pack



An Australian Government Initiative

play  
our  
way



# Social Media

Tailor your Social Media strategy to Women & Girls...

- Recognising Female Volunteers
- Highlighting the club's support of your female players (inclusive & welcoming environment)
- Targeted promotion to Women & Girls



# Flyers



**PLAY  
HER WAY**

ADD HEADINGS HERE  
Add text to this box here

*Girls,* **COME  
PLAY TODAY!**

Forever friendships and spectacular skills - there's so much for girls to gain by giving cricket a go!

**SIGN UP TODAY!**

Q Play Cricket

**PLAYCRICKET**



# Access All Marketing Resources

Click for resources

## Marketing Toolkit

- Flyers
- Social media display
  - Banners
- Website display

## Her Way Toolkit

- Her Way flyers & resources

## SKOOP

- SKOOP – generate free flyer downloads with your club logo, program information, etc. for free.



A5 Certificates (Printed)



A5 Certificate (Level 1)



# Club Activities & Initiatives



## Sausage Sizzle

Put on a sausage sizzle and invite all your female players, coaches & managers to share together on a training night!

## Raffle/Prizes

Run a raffle at your club to raise money for your female programs!



## Theme Night

Have a themed dress-up for training. Each female team picks what their theme will be. E.g. famous female sporting icons!



## Girls Vs Mum's Social Smash

During training, invite the mums of your girls teams to play a social cricket match against/with their daughters!



# Colour In

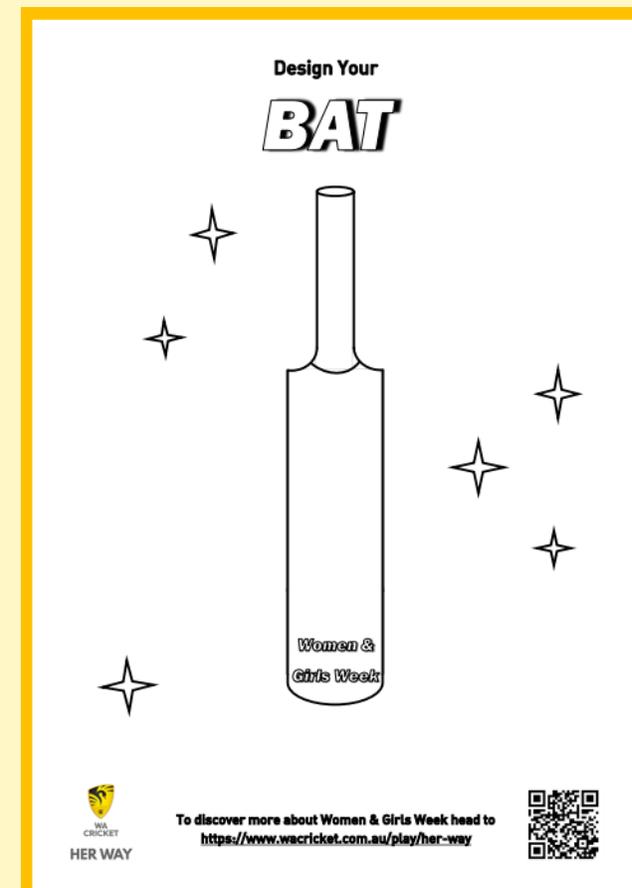
## Facebook competition

- Run a Facebook competition with your club!
- Tag club - @YourCricketClub
- #Women&GirlsWeek2025 #HerWay
- Club social media announcement of winner & reward

## Team Competition

- Take home, bring back following week.
- Prize for winner of each female team
- Club social media announcement of the winners
- #Women&GirlsWeek2025 #HerWay

[Click Here](#)



# WA Cricket Support & Offerings

## Community Events

Head to the [WA Cricket Her Way Events](#) page to stay in the loop with all upcoming events and opportunities in the Metro & Country space for Women & Girls week.

[Her Way Events Website](#)

## Giveaways

**METRO** - Register your interest below to collect Women & Girls Week Giveaways from the WACA ground.

[Register EOI here](#)

**COUNTRY** - Contact your local Cricket Manager for giveaway offerings in your region.

[Cricket Manager Contacts](#)



# Women in Cricket Leadership Network

WA Cricket's Women in Cricket Leadership Network is committed to creating a supportive and inclusive environment for women involved in cricket, with a particular focus on those in or aspiring leadership roles.

The network aims to empower current leaders while inspiring and encouraging others to step into leadership.

By fostering meaningful connections and collaboration, the network seeks to build a stronger, more connected cricket community for women at all levels of the game.

To find out more, head to the [website](#) or contact [Kartia.Paolino@wacricicket.com.au](mailto:Kartia.Paolino@wacricicket.com.au)

To register your interest in joining, please click [here](#).



# Women in Cricket Leadership Network: Upcoming Events

## WELLBEING & EMPOWERMENT

Date: Fri 26<sup>th</sup> September 2025

Time: 7.30am - 9am

Venue: WACA - Bradman Room

Scan the QR code or register [here](#)



## CREATING CHANGE

Date: Wed 22<sup>nd</sup> October 2025

Time: 6pm - 7pm

Venue: Online Teams Call

Scan the QR code or register [here](#)



All future events will be published on the [Her Way Events Website](#)



WA  
CRICKET

HER WAY



# Share Your Story!

WA Cricket want to hear about the people in your community who are helping Women & Girls get involved in cricket. Every effort makes a difference by creating opportunities, building inclusion, and growing the game for the future. By sharing your story, we can celebrate your achievements, recognise your impact, and inspire others to get involved.

Share your story with us now by filling out the form [HERE](#).



# WA Cricket Contacts

For further information or any questions please contact

Women & Girls Participation Officer – METRO

[Elyssa.Mullaley@wacricicket.com.au](mailto:Elyssa.Mullaley@wacricicket.com.au)

Women & Girls Participation Officer – COUNTRY

[Alice.Fox@wacricicket.com.au](mailto:Alice.Fox@wacricicket.com.au)

Or see the next slide for your local Cricket Manager's contact details.



**WA  
CRICKET**

# WA Cricket Contacts

## Your local Cricket Manager

Metro Central East - [Daniel.Foster@wacricicket.com.au](mailto:Daniel.Foster@wacricicket.com.au)

Metro North - [Christopher.Ninkov@wacricicket.com.au](mailto:Christopher.Ninkov@wacricicket.com.au)

Metro South - [Bronte.Kelly@wacricicket.com.au](mailto:Bronte.Kelly@wacricicket.com.au)

Great Southern/Esperance - [Jarrod.Hansen@wacricicket.com.au](mailto:Jarrod.Hansen@wacricicket.com.au)

Mid-West - [Tia.Hatch@wacricicket.com.au](mailto:Tia.Hatch@wacricicket.com.au)

North-West - [Lucas.Martin@wacricicket.com.au](mailto:Lucas.Martin@wacricicket.com.au)

Peel - [Maddie.Oakley@wacricicket.com.au](mailto:Maddie.Oakley@wacricicket.com.au)

South-West - [Jesse.Liddle@wacricicket.com.au](mailto:Jesse.Liddle@wacricicket.com.au)

Wheatbelt - [Emma.Wilson@wacricicket.com.au](mailto:Emma.Wilson@wacricicket.com.au)



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