



WA
CRICKET

HER WAY

WOMEN & GIRLS WEEK

25th Oct - 1st Nov, 2026

Club Resource Pack



An Australian Government Initiative

play
our
way



Purpose

- Women & Girls week aims to celebrate and highlight females involved in cricket, whether they are playing, volunteering, umpiring or cheering from the sidelines!
- By recognising and celebrating Women & Girls in our sport, we can continue to share the message that cricket is for everyone!
- This resource pack provides some tips on how your club can recognise Women & Girls this week including:



National Support

Social Media

Club Initiatives

**WA Cricket
Support & Events**

...and more!

National Resources

What is Women & Girls Week?

A dedicated week to celebrate, elevate, and grow women and girls in cricket. Women & Girls Week is a national celebration taking place from Sunday 25 October to Sunday 1 November to recognise the amazing contribution of women and girls across all levels of cricket – players, volunteers, coaches, umpires, and supporters.

How can your club celebrate?

- Host a free come & try day for girls and women
- Create a recognition moment at training or game day
- Share stories of women and girls in your club's history
- Review the **Her Game Grows Resource Guide** on creating welcoming environments for women and girls at your club
- *Join the movement and showcase the growth of women and girls in your club through our **social media contest** (details on the next slide)*



SCAN FOR
RESOURCE PACK!



NATIONAL SOCIAL MEDIA COMPETITION

“HER GAME GROWS”

Show us how #HerGameGrows at your Community Cricket Club

This Women & Girls Week, we're inviting clubs, players, volunteers, and families to share real stories of how cricket for women and girls is growing in community clubs across Australia.

Share a short video or photo(s) on Instagram, Facebook or TikTok completing the line:

“Her Game Grows at [NAME OF CLUB] when...”

and use the hashtag

#HerGameGrowsWA

Post between 12am on Sun 25th Oct & 11.59pm on Sun 1st Nov

State prize announced 9 November

National prize announced 16 November

*Prize money is towards Women & Girls initiatives at your club.
Full T&Cs can be found here: <https://www.cricket.com.au/competitions>

STATE PRIZE = \$1000 & SHIRT
NATIONAL PRIZE = \$2500



Social Media

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

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

Best Practice: Aim to post twice during the week

- Once early in the week to promote/acknowledge that it is Women & Girls week.
- Once on the weekend to highlight your female teams, players and/or volunteers.



Social Media Resources

WA Cricket has a large range of ready-to-go promotional resources & social assets that you can utilise.

[Marketing Toolkit](#)

Check out the Cricket Australia Marketing toolkit for a range of flyers, social assets, banners and more!



Check out the “Her Way” toolkit for Women & Girls specific marketing resources.

[Her Way Toolkit](#)



Club Activities & Initiatives



Sausage Sizzle/Morning Tea

Put on some food and invite all your female players, coaches & managers to share together on a training night or game day!

Raffle/Giveaways

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. Female sporting icons!

Girls Vs Mum's Smash Series

During training, invite the mums of your girls teams to play a social cricket match with their daughters! [Click to find out more...](#)

Colour Blast

Run a girls-only cricket blast session inviting the mums to join in. Include Colour Powder & Colour activities and make it a big celebration!

Women & Girls Round

Participate in Women & Girls Round in Round 3! Celebrate your Females at the club during and after each game!

Club Activities & Initiatives

Colour Blast

Run a girls-only cricket blast session inviting the mums to join in. Include Colour Powder & Colour activities and make it a big celebration!

- Speak to your local Cricket Manager to find out more - flyers, activities and resources!
- Below is a sample session plan for a 2-hour session:

Warm Up
"Bowling Tag"

Cricket Blast Rotations
"Batting Relays", "Knock Em Down, Build Em Up",
"Scorcher Ball"

Colour Introduction
"Musical Statues" with Colour Powder

Colour Rotations
Water Balloon "Rob the Nest", "Rapid Fire Batting" with
Colour-coated tennis balls, Colour "Obstacle Course"

Games
"Anywhere Cricket" with Colour Powder

Click Here!

[Holi Colour Powder](#)



WA Cricket Support & Offerings

Community Events

It is a big week of Women & Girls Events in 2026!
Find more events/programs and their details on the [Her Way Events Website](#).
Don't miss out! Sign up using the QR codes below...



WA Cricket Support & Offerings

Giveaways

After great success in the 2025/26 season, WA Cricket have arranged more FREE club giveaways for this year's Women & Girls Week.

All clubs across WA can register their *Expression of Interest* to receive giveaways such as Hair Ribbons and Stump Stickers through the link.

Once registered, clubs will be contacted about collection dates and/or delivery options.

[Register EOI here](#)



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 to be in 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@wacricket.com.au

To register and join up, please click [here](#). By joining up, you will also be included in the e-newsletter so you are the first to hear about what is coming up!



Women in Cricket Leadership Network

Upcoming Events: Save the Date!

THEME: "Visibility"

Date: Sat 31st October, 2027

Time: 2pm - 4pm

Venue: WACA Ground

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



THEME: "Growing the Game Together"

Date: Tues 12th January 2027

Time: Evening

Venue: Online Workshop

Registration Information to Come!

**THEME: "International Women's Day
Celebration"**

Date: Sun 7th March, 2027

More Details to Come!

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



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.

We particularly want to hear how your club celebrates Women & Girls Week in 2026.

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



WA Cricket Contacts

For further information or any questions please contact

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