



WOMEN AND GIRLS KNOW NO BOUNDARIES



DAREBIN FALCONS

PIONEERING, ICONIC, ELITE

The **largest** multi sport club for girls and women **in Australia**

First to offer girls and women only facilities for footy and soccer

Run by women for women - all female Board

Competitive, social and community inclusion programs

The **only** independent, women's Club in the **VFLW**:

Highest number VWFL/VFLW premierships (inc. 2016 & 2017)

Highest number players/captains/coaches in AFLW

OUR SPORTS

SOCCER



Largest junior girls' soccer program in Victoria

29 teams –
27 junior
2 senior
Mini Roos Kick Off

AUSTRALIAN RULES FOOTBALL



Only all-women's club in Australia to offer opportunities at all levels

Auskick
Juniors (U10-U18)
Seniors
VFLW
Masters (over 35s)

CRICKET



Grown from 1 to 5 junior teams in 3 years

Seniors 2020 20-20 Premiers

8-BALL



Competitive and social opportunities for women

1990

1

TEAM



2022

44

TEAMS

MORE THAN A SPORTS CLUB ...

750 registered players in our sports teams

500 social sports participants

300+ coaches, team managers, match day volunteers

100 Mini Roo Kick off and Auskick participants

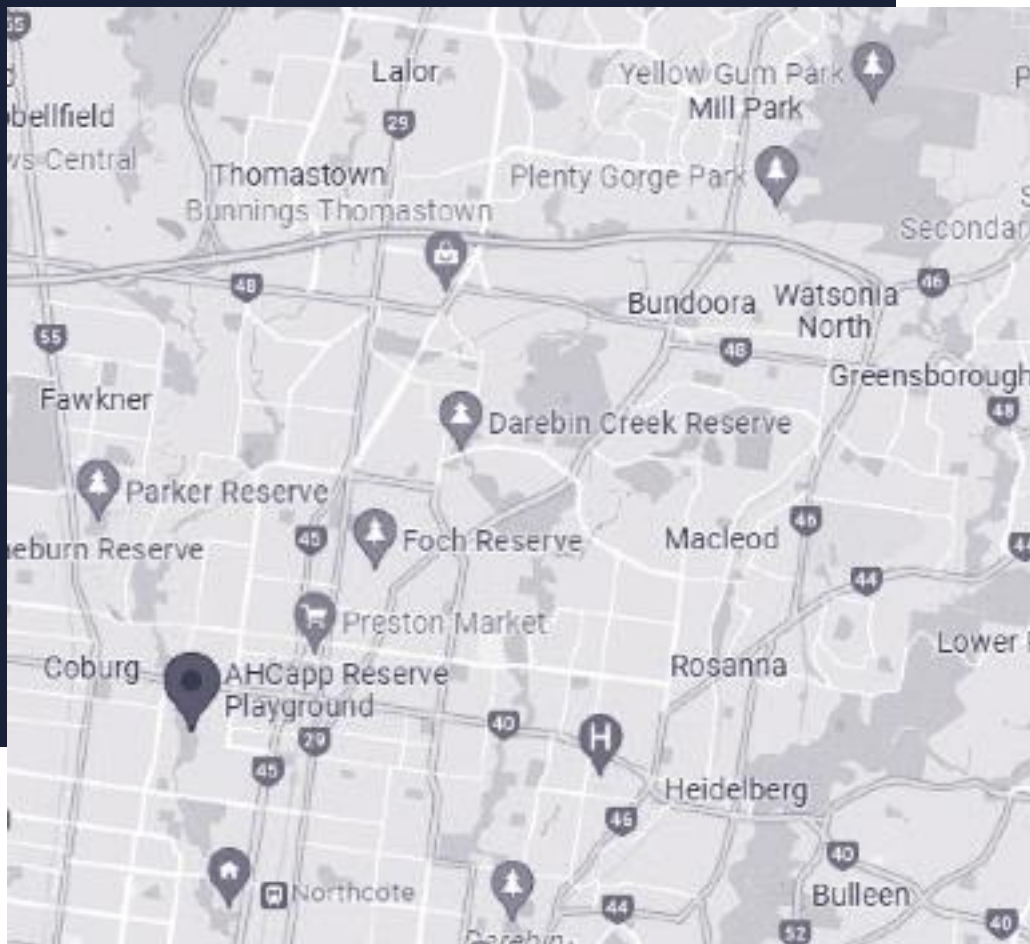
Specialist skill acquisition & **leadership development**

Coaching, referee/umpire, sports admin **pathways**

Social purpose and **community inclusion programs & resources**



fun
growth
empowerment



Our community base

Located in Preston with our Club centre at AH Capp and WH Robinson Reserves.

Our players and families come mainly from the northern suburbs of Melbourne -

Preston, Thornbury, Reservoir, Northcote, Brunswick, Coburg and more.

WHAT OUR MEMBERS SAY

"I am so proud to be a Falcon. It is a place to come where no matter what type of day you've had, you will always be greeted by friendly faces, a bunch of laughs and good tunes"

"It has created valuable friendships which have extended beyond a decade. I also credit my first job out of uni to the Falcons (not kidding, the employer spent the whole interview talking about my football career and didn't ask me any technical questions specific to the job)."

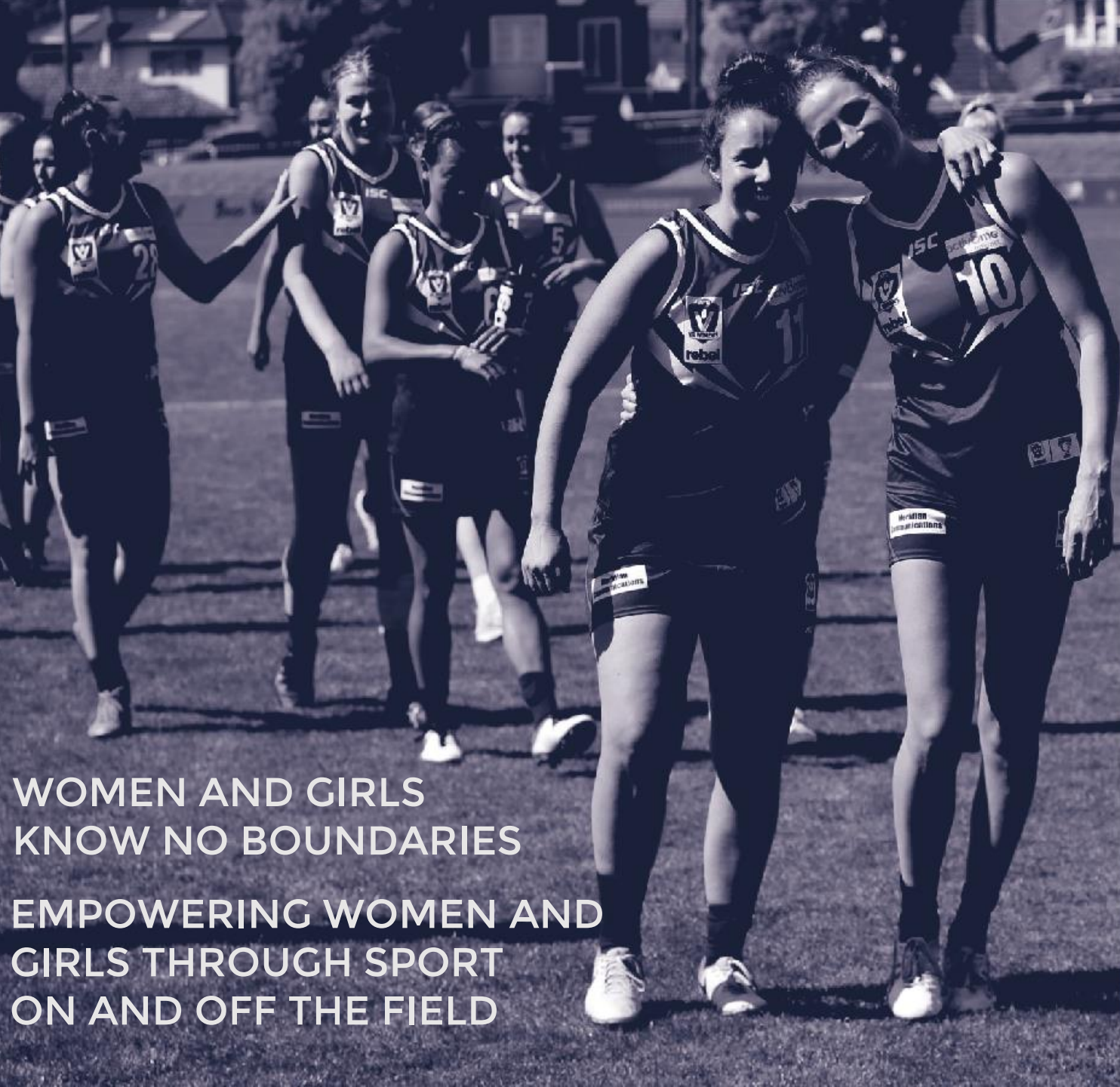
"Win or not, I'm just happy to be here, endorphins putting a bounce in the step"

"From fairly early days, it became family. It became my safe place where I could be myself".

"It didn't matter who you were with or who you were, or what you identify as, whatever. It was a safe environment. It was inclusive... they call it a Falcon Family for a reason. It's been a great influence in my life. You see so many different people from different walks of life come and go and all be part of the same team and trying to work together. You can't buy that experience, I'm so glad that I've had it."

Daisy Pearce
Darebin Falcons multiple premiership player,
Melbourne AFLW team captain





WOMEN AND GIRLS
KNOW NO BOUNDARIES
EMPOWERING WOMEN AND
GIRLS THROUGH SPORT
ON AND OFF THE FIELD

OUR VALUES

VISIONARY

We are future focused and courageous - never afraid to explore new possibilities in the proud tradition of pioneering women whose legacy we hold.

RESILIENT

We support women and girls to be proud, strong and stand together for what we believe is right.

WELCOMING

We encourage diversity, inclusion and fairness - everyone is always welcome.

FUN

We use sport to develop skills, push personal limits, work together as a team and expand friendship circles - while always having fun. We're fun-falcon-tastic.

PROUDLY FEMINIST

We believe in equality and the importance of driving change on and off the field.

We are purposeful and committed

STRATEGIC PLAN 2019 - 2024

MISSION

To create a better world by empowering women and girls through sport

VISION

Girls and women know no boundaries

STRATEGIC PRIORITIES

1. Empowering culture to create strong teams, players and women
2. Ongoing strength of our elite and independent VFLW program
3. Financial stability
4. Widely recognised and aspirational brand for women and girls
5. Sustainable facilities and infrastructure for future growth
6. Governance and operational excellence



We develop strong and skilled sports players

Our community teams lead in programs for girls and women that go far beyond standard training sessions:

- Strength and conditioning programs pre and in season
- Specialist skills clinics
- Nutrition
- Skill acquisition program
- Coaching Director (Soccer)
- Coaches Mentor and Coaches Development (Australian Rules)



We develop leaders

Falcons past players dominate AFLW leadership roles



CLUB CAPTAINS & LEADERS

Daisy Pearce, Melbourne
Melissa Hickey (ret) & Meg MacDonald, Geelong
Lauren Arnell (ret), Carlton
Katie Brennan, Richmond
Karen Paxman, vice captain, Melbourne
Jess Dal Pos leadership, GWS & vice captain, Carlton
Darcy Vescio vice captain, Carlton
Aasta O'Connor leadership (ret), Geelong

HEAD COACHES

Lauren Arnell, Port Adelaide
Natalie Wood, Essendon
Peta Searle (prev St Kilda)

ASSISTANT/DEVELOPMENT COACHES

Jane Lange, Brooke Patterson, Melbourne
Aasta O'Connor, Nic Callinan, Carlton
Melissa Hickey & Claire Heffernan, Western Bulldogs
Anna Schwager, Kate Tyndall, Nic Callinan St Kilda AFLW
Julia Chiera Player, Welfare Manager, Carlton AFLW
with Daisy Pearce heading to Geelong post career

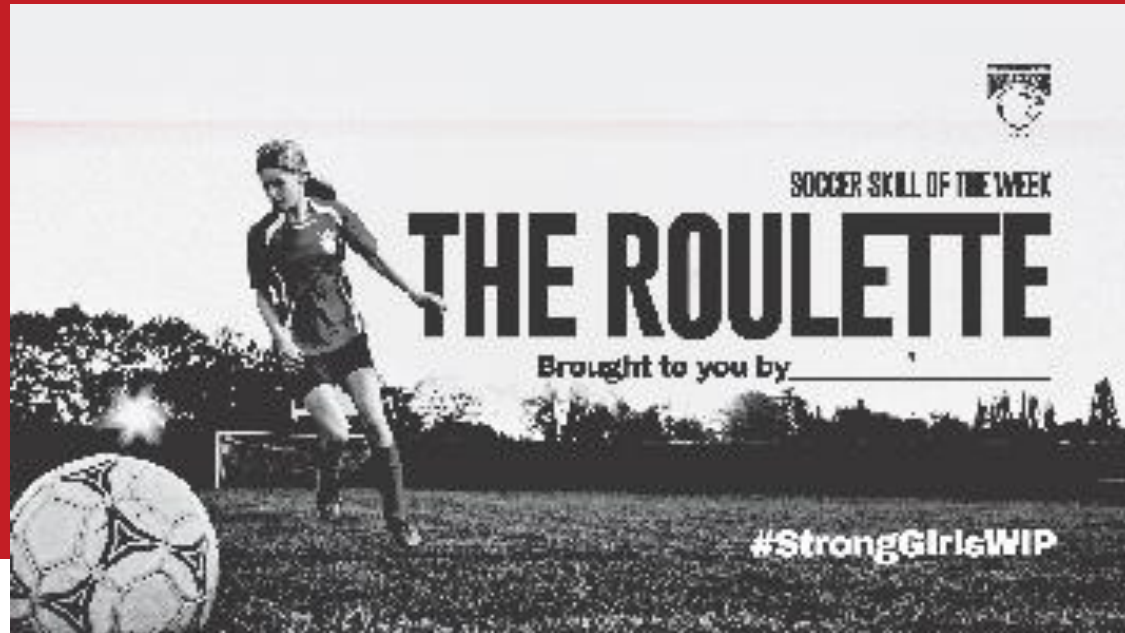
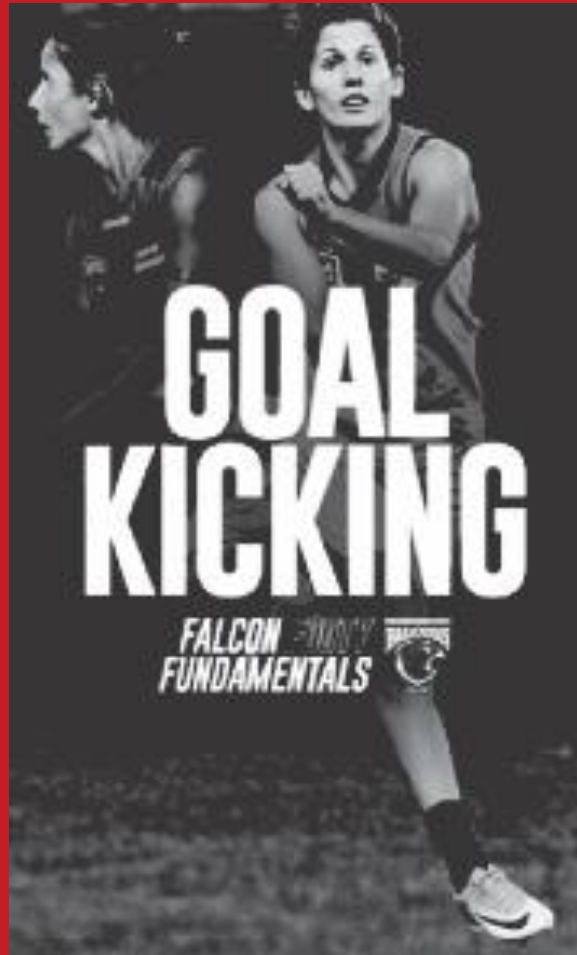


Emerging Referees and Young Cricket Coaches Programs

...and always have fun!



We give back to the community



ONLINE RESOURCE DEVELOPMENT

FOOTY FUNABILITY



In-school & school holidays programs for children with disabilities

6 week introductory program at Croxton School run by Falcons, former Geelong AFLW player Aasta O'Connor and Carlton champion Darcy Vescio, Term 2, 2022

TALK AND WALK PRIDE



Our **2022 VFLW Pride jumper** designed by U16 players celebrating their experience of inclusion & diversity at the Falcons

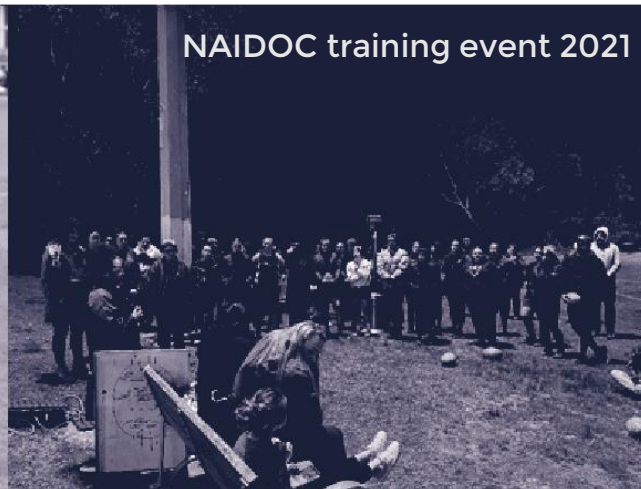
Gender inclusion policy adopted 2022, welcoming gender diverse people to the Club



INDIGENOUS PARTNERSHIP



Inaugural **2022 Indigenous jumper** designed by Fitzroy Stars artist **Becky Bell** inspired by our Club story as told by VFLW players



Strong, empowered women role models



AFLW PLAYER IN RESIDENCE 2021-22 Jess Dal Pos, in-club and community clinics and Insight sessions
ELITE SOCCER ACADEMY Caitlin Friend, Melbourne Victory
FALCONS ACADEMY school holidays programs since 2018
BOARD our board is all female

MULTICULTURAL ENGAGEMENT



Wominjeka

أهلاً بك 'ahlaan bik

欢迎 Huānyíng

καλως ΗΡΘΑΤΕ kalos IRTHATE

स्वागत हे svaagat he

Benvenuta



WELCOME

Добредојде Dobredoјde

स्वागतम् Svāgatam

ਸਵਾਗਤ ਹੈ Savāgata hai

Soo dhawow

Bienvenida

دی دم آ شوخ

Chào mừng

WE NEED YOUR HELP



Sponsor our new **Inclusion and Diversity programs**

Target groups:

- Children with disabilities
- Women and children in refuges escaping family violence
- Multicultural communities

Sponsor our **VFLW and community sports and leadership programs**

Generous reciprocals available through our social media reach and your brand on our Club apparel and assets

DONATE TO OUR AUSTRALIAN SPORTS FOUNDATION FUND

To us, sport is a gateway to wider society, and we look towards a time where equality is realised for all women, girls, and gender diverse people

Your donation will assist the **Darebin Falcons** to:

- Expand our Inclusion and Diversity programs
- Invest in our coaching programs, with a focus on developing female coaches
- Provide equipment and facilities to our soccer and AFL programs
- Develop our junior soccer and AFL programs, from ages 4 and up
- Offer girls the rare opportunity to play community and elite level sport (VFLW) for the same club

Through our fundraising partnership with the Australian Sports Foundation, donations to this Development Fund are **tax deductible**

So please show your support by donating today!



DONATE



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Contact: President@falcons.org.au