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

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Theme:
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Innovative Impact FINALIST - Cambridge Football Club

The W League Women's Team at Cambridge Football Club identified a gap in support for mid aged kids, especially young girls and those aged 10-14. To address this, they developed a mentorship program where the players in the W League Women's Team pair up with a younger girl club member, who helps support and guide them throughout their season.

From attending training sessions with the young girls and offering tips, to running small personal sessions in their own time, the mentors are there to provide ample support. Mentors send encouraging messages, regularly check in with the players, and attend their games to support. They also invite these girls to be ball girls at home games throughout the season, joining in pre-game team talks and enjoying the post-match potluck.

With feedback from parents and girls being fantastic, the programme's trial year has shown that these girls are enjoying their football more and value having role models closer to home.

Despite it taking a lot of time from the W League players' personal lives, they say it's worth it to see the smiles on these girls' faces and hear how much they appreciate the extra support.

This program demonstrates the value of keeping the next generation of senior women's players engaged with the club and the game in a positive, supportive environment.



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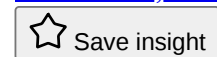
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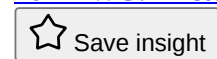
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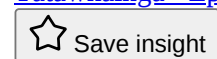
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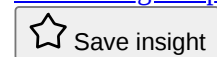


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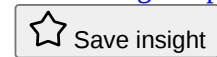


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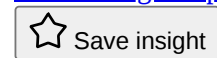


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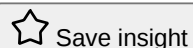
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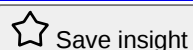


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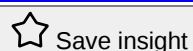


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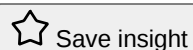
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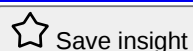
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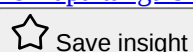
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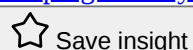
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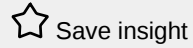
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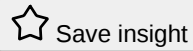
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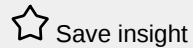
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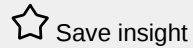
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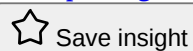
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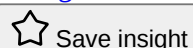
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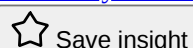
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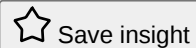
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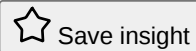
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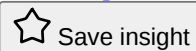
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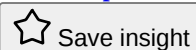
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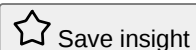
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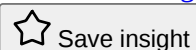


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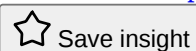


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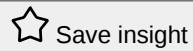
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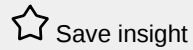
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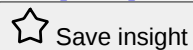
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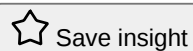


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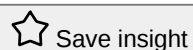
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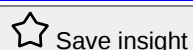
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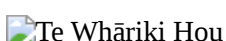
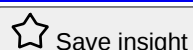
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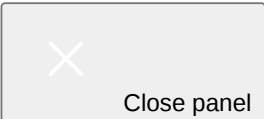
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