

Sport is central to Australia’s culture and identity.

Sporting clubs are in a position to influence attitudes and behaviours towards women and girls in a variety of ways. Clubs can promote cultures of respect, equality and safety for everyone by focusing on actions that address the underlying causes of violence against women.

This resource highlights **5 Essential Action Areas**¹ for sporting clubs to consider when preventing violence against women and promoting gender equality.



1 Challenge Violence Against Women

Challenge attitudes that excuse, tolerate, blame or justify violence. By challenging these attitudes we will shift responsibility from the victim to a collective responsibility.

INTERNAL	EXTERNAL
<ul style="list-style-type: none"> Develop a Leadership statement declaring the clubs position that violence against women is not tolerated. Formalise a Code of conduct policy outlining expected standards of behaviours. Identify male ambassadors to challenge conversations that support violent or sexist attitudes or behaviours. 	<ul style="list-style-type: none"> Participate in prevention events i.e. White Ribbon Day. Display materials reinforcing prevention messages. Promote your position publicly when members behave in opposition to club values.



2

Empower Women and Girls

Increase women's capacity to be leaders and decision-makers. Sharing power between women and men, boys and girl will lead to fairness and opportunity.

INTERNAL	EXTERNAL
<ul style="list-style-type: none"> • Set targets for women in leadership positions. • Offer both separate and combined competitions for junior and senior grades. • Undertake a facilities audit to improve safety and inclusion in the physical environment. 	<ul style="list-style-type: none"> • Consult with women and girls in your club to understand barriers and enablers to their participation. • Capture and promote stories of female athletes. • Be more active with media promotion around females in sport.



3

Challenge Stereotypes

Challenge traditional gender roles and stereotypes that limit women and men, boys and girls.

INTERNAL	EXTERNAL
<ul style="list-style-type: none"> • Be conscious of task allocation in your club that is perpetuating stereotypes (i.e. organising events, minute takers, scorers, umpires, coaches, fundraising). • Review policies and procedures to ensure they don't reinforce stereotypes (i.e. uniform, scheduling time, membership restrictions). 	<ul style="list-style-type: none"> • Create pathways for women to play non-traditional codes (i.e. cricket, soccer, football). • Commence media campaigns to encourage men to play sports that have been traditionally played by women, and vice versa. • Use gender neutral language in your publications, policies and procedures (i.e. ruck person, batsperson).



4

Build Respectful Relationships

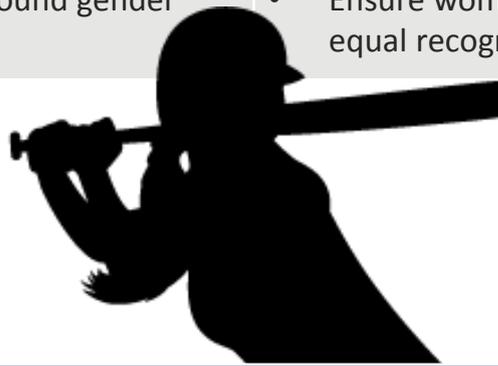
Foster respectful relationships across all areas of the club
– from board members to players, coaches, fans and sponsors.

INTERNAL

- Undertake **bystander training** to learn skills on how to intervene in instances of sexism, discrimination and violence against women.
- Upskill **sport coaches** as educators in the club to drive messages around gender equity.

EXTERNAL

- Establish a **mentor system** for juniors to learn respect and rules from senior players.
- Ensure club **entertainment** is not sexist, racist, homophobic, or transphobic.
- Ensure women and men receive equal recognition at **awards nights**.



5

Promote Gender Equality

Be more gender conscious. Find ways to raise awareness of gender equality and strengthen the profile around women.

INTERNAL

- Become more active with **grant applications** to secure funds to promote gender equality over the long-term.
- Perform a **gender audit** of your club to identify opportunities for improvement.

EXTERNAL

- Host **themed events** (i.e. Rainbow Round) to promote other positive identities.
- Leadership representatives attend **CoRE events** to strengthen their skills around prevention.
- Make a review of gender equality a regular **agenda** item.



Keys to success!

Leadership

Social change and progress cannot happen without commitment from leaders. The position, reputation and authority of leadership carries weight and creates change.

Whole-of-club approach

Gender equal, respectful and inclusive environments are more likely to be established and sustained when every part of the organisation is actively involved.

Champions

Identifying key champions or change makers in the club who value, and are passionate and enthusiastic about gender equality, will strengthen efforts towards this vision.

“If your club is seen as doing the right thing from a moral, social and community standing then parents and families are going to feel safe and comfortable”

Chris Gordon, Junior Coordinator, Buninyong Cricket Club

Useful Resources

Women’s Health Grampians 2016, Regional Plan: Communities of Respect & Equality, www.whg.org.au/priorities-programs/core

Women’s Health West 2015, You, me and us: action plans for sporting clubs, www.whwest.org.au/wp-content/uploads/2014/11/You-Me-and-Us-action-plan-for-sports-clubs1.pdf

OurWatch 2018, A team effort: preventing violence against women through sport, [www.ourwatch.org.au/What-We-Do/%E2%80%8BSports-Engagement-Program/A-team-effort-preventing-violence-against-wome-\(1\)](http://www.ourwatch.org.au/What-We-Do/%E2%80%8BSports-Engagement-Program/A-team-effort-preventing-violence-against-wome-(1))

(1) OurWatch 2016, Change the Story, www.ourwatch.org.au/what-we-do/national-primary-prevention-framework

Richmond Football Club 2017, Gender equity: what will it take to be the best, www.richmondfc.com.au/club/gender-equity-project

VicHealth 2018, Active women and girls for health and wellbeing program, www.vichealth.vic.gov.au/programs-and-projects/active-women-and-girls-for-health-and-wellbeing-program

Sport and Recreation Victoria 2015, Inquiry into women in sport, sport.vic.gov.au/our-work/participation/women-and-girls-sport/inquiry-women-sport

Maroondah City Council 2018, Our codes, our clubs: changing the story to promote gender equality together – project processes and learning, www.maroondah.vic.gov.au/Explore/Sports-clubs-and-recreation-facilities/Our-codes-our-clubs

Maribyrnong City Council 2015, She’s game: gender equity in sport, www.changeourgame.com/stories-of-change/game-changers/she-s-game-program

Office for Women in Sport & Recreation 2018, Publications and resources, www.sport.vic.gov.au/publications-and-resources