

Act@Play is a gender equality, cultural change initiative delivered in a sport and recreation setting contributing to the prevention of violence against women in Victoria. This program is funded through Sport & Recreation Victoria's 'Gender Equality in Victorian Sport and Recreation Pilot Program'.

## The Challenge



- **Pay Gap:** Gender pay gap of 31.5% in the sport and recreation sector, above the national average of 13.8%.
- **Media:** Women's sport receives an average of 7-12% of Australian TV sports programming
- **Participation:** Females of all ages have lower participation rates than males in sport. Both male and female participation rates have declined in the last three years in the Wimmera.
- **Leadership:** Locally, of the 119 CoRE Alliance members taking strides to prevent violence against women, only 18% are sport.

## The Solution



- Recognise the power that regional sporting clubs and codes have to influence attitudes and beliefs about what is normal and acceptable behaviour.
- Develop and deliver culture change programs that support clubs and codes to develop welcoming and inclusive environments for all genders.
- Educate and empower leaders on and off the field to foster gender equality in their sphere of influence.

## Cost structure

- **Service fee:** out of pocket expense.
- **Association funding:** associations can allocate money to social impact programs that clubs can access
- **Project funding:** Sport and Recreation can fund the program at no cost to club's.
- **Community Grants:** local council can access available grants to put towards the program.



## The Future



- A significant improvement in how women and their participation in sport is viewed and valued across the region.
- A better, safer and more equitable community for our next generation.
- Increased female participation, opportunities, safety and inclusion.
- Members upskilled to call out sexism, discrimination and violence against women.

Sporting clubs **can** 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.

Act@Play can help your club to:

- Challenge Violence Against Women
- Challenge Stereotypes
- Empower Women and Girls
- Build Respectful Relationships
- Promote Gender Equality