

## GENDER INCLUSIVE

## SPORTING CLUBS

Introduction





## **ACKNOWLEDGEMENTS**

The following Gender Inclusive Sporting Club: Self-Assessment Tool was developed by Frankston City Council, 2021.

This tool has been tailored and inspired by:

- Frankston's Gender Inclusive Club Workshops in 2021
- VicHealth 2019, 'Quick Wins for Sporting Clubs'
- Yarra Ranges Council, Inspiro and EACH 2018, 'Creating a place for Women in Sport'

Frankston City Council acknowledges the Bunurong people of the Kulin Nation as the Traditional Custodians of the lands and waters in and around Frankston City, and value and recognise local Aboriginal and Torres Strait Islander cultures, heritage and connection to land as a proud part of a shared identity for Frankston City.

Council pays respect to Elders past and present and recognises their importance in maintaining knowledge, traditions and culture in our community.

Council also respectfully acknowledges the Bunurong Land Council as the Registered Aboriginal Party responsible for managing the Aboriginal cultural heritage of the land and waters where Frankston City Council is situated.



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## WHY IS INCLUSION IMPORTANT?



#### Gender diversity is key to growing your club!

Most people agree your gender should not get in the way of you leading the life you choose. Yet too often, women and girls who want to participate in community sport are not able to participate in the way they would like to due to outdated cultures, policies and practices and unsuitable facilities or funding arrangements that prioritise the men's and boys' teams.

Sporting Clubs have a responsibility to ensure that their club is welcoming and inclusive for women and girls. By doing so it not only improves health outcomes for more women and girls, with the many physical, social and mental wellbeing benefits we know come from being active, it is also beneficial for the club.

Some of these benefits include experiencing:

- Increased membership and spectator numbers (leading to increased revenue).
- Provide opportunities to reach out and work with different businesses, sponsors and partners by reaching more areas and diverse people within the community.
- Having women and girls in leadership positions (e.g coaches, umpires, officials and committee and board members) can make sports organisations more dynamic. This is because women and girls can bring different experiences, skills, expertise, approaches, views and opinions to the table.
- Building stronger, more resilient communities and greater social connections.

## BACKGROUND

## **Strategic Alignment**

This 'Gender Inclusive Club - Self Assessment Tool' is aligned and supports actions within Frankston City Council Active Leisure Strategy 2021–2029. Within the Leisure Strategy there are four focus areas identified that guide Council's future resource priorities, major projects and initiatives. These are:



The work which Frankston Council is supporting with Gender Inclusive Clubs looks to touch on these focus areas while also aligning and supporting actions within Frankston Councils Municipal Public Health and Wellbeing Plan and Council Plan.

For more information on these Plans please visit:

- Active Leisure Strategy 2021-2029
- Health and Wellbeing Plan 2021-2025
- 2021-2025 Council Plan and Budget



### Vision

Here at Council we believe that people of all genders, sexual orientation, ability, cultural background, ethnicity, location or life stage should be able to participate in sport and physical activity in a welcoming and inclusive way.

### Mission

To create welcoming and inclusive environments that encourages participation across all aspects of a sporting club from all Frankston's diverse community members.

## **Local Context**

Most females don't do enough physical activity to benefit their health and wellbeing. Within Frankston City, 48% of women are insufficiently active, which is higher than the state average.<sup>1</sup>

Percentage of Frankston women insufficiently active.



Women are also less likely to participate in organised sport as they commonly experience multiple barriers. The good news is there are many steps that can be taken to overcome these barriers.

Late 2020, Council's Recreation Team sent out a survey to committees of sporting clubs. It was found that women and girls only represented 37.6% of the total sporting club participants and that male participation was higher than female at all ages.

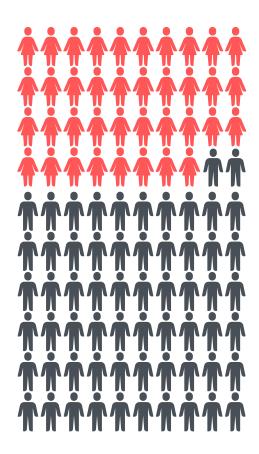
Participation was shown to decrease with age across all genders, however there was a dramatic decline of participation of those who identified as female from the adolescent age group.

> Frankston Club Participation, by Gender (2020)

37.6% identified as female

**62.1%** identified as male

0.30/0
identfied as 'other'
or did not disclose



## Workshop

In June 2021, Council hosted two online workshops.

Council wanted to hear from the local community and members of sporting clubs on potential barriers and solutions to participation. Attendees also heard from Change Our Game Ambassadors and local club case study guest speakers: Tal Karp; former Olympian and Matilda, umpire Chelsea Roffey; the first and only woman to have officiated in an AFL Grand Final and Meaghan Densley; Frankston Yacht Club female commodore.

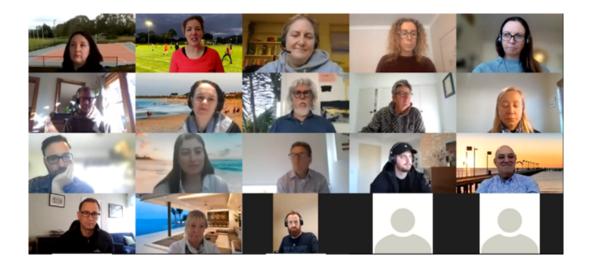
An inclusive environment is one where...
"women and girls being present & represented
across all aspects of the club & association & having
not only their voices heard but being valued."
- Workshop Participant

Workshop videos available here:

- Workshop 1: <a href="https://www.youtube.com/watch?v=r2UdrbqQjvo">https://www.youtube.com/watch?v=r2UdrbqQjvo</a>
- Workshop 2: <a href="https://www.youtube.com/watch?v=EqZjRurCHkk">https://www.youtube.com/watch?v=EqZjRurCHkk</a>

Findings from the workshop were used to tailor this resource.

For further information on the evaluation of the workshops please contact <a href="mailto:leisureservices@frankston.vic.gov.au">leisureservices@frankston.vic.gov.au</a>



## **Gender Inclusive - Promotional Video**

This short video showcases the involvement of women and girls in Frankston City sport clubs and highlights the positive benefits the clubs have seen since becoming more gender inclusive.

https://www.youtube.com/watch?v=zjieXbm-SZc



## WHERE TO BEGIN?

The first and most important step to making change is ensuring you have the support of the entire committee.

This ensures that work taking place is driven by the broader group and progress continues in the event that individual staff or volunteers turn over.

Once the committee are on board, the next step would be to complete the Club Self-Assessment tool together at a committee meeting (page 10).

# CASE STUDY

## FRANKSTON YACHT CLUB

### WHAT DID WE DO?

As the first and youngest female commodore I advocated and had committee discussions around ways to encourage women and girls to join in and get involved. Some of these activities included hosting a commodores cup, women's sailing event, fundraising events towards women's charities and providing incentives and prizes including equipment.

As part of the She sails Program the club also did some work in offering upskilling opportunities for women and girls looking to improve in leadership roles and becoming a skipper.

#### WHAT DID WE SEE?

As a result we saw a growth in membership and an increase in family connection to the club due to the inclusive environment it brought! Canteen profits also increased as with more members and family orientated spaces families would stick around more rather than rushing off home afterward.

### WHAT NOW?

Although leadership roles change over time and different committee members come on board work is still on-going in this space. It has been great to see the younger girls now have the confidence to voice their opinions on issues and club matters at AGM's whereas they had previously been quiet or not attended.

One funny comment I remember hearing was that 'having more women at the club would make us lose money', which has obviously proven to not be the case.



Meagan Densley - Frankston Yacht Club

## CLUB SELF-ASSESSMENT

## TOOL

### Before You Complete the Self Assessment

This gender inclusive self-assessment tool has been created to help clubs determine where they are currently at and assist them with ideas and next steps.

No matter what stage of gender inclusion your club is at, we encourage all clubs to take the first steps and complete the assessment tool. This will help to identify any current strengths or weaknesses and potential areas of improvement to create greater inclusive environments for women in all aspects of your club..

This tool should be completed together with the committee to ensure accurate information is entered and a diverse range of ideas and actions can be suggested.

### **Tool Outline**

There are 6 sections to this assessment tool that aim to capture each aspect of the sporting club setting. We know that to be a welcoming and inclusive club it is important that clubs aim to create change across the entire club setting. By doing so it can ensure that you are reaching everyone associated to the club including players, members, volunteers, committee, officials, families and the wider community.

#### The six areas of this tool include:

- 1.Club Information
- 2.Leadership
- 3. Club Culture

- 4. Membership and Engagement
- 5. Volunteers and Employment
- 6 Facilities



## **CLUB SELF-ASSESSMENT TOOL**

#### Scale

When completing the self assessment tool, there are a range of statements below each given area that support inclusion of women and girls. You will be required to respond to each statement based on the following scale:

- (0) Never
- (1) Rarely
- (2) Occasionally
- (3) Frequently
- (4) Always

As you answer each statement select the relevant box and consider the evidence to support your answer.

#### Action Plan

After completing the assessment tool, the next step we encourage clubs to take is identifying a few simple actions/ easy wins your club may be able to take to improve on your identified score, through completing the Action Plan Template (page 27).

The statements that make up this self-assessment are actions in and of themselves. By identifying the areas that are not scaled highly within your club, you could use them to form the basis of the action plan.

We have provided supportive resources for each area (page 21) that may assist your club to in progress through your action plan.



## 1. CLUB INFORMATION

This section is for your club to record the number and gender breakdown of players, volunteers and staff in key club roles. This can be used as a baseline and can help demonstrate the different positions that women and men currently play within your club and where the club could potentially improve.

If a section is not relevant to your club simply write N/A (not applicable) in the particular square. A space has also been provided if you wish to include other, additional roles

## **Club Name**

Year		Number of	People Inv	olved
Indicator	Women/ Girls	Men/ Boys	Gender Diverse	Prefer Not to say
Junior Players (<18)				
Senior Players (18+)				
Paid Staff				
Committee Members				
Coaching Roles				
Team Management Roles				
Officials: e.g. referees/ umpires, scorers.				
Other Volunteers please specify: -e.g canteen manager				

## 2. LEADERSHIP

6	6

Change doesn't happen without leadership and commitment.

7	7

For your sporting organisation to be welcoming and inclusive, it is important that the club has leaders that are on board and committed to making change.

Having gender balance in leadership roles allows for the views and experience of all to be expressed, which means that there will be greater representation of women and girls interests when planning and decisions are taking place.

Statement	Never (0)	Rarely (1)	Occassionally (2)	Frequently (3)	Always (4)
Our club strives for and has a written commitment to gender balance in our leadership positions.					
Our club ensures women are actively involved or have their voices heard in all planning and decision making. (e.g. are on the committee, or have feedback process. etc.					
Our club provides a developmental pathway or strategy for women leadership opportunities i.e. or plan to recruit, retain and train women for leadership roles such as coach, captain, officials, administrators, volunteers and committee roles.					
Our club ensures that for paid and appointed roles, men and women receive equal pay for the same role. E.g. administrators, coaches, and other gameday officials/staff.					
Our club leadership leads by example and has the courage to call out antisocial behavior. E.g. Bystander training for all leaders					
Total					/ 20

## 3. CLUB CULTURE

Through various policies, procedures and practices, sporting clubs have an opportunity to address the barriers that may potentially inhibit women and girls from participating within a club. A positive club culture, where everyone feels respected, valued and accepted can help to draw more women and girls in, which in turn can lead to improve club membership.

Statement	Never (0)	Rarely (1)	Occassionally (2)	Frequently (3)	Always (4)
Our club has a member protection policy that covers against gender, sexuality, race, ethnicity, disability cultural background, religion and age. It is promoted and communicated to its members.					
Our club has a formal feedback process for any considerations or complaints that we encourage members to use. We ensure to act and respond to feedback accordingly.					
All club events (social, official etc.) are family friendly, accessible and inclusive of all.					
Our club celebrate women and girls at all levels of the club including teams and those behind the scene. E.g. team photos and trophies / flags are equally displayed around the club room in clear view, acknowledgments at award nights etc.					
Our club uses images that reflect our broad membership, including women, people of all genders, diverse cultures, people with a disability and/or people who belong to Aboriginal and/or Torres Strait Islander communities E.g. club newsletter, websites, photos around the club rooms.					
Female role models (e.g. sportswomen, coaches, etc.) are considered and invited as special guests when running events for our members.					
Simplifying language when sending messages to members is considered to allow understanding across cultures and ages (including children).					
Our club is continually and actively working to improve its culture to be a welcoming place for all women and girls					
Total					/ 32

## 4. MEMBERSHIP & ENGAGEMENT

Research shows that the motivators and enablers for women and girls participating in sport vary to those of men and boys. Within Councils Gender Inclusive Workshops hosted in June 2021, it was found that 'friendship', 'social interaction' and 'a sense of safety and belonging' are strong motivators for women and girls to participate in sport. It is important to consider whether your clubs membership is reflective of the diverse community. To grow membership and engagement of women and girls within you club consider the points below:

Statement	Never (0)	Rarely (1)	Occassionally (2)	Frequently (3)	Always (4)
Our club has targeted strategies to recruit women and girls to our activities. E.g. reaching out to schools, community groups, 'bring your friend/sister' Day, word of mouth etc.					
Or club provides development pathways for women and girls in sport					
Our club provides a range of non-traditional sporting activities, including modified sports, social, introductory and non-competitive opportunities for new or returning participants:					
Our club provides a range of social sporting options that considers the following groups:  - Older women  - Women with disability  - Women from CALD background  - Women who identify as Aboriginal & or  . Torres Strait Islander  - Women who identify as LGBTIQ+					
Our club addresses barriers to access for members e.g. finances, uniforms and equipment. E.g offering payment plans to those requiring support					
Our club has strategies to accommodate parental caring responsibilities. E.g. flexible times for games and training sessions.					
Our club has a person responsible for welcoming and ensuring all new members are provided with accessible membership and club information.					
Total					/ 28

## 5. VOLUNTEERS & EMPLOYMENT

Having more women and girls involved around the sport club is great as it can bring in a range of new skills and expertise when volunteering and in paid roles. When allocating club roles, it is important to select individuals based on their skill level or interest, rather than assuming positions based on gender. Sport clubs also provide great opportunities for members to learn and develop new skills by assisting in different roles.

Statement	Never (0)	Rarely (1)	Occassionally (2)	Frequently (3)	Always (4)
Our club aims to increase the gender balance in all club roles and ensures that the allocation of volunteer/paid positions doesn't reinforce gender stereotypes e.g. only women are in the canteen.					
Our club provides position descriptions so every member understands the responsibilities for each club role.					
Our club actively encourage and tap women on the shoulder to participate and involved in volunteer or employment roles					
Our club provides equal amounts of training, development and mentoring for both women and men volunteers and/or paid employees.					
Total					/ 16



## 6. FACILITIES

Given the many benefits sporting clubs provide to the individual through social, physical and mental well-being, it is important to ensure that these facilities are accessible and safe to all. A sporting facility can either enable or limit the involvement of women and girls to a club by how inclusive it may be. It is important that everyone feels safe and welcome in all areas of a sporting club.

Although updating facilities and pavilions is one aspect, there are also other things a club can do with the facility to ensure it is inclusive and ensure equitable access to all within the community.



Statement	Never (0)	Rarely (1)	Occassionally (2)	Frequently (3)	Always (4)
Our facility has separate (or allocated) change rooms with toilet and shower facilities that are clearly and appropriately labelled for both female and also gender diverse players, umpires and coaches.					
Our club has a policy that states; individuals are able to use the gendered facilities (toilets / showers /change rooms) consistent with their preferred gender identity.					
Our car park has designated disabled parking					
Our club ensures that accessible pathways, ramps and doorways are clear at all times.					
To ensure feelings of safety, all our facility lights are currently working and are appropriately used until all games and training's are finished.					
Our club ensures equal and fair allocation of facilities for women and girls teams when scheduling games, events and training sessions and times.					
Our change rooms and/or toilets are clean and tidy, and sanitary bins are available in every cubicle.					
Our facility ensures adequate baby changing and feeding area that both men and women can access.					
Total					_ / 32

## **TOTAL SCORE**

Enter below the score you received in each respective area and then tally your total score.

Ideally, your club should complete this on a yearly basis so that you can see your progress over time.

1. Club Information	N/A
2. Leadership	/ 20
3. Club Culture	/ 32
4. Membership and Engagement	/ 28
5. Volunteers and Employment	/ 16
6. Facilities	/ 32
Total	/ 128

### **SCORES EXPLAINED:**

	0 - 40:	Start of the Journey
	41 - 70:	Room for improvement
	71 - 90:	Keep up the good work
	91 - 105:	Doing great you're almost there!
****	106 - 128:	You're awesome! Five-Star Gender
		Inclusive Club



FOR MORE INFORMATION REGARDING THIS
GENDER INCLUSIVE SPORTING CLUBS RESOURCE
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## GENDER INCLUSIVE

## SPORTING CLUBS

**Supportive Resources** 



## **SUPPORTIVE RESOURCES**

The following website links, documents and resources have been sourced by Council to be able to support clubs in the respective topic area. If you need more direct support or help with planning please reach out to the Recreation Team.

Topics areas are consistent with the self assessment tool to assist clubs wanting to improve in particular areas.

#### 1. Club Information

- Registration Template
  - As best practice approaches to ask diversity question (Aboriginal and Torres Strait Island, LGBTIQ, CALD, etc.) may change over time, please reach out to Council for most up to date template.

### 2. Leadership

- Change Our Game Recruitment and Retention Guidelines
  - Guide covers areas to help recruit more women into leadership roles including committee, coaching, officials, volunteers, making it a rewarding experience.
- Position Descriptions
  - Role Description Template: Blank
  - Role Description Template: President
  - Role Description Template: Vice-President
  - Role Description Template: Committee Member
  - Role Description Template: Secretary
  - Role Description Template: Treasurer



## SUPPORTIVE RESOURCES

#### 3. Club Culture

- Member Protection policy template
- Role Description Template: Member Protection Information Officer
  - o formal feedback process for any considerations or complaints
- <u>Play By The Rules</u> Free Online Training Courses
- Consider 'Easy English' when sending messages to members
  - Writing in everyday words
  - Using simple sentence structure
  - Supporting the messages with meaningful and clear images.
- Code of Conduct Template
- <u>Change Our Game Women in Sport and Recreation- communication and marketing strategies</u>

### 4. Membership and engagement

- VicHealth Doing Sports Differently
  - a range of resources to help the sporting sector 'do sport differently' to attract, engage and retain less-active Victorians in sport (including women and girls).
- AusSports Game Plan
  - Welcoming Families into your Club
  - Conducting an Orientation
  - Orientation Checklist Template
  - Membership retention fact sheet
- VACCA Cultural Awareness Training provide participants with introductory knowledge of Aboriginal culture in Victoria, as well as culturally respectful ways of working with, and walking alongside, Aboriginal people, families and communities.
- VicSport welcoming Aboriginals to your sport
- Access All Ability Connecting people with disabilities to sport and recreation activities in Victoria
- <u>Disability Sport & Recreation</u>



## **SUPPORTIVE RESOURCES**

### 5. Volunteers and Employment

- Recruiting Volunteers Fact Sheet
- Role Description Template: Blank
- Impact Volunteering
  - A Frankston City Council program, offering a free matching and support service for volunteers, organisations, groups and sporting clubs in the Frankston municipality since 2009.
- GoodSports Volunteers what you need to know.
  - includes a volunteer toolkit, celebrating volunteer checklist and recruiting volunteer poster

### 6. Facilities

- Facility Inspection Checklist Template
- Gendered Facility Policy example wording
  - For gendered facilities use (toilets / showers /change rooms) consistent with their preferred gender identity.
  - Gendered Bathroom Signage if facility does not have allocated gendered bathrooms, Council can provide some posters that can be printed as signage to be placed on relevant doors.



### Other Useful Links

- <u>Change Our Game</u> Working to level the playing field for women and girls in sport and active recreation. Range of information including grants.
- <u>Pride In Sport Index</u> -the world-first Pride in Sport Index (PSI) benchmarks and assesses the inclusion of LGBTQ people across all sporting contexts.
- <u>Proud 2 Play</u> focuses on increasing LGBTIQ+ engagement in sport, exercise and active recreation.
- <u>Sports Aus Inclusive Sport</u> Framework process, toolkit, training and case studies.
- VicHealth
  - Quick Wins For Sport Clubs simple 2 pager self assessment tool.
  - This Girl Can getting more women active guide.
  - <u>Designing and delivering sport to engage less active</u>. Helps design programs for less active people including women. To make sure they are suitable for all levels of ability and create a welcoming inclusive environment
- <u>State Sporting Association</u> Please also look at your State Sporting Association or league web-pages for any code specific resources.



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## GENDER INCLUSIVE

## SPORTING CLUBS

**Action Plan** 



# NEXT STEPS

## **WHERE TO FROM HERE?**

The next key step is for you and your committee to decide achievable and realistic actions you can take to begin progressing your club to be a more welcoming and inclusive environment. Use the template provided on page 27 and together either decide an area that scored low that you would like to focus on, or select a few simple quick and easy wins across different areas to progress and get some wins on the board.

#### 1. Self Assessment Tool

Complete the audit tool together as a committee and re-visit yearly to get an update. It is also worthwhile having as a standing item on committee meeting agendas so that the club can keep up to date with ongoing actions.

## 2. Action Plan

Well done! You've completed a large part of the process in the 'Self Assessment Tool' by identifying the gaps and positive areas. Together as a committee you can use the topics in the assessment tool to help you determine what actions you need to undertake to create a more inclusive club. Select and allocate a few actions at a time, so that it is manageable. Try starting off with the quick and easy wins!

#### **3.** Resources

Be sure to have a look at the resources suggested in this tool. This can help in providing ideas to improve in any of the required areas. If your club needs further support feel free to touch base with Council's Recreation team. leisureservicesl@frankston.vic.gov.au

### 4. Celebrate Wins!

Don't forget to celebrate your successes and progress no matter how small they may be! Let the Recreation Team know what you have achieved as we will be able to promote your club to the broader community.





## **Action Plan Template**

**Gender Inclusive Sporting Clubs** 

#### **TODAY'S DATE**

	ACTIVITY	LEAD BY	DUE BY	COMPLETE
COM	MENTS			



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