



CASE STUDY

Pines Football Netball Club Gender Inclusion

WHAT DID WE DO

In 2020, the Committee came together to define clear club values: community, belonging and inclusivity. We wanted to ensure we practiced these values and over time the club developed the following key actions:

- Establishing a Women's Football Team that was open to all skill levels and experience, with a focus on making women feel they truly belonged.
- Aligning fixtures where possible and having joint social functions across the men's football, women's football and netball programs to build a unified club.
- Ensure committee representation across all three programs, including player representatives.
- Ensuring equal representation across social media and communications.
- Introducing a base payment for women's football.
- Collecting feedback at the start, middle and end of each season.
- Reviewing ground allocations to ensure fairness — including a dedicated women's training night and shared Thursday sessions, followed by whole of club dinners.
- Securing grants for women's apparel and engaging sponsors to support appropriate uniforms.

Challenges

Managing expectations and understanding that meaningful cultural change cannot happen all at once.

Enablers

- Having a supportive, highly capable and diverse committee, with intentional representation ensuring every voice is heard.
- The quality, commitment and community focus of volunteers and leaders.
- Active pursuit of grants and funding opportunities.



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WHAT DID WE SEE

The outcomes extended well beyond participation numbers! There was a significant cultural shift at the club and greater cohesion across the programs, with football and netball no longer operating in silos.

People were encouraged to get involved with small, manageable contributions and tasks.

As a result, a positive, family-friendly environment was created, including a change in language and behaviour across the club. There was increased involvement from past players supporting and volunteering throughout the week and game days.

Ultimately, this led to shared ownership and a stronger sense of pride and belonging not just amongst the women and girls but throughout the whole club.

WHAT NOW

The work continues. The club understands that inclusion is not a one-off initiative but an ongoing commitment. Some of the clubs next steps include:

- Establishing smaller groups where members check in with one another to build connection and support.
- Continued emphasis on inclusive language and actions.
- Strengthening accountability on and off the field and court.

Having being part of the club for over 30 years, the difference is tangible. The club has embraced its history while evolving into a more inclusive and positive environment.

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