

Gender Inclusive Sports Club Toolkit



Acknowledgements

Mornington Peninsula Shire wishes to acknowledge that this tool was created by Frankston City Council and has been adapted by the Shire.

We acknowledge that our approach to gender equality must always be gender diverse inclusive. A person's gender is their own concept of who they are and how they want to interact with others.

When we say women and girls, those words always include trans and gender diverse women.



Mornington Peninsula Shire acknowledges the Bunurong people, who have been the custodians of this land for many thousands of years; and pays respect to their Elders past and present.

We acknowledge that the land on which we meet is the place of age-old ceremonies, celebrations, initiation and renewal; and that the Bunurong people's living culture continues to have a unique role in the life of this region.

For more information regarding this gender inclusive sporting clubs resource, please contact the Shire or visit our website:

✉ sportsclubs@mornpen.vic.gov.au

🌐 mornpen.vic.gov.au/sportandrecreation

☎ 1300 850 600

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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and girls who want to participate in community sport are not able to participate in the way they would like to due to outdated cultures, policies and practices and unsuitable facilities or funding arrangements that prioritise the men's and boys' teams.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, including those from diverse backgrounds and experiences such as people with a disability, CALD, LGBTIQA+ and Aboriginal and Torres Strait Islanders.

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:

- Increasing membership and spectator numbers (leading to increased revenue).
- Providing 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

Council and Wellbeing Plan

This 'Gender Inclusive Sports Club Toolkit' aligns with Theme 3 of our Council and Wellbeing Plan, "A flourishing, healthy and connected community" and more specifically:

- *3.1 Strategic Objective:* A healthy and self-determined community where everyone feels valued, supported and safe.
- *3.4 Strategic Objective:* A community with vibrant arts, culture, sport and recreational opportunities that foster connections and participation across generations, backgrounds and abilities.

Sports Club Management Policy

The Sports Club Management Policy provides a framework for consistent, equitable and transparent management and use of sport facilities by clubs to maximise the benefit to the Mornington Peninsula community. This Policy adheres to and incorporates the requirements of the Fair Access Policy, from the Office for Women in Sport and Recreation.

Gender Equality Strategy

Addressing our Gender Equality Strategy, this tool prioritises the delivery of Key Setting 5 and the following objective: 'Increase opportunities for women to participate in sport and recreation and promote and celebrate their achievements.'

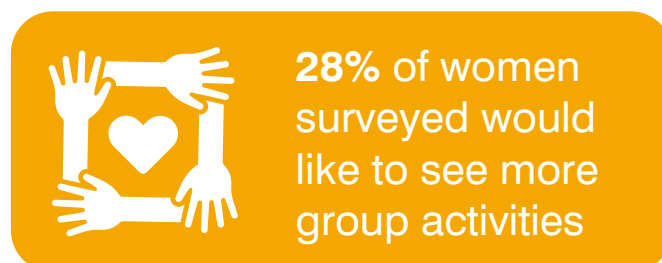
Local Context

Most females don't do enough physical activity to benefit their health and wellbeing. Within our Health and Wellbeing data profile, we discovered that 38.9% of the Mornington Peninsula community were insufficiently active.



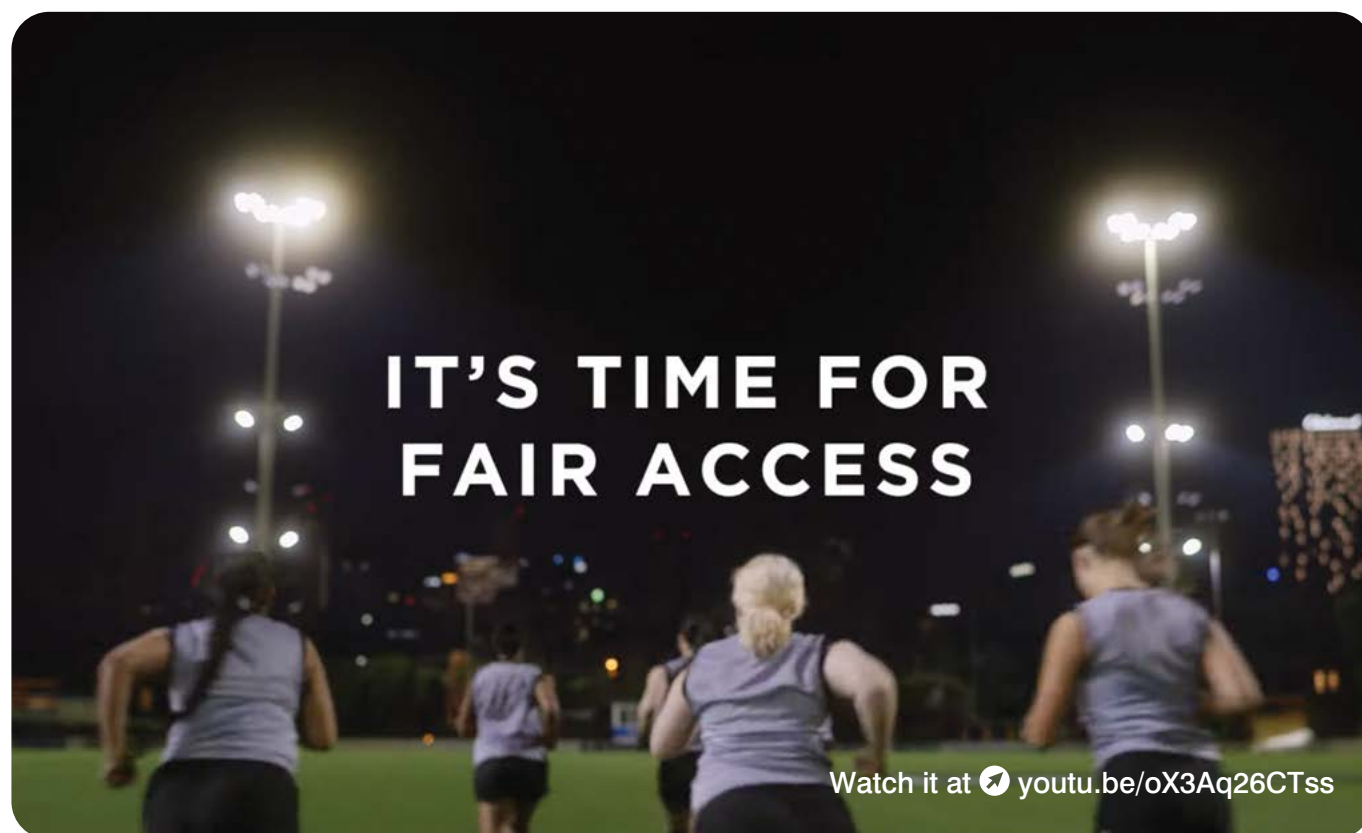
VicHealth reported that women are less likely to participate in organised sport as they commonly experience multiple barriers, like fear of being judged, or not being fit enough to start. The good news is there are many steps that can be taken to overcome these barriers.

In March 2023, Council's Club Development Team sent out a Club Development Needs survey to committees of sporting clubs. It was found that Gender Equality and inclusion was top of the list for local sporting club participants and that male participation was higher than female at all ages. In a 2021 Health and Wellbeing Phone Survey, the majority (28%) of women stated they would like to see more group activities to see the local community become more physically active.



Gender Inclusive – Promotional Videos

These short videos showcase the involvement of women and girls on a national level, courtesy of Change Our Game.



Where to begin?

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

This ensures that the work taking place is driven by the broader leadership group and progress will continue if individual staff or volunteers leave the Club.

Once the committee is on board, the next step would be to complete the Club Self-Assessment tool together at a committee meeting (page 11).



Case studies



The Shire's Peninsula Sport Development team asked 96 local sporting clubs of 12 different playing codes, how their club has worked to encourage fair access or the inclusion of women and girls in local sport. These are some of their stories.

Western Port Football Club

In recent years, the Western Port Football Club experienced a significant drop in girls and women's soccer team recruitment.

What we did

The success of the Matildas at the 2023 Women's World Cup had a huge impact with girls in the Western Port area. Towards the end of the World Cup, Western Port Football Club ran an introductory six-week soccer program for girls in Hastings, Bittern, Crib Point, Balnarring and beyond. They received sponsorship from three local businesses.

Outcomes We Achieved

There was an overwhelming response and over 50 girls in the area took part over the 6 sessions. Since, the club is scheduling a weekly girls 5-a-side at Western Port Secondary, to prepare for the 2024 season.

Following this success, Westernport Football Club also ran a one-day introduction to soccer program at Balnarring Primary School, as a part of the government's Sporting Schools Initiative.

Benefits to Our Club Community

During their 2023 AGM, a new female Club Secretary (Michelle Spark) and a new female Treasurer (Erin McCarthy) were elected, joining a committee with Liz Lanyon (Safety Officer) and Hayley Gibbons (Grants Officer), making the Western Port FC committee now 60% female.

Inspiring Individuals within Our Club

The excitement is palpable! Their first full 2024 girls' team have already ordered their jerseys.



Westernport Pumas

Westernport Pumas are a combination of females from both Somerville and Tyabb Football Club. The idea came about from within Somerville Junior Football Club, a Mornington Peninsula community passionate about making sport inclusive and empowering for all.

What We Did

Over eight years, Somerville Junior Football Club have taken initiatives including:

- Welcome women onto our Executive Committee and in 2023, appointing the first female president in 50 years.
- In 2023, two female coaches were hired for our Under 9's and 13 Girls teams.
- Successfully grown the number of female teams within our club.
- Implemented stringent anti-discrimination policies and workshops on diversity and inclusion.
- Joined with Tyabb Junior Football Club to make a

new team, the "Westernport Pumas", helping girls meet new friends from other suburbs.

Due to low numbers, Tyabb Junior Football Club and Somerville Junior Football Club combined to make a new team. This has been a remarkable achievement as they now have girls from both suburbs becoming friends and enjoying football.

Outcomes We Achieved

- An increase in female participation in sports. In 2023, they field an Under 13 Girls Team and an Under 15 Girls Team. In 2024 they anticipate having U10's, U12's, U14's, U16's and U18's girl's teams.
- A more diverse and inclusive Security and General Committee.
- A strong sense of community and unity within the club.
- Under 15 Girls won the 2023 Grand Final.

- Under 13 Girls made it to the 2023 Preliminary Final.

Benefits to Our Club Community

The inclusion of women and girls in sports has brought the clubs closer, enhanced the overall quality of their programs and fostered a sense of belonging amongst their members.

Inspiring Individuals within Our Club

The following individuals made a significant impact on our journey:

- **Hayley Monk**
A dedicated coach who was awarded by the Mornington Junior Football League the prestigious award of "Junior Coach of the Year 2023".
- **Evi Irving**
A young player who was also awarded Mornington Junior Football League "Runner up Best and Fairest", Linda Mills Medalist, Best on Ground in Grand Final, Best and Fairest Club Award and the Marshall Unthank award.



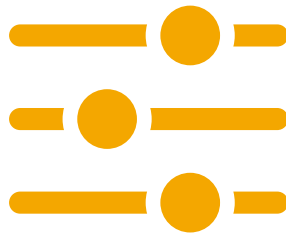
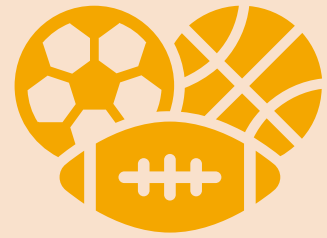


Club self-assessment tool

Before you complete the self-assessment

This self-assessment tool can help clubs understand where they're at and what they can do moving forward. No matter what stage of gender inclusion your club is at, we encourage you 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:

1. Club Information
2. Leadership
3. Club Culture
4. Membership and Engagement
5. Volunteers and Employment
6. Facilities

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:

- Never
- Rarely
- Occasionally
- Frequently
- 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 23).

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 (page 20) that may assist your club to progress through your action plan.

1. Club information

Club name:

Year:

Number of people involved:

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 square. A space has also been provided if you wish to include other, additional roles.

Indicator	Women/ Girls	Men/ Boys	Non- binary	Self- described	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



Change doesn't happen without leadership and commitment.

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)	Occasionally (2)	Frequently (3)	Always (4)
Our club strives for 40% or more of Committee of Management (or equivalent) that is female.	☐	☐	☐	☐	☐
Our club ensures women are actively involved or have their voices heard in all planning and decision making r.e the committee or 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 game-day 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)	Occasionally (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 celebrates women and girls at all levels of the club including teams and those behind the scenes. 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 and engagement

Research shows that the motivators and enablers for women and girls participating in sport vary to those of men and boys.

It is important to consider whether your club's membership is reflective of the diverse community. To grow membership and engagement of women and girls within your club consider the points below.

Statement	Never (0)	Rarely (1)	Occasionally (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 and/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 and 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)	Occasionally (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)	Occasionally (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 gender diverse players, umpires and coaches.	☐	☐	☐	☐	☐
Our club has a policy that states; individuals can use the gendered facilities (toilets / showers / change rooms) consistent with their preferred gender identity.	☐	☐	☐	☐	☐
Our car park has designated accessible parking	☐	☐	☐	☐	☐
Our club ensures that accessible pathways, ramps and doorways are always clear.	☐	☐	☐	☐	☐
To ensure feelings of safety, all our facility lights are currently working and are appropriately used until all games and trainings are finished.	☐	☐	☐	☐	☐
Our club ensures equal and fair allocation of facilities for women and girl's 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 area and then tally your total score. Ideally, your club should complete this annually to 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

Scoring

★ ★ ★ ★ ★	0-40 points	Start of the journey
★ ★ ★ ★ ★	41-70 points	Room for improvement
★ ★ ★ ★ ★	71-90 points	Keep up the good work
★ ★ ★ ★ ★	91-105 points	Doing great...you're almost there!
★ ★ ★ ★ ★	106-128 points	You're awesome! Five-star gender inclusive club



For more information regarding this gender inclusive sporting clubs resource, please contact the Shire or visit our website:

✉ sportsclubs@mornpen.vic.gov.au

🌐 mornpen.vic.gov.au/sportandrecreation

☎ 1300 850 600

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 Peninsula Sport Development Team.

📧 sportsclubs@mornpen.vic.gov.au

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

1. Club Information

Change Our Game

📧 changeourgame.vic.gov.au

Working to level the playing field for women and girls in sport and active recreation. Range of information including grants.

Sports Community

📧 sportscommunity.com.au

Resources to run a successful club

Australian Sports Commission

📧 aussports.gov.au

Sport and Recreation Victoria

📧 sports.vic.gov.au

VicSport 📧 vicsport.com.au

2. Leadership

Change Our Game Recruitment and Retention Guidelines

📧 bit.ly/42laXLt

Guide covers areas to help recruit more women into leadership roles including committee, coaching, officials, volunteers, making it a rewarding experience.

AusSport's Game Plan Position Descriptions

📧 sportaus.gov.au/club-development

Game Plan is a free online platform to help you gain insights into your current capability.

Role description templates

- **Blank** 📧 bit.ly/3Hw2ukJ
- **President** 📧 bit.ly/3S7FHRv
- **Vice-President** 📧 bit.ly/3RZadwG
- **Committee Member** 📧 bit.ly/422BX88
- **Secretary** 📧 bit.ly/3U8c3hC
- **Treasurer** 📧 bit.ly/3Sns95r

3. Club culture

Role description template:

Member Protection Information Officer

📧 bit.ly/42GAS6y

Formal feedback process for any considerations or complaints.

Play By The Rules

📧 playbytherules.net.au/online-courses

Free Online Training Courses.

Consider 'Easy English' when sending messages to members

📧 accesseasyenglish.com.au/what-is-easy-english/

Write in everyday words. Use simple sentence structure. Support the message with meaningful and clear images.

Code of Conduct Template

📧 bit.ly/3U1cJ8k

Change Our Game Communication and Marketing Strategies

📧 bit.ly/3UEa8Bu

Proud 2 Play

📧 proud2play.org.au

LGBTIQA inclusion in sports and recreation.

4. Membership and engagement

VicHealth Doing Sports Differently

📧 bit.ly/3wp6LnO

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

📧 sportaus.gov.au/club-development

- **Welcoming Families into your Club** 📧 bit.ly/3SIORDZ
- **Conducting an Orientation** 📧 bit.ly/3SHpWkv
- **Orientation Checklist Template** 📧 bit.ly/3T2RT7L
- **Membership retention fact sheet** 📧 bit.ly/3HXPIMm

Access All Ability

📧 aaaplay.org.au

Connecting people with disabilities to sport and recreation activities in Victoria.



VACCA - Cultural Awareness Training

🔗 bit.ly/3HYy8I7

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's, 'Welcoming Aboriginals to your sport'

🔗 bit.ly/49vs0Dr

How you can enhance your inclusion practices through changes in areas such as policy, leadership, participation and facilities.

Disability Sport and Recreation

🔗 dsr.org.au

Sports Aus - Inclusive Sport

🔗 sportaus.gov.au/inclusive-sport

Framework process, toolkit, training and case studies.

VicHealth

- **Quick Wins For Sport Clubs**

🔗 bit.ly/3wiE8c0

Simple 2 pager self-assessment tool.

- **Designing and delivering sport to engage people who are less active**

🔗 bit.ly/3l2eF9g

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.

5. Volunteers and employment

Recruiting Volunteers Fact Sheet

🔗 bit.ly/3wp3Pri

6. Facilities

Facility Inspection Checklist Template

🔗 bit.ly/3P4zHbx

7. Other useful links

Pride In Sport Index

🔗 prideinsport.com.au

The world-first Pride in Sport Index (PSI). Benchmarks and assesses the inclusion of LGBTIQ+ people across all sporting contexts.

This Girl Can

🔗 gettingwomenactive.com.au

Getting more women active guide.

Sport and Recreation Victoria State Sporting Association

🔗 bit.ly/3vAXYyK

Please also look at your State Sporting Association or league webpages for any code specific resources.

Community Grants

🔗 mornpen.vic.gov.au/grants

Explore current and upcoming grant opportunities for your sporting club.

Next steps



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 23 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 the Shire's Peninsula Sports Development team:
✉ sportsclubs@mornpen.vic.gov.au



4. Celebrate Wins!

Don't forget to celebrate your successes and progress no matter how small they may be!

Let the Peninsula Sports Development 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 date	
				☐
				☐
				☐
				☐
				☐
				☐
				☐

Comments:

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