

How to use the Everyone Wins toolkit

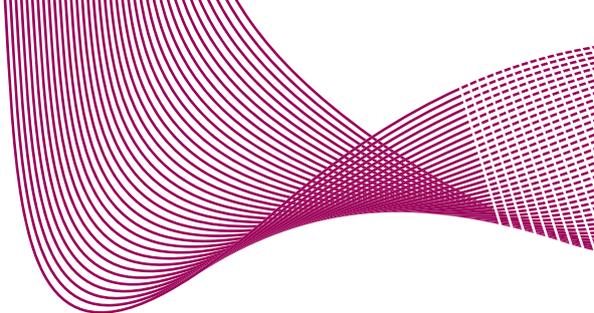


Initiating change: the action areas

There are five key areas for action that can be addressed to help clubs create welcoming and inclusive environments for women, girls, Aboriginal people and people from culturally diverse communities. By achieving the aim of each area your club and community will benefit.

Aim of the action area	Why is it important?
Champions of change are active	Change does not happen without leadership and commitment. Committee members are elected because people believe they are capable of influencing their club's future. They are responsible for defining the club's values and vision. But committee members need the support of others in working towards changing the club's culture. These are 'champions of change', and play a vital role in the club. While they're most likely to be club members, they may also be found in your local community – for example, community or business leaders or volunteers.
Expectations about behaviour are met	Determining what the club is known for and stands for should be clearly shown in a vision statement that is supported by a member protection policy (or your sport's welfare policy) and a code of conduct. These should be developed and/or reviewed and distributed before the season starts to promote positive, respectful behaviours towards all members, including women, girls, Aboriginal people and people from culturally diverse communities.
Facilities and activities are accessible	Fair and respectful behaviour is really what sport is about, but for many people being able to be an active member comes down to practical issues such as cost and getting to and from games and training. Making your sport more affordable, having clean, safe club rooms and change rooms, and making sure equipment and other club facilities are shared equitably among members will have your club well on the way to being welcoming and inclusive.
Everyone participates	The first step towards increasing participation is to raise community awareness and encourage new and existing members to become involved in all aspects of club life. For women and girls this might mean focusing on increasing their representation in leadership positions (e.g. coaching or being a committee member). Emphasising the social aspects of your club contributes to everyone feeling more comfortable and welcome, regardless of their background. Forming partnerships with local groups and organisations is an important part of this process.
Commitment through ongoing action	Creating and distributing inclusive policies and codes of conduct at the beginning of the season demonstrates the club's vision. But vision without action won't bring about lasting change. To maintain a safe and inclusive environment, clubs need to walk the talk, address issues when they arise and to encourage members (and potential new members) to put forward their ideas and provide feedback on all aspects of the club's environment. Recognising the achievements and contribution of all members contributes to developing a club environment where everyone is valued.





Levels of action

Although all clubs, irrespective of size and focus, can pursue the five areas, not all clubs have the same capacity to develop programs and partnerships and support strategies for change. This toolkit acknowledges these differences by addressing three different levels for action. By moving up the levels your club will **welcome**, **involve** and **value** everyone.

Level 1: beginning **welcome**

Actions suggested to create a welcoming environment are designed to attract and retain members. They aim to build a foundation for clubs to be more inclusive of women, girls, Aboriginal people and people from culturally diverse communities. Importantly, implementing the actions described at this level benefits everyone and is achievable within club resources.

Level 2: preferable **involve**

Once there are some steps in place to create a welcoming environment, clubs can focus on addressing the issues and barriers to participation of women, girls, Aboriginal people and people from culturally diverse communities. Actions in this level are characterised by a more active presence of champions of change, stronger links with local communities and tailoring of resources to address specific barriers faced by these groups.

Level 3: desirable **value**

Clubs at this level provide a welcoming and respectful environment that values, respects and actively pursues and supports the involvement of women, girls, Aboriginal people and people from culturally diverse communities. Sporting organisations that get to the 'Value' level are generally connected to specific programs (e.g. the Australian Sports Commission's Indigenous Sports Program), enter into formal partnerships and seek external funding and support for new initiatives.

Small clubs can achieve great things

We know that small clubs can and have achieved great things often with few resources. A club can enhance its capacity to move through the levels by finding their champions of change, connecting with their local community and receiving programs and grants offered by their state sporting body and other government, community and corporate organisations.

Remember:



Managing a club can be daunting, but this toolkit will assist administrators, coaches and members to adopt inclusive practices in all areas of club life. Rather than being seen as another thing to do, it will become part of your club's everyday business. Many clubs will find that they are well on the way to having environments that value the participation of all community members. Such clubs can pick and choose actions and resources to complement existing practices. For other clubs a greater commitment and effort will be required initially. Start small and do what works for your club. Find your champions of change and use the resources in this toolkit to take your club from good to great, so that **EVERYONE WINS**.

Where to start

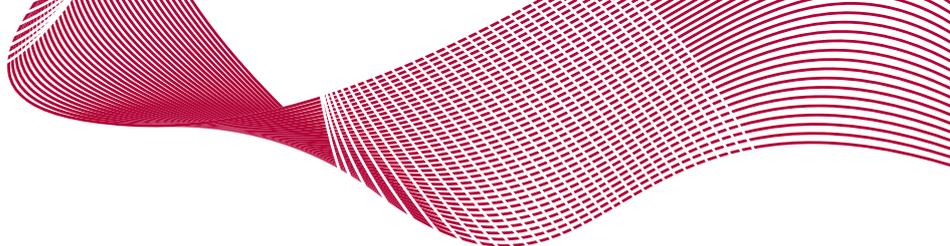
Know your club's strengths

Your club's members, history and culture will offer you a lot of strengths that you can build on. Before you start on the actions, consider the following:

- **Who can drive change in your club?** Are there influential players, coaches, committee members, parents or other people that can be involved?
- **What's your club's culture?** What strengths can you build on to increase inclusion?
- **What's your club's size and capacity?** Do you have resources or the opportunity to apply for funding so you can implement more targeted programs?
- **What connections do you and your members have with the local community?** Do you have access to or links with community groups, schools, workplaces, businesses or particular groups of people that can help you make this change, or access new members or resources?
- **What are your links** with State Sporting Associations, Regional Sports Assemblies, local and state government, and community services? Are there further resources that they have that can help your club become more inclusive?
- **What's your local community like?** What are the major cultural groups, community strengths, and health, sport and wellbeing needs of your community? Use 'Know your club and community members' on the next page to think about this.

If you've noticed you don't have many people both within and outside the club to drive change and provide support, take a look at 'Know who can help you make your club more inclusive' on page 10. It will give you some ideas on who else could be involved.





Know your club and community members

Try to get an idea of who's currently in your club, and whether there are groups that are in your wider community that aren't reflected in your membership at the moment.

Jot down some thoughts on the different aspects of your **club** and your **local community** – whether there is a large or small proportion of a group represented, or if there are particular factors that impact on people. The table below gives some ideas on what to consider:

Gender	Age	Geography	Home
<ul style="list-style-type: none"> • There are many gender identities and expressions - however, the most commonly recognised are male and female. 	<ul style="list-style-type: none"> • Children • Young people • Older people 	<ul style="list-style-type: none"> • Urban, regional or rural • Access to services 	<ul style="list-style-type: none"> • Marital/relationship status • Family structure • Language spoken at home
Cultural background	Community connections	Economic and learning	Health and wellbeing
<ul style="list-style-type: none"> • Aboriginal • Culturally diverse • New arrival and/or refugee • Faith/religion 	<ul style="list-style-type: none"> • Participation in community activities • Social networks and supports 	<ul style="list-style-type: none"> • Employment • Housing • Income level • Level of education 	<ul style="list-style-type: none"> • People with physical and/or mental illness • People with a disability • Level of physical activity

Good places to find out this information include your local and state government resources. Get in contact with your local council (see www.dpcd.vic.gov.au/localgovernment to find contact information) and consider meeting with a council rep to talk more about your community. Community Indicators Victoria (www.communityindicators.net.au) is another useful resource for finding out who's in your local area and what their strengths and needs are.

When you're done, take a look at the results and see if there are particular groups under-represented – could you develop your club so that these groups are more likely to participate?

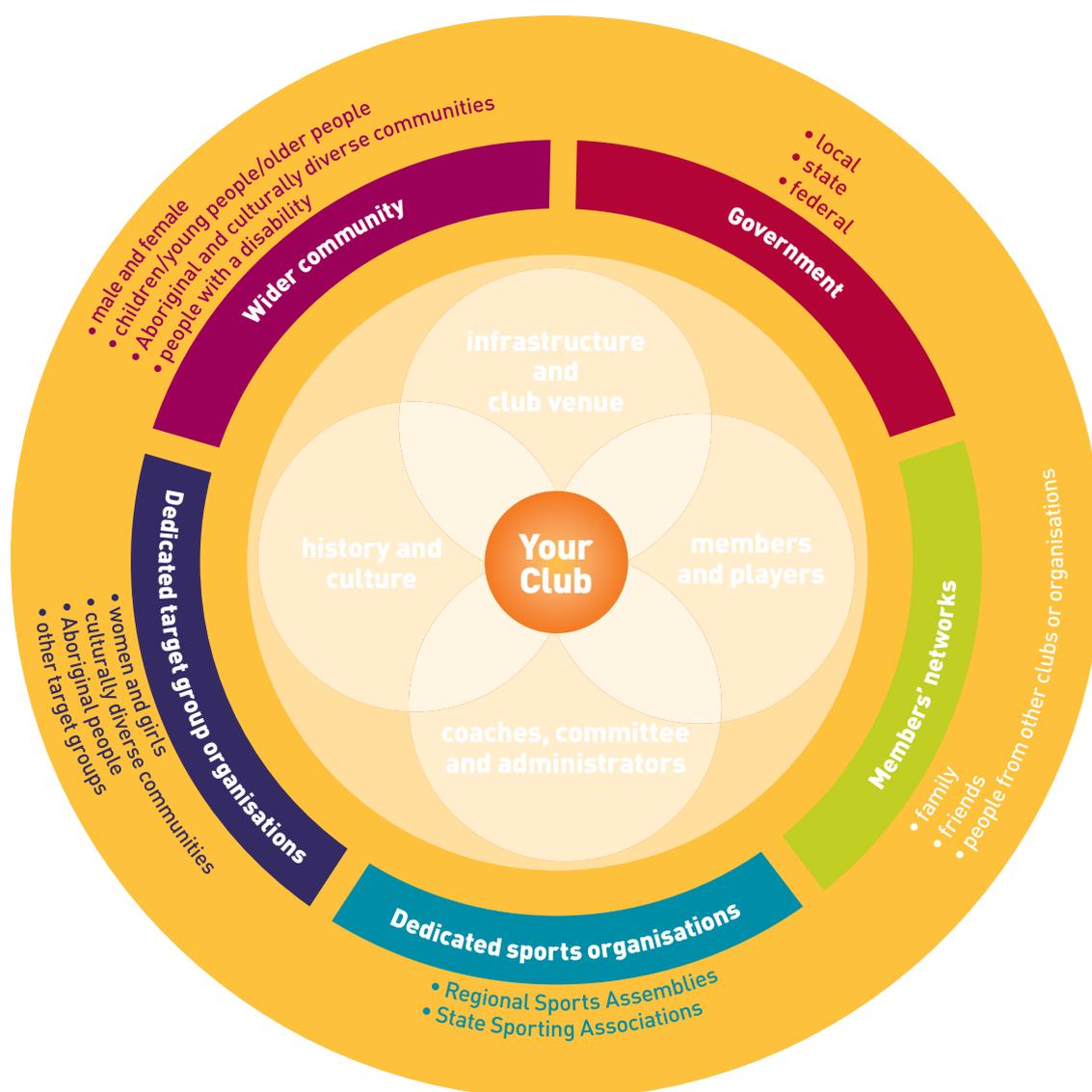
Particularly look at women, girls, Aboriginal people and people from culturally diverse communities, but also think about what might be stopping them from being involved. For example, is it because income levels are low in your community, so cost could be an issue? If lots of people speak a language other than English at home, could language be a barrier?

This will help you identify **who** you should target, but also **how** you should go about it – the results will give you an idea of which actions will be most important for your club and your community members.

Know who can help you make your club more inclusive

Have a think about who will be important in leading or participating in making your club more inclusive. You might have great administrators, coaches and members that are happy to be part of this. They will be important, as they'll be your club champions, and many of the activities in the 'Champions of change' action area will involve them.

Remember to consider people that aren't directly involved in the club. They might be players' friends, your local council, a community organisation that works with women, or the State Sporting Association. Also think about who's already out there in the wider community that you could connect with to help drive change.



The diagram above shows different people and organisations that could help.

Think about what role they can play to help make your club more inclusive – they could be a club champion, or provide expert advice, links to the community or material support.