

Victorian Health Promotion Foundation
13 & 14 February 2017

Changing our Game

Advancing Gender Equality in Sport for Women and Girls

Participation Workshop



In this session we will...

1. Help you to develop further insights into each of the four female life stages of women and girls that VicHealth have identified
2. Break
3. Provide background on VicHealth's work in, and objectives around, gender equality in sport
4. Step through the application materials and process
5. Help you to apply the key insights on each of the four female segments in respect to potential participation opportunities and to refine ideas
6. Answer your questions



Why is VicHealth focusing upon gender equality in sport?



- VicHealth's focus on women in sport forms part of our longstanding commitment to achieving gender equality across the community and building a culture of respect and non-violence
- Gender equality is a determinant of health and wellbeing
- Women remain under-represented in sport both on and off the field, in participation, media coverage and leadership positions
- Nearly two-thirds of women are inactive or somewhat active
- Women's participation through a sports club or association is lower compared to males

VicHealth's commitment in this space

- Last year, we released our Updated Action Agenda for Health Promotion, 'gender' was identified as one of the main themes that run through all of our work
- Our physical activity three year priority is: 'more people physically active, playing sport and walking *with a focus on women and girls*
- Our work around gender equality aligns with a range of work within, and outside of the sports sector, including the recently released Victorian Government's Gender Equality Strategy and Women in Sport and Active Recreation taskforce recommendations.
- VicHealth's recently launched Change Our Game campaign aims to increase positive attitudes towards gender equality in sport



What is the Changing our Game: Advancing Gender Equality in Sport for Women and Girls Program?

The program is an integrated VicHealth investment with three focus areas:

1. **Participation** – to create new opportunities for women’s participation in sport and engage those inactive and somewhat active women and girls to become more active
2. **Profile** – to increase the profile of women’s sport and improve attitudes towards gender equality in sport among the target audience, and promote new participation opportunities for women and girls
3. **Organisational leadership** – to improve sport policy and practice and create welcoming and inclusive environments for women and girls.



Profile or Participation?



- There are two funding streams Profile and Participation which form this integrated initiative
- Eligible organisations can apply for **both** streams
- For those organisations that do apply for both we are keen to see how funding across both streams creates greater impact for VicHealth
- This workshop focuses upon the **Participation** stream
- Both streams following the same assessment process
- Refer to funding guidelines for full details and VicHealth contact details for both streams

Participation – to create new opportunities for women’s participation in sport and engage less active women and girls to become more active

What's on offer and who is eligible to apply?



On offer:

- \$3.6M in funding over 2017-2020

Who can apply:

- Eligible State Sporting Associations
- Eligible National Sporting Organisations
- All organisations must conduct activity in Victoria

See Guidelines and Terms and Conditions for full info and conditions

What type of opportunities does VicHealth want to invest in?

VicHealth is seeking partnerships with sports who can engage and/or reengage less active females

The focus must be on ONE of the four female life stages and the creation of a new tailored participation offering:

- A **brand new** product/program/competition developed specifically for the audience
- An **existing NSO or international program** that could be trialled and rolled out in Victoria for the first time
- **Repurposing or modifying** an existing program, product or competition
- **Building on** one of your sports existing competition or program opportunities to accommodate the chosen female group

Assessment Criteria: Participation Reach



- Big impact in participation numbers and growth potential
- Strong focus on engaging women and girls experiencing inequality
- Opportunities for VicHealth as a premium naming and branding partner
- Clear plan to communicate and promote

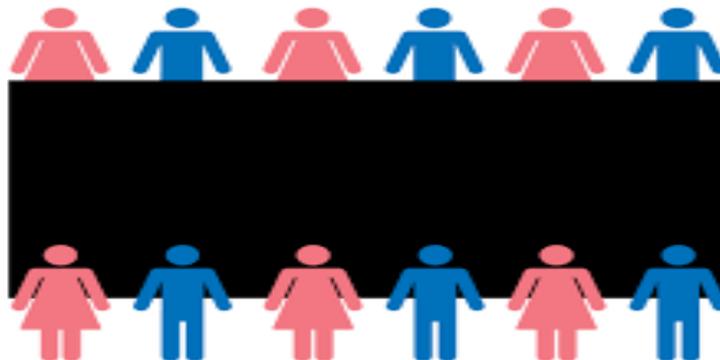
Assessment Criteria: Organisational and partner attributes

- Demonstrated readiness, capacity, expertise and skills to deliver
- Strong partnerships between SSA/NSO and other key stakeholders to enable success [?]
- Clear rationale that strongly aligns with SSA and NSO strategy [?]
- Appropriate budget



Assessment Criteria: Organisational Leadership in Gender Equality

- Demonstrate a commitment to increasing female representation in leadership and decision making roles
 - Including commitment to achieve a minimum of 40% female representation on your sporting organisation Board by July 2019
- Clear commitment to increase the profile of women's sport and increase positive attitudes towards gender equality in sport



Assessment Criteria: Legacy

- Potential for growth and scale beyond the funding period
- Business plan/model to support sustainability



How to Apply



Applicants Should

- Review funding materials and consider where there are opportunities within your sport to create new participation opportunities to support this initiative
- Determine which of the four female life stages your opportunity will focus on
- Submit a completed application form

Important Information and dates

- Review the full application form online this can be printed off in advance
- Questions can be directed to physicalactivity@vichealth.vic.gov.au and technical questions can be directed to 9667 1380
- Applications close 10 March 2017
- Including supporting
- Be available for potential interview 23 March 2017
- Thoroughly review:
 - Guidelines, including grant conditions
 - Terms and conditions