

# Resource 18: A visible commitment to inclusive sport

## Expectations about behaviour are met: Welcome

### Why is it important to state your commitment?

While most state sporting associations see themselves as welcoming, research shows that discrimination and harassment can prevent Indigenous Australians, people from culturally and linguistically diverse communities, women, people with a disability and gay, lesbian and transgender people from fully participating in sport.

In recent years much has been done to address issues of accessibility, harassment and discrimination in sport. This includes modification of activities and rules, adoption of policies and codes of conduct and enforcement of sanctions for inappropriate behaviour.

An essential action which is often neglected is to clearly express a commitment to inclusion and diversity in strategic and other planning documents. Your strategic plan articulates your association's vision and values, key stakeholders, goals and long-term objectives, strategic priorities and how you will implement and measure these priorities. It is important, therefore, that your strategic plan reflects a commitment to inclusion. This sends a strong message that inclusion is of equal importance to other strategic objectives and priorities, ensures people from diverse population groups are included (and not an 'afterthought') in all aspects of your organisational planning, and that inclusion becomes imbedded in the way you do your business. It is also an essential component of good governance.

There are other documents in which you can also reflect a commitment to inclusion – many of these you may already have in place. Some of these include:

- Constitution
- Member protection
- Disability action plan
- Inclusion or diversity policy.

It is important that these documents are accessible and promoted widely to ensure that staff, members and people within the wider community are aware of your commitment. It is also extremely important that these written words are matched with visible action.

### What visible action can you take?

There are many actions and supporting resources outlined in *Everyone Wins*. Some additional actions that show a visible commitment to inclusion are:

- Using posters and other visual images that reflect the diversity in your sport (in office, venues, publications, website and promotional material).
- Using readable standard print and accessible formats when providing information about your services, programs and activities.
- Venue/ground announcements about respect and responsibility and appropriate spectator behaviour.
- Acknowledging the traditional owners of the land on your website and in your association office.
- Including Welcome to Country or Acknowledgement of Country at Board meetings and events.
- Flying the Aboriginal flag (if you have a flagpole) alongside any other flag outside your office.
- Welcoming messages in different languages on your website to reflect the membership of your association and/or the community.
- Serving foods and playing music at social events that reflect the cultural backgrounds of members and/or the local community.
- Providing an area for prayer in the office for staff.

- Recognising non-playing participants in your association. For example, have an award that acknowledges 'Contribution to the community', 'Integrity', 'Inclusion' or 'Leadership' and list the recipients on an honour board.
- Recognising Companion Cards (for the companions of people with a disability).
- Becoming actively involved in social marketing campaigns and international days such as White Ribbon Day, International Day of People with a Disability, International Women's Day, National Reconciliation Week and Harmony Day. For example, dedicate a round of sport to White Ribbon Day.

**Developed in collaboration**

Collaboration leader:

