

Everyone Wins: how to welcome, involve and value everyone in your club

Purpose of the toolkit

The purpose of this toolkit is to support the good work being undertaken by clubs and to provide practical tools and resources to help them in becoming more inclusive and welcoming of everyone in their community. By doing this, there will be benefits to your club, your members and your community. This toolkit specifically aims to increase the involvement of women and girls¹, Aboriginal people² and people from culturally diverse communities in Victoria.

There are other groups in the community who are also under-represented in sport – for example, people with a disability. While the actions and resources provided may be useful in increasing the involvement of such groups, they are not the focus of this toolkit. It is also beyond the scope of this toolkit to provide guidance on legal and other requirements around child safe sporting environments.

For more specific information and resources in these areas visit the following websites:

- Sport and Recreation Victoria www.sport.vic.gov.au
- vicsport www.vicsport.asn.au
- Play by the Rules www.playbytherules.net.au
- Australian Sports Commission www.ausport.gov.au

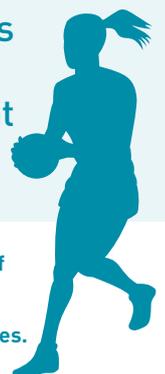
Factors that will influence your use of the toolkit

We know that a 'one size fits all' approach to introducing or undertaking further change in club practices and culture are unlikely to work. The focus of your efforts and your ability to implement the full range of strategies may depend on:

- your existing club culture and practices
- your club's size and whether you have the capacity to increase your membership
- the make up of your local community and the availability of community resources to support your efforts to introduce changes
- the nature of your sport – is it mixed or single gender?
- your relationship to a State Sporting Association and whether you are bound by its rules and policies.

Clubs big and small do great things - Everyone Wins builds on these strengths

This toolkit acknowledges that clubs may already have in place practices that support welcoming and inclusive sporting environments. But you can also build on these strengths by choosing actions and resources that further enhance your club.



¹While we are using the terms 'women', 'men' and 'girls' in this booklet and the toolkit, we recognise there is a range of gender identities and expressions.

²In this booklet and the toolkit, the term 'Aboriginal' is used to refer to both Aboriginal and Torres Strait Islander peoples.

The benefits of making sure Everyone Wins



How will including everyone benefit my club?

Women, girls, Aboriginal people and people from culturally diverse communities can contribute to clubs in many ways, as players, supporters, coaches, umpires and committee members. Creating a welcoming and inclusive club environment has many advantages for clubs (as well as their members) including:

- accessing a larger pool of volunteers
- increased membership (and increased revenue)
- access to a new range of skills and abilities on and off field
- a richer club environment where members learn from each others' backgrounds and experiences
- clubs being truly representative of their communities
- stronger, healthier, more supportive local communities.

Why is it important?

Sport can be exciting, engaging and rewarding. It provides opportunities for exercise, to develop new skills, and to compete and socialise with other like-minded people. It improves the health of individuals and communities. Everyone wins when all members of the community have the chance to be part of a sports club, regardless of their gender, age, race, religion or sexuality.

Research shows that Aboriginal people and people from culturally diverse communities are significantly under-represented in sport. While the same cannot be said for women and girls, where the rate of participation doesn't provide such a stark contrast, they are still less involved than their male counterparts. They also have a much lower representation rate in coaching, officiating and committee positions. This toolkit is designed to address these differences and to help you create a more inclusive and welcoming environment.

Everyone should feel included, respected and safe

Most clubs know that there are factors that limit people's involvement – this can include a lack of knowledge about local clubs and what they offer, and practical barriers such as cost and transport. A less tangible barrier is a sense of feeling 'out of place' and being unable to identify with the sporting environment. This perhaps is not surprising given many sporting codes have developed over decades, if not centuries, and have often tended to be male dominated and reflect their Anglo-Australian heritage.

We are proud of this heritage but it does mean that sometimes women, girls, Aboriginal people and people from culturally diverse communities can't readily identify with the club or feel they belong in it, particularly in traditional male sports. Alternatively they might believe that they can only join if they accept all aspects of the club culture. In some circumstances it can make people from these groups feel they are not welcome or they can't contribute to Australian sporting clubs.

Many sports have done much to make their environments more positive and they encourage members to reach their full potential. This toolkit provides clubs with the resources to maintain the momentum for change to become more inclusive and welcoming of everyone in their community.