

EQUALITY IN ACTION IN OUR CLUB

THE ROLE OF CLUBS IN PROMOTING GENDER EQUALITY ON AND OFF THE FIELD

4 'HOW TO' GUIDES TO GET YOU ON THE PATH TO EQUALITY

Maroondah City Council acknowledges the support of the Victorian Government.



EQUALITY IN ACTION IN OUR CLUB

Achieving gender equality takes time and a team effort. Just like getting to the finals we need to take stock of where our club is at, recognise our strengths and weaknesses and have a game plan that involves every player, coach, club member and supporter - women, men, boys, girls and gender diverse people.

To bring about gender equality we need to have a gender equity policy and provide an equal, safe and respectful club culture. This keeps our club accountable to members and the community and ensures our club is welcoming and inclusive for everyone, particularly women and girls.

WHAT DOES GENDER EQUALITY LOOK LIKE?

- Gender diversity in leadership roles in our club.
- Everyone having the same opportunities to play the sport they love.
- Our club profiling and celebrating the diverse range of people who make up and/or support our club.
- Respect for everyone - with a focus of promoting respect for women, and girls, and gender diverse people.

WHY PROMOTE GENDER EQUALITY IN OUR CLUB?

Gender equality is good for the health and wellbeing of all women, men, girls, boys and gender diverse people.

Everyone can make a valuable contributions to our clubs and our communities.

In addition to promoting equality for women and girls, we also need to be inclusive of people who do not identify as a man, woman, boy or girl.

They may identify as gender non-binary or transgender or may choose other language describe themselves.

Being inclusive of everyone involves making specific effort to address discrimination, provide access to services and promote a welcoming and inclusive environment.



**GENDER
EQUALITY
IN SPORT**
A WIN FOR EVERYONE

OUR PATH TO GENDER EQUALITY



1

UNDERSTANDING OUR GENDER EQUITY POLICY: ACTIONS, RESPONSIBILITIES & EXPECTATIONS

Adopting a gender equity policy demonstrates our club's commitment to promoting equality for everyone in all areas of the club.

The policy outlines what actions to take to ensure our club is a safe, welcoming and inclusive place for players, volunteers, members and supporters.

2

GAME CHANGERS: OUR CLUB LEADERS

Everyone has a role to play in making our club equal and respectful, particularly our leadership - the president, committee, coaches, and team leadership such as captains. We can all show the way and bring others on the path to gender equality. We can show leadership by:

- Taking time to understand what inequality currently exists in the club by talking to women, and girls and gender diverse people, surveying members and planning ways to address the gaps
- Talking to members about the ways our club will be actively supporting women, and girls and gender diverse people on and off the field
- Leading by example and taking action when we see or hear disrespectful behaviour and attitudes
- Taking action to promote equality and celebrating the positive results

The more diversity we encourage into our sporting clubs, the stronger our game will be.





3 CREATING A POSITIVE CLUB CULTURE

Creating a welcoming and positive club culture is good for our members and the club. It will help build membership, retain players and increase participation of women, girls, men and boys and gender diverse people, not only as players but also as administrators, members and volunteers. We all have a role in creating an inclusive, safe and equitable place for everyone to meet and play, by having:

- Accessible club facilities
- Fair and equal provision of equipment and uniforms
- Funding and payments shared equally across the club
- Targeted leadership opportunities
- Women's voices represented in all areas
- Respectful social club events

4 USING SOCIAL MEDIA TO PROMOTE GENDER EQUALITY

As community role models, clubs play a key role in changing community attitudes for the better. Through social media our club can:

- Demonstrate and showcase women in leadership
- Provide examples of how our sporting club is providing a welcoming and safe place for women and girls
- Ensure equal participation and promotion of women on our social media pages and website
- Make a public commitment to challenge inappropriate language and behaviour.



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1

UNDERSTANDING OUR GENDER EQUITY POLICY: ACTIONS, RESPONSIBILITIES & EXPECTATIONS

WHAT IS A GENDER EQUITY POLICY?

Our gender equity policy puts into words and actions our club's commitment to promoting equality for women and girls and gender diverse people in all areas of the club, to being a safe, welcoming and inclusive place for players, volunteers, members and supporters.

It is a tool to help the club to truly reflect the diversity of our community and to help address any inequities, discrimination or harassment that exists.

WHY HAVE A GENDER EQUITY POLICY?

Having a gender equity policy helps to make sure that women and men are equally represented, respected, valued and rewarded in the club, both on and off the field.

The policy reminds players, coaches, parents and committee members what their responsibilities are, and makes everyone accountable.

Adopting a gender equity policy goes beyond just 'doing the right thing'. Taking action to improve equality is good for our club's financial and social health long term and will lead to better outcomes for both men and women and for children and adults of all genders.



Everyone in our club gets a game!



WHAT DOES A POLICY INCLUDE?

Every club's policy is different, just as every club is different, so our policy needs to be written, adopted and regularly reviewed by our club with input from the committee, players, coaches and parents/guardians of our juniors. A gender equity policy might include the following things:

- Explain why having an equal, safe and respectful club is something that our club values and will work towards
- Explain what gender equality will look like in our club, for example, having male and female and perhaps mixed teams who have equal use of the facilities
- Outline what standard of behaviour we want to see on and off the field, for example, no sexist comments or bullying on or off the ground and only respectful conversations on social media
- Outline who is responsible for taking actions and measuring whether positive change has occurred.
- List the actions we are planning to take and who has responsibility for them. This may include introducing gender targets, training for the committee, coaches, and teams, auditing the use of the facilities, and thinking about who does what in the club so that it doesn't necessarily follow traditional gender lines, etc. For example, a policy may state:
 - that everyone is responsible for being respectful on and off the field
 - that social media administrators are responsible for monitoring social media
 - that the committee and coaches are responsible for ensuring that all teams have equal access to facilities during the season.
- Explain how we will measure change and to whom we will report.





KEYS TO SUCCESS

LEADERS STEPPING UP

The no. 1 key to success are the club leaders. The president, coaches, other key people in the club need to show support for this change. Others in the club look to us to understand what the club 'stands for' and what is acceptable or not acceptable. Leaders need to show they are for gender equality in both our words and actions.

GETTING EQUALITY CHAMPIONS ON BOARD

We know that doing this work is not easy for everyone as it involves bringing in new ideas and challenging old ones. Finding 'equality champions' to work with leaders on making change is a great strategy. Champions and leaders can work together promoting equality and respect.

TAKING A WHOLE OF CLUB APPROACH

It is important that changes we make apply to everyone and in all areas of our club. Our players, parents, supporters, sponsors and committee will get behind us more quickly if they can see and hear the change everywhere - at presentation night, on social media, and on the ground.

Our club is committed to
making sure that
everyone who wants to play,
can play the game they love.



UNDERSTANDING OUR GENDER EQUITY POLICY: ACTIONS, RESPONSIBILITIES & EXPECTATIONS

NOW WE HAVE A POLICY, WHAT'S NEXT?

It is not unusual for a policy to be adopted with the best intentions, but then sit in draw or be forgotten after a new committee is appointed. There are things the club can do to keep on track.

SPREAD THE WORD

- Let all our members know about the policy, why we have adopted it and what it means for them. This could be in promotion in our newsletter, website and social media from key leaders.
- Provide education / information about the policy (and code of conduct if there is a current one) at the start of the season, for example, player and supporter inductions.
- Put gender equity on the committee agenda as a standing item, with set targets and track our progress publicly and annually.
- Publicly commit to increasing the numbers of women in all areas of the club - coaches, umpiring, scoring, etc.

WHERE TO FIND MORE INFORMATION & RESOURCES

- VicHealth, Quick Wins - <https://www.vichealth.vic.gov.au/media-and-resources/publications/quick-wins-for-sports-clubs>
- Club Help, Welcoming everyone - <https://www.clubhelp.org.au/club-people/welcoming-everyone>
- Change Our Game initiative - <http://changeourgame.vic.gov.au/the-initiative>
- True Sport (WA) - <https://truesport.com.au/what-is-true-sport/https://www.vichealth.vic.gov.au/programs-and-projects/change-our-game>
- Via Sport - <https://www.viasport.ca/inclusion/women-girls/take-action>



THINK ABOUT HOW THINGS ARE DONE

- Be conscious of who does what in the club (i.e. organising events, minute taking, scoring games, umpiring, coaching, fundraising). Check that everyone has the same opportunities to have a go in all types of roles, particularly in high profile or decision making positions, such as club president, coach, etc.
- Review club policies and procedures to check where the gaps are. For example, look at whether; uniforms are appropriate for all gender identities,, scheduling times are offered equally, our membership is open to all , and whether everyone can participate based on fees/costs.
- Review the committee and any working groups to ensure there is membership from across the diversity of the club and community, for example, older and younger members.
- Commit to providing people of all genders with the same level of access to quality facilities - well-lit, safe and secure grounds and changing facilities.
- There may be an increase in reports about disrespectful attitudes and behaviours that members have experienced. Consider the process to report and deal with these incidences. Ensure investigations follow independent, equitable and timely processes.
- Review the club roles, media and marketing content ensuring that there is nothing that objectifies women or men, gender roles and appearance and more focuses on showcasing women as competitive, confident and strong leaders.
- Participate in training about gender equality in sport, including the topics: What is gender equity and why is it good for sport? How can we address gender bias and discrimination? and, How to break down barriers to participation for women and girls and gender diverse people in sport.
- Take action to identify and support more women and gender diverse people to be in leadership positions on the committee. Talk to them about what has stopped them from joining in the past, e.g., the timing of meetings, the culture in the committee, or simply that no one has asked.
Add a sentence such as, 'All club members are encouraged to apply'.



EQUALITY IN ACTION IN OUR CLUB



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2

GAME CHANGERS: OUR CLUB LEADERS

UNDERSTANDING EVERYONE'S ROLE IN MAKING OUR CLUB EQUAL & RESPECTFUL

Whilst everyone has a role to play in making our club equal, welcoming and safe, there are some key roles that can really help drive positive change including our president, committee, coaches, and team leadership.

Our role as leaders is to:

- Take time to understand what inequality looks like in the club and what you can do to change it
- Take the lead on making the changes, such as leading a review of our policies, or reviewing whether the use of facilities is equitable
- Make public statements about how the club wants to change and why
- Measure whether or not change is occurring and share this across the club.

GOOD LEADERS LISTEN AND INVOLVE OTHERS

It is important that women and girls are involved in the whole process of change. Talk to current and past members about their experience as a woman or girl in the club and ask what needs to change. Involve women and girls in decisions that you make, as they understand what will work for them.

THE MORE CLUBS TALK ABOUT THESE ISSUES, THE MORE WOMEN'S VISIBILITY IN SPORT WILL INCREASE.

THIS WILL ENCOURAGE MORE WOMEN AND GIRLS TO GET INVOLVED IN COMMUNITY SPORT.



PRESIDENTS/CHAIRPERSON - SETTING THE STANDARD

Research has shown that change does not just happen, you need leadership 'buy in' and role modelling from the top. You can positively influence the club culture, attitudes and behaviours of club members by taking the following actions.

- Reach out to women and girls in our club and invite them to work alongside you.
- Host an event for players, friends, parents and families to discuss our club's commitment to gender equitable and respectful relationships, including the expectations in our code of conduct.
- Avoid assumptions, language and behaviours that support or encourage particular roles and responsibilities for women and men, girls and boys in the club e.g., men "naturally being the coach" or women in the canteen.
- Invite women and gender diverse people, who may not usually be heard, to share their experiences by:
 - Hosting 'listen and learn' sessions
 - Surveying members - templates available from Council
 - Developing a women's working group to input into future plans.
- Develop and implement (or review if we already have one) a gender equity action plan or policy with our committee members addressing areas such as - reviewing equal access to facilities, uniforms, equipment sponsorships, events, representation, leadership, decision making and club messaging.
- Treat all reported issues of discrimination and inequality seriously and address those issues openly and in a timely manner (see the Social Media sheet for more information).

WHEN MEN AND WOMEN, BOYS, GIRLS AND GENDER DIVERSE PEOPLE ARE EQUALLY REPRESENTED WE HELP TO MAKE SURE EVERYONE HAS ACCESS TO EQUAL OPPORTUNITIES ... EVERYONE BENEFITS FROM GENDER EQUALITY



COACHES - HAVE INFLUENCE BOTH ON AND OFF THE FIELD

As a coach you are in a position of great influence. What you say and don't say, do and don't do- is role modelling how to treat others and says a lot about our club's values. You can:

- Role model respect by actively inviting men, women and gender diverse people to work together in coaching positions.
- Publicly support and share club messages about equality and respect - include attending women's/men's games, invite players/teams of the opposite gender to training sessions, personally elevate women's profiles around the club and online platforms.
- Consider your language. How can you ensure everyone is free to explore and develop who they are without the pressure of gender language and stereotypes? e.g., Don't accept belittling language such, 'he plays like a girl'.

Review the usual club events, such as the end of season trips. Think about the behaviours that may occur at these events and what role you play as a coach to influence this.

Many people may be uncomfortable with these behaviours (some may even be illegal) but are not comfortable to speak up - such behaviours include locker room talk, lewd behaviour, sharing of inappropriate images, disrespectful comments, or disrespectful nicknames about players, partners, family and friends.

- Demonstrate good bystander behaviour by challenging sexist and disrespectful behaviour if you see or hear it. For example, saying, "We don't use language like that here, no slurs, no abuse - we respect everyone." Discrimination is not always obvious to everyone and we need everyone to call it out.



CAPTAINS, LEADERSHIP GROUP, INFLUENCERS - LIVING AND BREATHING THE CLUBS' VALUES AND BEHAVIOURS

As a senior player/influencer in our club, other players look to you as a role model for how to behave. If you treat your friends, partners, men and women in an equal and respectful way, others will follow your lead.

- Think about your own behaviour on and off the field/court - such as the nick-names you give your team members, behaviour at social events, language you use and the respect you display.
- Refuse to engage in behaviour or make comments that are sexist, racist or homophobic or in other ways discriminatory.
- Encourage players to support opposite genders teams, for example by going and watching their games, following them on social media, providing positive comments and sharing their posts.
- Call out rudeness or disrespect at training, competition matches and club social activities by making it clear that 'it's just not acceptable'. such as- sledging, wolf whistling, harassment, telling disrespectful stories, spreading rumours, or speaking in derogatory ways.
- Understand that drunken behaviour makes many people feel uncomfortable and intimidated and that is no excuse for inappropriate behaviour.



**WE STAND FOR
AN EQUAL
PLAYING FIELD!**



COMMITTEE MEMBERS - BACKBONE OF THE CLUB

Committee Members are well-respected and often recognised as role models when it comes to living and breathing the club's core values and culture. Committee members can help drive success for the club on and off the field/court by doing the following.

- Think about when meetings are scheduled, particularly to suit men and women with parent and care-giver responsibilities.
- Review awards and events – equal recognition of the achievements of women and girls and display these in the clubrooms.
- Review the Constitution, membership rules and policies to remove discriminatory clauses or sexist language and protect the rights and representations of our members, regardless of gender. If there isn't have 40% women on the committee, invite women into the meetings.
- Explore with women and girls how and when they would like to access the grounds and facilities.
- Develop a plan for women and girls to attend training and development opportunities.
- Ensure messages about fair play and good behaviour are promoted regularly by all committee members throughout the season and within the facility and social media.
- Adopt an action plan to make the club's commitment visible and measurable and promote the club's achievements widely.

Women are underrepresented at all levels of coaching, officiating and leadership.

Research says that women say they got started in sport leadership because a male club member took time to support and guide them.

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3 CREATING A POSITIVE CLUB CULTURE

PLANNING YOUR CLUB EVENTS

Creating a welcoming and positive club culture is good for our members and our club. Whilst encouragement on the field is great to keep player's motivation going, social events off the field are also important.

By providing an inclusive environment after the game, our club members will feel welcome and a part of the club and are therefore more likely to stick around.

- Think about holding different types of social events, not just the usual post-game drinks at the club house or pub. This will show that the club is a safe and welcoming place, particularly for women and girls and for people of all abilities, identities and backgrounds.
- Get involved in sports events where diversity is celebrated, for example, pride round, indigenous round, International Women's Day (March 8).
- Consider screening family movies that show people of all genders, abilities, ages and backgrounds succeeding in just playing sport. Examples include *A league of their own* (US), *The Merger* (Vic) & *Bend it like Beckham* (UK).
- Host a 'family day' or a 'friend's day' to encourage partners, parents and caregivers to come along.




I thought I'd be playing in the mens comp as a kid. I didn't really consider the fact that I was a girl.

**TAYLA HARRIS
AFL PLAYER**

PLANNING FOR EQUAL AND RESPECTFUL SOCIAL EVENTS

- At club award nights ensure that women and men receive equal recognition as you celebrate players, teams, coaches and volunteers. Ensure that the MC'ing role is shared between men and women.
- Make sure club entertainment is not racist, sexist, homophobic or transphobic. Carefully review comedians and entertainers before hiring them. If in doubt, check with others. What might not seem offensive to you, may be offensive to others.
- Acknowledge the club's focus on respectful relationships between men, boys, women, girls and gender diverse people of all ages. This includes communicating the need for responsible consumption of alcohol and the link between excessive alcohol consumption and inappropriate behaviour. Whilst alcohol itself doesn't cause the bad behaviour, some people use it as an excuse for their disrespectful or abusive behaviour, and alcohol consumption is linked to higher levels and more severe violence.
- Ensure that the leadership team (coaches, committee, captains) understand their responsibility in keeping events safe and that they know when to call out concerning behaviour.
- Ensure publicity of events includes photos and stories of people of all genders, ages, cultures and family types to demonstrate to members that everyone is welcome. Provide information on events and activities in other languages as needed.
- Ensure the environment is welcoming by appointing two welcome officers (men/women) who looks out for families and monitors the language and behaviour of members.
- Take time to find out what will make the club welcoming and safe for gender diverse people by asking them and consulting with organisations who specialise in this area.



We're all in this together. When you call out derogatory behaviours and attitudes people around you will speak up, too.

CAITLIN THWAITES
NETBALL PLAYER

EQUALITY IN ACTION IN OUR CLUB



THE ROLE OF CLUBS IN PROMOTING GENDER EQUALITY ON AND OFF THE FIELD

4

PROMOTING EQUALITY & RESPECT ON SOCIAL MEDIA

Social media is an important part of keeping our club connected and informed. It can also help build a great team culture and promote gender equality.

SO WHY SPEND TIME ENGAGING IN THESE TOPICS?

Through social media our club can demonstrate and role model women in leadership, equal participation in sport, and a commitment to challenging inappropriate language and behaviour on and off the field.

While more women are participating in sport than ever before, barriers for women, girls and gender diverse people, and for some men and boys still exist.

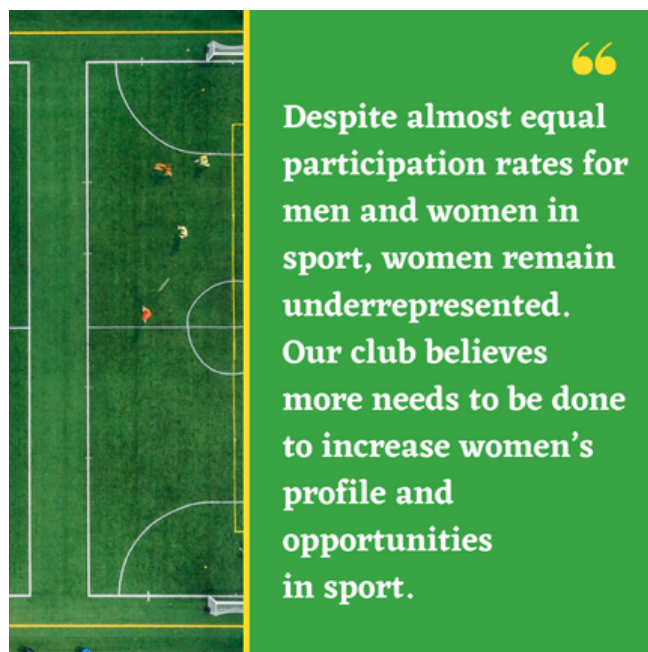
HELPFUL TOOLS YOU WILL FIND IN THIS RESOURCE

- Social media tile templates. These have been developed for our club to post on social media, either as they are, or you can edit to suit our individual club needs, such as adding the club logo.
 - See pages 21-26 for where to find and how to use the tiles.
- Messaging for social media posts and suggested responses to questions or difficult comments you may receive.
 - See pages 19 and 20.
- Best practice tips on managing social media - including disrespectful comments, trolling, self care and referral services
 - See pages 27-31.



KICKING THINGS OFF

- Make a commitment to taking positive action and communicate this publicly.
- Prepare your social media team or person to effectively talk about these topics online and respond to questions and comments (suggested responses are available on pages 19 and 20).
- Regularly share social media content and resources that promote positive messages celebrating players and members of all genders and all abilities in sport.
- Ensure your social media content and website have an equal number of pictures of women and girls, men and boys in your club.
- Include the following in your social media posts:
 - images of women and men working or participating together, doing diverse roles and being celebrated equally
 - quotes from players, coaches, leaders or community role models, resources promoting a respectful and welcoming environment for all
 - video streams from relevant club events posting dedicated content on occasions such as International Women's Day.





SUGGESTED MESSAGING FOR SOCIAL MEDIA

- This response table has been developed to provide suggested messaging and /or responses for when people on your social media or in your club environment ask or comment on:
 - Why is your club committed to promoting equality and respect?
 - Why is it important that sporting clubs are talking about gender equality?
 - Why is equal participation and representation of women and girls, men and boys in sport so important?

Question or comment

Suggested response

Why is your club all of a sudden talking about gender equality and respect for women and girls?

- Equality in sport is good for the game, our community and our club.
- Our club is committed to all our players and supporters, women and women, boys and girls.
- Our club wants a club environment and a game that is safe, inclusive, and welcoming for all.
- Equality is good, not just the health of women, girls and gender diverse people, but gender equality actually improves men's and boy's health.

Why is women's participation and representation in sport so important?

- Our club is proud to support women and gender diverse people in leadership roles both on and off the field.
- Our club can inspire change on and off the field! We want to change the game by having more women and gender diverse people and represented both in playing and administration.
- Our club believes more needs to be done to increase women's, girls' and gender diverse people's profile and opportunities in sport.
- Without equal representation and respect for women and girls in sport, equality won't be achieved off the field.



Question or comment

Suggested response

Why are you talking about this here, it's not relevant, this is a sports club ?

- Our club believes in "fair play" which includes a club culture based on respect and equality for all.
- Sport is more than a game, it shapes who we are, our values and behaviours in life. So when inequality and disrespect are part of sport, this can be seen across our whole community.

Why do you think it is important that sporting clubs are talking about these issues?

- We encourage all our members to call out any disrespectful comments, as disrespect is harmful for those it's directed at and not something our club accepts.
- Sport has an influence way beyond the field. Our club can help to set the tone, and the example, for others to follow.
- When clubs like ours make sporting environments more inclusive, welcoming and respectful for everyone, we make our game better!
- We love watching the game, and seeing our friends, family work mates or school mates playing, male or female. It's what our community is about, 'Everyone having a go'.
- While more women and gender diverse people are participating in sport than ever before, barriers still exist.
- Our club wants to change the game for the better, making sure everyone, regardless of their gender or their ability has an opportunity to participate.
- Despite almost equal participation rates for men and women in sport at community level, we see less women than men represented or profiled on our social media pages and in leadership positions in our clubs.

Who cares about women's sport?

Why are you doing this, everything was fine?

SOCIAL MEDIA TOOLS

To assist you social media you can draw on useful (and often free) tools and resources for managing social media content, development and publishing - i.e *Canva* for creating content, *Hootsuite* for scheduling content across your channels, *Unsplash* for access to stock photography where required - remember to feature a diverse range of people from all walks of life and make an effort to avoid using outdated images of women and men that promote gender stereotypes.

We've created 12 editable social media templates for you to post on social media, either as they are, or you can edit to suit your individual club needs. To access these files follow these steps:

Step 1: Sign up for a free or paid account with [Canva](https://www.canva.com/)
<https://www.canva.com/>

Step 2: Follow [this link](https://www.canva.com/design/DAEJoW1MTts/share/preview?token=654B-L1WjUAdmEVNG4P47w&role=EDITOR&utm_content=DAEJoW1MTts&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton) to access your editable social media templates:
https://www.canva.com/design/DAEJoW1MTts/share/preview?token=654B-L1WjUAdmEVNG4P47w&role=EDITOR&utm_content=DAEJoW1MTts&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton

Step 3: Go to 'file' and hit 'make a copy' save with your club name so you can edit this new file

Step 4: Upload your club logo, and real photos of players / club grounds / other images you have permission to use or have downloaded from free stock photo sites like [Unsplash](https://unsplash.com/).

Step 5: When you're ready to share a post you can download it directly to your computer and upload to the platform (facebook, etc) of your choice or if you'd like to resize it to download multiple versions in specific sizes you can hit 'resize' and change to 'Instagram story' for example.

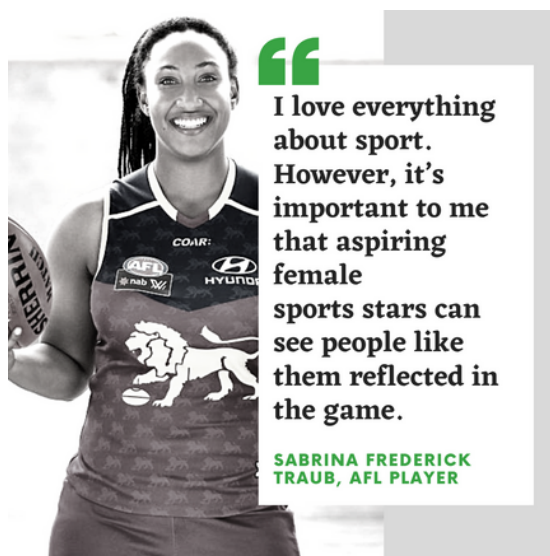


Having clubs where everyone is valued and respected is great for our club and healthy for our community.

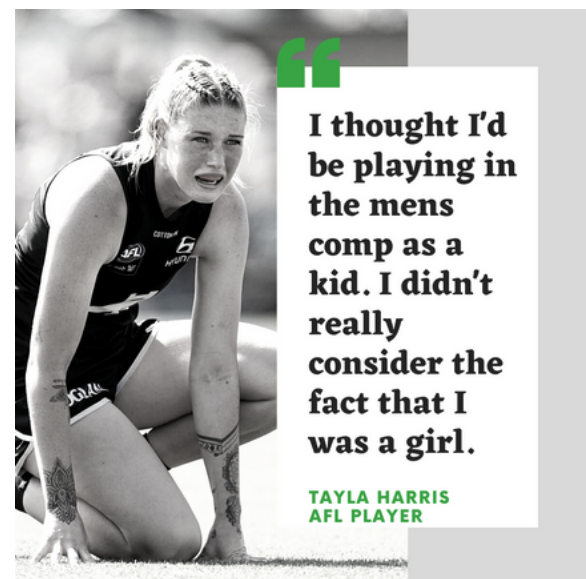


SOCIAL MEDIA TILES & SUGGESTED WORDING FOR YOUR POST

When clubs like ours make sporting environments more inclusive, welcoming and respectful for everyone, we make our game better!



We hope you'll join us in building an equal playing field because our game belongs to all of us.



Sport has an influence way beyond the field it is played on, which is why our club is dedicated to calling out sexism and inequality when we see it.

We encourage all our members to call out any disrespectful or sexist comments. You can help us to set the tone, and the example, for others to follow.





SOCIAL MEDIA TILES & SUGGESTED WORDING FOR YOUR POST

Our club values participation and “fair play” which includes a club culture based on respect, equality and inclusion.



One of the main aims of our club is to provide everyone an opportunity to participate. We believe that sport at every level should be accessible to all people because this game belongs to all of us.



Our club is committed to increasing the profile of people with disabilities and inspire the next generation of Australian sporting heroes.



Our club is committed to creating an environment and a game that is safe, inclusive, and welcoming for all.



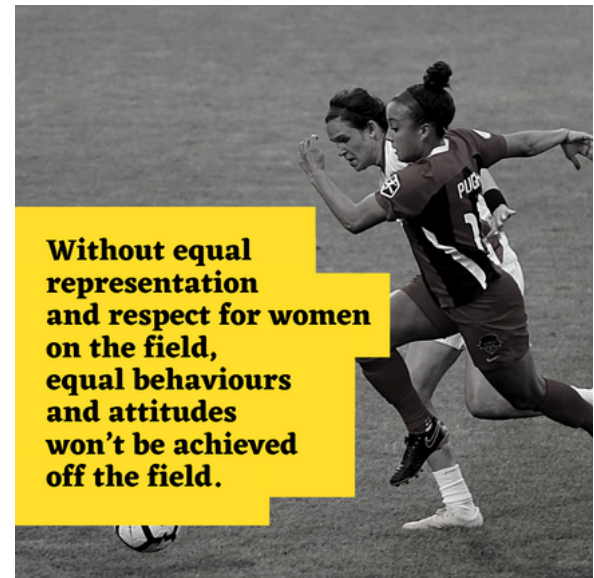


SOCIAL MEDIA TILES & SUGGESTED WORDING FOR YOUR POST

Our club is committed to creating an environment and a game that is safe, inclusive, and welcoming for all.



Sport can be a force to amplify women's voices and our club can play a role in spreading the word.



Our club is committed to creating an environment and a game that is safe, inclusive, and welcoming for all.



Our sport is more than a game, which means our club can inspire change on and off the field!



SOCIAL MEDIA TILES & SUGGESTED WORDING FOR YOUR POST

Our sport is more than a game, which means our club can inspire change on and off the field!



Diversity is the one thing we all have in common which is why our club is dedicated to promoting and celebrating diversity and inclusion.



Diversity is the one thing we all have in common which is why our club is dedicated to promoting and celebrating diversity and inclusion.



Our club proudly supports International Women's Day! #IWD2021 and believes in the importance of providing more opportunities and equal representation for women in sport.





SOCIAL MEDIA TILES & SUGGESTED WORDING FOR YOUR POST

These two tiles have embedded videos



Sport has an influence way beyond the field it is played on. We all need to call out sexism and inequality - we need to set the tone, and the example, for others to follow. Fantastic video from the @AFLW

Women's participation and representation in sport is important. When clubs like ours make sporting environments more inclusive, welcoming and respectful for everyone, we make our game better! We had to share this great video from @VicHealth.





MANAGING AND MONITORING YOUR SOCIAL MEDIA

Discussion about issues such as inequality and disrespect towards women can be confronting for some people and you may experience backlash from members and supporters.

Discussion about equality and respect can also trigger unpleasant memories and feelings for people who have experienced discrimination.

The following steps can help keep your online community safe, healthy and positive:

- Update social media pages' 'terms of use' policies to include the club position on harassment, trolling and online abuse.
- Have one or more moderators for club social media. The role of the moderator/s is to:
 - Keep the discussion 'on track' - While the intention should always be to allow users to freely contribute and largely self-moderate online discussions, guidance from the page moderator / admin is required from time to time to keep discussions constructive and respectful and to ensure your online community is participating in a safe and positive forum. Regularly look at the discussions on the social media pages and manage any issues that may arise.
 - Manage social media communities and respond to difficult and crisis situations (see supporting document) with club leadership.
- Make sure moderators also pay attention to and have oversight of private/closed chat, such as individual team groups/rooms that members might be part of. The less public the site, the more likely people are to use unacceptable language and behaviour. While these groups may not be official club sites, they are still associated with the club.



RESPONDING TO UNPLEASANT, DIFFICULT OR CRISIS SITUATIONS

FROM TIME TO TIME ONLINE BEHAVIOUR IS NEGATIVE OR HARMFUL

Remove disrespectful, negative or offensive comments - In 'guiding' conversations, it is important that posts which are disrespectful, offensive, disclosing or promoting criminal behaviours are removed and serious or serial offenders are warned and ultimately banned from the page if necessary. Sporting clubs should never tolerate trolling, irrelevant, disrespectful, offensive, crude or hateful comments, or comments that make another person on the page feel unsafe or diminished. Remember - you always retain the right to hide, remove or edit comments that you feel are inappropriate and it will help send a strong message to others that these behaviours are not ok.

Respond to urgent situations - Posts where there is a threat or disclosure about the safety and wellbeing of a person that requires an urgent response should be dealt with according to the support services referral table below.

Provide referrals to relevant services and resources - As sporting clubs are not direct service organisations it is never advised for moderators to provide personal advice or opinions. Instead moderators should always aim to provide users with links to appropriate support services.

SELF- CARE

It is important to acknowledge that sometimes talking about these issues can be difficult or distressing. Make sure your club and moderators are supported and have an avenue to work through how they might be feeling after dealing with these issues online. 1800 RESPECT offers a free service and it is available online or over the phone 24/7.

Encourage them to talk to someone in your club who is prepared to talk to them and understands that their role is not a counsellor but to listen and respect that the person had had a negative experience. Make sure also to encourage people to ask for help should any of these issues be negatively impacting them.



DO'S AND DON'TS OF MANAGING TROLLING AND ONLINE ABUSE

Trolling can take many forms and if you've spent much time online you've probably already witnessed this type of abuse. Trolls specialize in derailing conversations, taking over the conversation with another topic and in this case, often threatening, disrespecting and diminishing the experiences of women in our communities. Their goal is usually to waste your time and resources.

- DO**
- Educate: Inform the audience and set an example for others to follow – It can be as simple as letting them know that what they're doing is not acceptable and that your club doesn't stand for this.
 - Remove: Hide or delete the comment depending on severity and impact to other community members.
 - Warn: Call out the behaviour and explain consequences – For example, you can call these out in your Facebook user page guidelines and copy and paste the link to this in your response.
 - Ban: Don't let these people be part of your online community.
 - Report: Let the platforms like Facebook, Instagram and Twitter know what's really going on by hitting 'report'.

- DON'T**
- Don't tolerate comments that threaten or incite disrespect, inequality or violence.
 - Don't engage unless there is a genuine opportunity to educate.
 - Don't spend precious time and resources engaging in a back and forth conversations – That's what they want.
 - Prepare standard responses for your moderators to use - this will streamline the process.



REFERRAL TO SUPPORT SERVICES

It is the moderator's role (where possible) to provide users with information about services available that can provide appropriate support. It is important for the moderator to:

- Convey respect and empathy toward the users in all responses
- Act within the responsibilities of their role and the limits of their knowledge and skills.
- Not engage in lengthy discussions that can be construed as counselling or providing personal advice.

It is also important that the moderator understands the issues the user may be trying to manage and can then provide the user with the most appropriate referral information. The services offered as part of the response will depend on:

- whether or not the user is making a threat or is a perpetrator
- whether the user has experienced or is at risk of experiencing violence, or someone concerned for the safety and wellbeing of another person
- services available for the particular circumstances.

CRISIS AND SUPPORT SERVICES

CATEGORY	REFERRAL	ACTION	CONTACT
Immediate threat to safety	Police	Encourage user to report incident or seek help	000
Disclosure: experience of violence	1800 RESPECT	Encourage to talk to a counselor for advice	Phone: 1800 737 732 Web: www.1800respect.org.au/accessibility/ or online chat: chat.1800respect.org.au/#/welcome
Disclosure: experience of sexual violence	Centres Against Sexual Assault	Encourage to talk to a counselor for advice	https://www.casa.org.au/contact-us/



CRISIS AND SUPPORT SERVICES

CATEGORY	REFERRAL	ACTION	CONTACT
Disclosure of self-harm	LIFELINE or Kids helpline	Encourage to talk to a counselor for advice	WLifeline phone: 13 11 14 Lifeline Web: www.lifeline.org.au/ Kids helpline phone: 1800 55 1800 Kids helpline web: www.kidshelpline.com.au
Disclosure: perpetration of violence	MensLine or Men's Referral service	Encourage to talk to a counselor for advice	MensLine phone: 1300 78 99 78 MensLine web: www.mensline.org.au MRS phone: 1300 766 491MRS web: mrs.org.au
Other person concerned (if aware of an incident)	1800RESPECT Police Crime Stoppers	Encourage to talk to a counselor for advice or notify police / Crime Stoppers if aware of an incident	1800 737 732 000 1800 333 000
Young people seeking information about respectful relationships	Reachout Headspace The Line What's OK at Home	Encourage to look at reputable websites for information	/au.reachout.com/relationships/headspace.org.au/young-people/life-issues/ www.theline.org.au https://woah.org.au/
Experience of discrimination	Victorian Equal opportunity and Human Rights Commission QLife (for the LGBTI community)	Encourage to talk to an expert for advice	https://www.humanrights.vic.gov.au/ 1300 292 153 1800 184 527 https://www.switchboard.org.au/qlife