CREATING CHANGE THROUGH POLICY
a spotlight on Moreland City Council
The population of the area is 181,727 (2018) with a predicted 228,807 by 2036.

Gender distribution is 49% male and 51% female.

The country of birth distribution shows:
- 60.1% Australia
- 6.1% Italy
- 2.7% India
- 2.5% Greece
- 2.3% UK
- 1.9% Lebanon
8% of Moreland’s sports ground users were female
To increase participation in sport and physical activity for women and girls, juniors, people with a disability and people from Culturally and Linguistically Diverse backgrounds.
The Australian Sporting Ecosystem
Draft Active
Women and Girls Strategy
Top 5 recommendations

1. Overlay Strategy with other Council strategies.
2. Dedicate a human resource to implement it.
3. Create an allocation policy
4. Provide a Female Participation Grant
5. Systematically ensure facilities are available for everyone to use.
Council’s Recreation Team circa 2009

Unit Manager

Leisure Technical Officer
Community Grants Officer
Club Development Officer
Women’s Sport Participation Officer
To increase participation in sport and physical activity for women and girls, juniors, people with a disability and people from Culturally and Linguistically Diverse backgrounds.
The following principles apply to the allocation of sporting grounds and pavilions:

- Facilities will only be allocated to clubs:
  - With sound governance structures
  - Open membership
  - Club name should represent Moreland geographic area
  - Who increase participation of women and girls on and off the field
Draft Policy consultation

01 Media release
Asking for feedback

02 Interviews
Face to face with residents and stakeholders

03 Workshops
Council staff and stakeholders

04 Household survey
Questions asked about barriers to participation

05 Forums
Community members and stakeholders

06 Meetings
One on one with clubs

07 Public website info
Information posted on pages

08 Phone calls
Surveys and consultations
Feedback

This will be great!
We’re already trying to be inclusive.
We can do this!

Why?
This will be too hard!
This is discrimination!
Adopted by Council!

Policy
2009 Policy

Allocation of Council facilities will only be given to clubs with:
• Junior sides, and
• Girls or women participating in either competitive and/or non-competitive physical activities.
Two policy updates since 2009

• 2012 – included lease clubs
• 2016 – register at least one full female team/side in a registered competition, 3 seasons to achieve this.
• 2019 – final season to achieve the Policy.
Perspective

2008

2009

2012

2015

2016

2017

2019
Moreland clubs buy-in to the Policy
Focus of the full time role

• Dedicated time individually to clubs
• Builds great rapport with club people
• Pro active approach
• Knows the club environment
• Raises profile of sport within Council
• Maintains relationships with SSAs and partners
A friendly and active community

Women and girls participation in sport and active recreation is influenced by the environment where they participate. If the facility where they participate is safe and meets their needs, they are more likely to continue participating.

While your club may not be able to implement all the ideas below, it may help you consider the needs of women and girls and perhaps identify some areas where your facility could improve.

Safe environment
- Easy community access (e.g., the location is related to safe pedestrian networks, cycle paths, public transport and taxi ranks), and
- Legal requirements (e.g., disabled access and access for prams).

Personal safety
- Training times and locations are appropriate for personal safety,
- Lighting is comprehensive: – in the car park, – outside the facility, and – inside the facility.
- Club rooms and car park have clear lines of sight from the reception area,
- Phones are accessible, in case of emergency,
- Signage is clear and accurate,
- Escorts to cars, buses or taxis are available after dark.

How to reach women:
- Women are more likely to be attracted to simple and clear messages that appeal to their busy lives and that reflect both social and health benefits.
- Women are often key decision makers in physical activity choices for others and tend to prioritise the needs of others before their own.
- Physical activity messages need to reflect the joint benefits for women and their families.
- Women are time poor and feel pressure to fulfil home and work responsibilities as a priority in their daily lives.

Key motivating factors for participation:
- Provision of activities and programs for women and girls.
- Opportunities to participate with or make new friends.
- Ability to try the activities in a safe, welcoming environment.
- Focus on the health benefits (e.g. feeling less stressed, having more energy, feeling better able to cope with their busy lives and feeling younger).
- Providing access to clean, well-maintained and hygienic facilities, including change rooms and childcare facilities at major venues.

Finding a Female Coordinator

This fact sheet is the first step to finding a dedicated Female Coordinator to sit on your committee/board to drive the development of a female team. This role and the work they do is to be supported by everyone at the club.

Think about your club today......

<table>
<thead>
<tr>
<th>Players</th>
<th>Juniors</th>
<th>Seniors</th>
<th>Committee members</th>
<th>Coaches</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>How many female members do you have (players, coaches, committee members, etc)?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- The role of the clubs Female Coordinator is to honestly review the club environment and work towards ensuring it's welcoming for females and their families. They also need to promote the club within the community with the view to attracting them to your club.
- Look around your club, think about your players, their family connections and identify people who display the following characteristics.

Character traits
- Has a positive approach to life.
- Lives the values of the club.
- Is motivated and a go getter!
- Is happy to seek feedback from others.

Skills desired
- Understands the benefits that females bring to the club environment.
- Understands the vision for the club and has a grasp of the club environment.
Hey, do you want to play?

Ask the women and girls....
% increase of female participation

2009: 8
2010: 10
2011: 14
2012: 15
2013: 16
2014: 16
2015: 19
2016: 17
2017: 22
2018: 23
<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>EDFL Girls</td>
<td>1 div/ 5 teams</td>
<td>5 div/37 teams</td>
<td>9 div/59 teams</td>
<td>7 div/65 teams</td>
</tr>
<tr>
<td>EDFL Women</td>
<td></td>
<td></td>
<td>1 div/13 teams</td>
<td>2 div/20 teams</td>
</tr>
<tr>
<td>YJFL Girls</td>
<td>2 div/17 teams</td>
<td>10 div/85 teams</td>
<td>16 div/110 teams</td>
<td>16 div/112 teams</td>
</tr>
<tr>
<td>VAFA Women</td>
<td>5 div/40 teams</td>
<td></td>
<td>8 div/63 teams</td>
<td>10 div/77 teams</td>
</tr>
<tr>
<td>NWMCA Girls</td>
<td>3 div/21 teams</td>
<td></td>
<td>4 div/32 teams</td>
<td></td>
</tr>
<tr>
<td>NWMCA Women</td>
<td></td>
<td></td>
<td>1 div/11 teams</td>
<td></td>
</tr>
<tr>
<td>VTCA Women</td>
<td>1 div/4 teams</td>
<td>1 div/5 teams</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FV Girls</td>
<td>8 div/78 teams</td>
<td>11 div/100 teams</td>
<td>9 div/85 teams</td>
<td>10 div/98 teams</td>
</tr>
<tr>
<td>FV Women</td>
<td>9 div/73 teams</td>
<td>5 div/52 teams</td>
<td>6 div/74 teams</td>
<td>6 div/61 teams</td>
</tr>
</tbody>
</table>
It’s not all about the numbers….

- Upskilling of volunteers – new parents
- Awareness of community – changing population
- Social cohesion indicators – sport introduced to new families
- Community engagement increased – school partnerships increased
Learnings

- Leadership must be strong and consistent
- Implementation – seasons considerations
- Communication – frequent, clear and consistent
- Engage with local competitions early
- Drive behaviour change at all levels
- Use multiple approaches more than once
17 of 36 pavilion changerooms are female friendly
Partnerships to protect assets

- Open Space team key partners
- Oval/pitch resurfaces
- Grass upgrades
- Irrigation upgrades
- Fences
- Lighting projects
- Ensure appropriate use of grounds and pitches
Female Participation Grant

$38K spent by clubs on:
• Marketing/Promotion
• Coaching/Umpiring
• Uniforms
• Equipment
• Upskilling committee members
Clubs get on board for girls

Female numbers in sport continue rise

AP/89 years of playing, Coburg Districts Football Club is thrilled to host its first girls team in 2018.

Coburg Districts recognises the importance of building friendships and strong social connections through football.

At a match, I have been delighted in the relationship-positive attitudes of all the girls who are keen to be training and to be on the field on game day with their friends, having fun and enjoying the game of football.

It’s not just about training or on game day that friendships are encouraged.

During pre-season, players, coaches and parents worked hard to take on Carlton in an AFLW game.

We met Lissy Darman and the girls talked endlessly about their dreams of playing for their future team.

The best thing is, it’s not just a dream anymore, it’s a reality.

In 2018, the development of our girls group is a testament to inclusivity for players who love football.

Some girls in the under-11 team have been playing football with the boys since Auskick and the club welcomed two new players into the group this season.

Backstitch talks about the future success and achievement that will be possible. Elaine’s football gives girls an opportunity to develop their leadership skills and build their confidence and skills.

The club is looking to expand its girls’ program in 2019.

Details 0421 894 192

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Strength and skills: women in sport

IN THIS ISSUE
- Moreland women and girls in sport: kicking goals
- CityLink Cambera
- Our new Dept and garden
- Northern Saints Football Club
- Moreland

Tamanah Rahim, 14 years old
(pictured above, speaking at an iftar dinner hosted by Northern Saints Football Club, Northern Blue Light and Victoria Police)
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Female Sport Participation Officer
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@ActiveMoreland