

CREATING CHANGE THROUGH POLICY

a spotlight on Moreland City Council



CHANGE
the
GAME



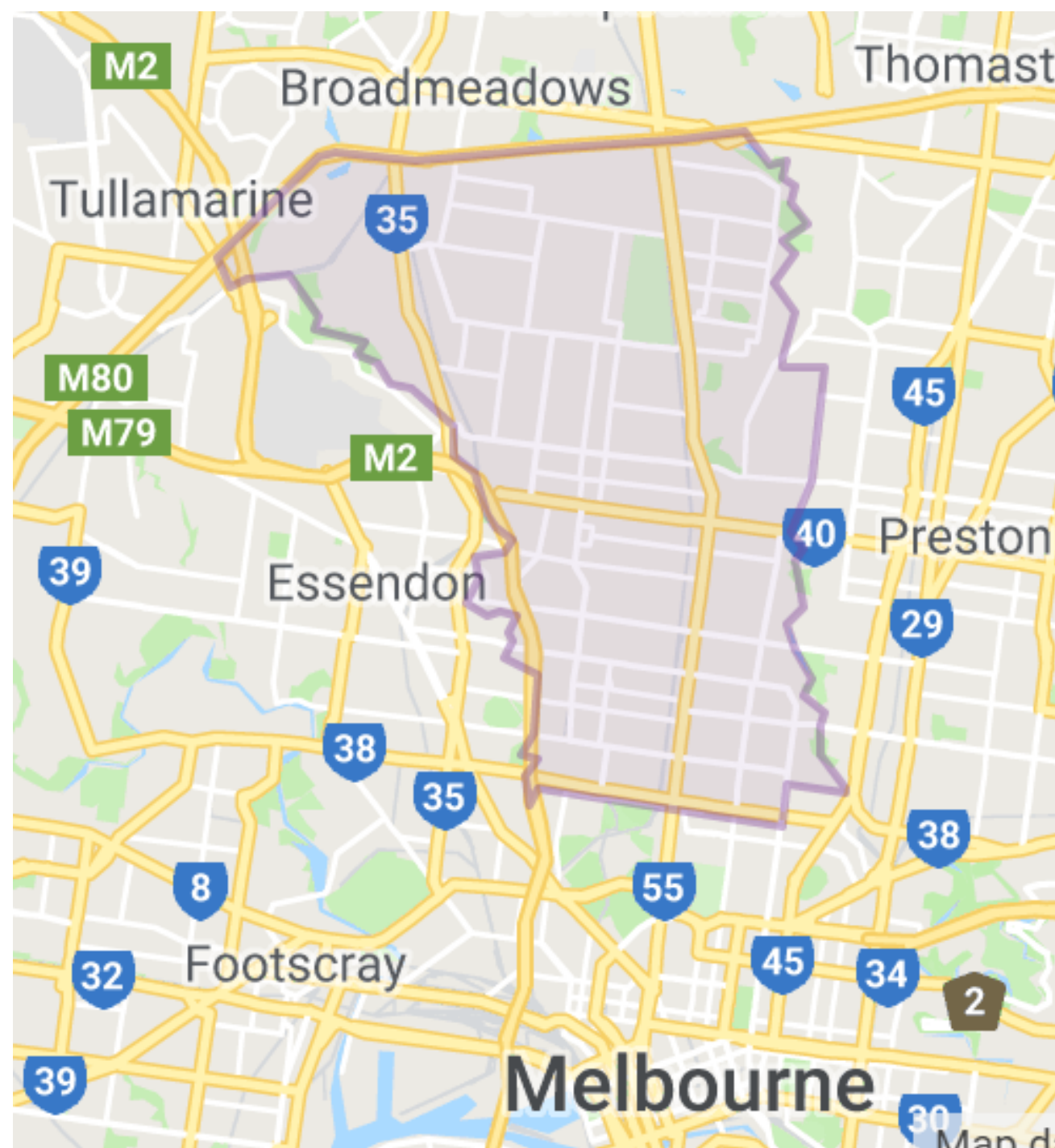












POPULATION

181,727
2018



228,807
Predicted by 2036

GENDER



49%
Male



51%
Female

COUNTRY OF BIRTH



24.4%

- 6.1% Italy
- 2.7% India
- 2.5% Greece
- 2.3% UK
- 1.9% Lebanon



45



14



27



31



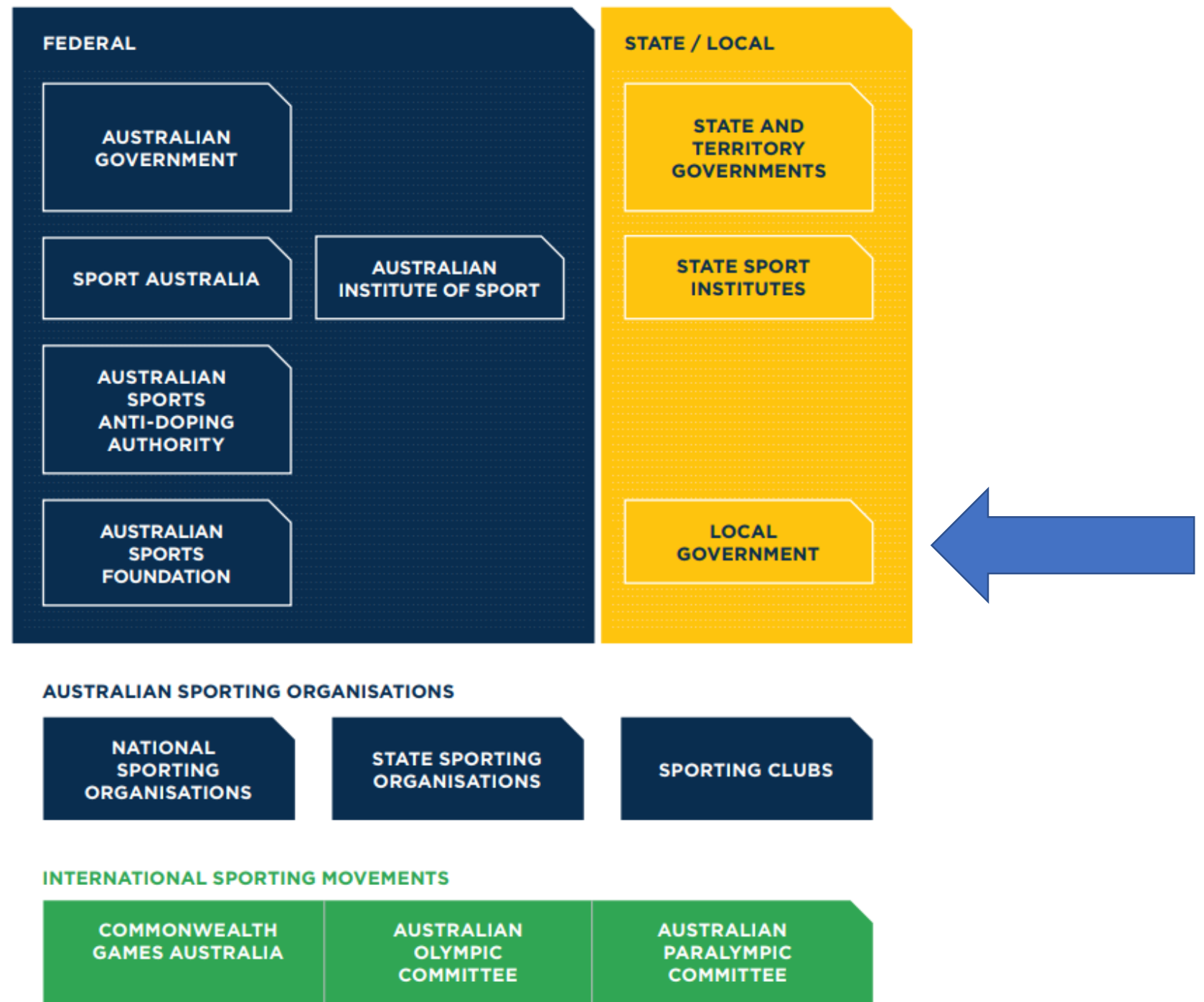
8% of Moreland's sports ground users were female

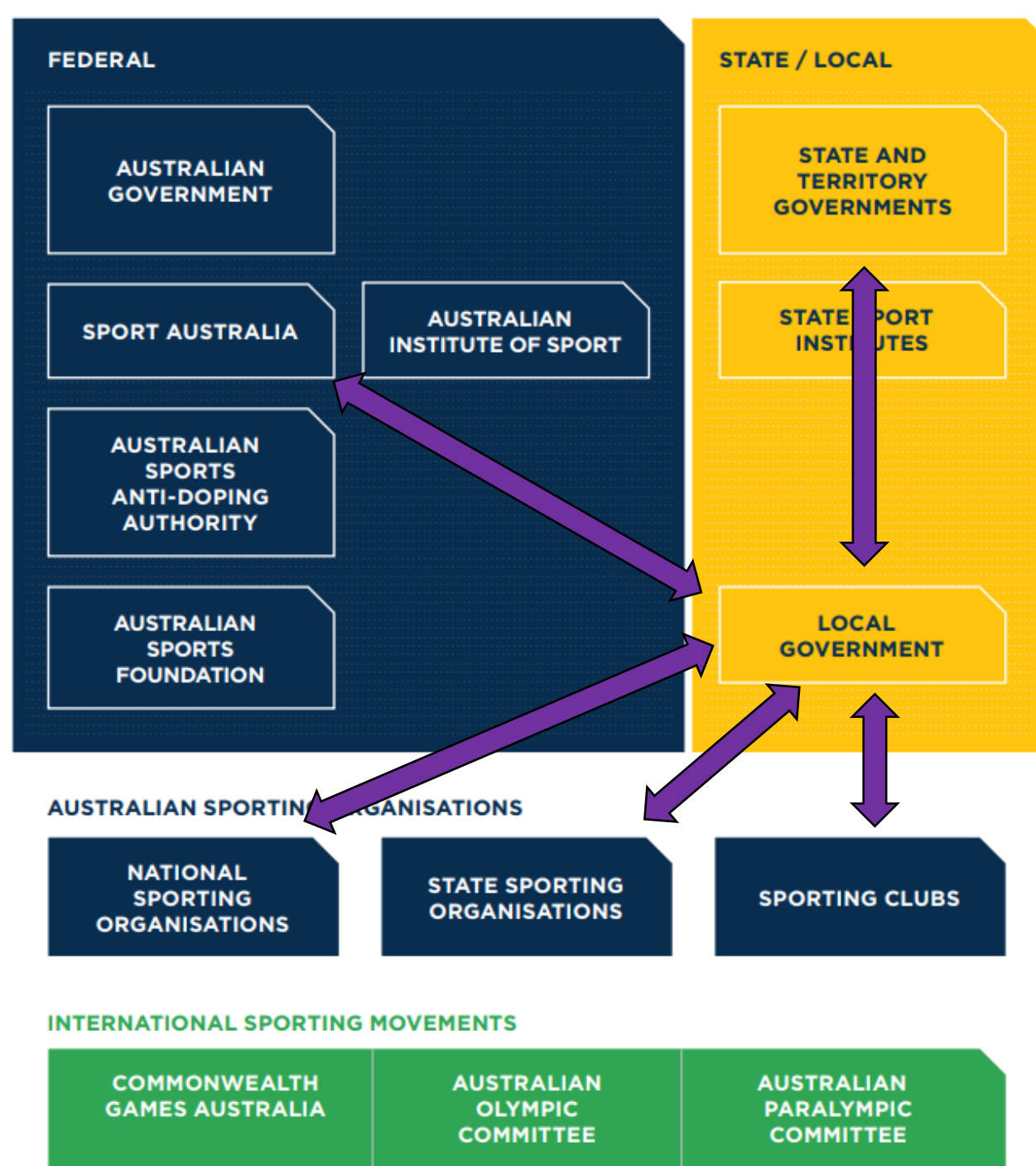
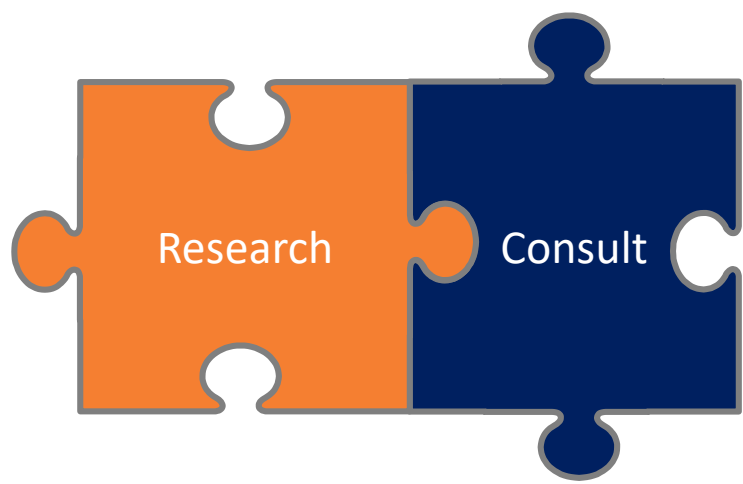


To increase participation in sport and physical activity for women and girls, juniors, people with a disability and people from Culturally and Linguistically Diverse backgrounds.



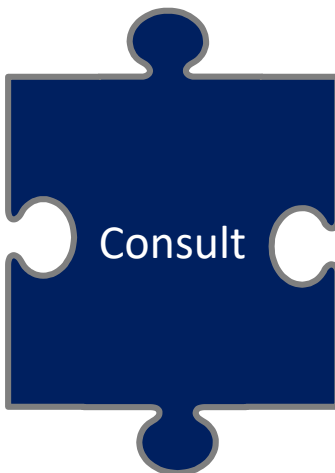
The Australian Sporting Ecosystem







VICSPORT



Merri Health
Healthcare that moves with you



BOWLS
VICTORIA



FOOTBALL
VICTORIA



BOCCE
VICTORIA





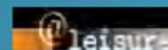


Draft Active Women and Girls Strategy

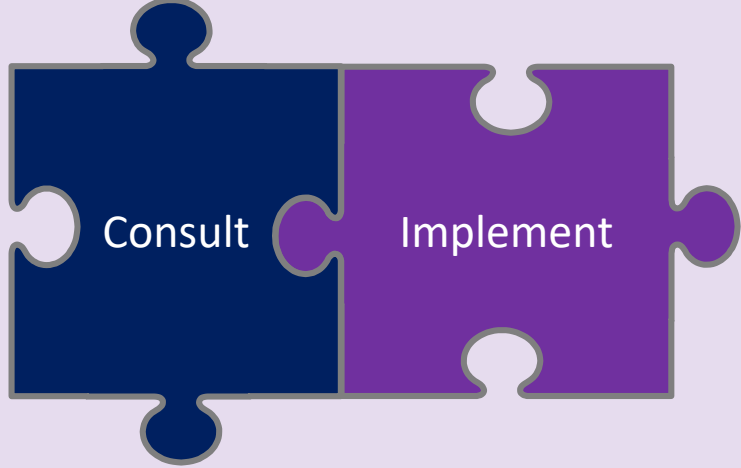


MORELAND ACTIVE WOMEN AND GIRLS

VOLUME 4: STRATEGY

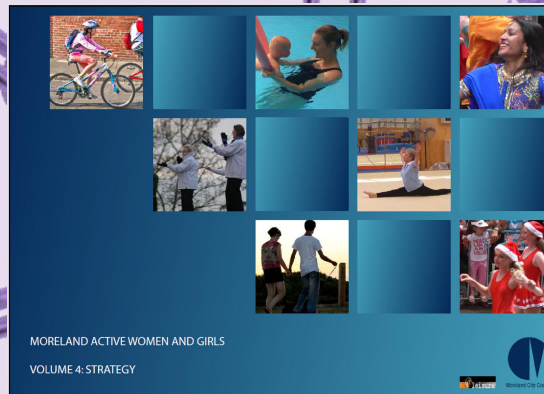
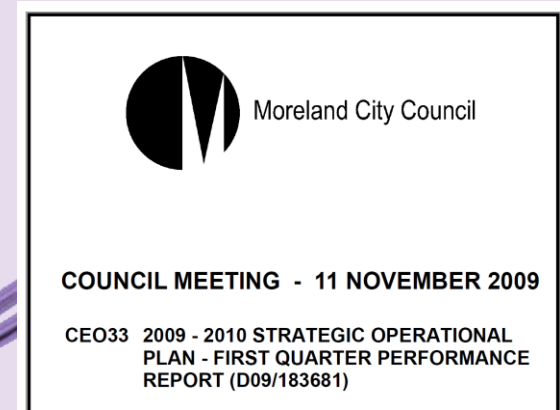
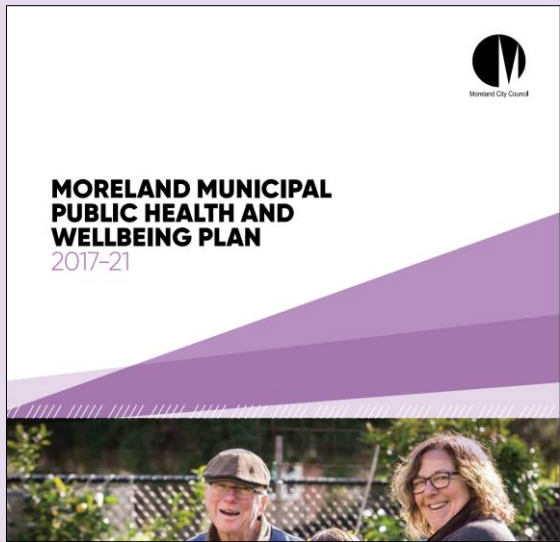


Moreland City Council

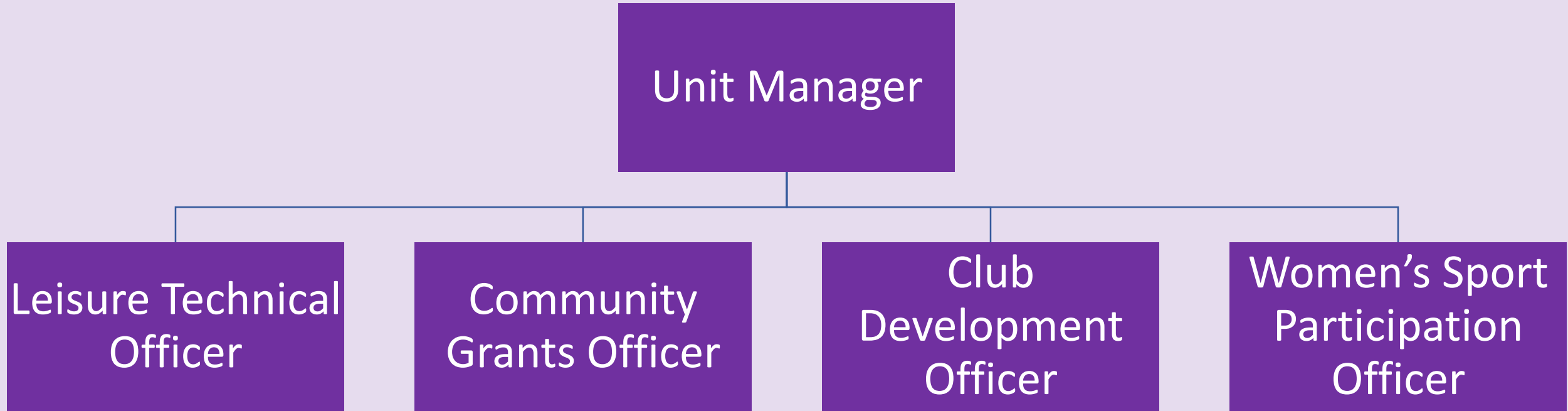


Top 5 recommendations

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





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.



2009 Draft Policy

- 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

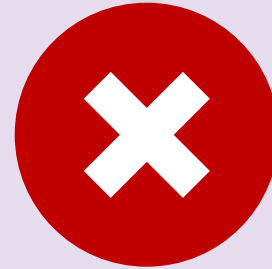
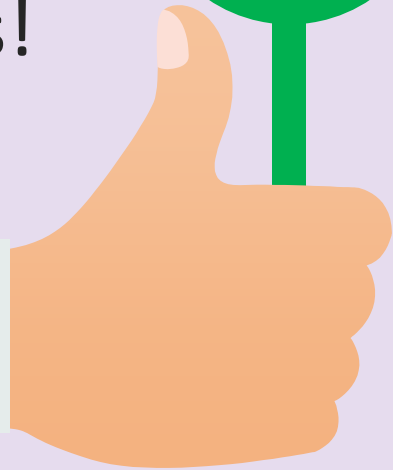
Information posted on pages

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!



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

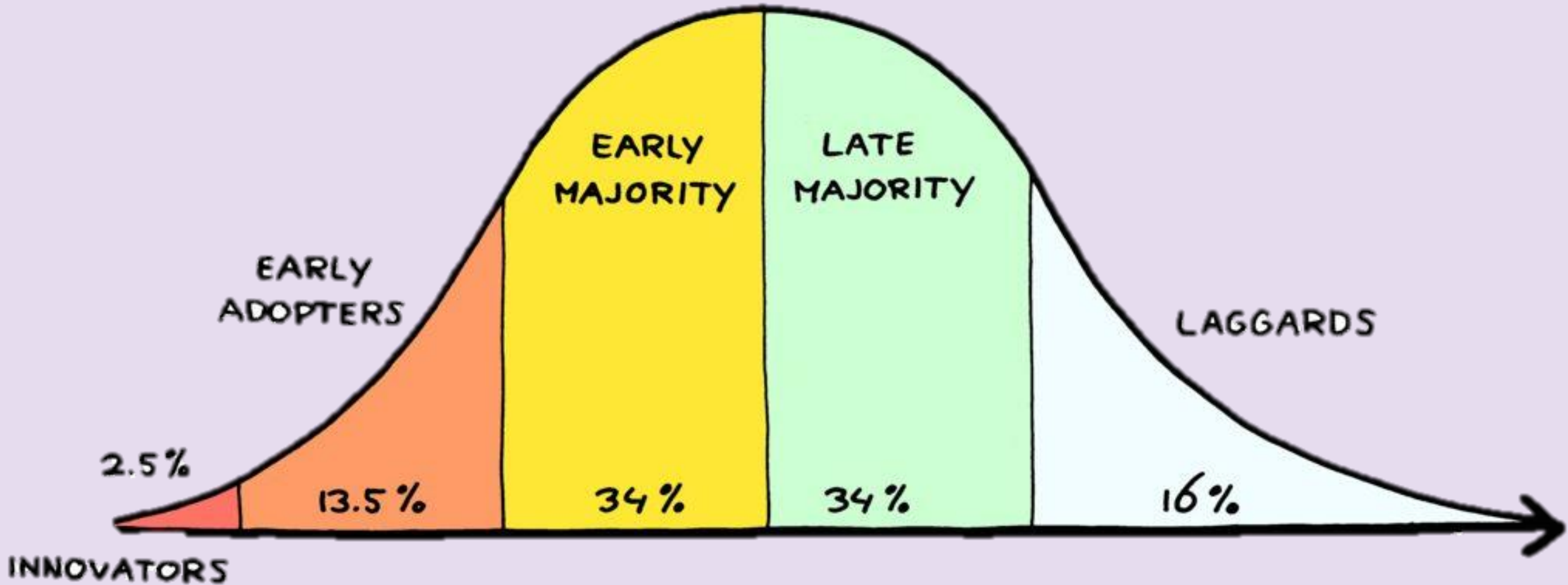
2016

2017

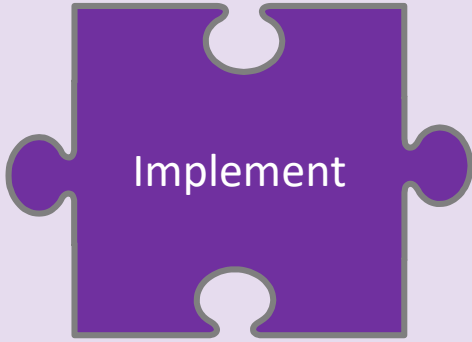
2019



Moreland clubs buy-in to the Policy





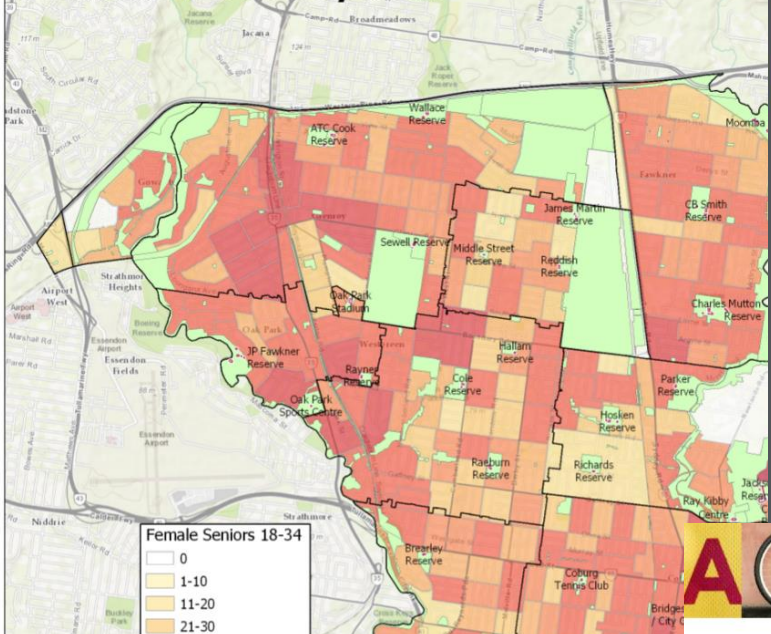


Focus of the full time role

- 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



Female seniors 18-34 years



ACTIVE MORELAND FACT SHEET: PEOPLE WITH A DISABILITY

This Fact Sheet provides some background information and suggestions to support clubs and activity providers to successfully reach individuals with a disability. People with disabilities are likely to be looking for opportunities to socialise, develop skills and try new things in safe and understanding environments that cater for their personal needs with skilled and experienced leaders. People with disabilities seek physical activity that is well organised, safe and offers social interaction with others of the same age, like most people.

How to reach people with a disability:

- Use of internet, brochures and face to face
- Ensure that promotional materials are available in alternate formats i.e. large print, TTY, accessible websites, internet and social media
- Through personal contact, support groups and carers networks
- Target specific groups i.e. special schools and disability service providers
- Provide communication tools to support communications such as communication boards; pictograms
- People with disabilities want to be involved in decisions about their physical activity options

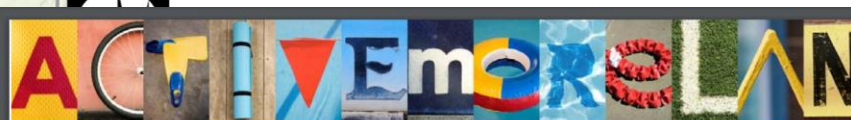
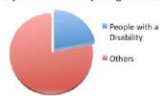
Key motivating factors for participation:

- All inclusive programs that are tailored to meet specific individual needs i.e. adapting sports to modified games and provision of individualised programs
- Activities where there are social and educational benefits in participating
- Friendly, safe, welcoming and supportive centres and programs
- Facilitating connections to community-based activities e.g. encourage families of children with a disability to take part in community activities and programs and to create social connections
- Provide accessible community transport options
- Genuine commitment to partnering with family/carers including follow up

People with a disability

There are considerable variations in the makeup of the people with a disability and they are represented in all demographic and population groups. The Victorian Disability Act defines disability as an impairment that may be sensory, physical and neurological or an acquired brain injury, which results in substantially reduced capacity in at least one of the areas of self-care, self-management, mobility or communication. The definition of disability also

People with a Disability Living in Moreland



Your Club's Environment – Female Friendly Checklist

This checklist is designed to get you thinking and talking about female participation. With your committee, identify and discuss female participation using the following as

Club audit

How many female members do you have (players, coaches, committee members, etc?)

Junior Players	Senior Players	Committee members	Coaches

Has the number of female members changed since the inception of Council's Allocation and use of sporting facilities, grounds and pavilions



A female friendly facility

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,

ACTIVE MORELAND FACT SHEET: WOMEN



This Fact Sheet provides some background information and suggestions to support clubs and activity providers to successfully reach women. Studies show that women are the main decision makers in relation to what activities the family may participate in. Women also have the highest life expectancy. Participation in regular physical activity has a wide range of health and well being benefits for women including physical, functional, psychological and social benefits and contributes to disease prevention.

How to reach women:

- Women are 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 i.e. 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.....

How many female members do you have (players, coaches, committee members, etc?)

Players	Committee members	Coaches	Other
Juniors	Seniors		

- 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

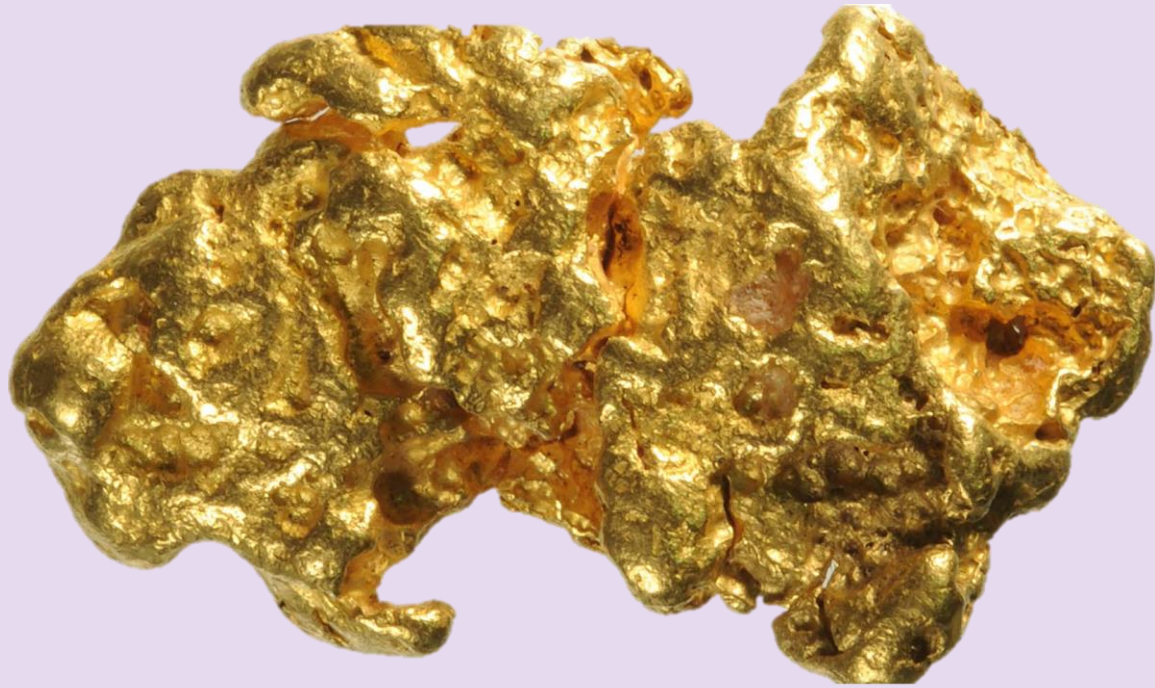
- Has a positive approach to life.
- Lives the values of the club.
- Is motivated and a 'go getter!'
- Is happy to seek feedback from others.

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.

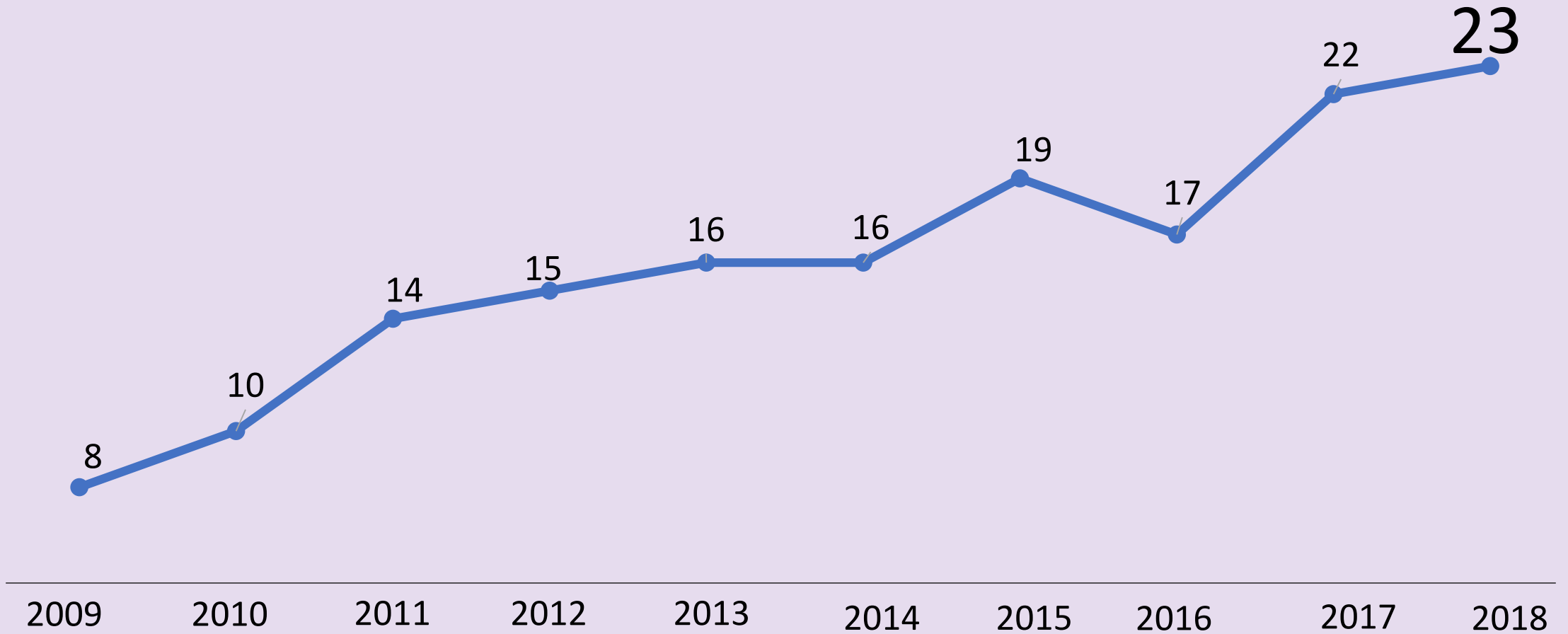


Ask the women and girls....



‘Hey, do you
want to play?’

% increase of female participation





	2012	2017	2018	2019
EDFL Girls	1 div/ 5 teams	5 div/37 teams	9 div/59 teams	7 div/65 teams
EDFL Women			1 div/13 teams	2 div/20 teams
YJFL Girls	2 div/17 teams	10 div/85 teams	16 div/110 teams	16 div/112 teams
VAFA Women		5 div/40 teams	8 div/63 teams	10 div/77 teams
NWMCA Girls		3 div/21 teams	4 div/32 teams	
NWMCA Women			1 div/11 teams	
VTCA Women		1 div/4 teams	1 div/5 teams	
FV Girls	8 div/78 teams	11 div/100 teams	9 div/85 teams	10 div/98 teams
FV Women	9 div/73 teams	5 div/52 teams	6 div/74 teams	6 div/61 teams

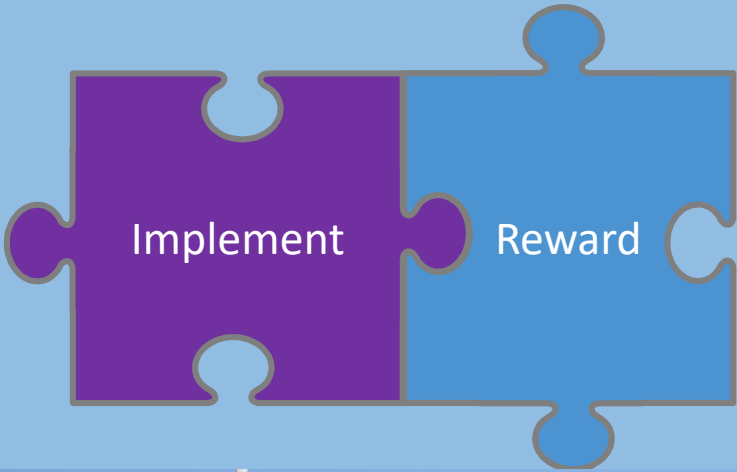
The background image shows two young women in purple hockey jerseys and shorts on a green artificial turf field. They are holding hockey sticks and appear to be in a ready stance. The jersey has 'Brunswick' written on it. In the background, another player is visible, and there's a fence and some equipment. The overall scene is outdoors on a sunny day.

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

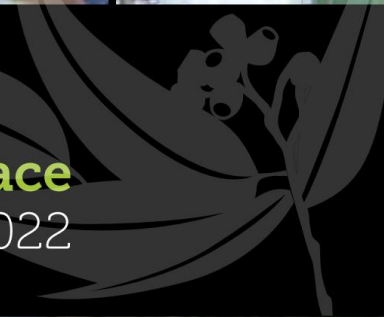


Partnerships to protect assets

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



Open Space
Strategy 2012-2022



Female Participation Grant

\$38K spent by clubs on:

- Marketing/Promotion
- Coaching/Umpiring
- Uniforms
- Equipment
- Upskilling committee members



Reward

Embed

PASCOE VALE



The Coburg Districts Football Club girls under-11 team celebrates a win.



Montana, Saskia, Stella, Sophia and Daisy Pearce.



Saskia Williams looks to kick long.

'It's not just a dream anymore'

Coburg Districts girls footy coach **Abbie Storer** writes about the friendships and fun in the club's first girls teams

AFTER years of planning, Coburg Districts Football Club is thrilled to field its first girls teams in 2018.

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

As a coach, I have been delighted in the relentlessly positive attitude of all the girls who are keen to be at training and out on the field on game day with their friends, having fun and enjoying the game of football.

But it's not just at training or on game day that friendships are encouraged.

During pre-season, play-

ers, coaches and parents watched Melbourne take on Carlton in an AFLW game.

We met Daisy Pearce and the girls talked endlessly about their dreams of playing for their favourite team.

The best thing is, it's not just a dream anymore; it's a real possibility.

In 2017, the development of an all girls group in our established AusKick program provided a fantastic gateway for girls to begin their football journey.

Many of the participants are playing in the under-9 competition this year.

This is testament to the hard work and dedication

shown by the club to foster an inclusive environment.

Some girls in the under-11 team have been playing football with the boys since AusKick and the club celebrated two players' 50th games this season.

It's exciting to think about the future success and achievement that will be possible. Playing football gives girls an opportunity to develop their leadership skills, build their confidence and make lifelong friends.

The club is looking to field an under-13 girls team in 2019. Details: 0422 404 892



Clubs get on board for girls

Female numbers in sport continue rise

Josh Barnes

THE East Coburg Tennis Club is one of many Moreland sporting clubs keeping girls and women in sport for longer.

The club will host a range of events as part of This Girl Can Week, running from today until Sunday.

female team to be allocated courts or grounds by the end of this month.

'It's great to know girls and women can approach all our sports clubs and know there will be somewhere for them to play,' Moreland Mayor Natalie Abboud said.

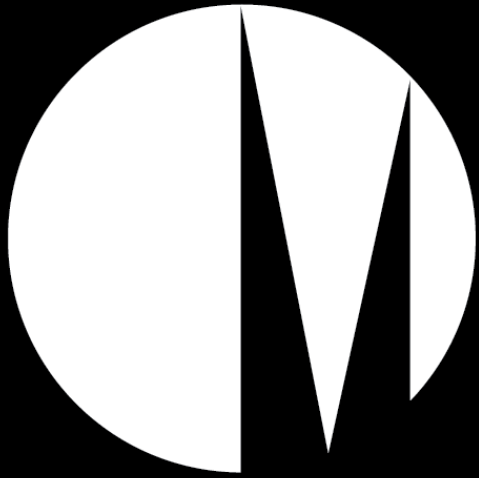
East Coburg and the Elite Tennis Academy at the







MORELAND



Moreland
City Council



Merri Health

Healthcare that moves with you







NORTHERN
SAINTS
NS

NORTHERN
Saints
FOOTBALL CLUB

NORTHERN
Saints
FOOTBALL CLUB





Backyard beekeeping for beginners
6 - 8 pm, Monday 2 September
Coburg Library
Muggin from 1000 acres with
keeping honey bees in urban
Learn how to help bees even if
keep them.

This session is perfect for bee bee
Call 9253 4000 to book your free
If you would like to join our mailing
email readmore@moreland.vic.gov

Take your e-waste
If it's got a plug, a battery or a cord
in any bin. Recycle your e-waste by
separate pile) as part of Council's
or can also find out more or ewaste.vic.gov.au

OUR E-WASTE
BETTER PLACE

Have your say - Draft Zero Carbon Moreland Action Plan

Climate change is a dangerous threat to earth's people, plants and animals. As individuals, community groups, schools, businesses and not-for-profit organisations, we can all plan and act to reduce carbon emissions and join the campaign to demand action for a safe climate.

- Energy Transition: Effort and 100% Renewable Power
- Sustainable Transport: Active or Zero Emissions
- Waste and Consumption: Circular Economy with 20%

Council is undertaking community and stakeholder consultation before the Action Plan. You can plan and make an impact at moreland.vic.gov.au

MORELAND
ZERO
EMISSIONS

Your Moreland - at a glance
Moreland Winter 2019

INSIDE MORELAND WINTER 2019

IN THIS ISSUE:
Moreland women and girls in sport: kicking goals
Coburg Carnivals
Our new food and garden organics collection service - LIVE!
Hoops for the Homeless

Strength and skills: women in sport

In 2009 - ten years ago - Council noticed that women and girls seriously weren't getting a fair go when it came to accessing sport facilities. Fast-forward to 2019 and we're proudly leading



Tamanah Rahim only started playing football a few years ago. I wasn't really into it. Now I love it," she smiles.

Tamanah is a rising star in the Moreland community, with her new love of football making her want to get more girls to keep active and healthy.

"I try to get more girls to play sport. Even if they don't like football, I try to help them find a sport they like - that suits their expectations," Tamanah says. "Not enough girls play sport, and because of this a lot of girls aren't active," she adds.

Tamanah also recently won the Centre for Melbourne Youth Award for Leadership. At the awards ceremony she spoke about her love of football.

"My favourite thing about footy is the amount of skill work we do, the strength building, the speed work," Tamanah says. Being the winner of AFL Victoria's Most Inclusive Club, Moreland's very own Coburg Districts Football Club is also

Find out more about Moreland's commitment to women and girls in sport via activemoreland.com.au/active-women-and-girls



In [Hello, Fawkner!](http://Hello.Fawkner) you'll find local news, upcoming events, local people, and opportunities to get involved in your community.



Tamanah Rahim, 14 years old

(pictured above, speaking at an iftar dinner hosted by Northern Saints Football Club, Northern Blue Light and Victoria Police)



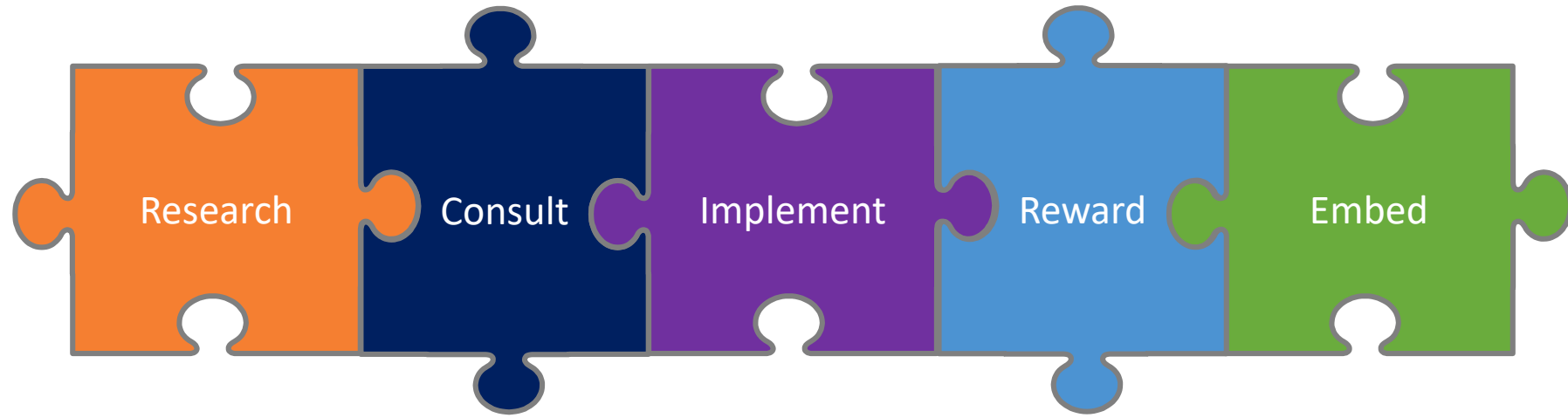








G	B	P
MV 1	6	
VS 4	8	30



Tamara Mason
Female Sport Participation Officer

tmason@moreland.vic.gov.au

@ActiveMoreland



CREATING CHANGE THROUGH POLICY

a spotlight on Moreland City Council



CHANGE
the
GAME

