



A Gender Lens for Leisure



About this document

This document summarises the work undertaken during the '*A Gender Lens for Leisure*' project. It contains recommendations for the Councils of Knox, Maroondah and Yarra Ranges that will help ensure gender equity in their sports and recreation offerings.

The examples provided in this document, including those from other councils or organisations have not been formally evaluated. The examples provided are not exhaustive, and should act as a starting point or exemplar for future gender equity initiatives.

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Contents

1. INTRODUCTION.....	3
1.1 The project	3
1.2 The link between leisure and sport, and preventing violence against women.....	4
1.3 Women and leisure	6
2. FACTORS AND OPPORTUNITIES INFLUENCING FEMALE INVOLVEMENT AND ATTITUDES TO WOMEN	9
2.1 Factors and opportunities influencing female involvement and attitudes to women - explained	10
3. MECHANISMS COUNCIL CAN USE TO INFLUENCE CHANGE	17
3.1 Mechanisms council can use to influence change – explained	18
4. APPLYING A GENDER LENS	24
4.1 Mechanism 1. existing policies / plans review	24
5. CONCLUSIONS AND RECOMMENDATIONS	27
6. APPENDICES.....	32
Appendix 1 – Staff workshop notes	32
Appendix 2 – Stakeholder interview findings.....	49
Appendix 3 – Review of council documents	54
Appendix 4 - VicHealth female participation in sport & physical activity	64
Appendix 5 - Examples of good practice related to factors influencing participation and involvement of females in sport or recreation.....	67
Appendix 6 - Matrix of what can influence female involvement, culture and attitudes, and how Council can encourage these	84
Appendix 7 - Maribyrnong City Council violence against women assessment tool	85
Appendix 8 - References and sources	90

1. INTRODUCTION

1.1 The project

Preventing Violence Against Women in Our Community Project

The Preventing Violence against Women in Our Community (PVAWC) initiative is a three and a half year project (Sept 2011 to Dec 2014) funded by the Office of Women's Policy, Department of Human Services. The project, located in the outer east of Melbourne, is a partnership between Knox City Council, Maroondah City Council and Yarra Ranges Council.

The purpose of the PVAWC project is to prevent violence against women before it occurs through helping to create a culture where women and men are equally valued and respected. Project activities focus on delivering gender equitable initiatives, tools and resources within the three councils that will in turn affect key community settings across the outer east. These settings may include local schools, sporting clubs, workplaces, the media and the arts.

The "A Gender Lens for Leisure" project has been funded as an activity of the PVAWC project.

Project purpose

This project is about the leisure facilities and settings that Councils' can influence

through policies and services. These include: sporting club facilities (e.g. netball, football, cricket, soccer), recreational open space and other major leisure facilities such as swimming pools, gymnasiums and indoor sports centres.

Specifically, the *Gender Lens for Leisure* project intends to support Council to provide gender equitable leisure settings for all users of council leisure and sporting facilities across the community.

The project has the following four main elements:

1. Identify existing strategies across local government
2. Establish our baseline: conduct a gendered document analysis of key plans/policies/strategies within the outer eastern cluster
3. Consult with staff & community
4. Develop a suite of recommendations.

It will:

- Facilitate leisure environments that promote equitable and respectful relationships, challenge traditional rigid gender stereotypes and provide an environment where both genders can partake in fair and equitable leisure experiences

- Provide real-life examples and a suite of recommendations that can be easily applied to policies and procedures.

Methods

To complete this project @leisure undertook a literature review, held a series of workshops with Council staff, and interviewed key clubs and organisations.

Please see Appendix 1 for the notes from staff workshops and Appendix 2 for a summary of interview responses.

1.2 The link between leisure and sport, and preventing violence against women

Violence against women is the leading contributor to death, disability and illness in Australian women aged 15 to 44 years.¹

Council has a significant role to play in addressing and shifting the key causes of violence against women to build communities that are equal, safe and respectful of women and men.

In VicHealth's leading research "Preventing violence before it occurs: A framework and background paper to guide the primary prevention of violence against women in Victoria", sport and recreation is identified as a priority setting where harmful attitudes and behaviours toward women are most powerfully formed and supported.

Sports clubs play a natural leadership role in the community and provide a unique opportunity to shape attitudes. Many of the entrenched beliefs and behaviours that shape our culture are played out in sports settings. They are crucial sites in which attitudes and behaviours are shaped and reinforced, particularly for boys and young men – as such they can be a key way to target men and boys.

"Sport promotes involvement, integration and responsibility in society and contributes to the development of the community".²

Some sporting environments can be associated with attitudes and behaviours that support violence against women. However, many men do not feel comfortable when they are with other men who make jokes about, or harass women – they just require the tools to support them to do/say something.

There can also be gender inequities in sporting clubs i.e. roles and recognition of women and who does what.

Major Leisure/Facility design can be as simple as how you promote safety and respect through design and communication messages, the privacy settings for female clients, the lighting in the car-park – through to major projects like ensuring the change rooms are available for mixed-gender players and umpires or having family changing facilities that men and women have access to.

As a key support, connector and facility provider, Council leisure service teams have an important role to play in facilitating the inclusion, participation

¹ Piterman, H. (2014) "The banality of evil: violence against women" The Conversation, 4th July 2014.

²International Council of Sport Science and Physical Education 1994, 'The Brighton Declaration on Women and Sport - Women Sport and the challenge of change International'

and respect of women and girls in sports and recreation.

If the culture of sport enables and values the full involvement of women in every aspect, then this will make a significant contribution towards preventing violence against women.

1.3 Women and Leisure

In this project we understand leisure to be a time, state of mind or activity that is free from obligations. It may involve sport or a whole raft of home based or outdoor-based activities, all of which may provide individual or community benefits. Typically leisure activities induce positive or beneficial emotions, and are part of a chain of events that enable other benefits to be accrued.

Leisure research in the last 30 years has indicated a consistent movement away from a focus on constraints on women's participation, or access to leisure, towards acknowledging the complexities and potential for leisure to empower women. Empowerment in this sense refers to the process through which women gain the confidence, strength and in some contexts the information and skills needed to make strategic choices to improve their lives.

There is now a better understanding about the interconnection among deviating identities and leisure. Women are not a homogenous group with similar leisure experiences or expectations. In many cultures for example, there is a lack of a sense of entitlement to leisure. Because gender norms are often intimately entwined with other power relations related to class, race, sexuality, nationality, religion, and other social divisions, they can be difficult to change. Similarly, there is not a universal perception that

sport is a suitable or desirable pursuit for girls and women.

There are some common issues that arise in discussion about enabling women to realise their leisure objectives, and that local government can influence.

The issues around gender equity and leisure are directly associated with other social determinants of health. If women have a disability, low income, low education, are born in a non-English speaking country or live in a remote location, their propensity to experience leisure and participate in sport is likely to be less than the rest of the population. Hence where there are barriers to including people with any social disadvantage these are likely to be exacerbated in females.

The time for women to participate in leisure is typically fragmented, so scheduling opportunities and facility opening times can unreasonably impact on women. Availability of some activities likely to attract women, as well as clothing policies, facility design (in particular change room and trail design), absence of security lighting, child friendly policies and places, historic ground/court allocations favouring traditional sports and male teams, are all common facility issues raised by women. In addition, access to women only teams, programs and spaces, as well as access to role models, female officials, team managers,

administrators and committee members, and access to information can all influence whether women are encouraged to pursue activities of their choice.

Existing social constructs of masculinity and femininity — or socially accepted ways of expressing what it means to be a man or woman in a particular socio-cultural context play a key role in determining access, levels of participation, and benefits from sport.³

³ Sport for Development & Peace International Working Group 2008, 'Harnessing the Power of Sport for Development and Peace – Recommendations to Governments'

2. Factors and Opportunities Influencing Female Involvement and Attitudes to Women

Ten of the most common influencing factors or opportunities (IFOs) were raised in the literature review and stakeholder consultation. These opportunities and factors are those that may:

- Encourage female participation in leisure and sport activities
- Encourage some level of involvement (or visitation) in a recreation or sporting setting or organisation
- Influence other's values or the culture related to gender equity in a recreation setting

These are listed below, and have been used as criteria to assess Council's policies and plans.

- 1. Suitably scheduled/short duration activities***
- 2. Availability of activities popular with females***
- 3. Sensitivity to body Image***
- 4. Women only teams/programs***
- 5. Family friendly policies/places***

6. Design sensitive to perceptions of security

7. Providing and promoting female role models

8. Actively targeting and marketing participation to females, and those most vulnerable

9. Specific design features preferred by many women

10. Encouraging equitable access to facilities

It should be noted that for some women many of these factors will not apply and may appear stereotypical. However for some women specific factors may be significant.

2.1 Factors and opportunities influencing female involvement and attitudes to women - Explained

1. Suitably scheduled /short duration activities

Examples of this type of opportunity include:

- Activities that don't require routine commitment to play and train or to volunteer at specified times, which may be difficult to fit around irregular time slots available for sport or leisure
- Activities with a relatively short duration
- Flexibly scheduled activities that suit fragmented time availability
- Facility opening times that suit women who work, or who are at home with family

2. Availability of activities popular with females

- Whilst many women are empowered by undertaking activities not commonly participated by females, many activities are delivered in forms, at suitable intensities and social formats that are commonly taken up by, or appeal to females

- Based on current participation rates activities popular with females include non-organised physical activity such as: walking, running, swimming, gym, as well as social sports, group fitness, gymnastics, dance, netball, cycling, yoga, climbing and roller derby⁴
- Activities that may appeal to females may include those with a social element or that can have social opportunities attached, or those that can be conducted with a companion in a relatively social way

⁴ Note: These are based on state participation rates and do not necessarily represent the population of Knox, Maroondah or Yarra Ranges Councils.

3. Sensitivity to body image

Examples of this type of opportunity include:

- Sympathetic and flexible clothing policies, for example in aquatic facilities and for court and field sports
- Images reinforcing “ordinary” women: related to cycling, in the gym etc.
- Uniforms that reduce the ‘degree of sexualisation’ that is attached to short skirts or revealing uniforms
- Opportunities to wear long “knicks” shorts instead of “bikini” style pants for sports such as beach volleyball and athletics

4. Women only teams/programs

Opportunities to participate in segregated settings or teams just for women:

- Women’s only teams, swimming times, gyms, and female only programs etc.
- Gyms space for women
- Specific women only events – just as the “tour de femme” cycle events
- Grassroots programs for girls – including those for football for example, and other “come and try” events

- Programs to address women with low confidence and those who have not played sport before, or for a long time.

5. Family friendly policies/places

Examples of this type of opportunity include:

- The provision of a crèche at sports and aquatic facilities
- Facilities that enable a mother or father to change a child, a baby or another member of the family that needs assistance: Family / baby / accessible / unisex change facilities
- Space in facilities or lifts for prams and wheelchairs
- Places conducive to breast feeding and baby friendly
- Places where a female participant may bring a child to a program or activity, or places where males can take children to enable their partner to participate in a program or activity.

6. Design sensitive to perceptions of security

Examples of this type of opportunity include:

- Places that are well lit (e.g. trails, car parks) and welcoming to women
- Active places with good surveillance, and for example where a hand over to an ex spouse is non threatening
- Social spaces with facilities for people of all ages

7. Providing and promoting female role models

Females are typically under-represented in leadership and decision making roles in sport organisations, and often success stories and images of winners are male focused. Providing more female roles models will promote a culture that respects women and girls.

Examples of this type of opportunity include:

- Places and clubs that promote women's successes
- Images of women in addition to men in places such as gyms and sports facilities, that reinforce women are accepted and welcome

- Women's involvement in positions of management and influence in clubs e.g. women team managers, officials, administration, referees, committee members and CEO's etc.
- Clubs offering awards for women
- Provision of practical information to members for example that addresses gender stereotypes
- Practical information that educates clubs on structures and opportunities to encourage the participation of women
- Professionalism and transparency in appointments onto boards will play a part in women being inducted onto boards or committees

8. Actively targeting and marketing participation to females, and those most vulnerable

Girls and boys want different things and approach sport from very different perspectives.

Examples of this type of opportunity include:

- Actively promoting activities and features of interest to women
 - Incentive programs for continued involvement in organised leisure, so females can identify with being a legitimate participant (i.e. “I am a golfer”). Studies show that once females participate in leisure they are seen as less of a “woman”, and more as a leisure participant
 - Provide specific information targeted to women about women’s participation for sports and aquatics facilities
 - Targeting not just females – but females with the lowest propensity to participate i.e. young adults, older adults, females on low incomes, non-English speaking born and indigenous Australians etc.
 - Encouraging continued participation of 16 to 18yrs – those of an age most likely to drop out of sport
- Improved ‘hard data’- evidence of benefits of sport and female participation and education around this. For example more females are sedentary than men and females have a higher incidence of heart disease.

9. Specific design features preferred by many women

Examples of this type of opportunity include:

- Places to put a handbag / clothes off the floor in change or toilet facilities
- Cubicles rather than open areas to change in, shower with curtains or doors, and mirrors in change and toilet facilities
- Clean toilets with bins for nappies and sanitary products
- Areas in gyms for activities women prefer – for example floor exercises, group fitness and cardio, and nonthreatening spaces for exercise – away from body building style weight rooms
- Facilities with social areas and that allow for group discussion, meeting companions, cafes etc.

See Appendix 7 for an example of an audit tool used by the City of Maribyrnong.

10. Encouraging equitable access to programs and facilities

In many cases women are inadvertently excluded because of historical factors.

- Additional courts and outdoor sports fields would increase the opportunity for women's participation as often men's games take preference, or there is no availability for females at peak times
- Facility allocation priorities and pricing that encourage female teams. For example, those that either prioritise women's teams, or don't exclude women's teams inadvertently because of preferences for historic ground/court allocations that favour traditional sports and male teams
- Female or unisex change rooms at sports grounds are essential if female teams are to use the sport ground
- Colocating female teams or clubs with male sports e.g. football with netball, or adding a girls soccer team to junior football and cricket club, opens doors for females to play
- Women's teams / club members being allocated the same amount of use, and paying the same cost as male members

- Casual and term based activities (that often suit females and the activities they like) that are not more expensive to hire than seasonal facility allocations or licence holders that favour traditional clubs.

The following image is a graphical representation of these factors and opportunities influencing female involvement and attitudes to women – this has been designed to use as a quick access reference.

Appendix 5 provides examples of how these issues are being addressed in the existing councils and by other organisations.

FACTORS AND OPPORTUNITIES INFLUENCING FEMALE INVOLVEMENT AND ATTITUDES

1 SUITABLY SCHEDULED / SHORT DURATION ACTIVITIES

- Activities without routine commitment to play, train, or volunteer at specified times
- Relatively short duration
- Flexibly scheduled activities that suit fragmented time availability
- Facility opening times that suit women who work, or are at home



2 AVAILABILITY OF ACTIVITIES POPULAR WITH FEMALES

- Activities popular with females: non-organised physical activity: walking, running, swimming, gym etc. social sports, group fitness, swimming, gymnastics, dance, netball, cycling, yoga, climbing, roller derby
- Social opportunities attached – or ability to do activities with another or in a relatively social way

3 SENSITIVITY TO BODY IMAGE

- Clothing policies in aquatic facilities, and court and field sports
- Images reinforcing “ordinary” women: cycling, in the gym etc.
- Uniforms that reduce ‘degree of sexualisation’ that is attached to short skirts or revealing uniforms.

4 WOMEN ONLY TEAMS / PROGRAMS

- Women’s only: teams, swim, gym, programs etc.
- Gyms space for women
- Specific events
- Grassroots programs for girls
- Programs to address women with low confidence / not played sport

5 FAMILY FRIENDLY POLICIES / PLACES

- Provision of crèche
- Family / baby/ accessible / unisex change facilities
- Space for prams and wheelchairs.
- Breast feeding friendly
- Encouraged to bring a child

6 DESIGN SENSITIVE TO PERCEPTIONS OF SECURITY

- Places that are well lit (eg trails, car parks) and welcoming to women
- Places with good surveillance, where hand over to ex spouse are non threatening
- Active spaces with facilities for people of all ages



7 PROVIDING AND PROMOTING FEMALE ROLE MODELS

- Promoting women’s successes
- Images including women in gyms etc.
- Women’s involvement in positions of management and influence in clubs
- Awards for women
- Information that addresses gender stereotypes and club culture

8 ACTIVELY AND TARGETED MARKETING PARTICIPATION

- Actively promoting activities and features of interest to women
- Opportunities targeting females with lowest propensity to pay and participate
- Encouraging participation of 16-18yrs+
- Improved ‘hard data’- evidence of benefits of sport and female participation

9 SPECIFIC DESIGN FEATURES PREFERRED BY WOMEN

- Places to put handbag/ clothes off the floor
- Change cubicles, shower curtains, and mirrors
- Clean toilets, sanitary bins
- Socially facilities that allow for group activities, cafes

10 EQUITABLE ACCESS TO PROGRAMS AND FACILITIES

- Additional courts/fields
- Allocation priorities and pricing that encourage females
- Female/unisex change rooms so females can use the ground
- Colocating female with male sports eg: i.e. football / netball
- Casual and term based activities that are not more expensive than seasonal

3. Mechanisms Council Can Use to Influence Change

Council has a number of typical mechanisms to influence change and create settings that promote gender equity and a culture of support and involvement by women.

Appropriate policies, structures and mechanisms can influence:

- Whether women and girls have the opportunity to participate in sport in a safe and supportive environment which preserves the rights, dignity and respect of the individual
- The involvement of women in sport at all levels and in all functions and roles
- Whether the knowledge, experiences and values of women contribute to facility design and the development of sport
- The promotion and recognition by women of the intrinsic value of sport and recreation and the contribution they play towards personal development and healthy lifestyle.⁵

The seven mechanisms Council can use to address violence against women include:

1. **Policies and Planning Documentation**
2. **Market Intelligence and Segmentation**
3. **Staff Gender Balance**
4. **Resources: Financial priority**
5. **Allocation, Pricing and Use**
6. **Sports / Organisation / Club Development**
7. **Promotional and Educational Material**

These seven mechanisms can be used as criteria to critically appraise the likely effectiveness of Council offerings in leisure settings, identifying areas to improve gender equity and stimulate change.

The specific mechanisms that can be adopted by Councils are explained in section 3.2.

⁵ WomenSport International 2014, 'Brighton Declaration on Women and Sport'

3.1 Mechanisms Council can use to influence change – explained

1. Policies and Planning Documentation

- Council can ensure plans and policies at least reference gender equity, and identify specific issues and opportunities to promote participation or involvement by women, or positive attitudes toward women. This will help ensure a top-down commitment to gender equity.
- Identifying specific policies, strategies or actions that should be put in place to enhance gender equity and enhance female involvement

Good Examples:

- City of Moreland Active Women and Girls Strategy

Norms and standards should be based on research on women and men.

- Surveys influencing programming
- Facility provision (i.e. change rooms, crèche)
- Design to reflect that segmentation

Good Examples:

- City of Knox Leisure Plan: Survey targeting the difference between males and female
- City Of Maroondah Leisure Plan: Survey to assess whether gender affects participation

2. Market Intelligence and Segmentation

Almost half of the population is female and hence facility plans and programming should be supported by market research that distinguishes use and demand by women from that of men.

Staff should know how many uses are female and the differences in preferences of males and female.

3. Staff Gender Balance

A gender balance in leadership, decision making, budgeting, planning and management will assist in providing a level of sensitivity to gender equity issues and ensure inadvertent barriers are not created.

Female staff are desirable in:

- Management, planning roles
- Direct service delivery roles such as programming and front of house
- Design review teams

If staff can't be provided, then a female representative is generally possible: someone to champion the cause.

Good Examples:

- City of Maroondah have a female representative on the capital works planning committees
- City of Moreland employs a Women's Sport Participation Officer.
- MAV recommends "the first step in building organisational capacity: Establish an action team. Invite senior, influential and/or passionate colleagues from across council to form an action team. Through this action team's leadership you will build capacity throughout the organisation."

4. Resources: Financial priority

Priority may be given to projects based on a gender equity basis. For example:

- Prioritising projects that involve women i.e. such as pavilion upgrading programs – to provide female change rooms etc.
- Applying gender priority criteria to budget processes
- Adopting grant conditions or weightings for grants that give priority to projects supporting gender equity

5. Allocation, pricing and use

Occupancy agreements, pricing and conditions of use can create incentives for greater female participation, to comply with policies, or give discounts to those who do have female programs.

- Club hand books can be powerful tools to set requirements related to gender equity
- Hand books can actively encourage use by females

Good Examples:

- City of Moreland Sports Facilities Allocation Policy
- City of Knox: Allocation Policy – participation by females weighting in the criteria to decide allocation.

Good Examples:

- AFL Victoria's Fair Game Respect Matters Program
- Building Activity Communities Workshop Series: Women and Girls: QLD Sport and Recreation Services Office
- City of Kingston: Growing Your Club – a guide to modifying and adapting to include all

6. Sports / Organisation / Club Development

Councils typically assist with sports club development through seminars and specific programs. This can be significant in changing the culture of a club away from being “blokey”. Council can:

- Actively educate and influence clubs and organisations in their role
- Introduce activities and support peak body programs that address club cultures regarding attitudes to women

7. Promotional and Educational Material

Council can publish and distribute educational material about gender equity issues and violence against women and distribute this in a range of contexts:

- Background literature
- Templates for codes of conduct or policies
- Brochures for clubs and staff
- Assisting Councillor buy-in through education and provision of leaflets
- Staff responsible for the education, training and development of staff can ensure that education processes and experiences address issues relating to gender equity and the needs of females, and take account of women's leadership experiences, values and attitudes.

Good Examples:

- AFL Code of Conduct Template
- VicHealth Female Participation in Sport and Physical Activity
- Count us in. Developing Physical Activity Programs for Women: Victoria University
- Play By The Rules
- Everyone Wins: Action Guide
- Fair Game Respect Matters

Matrix for what can influence gender equity in leisure and sport and how change can be managed

A matrix is provided in Appendix 6, as an example of a tool that can be developed to illustrate the multiple mechanisms Council can use to introduce the 10 types of opportunities that may influence gender equity.

The rows show **What** changes can be made and the columns show **How** these might be introduced.

For example taking the first factor/opportunity – ***‘suitably scheduled and short duration activities’***:

- The mechanism ***policies and plans*** (1) can enshrine suitably scheduled and short duration activities as a strategy, policy or action.
- ***Market intelligence and segmentation*** (2) as part of business planning or programming for example, should seek to determine what activities women might want.
- Having more ***female staff*** (3) in positions across a club/organisation helps to reflect their commitment to and respect for women.
- Making sure ***resources*** are available (4) will enable these to be introduced.
- ***Allocation processes, pricing and conditions of use*** of Council facilities (5) may enable these activities to be conducted (i.e. not just focused on seasonal allocations) or ensure that these processes don't inadvertently discourage them.
- Councils can educate and encourage ***club development*** (6)

to embrace modified activities to reach females.

- Council can ***promote*** (7) short duration and suitable scheduled activities available to women and providers.

Each influencing factor will be more effectively and systematically addressed if all these mechanisms are used to reinforce these opportunities, rather than just one.

Putting these opportunities and mechanisms in the one matrix will hopefully trigger initiatives and multiple ways of implementing change.

The following image is a graphical representation of the Mechanisms Council can use to influence change – this has been designed to use as a quick access reference.

WHAT MECHANISMS COUNCIL CAN USE

1 POLICIES AND PLANNING DOCUMENTATION

- Referencing gender equity
- Identifying specific issues, policies, strategies and action

2 MARKET INTELLIGENCE AND SEGMENTATION

- Surveys influencing programming
- Facility provision (i.e. change rooms, crèche)
- Design to reflect that segmentation

3 STAFF GENDER BALANCE

- Management, planning
- Programming, front of house
- Design review teams

4 RESOURCES: FINANCIAL PRIORITY

- Projects involving women i.e. female change rooms receiving priority in budget processes and grants

5 ALLOCATION, PRICING AND USE

- Policies and conditions of use addressing gender equity
- Hand books actively encouraging use from females

6 SPORTS / ORGANISATION / CLUB DEVELOPMENT

- Actively educating and influencing clubs and organisation in their role
- Addressing club cultures regarding attitudes to women

7 PROMOTIONAL / EDUCATIONAL / MATERIAL

- Background literature
- Templates
- Brochures for clubs and staff
- Councillor buy in



4. Applying a Gender Lens

Of the seven mechanisms that were identified as generally typical areas where Council can most easily effect change, only one was explored in depth in this study. This was a review of existing policies and plans and plans (1).

The scope of this study did not permit @leisure to investigate a range of facilities first hand or review evidence of sport development programs, gender balance of staff etc. However in some instances Council staff provided examples of where these mechanisms are being used. These are discussed below.

4.1 Mechanism 1. Existing Policies / Plans Review

Some thirty-eight examples of policies and plans from the three Councils were reviewed. These included:

- Corporate Plan / Strategy
- Recreation / Open Space Strategies
- Reserve / Facility Policies and Procedures
- Health and Wellbeing Plans, and

- Additional relevant strategies and documents such as Youth Strategies and Sport Club Handbooks

All documents were assessed to the degree to which gender equity was addressed: from whether it received a mention through to a specific policy. Appendix 3 shows this document review.

Key overall findings

The analysis found that most Corporate Plans acknowledged the issue of violence against women but did not deal with specific gender equity. Very few specific strategies related to recreation or open space identified issues, strategies or actions related to gender, even though staff were able to provide examples of initiatives they were undertaking in this area.

None of the Youth Plans reviewed differentiated need based on gender. As a key issue is the number of young women who drop out of sport at 16 years or before there is considerable opportunity to address this in a Youth Plan and target young people in their formative years to encourage lifelong involvement, participation and healthy attitudes towards gender equity.

Generally speaking greater change is likely to result from stronger strategies and actions in corporate or strategic plans. Alternatively Councils could prepare relatively succinct and specific policies on gender equity in sport and leisure, to aid the prevention of violence against women. Given the differing participation patterns and issues affecting men and women there is considerable value in having policy support in this area.

Corporate Plan / Strategies

Most plans acknowledged violence against women, but were typically silent on: gender sensitivities or differentiating the needs of males and females in recreation and sport.

No specific policies or actions regarding gender were identified, although some made reference to “inclusive principles” - but not gender specifically.

Recreation / Open Space Strategies

Eight such strategies were reviewed.

Interestingly none of the Councils have a specific sports strategy. And perhaps this is where you would expect a specific reference to gender and sport.

It was also interesting that during the staff workshops examples of initiatives being undertaken by staff were provided, however these were not largely documented in the strategic plans.

One open space strategy had a survey asking specific gender questions, however this information didn't progress to a specific action.

One strategy only addressed gender in the strategies provided, and one only had specific gender related actions.

Reserve / Facility Policies and Procedures

The majority of these policies and procedures did not mention gender equity.

One user guide included a principle regarding participation in “non-traditional female sports”.

Most policies reviewed included broad policy principles that were relevant to this topic: i.e. there should not be discrimination based on age, gender, ability etc.

The provision of female change rooms in sports pavilions was a common issue cited in these plans. Clearly this is major concern – however limited resources mean that it will be many years before this can be rectified and removed as a barrier to female participation.

One such plan tied funding criteria to gender.

One referenced need for female soccer facilities to meet current demand.

Health and Wellbeing Plans

These types of plans had perhaps the strongest focus around violence against women and gender equity generally. All addressed gender equity issues.

Key themes addressed include: security, targeting the most vulnerable, and family friendly policies and places.

Additional Relevant Strategies

Most Councils have a youth strategy or plan. However youth plans didn't differentiate need based on gender. Most had incentives for increasing participation – but they didn't have any specific actions specific to gender. One example provided was a free trial for young people and no joining fee.

There are major opportunities here for key directions related to young people, especially sport, to include gender specific actions: The key drop out date of young females from sports is 16 yrs. This is younger than males.

The other policies and strategies reviewed, including Tennis, Volunteer, Advertising and Sponsorship, didn't have reference to gender. Although all of them over a great opportunity to add a 'gender lens' and identify statistics, use patterns, key barriers and incentives etc.

During the staff workshops it was acknowledged that staff in each Council undertake a number of independent initiatives that provide a focus on gender equity. These may not be formally acknowledged in documents.

5. Conclusions and Recommendations

Conclusions

This project provided examples of 10 common factors and opportunities that either:

- encourage female participation in leisure and sport;
- encourage some level of involvement (or visitation) in a recreation or sporting setting or organisation, or
- influence other's values or the culture related to gender equity in a recreation setting.

In addition, seven common mechanisms that Council can introduce change and gender equity in leisure and sports were identified. These are:

1. Policies and Planning Documentation
2. Market and Intelligence and Segmentation
3. Staff Gender Balance
4. Resources and Financial priority
5. Allocation, Pricing and Use
6. Sports / Organisation / Club Development
7. Promotional and Educational Material

Staff from the three Councils provided evidence of Policies and Planning Documentation (1), and other anecdotal information through workshops, related to the other seven mechanisms.

There is good evidence that gender equity is being addressed in direct programming and service provision in contemporary facilities, and where resources allow in older facilities too (e.g. providing crèches). However the ability to address gender equity in outdoor sport is hampered by the extent of capital works required to provide appropriate change rooms and toilets, and while most Councils have pavilion upgrade programs it will be many years before all facilities are accessible to females.

The analysis found that most corporate plans acknowledged the issue of violence against women but not gender equity specifically.

No specific documentation or strategies addressing females in leisure and sport were identified. This is not dissimilar to most other metropolitan Councils.

There is considerable opportunities for all Councils to influence change via each of the mechanisms identified, especially through introducing: policies and planning documentation, gender based resource priorities, and in the

process of allocating, pricing and conditions of use of facilities.

A matrix is provided as a prompt for staff to identify opportunities to make changes and enhance gender equity in the course of their work.

Recommendations

The following suite of recommendations has been produced from the research and interviews undertaken during this project. They are relatively high level and designed to enable Council to take a systematic approach to ensuring they have a 'Gender Lens' in their leisure offerings.

1. Council Mechanisms

- 1.1 Introduce the 7 "mechanisms" as a methodology to influence gender equity in recreation settings, as listed below.

2. Factors Influencing Involvement and Attitudes

- 2.1 Adopt the 10 IFOs as a tool to analyse barriers and opportunities to female involvement and positive attitudes toward females
- 2.2 Develop these 10 IFOs inline with the mechanisms into a checklist for use by Council staff

3. Policies and Planning Documentation

- 3.1 Reinforce gender equity issues through developing specific policies and including these issues in planning documentation
- 3.2 Specifically address gender equity in future sports and facility strategies

- 3.3 Encourage a better flow of the issue from high level corporate plans to detailed policies and procedures
Ensure that future policies and plans acknowledge that women and men have different experiences, needs and access to wealth, resources and decision-making opportunities.

4. Market Intelligence and Segmentation

- 4.1 Consider the value of knowing about specific market segments including females who use facilities, that would help with planning for 50% of the population
- 4.2 When preparing business plans, programs and facility reviews consider undertaking market research and collecting preparation usage data and preference for activities etc. by gender
- 4.3 Seek to target women with a low propensity to participate in sport and recreation due to age, culture, income and education characteristics as well as those with highest propensity to be active i.e. young females (16-18yrs)

5. Staff Gender Balance

- 5.1 Seek to ensure a balance in female staff's participation in

roles than influence resourcing and design of facilities, as well as those responsible for preparing budgets, policies and plans. This may be achieved by permanent staff, or where this is not possible electing female representation on a reference group, peer review or research panel.

- 5.2 Sign and display Councils support of Victorian Local Government Women's Charter

6. Financial Priority

- 6.1 Provide additional resources (subject to Council's annual budget) in the short term to address key barriers including: absence of female change rooms in sports pavilions, and crèches in managed recreation facilities
- 6.2 Seek to provide additional facilities (i.e. courts/fields) to ensure female teams are not excluded and/or provide priority access to facilities for female teams
- 6.3 Provide a selection criteria or category in community grants related to involvement and attitudes to women

7. Allocation, Pricing and Use

- 7.1 Review allocation, pricing and condition of use policies and procedures to ascertain any inadvertent barriers to equitable access to facilities by females

8. Sports/ Organisation/ Club Development

- 8.1 Continue with regular seminars and hand books and training concerning:

- Encouraging greater level of involvement by women (or visitation) in a recreation setting
- Encouraging female participation in leisure and sport activities
- Influencing other's values related to gender equity in a recreation setting

- 8.2 Assist clubs with the development of a code of conduct that addresses gender equity

9. Promotional and Educational Material

- 9.1 Prepare a short brochure on the issue for use by staff and for training and club development activities
- 9.2 Provide information prepared by Vic Health (See Appendix 4) to

sporting clubs, staff and centres
about female participation in
sports and physical activity

- 9.3 Provide specific information
about facilities and opportunities
that target females (i.e. times and
locations of women's only
classes, clothing policy etc.),
ensure these are up-to-date and
easily accessible on all Council
media services (web, print etc.)

6. Appendices

Appendix 1 – Staff Workshop Notes

Knox City Council Workshop



1. Welcome and introduction

Attendance:

Sally Jeavons & Ross Parkhill @leisure
Anna Stewart (PM) Knox
Robert Morton, Daniel Petracca, Nicole Columbine,
Ellie Inguersen, Marco D'Amico - Knox

Agenda

1. The project
2. What types of things could encourage more women to use Council's sport and leisure facilities?
3. Are there any types of facilities – where access, use, appropriate activities or design limit female use?
4. What needs to be changed to increase female use and propensity to use these facilities?
5. Education and Information - to encourage/ empower?
6. New programs targeting females?
7. Club development?
8. Good examples of initiatives?
9. Other recommendations
10. Where to from here ?



The project

1. **Identify existing strategies across local government**
 - to identify tools and strategies already developed
2. **Establish our baseline - conduct a gendered document analysis of key leisure documents within the outer eastern cluster councils**
3. **Hold internal and External Consultations**
 - to use a gender lens to explore the experiences of staff and users of leisure facilities/services
 - to identify design, cultural, social and/or economic barriers that may exist for women
 - Invite participants to share their ideas on how facilities can be more gender sensitive.

Outcomes

- A resource to enhance the capacity of councils to:
 - facilitate leisure environments that promote equitable and respectful relationships
 - challenge traditional rigid gender stereotypes and
 - provide an environment where both genders can partake in fair and equitable leisure experiences.



Relationship between leisure and violence against women

- Domestic violence or violence against women is the leading cause of death or disability in Australian women aged 15 to 44 yrs.
- Preventing violence against women in about promoting gender equity and the equal participation, value and respect of women and girls.
- The sport and recreation setting presents a real opportunity to target and influence the key causes of violence against women i.e. attitudes and respect for women as equals.
- Leisure and sport can be effective tools to empower women, (however the relationship between gender and leisure is a complex one connected to identity, and influenced by power relations related to class, race, sexuality, nationality, and religion, for example).
- Females- although not a homogenous group have different expectations and influences on leisure and sports, participation than men. Other than demographic influences these include:
 - scheduling and duration of activities
 - facility design preferences
 - activity preferences
 - social focus and degree of organisation

Any questions about the project?



Women's use of facilities

- **What types of things could encourage more women to use Councils sport and leisure facilities?**
 - Design – some facilities aged so have old showers etc Could be updated.
 - Pavilion upgrades required – have an asset renewal policy – formula based (not based on requirements / not considering things like gender needs). Approx. 40 works and building projects required – budget issues.
 - Can't really allocate some pavilions to female teams because of showering/change facilities not being separate.
 - Allocation Policy – females weighting in the criteria to decide allocation. Some clubs 'change of mindset' on allocating their fields to female teams.
 - Women's, vets and juniors have lower fee's.
 - History plays a major role in allocation
 - Currently don't actively look for new sports – lack of capacity is major reason.
 - Crèche has played a big role in netball centre.
 - Young mother/breast feeding area
 - Public transport possibly an issue?
1. *General design - availability of specific facility elements or equipment*
 2. *Scheduling of activities - opening hours*
 3. *Service offers/activities and supports ie crèche*
 4. *Allocation priorities: ie women's teams over men's teams on sports fields, and pavilion use*
 5. *Conditions of use: female teams, administrators, team managers,*
 6. *Women only activities ie aquatic facilities, group fitness?*
 7. *Policies about clothing, children etc.*



Women's use of facilities - Notes

- Have classes programed during school hours.
 - Leisure works – interior look mentioned by female.
 - Example of Zumba run during kinder hours – can do class, have shower and be finished for kinder finishing – without having to leave centre.
 - Crèche is limited to 20 kids / plus there is budget restrictions.
 - Saturday morning pre-kinder (up to 4) – cost effective (possibly due to demographic)
 - Some information recorded when enrolling at netball centre – data collected changes per centre.
 - Moreland AW's issues here to – appearance, parking, lighting etc.
 - YMCA looking into shared showers in 'family' changing rooms.
1. *General design - availability of specific facility elements or equipment*
 2. *Scheduling of activities - opening hours*
 3. *Service offers/activities and supports ie crèche*
 4. *Allocation priorities: ie women's teams over men's teams on sports fields, and pavilion use*
 5. *Conditions of use: female teams, administrators, team managers,*
 6. *Women only activities ie aquatic facilities, group fitness?*
 7. *Policies about clothing, children etc.*



Are there any types of facilities – where access, use, appropriate activities or design limit female use?

- Due to carrying capacity concerns don't allow schools more than once a week, don't allow private booking at all ground.
 - AFL – knocked back a female only team who were going to play in Knox – had ground etc.
 - What Council allows at social events – some inappropriate events can take place. This could be written into policy.
 - Seasonal allocation / season issues
- *Aquatic Facilities?*
 - *Indoor sports facilities?*
 - *Outdoor sports facilities?*
 - *Parks and open space?*
 - *Cycling and walking paths?*
 - *Other types of facilities needed ?*



What needs to be changed to increase female use, and propensity to use these facilities – Notes

- Have classes or programs on to coincide with kids program/kids club training.
Family yoga – offer opportunities to attend class
Attitudes at clubs ('boys club')
Education in clubs
Training/information on female participation provided to clubs
Fees and charges – needs to be cost effective / keep costs for classes & crèche down. Mother put children first when money tight.
Don't have a leisure programmer to increase utilization and increase participation.
Look to increase parks with multi purpose areas / use – females can attend and have everyone active doing different activities.
- *Update policies and strategic plans?*
 - *Design or planning processes?*
 - *Facility management specifications?*
 - *Traditional facility allocation processes and procedures?*
 - *Funding priorities ?*
 - *The way projects are initiated – the opportunity to initiate projects and programs ?*



Education and Information - to encourage/empower

- Attitudes to women's roles
- Signage – female participation – respect of the facilities.
- Use TeamApp – can have good use in female participation
- Knox festival – could be used in future
- Seminars well attended.
- Rec leisure group – gender lens on agenda (advisory group 14 members – some councillors).
- Have gender equal advisory groups.
- *New information targeting females*
- *New education programs for clubs etc.*



New programs targeting females?

- Lots of soccer clubs have female teams.
- KPI's built into skate contract – female participation / programs focus
- Target group KPI's at major facilities (not in golf)
- BMX good example – female classes, female committee members
- Happening with scheduling – not necessarily targeted
- 12 private providers (personal trainers – one with mums and bubs)
- Area of opportunity – paths and trails – sits with traffic & transport team.
- Wheel women – new group cycling – empowerment / safety – casual riding.
- Run safely tonight – gold coin donation – run around the track under lights.



Club development

- Incorporate female participation target / initiatives
- Ability to enforce female on board etc? Knox unlikely to follow this (club history etc).
- 50% of clubs have females on board/ committee – lots of female secretaries.
- *Board members / administrators, team and committee members?*
- *Codes of Conduct etc.*
- *Other*



Good examples of initiatives

- Free tee and coffee for older participants
- Sporting awards (female focused awards added)
- Women's only sessions – good first point (principally aquatic based).
- *Policies*
- *Plans*
- *Facility planning and design*
- *Programs*
- *Incentives for clubs*

Where to from here

- Notes from the stakeholder sessions
- Literature review
- Complete criteria to use to assess examples of practice, policies, plan, facilities etc.
- Report with recommendations to project manager

Other recommendations?

- Incentive programs
- Encourage other sports to come in / grow
- AFL 9's, rugby 7's – mixed sports offer opportunities
- FFV – soccer 7's
- Programing – opportunity. Activated spaces.
- Have a leisure input into the renewal program.



Maroondah City Council Workshop



1. Welcome and introduction

Attendance:

- Sally Jeavons, Ross Parkhill - @leisure
- Anna Stewart (PM) – Knox
- Dean Parker, Beate Matthews, Heidi Grave, Jeremy Cutajar, Adam Sledge, Jessica Mikaelian, Jeanette Ingram, Joshua Burt, Ash Seward, Anita Graham & Robyn Williams - Maroondah

Agenda

1. The project
2. What types of things could encourage more women to use Council's sport and leisure facilities?
3. Are there any types of facilities – where access, use, appropriate activities or design limit female use?
4. What needs to be changed to increase female use and propensity to use these facilities?
5. Education and Information- to encourage/empower?
6. New programs targeting females?
7. Club development?
8. Good examples of initiatives?
9. Other recommendations
10. Where to from here?



The project

1. **Identify existing strategies across local government**
 - to identify tools and strategies already developed
2. **Establish our baseline - conduct a gendered document analysis of key leisure documents within the outer eastern cluster councils**
3. **Hold internal and External Consultations**
 - to use a gender lens to explore the experiences of staff and users of leisure facilities/services
 - to identify design, cultural, social and/or economic barriers that may exist for women
 - Invite participants to share their ideas on how facilities can be more gender sensitive.

Outcomes

- A resource to enhance the capacity of councils to:
 - facilitate leisure environments that promote equitable and respectful relationships
 - challenge traditional rigid gender stereotypes and
 - provide an environment where both genders can partake in fair and equitable leisure experiences.



Relationship between leisure and violence against women

- Domestic violence or violence against women is the leading cause of death or disability in Australian women aged 15 to 44 yrs.
- Preventing violence against women in about promoting gender equity and the equal participation, value and respect of women and girls.
- The sport and recreation setting presents a real opportunity to target and influence the key causes of violence against women i.e. attitudes and respect for women as equals.
- Leisure and sport can be effective tools to empower women, (however the relationship between gender and leisure is a complex one connected to identity, and influenced by power relations related to class, race, sexuality, nationality, and religion, for example).
- Females- although not a homogenous group have different expectations and influences on leisure and sports, participation than men. Other than demographic influences these include:
 - scheduling and duration of activities
 - facility design preferences
 - activity preferences
 - social focus and degree of organisation

Any questions about the project?



Women's use of facilities

- Afternoon crèche that provides meal or breakfast program – help mothers with kids attend gym. Outside normal crèche hours.
 - Good lighting for outside facilities – lots of paths/bush trails currently don't have lights
 - Golf reduced to shorter game – easier to fit in time wise
 - New facilities have female changing but high cost to refit old facilities for female rooms/facilities.
 - Female in every planning committee & someone under 23. Help input into design.
 - Ratio of female staff considered (not policy).
1. *General design - availability of specific facility elements or equipment*
 2. *Scheduling of activities - opening hours*
 3. *Service offers/activities and supports ie crèche*
 4. *Allocation priorities: ie women's teams over men's teams on sports fields, and pavilion use*
 5. *Conditions of use: female teams, administrators, team managers,*
 6. *Women only activities ie aquatic facilities, group fitness?*
 7. *Policies about clothing, children etc.*



Women's use of facilities - Notes

- Gym set-up can be less intimidating – follow industry trends in this area. There is a cost involved. New facilities will have that design input.
 - Pre and post natal activities
 - Aqua aerobics class for pregnant women
 - Maroondah would struggle to follow Moreland AW strategy – high demand already – AFL.
 - Opportunity to exercise when taking kids to classes etc – can we cycle when watching gymnastics? Paths around pitch.
 - Open space – increase the perception of safety (paths, lighting, clean toilets etc).
 - Utilise additional space for additional programs / female friendly etc
 - New Open Space Policy could address path issues.
 - Visual imagery in centers of successful female athletes etc.
 - Reduced rates for clubs with female participation an option?
1. *General design - availability of specific facility elements or equipment*
 2. *Scheduling of activities - opening hours*
 3. *Service offers/activities and supports ie crèche*
 4. *Allocation priorities: ie women's teams over men's teams on sports fields, and pavilion use*
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Are there any types of facilities – where access, use, appropriate activities or design limit female use?

- Football pavilions – several quite old lacking female planning (new are modern multi-purpose and address this). Asset management will address but this will take time.
 - Maroondah operating at full capacity at many grounds (large AFL/Cricket). Seasonal allocation can be used to address issues in future. Some smaller sports (netball discussed) do have issues.
 - Open Space riding/running trials offer opportunity – address issues identified in Open Space Plan (this year).
 - Maroondah doesn't have a good 3 or 4K loop. Need an area like the tar/albert park etc. Possibly build something close aquatic centre / possibly jubilee oval.
 - Some bar facilities can have to much – could be off-putting for females?
 - New buildings have different funding model.
 - AFL/Netball link has helped.
- *Aquatic Facilities?*
 - *Indoor sports facilities?*
 - *Outdoor sports facilities?*
 - *Parks and open space?*
 - *Cycling and walking paths?*
 - *Other types of facilities needed?*



What needs to be changed to increase female use, and propensity to use these facilities

- Education – both internal and clubs. Try to influence / help them understand important issues.
- Consult with females in general.
- Commitment and directive from 'above' would help. Having fixed Council policies on female issues would enforce positive change.
- Policies can also get in the way/add cost etc
- Politics often involved when dealing with clubs.
- Maroondah have brought in policies / documents which have been useful to guide change and decision making.
- Increase motivation for females to participate (golf example) – remove competitive environment in areas?
- *Update policies and strategic plans?*
- *Design or planning processes?*
- *Facility management specifications?*
- *Traditional facility allocation processes and procedures?*
- *Funding priorities ?*
- *The way projects are initiated – the opportunity to initiate projects and programs ?*



What needs to be changed to increase female use, and propensity to use these facilities - Notes

- Make it OK for females to participate within their own group.
- Sponsorship for female sporting (male clubs get more).
- Champions/role models good but hard to maintain.
- Get good Champions/role models to attend club nights?
- Cultural change within clubs often required.
- In Maroondah have good female participation – exercise programs/classes.
- Basketball – if females want to get back into game it can be difficult. Thursday morning run ladies event and crèche – a training night has come out of this.
- *Update policies and strategic plans?*
- *Design or planning processes?*
- *Facility management specifications?*
- *Traditional facility allocation processes and procedures?*
- *Funding priorities ?*
- *The way projects are initiated – the opportunity to initiate projects and programs ?*



Education and Information- to encourage/empower

- Take advantage when you have mums at a facility with their kids. Examples – Aqua-hub – new parent pack.
- Crèche / playgroup for new/recent mothers
- Team notice board for teams looking for players. A council portal?
- Power of the app – target female groups etc.
- Better understanding of cultural needs/ differences.
- Maroondah just started a cultural group – migrant information centre.
- Frisbee / table tennis in library.
- Increase informal 'drop in'
- *New information targeting females*
- *New education programs for clubs etc.*



New programs targeting females?

- Trying to activate parks
- Have targeted most programs towards inclusion for everyone not female focused.
- Have mixed sports. (University seems to have more)
- Some gyms have mums and bubs classes
- Maroondah don't currently have all sports played (Hockey etc).
- Outdoor training / small groups.
- Maroondah don't have a program manager.



Club development

- *Board members / administrators, team and committee members?*
- *Codes of Conduct etc.*
- *Other*



Good examples of initiatives

- *Policies*
- *Plans*
- *Facility planning and design*
- *Programs*
- *Incentives for clubs*



Other recommendations / inputs

- Funding considerations (crèche example)
- Cost a big issue
- There isn't the same requirements for female development.
- Doing well with play areas



Where to from here

- Notes from the stakeholder sessions
- Literature review
- Complete criteria to use to assess examples of practice, policies, plan, facilities etc.
- Report with recommendations to project manager



Yarra Ranges Workshop

1. Welcome and introduction

Attendance:

Sally Jeavons / Ross Parkhill @leisure
 Anna Stewart (PM) – Knox
 Ron Pearce
 Paul Mainey
 Lesley Grimes
 Elyse McQualter
 Aylie Spence
 Alex Hutchinson
 Cathi Walker
 Garry Detez
 Alan Farnfield
 Craig Stewart
 Julie Scott
 Anika Labadie
 Fiona Christopher
 Jacinda Erich
 Nigel Smith
 Lisa Whitehorse
 Rachel Murphy
 Julie Scott
 Keith Park
 Ben Bainbridge

Agenda

1. The project
2. What types of things could encourage more women to use Council's sport and leisure facilities?
3. Are there any types of facilities – where access, use, appropriate activities or design limit female use?
4. What needs to be changed to increase female use and propensity to use these facilities?
5. Education and Information- to encourage/ empower?
6. New programs targeting females?
7. Club development?
8. Good examples of initiatives?
9. Other recommendations
10. Where to from here?



The project

1. Identify existing strategies across local government
 - to identify tools and strategies already developed
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 - to use a gender lens to explore the experiences of staff and users of leisure facilities/services
 - to identify design, cultural, social and/or economic barriers that may exist for women
 - Invite participants to share their ideas on how facilities can be more gender sensitive.

Outcomes

- A resource to enhance the capacity of councils to:
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 - provide an environment where both genders can partake in fair and equitable leisure experiences.



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- Females- although not a homogenous group have different expectations and influences on leisure and sports, participation than men. Other than demographic influences these include:
 - scheduling and duration of activities
 - facility design preferences
 - activity preferences
 - social focus and degree of organisation

Any questions about the project?



Women's use of facilities

- What types of things could encourage more women to use Councils sport and leisure facilities?**

Safety in the environment due to layout and maintenance. Opening hours also contributes. Numbers also add to the feeling of safety.

Playground attracts families, public toilets and parking. Participation in walking

Social opportunities, group fitness activities and childcare does increase engagement. Providing career support

How welcoming the facilities are, girls toilets that are easily accessible with good signage, promotion from clubs

- General design - availability of specific facility elements or equipment
- Scheduling of activities - opening hours
- Service offers/activities and supports ie crèche
- Allocation priorities: ie women's teams over men's teams on sports fields, and pavilion use
- Conditions of use: female teams, administrators, team managers,
- Women only activities ie aquatic facilities, group fitness?
- Policies about clothing, children etc.



Baby change facilities, cleanliness, how the facility is presented

Refs area, how that was done. Privacy around change areas although a unisex environment

Baby change in men's facilities also so that men can do the caring while women can participate

Designing spaces for multiple uses and activities

Parks surrounded by private fences

Raised covered meeting areas for people to meet and also be able to see

Increase service access to health services, cultural competency from staff for aboriginal communities

Strong cultural themes so that communities can feel connected

Clothing restrictions, selling swimwear that covers more

The distance from the change rooms to the pool can make people feel exposed

Educating front line staff

Welcoming and inclusive facilities

Space that allows multi use activities i.e.

Skate and bike parks that include other activities for women



<p>Inclusion of women can drop out between 16 and 18</p> <p>Social spaces in parks</p> <p>AFL 9s</p> <p>Income is a barrier for some disadvantaged groups including women</p> <p>Pricing of activities</p> <p>Changing peoples mindset is difficult. Risk that you will no longer engage the volunteers if you push change too much</p> <p>Wording is very important</p>	<p>Particular space for players that are also referees to change and keep their belongings</p> <p>Colour choice and materials in the facilities</p> <p>Masc/fem colours? Deliberately attracting women through colours.</p> <p>No dark spots, natural light, colour pallet</p> <p>Quality of equipment, car park brightly lit</p> <p>Longer opening hours and early opening</p> <p>Lighting to extend hours to provide for female participation</p> <p>Need for data – would you collect gender data- just on a project basis</p> <p>more about types of program and breadth-evaluation tool developed</p> <p>Sampling could be recommended to understand use as well as gender</p>
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<p>Finite number of spaces so the traditional sports / timings given priority</p> <p>There is a struggle to find facilities esp female teams</p> <p>Struggle for AFL 9s to find facilities</p> <p>Synthetic playing grounds so that they can be used for 24 hours</p> <p>Recovery of the grounds and restrictions of how long the lights can be used</p>	
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Are there any types of facilities – where access, use, appropriate activities or design limit female use?

<ul style="list-style-type: none"> • Sport pavilions, child care services in aquatic facilities especially for school age kids • Programs for grandparents and kids • Safety and clean usable public toilets in outdoor spaces • Equestrian is engaging a lot of women – How? • Bowling clubs • Support in how to increase girls and women in fencing – closed Facebook pages to create a more social aspect • What drives a female at specific ages and combine with activities • Reserves close to schools, playgrounds with walking paths engage more women • Design is still focused on bar and a coffee place would be better • More community space • Safety and layout, view lines, flat space 	<ul style="list-style-type: none"> • Aquatic Facilities? • Indoor sports facilities? • Outdoor sports facilities? • Parks and open space? • Cycling and walking paths? • Other types of facilities needed ? • NOTES <p>Thinking about how comfortable a parent could be around sending a female child through a more male dominated sport</p> <p>Advertising, identifying barriers, building relationships with clubs because of the type of people they pull in.</p> <p>Run more unstructured programs, more promotion of what's on and where</p>
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What needs to be changed to increase female use, and propensity to use these facilities

- Most impact?

NOTES

Understanding the issues that effect women.
Low income with kids makes it tough to afford the aquatic centre
Access Physically getting to the facilities.
Public transport access to facilities
Location is considered when building a new facilities

- Update policies and strategic plans?
- Design or planning processes?
- Facility management specifications?
- Traditional facility allocation processes and procedures?
- Funding priorities ?
- The way projects are initiated – the opportunity to initiate projects and programs ?



Education and Information- to encourage/empower

- NOTES

Information on websites and social media is particularly good with women
Promotions designed to specifically target women (3 day pass)
Monthly promotions (mothers day/fathers day/teenagers)

- New information targeting females
- New education programs for clubs etc.



New programs targeting females?

- NOTES

Maximizing use for Health and Wellbeing
Contracts don't get into particularly targeting women through programing
Trialed an inclusion based project
Facilities are more important than programming – disability facilities



Good examples of initiatives

- Policies
- Plans
- Facility planning and design
- Programs
- Incentives for clubs



Other recommendations?

NOTES

Opportunity to promote programs within the local area – Links to websites where you can go to find other facilities and programs

Mountain biking



Where to from here

- Notes from the stakeholder sessions
- Literature review
- Complete criteria to use to assess examples of practice, policies, plan, facilities etc.
- Report with recommendations to project manager



Appendix 2 – Stakeholder Interview Findings

Summary of phone interviews

Clubs Associations	Results
Total Calls Attempted	121
Interviews Completed	24
Messages left	18
Refused	3

What can Council do to increase women's participation in sport and leisure facilities?

This question brought a broad response from key stakeholders. The key reoccurring issues discussed included:

- Improvement of design features – to make facilities female friendly
- Additional courts/fields – this would increase the opportunity for participation as often men's games take preference or there is no availability at peak times
- Security - it is important that facilities are safe, secure and welcoming for women
- Provide information – to inform more women of opportunities to participate

Several stakeholders also believed there was little Council could do as most barriers for women in sport and recreation were caused by time and lifestyle constraints.

Are there any obvious incentives that Council can provide to organisations that it supports?

Most answers were financially driven, with the idea of discounts on memberships for female participants prevalent.

It was also recommended that to promote an inclusive environment, grants and subsidies should be provided to sport and recreation clubs / associations that provide female friendly facilities. Other suggestions that involved help from council include costs of uniforms and grants to help the cover various costs for new female teams such as insurance costs.

Help with administrative tasks (paperwork), marketing and running events were also discussed.

Do you know of any plans or policies that support gender equity in sport?

The responses to this question identified several sports that are effectively providing gender equity initiatives, without firm knowledge of actual plans or policies. Interviewees suggested that soccer, AFL, cricket, and netball were currently the most successful at involving females or having gender initiatives. Cricket were acknowledged for allowing girls to play out of their age group (2 year allowance) and the AFL for allowing

both boys and girls to play Auskick and setting up new female competitions.

Do you know of any plans or policies that constrain gender equity in sport?

This question raised a broad range of responses from key stakeholders. Key responses on constraints included:

- Male dominated governance – men run both sports clubs and council
- Facility design – issues surrounding change room design, availability and their suitability for women
- Lack of junior programs – not enough grassroots programs for girls

An issue raised on several occasions was the issue of pavilion change rooms and their suitability for women, with some facilities only providing one change room, which can naturally not be used by the women when men are present. It is important to note that most Councils have a program in place to redevelop pavilions, but this is a very slow process due to limited funds.

A respondent also alleged that golf clubs were making women pay the same as men but providing less access to the facilities. If true, this is a key example of a plan / policy that exacerbates gender inequality. A suggestion received to remove constraints was to change the non-gender specific language in bylaws or club constitutions.

What do you think will encourage more women to use Council's sport and leisure facilities?

This question identified the following methods of encouragement:

Method	Responses
Facilities (improvement)	9
Child minding	5
Security	4
Promotion / information	2
Scheduling	2
Group activity / social	2
Uniform alteration	1
Skill session	1

Where improvement of facilities was identified, there was particular mention of the age, maintenance and cleanliness of facilities being of key importance. Providing child minding facilities and crèches was suggested, as was improved security for female participants with particular emphasis on the lighting around facilities.

An interesting comment on the topic women who had not played a sport before or for a long amount of time, thus possessing low self-efficacy was highlighted. Free skills sessions were suggested as the formula for this issue.

Are there any types of facilities – where access, use, appropriate activities or design limit female use in the region?

The majority of responses referred to issues with the appropriateness and availability of outdoor sports facilities. Security regarding outdoor sports facilities was also a key concern with a lack of lighting mentioned as an issue. The biggest criticism of indoor stadiums was scheduling, as there is a shortage of court availability that limits female participation. Another key topic was the lack of women only space (i.e. female only gyms) with the suggestion that ‘more men in a space make women feel less comfortable’.

Facility types mentioned by respondents:

Facility	Responses
Outdoor sports facilities	6
Indoor sports facilities	3
Other types of facilities needed	2

Are there any types of facilities that attract women that should be provided more in local government settings?

There were three main suggestions for the types of facilities that attract women. They included:

- Socially geared facilities – facilities that allow for group activities and cafes
- Child minding facilities / crèche
- Open space – maintained parks to allow for non-formal exercise

It was suggested that the social aspect is key to female participation. Female only group activities were recommended, as were non-sport related facilities such as cafes in order to allow for socialising pre and post exercise. As not all women want to be a part of a group or want to attend a ‘formal’ facility for sport / exercise, it is important to have public space and parks available and well maintained for women to frequent.

How important is education and information?

The overwhelming response to this question was that education and information around leisure was of key importance. With 16 of 22 key stakeholders of the opinion that education and information is either 'very', 'really' or of 'key importance' and only one respondent suggesting the importance of education and information is 'not to be judged too highly'.

Suggestions for what kind of information to share with the public:

- What activities are available, where and when
- Promotion of special events
- Benefits of sport
- Issues surrounding obesity
- Confidence building power of sport

Suggestions for what kind of information to share within organisations:

- Practical information that addresses gender stereotypes
- Practical information that educates clubs on structures and participation of women
- Benefits/opportunities for rapport with teammates
- Suggestions with how to provide information included:

- Making relevant information easier to find on council websites
- Keeping sports databases up to date on council websites
- The use of social media (Facebook, twitter)

How can more women be encouraged onto boards and committees, into administrators team managers roles, e.g. in clubs that use council facilities?

There were quite a variety of responses provided. The most frequently provided responses related to the culture and dynamic of the environment at the club or association and whether there was encouragement provided to females.

It was suggested that women can be intimidated by men on boards and a bad culture can leave women feeling underappreciated and less likely to undertake a position in management or on a committee. Active encouragement was said to play a big part in women applying for roles behind the scenes at sports clubs / associations. Whereas professionalism and the transparency of appointments onto boards will play a part in women being inducted onto boards or committees.

It was suggested that there be grants or discounts in membership fees for women that would like to become involved in order to encourage them to take these roles.

Techniques Mentioned	Responses
Culture / dynamic of environment	4
Encouragement	4
Professionalism of club / association	3
Discounts / grants	3
Education / training to improve chances of women winning a role in management	1

Is there anything that sports clubs/associations can do that Council can give support to?

In line with previous responses the most frequent answers were based on finances (funding) and information (promotion and marketing). There was also interest in council assisting in membership drives and the set up of relevant partnerships. A specific respondent wanted council to attend the club in order to learn more about the inner workings in order to be of assistance in the future. Others wanted access to grants and education / courses made available to females.

What can be done	Responses
Funding	5
Promotion / Marketing	4
Membership Drive	3
Partnerships	2

* singular responses included grants, education / courses supplied, hands on role at clubs, open days, improved access to facilities and tournaments.

Can you think of anything else that should be covered?

In this final segment key stakeholders were given the chance to discuss or recommend anything they wanted to add. Their requests / appeals were for:

- Improved community connections – work with Council to build interest
- Improved ‘hard data’ information – provide evidence of benefits of sport to our society
- Like to see this study (A Gender Lens for Leisure) stay on council’s agenda – happy to hear about this project
- Improved facilities – as previously mentioned

Appendix 3 – Review of Council Documents

Document Type	Document Name	Gender equity	Gender equity in sport/rec	Incentive / strategy	Comments
Corporate / City Plans	Yarra Ranges Council Plan	No			Main focus on older adults, people with a disability
Corporate / City Plans	Yarra Ranges 2020 Community Plan	No			Something could have been added to guiding principles of Strong, Healthy and Connected Communities or Safety
Corporate / City Plans	Maroondah 2040	No			Family violence prevention mentioned. Does not distinguish women as a separate group to be targeted. Talks about positive initiatives/objectives to help all groups
Corporate / City Plans	Maroondah Council Plan 2013-17	No			Very similar to 2040
Corporate / City Plans	Knox City Council Vision 2013-17	No			Acknowledges that family violence and violence against women remains a concern in Knox
Corporate / City Plans	Knox City Plan 2013-17	No			Improving personal and community safety and perceptions of safety, with a particular emphasis on preventing family violence
Leisure & Rec Strategies	Knox Open Space Plan	No			They had 9 lenses, but none mentioned gender equity even though there was an excellent opportunity.

Document Type	Document Name	Gender equity	Gender equity in sport/rec	Incentive / strategy	Comments
Leisure & Rec Strategies	Knox City Council Leisure Plan 2014-2019	Yes	Specific Recommendation - Actions	Female design features, female participation	<p>p.26: Part of the Plans theme is to have facilities that cater for both genders</p> <p>p.30: Part of action area regarding communication states that "The online club management and information systems will: address and break down gender and social barriers including infrastructure (e.g. provision of female facilities)"</p> <p>p.43: Stated that they want to reduce barriers which minimise female involvement and understand their responsibilities towards gender equality, and that they should provide facilities for females</p> <p>p.49: Survey targeted differences between males and females</p> <p>p.42: Mention current barriers e.g. change facilities for females</p> <p>p.24: Say that the plan addresses facilities for women</p>
Leisure & Rec Strategies	Yarra Ranges Recreation and Open Space Strategy	No			

Document Type	Document Name	Gender equity	Gender equity in sport/rec	Incentive / strategy	Comments
Leisure & Rec Strategies	Yarra Ranges Recreation and Open Space Strategy - Implementation Plan 2013 - 2022	No			No gender mention, however, it mentioned to: improve the quality and diversity of recreation opportunities at local social recreation parks - this is listed as a strategic action for almost all precincts, but nothing more specific
Leisure & Rec Strategies	Yarra Ranges Recreation and Open Space Strategic Framework 2013 -2023	No			Some good data/stats and directives, but not female focused
Leisure & Rec Strategies	Maroondah Strategic Leisure Plan	Yes	Strategy / Broad Policy	Female participation, security	p.28 Their questionnaire was designed to find out whether gender affects participation in activities p.33 In feedback, it was identified that more flexible hours are required for leisure facilities and that facilities should be lit at night to increase usage (not specifically gender oriented however)
Leisure & Rec Strategies	Maroondah Leisure Purpose and Strategic Objectives	No			
Leisure & Rec Strategies	Maroondah Leisure Service Delivery Plan 2014-2015	No			This is basically a review of facilities offered and the main issues – no mention of gender issues

Document Type	Document Name	Gender equity	Gender equity in sport/rec	Incentive / strategy	Comments
Health and wellbeing strategies	Yarra Ranges Health and Wellbeing Strategy 2013-17	Yes	Strategy / Broad Policy	Targeting most vulnerable (age, low income, ethnically diverse), security, family friendly policies/places	<p>p.6 "Yarra Ranges has a culture of gender equity and respect and women live free from violence"</p> <p>p.11 Acknowledge that women are less likely to participate in activities, and mention specifically: an aim to increase participation in physical activity for those who may experience barriers, including women and girls</p> <p>p.20 Have a plan to reduce violence against women, they say they will: promote gender equity by improving access for women and girls to sport, recreation and community facilities</p>

Document Type	Document Name	Gender equity	Gender equity in sport/rec	Incentive / strategy	Comments
Health and wellbeing strategies	Knox Health and Wellbeing Strategy 2013-17	Yes	Strategy / Broad Policy	Security	<p>p.15 They say in their leisure section that feedback from the community uncovered: "A need for greater gender equity in recreation – in terms of participation opportunities and facilities" (for example, "Recreational opportunities in open spaces are often male dominated" and that "Infrastructure and participation opportunities need to reflect the broad needs of the community (including women" more feedback found:</p> <p>p.25 "Male dominated activities are often featured in open spaces in Knox, not as much available for females"</p> <p>p.40 Knox working with Women's Health East, who have some gender equity promotion objectives</p> <p>p.47 Mentions that its policy includes "adults that feel safe when walking alone in their local area during the day"</p>

Document Type	Document Name	Gender equity	Gender equity in sport/rec	Incentive / strategy	Comments
Health and wellbeing strategies	Maroondah Community Wellbeing Plan 2013-17	Yes	Strategy / Broad Policy	Female participation	p.5 Acknowledge that gender affects health and wellbeing p.11: States that "Women on the other hand are less likely to meet their physical activity guidelines" p.13: Recognise gender as influencing vulnerability to risks, states that they will consider gender inequalities states that their key policy areas include equity and inclusion. A key direction is to work collaboratively with partners to contribute to the prevention of violence against women.
Facilities	Knox City Council Sporting Reserve and Facility Development Guidelines	Yes	Policy	Female design features	p.12 Development of guidelines include areas required for both male and female change rooms (females allocated more space) rest is about turf / car parking etc. - no gender related features
Facilities	Knox City Application to sub-let a Knox City Council Sporting Reserve or Leisure Facility	No			
Facilities	Knox Casual Use of Active Reserve Booking Form	No			

Document Type	Document Name	Gender equity	Gender equity in sport/rec	Incentive / strategy	Comments
Facilities	Knox Sporting Club Financial Contributions Toward Reserve Developments	No			
Facilities	Knox Leisure Minor Capital Works Grants - Guidelines	No			
Facilities	Maroondah Sporting Facilities User Guide Sep 2012	Yes	Strategy / Broad Policy	Female participation,	p.10 One of the guiding principles is to encourage "women participating in non-traditional female sports" p.74 Their behaviour code of conduct states "inclusion of every person regardless of their age, gender or sexual orientation" p.90 They state that their usage fees shall be fair and equitable (don't specifically mention women)
Facilities	Maroondah Capital Funding for Community Organisations	No			They define accessible as meaning provides access to everyone (regardless of gender) - however women / gender not mentioned anywhere in project evaluation / criteria

Document Type	Document Name	Gender equity	Gender equity in sport/rec	Incentive / strategy	Comments
Facilities	Yarra Range Capital Works Funding Policy for Active Sports Reserves	Yes	Strategy / Broad Policy	Female participation,	p.6 "Funding allocations will consider the degree of support to women's, junior and less traditional sports."- they say that council policy is to support the development of women's sports p.9 One of the funding assessment criteria is "degree of commitment to the development of women's junior and/or less traditional sports"
Facilities	Yarra Ranges Recreation and Open Space Strategy – Themes Action Sheets	Yes	Strategy / Broad Policy	Female participation, female design features	p.3 Recognise the growing number of female soccer players and that more facilities are required to meet demand
Facilities	Yarra Ranges Capital Development Program 2014-15 Funding Guidelines	No			

Document Type	Document Name	Gender equity	Gender equity in sport/rec	Incentive / strategy	Comments
Facilities	Yarra Ranges Pavilion Policy	Yes	Policy	Female design features	p.3 State that the Council will provide funding for core features, which include change facilities and umpire facilities "for both males and females" p.4 Mentioned again under the Country Football and Netball Program - provides funding to assist change room facilities for players and umpires "of both genders"
Additional Relevant Strategies	Knox Youth Strategic Plan 2012 - 2017	No			Didn't break youth into gender
Additional Relevant Strategies	Maroondah Youth Plan 2012-2016	No			Didn't break youth into gender - some ideas included: Encourage young people to use Council's major leisure facilities by making them more financially accessible through a variety of special offers endorsed and supported by Major Leisure, including: <ul style="list-style-type: none"> • A 14 day free trial membership for young people promoted on the Maroondah Youth Card • Special offers for young people such as no joining fee on memberships and • Free trial classes, to be promoted from time to time via the Youth Services Facebook page and website

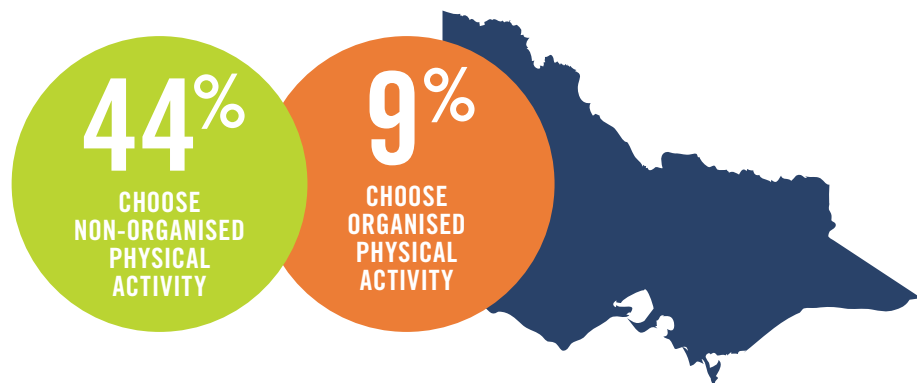
Document Type	Document Name	Gender equity	Gender equity in sport/rec	Incentive / strategy	Comments
Additional Relevant Strategies	Yarra Ranges Sports Club Handbook 2013	No			Great opportunity to build equity into this document. It does mention inclusion but only through Game On!, which will focus on providing increased opportunities for people with a disability and those from diverse cultures who may be disconnected within our community. Inclusion: Game On! has been developed to provide information and support to further develop the welcoming and inclusive practises of sporting clubs and increase awareness of the barriers preventing participation.
Additional Relevant Strategies	Knox City Policy – Advertising, Sponsorship and Promotional Signs on Council Land Policy	No			
Additional Relevant Strategies	Yarra Ranges Equity, Access & Inclusion Strategy 2013-2014	No			Opportunity to build gender design and considerations into goals. Only focused on disabilities.
Additional Relevant Strategies	Yarra Ranges Tennis Plan 2014 - 2024	No			

Female participation in sport & physical activity

A SNAPSHOT OF THE EVIDENCE

Females of all ages generally have lower physical activity participation rates than males.¹ Increasing physical activity levels for females is important for health and mental wellbeing.¹

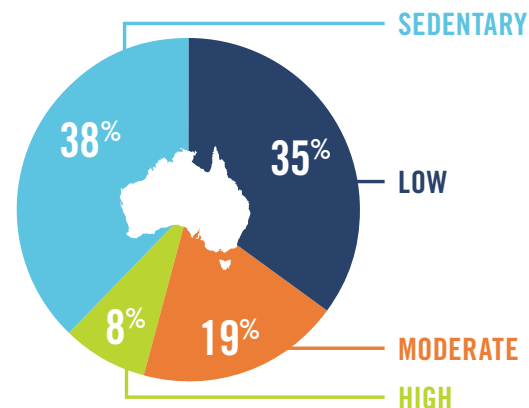
Understanding and addressing the barriers preventing more female participation in physical activity is complex. Evidence shows that gender and the needs of females should be considered when developing specific physical activity opportunities.



TREND: NON-ORGANISED/ORGANISED ACTIVITY LEVELS

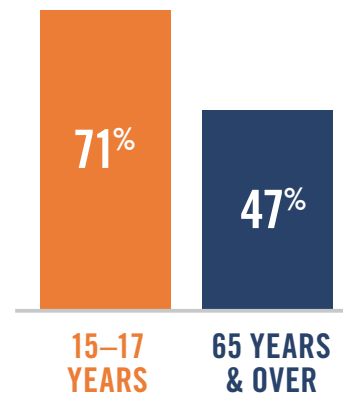
In Victoria, statistics show four times as many females (44%) are choosing to participate in non-organised or more flexible physical activity offerings compared to organised physical activity (9%).³

Female participation through sporting or recreational clubs is lower compared to males.⁴



TREND: ACTIVITY LEVELS

More than two-thirds of adult Australian females were classified as being sedentary or having low levels of exercise.¹



TREND: PARTICIPATION LEVELS

Participation in sport and active recreation by Victorian females declines as females get older.²



HEALTH BENEFITS OF PHYSICAL ACTIVITY FOR WOMEN

Even having a low level of physical activity is better for health than not being active at all.⁵

Participation in sport and physical activity can provide females with the following benefits:

- prevention and management of disease, such as: coronary heart disease, strokes, type 2 diabetes, Alzheimer's Disease and dementia^{6,7,8,9}
- increased health, fitness, body and bone strength^{10,11,12}
- weight loss and prevention of obesity⁷
- reduced risks of mortality⁵
- increased mental health and improved wellbeing¹³
- increase in social connections and enjoyment^{14,15}.



MOTIVES FOR FEMALES TO GET PHYSICALLY ACTIVE

- Compared to men, women place more importance on the social aspects of physical activity, and are less motivated by performance outcomes, such as building strength¹⁴.
- Key motivations include maintaining or improving health²⁰, appearance and weight management¹⁶, personal fulfilment¹⁶, wellbeing and improving quality of life¹⁶ and social interactions¹⁴.
- Motives to participate can change and evolve over time. For example, a woman may begin physical activity for health reasons, however find enjoyment in the social aspect or mental wellbeing and continue for those reasons^{16,17,18,19}.
- Younger women (18-35) have been found to be more motivated by appearance, weight loss and peer pressure compared to older women²¹, however conversely can be hampered by societal expectations of body image¹³.
- Older women are predominantly motivated by health outcomes²⁰.



PHYSICAL ACTIVITY ACROSS LIFE STAGES

- Addressing the barriers can have a greater influence on females being more active, compared to promoting the benefits of physical activity²².
- Reducing the perception of, or the actual barriers could be necessary to increase participation. The more barriers a female perceives the less likely she is to engage^{22,23,24}.
- Not all females are the same and some may experience different barriers and challenges to others. Certain barriers can affect a female more at different life stages^{13,24,25,26}.

See page 3 for more details



PHYSICAL ACTIVITY ACROSS LIFE STAGES

Influencers on physical activity					
	<ul style="list-style-type: none"> Parents' physical activity levels^{27,28} Parental support (transport, cost and organisation)^{28,29} Parental encouragement^{28,30} 	<ul style="list-style-type: none"> Life stages and lifestyle (education, work, home life, family)¹³ Inflexible opportunities for physical activity¹³ Societal pressures and guilt (prioritising physical activity in their lives)¹³ 	<ul style="list-style-type: none"> Family priorities rather than self as a priority^{32,33,13} Physical activity less of a priority, guilt laden and seen as a luxury (cost, time)^{32,33} Level of partner, family and social support^{23,25,33} 	<ul style="list-style-type: none"> Fewer 'perceived' barriers (than other age groups)²⁰ Illness and injury²⁰ Lack of information or opportunity²⁰ Long-term patterns of being sedentary²⁰ 	<ul style="list-style-type: none"> Cultural background, beliefs around gender and sport or value of physical activity^{40,41} Confidence, knowledge and perception of ability^{42,43,44,25,20,40,17} Perceptions of safety^{40,47,48} Availability of facilities⁴⁰ Previous physical activity experience⁴⁰
LIFE STAGE					
	 <p>GIRLS & ADOLESCENTS 0–18 YEARS</p>	 <p>WOMEN 18–55 YEARS</p>	 <p>MOTHERS</p>	 <p>OLDER WOMEN 55+ YEARS</p>	 <p>FEMALES OF ALL AGES</p>
Keys to engagement in physical activity					
	<ul style="list-style-type: none"> Promote parental involvement^{27,31,28,30} Consider logistics, parental support and involvement^{27,31,28,29,30} Provide non-competitive options³¹ Make it fun and social³¹ Provide goal setting and self-monitoring options³¹ 	<ul style="list-style-type: none"> Provide flexible physical activity options in terms of schedule, cost and location^{14,24,13} Promote benefits of short duration physical activity that is suitable to fit into lifestyle (e.g. at work)^{14,24,13} Consider social, group and peer support^{14,24} Make it enjoyable^{14,24} Provide opportunities for involvement in program creation (creates a sense of ownership and meets needs)^{14,24} 	<ul style="list-style-type: none"> Consider preference to unstructured over structured^{33,34} Consider flexibility^{33,34} by providing child care^{33,40} and variable payment options³⁵ Provide group activities that includes their children and provide social benefits^{33,23,25} Provide individual tailored approaches (diaries, pedometers)^{33,35} Provide education and engagement for the broader family in activities and^{14,37,33} communication^{23,25,33} Communicate by text message and email^{33,35,36} 	<ul style="list-style-type: none"> Promote relevant, timely, specific information with consideration to overcoming health concerns^{20,24,38,39} Highlight the social focus^{20,24,38,39} Consider preference for scheduled routine^{20,24,38,39} 	<ul style="list-style-type: none"> Create partnerships and consultation with cultural and community groups^{40,45,46} Use word of mouth or face-to-face communication^{14,37,53} Foster social group and family support⁴⁰ and engage them in participation^{14,37} Encourage family and friends to engage other females^{14,37} Consider welcoming and inclusive approaches^{40,45,46}, environments^{14,47,48} and attire^{40,45,46} Use diverse images^{40,45,46,49} Ensure a female can see herself participating⁵⁰ Focus on skill and confidence building^{14,49,40}, reward and motivational approaches^{14,49,23} and goals^{51,52}

Acknowledgment: VicHealth acknowledges the Centre for Sport and Social Impact at La Trobe University, specifically Professor Russell Hoyer, Dr Erica Randle, Dr Matthew Nicholson and Pam Kappelides.

Appendix 5 - Examples of good practice related to factors influencing participation and involvement of females in sport or recreation

Key Factors, Opportunities And Influences	Examples in the region	Examples from elsewhere
1. Suitably scheduled / short duration activities	<p>TeamUp' allows for advertising of unstructured recreation.</p>	<p>Better Health Channel a government initiative has a process to determine what type of activities suit your life style.</p>
<p>Activities without routine commitment to play and train, or volunteer at specified times.</p>	<p>Maroondah: Female patrons at Maroondah Leisure have flexible options/time slots to train with Aquahub open from 6am – 9 pm weekdays and 8am – 6pm weekends. Crèche facilities are available weekdays 9am -12 pm at Aquahub and Thursdays mornings at The Rings</p> <p>Maroondah has opened up Tennis Courts for free public use at Arrabri and Yarrunga Community Centres. These centres have increased usage substantially.</p>	<p>North Park Tennis has a social night where individuals can turn up and the Club pairs people up to play, or people just come to socialise.</p>
<p>Relatively short duration.</p> <p>Facility opening times that suit women who work, or are at home with family</p>	<p>Many 30-minute group fitness classes are available.</p> <p>Maroondah: Group fitness classes are no longer than an hour..</p> <p>Group Fitness Aquahub participants are predominately female with a variety of flexible scheduled classes</p> <p>Aquahub open from 6am – 9 pm weekdays and 8am – 6pm weekends. Crèche facilities are available weekdays 9am -12 pm at Aquahub and Thursdays mornings 9am – 12pm at The Rings.</p>	<p>24 Hour gyms are available in many locations.</p>

Key Factors, Opportunities And Influences	Examples in the region	Examples from elsewhere
2. Availability of activities popular with females	<p>Rowville Community Centre has roller derby and classes that are more appealing to females i.e. Zumba.</p> <p>YMCA offers a range of classes.</p>	<p>Maribyrnong Aquatic Centre (Maribyrnong Council) offer women and girls only swim nights where a free aqua aerobics class is run</p>
<p>Activities popular with females: non-organised physical activity: walking, running, swimming, gym etc.</p> <p>Social sports, group fitness, swimming, gymnastics, dance, netball, cycling, yoga, climbing and roller derby</p>	<p>Maroondah Leisure Golf Courses identifies one day a week where women are specifically encouraged to play in a social round of golf. However, women are encouraged to play at all times. Both Ringwood and Dorset golf have registered with 'Give Golf a Go' which gives people of all ages the opportunity to learn golf in a cost effective and relaxed group environment. People can enrol in female only, male only or mixed group clinics at various golf venues across Victoria, all year round.</p> <p>Council works with walking and cycling groups, including 'Wheel Women'.</p> <p>Maroondah has installed netball hoops at parks where previously there had only been basketball.</p>	<p>Stonnington Council offer a 5 week self defence (Kenpo) class for women</p> <p>Wingate Ave Community Centre (Moonee Valley Council) offer women's walking groups and community singing.</p>

Key Factors, Opportunities And Influences	Examples in the region	Examples from elsewhere
Social opportunities attached – or ability to do activities with another or in a relatively social way	<p>The YMCA has focused on creating a social space surrounding their kiosk in the centre. Participants can come along and do an activity and stay for a quality cup of coffee afterwards. Most structured sport also has a social component linked to it.</p> <p>Maroondah Leisure members are able to participate in a variety of social events. Café facilities offer social opportunities for patrons.</p>	<p>Women's circus (Footscray area) is a not for profit organisation that offer performance training (dance, physical theatre) and arts projects for women.</p> <p>Adventure Women (Moreton Bay Council QLD) is a recreation activity program that links women to clubs and organisations and provides them with new opportunities.</p>
3. Sensitivity to body Image		
Clothing policies in aquatic facilities, court and field sports	No clothing rules or uniforms are in place. Women can participate in what they feel comfortable wearing.	The City of Moreland has a gender and culturally sensitive policy on clothing for Aquatic and Leisure Centres.
Images reinforcing “ordinary” women: cycling, in the gym etc. Uniforms that reduce ‘degree of sexualisation’ that is attached to short skirts or revealing uniforms	<p>A conscious effort has been made during the Maroondah Leisure rebranding process to ensure the images displayed on brochures, digital signage and any promotional material portray ‘normal’ non stereotypical images of women.</p> <p>Maroondah Leisure Staff uniforms are professional with plenty of options for all female employees.</p>	<p>Basketball Victoria revised its uniform from a tight fitting lycra suit in 2008 to the long loose shorts similar to men in 2012.</p> <p>Play by the rules has an example of uniform policy and how to deal with questions about for women of CALD background: http://www.playbytherules.net.au/</p>

Key Factors, Opportunities And Influences	Examples in the region	Examples from elsewhere
4. Women only teams/programs	Knox BMX runs Sister Classes, which are girls only riding lessons.	Sunshine Leisure Centre (Brimbank Council) provide women only swim sessions once a week
Women's only: teams, swim, gym, programs etc. Gym space for women's activities	<p>Yarra Ranges possess a women-only football club – Seville Women's Football Club. Under 12 female competition is currently being set up.</p> <p>There are currently all female basketball, netball, swim and golf teams/programs available in Maroondah.</p> <p>Aquahub and Aquanation (currently under construction) are mindful of gym floor layout to ensure women are not intimidated by male dominated gym areas.</p>	<p>The City of Melton have girls only programs/clinics during the holidays run with the help of SSA's.</p> <p>RunReady is a private organisation that run a women only run groups in Victoria</p> <p>The City Of Maribyrnong run women only swim nights.</p>
Specific events	Special programs are run at Gilbert Park Skate Park on occasions for females.	"Tour De Femme" cycle tour/race. It is promoted as both a race and a participation "fun on wheels" event
Grassroots programs for girls	<p>Knox BMX sister classes.</p> <p>'NetSetGo' or similar netball development program at Netball Centre.</p> <p>Netball Junior Program, with alliances created with Melbourne East Netball Association (MENA) - Maroondah</p>	Melbourne City Football Club – Female Engagement program to provide female groups with access to grassroots football and role models.

Key Factors, Opportunities And Influences	Examples in the region	Examples from elsewhere
Programs to address women with low confidence / not played sport	<p>Ferntree Gully Community Arts Centre offer a gentle exercise class for all levels of experience</p> <p>Knox Basketball Inc. run a program called 'Pink ball' Pink Ball is a fun and exciting program designed specifically for young girls aged 5-12 years old. Pink Ball will help girls advance their basic fundamentals while developing confidence and teamwork skills.</p>	<p>Hits and Giggles' a Squash Vic program that teaches women how to play, focus on those of beginner or no experience.</p> <p>The Breeze Programs was establishes by Cycling Victoria to develop the skills confidence of women who want to cycle and provide opportunities for friendship. The program provides opportunities for women to become accredited AustCycle teachers so they can run beginner bike rides for women.</p>
5. Family friendly policies/places	<p>Knox Council offers a crèche program for women playing in a local netball competition. Council recently increased the number of places available due to demand for the program.</p>	<p>YMCA provide occasional care and after school care for children at a large proportion of their facilities – allowing for time poor women to undertake a sporting activity</p>
Provision of crèche	<p>Knox Leisureworks also offers a crèche and has recently introduced a Saturday session, which has proved to be successful.</p> <p>Monbulk Aquatic Centre has a crèche for parents.</p> <p>Maroondah Leisure offers a crèche program for women playing in a local netball competition.</p>	<p>Mums and bubs programs operate in many places – that provide informal child care if crèche is not available.</p>

Key Factors, Opportunities And Influences	Examples in the region	Examples from elsewhere
<p>Family / baby/ accessible /unisex change facilities</p> <p>Space for prams and wheelchairs</p> <p>Breast feeding friendly</p> <p>Encouraged to bring a child</p>	<p>The provision of accessible facilities is within Knox Council's Facility Standards Policy. KLV family change space is soon to be upgraded.</p> <p>Aquahub and Aquanation (currently under construction) are equipped with family/baby/accessible/ unisex facilities. Change villages at both Aquahub & Aquanation.</p> <p>The majority of Maroondah Leisure facilities have ample space for prams and wheelchairs</p> <p>Monbulk Aquatic Centre and the Yarra Centre provide accessible change facilities and baby change facilities.</p> <p>Knox Leisureworks, Rowville Community Centre and Knox Regional Netball Centre.</p> <p>Maroondah Leisure actively promote and encourage parents and siblings</p>	<p>In 2012 a consortium called 'Changing Places Victoria', an initiative that assists people with a disability and their carers, was formed. The Consortium, lead by Maroondah City Council, developed an early relationship with Changing Places UK and set about developing designs for Changing Places toilets in Australia.</p>

Key Factors, Opportunities And Influences	Examples in the region	Examples from elsewhere
<p>6. Design sensitive to perceptions of security</p>	<p>Lighting policy currently being developed for all Knox public spaces.</p> <p>Lilydale Lake is well known for women feeling safe, due to open sight lines.</p>	<p>Building for gender and space. A project of the Whittlesea City Council to upgrade</p> <p>Sports pavilions to become more accessible for women and girls. Whittlesea City Council has applied a gender lens to infrastructure development to promote respectful relationships at these facilities and ensure women have the opportunity to be fully involved in community life.</p>
<p>Places that are well lit (e.g. trails, car parks) and welcoming to women</p>	<p>Lighting Policy under development by Maroondah Council – articulating minimum standards and Council commitment to providing lit pathways.</p> <p>A recent safety audit identified the need for improved car park lighting at Aquahub; this was installed early 2014.</p> <p>The Rings main car park is well lit.</p> <p>An upgrade of lighting and wayfinding signage is occurring from Croydon Station to Swinburne TAFE.</p>	<p>The physical structure of pavilions in the City of Whittlesea has been designed with conscious decisions around lighting, the angle of the building and surrounding vegetation all made with the safety of women in mind.</p>

Key Factors, Opportunities And Influences	Examples in the region	Examples from elsewhere
<p>Places with good surveillance e.g. where hand over to ex spouse is non threatening</p> <p>Active spaces with facilities for people of all ages</p>	<p>Knox Council CCTV policy and procedure in place.</p> <p>All Maroondah Leisure facilities have CCTV installed inside and outside</p> <p>Lilydale Lake has active spaces with facilities for people of all ages including an outdoor gym</p>	<p>Maribyrnong City Council's Facility Audit Tool is used as part of a process to create settings in both the built and social environment that ensure safe spaces are available for women. The audit tool assesses lighting, sightlines, isolation, possible assault sites, maintenance, signage, stairwells, elevators, car parks, movement predictors and possible entrapment sites and raises questions about real and perceived community safety along with promotion and communication methods.</p>

Key Factors, Opportunities And Influences	Examples in the region	Examples from elsewhere
7. Providing and promoting female role models and clubs as good role models	<p>Through the Women in Leadership Award and the Knox Local Australia Day Awards.</p>	<p>Kensington/Flemington Junior Sports Club has a mentoring program, where for example a U17 girl will mentor a U12 girl.</p> <p>The City of Moreland has an accredited program for clubs “Endorsed Female Friendly Clubs” promoted as part of its Active Moreland brand.</p> <p>50/50 Clubs. This is a partnership between GippSport and Gippsland Women’s Health, working closely with Gippsland Sporting clubs. 50/50 Clubs support clubs through: A gender Audit of clubs, Training and information sessions, and Resources</p>
<p>Mentoring programs Promoting women’s successes, Awards</p>	<p>Knox Council have developed a ‘Women in Sport Leadership Award’ to acknowledge the contribution of female volunteers.</p>	<p>Hockey Victoria have annual women’s awards with awards like coach of the year and administrator of the year and run a social media campaign called Like a Girl (#likeagirl)</p>

Key Factors, Opportunities And Influences	Examples in the region	Examples from elsewhere
Using images of women in gyms and sports facilities	<p>The YMCA and Belgravia Leisure use images of females and males utilising the facilities in their advertising material.</p> <p>A conscious effort has been made during the Maroondah Leisure rebranding process to ensure the images displayed on brochures, digital signage and any promotional material portray 'normal' non stereotypical images of women.</p>	
Women's involvement in positions of management and influence in clubs e.g. women team managers, officials, administration, referees, committee members, CEOS etc.	<p>Through the 'Women in Sport Leadership Award' and the 'Knox Local Australia Day' Awards.</p> <p>'Inclusion Game On!' currently planning to commence work developing opportunities to increase female participation in AFL from administration to physical participation.</p> <p>YMCA specifically hires a female staff member to be a mentor and run programs at the Gilbert Park Skate Park.</p>	<p>Football Federation of Victoria plan:</p> <ul style="list-style-type: none"> • Pilot coach education courses for coaches of female football teams • Establish the Women's Referee and Coaches Support Groups • Develop a plan to formally recognise women in leadership positions within Victorian football <p>Women in Sport Leadership Register. The Australian Sports has established the Women in Sport Leadership Register (WiSLR), which is designed to assist in the placement of women on boards within sport.</p> <p>The WiSLR is a free service for qualified women and National Sporting Organisations looking to connect.</p>

Key Factors, Opportunities And Influences	Examples in the region	Examples from elsewhere
<p>Practical information that addresses gender stereotypes</p>		<p>Moreland City Council's Active Women and Girls Strategy Fair Game Respect Matters (VicHealth Program) Everybody Wins (VicHealth initiative).</p> <p>Traralgon City Soccer Club hosted the You the Man play and panel discussion with their committees, senior teams and coaching staff in attendance. Posters, pamphlets and other resources will be provided to clubs to promote key messages around PVAW.</p>
<p>Practical information that educates clubs on structures and participation of women</p>	<p>Club Development Program Lilydale High school recently ran 'Active Girls Breakfast' where they invite females at the top of their game from a range of sports and businesses.</p> <p>Yarra Ranges Council offer the 'Local Sports Club Volunteer Training Program', which is a free training program for sports club volunteers on topics such as governance and club culture, among others.</p>	<p>The AFL has a template code of conduct for clubs to develop their own policy about women's involvement.</p> <p>City of Melton is about to introduce a Women's Sports Forum</p> <p>Cardinia Shire Council run an active girls breakfast.</p>
<p>Professionalism and the transparency of appointments onto boards will play a part in women being inducted onto boards or committees.</p>		<p>The Aust. Sports Commission monitors the number of females on boards for National Sporting organisations.</p>

Key Factors, Opportunities And Influences	Examples in the region	Examples from elsewhere
8. Actively and targeted marketing participation to females, and those most vulnerable	<p>Knox City Council and Knox BMX promote sport by lowering price for female participants</p>	<p>Greater Dandenong in their recent sport and recreation plan (2014 – 19) have actioned the development of a female AFL academy (at Shepley Reserve) and have proposed a TAC Development squad to improve pathways for young women.</p>
<p>Incentive programs for continued involvement in organised leisure</p>	<p>Maroondah Council's golf club identifies one day a week where women are specifically encouraged to play in a social round of golf. Also in Maroondah, both Ringwood and Dorset golf courses have registered with 'Give Golf a Go' which gives people of all ages the opportunity to learn golf in a cost effective and relaxed group environment. People can enrol in female only, male only or mixed group clinics, all year round.</p> <p>Yarra Ranges Council has created an Inclusion Officer position that sits within their Recreation Team. Part of the position's role is to focus on promoting the participation, inclusion and respect of women and girls in recreation.</p>	<p>As part of the Women Leaders in Sport (WLIS) grant program, the Australian Sports Commission (ASC) conducts a two-day residential sport leadership workshop for grant recipients. The workshop aims to develop the participant's leadership capabilities to progress within sport as an administrator, coach or official, and to enable them to effectively manage the challenges within their sport and life in general.</p>

Key Factors, Opportunities And Influences	Examples in the region	Examples from elsewhere
Actively promoting activities and features of interest to women Provide specific information regarding women's participation for sports and aquatics facilities	Maroondah Leisure's membership packages actively promote and encourage female participation. This is reflected in the attendance rates and all female teams/clubs	Coburg Leisure Centre has a code on their web sites that identifies programs and facilities that may suit: pregnant women or new mums, and those suitable for families. Some schools now offer segregated PE classes.
Encourage any kind of leisure to women: studies show that once females participate in leisure they are seen as less of a "woman", more as a leisure participant		Cycle Victoria run a getting back on your bike program – a Cycling Confidence Course targeting women. The Surfing Queensland "Surf Mums Stand up Paddle Board program" targets women learning to paddle board.
Opportunities targeting females with the lowest propensity to pay and participate i.e. young adults or older adults, low income, non English speaking born, indigenous Australians etc.		Play by The Rules- has tutorials about inclusion – for example for coaches of teams that include young Muslim women.
Encouraging continued participation of 16-18year olds – most likely to drop out of sport	Junior netball programs, for example "The Rings" in Maroondah. Maroondah Youth Card	The City of Parramatta runs a Celebrating Girls in Sport event for schools to grow confidence, and inspire girls to continue to participate after 16 yrs.

Key Factors, Opportunities And Influences	Examples in the region	Examples from elsewhere
Improved 'hard data' evidence of benefits of sport and female participation		A number of sites such as http://www.womenssportsfoundation.org/ provide evidence of the benefits of women participation.
9. Specific design features preferred by many women		
Places to put handbag / clothing off the floor	Best practice for new designs. Lockers and hooks available at Knox Leisureworks All Maroondah Leisure facilities have ample storage, both small lockers and larger cubicles for bulkier items.	Yarra City Council's Equitable Access to Sports Facilities Audit Tool
Change cubicles, shower curtains and mirrors Clean toilets	Clubs are also expected to ensure their facilities are kept in a clean condition and free of equipment. Regular inspections of pavilions are undertaken by Knox Council to ensure compliance. Maroondah Leisure facilities have access to fully maintained, clean change cubicles and cubicles showers. Dorset and Ringwood Golf is the only venue without shower facilities Maroondah Leisure facilities strive to provide clean restroom facilities all times with sanitary bins.	A female friendly facility. QLD Dept, Of National Parks Sport and Racing.

Key Factors, Opportunities And Influences	Examples in the region	Examples from elsewhere
<p>Areas in gyms for floor exercise, group fitness and cardio – away from body building style weight rooms</p>	<p>KLW has a separate dry cardio area. Rooms at RCC are also fairly private.</p> <p>The floor layout of the Aquahub gym is such that the cardio machines and pin loaded weights are in a separate area to the free weights which tends to be a male dominated space.</p> <p>There are floor areas for exercise away from bodybuilding etc. at Monbulk Aquatic Centre and the Yarra Centre.</p>	
<p>Socially facilities that allow for group activities (i.e. cafes)</p>	<p>Knox's Facility Standards Policy allows for social spaces. Kiosk at Leisureworks. canteen/seating areas at RCC and Netball Centre.</p> <p>There is a cafe at Ringwood Golf, Aquahub and a well stocked kiosk at the Rings</p>	
<p>10. Encouraging equitable access to programs and facilities</p>		
<p>Additional courts/fields would increase the opportunity for participation as often men's games take preference or there is no availability at peak times</p>	<p>Allocation and availability in Knox is balanced. If a clash occurs then Council's Allocations Policy would be used.</p>	

Key Factors, Opportunities And Influences	Examples in the region	Examples from elsewhere
Facility allocation priorities and pricing that encourage females, or doesn't exclude women's teams inadvertently because of preferences for historic ground/court allocations that favour traditional sports and male teams	Knox Council provides discounted fees for female teams.	The City of Melbourne offers 50% discount on fees for female teams. Moreland Council has an allocation policy that requires seasonal hire clubs to have a women team.
Female change rooms at sports grounds so female teams can use the ground	Upgrades have been made at Lewis Park to create female friendly facilities. Maroondah Council now requires that clubs and community groups seeking funding from Council for facility refurbishments include a woman in their delegation of representatives who meet with council to discuss the refurbishments.	Maribyrnong Council conducted audits of a number of its sporting club facilities, maternal and child health centres, libraries and community centres to ensure they were inclusive environments for women.as part of the GLOVE project. Subsequently pavilion redevelopments such as Johnson Reserve Pavilion Redevelopment: Reconfigured the pavilion floor plan to become female friendly and upgrade of toilets and shower amenities.

Key Factors, Opportunities And Influences	Examples in the region	Examples from elsewhere
<p>Colocating female with male sports e.g. football and netball or junior football and cricket clubs adding a girls soccer team</p>	<p>All football teams in the Yarra Valley League are football/netball clubs</p>	<p>Kensington/Flemington Junior Sports Club began as St Brendans Junior Football Club and now offers Australian Football, Cricket, Girls' Soccer and Basketball as well as Milo Cricket and AusKick.</p> <p>West Coburg Sports Club included a Red Backs softball team, and later a netball team influenced by the incentives the council was offering to clubs willing to give girls and women a fair go.</p> <p>Now, the club fields four teams and has more than 60 members, the majority women and girls.</p>

Appendix 6 - Matrix of what can influence female involvement, culture and attitudes, and how Council can encourage these

What can influence female Involvement, culture and attitudes	How Council can encourage these						
	1. Policies and Planning Documentation	2. Market Intelligence and Segmentation	3. Staff Gender Balance	4. Resources: Financial Priority	5. Allocation, Pricing and use	6. Sports / Organisation / Club Development	7. Promotion/ Educational Material
1. Suitably scheduled / short duration activities <ul style="list-style-type: none"> Activities without routine commitment to play, train, or volunteer at specified times Relatively short duration Flexibly scheduled activities that suit fragmented time availability Facility opening times that suit women who work, or are at home 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Availability of activities popular with females <ul style="list-style-type: none"> Activities popular with females: eg. non-organised physical activity: walking, running, etc. Social opportunities attached – or ability to do activities with another 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Sensitivity to body image <ul style="list-style-type: none"> Clothing policies in aquatic facilities and court and field sports Images reinforcing “ordinary” women: cycling, in the gym etc. Uniforms that reduce ‘degree of sexualisation’ 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Women only teams / programs <ul style="list-style-type: none"> Women’s only: teams, programs, Gym space for women Specific events for women Grassroots programs for girls Programs to address women with low confidence / not played sport 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Family friendly policies / places <ul style="list-style-type: none"> Provision of crèche Family / baby/ accessible / change facilities Space for prams and wheelchairs. Breast feeding friendly, encouraged to bring a child 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Design sensitive to perceptions of security <ul style="list-style-type: none"> Places that are well lit (e.g. trails, car parks) and welcoming Places with good surveillance Active spaces with facilities for people of all ages 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Providing and promoting female role models <ul style="list-style-type: none"> Promoting women’s successes, Awards for women Images including women in gyms etc. Women’s involvement in positions of management and influence Information that addresses gender stereotypes and club culture 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Actively and targeted marketing participation <ul style="list-style-type: none"> Actively promoting activities and features of interest to women Targeting females with lowest propensity to pay and participate Encouraging participation of 16-18yrs+ ‘Hard data’- evidence of benefits of sport and female participation 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Specific design features preferred by women <ul style="list-style-type: none"> Places to put handbag / clothes Change cubicles, shower curtains, and mirrors Clean toilets, sanitary bins Socially facilities that allow for group activities, cafes 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Equitable access to programs and facilities <ul style="list-style-type: none"> Additional courts/fields Allocation priorities and pricing that encourage females Female/unisex change rooms Colocating female with male sports i.e. football / netball Casual and term based activities that are not more expensive than seasonal 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Appendix 7 - Maribyrnong City Council Violence Against Women Assessment Tool

Maribyrnong City Council Violence Against Women Assessment Tool

Background to the Assessment Tool

We all have a role to play in preventing violence against women. As parents, employees, employers or community members we can all make a difference to women's safety by promoting gender equity and respect for women in our communities.

This assessment tool has been developed in order to assist Council to work with the community to identify and implement strategies to prevent violence against women.

The tool draws on local, national and international literature covering a broad range of disciplines, including community safety, health promotion, crime prevention through environmental design, feminism and gender equity.

Violence against women is recognised as being the end point on a continuum of attitudes and behaviours in relation to women that constantly surround us, in our homes, workplaces and communities.

In this context, what messages, both overt and covert, do Council owned facilities send the community about respect for all community members including women, and the importance of positive gender relations?

This assessment tool is part of a process that aims to bring about *social change* by creating settings – in the built and social environment - where individuals are not exploited, power is not abused and all members of the community are involved and respected.

The tool enables the user to undertake a search for evidence of broad values around gender equality and equity, social inclusion and community capacity building, recognising that these features create a climate in which violence is not only prohibited, but unlikely to occur.

Finally, this tool recognises the broad benefits that creating safe spaces for women has for all community members. Spaces that are safe for women are safe for everyone and are evidence of a community that cares for all its members.

The tool is divided into the following sections:

- Section One: Facility Profile (Interview with staff or management required)
- Section Two: Built Environment
- Section Three: Social Environment (Interview with staff or management required)
- Section Four: Policies and Procedures (Interview with staff or management required)
- Section Five: Summing Up

Questions to answer are:

Why do I or don't I like this place?

When and why do I feel comfortable or uncomfortable here?

What changes would make me feel safer?

Sections in highlighted text indicate that assistance from management and staff will be required in order to answer these questions.

Section One: Facility Profile

Staff Involved in Audit:

Facility Name:

Purpose:

Function of Facility:

Users of Facility:

Other General Information:

- Age of facility
- Hours of operation
- Staffing numbers
- Gender balance in Staffing
- Staffing Turnover
- Closed for holiday

Section Two: Built Environment

Lighting

Is the lighting too bright or too dark in any specific area?

How well does the lighting illuminate the area?

How clearly does the lighting illuminate directional signs?

Do I know where/whom to call if lights are out, broken, not yet turned on?

Am I able to identify a face 25 metres (75 feet) away?

Is the lighting obscured by trees or bushes?

How well does the lighting illuminate pedestrian walkways and footpaths

Sightlines

Can you clearly see what is ahead?

Is your visibility obstructed by pillars, sharp corners, walls, bushes, advertisement panels, ditches etc?

What would make it easier to see ahead?

Isolation

Can you see and hear people around you and do you feel you could be seen and heard by others?

Are staff a visible presence?

Do you feel the nearest emergency service such as an alarm, emergency phone is close at hand?

Are there adequate security measures in place after hours?

Possible assault sites

Are there any areas where someone could hide from view?

Are there any specific areas in and around the building where you feel more vulnerable?

Maintenance

Is there litter lying around?

Is there evidence of vandalism?

Are there any broken items?

Signage

Is the lettering on the signs easy to read and large enough?

Can you see signs directing you to emergency assistance?

Are there visual symbols to represent important information such as emergency telephones, stairwells, etc.?

Are the signs easy to understand for a person whose first language is not English?

Are signs within visual range for a person with visual impairment?

Is there information posted describing the hours the building is open?

Accessibility

Are the wheelchair access ramps appropriate?

Is the area/building easily accessible for persons with mobility disabilities?

Stairwells

Is the lighting level comfortable?

How do you feel using the stairs?

Would you use the stairs at night?

Could someone hear you if you called for help?

Elevators

Is the lighting level comfortable?

What atmosphere do the elevators project?

Do you know how to call for assistance when in the elevator?

Are there visual symbols to represent important information?

Car Park

Is the lighting in the car park sufficient?

How far is the nearest person to hear a call for help?

Does the car park present any entrapment sites?

Movement Predictors

How easy is it to predict a woman's movements (e.g. her route)?

Is there an alternative well-lit and frequently travelled route or path available?

Can I tell what is at the other end of the path, tunnel, or walkway?

Possible Entrapment Sites

Are there small, confined areas where I would be hidden from view?

Are there areas that should be locked, fenced or barricaded?

Escape Routes

How easy would it be for a victim to get away?

Is there more than one exit?

If yes, are they unlocked?

Nearby Land Uses

Can I identify who owns or maintains nearby land?

Impressions of nearby land use:

Is the surrounding or nearby land used for?

Eg: Shopping/retail
Offices
Restaurants/bars
Residential houses and streets
School
Park
Garage
Church
Car park
Industrial
Parkland
Wasteland/vacant blocks
Other

Factors that make a Place More Human

Does the place feel abandoned?

Why?

Is there graffiti on the walls?

In my opinion, are there racist or sexist slogans/signs/images?

Are there signs of vandalism?

Would other materials, tones, textures or colours, signs and symbols, improve my sense of safety?

Overall Design

Is it easy to access the building?

If I weren't familiar with the place, would it be easy to find my way around?

Is the place too spread out?

Are there a confusing number of levels?

Are there handrails on the ramp and stairs?

Do the glass doors have decals on them so that a person with a visual impairment won't walk into them?

Does the entrance door have an electric door opener?

If there are stairs, is there a ramp available as well nearby?

Is there a detectable indicator denoting stairway or escalators for people with a visual impairment?

If no, are they easily detectable by colour or protected by railings?

(This is imperative for a person with a visual impairment)

Is the area free from obstacles or protrusions?

Impressions of overall design:

☐ very good ☐ good ☐ satisfactory ☐ poor ☐ very poor

Now that I have completed my safety audit walk, do I still have the same general impressions as I did at the beginning of this process

Section Three: Social Environment

Community Safety – Real and Perceived

Have there been any documented incidents of violence, including discrimination and harassment?

Have there been any incidents of violence, including discrimination and harassment, reported in the media?

Is there a policy or plan to deal with inappropriate/anti-social behaviour?

Are staff present and approachable?

Have staff been trained to deal with inappropriate behaviour and conflict resolution procedures?

Is there a monitoring or surveillance system (eg: CCTV)?

Is the building monitored by security guards, police, or other?

Community capacity building

Are there provisions for clients/service users/community to have input into the running and operations of the facility?

If so, are women encouraged to attend/participate in these forums/surveys etc.?

Social Inclusion/Participation

Does the facility encourage access, belonging and social inclusion particularly to those at greater risk of family violence due to isolation, poverty, disability access etc?

What are the attendance rates of the facility (eg: high/low)
Evidence of facility used by all members of community, including most disadvantaged?

Cost involved of accessing facility?

Concession rates available?

Public transport available to/from the facility?

Are there any obvious gaps in attendance that the facility is trying to address? (e.g. older people, women, young women, CALD groups)?

If so, what strategies are being used to address these gaps (eg: activities aimed at engaging social isolated (e.g.: women's groups

Are there any specific features of the facility's operating procedures or built environment that deter members of the community programs / services? (eg: family change rooms, women's toilets etc.)

Promotions / Communication

How is the facility promoted to the community

Languages other than English?

Section Four: Policies and Procedures

What are the relevant policies and procedures guiding the operation of the facility? (including occupational health and safety)

Is there evidence of a gender equity commitment in policies and procedures?

What actions against violence could be integrated into the policies and practices governing this facility (eg: women in local decision-making?)

Any other comments, key issues not already covered, from Manager / Coordinator/

Section Five: Summing up

What improvements would you like to see?

Do you have any specific recommendations?

In your opinion, who should be responsible for making these changes?

Appendix 8 - References and Sources

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* Note: For information on the literature review documents please see Appendix 3.