

Melbourne East Region Sport and Recreation Fair Access Policy – Evaluation Framework – Internal Document Only

The Evaluation Framework is an internal Melbourne East Region document which identifies the role and responsibilities of key stakeholders in delivering gender equality in sport and active recreation. The Framework includes example implementation items which may be undertaken by Melbourne East Region Councils and identifies potential measures for achieving the Melbourne East Region Fair Access Policy principles.

1. Accountabilities/Responsibilities

Achieving gender equality in sport and active recreation within local communities requires a coordinated effort from key stakeholders, including local councils, State Sports Associations, local leagues/associations and local sport and active recreation clubs. Together these stakeholders can create an environment that supports and encourages the participation of women and girls, trans-gender and gender diverse people in sport and active recreation safely and inclusively.

Melbourne East Region Councils will endeavour to improve gender equality in sport and active recreation by:

- Developing and implementing policies that promote gender equality in sport and active recreation, including equal access to facilities, resources, and opportunities.
- Supporting community sports and active recreation clubs and programs that specifically target women and girls, transgender and gender diverse people, encouraging their participation at all levels.
- Investing in sport and active recreation infrastructure that is accessible and inclusive, ensuring that facilities cater to the needs of all genders.
- Advocating and encouraging community sport and active recreation facilities to partner with State and Local Sport Associations, leagues and local sport and active recreation clubs in scheduling training, competitions and programs that are gender equitable.
- Collecting data on participation, use and resources by gender.
- Promoting gender-inclusive sport and active recreation initiatives, including women and girls, transgender and gender diverse people leaders and participants, sports programs, teams and events to the local community, encouraging attendance and participation from diverse groups.
- Aligning with the principles in the Fair Access Policy and genuinely create open, welcoming, safe and inclusive cultures and environments that encourage equal opportunities for participation.
- Working with SSA's leagues and local clubs to encourage and support their role in the delivery, measurement and success of the Fair Access Roadmap

Although this evaluation framework focuses on council implementation of the Melbourne Region Sport and Recreation Fair Access Policy only, the Melbourne East Region Councils acknowledge that Sport and Recreation Victoria, State Sporting Associations, local associations/league and local sport and active recreation clubs play a role in achieving gender equity across the sport and recreation sector. In most instances council is unable to influence gender equity implementation from the wider sport and recreation sector (Sport and Recreation Victoria, State Sporting Associations, local associations/league and local sport and active recreation clubs). The Melbourne East Region Councils recognise the wider sport and recreation sector may influence/improve gender equity by undertaking the following:

State Sport Associations

- Advocate for gender-inclusive practices across local grass root to elite level sport clubs and competitions.
- Schedule competitions and state programs and partner with local councils and local sport associations and clubs to ensure equitable access to facilities and that competitions and programs are scheduled at times that are best for the participant.
- Allocate funds to support grassroots programs that encourage women's and girls' participation.
- Conduct training and development programs for women's and girls' leaders (committee members and coaches), which encourages an inclusive culture and environment.
- Engage in talent identification programs to discover and nurture talented women and girls, transgender and gender diverse people athletes from local communities.
- Report on participation rates by gender.

Local Sports Associations and Leagues

- Schedule competitions in partnership with State Sports Associations to ensure equitable access to facilities and that competitions and programs are scheduled at times that are best for the participant.
- Promote gender-inclusive sports events and market them to the local community, encouraging attendance and participation from diverse groups.

Local Sport and Active Recreation Clubs

- Create inclusive sports programs that ensure equal opportunities for participation.
- Align with the principles in the Fair Access Policy and genuinely creates open, welcoming, safe and inclusive cultures and environments that encourage equal opportunities for participation.
- Provide coaching and mentorship programs to encourage more women to take on coaching and committee roles and serve as role models for aspiring women and girls, transgender and gender diverse people athletes and officials.
- Partner with State Sports Associations and local councils in the scheduling of training, competitions and programs to ensure equitable access to facilities.
- Report on participation rates by gender.

2. Internal Melbourne East Region Fair Access Policy Evaluation Framework

When evaluating the Melbourne East Region Councils' efforts to promote gender equality in sports and active recreation facilities and services, it's crucial to establish a comprehensive set of criteria to evaluate the impact of each principle.

The Evaluation Framework serves as a tool aimed at identifying example implementation items proposed by Melbourne East Region Councils for each principle and outlining the strategies to achieve these objectives. This framework incorporates key performance indicators tailored to each principle.

Furthermore, emphasises the inclusion of locally relevant Fair Access example implementation items by the councils, ensuring that initiatives are appropriate and responsive to the needs of the community. Note, it's not intended for all example implementation items to be undertaken by all Melbourne East Region Councils.

Regular monitoring and assessment are essential for refining example implementation items and achieving meaningful and enduring outcomes.

The Evaluation Framework will be reviewed every 4 years in-line with Policy review timeframes to inform Melbourne East Region Councils' alignment with the Fair Access Policy Roadmap and their reporting to the Gender Equality Commissioner.

| Principles | Implementation Examples | Potential Measures | Progress Reporting |
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| <p>Principle 1 – Infrastructure</p> <p>Community sports and active recreation infrastructure are genuinely welcoming, safe and inclusive.</p> | <ul style="list-style-type: none"> • Councils to undertake Gender Impact Assessments as required in-line with Gender Equality Act 2020 Obligations. | <ul style="list-style-type: none"> • Council utilises Gender Impact Assessments to implement GIA recommendations for infrastructure and program projects. | |
| | <ul style="list-style-type: none"> • Prioritise capital works budgets that increase and improve safe access to community sports and active recreation infrastructure, i.e., gender-neutral change rooms, upgraded security lighting, etc. | <ul style="list-style-type: none"> • Council’s adopted annual capital works projects provide equitable funding to female-friendly and universal design outcomes. | |
| | <ul style="list-style-type: none"> • Showcase and communicate community sports and active recreation infrastructure that support women and girls, transgender and gender diverse people participation in sport. | <ul style="list-style-type: none"> • Council promotes capital works projects that prioritise female-friendly and universal design outcomes via website and social media at project delivery commencement and closure/opening. | |
| | <ul style="list-style-type: none"> • Council to advocate to State Government for funding to support delivering gender equality initiatives. • | <ul style="list-style-type: none"> • Council applying for State Government funding for projects that support fair and equitable access to facilities and participation opportunities. | |
| <p>Principle 2 – Roles in Sport</p> | <ul style="list-style-type: none"> • Collecting categorised participation data by gender on the use of councils’ community sports and active recreation | <ul style="list-style-type: none"> • Council’s lease and license application and reporting processes capture participation rates by gender | |

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| <p>Women and girls, trans and gender diverse people will be encouraged to participate in all aspects of community sport and active recreation, including as a player, coach, administrator, official, volunteer and spectator.</p> | <p>infrastructure through lease and licenses processes.</p> | <p>in different sports at various levels annually.</p> | |
| | <ul style="list-style-type: none"> • Encourage clubs to set targets for women and girls, trans and gender diverse people participation in sport to close the gap between women/girls and men/boys participation. | <ul style="list-style-type: none"> • Increased participation of women and girls, trans and gender diverse people in sport and active recreation programs, competitions and administration/coaches' roles | |
| | <ul style="list-style-type: none"> • Long-term investment into programs targeting women and girls, trans and gender diverse people participation with a view to assisting clubs to create and deliver ongoing sustainable programs. | <ul style="list-style-type: none"> • Council to prioritise funding and/or seek funding to support women and girls, trans and gender diverse people participation. Funding support for women and girls, trans and gender diverse people programs is designed to support ongoing and sustainable delivery. | |
| | <ul style="list-style-type: none"> • Partner with peak sporting bodies and local community representative organisations for target groups such as, LGBTIQ+, cultural and linguistically diverse and First Nations people and tailor community sport and active recreation programs to meet their needs. | <ul style="list-style-type: none"> • Increase participation opportunities reflective of our diversity LGA areas. | |
| <p>Principle 3 – Allocation and Scheduling</p> | <ul style="list-style-type: none"> • Collecting categorised usage data by gender for use of councils' community sports and | <ul style="list-style-type: none"> • Council's lease and license applications, booking schedules and reporting | |

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| <p>Women and girls, trans and gender diverse people will have equitable access to and use of community sport and recreation infrastructure, which is of the highest quality, at the most convenient location and times and includes new opportunities and sports.</p> | <p>active recreation infrastructure through lease, license and booking processes.</p> | <p>processes capture usage data by gender in different sports at various levels annually.</p> | |
| | <ul style="list-style-type: none"> • Develop an allocation policy/framework that provides equal access to community sport and active recreation infrastructure. The policy should consider ground rotation policy across all teams to ensure equitable access to the different standards of facilities. | <ul style="list-style-type: none"> • Council completes review of the allocation policy or implements a seasonal allocations policy or framework that includes provisions that provide equitable access to community sport and active recreation infrastructure. This means women and girls, trans and gender diverse people teams have fair access to sports facilities for training and competition at times that support their participation. | |
| | <ul style="list-style-type: none"> • Collaborate with peak sporting bodies to ensure community sport and active recreation infrastructure is provided to women and girls, trans and gender diverse people and that the standard of infrastructure provided is at the appropriate level of competition. • | <ul style="list-style-type: none"> • Council to explore partnership opportunities with clubs and associations to facilitate fair access to sports facilities for women and girls, trans and gender diverse people competitions at the best time to participate for them. | |
| | <ul style="list-style-type: none"> • Consult with women and girls, trans and gender diverse people to understand their facility and time preference to | <ul style="list-style-type: none"> • Council to encourage clubs and associations to host engagement sessions with | |

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| | influence scheduling by local sports associations and peak sporting bodies. | women and girls, trans and gender diverse people. | |
| | <ul style="list-style-type: none"> Where demand exceeds supply, prioritise access to community sporting venues for clubs who have active women and girls participation on and off field. | <ul style="list-style-type: none"> Review sportsground allocations and work with clubs and associations to ensure fair access to facilities is provided | |
| Principle 4 – Leadership Women and girls, trans and gender diverse people should be equitably represented in leadership and governance roles. | <ul style="list-style-type: none"> Collect categorised data of leadership positions by gender of community sports and active recreation organisations. | <ul style="list-style-type: none"> Council's lease and license applications, booking schedules and reporting processes capture leadership data by gender in different sports annually. | |
| | <ul style="list-style-type: none"> Advocate for targets for women in leadership positions. Specifically, Committee members and coaches. | <ul style="list-style-type: none"> Encourage clubs to increase representation of women in leadership positions within local sports clubs and associations | |
| | <ul style="list-style-type: none"> Partner with peak sporting bodies and local sporting associations to facilitate access to governance and coaching training and development programs for women. | <ul style="list-style-type: none"> Encourage and support clubs to increase in the number of female coaches in local community sport clubs and associations | |
| | <ul style="list-style-type: none"> Promote organisational recruitment practices and processes that increase women in leadership positions. | <ul style="list-style-type: none"> Increase in the number of women participating in governance training and development programs | |

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| | <ul style="list-style-type: none"> • Showcase women in decision-making positions and the outcomes they achieve. | <ul style="list-style-type: none"> • Council to encourage and support local clubs and SSA's to promote women's and girls, trans-gender and gender diverse people impact in sport via communication channels e.g., website and social media | |
| | <ul style="list-style-type: none"> • Encourage clubs to have a discussion with women and girls, trans and gender diverse people on facilitating a pathway that encourages them to take on a leadership position, i.e., Times of committee meetings, training and mentoring support, place of meeting, etc. | <ul style="list-style-type: none"> • Council advocate to local sports and active recreation clubs to involve women and girls, trans and gender diverse people in club decision making. • Council involves women and girls, trans and gender diverse people in recreation planning activities. This task is identified in project briefs. | |
| | <ul style="list-style-type: none"> • Encourage peak sporting bodies and local sporting associations to support /influence women and girls, trans and gender diverse people participation in leadership roles and share consultation outcomes. | <ul style="list-style-type: none"> • Council partner with peak sporting bodies and local sporting association to develop initiatives to attract and retain women and girls, trans and gender diverse people participation in leadership role | |
| Principle 5 – Culture and Environment | <ul style="list-style-type: none"> • Advocate usage of the Gender Equity Self-Assessment Tool and Gender Action Plans or like resources to guide and inform | <ul style="list-style-type: none"> • Support clubs to use Gender Equality Self-Assessment Tool and Action Plan or like | |

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| <p>Encourage and support all user groups who access community sport and active recreation infrastructure to understand, adopt and implement gender equitable access and use practices that are genuinely welcoming, safe and inclusive.</p> | <p>change in club culture and environment so it is welcoming, safe and inclusive.</p> | <p>resources e.g. Club development opportunities</p> | |
| | <ul style="list-style-type: none"> Partner with peak sporting bodies in delivering club training and development programs. | <ul style="list-style-type: none"> Council, clubs. associations to promote and/or facilitate training and development program that promotes gender-equality principles and approaches. | |
| | <ul style="list-style-type: none"> Change the “look and feel” of community sport and active recreation places to recognise and celebrate the inclusion of all genders, abilities, and cultures. This may include usage policy updates, updating the décor in clubs, including women and girls, trans and gender diverse people on honour boards and having safe alcohol free, family friendly gatherings at clubs. | <ul style="list-style-type: none"> Council to provide resources to local sport and active recreation organisations and promote good examples of community sport and active recreation places that celebrate the inclusion of all genders, abilities and cultures | |
| <p>Principle 6 – Reward, Celebrate and Prioritise</p> <p>Prioritise access, use and support to all user groups who demonstrate</p> | <ul style="list-style-type: none"> Incentivise fair access to community sport and active recreation infrastructure, i.e., financial, recognition and reward, prioritisation of capital works, etc. | <ul style="list-style-type: none"> Council encourages equitable access to community sport and active recreation infrastructure through incentives, recognition and rewards, resulting in an improvement in access. | |

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| <p>an ongoing commitment to gender-equitable access and use of allocated infrastructure.</p> | <ul style="list-style-type: none"> • Prioritise funding for programs that support investment in equitable participation. | <ul style="list-style-type: none"> • Council to ensure clubs can articulate strategies and provide examples of equitable participation | |
| | <ul style="list-style-type: none"> • Promote and reward community sport and active recreation organisations, that demonstrate commitment to gender equality outcomes e.g., Sport and Leisure Awards | <ul style="list-style-type: none"> • Council to recognise and reward gender equitable clubs | |
| | <ul style="list-style-type: none"> • Seek out and partner with organisations and clubs, to market and promote fair access through all media platforms. | <ul style="list-style-type: none"> • Council promotes fair access initiatives hosted by local sport and active recreation clubs through Council media platforms. | |
| | <ul style="list-style-type: none"> • Seek to achieve Equal representation of women and girls, trans and gender diverse people when naming building, places and statues (if applicable). | <ul style="list-style-type: none"> • Council advocates for an increase in women and girls, trans and gender diverse people naming of buildings, places and statues. | |

3. Fair Access Case Study Examples

The Melbourne East Region Councils have previously implemented and continue to focus on improving gender equity in sport and active recreation. Examples of Melbourne East Region Sport and Recreation Fair Access Policy principle implementation are identified below:

Principle 1 – Infrastructure

Diversity, Inclusion and Participation Program (DIPP) – City of Boroondara

- A program of works developed by the City of Boroondara to make their sporting pavilions inclusive to all people has supported 120 user groups and over 20,000 participants.
- Works were completed across 13 pavilions including additional player and umpire change rooms with lockable showers and toilets, reserve and path safety lighting, privacy screens as well as adequate space for first aid.

Principle 2 – Roles in Sport

Go Soccer Mums – City of Manningham

Go Soccer Mums is an introductory soccer program for women. Each week up to 50 women participate in the Manningham United Soccer Mums program. The program facilitated improved access to soccer within the Muslim community.

Principle 3 – Allocation and Scheduling

This Girl Can Volleyball – City of Maroondah

Launched a women's volleyball competition that has seen growth in participation from four teams to two divisions, supporting numerous teams of all ages and abilities.

Principle 4 – Leadership

This Girl Can Exhibition – City of Knox

Three local exhibitions within Knox of local community members and athletes with the aim of inspiring future generations of local female sport participation.

Principle 5 – Culture and Environment

Creating a Place for Women in Sport – Yarra Ranges, Knox and Maroondah Councils, EACH and Inspiro Health

The Creating a Place for Women in Sport – Self Assessment Tool enables councils to work in collaboration with clubs to develop a gender equity action plan. It is a tool for community recreation and sporting clubs to promote equality.

The initiative has been well received and successfully run since 2018 with three to four clubs from each Council participating each year.

Principle 6 – Reward, Celebrate and Prioritise

Knox Sport and Leisure Awards “Women in Sport Leadership” award – Knox City Council

Established in 2016, the Knox Sport and Leisure Awards aim to create sustainable sporting groups through the retention of volunteers and promotion of award-winning club initiatives to the wider Knox community.

Blackburn Junior Football Club Gender Equality Action Plan – Whitehorse City Council

Whitehorse Sporting Club Gender Equality Pilot Program

- After attending a Community Action Working Group Session in 2018 that was part of the Whitehorse Sporting Club Gender Equality Pilot Program, two Blackburn Junior Football Club members drove a grassroots initiative to promote women and girls' participation at all levels.
- The Club sought buy-in from its membership, resulting in the shared development of a Club Action Plan that includes commitments to gender equality.

Supported by the Council through resourcing of education for members and encouraged by an all-of-club focus on creating an inclusive environment, women and girls rose from five teams to nine in three years, including the launch and sustainable growth of a senior women's program with three teams.