



**#FOOTBALLHERWAY**

**FOOTBALL VICTORIA'S  
VISION FOR WOMEN & GIRLS FOOTBALL**





# FOREWORD: STATEMENT OF COMMITMENT

**It is our intention that the Football Victoria #FootballHerWay Women and Girl's Strategy is a whole of Football Family objective that must impact our culture, values, policies, practice, planning and programs with each and every one of us committed to achieving true gender equity in Football.**



Women and Girls is a key focus of Football Victoria in our Strategic Plan 2019 – 2022 “FootbALLways” underpinned by our five strategic pillars. My role is to influence change, not only at FV but throughout the industry. Our target of 50/50 gender balance by 2027 depends on the most senior sports administrators around the country making a conscious mental shift to develop women leaders at all levels in our game – players, coaches, referees and administrators. I plan to lead this change as we have clearly outlined in our strategic plan that Women and Girls is a key focus area and integrated within all our strategic pillars.

**KIMON TALIADOROS**  
INTERIM CEO



The sustainable growth of women and girl's football will be dependent on the entire football family to embrace, commit, support, acknowledge and strive towards ensuring a more gender-balanced landscape. This will provide an opportunity for all to live and love football for life. We must understand and support the differences people bring to football and address each need based on personal, social and environmental factors that impede participation. We must then use this knowledge to ensure traditional and non-traditional methods of engagement are available at all life-stages.

**KAREN PEARCE**  
EXECUTIVE MANAGER GROWTH AND INCLUSION



Football Victoria acknowledges and respects the traditional custodians on whose ancestral lands we play football throughout Victoria. We acknowledge the deep feelings of attachment and relationships Victorian Aboriginal peoples have to Country. Football Victoria pays our respect to their Elders both past, present and emerging. Football Victoria also pays respect to Aboriginal and Torres Strait Islander peoples visiting/attending from other areas of Australia.

# FOOTBALL VICTORIA STRATEGIC PLAN

**Football Victoria's 2019 -2022 Strategic Plan FootbALLways is led by five cornerstones, all underpinned by the key strategic objectives and strategies to drive football in Victoria:**



**STAGE 1** of #FootballHerWay will be rolled out in connection with the Football Victoria Strategic Plan 2019 – 2022.

**STAGE 2** will link with the future 2023 – 2027 Strategic Plan transitioning our learnings into new strategies, measures and outcomes as we strive towards 50/50 gender equity.

# INTRODUCTION

**Historically women fought hard to advance women's rights including the right to vote and work for equal pay, with much of this profile attributed to the critical work undertaken by the Suffragettes. The current boom in women's sport is highlighting historical issues and creating much-needed conversation, but the reality is these have been occurring intermittently since as far back as the 1890's.**

Research has been gathered over many decades to understand the barriers and enablers to participation in sport and active recreation for women and girls. It has arguably been regressive over these years to have continually focussed on the injustices, rather than implementing ways to improve the status quo and change the systems and thought processes that have impeded access and opportunity. Unfortunately, sport has been unable to completely break the cycle to de-construct thoughts and actions on the gender imbalance and find ways to minimise inequitable behaviours. What is pleasing however, is that with this boom there is a new change that defines and showcases women as strong, resilient and authentic leaders. There is also movement towards reaching parity in representation in many sectors. The sad fact is there is still a long way to go to achieve equality and equity across the board.

The way society considers gender can affect opportunity, rewards and the expectations on self which can ultimately cause inequality. How we think of ourselves can define our own identity and how we present ourselves to others. We should ask ourselves if our own opportunities, participation and experiences have been determined by our gender. If the answer is yes, then we may have experienced inequality. How we address inequality and provide more opportunities for women and girls to be treated equally is the path to equity.

Football Victoria has a grand vision to offer an equal opportunity for all women and girls to participate in football at any point in their lives: our grand purpose is to inspire and enable all Victorians' to live and love football for life. The expansion of the traditional game is paramount. But sustainable growth across our landscape will be determined by a whole of sport approach by the entire football family to embrace **#FootballHerWay** and strive together towards creating this historical transformation in football.





**This Strategy is inclusive  
of sex and gender  
diversity enabling  
all to participate at  
a level of choice**

**THE #FOOTBALLHERWAY  
STRATEGIC FRAMEWORK  
FOR WOMEN AND GIRLS  
IN FOOTBALL SUPPORTS  
HER TO BE INVOLVED  
HOWEVER SHE WANTS**

# OUR PURPOSE

**Football Victoria will collaboratively drive #FootballHerWay by positively impacting our culture, values, policies, planning, practices and programs with each of us committed to annually achieving our strategic outcomes.**

## #FOOTBALLHERWAY: STRATEGIC FRAMEWORK FOR WOMEN AND GIRLS IN FOOTBALL

### OUR CLUBS

#### **CHANGE THE DYNAMIC OF OUR CLUBS TO BE MORE INCLUSIVE WITHIN THE SPIRIT OF DIVERSITY**

- 1.1:** Routinely collect, review and utilise robust and relevant evidence-based data to inform the ongoing direction, planning, programming and delivery of the strategy
- 1.2:** Support local delivery by offering strategic advice to drive planning, decision-making and growth
- 1.3:** Consistently apply a gender lens to all planning, policies, resources and strategies
- 1.4:** Create a positive culture and increased respect for football by eradicating bad behaviour

### FACILITIES AND INFRASTRUCTURE

#### **OUR FOOTBALL HOMES WILL CATER FOR FAMILIES, WOMEN AND GIRLS ELEVATING OUR STANDING IN THE COMMUNITY THAT FOOTBALL IS THE SPORT OF CHOICE FOR WOMEN AND GIRLS**

- 2.1:** Stand side-by-side with our clubs to advocate locally for facility builds and/or upgrades
- 2.2:** Develop female friendly facility guidelines
- 2.3:** Drive the Home of the Matildas Strategy

**ENJOYING OUR GAME**

**3**

**ENSURE ALL WOMEN AND GIRLS CAN PARTICIPATE IN FOOTBALL WHENEVER AND WHATEVER WAY THEY CHOOSE**

- 3.1:** Enable change to our competition structure through the Competition Review
- 3.2:** Harness the power of football to influence and drive social outcomes
- 3.3:** Continue to grow existing participation platforms for those who directly engage and play, and provide alternative solutions to involve those who traditionally don't
- 3.4:** Develop Victorian female athletes to become more prominent on the national and international stage
- 3.5:** Increase the number, visibility and quality of women and girl referees at all levels providing greater opportunities to excel and track their growth
- 3.6:** Increase the number and visibility of women and girl coaches at all levels providing greater opportunities to excel and track their growth
- 3.7:** Develop a school strategy with a particular focus on primary school aged girls
- 3.8:** Develop strong, collaborative and cooperative partnerships with organisations who support the strategy

**PROMOTING OUR GAME**

**4**

**CREATE A MOVEMENT THAT ENCOURAGES WOMEN AND GIRLS TO ENGAGE WITH FOOTBALL**

- 4.1:** Implement a distinct brand strategy that will create a positive cultural shift to change perception and challenge actions
- 4.2:** Lead positive conversations to enhance the visibility of women and girls in football and amplify the messaging as a driver for conversation, visibility and change
- 4.3:** Develop a dedicated Commercial strategy that will maximise investment across all areas of the business and create new revenue streams dedicated to women and girl's football
- 4.4:** Develop a female football strategy driven by each department

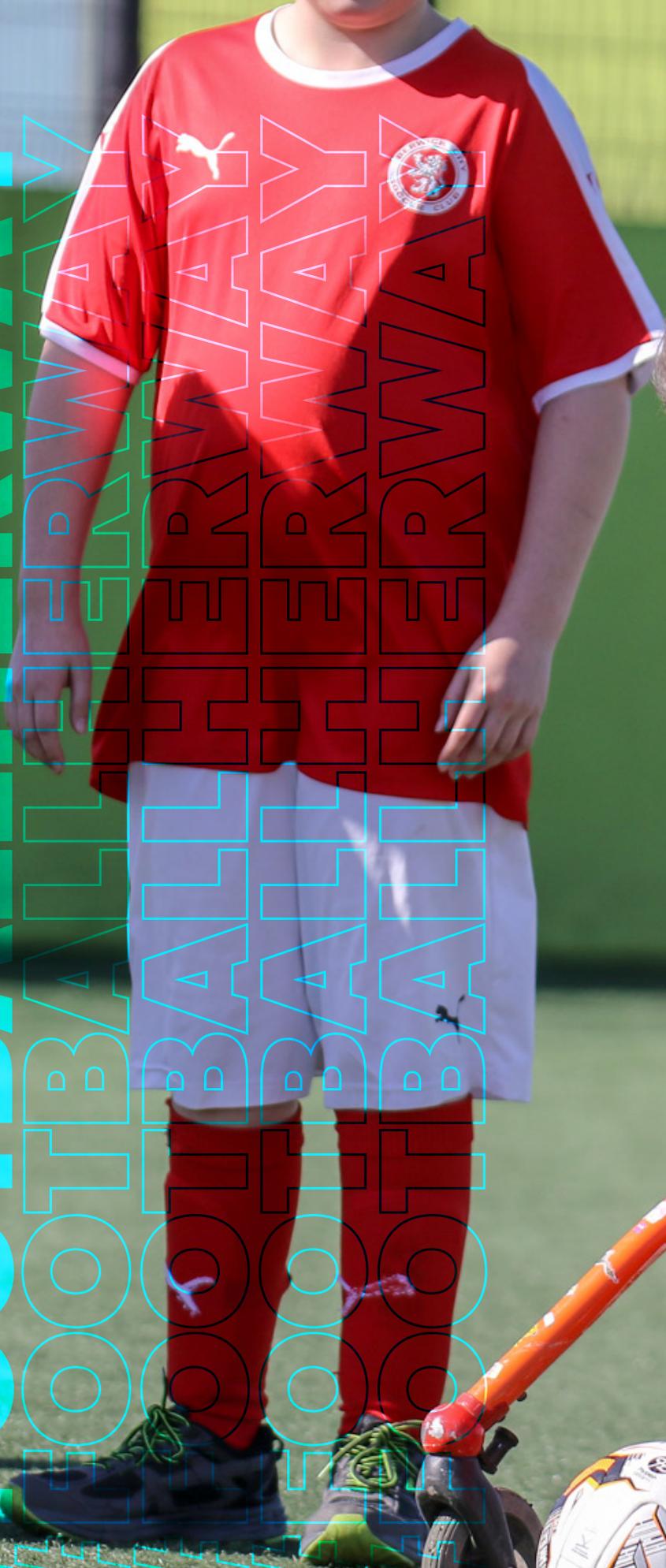
**OUR PEOPLE**

**5**

**INVEST IN ADVANCING GENDER EQUITY**

- 5.1:** Support an increase in the percentage of women on Boards, Club committees and in other leadership roles
- 5.2:** Promote and encourage women supporting women networks to help nurture them to reach their full potential
- 5.3:** Drive the Change Our Game initiatives across Board, ELT and Management
- 5.4:** Develop workshops to educate clubs in advancing gender equity

#FOOTBALLHERWAY



# AN EQUAL OPPORTUNITY BY 2027



## CHANGE THE DYNAMIC OF OUR CLUBS TO BE MORE INCLUSIVE WITHIN THE SPIRIT OF DIVERSITY

Football in Australia has traditionally been focussed around opportunities for men and boys. There is such diversity in our community and a new generation of people who value opportunities for women and girls to participate, however inequality is often still the norm. Football has the potential to expand our offerings into more social participatory opportunities nurturing those women and girls who may not usually be given a chance to lead, play, coach or referee to find a place within the pathway and involved at a level of choice, whilst also sustaining current female membership and reducing churn.

It is often the sporting club that provides a place to belong, enabling community interaction and familiarity. Bringing people together can enrich one another socially, emotionally and physically. For some, there are critical factors that diminish opportunities to engage with others, decreasing valuable social networks particularly for women and girls. A customer-first philosophy will be enacted to change the football landscape from competition driven to include a bold ambitious participant focussed sport. It is time to ensure all our offerings are equitable by considering the unique needs, interests and abilities of a diverse set of women and girls. The new norm is:

- New non-traditional methods of engagement
- Supporting the difference
- Engaging with the wider community

- Social solutions via the GO Football platform
- Strengthening the football pathway for women and girls
- Growth of clubs enabling them to reach their highest potential
- Data collection to ascertain trends

Collaboration is essential. We cannot do this on our own without the help of those who live and breathe club football. We will work closely with our clubs and utilise their knowledge of their own environment, culture and challenges to ensure we understand their needs and build the right models in the right places. Building the capacity of our clubs is essential to shifting the existing culture so we can increase community connectivity, safety and enjoyment for all.

The continuation of Football Victoria's Respect Campaign highlights our no-tolerance attitude towards disrespectful and abusive behaviour. We need to take a stand and demand this is no longer acceptable as we value integrity, fair sport, respect and effort, not poor sportsmanship and aggression. We need to create equal and respectful behaviours between men, women, boys and girls so our sport is welcoming to all. We need to encourage fair play and acknowledge clubs who are leaders in this space. It's time to start the conversation and turn our words into actions.

**OUR CLUBS WILL BE SUPPORTED TO EVOLVE INTO DYNAMIC, WELL GOVERNED PLACES WHERE EVERYONE FEELS WELCOME, SAFE AND ENCOURAGED.**

<p><b>1.1:</b> Routinely collect, review and utilise robust and relevant evidence-based data to inform the ongoing direction, planning, programming and delivery of the Strategy</p>	<p>Establish current status of play across all football platforms, track growth and annually inform the football community</p>
<p><b>1.2:</b> Support local delivery by offering strategic advice to drive planning, decision-making and growth</p>	<p>Assist clubs to be 'Club Ready' to embrace change</p>
<p><b>1.3:</b> Consistently apply a gender lens to all planning, policies, resources and strategies</p>	<p>Educate our clubs on how to be more inclusive</p>
<p><b>1.4:</b> Create a positive culture and increased respect for football by eradicating bad behaviour</p>	<p>Active Respect campaigns that reward our football community with safer places to belong</p>

**OUR SUCCESS MEASURES FOR WOMEN AND GIRLS:**

- Informative data management systems that track real data
- A Football Youth Project Group that works collaboratively to drive football for Victorian girls
- Well governed committees
- Number and proportion of women and girl's teams within all clubs
- Number of inclusive clubs in Victoria
- Increased number of club Women and Girl's football Strategies
- Increased club star ratings
- Decreased number of reportable offenses, particularly within those clubs that are already female-friendly

**"ENSURING OUR CLUBS ARE STRONG, VIBRANT AND DELIVERING GREAT EXPERIENCES IS A CORE STRATEGIC PILLAR OF FOOTBALL VICTORIA TO GROW THE NUMBER OF PARTICIPANTS OF ALL AGES, GENDERS AND ABILITIES IN OUR GREAT GAME."**

PETER FILOPOULOS  
CEO FOOTBALL VICTORIA (2018-2020)

# FACILITIES AND INFRASTRUCTURE

## **OUR FOOTBALL HOMES WILL CATER FOR FAMILIES, WOMEN AND GIRLS ELEVATING OUR STANDING IN THE COMMUNITY THAT FOOTBALL IS THE SPORT OF CHOICE FOR WOMEN AND GIRLS**

**Football has traditionally been a very male-dominant domain** from the pitch to the committee to the photos displayed in clubrooms. It has been common for women and girl footballers to change in the car due to a severe shortage of female-friendly facilities impacting on the ability of clubs to entice new female members to the game.

Limited outdoor space due to conflicting alternate sport and leisure options often leads to limited scope to grow football, let alone the female game itself. Clubs need a space and a place to call home. Somewhere members can belong and feel the sense of camaraderie that comes with playing and supporting local football. That club room then becomes the epicentre for the local community by creating a strong club culture that entices and welcomes people to it. Good club rooms can also welcome the non-player, providing a hub where they can socialise and support from a fan perspective.

Football Victoria needs to continue working with our clubs to ensure local councils understand the demands that insufficient facilities plays on our capacity to grow. We need to design our infrastructure in accordance with Universal Design principles that are accessible for all and continue to upgrade existing facilities so they are better fit for purpose. Where space is lacking,

equity in pitch and facility access needs to be prioritised. We need our clubs to make our women and girls feel welcome no matter their level of engagement in local football, so SHE can engage HER way. Our new and upgraded facilities need pitches that can withstand optimum use including better drainage and turf quality. Changing the narrative to incorporate additional modified pitches alongside full-sized pitches helps ensure an environment that caters to all forms of football.

**For Football Victoria to reach our targets, we need an extra 200 full-sized pitches by 2022 and 420 more by 2026.**

The Home of the Matildas in Victoria is a pivotal cog in our growth strategy. This facility will highlight our commitment to gender equity by promoting our game across the entire player pathway and providing an administrative, training and education hub for localised, national and international football administration and games. It will host training camps and elite pathway programs for women and girls as coaches, referees and administrators. The Matildas are seen as positive role models which can leverage an opportunity to push their brand to a new untapped market via increased fan engagement.

**FOR FOOTBALL VICTORIA TO REALISE ITS AMBITIONS, WE NEED AN EXTRA 200 FULL-SIZED PITCHES BY 2022 AND 420 MORE BY 2026.**

<p><b>2.1:</b> Stand side by side with our Clubs to advocate locally for facility builds and/or upgrades</p>	<p>Prioritise access to facilities and grounds for women and girls and maximise its usage</p>
<p><b>2.2:</b> Develop female-friendly facilities guidelines</p>	<p>New and re-developed guidelines to include minimum requirements under Universal Design Principles</p>
<p><b>2.3:</b> Drive the Home of the Matildas Strategy</p>	<p>‘If you can’t see it, you can’t be it’</p>

**OUR SUCCESS MEASURES FOR WOMEN AND GIRLS:**

- Number of new facilities and upgrades all completed utilising Universal Design Principles
- Enough funding secured to build the Home of the Matildas in Victoria
- Increased membership at clubs that display respectful and welcoming environments
- Enhanced usage of the Home of the Matildas that attracts state, national and international events, workshops, education, and increased fan engagement to develop a lifelong love of football



**PROVIDING A FULLY-EQUIPPED, HIGH-PERFORMANCE BASE FOR THE MATILDAS IS A GAME-CHANGER FOR WOMEN’S SPORT. NOT ONLY WILL IT HELP THEM DEVELOP AND COMPETE INTERNATIONALLY, BUT THE HALO EFFECT OF A DEDICATED FACILITY THAT CAN BE SHARED WITH THE COMMUNITY, AND PARTICULARLY WITH FEMALE FOOTBALLERS, WILL BE AN ENORMOUS BOOST IN ENCOURAGING EVEN MORE GIRLS TO PLAY THE GAME THEY LOVE."**

KIMON TALIADOROS  
 FOOTBALL VICTORIA PRESIDENT  
 14 MAY 2019

## ENSURE ALL WOMEN AND GIRLS CAN PARTICIPATE IN FOOTBALL WHENEVER, HOWEVER, AND WHATEVER WAY THEY CHOOSE

**By valuing diversity and encouraging participation and access via a variety of participatory opportunities enables Football Victoria and our members to contribute physically, socially and fully to the welfare and health of Victorians.**

New growth opportunities are providing more scope than ever for females to make choices around which sport(s) they want to play and how they want to participate. Traditional methods of participation are still the ideal and must remain a focussed effort. However, to grow our game across the landscape, flexible adapted concepts that allow time for study, work, family and even the ability to play multiple sports, must become part of our suite of offerings. Social options are often desirable as not all want to play on a full-size pitch under competitive rules: they may simply want to have fun with their friends in an un-structured format.

Football player registrations for women and girls has seen a slight incline from 2018-19 but still sit at under 20% of the total registrations in Victoria: Even lower on the scale are female Coaches and Referees, who currently comprise 9% of total registrations.

Research has shown that physical inactivity can often lead to chronic disease, decreased quality of life outcomes (particularly for disadvantaged communities), anti-social behaviour and/or criminal activity, social isolation, lack of education, mental health disorders,

health issues, and increased economic cost and reduced community cohesion. Being part of a sporting club creates a sense of belonging and fosters trust, cooperation, respect, confidence and unity which underpins improved wellbeing and resilience for young people (VicHealth, 2015). Research has also been undertaken to document the barriers and challenges for participation in sport by people from all cultures and communities: these include, dispossession, racism, trauma, disadvantage, disconnection from culture, disengagement from education and lack of employment opportunities - meaning sport is often not a priority.

Football Victoria is committed to work in all areas of inclusion including those with disabilities, multicultural, Aboriginal and Torres Strait Islander and LGBTI+ communities. We need to expand our services and support in these areas, and understand traditions with the utmost respect, trust, fairness and inclusivity. We will develop culturally appropriate initiatives for women and girls from under-represented groups who traditionally find it harder to engage.

Women coaches form a minority globally in almost all sports - and football is no exception. This applies to women coaching women and girls as well as women coaching men and boys. Limited opportunities, performance versus credibility, and even sexual harassment are some barriers experienced by women coaches.

We need coaches who are technically capable but those who can also deliver in a way that is mindful of the diverse cohort of players they are responsible for, and this is where women coaches shine. Our clubs need to raise and support local leaders: those who have the ability to mentor the next generation, to be involved at the level she chooses.

Referees also play an integral role in our beautiful game however they are highly visible holding an authoritative role in an environment that can be pressurised and one, not all want to be part of. Disrespect from players, coaches, and spectators can lead to a lack of desire to continue as referees, impacting their ability to stay in the game. Our own research has told us that our women and girl referees want continued education, mentoring and a respectful working environment. We understand the barriers our female referees face and will help to create environments that are more supportive to assist their growth. We need to acknowledge and support our female referees towards greater achievement in Football so they become more visible for positive reasons.

To improve the enjoyment of our game we will:

- Create strong collaborative and cooperative partnerships which have a shared responsibility to the overall objective
- Increase our footprint in schools, including within the specialist school system, to engage inactive students as much as the active
- Utilise an interest in football as the conduit to learning, play and education
- Connect with elite role models to inspire, motivate and encourage a love of football
- Ensure our high-performance programs are supported, nurtured and developed via equitable processes
- Re-invest in our women coaches and referees
- Continue to live-stream broadcast all NPLW Victoria senior women’s matches to NPLW Victoria Facebook and YouTube platforms.

**ENJOYING OUR GAME STRATEGY**

<p><b>3.1:</b> Enable change to our competition structure through the Competition Review</p>	<p>Implement recommendations from the Competition Review</p>
<p><b>3.2:</b> Harness the power of football to influence and drive social outcomes</p>	<p>Develop and implement action plan’s that focus on the engagement of women and girls from diverse communities</p>
<p><b>3.3:</b> Continue to grow existing participation platforms for those who directly engage and play and provide alternative solutions to engage those who traditionally don’t.</p>	<p>Develop actions that support the retention of women and girls within traditional and social formats.</p>

<p><b>3.4:</b> Develop Victorian female athletes to become more prominent on the national and international stage</p>	<p>Ensure all high-performance programs are sufficiently resourced for emerging and elite female athletes</p>
<p><b>3.5:</b> Increase the number and visibility of women and girl referees at all levels, providing greater opportunities to excel and track their growth</p>	<p>Create standards towards the ‘new norm’ of female referees in our game</p>
<p><b>3.6:</b> Increase the number and visibility of women and girl coaches at all levels, providing greater opportunities to excel and track their growth</p>	<p>Support ongoing development and stronger pathways</p>
<p><b>3.7:</b> Develop a school strategy with a particular focus on primary school aged girls</p>	<p>Grow a love of football within the school environment</p>
<p><b>3.8:</b> Develop strong collaborative and cooperative partnerships with organisations who support increasing participation for women and girls</p>	<p>Increased number of strategic partnerships</p>

**OUR SUCCESS MEASURES FOR WOMEN AND GIRLS:**

- Increased club membership
- Successful improvements to women and girl’s competition review outcomes
- Increased span of offerings to diverse communities
- Number of clubs providing successful non-traditional forms of football
- Increased number of accredited coaches and referees who want to remain in our game
- Increased number of schools prioritising football
- Improvement in the perception that football is a welcoming, respectful sport
- Collaborations that improve community connectivity
- Maximised usage of school-based facilities for football



## CREATE A MOVEMENT THAT ENCOURAGES WOMEN AND GIRLS TO ENGAGE WITH FOOTBALL

**Football Victoria will continue to advocate the ongoing development and commitment to genuine gender equity in football.** It must be stated however, this is not to the detriment of men and boys. Men and boys need to be involved as advocates and responsible to assist in the creation of gender equitable football clubs and environs. This ensures we create a well-credentialed, diverse and gender balanced Victorian football landscape.

The 2019 Women's World Cup in France drew unprecedented crowds and TV viewership, driving engagement in the sport across all levels. We need to use this profile to grasp this previously untapped market and drive the female football platform.

We need to find those who don't have well-established habits in sport participation and work hard to convert people who struggle to be physically active. The 'This Girl Can Campaign' has shown how campaigning has the capacity to nudge people into action and change inactivity into a habit. We will produce a targeted marketing and communications campaign articulating key messaging and program information to create a movement that facilitates social change and increases the profile of women and girls in football. This will be instrumental in influencing people to participate and facilitate the social change we seek. The Campaign will be the face of our Strategy.

Social media activations will take precedence promoting and showcasing women and girls in a variety of roles, places and levels of impact under the hashtag *#FootballHerWay*.

We will:

- Lead positive conversations around gender equity and amplify the messaging across all platforms
- Showcase and celebrate the achievements of women and girls in football
- Promote role models
- Produce case studies to promote and publish good practice examples to capture our learnings and better understand our impact
- Champion the diversity and inclusion message driving Football Victoria's values
- Increase our Victorian and national reputation and profile
- Create more open, non-competitive and attractive options to ensure when someone wishes to play, they have a spot to join at a level and time that suits
- Position Football Victoria as a leading, relevant and innovative state sporting association that is the catalyst for changing the landscape for women and girls in sport and more importantly, football.

<p><b>4.1:</b> Implement a distinct brand strategy that will create a positive cultural shift that will change perception and challenge actions</p>	<p>Dedicated marketing and communications campaign</p>
<p><b>4.2:</b> Lead positive conversations to enhance the visibility of women and girls in Football and amplify the messaging as a driver for conversation, visibility and change</p>	<p>Establish a prominent presence of women and girls in all aspects of Football</p>
<p><b>4.3:</b> Develop a dedicated commercial strategy that will maximise investment across all areas of the business and create new revenue streams dedicated to women and girl’s football</p>	<p>A financial investment that supports growth and retention</p>
<p><b>4.4:</b> Develop a female football strategy driven by each department</p>	<p>Annual update to ensure targeted response to growth outcomes</p>

**OUR SUCCESS MEASURES FOR WOMEN AND GIRLS:**

- Increased awareness and uptake of programs for women and girl’s football
- Increased commercial investment into women and girl’s football



## INVEST IN ADVANCING GENDER EQUITY IN FOOTBALL

**It is true that we rely on many volunteers who give up their own time to service clubs across Victoria each season.** However, not all volunteer committee members have undergone any form of Board training often leaving women unsure how to navigate the complexities of an often male-dominant Boardroom. Providing an environment that educates and guides a better understanding of policies, procedures and boardroom protocol can often help women build confidence, belief, empowerment, and a realisation of their strengths and capabilities.

Building the capacity of our female volunteers is fundamental to building and strengthening local communities. There are huge challenges in terms of governance, accountability and the ability to effectively deliver and grow football particularly when women are vastly underrepresented in leadership positions. To counteract this, we will provide our women with continued opportunities to develop and be leaders of culture, high performance and social change. We must persist in producing enabling environments by training and supporting our clubs to operate more effectively and efficiently, increase accessibility and not lose the momentum of gains achieved.

Football Victoria itself has a lot to do to ensure we have gender equity across all levels of our business. The graph demonstrates the low representation of females across the football landscape.

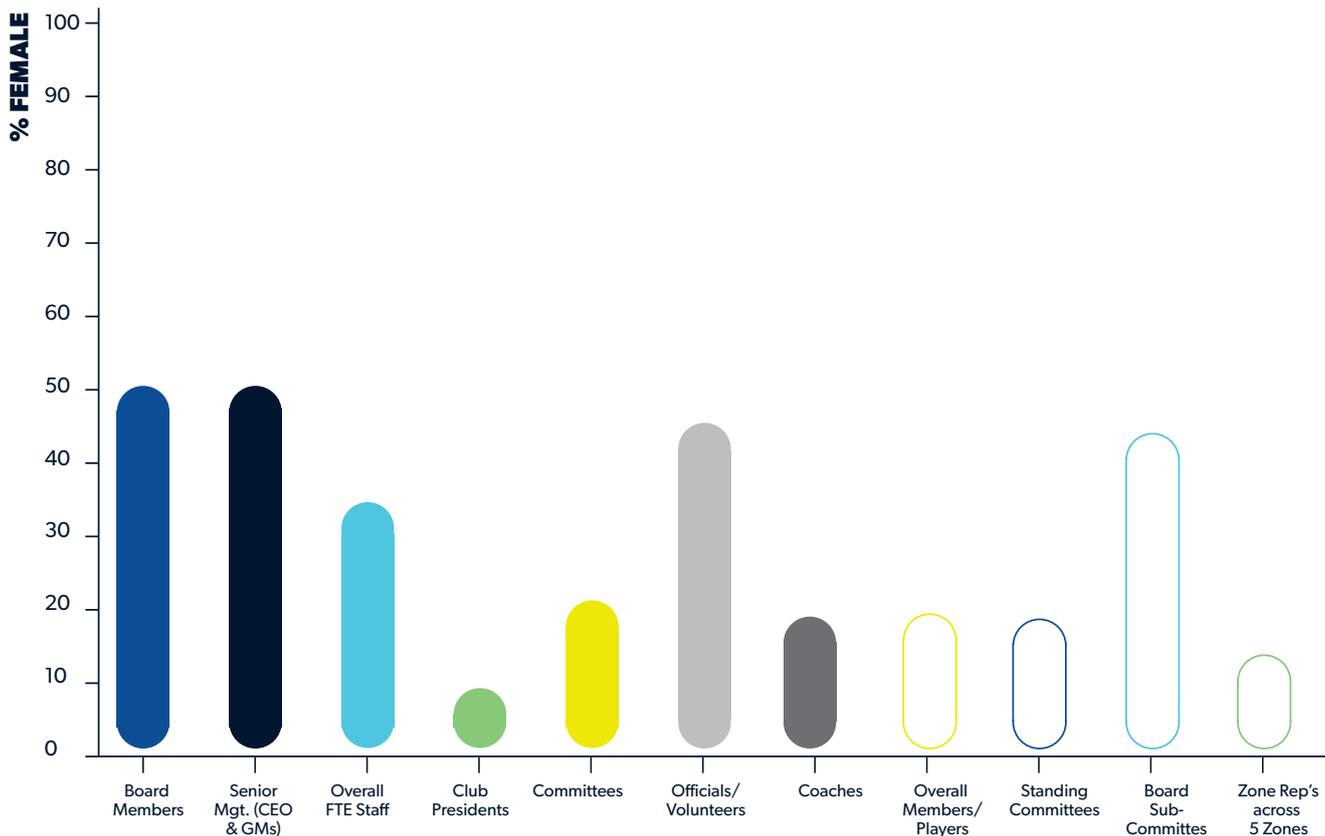
The passion, commitment and knowledge of our volunteers and administrators can often mean that the competitive side of football takes priority, tailoring programs to suit the more active and skilled leaving little time for diversity of practice. Leadership is therefore, critical.

It is important to give women equal opportunity in sport governance because gender diverse sports organisations are found to be more successful than those that are all male. Gender equity in sport is both necessary and beneficial for increasing female participation in sport and improving performance in sport governance. (The Sport Journal Joshua A. Senne) <https://thesportjournal.org/article/examination-of-gender-equity-and-female-participation-in-sport/>.



**THE CRITICAL FACTOR IN BRINGING ABOUT SUBSTANTIAL CHANGE IS A SOLID LEADERSHIP COMMITMENT THAT IS VISIBLE IN BEHAVIOUR AND PRACTICE."**

**SIGNPOSTS ROADMAP 1  
FEBRUARY 2020**



**MEMBERS**

**OUR PEOPLE STRATEGY**

<p><b>5.1:</b> Support an increase in the equity of women on Boards, club committees and in other leadership roles</p>	<p>Build towards achieving a gender-balanced target across the Football Victoria landscape</p>
<p><b>5.2:</b> Promote and encourage women supporting women networks to help nurture them to reach their full potential</p>	<p>Investment into leadership roles</p>
<p><b>5.3:</b> Drive Football Victoria values and Change our Game initiatives across Board, Executive Leadership Team, Management and Staff</p>	<p>Uphold gender equality and equity</p>
<p><b>5.4:</b> Develop workshops to educate clubs in advancing gender equity</p>	<p>Education strategy to critically embrace gender equity</p>

**OUR SUCCESS MEASURES FOR WOMEN AND GIRLS:**

- Increased percentage of women on club committees and Boards
- Board and management become gender equity champions
- Well governed football clubs



# EVALUATION

**Football Victoria understands the importance of comprehensive planning and evaluation methods to improve good practice and the use of qualitative and quantitative methods of data collection. Workshops will be held intermittently within each priority area to provide a structured, shared learning and analytical approach to evaluation methodologies. Deliberate reflection on the overall strategy and individual activities allows barriers and enablers to be readily identified and addressed. Constant review of our work plan is an effective way to monitor the implementation of the strategy and maintain a focus on evaluation. Monthly team meetings with the Youth Advisory Group as well as regional committees and taskforces will include a review of progress and adjustment of any timelines and activities deemed necessary.**

We will produce surveys and create focus groups at the beginning and during each program utilising baseline data to inform a more structured approach to ensuring our strategies are aligned with the needs of women and girls in Victoria.

Effective documentation of the Youth Charter will further enhance our knowledge and understanding of the cultural barriers and enablers to youth participation and track our successes for future engagement strategies. We will continue to explore the structural and attitudinal barriers that impact negatively on football participation and document these as evidence towards better practice.

We will also continue to capture and utilise existing qualitative and quantitative methods of data collection to ascertain trends across the strategy and contribute to evidence-informed programming. Innovative practices will provide additional opportunities for more Victorians' to play football and as we grow our capabilities and responsiveness to new modes of delivering our subsequent growth will help drive new infrastructure builds and accessibility outcomes.

# CONCLUSION

**Our foundations are firm – our potential is incredible. We will continue to invest in those who are already engaged and we will increase our level of investment into those who aren't. Inactivity will become our focus as we drive towards equity. New programs will begin throughout the state and will accelerate due to greater connectivity and increased efficiency. More females will participate and the pathway will strengthen. The women and girls football brand will thrive via optimum exposure, opportunities, awareness and interest. We will make it easy, attractive and a practical choice via innovation and creativity and be acknowledged by our constituents as true leaders in equity and diversity. Our success towards a level playing field in football will be underpinned by the level of investment each and every person involved in Football is prepared to make. It is time to make a new beginning.**



**THERE ISN'T A COUNTRY IN THE WORLD THAT HAS ATTAINED GENDER EQUALITY, BUT WITH LEADERSHIP AND DETERMINATION, YOU CAN OUTPERFORM SOCIETY, WHICH IS WHAT SPORT DOES. "**

PHUMZILE MLAMBO-NGCUKA  
UNITED NATIONS  
UNDER-SECRETARY-GENERAL  
AND EXECUTIVE DIRECTOR



Level 3  
436 St Kilda Road  
Melbourne VIC 3004  
T 03 9699 1800  
F 03 9699 1808  
E [info@footballvictoria.com.au](mailto:info@footballvictoria.com.au)  
W [www.footballvictoria.com.au](http://www.footballvictoria.com.au)



**FOOTBALL  
VICTORIA**