

GENDER EQUALITY TOOLKIT | **SNAPSHOT**

Measure:



Are women and girls on the agenda at your club?



Do you celebrate women and girls success?



Do you have women and girls in leadership roles within your club?



Does your club have a plan to attract and retain women and girls at your club?



Do you have social play options available for all abilities?



Are women and girls visible at your club? Are they visible on social media?

HOW

WHAT

Grow participation
Retain members



WHO

Everyone at club and external stakeholders



Implement strategic pillars *(below)*



DEVELOP & GROW

AT CLUB AND OUTSIDE CLUB

- Tailor-made development programmes
- Coach development and mentoring
- Leadership role opportunities



SHOWCASE WOMEN

AT ALL TIMES - ALL FORMATS

- Be flexible
- Offer social programs
- Make women and girls visible in all communication channels - they are not an add on to men and it is not one size fits all



COMMUNICATE & COMMERCIALISE

BROADEN THE VALUE

- Appoint women ambassadors
- Seek sponsorship
- Work with local organisations and influencers active in human rights promotion and protection



GOVERN & LEAD

STRIVE FOR GENDER BALANCE

- Ensure women's are represented at every level within the club
- Refine policies and framework
- Empower those dedicated to the women's game and provide opportunities for them to succeed



EDUCATE & EMPOWER

NURTURE IMPACT ON WOMEN AND GIRLS

- Strengthen the legacy
- Build partnerships within the community
- Implement and support campaigns for women