



Tips and Ideas for using a Gender Lens on your website/ Facebook page

Gender Equality in Wyndham Sport project

Introduction

A gender lens is about seeing the resource from the perspective of that specific gender, in this case a girl/ woman.

Some useful questions are to think, if I was a girl/ woman what would I hope/ expect to see that would indicate and provide the information that girls/ women are welcome and are a key part of the club – not just an add on.

Understand your audience

People don't just exist as a gender, there are also layered effects that affect how we see things, how we feel welcomed, additional barriers/ challenges that we might have with accessing clubs and activities, this is often referred to as 'intersectional'. Knowing your audience and what may be important to them is important to communicate that you provide an offer for them.

A few examples include –

- Low income – can people afford your memberships/ fees? Do you offer any support, ie secondhand uniforms and equipment, club equipment to borrow, links to any financial help for club memberships (nb announcement of Vic Government Active Kids scheme for 2021)
- Family – do you offer a sibling discount or family membership if appropriate?
- Cultural – are you happy to work with participants to see how you can fit around their needs? Is uniform adaptable and comfortable?
- Ability/ prior experience – not all girls and women are confident in their skill level and ability, if you are adaptable and will help girls and women to attain skills, tell them this, telling people they need to 'Try out'/ go to Trials, put in an Expression of Interest, be of a certain skill level (if it is not relevant) can put people off, they may well be more than capable but not realise that they are.
- Disability – if you have sessions that are adaptable and inclusive to varying abilities let people know. If you have a fully accessible building which means that carers with disabilities can support their player, let them know
- New players to a sport/ New migrants – people may be interested in playing your sport but never experienced it before, they may not know the rules, how the club works, whether your sport is inclusive and safe for girls. Let people know that you will introduce them to the sport and show them the ropes.

Girls and women like to feel comfortable, welcomed, safe and supported – within this environment they will thrive, learn skills and be a willing club contributor.

Website

How do you talk about your club teams? - do you have 8 teams including 2 girls teams or do you have 8 teams (both girls and boys teams)?

How far do you need to go through your website to **identify that girls/ women are part of your club?**

Do you have a clear section that points out about **girls and women's opportunities?**

Do you have any photos of girls and women? Do your photos represent a **team/ inclusive club environment?** Do you have people from **different cultural backgrounds** and of different **ages/ abilities** in your photos?

Do you have a **FAQ section** which answers all those questions that people may not know, ie when does the season start, who is involved in pre-season training, how can people try playing, are there any social opportunities for people to just come and play, do people need to wear kit to every session, what equipment do they need, do parents need to stay and watch, how can parents get involved – do they need any prior experience, etc. When do teams train (they may be working out if they can fit it in with other activities), can kids attend once a week/ what commitment is needed, etc.

Facebook page

Count back on your posts – how many are about girls and women in the past 10 posts? – this demonstrated visibility about what you do, what you offer for girls and women. Always aim to have at least 1 post in 10 about girls/ women if you only have 1 or 2 teams. If you have more then aim for 3 or 4 in 10, ensuring that at least one post a week is about your girls/ women.

How many comments/ likes are by girls and women – your audience, are girls and women engaging?

Your banner – when did it last have girls included in the picture?

Match/ reports - When you report on your games, do you do the same equivalent reporting and celebrating for the girls' and women's teams as the boys' and men's teams?

Mothers'/ Fathers' day – if you make an announcement about either of these do you do the same for the other parent on their day? Make it an opportunity not to stereotype about roles.

'Signing' announcements - do you include both genders equally in these?

Kit launch announcements – do you include both genders equally in these?

Committee member/ volunteer profiles – do you ensure that men and women are equally highlighted?

Language – and make it equal, Footballers and Female Footballers implies they play a different game. Refer to them as the sportsplayer first and their gender second.

Sponsorship posts – how many of these appear compared to other general information? Sponsors need to be recognised, but if your page goes through a period of just sharing sponsorship posts, maybe during the off-season it doesn't tell people much about your club.

Local News

Do you send equal amounts of updates to newspapers for teams and also identify courage, teamplay, team spirit, skill and camaraderie as important attributes for all players and not just focus on winning? Removing stereotyping that boys are strong and girls might be feisty or plucky.

Your news articles/ blogs

How are girls and women portrayed? Is it positive or negative? Do you focus on their accomplishments, some particularly good game play, skill development or achievement?

Do they challenge or affirm traditional ideas about men and women?

What terminology do you use? Does any of it encourage gender stereotyping, ie x played a feisty game?

This document aims to provide a start to thinking along the lines of using a gender lens, it is not a complete guide. The best way to find out about your Facebook, website, media and how it appeals to girls and women, what they think, etc. is to encourage conversations and feedback, we all think differently so combined input and viewpoints are really helpful.