

GENDER EQUITY

Tips for inclusion

SCHEDULING

Some women are busy with multiple roles. Try:

- 1) Shorter games
- 2) Rockup-style or adhoc games
- 3) Mums/kids matches

ACTIVITIES

Some women like mixing sport & pleasure. Try:

- 1) Social activities
- 2) Bring a friend days
- 3) Food days
- 4) Try-before-U-buy days

DESIGN

Facility design can affect participation. Try:

- 1) Providing clothes hooks
- 2) Using cubicles not open areas
- 3) Providing nappy bins
- 4) Providing social areas

TEAMS

Some women prefer women's only spaces. Try:

- 1) Women's only matches
- 2) Programs for women with limited experience

FAMILIES

Family friendly environments are good for all. Try:

- 1) Creche
- 2) Pram access
- 3) Breastfeeding spaces
- 4) Change tables in all changerooms

ACCESS

Sometimes women can be unintentionally excluded. Try:

- 1) Scheduling the 'best' court to men and women
- 2) Charging the same for uniforms (even if they cost more)

MARKETING

You may need to market to women differently. Try:

- 1) Making your Product appeal to women
- 2) Reducing the Price
- 3) Promoting using positive images
- 4) Advertising in women's Places

ROLE MODELS

It's nice to 'see yourself' in club images. Try:

- 1) Including pictures women players at the clubroom
- 2) Appointing a 'women's officer'

UNIFORMS

Some women are sensitive to body-image. Try:

- 1) 'Body friendly', 'comfort-first uniforms
- 2) Women designing their own uniforms
- 3) Alternatives such as shorts or skins

SECURITY

Real or perceived safety concerns are barriers. Try:

- 1) Improving lighting
- 2) Having trusted people around the club
- 3) Developing a safe spaces policy



People have different influences in their lives which may affect their access to sport. These tips to improve women's participation are adapted from a City of Knox report.

BACK