

TOWARDS BETTER SPORT

good practices for women and girls in sport

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Introduction

Research shows that there has been very little change over the past ten years in the participation of women and girls in all aspects of sport, and that women remain under-represented at all levels in coaching, officiating and leadership. Data on the participation of women in sport over this period also indicate a major shift away from participation in organised sport towards participation in informal activities. The strategies and initiatives presented in this manual are intended to assist the sport industry in attracting, retaining and increasing girls' and women's participation in all aspects of sport.

Towards Better Sport: Good practices for women and girls in sport is an important reference tool for the sport industry. The manual features a range of strategies and initiatives that have been implemented by various organisations both in Australia and internationally to increase the participation of women and girls in a variety of roles within and through sport.

The initiatives have been divided into eight sections, highlighting programs in the categories of:

- leadership and governance
- participation
- coaching and officiating
- high performance
- promotion and recognition
- safe environments
- examples from other industries
- additional resources.

Each section has a contents page, which identifies the initiatives within the section to ensure quick reference as required.

Although this manual was published in 2003 it has been designed more as a web tool to ensure it is a dynamic and ongoing resource with the potential to include new examples in the future. The resource to date is not exhaustive and the template included has been added to enable the Australian Sports Commission to regularly add new initiatives to the web site at www.activeaustralia.org/women/goodpractice/ as they are submitted. These will be in an easily accessible format for downloading and adding to your resource folder.

Also included is an action plan template. It should be a helpful resource tool to assist with developing new initiatives for your sport or organisation. It has been designed to provide guidance in achieving a most successful program in an easy-to-follow four-step process.

The Australian Sports Commission would like to thank those organisations that have submitted good practice initiatives for *Towards Better Sport: Good practices for women and girls in sport*. We look forward to an influx of new or unidentified best-practice concepts as they come to fruition in the future.

Section 1

Leadership and governance

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A law regarding physical education in Poland

Background

- Research on girls and women in Poland showed they faced different conditions to boys and men regarding sport activities.
- Women's attitudes towards activity were moulded by the experiences and abilities of their youth.
- The Ministry of Physical Culture initiated a new law requiring schools to provide female students with an extra hour of physical education.

Target audience

Girls aged 7–18 years of age

Resources

- Schools in Poland administered the changes
- Schools developed curriculum activities in line with Ministry policy
- The additional hour did not cost the girls anything
- Funding was provided by the Ministry of Physical Culture and Education
- This is an ongoing part of the school curriculum

Achievements/insights

- The amount of PE time in schools has been raised in all grades
- Programs that encourage girls to participate in physical activities have been established
- This change is a clear demonstration of how those responsible for education, training and development can adopt the Brighton Principles (see page 16) to make real changes in the lives of young women.

Contact details

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Administration Scholarship Program

Background

The NSW Women's Sport and Recreation Administration Scholarship Program aims to promote women into management and leadership positions in sport and recreation by:

- facilitating research and travel
- encouraging women into leadership positions in sport and recreation
- helping them to continue in those jobs, whether they are paid or voluntary.

The NSW Department of Sport and Recreation runs the Scholarship Program, which comprises three different scholarships:

Sports management development programs

- To increase women's skills and knowledge
- Sessions in targeted regional areas twice a year with places made available specifically for Indigenous women
- Costs for attending the programs are covered under the scholarship

International travel scholarships

- To increase knowledge, skills and experience through attendance at an international event, working party meeting or conference
- Three scholarships are awarded each year and past recipients have attended events such as the World Disabled Sailing Championships, the 3rd FIFA Women's Soccer Cup and Football Symposium, and the International Triathlon Union and European Triathlon Committee's Conference

Research scholarships

- Fund commissioned research to provide the NSW sport and recreation industry with information that has an impact on women and girls

Target audience

- Women over the age of 18 currently working in either a paid or volunteer capacity in the industry
- Women from culturally diverse backgrounds, Indigenous women, and rural and regional women
- Women with a disability are particularly encouraged to apply

Resources

- The scholarships provide women with the financial resources to participate in the Management Development Programs by covering all costs
- Scholarship of up to \$3000 for international travel to each successful applicant
- Research funding is allocated on an as-needs basis
- Funded by the NSW Government through the Department of Sport and Recreation
- Awarded annually

Contact details

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Gender equity guidelines — New South Wales

Background

A resource package developed to provide practical assistance to sport, recreation and physical activity organisations aiming to increase participation of women and girls as:

- players
- coaches
- administrators
- officials in paid and volunteer positions.

Target audience

The sport and recreation industry of NSW

Resources

- The package supports the organisation in auditing its existing programs and policies
- The package assists the organisation in developing a systematic approach to achieving gender equity at all levels in the organisation

Achievements/insights

The resource package comprises:

- guidelines for NSW sport and recreation organisations — a detailed guide on how to develop and implement a systematic plan to involve more women and girls
- action sheets that outline a range of actions the organisation can take within each of six activity areas and the desired outcomes of these actions
- Standards Framework that assists the organisation to assess its status and progress in implementing gender equity initiatives and to set goals for further improvement

Contact details

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Gender equity policies — Canada

Background

The Canadian Government has put in place a range of policies designed to achieve gender equity in all aspects of sport. These include:

- Federal Equal Opportunity legislation which covers sporting organisations and clubs
- a Ministerial Taskforce on Federal Sport Policy (1992), out of which emerged recommendations to improve access to opportunities at all levels of the sport system. Policies were adopted for sporting organisations
- the introduction of equity components to government funding guidelines. To receive funding, sporting organisations must fulfil the following: 40 per cent of leadership positions must be held by women; 25 per cent of coaching positions must be held by women; the organisation must have in place gender equity policies and a harassment policy
- adoption of a national policy on program development. The policy states that the needs of women in sport must be identified, promoted and supported in all Federal policies and programs for sport
- support of sex-integrated programs until puberty, after which competitive structures based on skill level. The Government also supports integrated competitions, where appropriate
- leadership and development programs, to increase the number of women in technical and administrative leadership positions.

Target audience

- Canadian sports organisations
- Government departments and funding recipients
- Individuals

Resources

Initiated and administered by the Canadian Government

Contact details

Organisation	Sport Canada
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Gender equity resources — Canada

Background

The Canadian Association for the Advancement of Women in Sport (CAAWS) is dedicated to securing gender equity for girls and women in Canada's sport and active living communities. It has developed two key resources:

- *Towards Gender Equity for Women in Sport: A handbook for sport organisations*
- *an Introduction to the Law, Sport and Gender Equity in Canada.*

Both resources aim to provide practical assistance to sport, recreation and community organisations aiming to increase participation of women and girls.

Target audience

- Canadian sporting organisations
- Government departments and funding recipients
- Individuals

Resources

- The handbook focuses on the importance of gender equity in sport
- It outlines the goals of an ideal gender-equity organisation and highlights practical ways to achieve gender equity goals
- The guide on the law, sport and gender equity is essential to understanding the legal obligations of gender equity in sport
- Numerous case studies are provided to illustrate legal principles and their implications for sport organisations

Contact details

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International Paralympic Committee

Background

In 1995 the International Paralympic Committee endorsed the Brighton Declaration on Women in Sport. It established a Commission on Women in Sport to help find out why women were under-represented in the Paralympic movement. Other initiatives included:

- equitable allocation of wildcards
- emphasis on at-risk events in the wildcard distribution
- addition of viable events and disciplines for women
- equitable allocation of slots by sports and nations.

The aims were to:

- increase the number of women in the Paralympic movement
- provide opportunities and support for female Paralympians to reach their potential (most people with disabilities are introduced to disabled sports later in life [16–25 years] and for women, this leaves a much smaller window of opportunity).

Target audience

- Female Paralympians
- Women and girls with a disability
- Administrators and leaders in both Paralympic and mainstream sport

Resources required

Administered and funded by the IPC as part of ongoing commitment to female Paralympians

Achievements/insights

- Additional sports for women including power lifting, judo and volleyball
- The equitable allocation of wildcards and solidarity funding for developing countries saw 70 per cent of delegations bringing women athletes to the Games in Sydney compared to 52 per cent in Atlanta
- One South African athlete who attended has developed a local power lifting program in her home town. She is recruiting and training other athletes with disabilities for the 2004 Games

Contact details

Name	International Paralympic Committee
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Mentor as Anything! program

Background

The Australian Sports Commission implemented a three-year research project to look at the issue of the under-representation of women in key decision-making and leadership roles. It developed and implemented a facilitated mentor program for women in sport which includes:

- a booklet (outlining the action required by organisations wanting to set up a mentor program, and tasks for individuals who want to establish their own mentoring program)
- a training course for facilitators
- a train-the-trainer course.

Mentoring programs based on the Mentor as Anything! model have been conducted across Australia.

Target audience

Women involved in different areas of sport at any level

Resources

Funds were provided by the Australian Sports Commission to:

- carry out the research project
- develop the Mentor as Anything! program
- run the program across Australia.

Achievements/insights

Facilitated mentor programs for women in sport were implemented in different states and territories in different ways. Some targeted:

- Indigenous women
- coaches
- final-year sports-management students
- women in administration
- female sports journalists.

It has been shown that personally inviting women to attend the program is more successful than advertising it.

Contact details

Name	Women and Sport Unit
Organisation	Australian Sports Commission
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Parents Guide to Girls' Sport

Background

The guide was produced by the Women's Sports Foundation USA. It contains:

- information about the value of sport to girls from the social and psychological perspectives
- discussion of girls' needs at different age levels
- guidelines for promoting positive experience and awareness of their needs
- information on the parent-child-coach relationship
- information on volunteering to assist girls' programs
- the do's and don'ts of teaching and coaching your own child
- a young athlete's Bill of Rights
- recommended reading.

Target audience

Parents and extended-family members of girls aged 7 through to 19

Resources

- Personnel to devise and design the guide
- Research material
- Publication
- Distribution is free to interested parties
- Funded through specific sponsorship
- Updated and re-issued regularly
- Demand continues to ensure supply

Achievements/insights

- Now in its sixth edition
- About half a million copies have been distributed throughout the United States
- Has helped the growing numbers of parents whose daughters now participate in sport and recreation activities (in 1972, the number of women and girls taking part in sport was one in 27, now it is one in three)
- The Parents Guide to Girls' Sport can be ordered via the Women's Sports Foundation web site

Contact details

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Positive Actions

Background

The German Sports Confederation wanted to increase the influence and contribution of girls and women in decision-making and leadership work, in both voluntary and professional environments. The Confederation:

- devised a standard structure for establishing women's programs
- analysed the present position
- set targets
- outlined action to be taken
- monitored success.

Targets included increasing the membership of women in management by an agreed percentage and within an identified time.

Target audience

Boards of member federations

Resources

- Input from member federations and other key interested parties to devise the structure
- Personnel to carry out research and analysis
- Distribution of guidelines
- The strategy was administered by the German Sports Confederation's Committee for Women and Sport, the Land Sports Federation and Federal Associations for Specific Sports Disciplines
- Funding was provided by the German Sports Confederation

Achievements/insights

- Some changes have been made to allow co-determination by women.
- There has been some change to certain aspects.
- A growing number of federations have developed programs and are implementing them.
- An initiative was created to reduce the substantial under-representation of women at management level in the Federation Headquarters.
- Funds for child care have been provided at functions.
- A large number of federations and federal associations have prepared programs for the promotion of women in leadership roles.

Contact details

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Pregnancy in Sport Guidelines

Background

- There was widespread public debate about Netball Australia's decision to restrict the participation of pregnant athletes in the sport.
- The Australian Sports Commission felt an official response was needed in the form of guidelines for sporting organisations and individuals.
- A National Forum on Pregnancy and Sport was organised.
- The end product was the launch of the document *Pregnancy in Sport: Guidelines for the Australian sporting industry*.

Target audience

- Female athletes
- Sporting organisations
- The media
- The wider community

Resources

Funded and produced by the Australian Sports Commission. The document can be downloaded from the internet.

Achievements/insights

The guidelines review:

- the latest information, research and statistics on pregnant women playing sport
- questions about related issues
- information on health and medicine, the law, insurance and ethics.

It has led to constructive community discussion as well as provided assistance to individuals and organisations.

Contact details

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Primary School Active Leaders Program

Background

- Parents and select Year 6 students were trained as Active Australia Leaders to assist with the Taylor Primary School's sports activities.
- Parents conducted gross motor program workshops for neighbouring pre-school teachers and sessions for parents exploring ways to play with their children at home.
- The school conducted a game day to teach children a range of games to play in the playground at lunchtime.
- Games include frisbee throwing, elastics, marbles, hopscotch, skipping, hoops, construction, yo-yos and handball.
- The Active Australia Day Leaders follow through with sessions in the playground at lunchtime and maintain the sports equipment borrowing program during these lunch breaks.

Target audience

Parents and students

Resources

- Parents and students undertake training
- Teachers
- Support staff
- Active Australia training programs
- Sports equipment
- Coordination of workshops

Achievements/insights

- Taylor Primary School is a Canberra public school with a strong record in physical education and sports and enjoys considerable community involvement in the school.
- The parent helpers received the ACPHER (ACT) HealthPact Award for outstanding commitment to health, physical education and sport.

Contact details

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Sport and Recreation Victoria Research Programs

Background

Sport and Recreation Victoria is a state government department. It has undertaken and supported research in two key areas:

Participation

- Into models to increase participation in swimming and aerobics in a community setting based on successful walking programs
- Into parental behaviours and attitudes towards their daughters' participation in, and quality of, sporting experience
- Into women and recreational cycling
- Into mass participation events and their impact and outcomes on women's participation generally

Management and leadership

- Into existing models of women's community leadership and applicability to the sport and recreation community to help analyse and recommend the structure and targeting of individual grants
- Into provision of 5 to 10 individual grants of up to \$3000 each for the professional and personal development of women in the sport industry

Target audience

Women in sport and recreation, and those with a specific interest in research

Resources

Funded and implemented by the Victorian Government

Achievements/insights

- The grants are awarded on a regular, ongoing basis.
- The research is used as the basis for government policy and programs.

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The Brighton Declaration

Background

In May 1994, the first international conference on women and sport was held in Brighton, United Kingdom. The conference, titled Women, Sport and the Challenge of Change, brought together national and international policy and decision-makers. From that conference came the Brighton Declaration — a statement of ten principles relating to:

- equity and equality in society and sport
- facilities
- school and junior sport
- developing participation
- high performance sport
- leadership in sport
- education, training and development
- sports information and research
- resources
- domestic and international cooperation.

Target audience

- State and government machineries
- Policy-makers
- Sporting organisations at all levels
- Media
- Researchers
- Academia
- All other bodies that can assist in the development and promotion of sport and recreation for women and girls in all countries

Achievements/insights

- Over 200 organisations have adopted the Brighton Declaration.
- Many others have begun to take positive action to address inequalities.

In 1998, the Brighton Declaration set of principles was re-affirmed to provide an ongoing guidance at the 2nd World Conference on Women and Sport, which was held in Windhoek, Namibia. The conference ultimately produced the Windhoek Call for Action. Prior to this, the UK Sports Council's International Working Group on Women and Sport funded and administered a study and document 'From Brighton to Windhoek: Facing the challenge'. This provided a record of positive action by international and national organisations around the world in support of the international sport movement during the period May 1994 to May 1998.

The Brighton Declaration was a watershed document that provided the basis for change. It was a guiding set of principles of equity in sport, physical education and physical activity and the shift since then has been to adopt measures to achieve the Brighton goals.

Contact details

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The Montreal Tool Kit

Background

To assist more than 550 delegates to the 2002 Third World Conference on Women and Sport in Montreal, Canada, the Tool Kit was distributed as part of conference materials and was posted on the International Working Group web site. The Tool Kit covers:

- advocating for change
- changing organisations, systems and structures
- guidelines for individual development
- tools for action
- comprehensive resources.

Target audience

- Delegates attending the conference in Montreal
- Other people interested in helping advance women and sport

Resources

- Developed and produced by the International Working Group on Women and Sport
- Provided free to those who attended the conference

Achievements/insights

- Regarded as a comprehensive tool for advancing women and sport
- Available at www.iwg-gti.org/
- Content is still relevant and can be used in a variety of ways

Contact details

Name	International Working Group on Women and Sport Secretariat
Address	PO Box 1111-HHD Tokyo-Chiyoda Central Station Tokyo 100-8612 Japan
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WA Leadership Program

Background

This program encourages women and girls to undertake leadership roles within their schools' community or sport.

Leadership roles may include:

- mentoring younger women and girls to continue in their chosen sport
- coaching and officiating roles
- becoming an active member of a sports club committee.

The aim of this program is:

- for more women to be in leadership positions and act as role models
- to encourage girls to become involved and stay involved in organised sport
- to assist them to take up leadership roles within their sport.

Activities include women's coaching clinics and youth leadership courses.

Target audience

Women and girls in Western Australia, particularly those involved in sport

Resources

Administration and funding through the Western Australian Department of Sport and Recreation

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Women and sport information sheets

Background

- The Community Participation Information Sheets outline ways to increase women's participation in sport by providing services such as mentoring programs and child care at sporting events.
- They are comprehensive, easy to read and offer guidance to individuals and small organisations.
- The booklet on child care details the requirements of establishing child care services, from health and safety to staffing and legal issues.
- The sheets were devised and compiled by the Women's Sport Unit in consultation with other government and non-government bodies.
- They can also be downloaded from the Department's web page.

Target audience

- Women and girls involved in sport in New South Wales
- The NSW sport, recreation and fitness industry

Resources

- Personnel to research, write and produce the information sheets
- Funded by the NSW Department of Sport and Recreation and sponsors

Achievements/insights

Have helped inform and educate both the industry and other interested groups

Contact details

Organisation	NSW Department of Sport and Recreation
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Women as Sport Leaders

Background

To encourage and improve the representation of women in key Australian Olympic Committee, Olympic team positions and within member national sporting organisations:

- the Australian Olympic Committee developed a Women as Sport Leaders strategy paper in consultation with national sporting organisations
- all national sporting organisations affiliated to the Australian Olympic Committee identified women in leadership positions/potential leaders from national sports
- a series of workshops and a lunch were then held.

Target audience

- Women in leadership positions in sport
- Women identified as potential leaders

Resources

- One part-time administrative assistant
- Voluntary taskforce membership
- Funding of \$80,000 over four years (1995–99) provided by the Australian Olympic Committee

Achievements/insights

Participants noted:

- a significant range of achievements in the development of personal skills
- the implementation of workplace practices (to their benefit)
- major appointments to leadership positions in sport.

It was not feasible to continue in 2000 due to Olympic commitments and no budget was available after the Sydney Games.

Contact details

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Women in Baseball

Background

The South Australian Baseball League is heavily reliant on the volunteer assistance of women in the areas of:

- executive committee work
- canteen
- uniforms
- fundraising.

Women, however, are not as heavily relied on for planning, strategy setting or key decision-making. Their dedication and heavy workloads restrict them from having opportunities to:

- socialise on game days
- review baseball news and results
- voice their views
- express opinions/suggestions on club/league issues.

Target audience

Women in baseball (no specific age group, although most are in the 30–60 years age group)

Resources

- Coordinated by the Director of the South Australian Baseball League
- A small allocation of funds from the South Australian Baseball League of \$200 was provided for the first function for venue hire, catering, etc.
- South Australian Baseball League resources were utilised for mail-outs, telephone contacts and enquiries

Achievements/insights

- Two functions are held each season for women to network, update their knowledge on issues and exchange information
- 65 women attended the first function (no cost)
- An average of 30 have attended subsequent meetings (small cost)
- Excellent feedback
- The women are appreciative of being enlightened as to what is happening within the sport
- Individuals feel they have a point of contact for seeking guidance on club or league issues

Contact details

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Women: Get Set, Go!

Background

The English Sports Council set a target to assist women wanting to move into sport leadership.

- It organised and ran a two-day residential course.
- Experienced women were engaged as tutors to give women the skills and confidence to move into sport leadership.

Workshops and sessions were held covering:

- communication skills
- confidence building
- understanding sport specifics
- networking.

Target audience

Women with ambition to move into sport leadership positions

Resources

- GDB 700 per course
- Funding and administration provided by the English Sports Council

Achievement

- The project began in 1996.
- Approximately 60 women have completed the course.
- Monitoring and evaluation show that over 50 per cent of participants have moved into governing body coaching, working voluntarily for sport development officers and work in schools and sports clubs.
- Two have started Running Sisters groups in their area.

Contact details

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Womensport and Recreation NSW

Background

Womensport and Recreation NSW is a non-government organisation. It runs programs to promote and develop opportunities for women and girls in sport and recreation. These include:

- Sportswomen's Breakfast Club (networking opportunities for women, support, etc.)
- Women on Boards Program (networks and a database of potential board candidates has been established in partnership with other peak women's organisations. The aim is to place women on sport boards and committees, to help mentor them, and to offer support. Cocktail functions have been organised for potential candidates and sporting executives to network and learn about the program)
- media workshops (How to be Heard, How to be Seen, and How to be Read)
- Research
- Schoolgirls' Breakfast with the Stars (the aim is to provide role models/mentors for the day to high school girls and to inspire and motivate them to continue playing sport).

Target audience

- Women and girls in New South Wales
- Sporting organisations

Resources

- Womensport and Recreation NSW funds these initiatives with some help from sponsors and individuals. The Breakfast Club, for example, is user-pays, while industry partnerships have helped fund the Women on Boards Program.
- Community support and sponsorships keep the cost of the Schoolgirls' Breakfast with the Stars low.

Achievements/insights

- The Schoolgirls' Breakfast with the Stars has been well received, with members of parliament and schools using the days to present awards/grants.
- Womensport and Recreation NSW has refined the program as a tool kit for interested organisations wishing to run similar events.
- The President of Womensport and Recreation NSW presented this initiative at the 2002 World Conference and also gave a similar presentation in the Netherlands.

Contact details

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Womensport and Recreation Victoria

Background

Womensport and Recreation Victoria is a non-government organisation. It aims to:

- promote sport and physical activity to women and girls in Victoria
- provide opportunities for them to participate
- support sporting organisations to develop and promote female members
- lobby governments to provide opportunities for women and girls to take part in sport and physical activity.

Initiatives include:

Women's Participation Program

- Working with women with little or no physical activity levels to assist them to overcome barriers and improve their physical and mental health.
- There are approximately 1000 women involved in this program from all social-economic and minority groups.

My Connected Community

- Involves building online groups of women interested in sport and recreation to address the issue of 'lack of information'.
- Assists women in gaining information as well as feeling socially connected with women with similar interests.

Regional sports assembly support

- Womensport and Recreation Victoria is assisting regional sports assemblies to make links between local sporting clubs and women's community organisations to increase the number of women within regional and rural areas to access sporting clubs.

Local government analysis and assistance

- Womensport and Recreation Victoria is analysing what local government authorities are doing in terms of policy, procedures and programs to increase female participation in physical activity
- From this analysis, Womensport and Recreation Victoria is developing a best practice model for local government authorities who want to increase female participation in physical activity

Feasibility study on female-only swimming pool centre

- Working on the success of Fernwood Female Fitness Centres, Womensport and Recreation Victoria is writing a feasibility study on whether a female-only community swimming pool would be successful in terms of participation and financial viability.

Contact details

Name	Dawn Wilcock
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Web site	www.womensport.com.au

Womensport Tasmania

Background

Womensport Tasmania runs many successful activities to encourage women and girls around the state to take part in sport and recreation. These include:

Women's Jog/Walk-a-long

- Conducted on the last Sunday of each month in Hobart
- Women and girls walk, jog or run a three to six-kilometre course
- There is an informal, friendly and supportive environment
- Free child care is provided
- Incentives for participation and improvements are awarded

Guest Speakers Program

- Involves inviting women and girls from all aspects of the sport and recreation industry to speak each month.
- This provides inspiration and motivation to those involved in the industry.

Women and girls participation events

- Women's and Girls' 10k Classic, 5k run/walk and 3k schoolgirl participation events are held in May each year.

Target audience

Women and girls in Tasmania

Resources

- Administered and coordinated by Womensport Tasmania
- Publicity and promotion
- Prizes and incentives
- Child care
- Venue for guest speakers program

Achievements/insights

- Significant participation numbers in the Jog/Walk-a-long
- High level of success for the fun runs
- Expansion of the Jog/Walk-a-long program to other areas of Tasmania
- Significant speakers involved in the Guest Speakers Program, such as tennis player Evonne Cawley
- Publicity for women's sport

Contact details

Organisation	Womensport Tasmania
Address	PO Box 773 Sandy Bay Tas 7005

Womentoring Program

Background

The United States Womentoring Program was initially designed as a program to pair young minority women with women already established in sport-related careers. The program was so popular that it was expanded to include all young women as mentees.

- Mentors volunteer their time and assistance to a program coordinator.
- The program coordinator pairs mentee with mentor as applications are made.
- The mentor then contacts the mentee to begin the dialogue and assistance.

Target audience

- Young women entering sport-related careers in the United States
- Women already established in sport-related careers

Resources

- This popular ongoing program is administered by the National Association for Girls and Women in Sport.
- There is no cost as it is run by volunteers.

Achievement

Nearly 100 mentor–mentee relationships have been established in a ten-year period.

Contact details

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Web site	www.aapherd.org

Working with Islamic Women and Girls in Sport: A guide

Background

- To dispel myths about perceived constraints of Islam on women's sport participation
- To offer guidelines for good practice
- To encourage leaders, coaches and administrators to extend opportunities to Islamic women and girls
- To disseminate information to government and non-government organisations
- To make the Guide available via the International Association of Physical Education and Sports for Girls and Women web site

Two versions of a booklet were produced:

- one for use in Islamic countries
- one for use in countries with Islamic minority populations.

Target audience

Those who aspire to work with Islamic women and girls in sport

Resources

- The project was administered and managed by the International Association of Physical Education and Sports for Girls and Women through its President, Professor Margaret Talbot
- An international steering group
- The cost of producing the Guide was £4000, provided by the Commonwealth Secretariat, International Council of Sports Science and Physical Education

Achievements/insights

- At the 1996 105th International Olympic Committee session in Atlanta the proposal was adopted for implementation.
- The Olympic Charter language reflects the need to maintain equality of opportunity for men and women.
- The Guide has been distributed to assist Islamic women and girls in sport.

Contact details

Name	Professor Margaret Talbot
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Section 2

Participation

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Active Australians Primary School Program

Background

Southern Cross Primary School is a Canberra public school with an enrolment of 314, which includes a large number of students with English as a second language and two classes for students with learning disabilities.

It wanted to:

- encourage primary school students to take part in and enjoy sport
- give them access to coaching programs
- make them aware of the opportunities in sport
- provide them with role models.

The school launched an Active Australia program involving elite athletes, media personnel and parents.

- Students were encouraged to 'adopt an athlete' and follow the sporting career(s) of the athlete(s) chosen.
- Active Australia leaders acted as mentors for younger students and assisted in organising and leading different sporting activities.
- Parents were also involved in the school's sporting program.
- Community organisations were encouraged to run specific sporting sessions at the school, for example, secondary school students worked with Year 5–6 students in an elective on coaching.

Target audience

- Students at Southern Cross Primary School
- Their families
- The local community

Resources required

- People to coordinate the program
- Invited guest, including athletes, to participate
- Help with the launch of Active Australia

Achievements/insights

- An increased awareness of, and involvement in, sport and physical activity
- An awareness of the opportunities in sport and role models
- Improved health outcomes for students

Contact details

Name	Southern Cross Primary School
Address	Wirraway Crescent Scullin ACT 2614
Telephone	02 6205 8177
Email	info@southerncrossps.act.edu.au

Active Beginnings for Women

Background

- A municipal recreational needs study in the Footscray area of Melbourne showed that women required more information about physical activity options and more opportunities to participate.
- An Active Beginnings program was developed.
- This allowed women to experience eight different sports/activities at different sport and recreation facilities.
- Activities were held weekly.

Target audience

Women in the Footscray area of Melbourne

Resources

The program was developed and administered by the Melbourne Sports Network, also known as the Western Region Sports Assembly, which has been organising and supporting sport at the community level for 17 years.

Achievements/insights

- Activities served as an introduction to both different sports/activities and different facilities/clubs.
- They allowed women participating to see what was on offer and to join on a more permanent basis.

Contact details

Organisation	Leisure Action
Address	2005 Malvern Road East Malvern Vic 3145
Telephone	03 9572 5826

Active Mothers Pram Walking Project

Background

- A research project was designed to test the feasibility and effectiveness of promoting and implementing pram-walking groups for new mothers.
- Pram-walking groups were set up for English speaking and non-English speaking women (in particular Arabic and Chinese).
- New mothers were recruited through baby health clinics.
- They took part in a six-month pram-walking intervention program.
- Pram-walks were conducted once a week over a designated 30-minute pram-accessible walk.
- The groups were monitored to gauge participant feedback and other information useful for physical activity guidelines and the formation of future physical activities for new mothers.

Target audience

- New mothers in New South Wales
- Arabic and Chinese-speaking mothers

Resources

Project partners included:

- NSW Health Department
- Western Sydney Area Health Service
- Australian Catholic University
- Department for Women and Community Health agencies

Achievements/insights

- A good response from the targeted group
- An information flyer will be circulated to key community groups (for example, community health clinics, playgroups associations) to facilitate the establishment of pram-walking groups for new mothers in other areas.

Contact details

Name	Jeanette Webb
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Active Women Program for Over 25s and Seniors

Background

- One or a series of events run in conjunction with local sporting and community organisations, clubs and commercial centres.

The aim of the program is to:

- encourage opportunities for women to participate in organised sport and active recreation
- encourage women to try a sport such as archery, rowing or bush walking in a non-threatening environment
- encourage them to take up the sport after they have finished the Active Women program.

Target audience

- Pre and post-natal women, who are particularly at risk of non-participation in physical activity. The program encourages them to continue to be active during and after pregnancy.
- Senior women — programs include educational information on leading a healthy lifestyle, osteoporosis, menopause and other health problems associated with age and gender. Physical activities are specifically targeted towards women of this age, as some recreation or community centres would not cater for this specific group.

Resources

Administration and promotion by the Western Australian Department of Sport and Recreation

Contact details

Name	Carol Hodgen
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Culturally and Linguistically Diverse Sports Program

Background

The need for a Muslim girls after-school sport program was identified following discussions with young Muslim women in the Reservoir area of Melbourne to:

- develop sporting opportunities for young Muslim women
- offer extra-curricular sporting opportunities as a response to an identified community need
- develop a sustainable program
- link key stakeholders to form a project partnership.

Consultation with young women and cultural workers in the area considered activities of interest, costs, times, locations and cultural needs, such as female instructors.

The sport project officer with the Centre for Multicultural Youth Affairs met possible stakeholders, including schools, leisure centres and sports clubs.

Two out of five schools confirmed they would participate and promote it, with the local stadium deemed a suitable venue. The Darebin Women's Sport Club offered to provide volunteer coaches for a soccer program.

Target audience

Young Muslim women and girls in the Reservoir area of Melbourne

Resources

- The Centre for Multicultural Youth Affairs provided its sports project officer to coordinate the program
- Local sporting organisations to conduct the sports
- Promotion and advertising
- Volunteer coaches
- Venue
- Participants were charged \$2 per session to cover the stadium hire
- The Centre for Multicultural Youth Affairs provided equipment and the stadium managed any administration on the day
- A key to success was to ensure future funds were included in the program budget to cover any initial losses

Achievements/insights

- Verbal and written feedback was obtained from the students, coaches, teachers and leisure centre staff.
- The location of the program changed in the second term to a more accessible venue and the sport changed from soccer to basketball, which proved to be more popular.
- Parents were supportive of their daughters' involvement because the program was supported by the school, was held in a familiar environment and took place straight after school.
- Holding regular committee meetings of all key stakeholders can ensure the sustainability of the program.

Contact details

Name Centre for Multicultural Youth Issues
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Email vkeogh@cmyi.net.au

Evaluation of Women's Participation Program

Background

The Women's Participation Program was established in Victoria to:

- increase involvement in active recreation so women will experience the benefits of participation and sustained activity
- increase women's self-esteem, confidence and assertiveness
- develop self-management skills so that women will independently participate in physical activity
- address issues such as child care, transport and safety to ensure barriers to participation are minimised
- empower women to reclaim their sense of entitlement to recreation without guilt.

The evaluation process set out to:

- uncover reasons why women decide to participate in the Women's Participation Program program
- describe the experiences of women in the program
- reveal the reactions of women and other key informants to the program's structure, organisation and marketing strategies
- determine the intent and/or current circumstances of the women interviewed with respect to ongoing participation in physical activity, sport and recreation
- explore the impact of the program on the social and emotional wellbeing and community connectedness of participants
- document the barriers and drivers for women to sustained participation
- determine to what extent the program meets its stated objectives.

The qualitative evaluation began in mid-2002 and a final report was presented in February 2003.

Target audience

- Women's Participation Program administrators and organisers
- Other sporting organisations
- Women who took part in the Women's Participation Program

Resources

Funded by the Women's Participation Program

Achievements/insights

- Comprehensive document outlining the reason why women do and do not take part in organised activity
- Contains valuable primary information
- Concludes that the Women's Participation Program did meet its key objectives but needs to build on marketing and promotion opportunities, tighten record-keeping and program monitoring, and seek creative solutions to the main barriers to participation

Contact details

Name Berni Murphy
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GirlForce: The Tao of fitness for girls

Background

GirlForce is a three-hour, school-based workshop that includes a high-energy circuit workout to music along with breakout sessions on nutrition, body image and smoking prevention. The program was created to address the:

- steady rise in childhood obesity and its associated health consequences
- increase in the number of girls taking up smoking
- high levels (around 40 per cent) of fat in teenagers' diets
- distorted or negative body image held by girls associated with risk behaviour such as dieting and eating disorders
- low levels of physical activity by girls at the onset of adolescence
- media and cultural messages that glorify thinness and tend to erode girls' self-esteem.

The program includes:

- mentors who are used to coaching and support the participants
- empowerment of participants to try new activities such as karate, soccer and samurai sword training
- sharing thoughts on subjects such as body image and health-related behaviours
- post-workshop lessons that reinforce the health and self-esteem messages.

Target audience

Girls aged 9–13 years

Resources

- Volunteers — generally one adult to five girls
- GirlForce workshop curriculum and teaching tools
- Basic audiovisual equipment, classrooms, gymnasium and music
- Exercise equipment such as balance balls, resistance bands, play swords, hula hoops, etc.
- Workshop costs around US\$100
- GirlForce is underwritten by Vanderbilt University Medical Center

Achievements/insights

- A pilot leader training and certification program is being implemented to increase the reach of GirlForce.
- Workshops and follow-up curriculum have had a significant impact on girls' fitness programs.
- GirlForce has been recognised by leading organisations such as the American Heart Association as a model program for promoting healthy lifestyles among young girls.
- Data gathering is essential and an important way GirlForce has distinguished itself in fitness programs.
- Translation of the program into different languages, such as Spanish, was deemed necessary.
- Standard protocols and procedures to assist with completing surveys were introduced.
- The survey instrument is being reviewed to make it a better, more user-friendly tool.

Contact details

Name	Susan McDonald
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Girls Aboriginal Sports Camp

Background

- Provides sporting, recreation and personal development opportunities for Indigenous teenage girls
- To initiate market research with the participants into the needs of the target group
- The information will be used for the provision of sporting and recreation programs for teenage Indigenous girls
- The program is conducted at the South Australian Police Academy for two to four days
- Participants live in
- All programs are facilitated by state sporting association coaches in their respective sports
- Program content includes golf, tennis, cycling, netball, volleyball and sessions on nutrition and goal-setting

Target audience

Teenage Indigenous girls aged 14–17 years

Resources

- Venue
- Coaches
- Speakers
- Coordination
- Promotion

Achievements/insights

Research provides information on:

- the participants
- main reasons for taking part in sport
- main reasons for not taking part in sport
- characteristics of participation in main sporting and recreation activities
- what sporting or active recreational activities would they like to participate in.

The research findings:

- provide valuable information for future camps and programs
- facilitate the development of a model to be used for implementation of further programs for the target group.

Contact details

Organisation	Community Participation Branch, SA Office of Sport and Recreation
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Web site	www.recsport.sa.gov.au

Girls' Cricket Competition

Background

Over ten years, the Hornsby Kurin-gai and Hills District Cricket Association conducted a successful pre-competition program for girls in the area, reaching a point where there was strong demand for competition. The association approached Cricket NSW in 1995–96 for help to start a girls' cricket competition to provide:

- increased opportunities in the sport for girls
- pathways for female cricketers
- links between schools and cricket clubs.

Funding and support permitted a number of initiatives to be taken:

- in February/March 1996 a three-week Kanga Cricket program was conducted in local primary schools to judge interest and collect the names of girls for the following season
- a Super 8's Gala Day held at the end of the program was well received
- a sub-committee of parents, members and the Cricket NSW Development Officer set-up the competition
- schools were informed and the sport was promoted through the local newspapers
- two coaching clinics were conducted for all players, allowing the association to recruit and work out teams
- the competition began with under-13s and under-16s.

Target audience

Upper primary school to under 16 girls in the local area

Resources

- Development of a plan and coordination of the competition were taken on at the local association level
- Resources were needed to stage the Kanga Cricket competition in schools and the Super 8's Gala Day
- Sub-committee members finalised rules, format and recruitment for the under-age competition
- Publicity was generated to provide information via local newspapers and schools
- Coaches and support were needed for the pre-competition clinics, and equipment and grounds were required
- The Australian Cricket Board gave an initial grant of \$2500 to keep costs low (normal fees now apply)
- Cricket NSW supplied some coaches and the support of its development officer
- Parents helped as volunteer coaches, umpires and administrators
- The local council supplied the grounds
- Australian cricketers Zoe Goss and Belinda Clarke were involved as role models

Achievements/insights

- Increased interest in, and membership of, the local clubs and development of talented players for New South Wales
- Young girls had an opportunity to continue playing cricket and develop their skills
- Followed up by the North Shore Cricket Council, which established a junior girls' cricket competition
- Gordon Junior Cricket Club now runs the competition and there are others operating in the Sydney area

Contact details

Title/position	Executive Officer Women's Cricket
Organisation	Cricket NSW
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Girls cricket program — Cric Hit

Background

- Cric Hit is a new program from the Australian Cricket Board supported by the Australian Sports Commission
- Modified game for girls aged 10–13 years old and involves 1.5-hour fun sessions one afternoon a week for six weeks
- Cric Hit caters for all abilities and skill levels
- Conducted in a safe, friendly environment
- Venues in Queensland, New South Wales, Australian Capital Territory, Tasmania and Victoria

Target audience

- Girls aged 10–13 years
- All skills and abilities

Resources

- An Australian Cricket Board employed coordinator to oversee the competition
- Online registrations
- Cricket equipment
- Planned weekly programs
- A fee of \$45 covers competition costs and provides participants with a range of items (see resources)
- Give-aways for participants, including backpack, bucket hat, drink bottle

Achievements/insights

- As part of the program, the Australian Cricket Board took the opportunity to pilot the use of a web site that allows online registrations (www.southernstars.org.au/crichit). This was a great success because it allowed easy registration and links to information.
- Cric Hit also allows parents/guardians to get involve as volunteers.
- Participants were exposed to cricket and developed new skills and made friends.

Contact details

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Girls First school program

Background

- To encourage and involve girls not attracted to sport
 - To overcome the lack of media coverage and images of girls actually taking part in sport
- In 2001 the Sports Council for Wales, United Kingdom, launched a new program called Girls First.
- Girls First was a challenge to each of the 220 state secondary schools to produce extra-curricular activities to raise the level of girls' participation.
 - Schools were required to be innovative and provide opportunities for girls not interested in sport.
 - Eye-catching publicity material and a set of 15 posters depicting images of both elite performers and general participants enjoying sport were sent out.
 - The school packs also contained a press release to encourage schools to promote their program with the local media.

Target audience

- Secondary schools
- Female high school students in Wales, United Kingdom

Resources

- Personnel to coordinate the program
- Schools to implement activities and promote the scheme
- The National Assembly of Wales provided the Sports Council of Wales with an extra funding allocation to support the program
- Schools were challenged to receive £1000 in the form of a grant by developing their own specific series of activities

Achievements/insights

About 80 schools responded to the challenge providing:

- soccer
- rugby
- aerobics
- water aerobics
- self-defence
- martial arts
- outdoor activities such as canoeing.

The poster series that accompanied the school pack has received strong support. This has been made freely available to all schools and local authorities, national governing bodies and clubs. Examples of good practice are already beginning to emerge.

Contact details

Organisation	Sports Council of Wales
Address	Sophia Gardens, Cardiff CF11 9SW, United Kingdom
Email	scw@sce.co.uk
Web site	www.sports-council-wales.co.uk

Girls in Action

Background

Girls in Action is a resource package for teachers and leaders working with girls aged 12–18 years. It was produced by the Canadian Association for Health, Physical Education, Recreation and Dance, a national volunteer organisation of professionals in the fields of:

- health
- physical education
- related disciplines.

The Girls in Action package provides discussion tools to help teachers and girls approach the issues that discourage girls from participating in physical education.

Target audience

- Adults working with girls
- Girls aged 12–18 years in Canada

Resources

Canadian Association for Health, Physical Education, Recreation and Dance produces resources and runs programs that:

- promote physically active and healthy lives
- address gender equity issues in physical education.

Achievements/insights

- Encouraged discussion and awareness of issues relating to girls' participation in sport in Canada
- Promoted participation

Contact details

Organisation	Canadian Association for Health, Physical Education, Recreation and Dance
Address	Ottawa, Canada
Email	info@cahperd.ca
Web site	www.cahperd.ca

Girls in Physical Education Program

Background

The Newton Moore High School is a government senior high school in Bunbury, Western Australia. It has an enrolment of 1000. All students are tested in a range of sports when they enter Year 8 and again in Year 10. These tests consistently showed a significant and worrying decline in girls' physical performance between Years 8 and 10 so the School Council endorsed and funded a Girls' Physical Activity Outcomes Project.

The project comprised a number of different strategies:

- introducing comfortable sporting uniforms
- holding single-sex classes
- allowing the girls to choose the sport or activity they undertook
- identifying students' needs and interests
- placing emphasis on fun rather than competition
- forming links with community sports
- celebrating the successes of girls at all levels of activity
- running compulsory lessons about body image
- improving privacy in the change rooms.

Three other programs were introduced:

- Meet You in the Middle — involving players and officials from sporting groups in physical education
- Psychology of Involvement — a seven-week course looking at exercise values, goal-setting, assertiveness and rewards
- Community Sport Model — students take part in a team for ten weeks, learning fundamentals skills and take on the roles of team officials and administrators.

Target audience

Female high school students

Resources

Funding for the project was provided by the School Council.

Achievements/insights

- The initial assessments and changes to curriculum have provided an ongoing program of PE at the school.
- Students have reacted favourably to the changes.
- Feedback suggests positive outcomes for girls. They are happier and more active and there are few, if any, non-participants.
- The specific short programs have given girls the chance to widen their views on sport and recreation.
- Links with community sports have made it easier for the girls to become involved outside of school hours.

Contact details

Name Newton Moore Senior High School
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 Bunbury WA 6230
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Email www.newton@wa.edu.au

Girls in Sailing

Background

The Canadian Yachting Association produced *Popeye: The female side of the story* which addresses:

- why girls drop out of sailing at a higher and faster rate than boys
- what can be done about it.

Target audience

Girls participating in sailing and others who are interested in the sport

Resources

Coordinated and administered by the Canadian Yachting Association

Achievements/insights

- The Canadian Yachting Association runs yachting courses designed by women for women.
- It also teaches sailing and self-awareness skills in a supportive and non-judgmental environment.

Contact details

Organisation	Canadian Yachting Association
Address	Kingston, Ontario, Canada
Email	sailcanada@sailing.ca
Web site	www.sailing.ca

Girls in Sport

Background

Through consultation with local secondary schools, the City of Whittlesea in Melbourne identified significant factors limiting young women's participation in sport. These included feelings of athletic inadequacy and a lack of role models in schools.

A program was devised to:

- increase girls' participation
- provide them with experiences that make them feel positive about sport and their physical abilities
- provide opportunities in non-threatening environments
- create links with sporting clubs to assist ongoing participation.

It involved taking six sports into schools in the municipality:

- cricket
- futsal (indoor soccer)
- golf
- football
- table tennis
- bocce.

The sports were chosen because they would allow interested girls to continue playing them via existing clubs in the region. Clinics were conducted during school hours and a holiday program was arranged involving local clubs.

Target audience

Female high school students

Resources

This program was supported by the City of Whittlesea as well as other groups and local clubs. The council's involvement in the Active Australia Local Government Network enabled it to tap into other sectors. These included:

- the Melbourne Sports Network
- the Victorian Education Department's School Sport Unit
- sport development officers.

Achievements/insights

- Three hundred and forty girls took part in the initial program at five secondary schools.
- Several schools have organised ongoing sporting clinics with local clubs.
- An Easter holiday program was also conducted involving golf, cricket and football.
- A database is maintained and used to keep in contact with the girls who participated in the program.
- Students from the Royal Melbourne Institute of Technology have been selected to research and follow the program's progress. This will enable a comprehensive review and influence future directions.

- The girls benefited by trying sports and being given access to local sporting groups.
- Involvement of other groups in the community, such as education, sport and local government, added value.

Contact details

Organisation	City of Whittlesea
Telephone	03 9217 2370
Web site	www.melbournesportsnetwork.org.au

Girls in Surfing

Background

- Surfing Australia recognised there were a number of issues restricting girls from becoming involved in surfing including the fact that the sport has been traditionally male dominated.
- In 1990 Surfing Australia held the first Rip Curl Girls Go Surfing Day in Victoria as an attempt to create a fun, non-competitive, safe environment for girls wanting to try surfing. It is now held annually in December.

The Roxy Surf Jam is a similar all-girls program for girls who can surf. It runs all summer and aims to:

- encourage girls to continue their participation
- meet and hang out with other girls who surf.

Target audience

Females 8–35 living within two hours of a Surfing Australia Surfschool

Resources

- One coach for every eight participants
- Boards
- Administrative support
- The Rip Curl Girls Go Surfing Day was funded through sponsorship and user-pays
- The Roxy Surf Jam was free to participants and attracted some sponsorship
- Rip Curl and Roxy produced a show bag for participants
- Surfing Australia coordinates all the coaches, permits and insurances for a fee

Achievements/insights

- Very successful initiative with 3600 girls participating in the Rip Curl Girls Go Surfing Day in 2002
- Both programs make money and are sustainable
- Lessons learned in terms of selling off some categories of sponsorship

Contact details

Name	Tom Campbell
Title/position	Business Development Manager
Organisation	Surfing Australia
Telephone	07 5520 1150
Email	tomc@surfingaustralia.com
Web site	www.surfingaustralia.com

GirlSports Basics

Background

Girls Scouts USA developed and implemented a project for girls aged 5–8 years to teach them basic sports skills such as:

- throwing
- catching
- kicking
- volleying
- dribbling
- striking
- batting
- locomotion skill.

Target audience

Young girls aged 5–8 years, especially members of Girls Scouts and adults with little experience in sports

Resources

- Personnel to research and develop program
- Adults to conduct the project
- Basic equipment such as balls, bats and mitts

Achievements/insights

Launched in 2000, this is an ongoing program that has given young girls greater confidence and skill development necessary for success in organised sport. Girls can go on to take part in the Fun and Fit project for girls aged 9–11 years designed to:

- teach the importance of warming up, cooling down and stretching
- help girls work in teams
- develop lifelong health and fitness habits.

Contact details

Name	Verna Simpkins
Position	Director, Membership and Program Initiatives
Organisation	Girl Scouts USA
Web site	www.girlscouts.org

Indigenous netball participation project

Background

The Albury Netball Association is a large association of about 800 members run by volunteers. It has a very low Indigenous participation rate. The association was successful in applying for a Commonwealth grant to initiate a project to overcome this. The association:

- surveyed players, and received a 90 per cent response rate and high levels of support and interest
- sought Indigenous players via the local Aboriginal community through schools, advertising and publicity
- entered the players in the association's competition in teams, individually and with non-Indigenous team-mates.

Participants were then assisted through provision of uniforms, waiving of fees, personal support and coaching sessions. Two major events were also organised:

- coaching sessions by the Australian netball team member Sharon Finnan OAM
- staging the annual Victorian Aboriginal Youth Sport and Recreation Cooperative Football/Netball Carnival 2002, which attracted 3000 Indigenous sportspeople and their families to Albury.

Target audience

Indigenous girls and women in the Albury–Wodonga area of New South Wales and Victoria

Resources

- The project, entitled Indigenous Participation — Team and/or Individually — in Local Netball Competitions, was funded through a \$15,000 grant from the Commonwealth Government as part of the Living in Harmony initiative.
- The money helped develop and conduct the project and directly benefited the players through paying for uniforms, state affiliation fees, etc.
- The Albury Netball Association also contributed by waiving registration fees.
- Aspects of the project are continuing, such as promotion of the sport in Indigenous media, support of Indigenous players and future plans to conduct other carnivals.
- The association has also assisted other sporting groups to address the low levels of Indigenous participation.

Achievements/insights

- From 1999 to 2002, contact was made with approximately 75 local Indigenous people, which represents nearly 10 per cent of the group in the Albury–Wodonga area.
- Survey results and informal feedback indicated considerable support for the project and its aims.
- There was no negative feedback, which contrasted with earlier years.
- The association received widespread recognition for its work.
- There was higher awareness of issues such as racism in sport.
- It established a welcoming environment where Indigenous players felt comfortable and value-added to the sport of netball as a whole.

Contact details

Name	Albury Netball Association
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Fax	02 6021 3317

Indigenous Netball Tournament

Background

The NSW Department of Sport and Recreation and the National Aboriginal Sports Corporation of Australia organised the weekend tournament for Indigenous female netballers. Its aims were to:

- encourage Indigenous female participation in netball
- identify and develop talented players.

The tournament was held in September 1998 at the end of the netball season at Charlestown near Newcastle and involved 19 teams from around New South Wales. It was an open tournament, with a minimum age of 16 years.

Target audience

- Indigenous female youth, but senior women also attended
- Each team was allowed to include two non-Indigenous women

Resources

- Brochures were sent to Aboriginal Land Councils, other Aboriginal organisations and schools
- Courts and facilities
- Promotional material and publicity
- Information for teams
- The NSW Department of Sport and Recreation and the National Aboriginal Sports Corporation of Australia sponsored and administered the competition
- Teams paid a \$150 entry fee
- A tournament dinner was funded for players, and trophies and prizes were awarded
- Players paid for their own transport and accommodation
- Courts were provided free by the local association

Achievements

- This was the second year the tournament was run and it had more players and improved organisation.
- Players said it gave them an opportunity to play, visit a different area, meet relatives and enjoy physical activity.
- Organisers said it helped establish networks between community groups and NSW Department of Sport and Recreation as well as increase numbers in Indigenous grass-roots netball.
- Ten players were selected to represent New South Wales.
- There was coverage by the television and print media.

Contact details

Name	Sharon Finnan
Organisation	National Aboriginal Sports Corporation of Australia
Telephone	02 9221 8655
Web site	www.nasca.com.au

Indigenous Softball Program

Background

ACT Sport and Recreation wanted to provide Indigenous women in the Australian Capital Territory with opportunities to participate and develop skills relevant to softball that would also benefit the sport as a whole. The program was introduced after it was recognised that many Indigenous women require financial and other support.

The Indigenous Softball Program is a partnership between:

- the Indigenous Sports Development Officer in the Australian Capital Territory
- Softball Canberra
- the Australian Softball Federation.

It provides opportunities for:

- Indigenous women to play, manage, coach and officiate at the regional competition level
- involvement with softball on a national and international stage
- training and coaching clinics
- club and volunteer management training
- scoring and accreditation programs.

Target audience

Indigenous women resident in the Australian Capital Territory

Resources

- Indigenous women taking part in the program need only buy their own uniforms
- Registration, equipment, accreditation courses and training clinics are provided free of charge
- The Australian Softball Federation provides most of the funding
- Some funding also comes from the Indigenous Sport Program, which manages the initiative

Achievements/insights

- The partnership agreement is an ongoing commitment to Indigenous women's softball in the region.
- It is planned to increase the number of participants annually.

Contact details

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Masters Surf Life Saving Program

Background

The Grange Surf Life Saving Club Beach Committee had low levels of mature-age women in competitions. The club felt the low numbers contributed to its inability to achieve the number one ranking in South Australia. A strong commitment was made to encourage women over 30 to join the club and participate in activities and competition.

- Individual letters were sent to mothers of the junior division and previous female club members asking them to attend an information evening.
- It was very up-front — ‘We need you to help us achieve number one, but at the same time gain skills you can use in your day-to-day lives and become a valuable member of the club and community’.
- Many women brought along friends.
- A flexible delivery program was devised to take into account family commitments (there were many times when instructors gave one-on-one training to someone who had missed out on a session).
- The women started at the bronze medallion level and worked together to reach their goals.
- Concerns were dealt with quickly by the Masters Coordinator, Club Vice-captain or Secretary.
- Smaller groups of five were formed and moved from instructor to instructor.
- This made it more enjoyable and safer.

Target audience

- Previous female members
- Mothers of Nippers (junior life savers)
- Women over the age of 35

Resources

- Each member of the squad needed to show competency in skills to the bronze medallion level, which is required in surf life saving competitions and beach patrol.
- The club provided all equipment and exclusive use of the local pool allowed the women to train and improve their swimming (three instructors were on hand at most times).
- The women had to pay a joining fee of \$90.

Achievements/insights

- More mature women are involved through committee work, coaching, junior activities, etc.
- The club is committed to encouraging women to become proficient as instructors, coaches and examiners.
- Increasing numbers of women have obtained their bronze medallion.
- The number of female masters competitors has increased.
- All participants received their radio certificate, advanced resuscitation and bronze medallion.
- One instructor received her Training Officer Award in Radio and ARC.
- All participants received recognition from the club.
- Most women re-joined the club and completed their proficiency.

- Friendships were strengthened.
- Three women undertook advancement in coaching and examining in surf life saving.
- The Grange Surf Life Saving Club achieved success in the State Titles.
- The program has also shown that the women can continue to test themselves and gain skills that they can use in their everyday life. They also became fitter and stronger and did things they did not think they could do.

Contact details

Name	Maureen Anderson
Organisation	Grange Surf Life Saving Club
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Physical Activity Opportunities

Background

The NSW Department of Sport and Recreation aims to increase opportunities for women and girls to participate in physical activity. It offers targeted programs through its regional offices in partnership with:

- local councils
- schools
- Police and Citizen Youth Clubs.

Examples of the programs include:

- outdoor education programs
- sports clinics and 'come and try' days
- gentle exercise classes for older women
- school leadership programs for girls
- non-traditional activities for girls, including surfing and skateboarding.

Target audience

Women and girls in New South Wales

Resources

- Administered and funded by the Department and partners
- Some user-pays

Contact details

Name	Jeanette Webb
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Real Adventure Women

Background

In 1998, on behalf of the Brisbane City Council, the Red Hill Paddington Community Council ran the innovative Real Adventure Women (RAW) pilot program. It comprised outdoor activities during summer, spring and autumn. Activities included:

- horse riding
- rock climbing
- power boating
- sky diving
- tai chi.

RAW also set up links among participants, community groups and the providers of the various activities.

Target audience

Women in the Brisbane city area aged 16 years and over

Resources

- Supported by the Brisbane City Council through its sport and recreation program
- The Brisbane City Council provides funding and employs some staff for the current program
- Workshops and activities provided at little or no cost
- Limited child care available to those requiring assistance
- A project officer to help sporting and recreational providers include women in their activities
- Brochures
- Providers now take responsibility for booking, administration and program delivery

Achievements/insights

- More than 240 women took part in the pilot program each month, despite almost no advertising and limited access to activities
- The community nature of RAW fostered greater links among participants, community groups and various organisations
- The pilot's success has led to an ongoing RAW program, with some differences in the areas of administration and delivery, although these mean it can service a much wider geographical area

Contact details

Organisation	Brisbane City Council
Address	GPO Box 1434 Brisbane QLD 4001
Telephone	07 3366 7836
Web site	www.brisbane.qld.gov.au

Remote and Indigenous Communities Development Program

Background

The Coral Sea Classic is an integral part of the Hockey Queensland North Queensland Remote and Indigenous Communities Development Program. There were various sport choices available for Indigenous male youth in the Cape York and Coral Sea areas of Queensland but very limited choices available to young females.

- Established in conjunction with Hockey Australia and the Oceania Hockey Federation
- Designed to develop hockey skills and educate young players in coaching

Target audience

- Young Indigenous girls aged 10–15 years involved in the participation section
- Young Indigenous women aged between 16–19 years in the education and training section

Resources

- Long-term partnerships with people and organisations that are specialists in their areas
- Involvement of local communities
- Involvement of major partners such as Sport and Recreation Queensland and Education Queensland
- Venues
- Artists
- Hockey equipment

Achievements/insights

- In 2002, 90 per cent of the youth who attended the first festival were female.
- Indigenous women participated in hockey at all levels during the festival.
- The festival achieved all set goals.
- In 2003, there was an increased number of young girls and women participating.
- There was a successful combination of sport and cultural activities, especially when mixed with the workshops on leadership and other personal development.
- Links were established between the hockey community and local Indigenous communities.
- Follow-up communication, constant information flows and contingency plans were required.
- Wide-ranging sport and non-sport skills for girls were developed.

Contact details

Name	Julie Bartlett
Position	Project Manager, North Queensland Remote and Indigenous Communities
Organisation	Hockey Queensland
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Rowing for Women and People with a Disability

Background

- A group of mothers wanted to row but found regular rowing clubs unavailable for social rowing and not easy to work with in relation to boats, access to the shed and coaching programs.
- They decided to start their own rowing club, Dragons Rowing.
- The members' daughters' school was supportive of the women and loaned them boats and equipment until they could buy their own.
- Weekend learn to row camps were organised, which also promoted healthy living and women's issues.
- The club started with 11 members and has grown to 45 members.

Target audience

Women over 30 years. There are now 10 rowers all over 40 years, and a small number of younger women.

Resources

- Boats
- The club worked hard to purchase its fleet and is now in partnership with the supporting school to build a rowing shed — the first rowing shed in Brisbane with a viable community group and school-rowing program

User-pays and club fees are set to support all members. However, the club has received a number of grants:

- Brisbane City Council has granted \$10,000 for Learn to Row programs for older women, hearing-impaired women and vision-impaired secondary-school students
- the Gaming Machine Community Benefit fund has granted \$36,000 for two boats and four coaching tinnies
- a major company donated a boat trailer
- the International Year of the Older Person, through the Queensland Department of Families, granted the club \$3500 for the weekend camp
- sponsorship of \$2000 for the 2002 World Masters crews to travel to Ballarat was gained
- Sport and Recreation Queensland granted the club \$1200 to ensure ten members became Level 1 coaches to coach students and members
- Brisbane City Council leased a block of land to the club to ensure its viability
- St Margaret's AGS (the supporting school) will build a shed for the school rowing program and the club.

Achievements/insights

- The club was incorporated in 1997 and will be moving to its new shed in late 2003.
- The club was awarded the Rowing Australia Club Achievement Award in 1999 for services to older women and in 2000 for work with students with disabilities.
- It is the only club with a female executive and a female president.

- The club competed in the 1998 Asia Pacific Masters Games and became Queensland Champions in the eights.
- The number of veteran women rowing has trebled.
- In 1999 members coached and coxed the first adaptive races at the Queensland Schools Rowing Champions for students with disabilities. Those students gained a standing ovation from the bank.

Contact details

Name	Sue Wallace
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Street Girls

Background

To encourage girls in urban areas of Berlin to be involved in physical activities through 'street culture' sports such as:

- running
- street basketball
- street soccer
- dancing
- skateboarding
- in-line dancing.

Street Girls is held to get the girls involved and offer alternatives to established sports.

Target audience

Young girls aged 8–15 years in Berlin, Germany

Resources

Street Girls is funded by the German Sports Confederation

Achievements/insights

- Thousands of girls have taken part
- Girls' days, and weekends and weeks for sport and exercise have been organised, both at the regional and local levels
- Girls from as young as six years take part in the special events, which often have 1000 or more participants
- Workshops and lectures are organised and child supervision is provided

Contact details

Organisation	German Sports Confederation
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Email	esw@dsb.de

Summer Fun Triathlon Series

Background

- Triathlon Australia organised a series of five races in conjunction with the 1998 St George National Triathlon Tour and Grand Prix.
- Summer Fun races included a modified course targeted at anyone with an interest in the sport.
- Women could take part individually or as part of a team.
- Free child care was provided for all entrants and organisers.

Target audience

Women not presently participating in triathlon, especially women with young children

Resources

- Triathlon Australia designed a modified race course comprising a 250-metre swim, 10-kilometre cycle and a 2.5-kilometre run.
- Triathlon Australia also supplied and erected a child care tent close to amenities at each race site
- A qualified child care worker was employed in each state

Achievements/insights

- An increase in the number of women taking part in triathlon
- A significant number of women used the child care facilities

Contact details

Organisation	Triathlon Australia
Address	PO Box 6039 Frenchs Forest DC NSW 2086
Telephone	02 9972 7999
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Web site	www.triathlon.org.au

Swim and Gym Classes for People with a Disability

Background

- To introduce swim and gym programs to people with a disability in the Dandenong area with the aim of assisting them to continue with the activities.
- The City of Greater Dandenong, the Spastic Society and Leisure Link Up have developed specific programs for people with disabilities.
- Trained staff teach participants how to swim and how to use gym equipment.
- Once competent, the participants move into semi-independent groups and continue their activities.

Target audience

People with disabilities

Resources

- The City of Greater Dandenong, along with the Victorian and Federal governments, subsidises a number of programs and services for people with disabilities living in the region
- Residents sometimes pay a small contribution
- Personnel to coordinate the program
- Venues and equipment

Achievements/insights

- Increased activity opportunities for people with disabilities in the Dandenong region
- Increased self-esteem among participants
- Better health outcomes
- Social interaction for participants

Contact details

Organisation	Leisure Link UP
Address	Suite 2–3, 50 Thomas Street Dandenong Vic 3175
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Email	leisurelinkup_@hotmail.com

Talented Athletes with a Disability Development Camps

Background

- To provide opportunities for girls with disabilities to try new sports
- To provide special girls-only activities
- To develop athletes with a disability identified as talented

Both projects were run on a state-wide basis and managed by the Sydney Academy of Sport's Unit for Athletes with Disabilities.

- Weekend camps were held at Narrabeen.
- The programs were specifically designed for the target group.
- They involved coaching, playing and information about a range of sports, including netball and gymnastics.

Target audience

- Girls (11–18 years) with a disability at the grass-roots level
- Talented athlete development camps were targeted at talented girls (11–18 years) with a disability

Resources

- Management by Sydney Academy of Sport
- Promotion through special education consultants
- Information sent to mainstream sports, the Sports Council for the Disabled and disability service centres
- School presentations
- Gymnastics coaches provided by NSW Gymnastics, which also helped select the talented athletes
- NSW Department of Sport and Recreation provided funding
- The weekend costs \$280 per participant, but they only pay \$80 themselves

Achievements/insights

- The number of girls participating has increased.
- Many at the grass-roots level have been identified as talented and gone on to be part of development camps.
- There was an increase in the number of girls with a disability going into mainstream programs.
- The relatively low cost to the participants while also providing them with links and networks.
- Special training courses were run for coaches working with athletes with disabilities.
- The camps provided publicity for the Academy.

Contact details

Name	NSW Sports Council for the Disabled
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Email	info@nswscd.com.au

Wisemove — recreation program for inactive women

Background

Wisemove is a gentle recreation program for women in South Australia who are not currently active or who have never been active.

The program provides support and information on a weekly basis and includes physical activity such as:

- walking
- yoga
- light fitness.

The aim is to address the issues and barriers keeping women from participating in, and enjoying, regular physical activity.

Target audience

Women aged 30–50 years in South Australia (although younger or older women can also take part depending on the circumstances)

Resources

The program can be run from:

- community houses
- recreation centres
- YWCAs
- women's health centres.

Leaders receive training and resources to conduct the program effectively.

Achievements/insights

The program has assisted women who have started or restarted exercise in a supportive environment.

It has addressed issues such as:

- body image
- child care
- safety
- motivation
- past bad experiences
- self-esteem.

Contact details

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Women in Martial Arts

Background

Martial arts are traditionally seen as a male-dominated pursuit:

- differences in strength, attitude and learning contribute to this
- there were very few women coaches or in higher grades in most martial arts schools
- women who did train were often isolated — very often the only women in the class — and this led to women dropping out of martial arts and perpetuated the problem.

Women in Martial Arts (WinMA) South Australia introduced a range of initiatives including:

- training more women as coaches
- holding an annual camp
- holding regular meetings of women training in martial arts
- circulating a newsletter
- running several cross-training workshops and introductory workshops in a range of martial arts for women beginners.

Target audience

- Women and girls already in martial arts from beginners to higher grades and coaches
- Women who wanted to try martial arts but did not know where to start
- Women looking for appropriate self-defence classes

Resources

- Women coaches of higher grades
- Training equipment (for example, mats, strikeshields)
- Access to training venues (for example, community centre halls)
- The program was free and run entirely by volunteers

Achievements/insights

- The program has been going for more than a decade with many more women trying martial arts.
- Contact is maintained through meetings, emails and the newsletter.
- Informal training sessions are arranged whenever women need a partner to practice with.

Contact details

Name	Karelyn Curran
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Women's Jog-a-long

Background

- On the first Sunday of every month the ACT Cross Country Club holds a walk, jog or run for women and girls.
- The course is three or six kilometres over forest trails in Deek's Forest Park in the Stromlo Forest in Canberra.
- Free child care is provided.
- Incentives for participation and improvements include barrel draws and a kid's mini jog.
- The cost is kept low.
- There is a very informal and friendly environment.
- Prizes are awarded for improvement and emphasis is on sun protection, good exercise and sound nutrition.

Target audience

Women and girls in the ACT and surrounding region

Resources

- Coordination of the Jog-a-long
- Promotion
- Prizes
- Child care

Achievements/insights

- Unique in Australia and the world
- Up from ten runners in 1974 to 150 women and girls now taking part every month
- Boasts a regular clientele
- Contributes significantly towards encouraging women who may not normally participate in physical activities to 'have a go'
- Improves participants' self-esteem
- Holistic approach to exercise and health

Contact details

Name	ACT Cross Country Club
Telephone	02 6288 9060 (ah)

Women's Only Swimming Program

Background

The Centre for Multicultural Youth Issues in Melbourne worked with several organisations, including a group of Muslim women, to develop women's swimming programs. The work involved:

- identifying the need and viability of establishing the program through community consultation
- establishing a steering committee comprising community members, leisure centre staff and local government
- applying to the Equal Opportunities Commission for permission to run a female-only swimming program.

The initiative then identified a number of key steps to achieve a successful and sustainable program:

- funding (beneficial but not vital, and some unsuccessful programs relied on funding without looking towards the period after the money ran out)
- cross-cultural training (training staff in the understanding of cross-cultural issues, and in particular relating them to the pool environment was vital. Some programs broke down because of misunderstandings and lack of communication. Training may be vital for all participants, especially if the session is open to all women, not just Muslim women)
- fees
- involvement of community leaders
- education on issues such as child safety, water safety and pool rules
- transport
- advertising through local community and health centres, migrant resource centres, ethno-specific organisations, local government and local media.

Target audience

Women and girls of all ages who would not normally swim during public swimming session times

Resources

- Personnel to assist the community groups and involve various parties, develop strategies and promote the program
- Swimming pools
- Life guards
- Leisure centre staff
- Insurance
- Printing of information sheets
- Cross-cultural training

Achievements/insights

- The Centre for Multicultural Youth Issues has been successful in helping a number of community groups start programs that provide access to sport and recreation activities for women who would not normally take part due to cultural reasons.

- The Reservoir Women's Swimming Program numbers can reach up to 200 a week.
- Both Muslim and non-Muslim women participate, although it is predominately Muslim based.
- Participants are asked to wear modest attire and abide by all pool rules.

Contact details

Name	Centre for Multicultural Youth Issues
Telephone	03 9349 3466
Email	vkeogh@cmyi.net.au

Youth Sport Trust/Nike Girls in Sport Partnership Project

Background

Arrow Vale Community High School in the United Kingdom was invited by the Youth Sport Trust to be part of the second phase of the Girls in Sport project. The project's aims were to:

- investigate girls' attitudes to participation in physical activity
- develop a trial in schools between November 1999 and March 2000 for research purposes.

The school set the following objectives in its action plan:

- to increase motivation in girls in Years 9, 10, 11 (13–16 years) to achieve positive learning experiences for all
- to increase the number of girls taking part in out-of-school-hours activities
- to implement a physical education department policy on non-participants to encourage greater involvement in lessons.

The results were used by the Youth Sport Trust to develop a national program for all secondary schools.

Target audience

Teenage girls aged 13–16 years

Resources

- One female member of the physical education department
- The Head of Physical Education (female)
- In-service training and monitoring support from the Youth Sport Trust and the Institute of Youth Sport
- The school funded out-of-hours activities
- An Annual Award Ceremony — negligible costs

Achievements/insights

The school achieved Sport England's Sports Mark Gold in May 2001, which acknowledges quality provision for physical education and sport for all pupils and the 55 per cent of girls and boys involved in regular physical activity.

The pupils are encouraged to consider roles other than performance in physical education, in particular the development of Young Leaders and Volunteers in Sport has been highlighted.

- The curriculum has been restructured.
- Dance (in both the curriculum and out-of-school-hours activities) has become a part of the national curriculum that has attracted more girls and also given them opportunities to perform at a number of community events.
- The subject is now studied to examination level at age 16 and 18.
- Non-participants are more actively involved as coaches and officials.
- The project has become sustainable through action planning and the continued review and implementation of strategies.

Contact details

Name	Tracey Healey
Title/position	Director of Sport
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Section 3

Coaching and officiating

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Coaching Apprenticeship Program

Background

- The goal of Swimming Nation Canada's Coaching Apprenticeship Program is to increase the number of women coaching swimming at the national team level.
- The program selects a number of women coaches to develop specific coaching competencies through an individually tailored program.
- Apprentice coaches continue their work with their club and participate in specific activities with the guidance of a lead mentor coach.
- The apprenticeship is a two-year program.

Target audience

Women already coaching swimming in Canada who are:

- full-time coaches
- head coaches or assistant coaches who have had a significant involvement with qualifiers for senior national championships in the current or immediate past year
- fully complete Level 3 coaches including approved on-site assessment
- enrolled in Level 4
- available to fully participate in the Apprenticeship Program.

Resources

Administered by Swimming Nation Canada

Contact details

Name	Karen Spierkel
Title/position	CEO
Organisation	Swimming Nation Canada
Email	kspierkel@swimming.ca
Web site	www.swimming.ca

Journal for women in coaching

Background

Analysis in Canada showed that while participation of girls and women in sport skyrocketed in recent years, women involved in coaching continued to face serious challenges. This was due to:

- programs that did not consider the unique needs of female coaches
- a lack of mentoring
- the failure of sporting organisations to highlight female role models
- poor communication
- a lack of access to information which is critical to professional success.

The Women in Coaching program of the Coaching Association of Canada introduced the *Canadian Journal for Women in Coaching* after a worldwide search turned up little information specific to the situation of the woman coach.

The journal covers issues including:

- the impact of motherhood
- equitable compensation
- establishing personal behaviour guidelines
- working effectively with directors.

Target audience

Women coaches at all levels, particularly in Canada, but also worldwide

Resources

- Funded by the Coaching Association of Canada
- Personnel to research and write the journal
- Personnel to produce, publish and distribute it
- Promotion of the journal to women coaches
- The journal is now available on the internet at www.coach.ca/women/e/journal/index.htm

Achievements/insights

- Success in highlighting issues confronting women as coaches in Canada and other countries
- Availability on the internet has widened its audience and assistance

Contact details

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Soccer referees programs

Background

Women's Soccer Canberra and Soccer Referees Canberra identified an increase in the number of female players, however there were few women actively involved in refereeing soccer games, particularly in junior and women's competitions. Several initiatives were introduced over a three-year period.

The programs are aimed at increasing the number of female soccer referees and providing support, guidance and educational opportunities to retain their services as referees.

Women's Soccer Canberra and Soccer Referees Canberra introduced three programs:

- scholarships for female referees to cover costs, membership and uniforms
- research commissioned — 'Referees: who are they?'
- facilitated mentoring for young and developing female referees.

Target audience

- Referees — locally and interstate — for the research program
- Aspiring referees and female soccer players
- Active female referees in their teenage years with the potential to be elite referees

Resources

- Funded by Women's Soccer Canberra, Soccer Referees Canberra and Sport and Recreation ACT (through women's grants programs)
- Program coordinators from Women's Soccer Canberra and Soccer Referees Canberra
- Uniforms for new referees
- Administrative assistance to collate research responses, promotional information, reports and database
- Walkie-talkies for use by mentee referee and mentor at training games

Achievements/insights

- The research identified the characteristics of people who choose to pursue refereeing, including why they do it and what incentives are important to them.
- It also highlighted the perceived negative aspects associated with refereeing.
- More young women were doing referee courses but there was a high drop-out rate among teenagers.
- A scholarship program was introduced.
- By providing financial and mentoring assistance, more female referees are actively involved in officiating.
- The scholarship and mentoring programs require financial input from several organisations as well as support from volunteers and other referees (as mentors).
- Women's Soccer Canberra and Soccer Referees Canberra aim to make the scholarship and mentoring programs ongoing.

Contact details

Name	Kathy Mumberson
Organisation	Women's Soccer Canberra
Telephone	02 6249 7300
Email	generalmanager@womensc.org
Web site	www.womensc.org

Soccer scholarship program

Background

This program was introduced to increase the number of women in the areas of

- coaching
- officiating
- sports training.

The South Australian Women's Soccer Association identified an increase in the number of participants, but not in other areas of the sport. This further highlighted concern that the same women who were consistently undertaking these roles would burn out.

The South Australian Women's Soccer Association introduced three programs :

- coaching scholarships
- referee scholarships
- sports trainer scholarships.

Every year a number of scholarships are offered in each area with an average of five per year.

- Application forms are circulated and interviews conducted with the candidates to ascertain their goals and their reasons for applying for a scholarship.
- An induction session is held with the recipients to outline the responsibilities of the scholarship holder.
- The scholarship holders sign an agreement, and outline their goals and how they will measure their achievements.

Recipients receive:

- financial assistance to obtain a qualification in coaching, officiating or as a sports trainer
- the opportunity to work with experienced people within these three areas
- the opportunity to become involved with other programs in the association
- up-to-date information relating to their specific scholarship area

Scholarship holders are required to commit a realistic amount of time to the program.

Resources

- The program is funded through the SA Office for Recreation and Sport.
- The South Australian Women's Soccer Association aims to make the program ongoing.

Achievements/insights

- The coaching program has provided the best results with 15 out of a possible 17 women continuing in the sport.
- Probably the main lesson gained has been to ensure that the time required to commit to the program is realistic.
- Scholarship holders were required to attend a monthly meeting as well as gain a qualification and put their newly developed skills into practice.
- Initially not everyone attended these meetings and so the value of the meetings was diminished.
- In reviewing this, all scholarship holders attended a bi-monthly meeting and a new timetable of events.

Contact details

Name	Wendy Carter
Organisation	South Australian Women's Soccer Association
Address	4a Manton Street Hindmarsh SA 5007
Telephone	08 8340 0688
Email	wendy.carter@sasf.com.au

Winning Women

Background

Basketball Australia has commenced a series of conventions/workshops to promote, educate and encourage the participation of women in the sport of basketball. The series includes coaches, referees, scoretable officials, statisticians and administrators.

It aims to:

- recognise the contribution of women in the development of basketball
- provide an incentive for women to be retained in basketball
- educate, train and up-skill women in their respective areas
- establish a network of women coaches, referees, scoretable, statisticians and administrators
- increase the number of women involved in basketball.

Target audience

- Female coaches in the National Intensive Training Centre program and female coaches attending the national schools basketball tournament
- Female referees and referee coaches in each state and territory

Resources

- National coaching staff and officials
- Leading female role models who are coaches or officials
- The workshops for coaches and referees were held as part of other national events, therefore costs were reduced and additional personnel were present as part of the events
- Basketball Australia and some government funding helped with funding the workshops

Achievements/insights

- The Winning Women forums are expected to be held over two years
- Part of Basketball Australia's commitment to increasing participation of women in all areas of the sport
- The forums have created other opportunities for participants, for example, coaching roles with elite teams
- Participants have shared information and increased networks
- The workshops have successfully used personnel from outside the basketball community to facilitate the education and training components

Contact details

Name	Lorraine Landon
Organisation	Basketball Australia
Telephone	02 9701 8428
Email	landonl@basketball.net.au
Website	www.basketball.org.au

Women as coaches in volleyball

Background

The South Australian Volleyball Association has instigated a series of initiatives to:

- increase the number of practising female coaches at the beginning level
- develop a buddy system linking support of developing female coaches to existing successful coaches
- create a clear pathway for coaches.

The South Australian Volleyball Association set goals and a timeline to achieve targets at development, talent and elite levels. It aims to:

- open up opportunities for women to coach volleyball teams
- give them access to coaching positions
- provide incentives to coach females through player and coach career paths.

Target audience

Relevant tertiary institution programs for potential female coaches

Resources

- Development and administration by the South Australian Sports Institute and South Australian Volleyball Association
- Funding provided by the Australian Sports Commission

Achievements/insights

- Almost one-half the South Australian Volleyball Association Board is presently female.
- Approximately 50 per cent of referees at national juniors are female.
- One person in each commission has a gender equity role.
- Almost 75 per cent of state women's coaching staff is female.

Contact details

Title/position	Development Officer
Organisation	SA Volleyball Association
Address	80 Gilbert Street Adelaide SA 5000
Telephone	08 8221 5991

Women Coaches and Officials

Background

Australian statistics have consistently shown that significantly fewer women participate in sport than men — particularly as coaches, administrators and officials. This pamphlet, produced by the Australian Sports Commission, outlines various strategies to increase the number of women in coaching and officiating.

It also outlines other related resource material available and lists contacts who can provide further information.

Target audience

Sporting organisations

Resources

Funded by the Australian Sports Commission and distributed free

Achievements/insights

Easily distributed resource for individuals and organisations wishing to develop women as coaches and officials

Contact details

Organisation	Sport Programs Australian Sports Commission
Address	PO Box 176 Belconnen ACT 2616
Telephone	02 6214 1915
Email	pubs@ausport.gov.au

Women's Guide to Coaching

Background

The Women's Sports Foundation has produced a guide to assist those who aspire to coach girls and women in sport. The aim is to provide a framework of what is necessary for an entire coaching profession.

The guide contains information about:

- role modeling
- marketable skills
- time
- money
- education and training
- job opportunities
- applying for jobs
- reflections on coaching
- professional opportunities
- planning for the future
- networking
- resources in coaching.

Target audience

People wanting to coach girls and women in the United States

Resources

- Funded through a sporting goods company sponsorship
- Administered by the Women's Sports Foundation

Contact details

Name	Women's Sports Foundation
Address	Eisenhower Park East Meadow, NY 11554 United States
Email	wosport@aol.com
Web site	www.lifetimetv.com/wosport www.womenssportsfoundation.org

Section 4

High performance

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Finnish Women's Elite Sports Project

Background

- Improve the respect for women's elite sport
- Promote young athletes' development towards the international elite level
- Raise the athletes' personal training to the level of the world's best female athletes
- Improve women's success in elite sport
- Increase the number of female trainers on the national and international elite level
- Encourage women to take more responsibility for Finnish elite sport

The Finnish Olympic Committee program placed emphasis on:

- improvement of training quality
- young athletes
- Olympic candidates (teams and individuals)
- athletes with a disability.

Athletes and trainers were given:

- support
- guidance in careers
- intensified training
- coaching follow-up.

Support was also developed for training systems.

Target audience

Female athletes at the elite level in Finland

Resources

- The program was administered by the Finnish Olympic Committee and individual sports
- Funded by the Finnish Olympic Committee

Achievements/insights

Results so far include:

- increased financial and human support for female athletes and trainers
- emergence of women's projects in the national sports federations
- more women on the Athlete's Commission of the Finnish Olympic Committee
- more women in influential positions at the Paralympics.

Contact details

Organisation	Finnish Olympic Committee
Address	Radiokatu 20, Fin – 20040 Helsinki
Telephone	+358 9 3481 21
Email	office@noc.fi

Girls Cricket Development Squad

Background

The Illawarra Academy of Sport Girls Development Squad was established to:

- provide the same cricket opportunities for girls as boys
- encourage local competition
- identify and develop talented players
- provide role models to local girls
- develop a higher profile for women's cricket.

The BHP Girls Cricket Squad was formed with six girls, most have since played for Australia (U21).

The girls were selected from across the Illawarra region and attended non-residential camps at weekends and evening sessions. They were supplied with:

- coaching
- uniforms
- sports medicine support
- lectures

and were required to do a Level 1 Coaching and Umpiring Certificate. This was to give the girls a greater understanding of the sport and provide skills so they could have an input into its development.

A local women's cricket competition was established and the BHP Challenge Cup initiated. This was played in school holidays to provide annual games between the NSW U17 and the Academy BHP Cricket squads.

Target audience

Girls under the age of 17 years with potential in cricket

Resources

- The initial program was devised, established and coordinated by Academy staff.
- It was run with a program manager, coaching coordinator, apprentice coach and three assistants.
- Information was distributed through schools, sports associations and a weekly column in the local newspaper.
- Koori groups were contacted.
- BHP sponsored equipment and other costs (\$5000).
- Australian cricketer Belinda Clarke acted as a role model.
- The program was based at the Illawarra Academy of Sport with sports science aspects carried out at the University of Wollongong.

Achievements/insights

- The program has an increased number of participants and a local competition has been established.
- Many of the girls went on to play representative cricket at regional, state and national level.
- Links were formed with the Australian women's team.

- The profile of cricket was boosted at the regional level.
- It gave the girls more confidence, self-esteem and skills.
- The Illawarra Academy of Sport benefited through raised profile and publicity.
- Coaching and umpiring skills have improved.

Contact details

Organisation	Illawarra Academy of Sport
Address	PO Box 241 Fairy Meadow NSW 2519
Telephone	02 4283 5611
Web site	www.illawarraacademy@dss.nsw.gov.au

Indigenous State of Origin Netball Series

Background

The National Aboriginal Sports Corporation of Australia organised and managed the series, which involved three games played over a week between Indigenous teams from New South Wales and Queensland. The aims were to:

- give Indigenous netballers an opportunity to play at a higher level
- develop skills and expertise
- identify talent at a higher level
- allow Indigenous girls to meet other Indigenous players from other states and cultures.

Pre-tournaments were held in each state to select 20 players.

Target audience

Indigenous women from 16 to 25 years

Resources

- Distribution of information to players
- Coordination of players and games
- Publicity
- Equipment and courts
- Transport
- There was no major sponsor but a number of smaller ones supported the series through goods, and others by helping to reduce costs
- National Aboriginal Sports Corporation of Australia helped supply uniforms and bags
- The local Aboriginal community in Queensland helped fund its state team's expenses

Achievements/insights

- Increased self-esteem for players and exposure to role models such as Australian Netball Captain Vicki Wilson and National Aboriginal Sports Corporation of Australia Queensland Manager and Australian Netball Team Member, Sharon Finnin.
- Many girls experienced a plane flight for the first time.
- The establishment of networks and friendships.
- A number of girls were identified as talented and an Australian team was selected to go to Fiji.
- Some were identified for mainstream representative teams.
- The series raised the profile of National Aboriginal Sports Corporation of Australia in Indigenous communities.
- Media coverage and the involvement of Netball Australia improved awareness of Indigenous issues in sport.

The National Aboriginal Sports Corporation of Australia has since developed a number of netball programs including Casting the Net, which is run with Netball Australia. This involves:

- clinics in remote areas
- development programs
- identification and development of talented Indigenous players.

Contact details

Name	Sharon Finnan
Title/position	Board Member
Organisation	National Aboriginal Sports Corporation of Australia
Telephone	02 9221 8655
Web site	www.nasca.com.au

Junior Sports Fund

Background

The City of Mount Gambier, together with the District Councils of Mount Gambier and Port MacDonnell in South Australia, joined with a number of local sporting organisations to establish an ongoing pool of money.

The funds are allocated to juniors selected to represent their state or to represent Australia across all sports.

Target audience

Talented junior athletes in the Mount Gambier region of South Australia

Resources

- Annual general meetings of members since the fund's creation in 1987–88
- People to process applications and distribute money
- Promotion
- Organisation of coaching clinics
- At the end of the 2000–01 financial year there were 26 individual fund members supported by the City of Mount Gambier and the District Council of Grant, South Australia
- Member organisations originally contributed a minimum of \$50 and a maximum of \$500
- Other grants have been received as one-off payments, including surplus funds from an AMP and community convened auction and cocktail party held as part of the Olympics Games celebrations (\$4889)

Achievements/insights

- Prior to the fund there was no organised process to financially assist junior athletes in the area
- Assisted numerous talented young athletes
- Boosted the role and profile of local government as a partner and facilitator in local junior sport
- Operating for 17 years
- As of 30 June 2001, the total money allocated through the direct assistance to sportspeople and via the clinics was approximately \$168,000
- A new five-year plan has been adopted

Contact details

Name	City of Mount Gambier Junior Sports Fund
Organisation	City of Mount Gambier
Address	PO Box 6 Mount Gambier SA 5290
Telephone	08 8721 2555
Web site	www.mountgambier.sa.gov.au

Operation Excellence

Background

The National Olympic Committee of South Africa adopted a strategy to get more women participating in sport at an elite level with minimum deterrents regarding finances, etc. The strategy provided:

- job placements for athletes where they are allowed training and participation
- athlete medical and scientific assistance
- athlete and federation support (financial)
- the supply of sport equipment.

Target audience

Elite women athletes in South Africa

Resources

- Administration of the program
- Coordination of various aspects such as job placements, employment support, purchase and supply of equipment
- The National Olympic Committee of South Africa administered the program
- Various organisations within South Africa sponsored Operation Excellence
- This is an ongoing scheme

Achievements/insights

Operation Excellence has assisted several athletes who were media listed in Atlanta 1996, such as Penny Heyns, Mariane Kriel and Elana Meyer.

Contact details

Name	Tubby Reddy and Tshikanii Baloyi
Title/position	Opex Manager
Address	PO Box 1355 Houghton 2041 South Africa
Telephone	+27 11 483 3788

Paralympic Athletes Committee

Background

Historically, Paralympic athletes did not take part in determining the future of the Paralympic movement.

The International Paralympic Committee felt that this should be addressed because it was obvious that current and former Paralympians were a valuable resource.

The International Paralympic Committee established a Paralympic Athletes Committee which:

- sets an agenda outlining the needs and issues of athletes
- aims to develop a vision for the role of the Paralympic athlete in the wider international sports industry
- advocates for athletes at all levels
- lobbies athletes themselves to take on leadership positions within Paralympic sport
- encourages and supports Paralympians as speakers, ambassadors and educators within the entire international sporting environment as well as within social and political realms
- lobbies the International Paralympic Committee, international sporting organisations, national Paralympic committees and national disability sporting organisations to train and educate Paralympic athletes in sport management and governance
- has the long-term goal of having its vision accepted by, and included in, mainstream sporting structures.

Part of this process is to research Paralympic athletes and to write and publish discussion papers on them.

Target audience

- Paralympic athletes
- The wider sporting community to raise awareness and acceptance and foster understanding

Resources

Funded and implemented by the International Paralympic Committee as an ongoing strategy

Achievements/insights

- Paralympic athletes are finding their voice and set a real and dynamic agenda.
- This has the opportunity to greatly assist in the process of transforming Paralympic sport from the margins to the centre of the mainstream, traditional sporting structures.
- Paralympians are realising they can have a positive impact on many people and institutions around the world.

Contact details

Name	Hamish MacDonald
Organisation	Australian Sports Commission
Address	PO Box 176, Belconnen ACT 2602
Email	hamish.macdonald@ausport.gov.au
Web site	www.paralympic.org

The Women Project

Background

In 1995 the Norwegian Olympic Committee launched The Women Project to:

- increase the number of female coaches and leaders within Norway's top-level sport
- increase the quality of female participants in order to win more Olympic medals.

The Project brought together women identified by their sports federations as having the potential for success and provided them with training, support and an elite network.

The Women Project was divided into five sub-projects:

- research
- motherhood and top-level sport
- network/theme days
- training and developing leaders and coaches
- elite athletes.

Target audience

- Norway's elite winter and summer athletes
- High-level female coaches and trainers
- Sports federations

Resources

Funded and administered by the Norwegian Olympic Committee

Achievements/insights

- Goal of 20 per cent female representation of the support team to the Nagano and Sydney Olympics was achieved (21 per cent)
- Goal of winning 10–15 medals by women in these Olympic Games was achieved (11)
- Booklets and articles were written, and presentations made, on the project
- To close the project, a conference was held in 2001 with 160 people from 40 countries
- From research sub-project results, the executive board of the Norwegian Olympic Committee agreed on a set of guidelines relating to sexual harassment in sport
- Twenty-five women started the coaches program with financial assistance from sport federations

Contact details

Name	Berit Skirstad
Organisation	Norwegian Olympic Committee and Confederation of Sports
Email	webmaster@nif.idrett.no
Web site	www.idrett.no

Women's State Tennis League

Background

Tennis NSW recognised the need to:

- encourage more girls into tennis
- foster their development
- ensure they did not drop out
- ensure they had support to fulfill their promise as players.

In 1991 it established the Women's State League, which went on to win a Prime Ministerial Women in Sport Award.

This initiative involved:

- putting junior players (usually 16–18 years of age) in teams with seniors allowing the older women to act as mentors
- selecting six teams comprising four players, including at least one junior player
- obtaining a major sponsor, establishing it as a prestigious event with prize money.

The Women's State League was run at White City in Sydney involving players from Sydney and country areas.

Target audience

- Top-level junior and senior players
- The Women's Advisory Committee selected the teams

Resources

- Financial support to initiate the competition and cover costs of hiring courts, balls and administration
- Sponsorship for prize money
- Entry forms
- Promotional material including posters, photographs and publicity folders
- Organised by the NSW Advisory Committee and cost \$1500 in the first year to run, and \$500 in the second

Achievements/insights

- A highly successful initiative for Tennis NSW, part of its Women in Tennis Development Programs
- Provided mentoring and leadership opportunities for senior players
- Identified and assisted talented juniors
- Attracted publicity for Tennis NSW
- Provided good competition
- The calibre of all participants was outstanding
- More girls are continuing to play tennis
- Recognition through a Prime Ministerial Women in Sport Award

Contact details

Organisation	Tennis NSW
Address	Sydney International Tennis Centre Rod Laver Drive Homebush Bay NSW 2127
Telephone	02 9763 7644
Web site	www.tennisnsw.com.au

Section 5

Promotion and recognition

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Community sport and recreation forums

Background

- To share ideas and resources among community sport and recreational groups in South Australia.
- Representatives of various community sport and recreation groups meet to network, discuss issues and share resources.
- The forums help strengthen links within the industry.

Target audience

Grass-roots and other sporting and recreation groups in South Australia

Resources

- The forums are organised and coordinated through the Office for Recreation and Sport
- Promotion and publicity
- Venues
- Catering

Achievements/insights

The forums have facilitated sport and recreation groups in developing partnerships and a joint purpose.

Contact details

Organisation	Office for Recreation and Sport
Address	PO Box 219 Brooklyn Park SA 5032
Telephone	08 8416 6728
Web site	www.recSPORT.sa.gov.au

Hockey Art

Background

As part of the North Queensland Remote and Indigenous Communities Hockey Development Program, Hockey Queensland recognised that many women and girls in these communities would not actively participate in sport for a variety of reasons. These ranged from violence-related reasons to lack of self-esteem and embarrassment.

- Hockey Queensland wanted to combine sport and culture to show that sport could be just as much a sense of community.
- It used equipment such as broken/old sticks and balls in the development of 'hockey art'.
- Indigenous artists painted sticks and balls representing something unique about their own culture to combine art and sport.

Target audience

Young girls and women in remote North Queensland

Resources

- Old or broken/damaged sticks and balls or other equipment
- Paint and painting equipment
- Local artists/art teachers
- Funding and grants from Hockey Queensland sponsors, Sport and Recreation Queensland and Education Queensland

Achievements/insights

- Hockey Queensland has an established relationship with Indigenous communities.
- There is some pre-training of artists to work with communities.
- An exhibition of the artwork is shown and the best artwork is displayed on the Hockey Queensland web site.
- In 2002 the children of Hockey Art participated in producing a stick for the Oceania Hockey Federation presented at the 2002 World Cup.
- In March 2003, a painted hockey ball and a story behind the art were presented to the Queensland Minister for Sport, representing the success of the Hockey Art program.
- In 2003 the Indigenous Art Faculty of Cairns TAFE conducted a Hockey Art competition with prize winners being announced during the Coral Sea Classic (Indigenous hockey festival for girls and young women).
- All the artwork will be displayed during the Festival.
- The artwork will be used for promotional purposes and will be presented to international teams visiting Queensland.
- The student artists will have their work recognised and promoted internationally through hockey.

Contact details

Name	Julie Bartlett
Title/position	Project Manager, North Queensland Remote and Indigenous Communities
Organisation	Hockey Queensland
Address	PO Box 577 Bulimba Qld 4171
Telephone	07 3399 6577
Email	julieannb@bigpond.com.au

Promotions campaign

Background

Softball Australia worked with state and territory associations to:

- provide resources to help maintain and increase the numbers of girls and women playing softball
- promote the success of the 2000 Olympic Games bronze medal-winning women's team.

Resources included:

- posters of the national women's team
- postcards and information brochures
- quarterly newsletters and yearbook
- web site.

A one-hour weekly television program was also screened for 13 weeks on ABC and Foxtel. The material went to:

- state bodies
- local associations and clubs
- schools
- other softball networks.

Target audience

- Young girls and teenagers (who comprise the largest numbers of participants dropping out)
- Others interested in sport

Resources

- Senior management of Softball Australia provided support
- International players acted as role models
- State bodies provided input into the development and production of the information and helped distribute it
- Costs were shared by Softball Australia and state and territory associations
- State and territory bodies chose which activities they wanted to be involved in

Achievements/insights

- Production of resources at a national level made it easier to coordinate
- Allowed state and territory associations freedom to decide which resources they would use
- Provided them with material they could distribute to publicise the sport
- The television program also added to the profile of softball and women's sport in Australia
- Initial production has provided material to distribute widely and build on

Contact details

Name	Neil Dalrymple
Organisation	Softball Australia
Telephone	03 98908200
Email	aussoftball@ausport.gov.au
Web site	www.softball.org.au

Womens Sports Foundation homepage

Background

The Womens Sports Foundation was founded in 1984 in the United Kingdom to improve and promote opportunities for women and girls in sport at every level. It is a registered charity and its core activities are:

- information (educating and advising on key issues, providing access to research and commissioning research)
- influence (campaigning for change in policy to increase opportunity)
- promotion (creating and promoting models of best practice).

The homepage was established to further these activities. It gives an easy path to Womens Sports Foundation initiatives such as:

- Young Elite Sportswomen's Seminars
- Women in High Performance Coaching Scheme
- Sport Leadership Access Programs
- links to other related sites
- links to relevant information, such as sporting events and research papers.

There is also a contact page and set of downloadable guidelines to help grass-roots sporting clubs and organisations increase their visibility and sponsorship.

Target audience

- Women and girls in the United Kingdom
- Others accessing the site seeking information about women's sport

Resources

- A web design consultancy to design and maintain the Womens Sports Foundation homepage
- No specialist knowledge or software required by staff to update the homepage

The Womens Sports Foundation is funded through:

- membership subscriptions
- consultancies
- commercial sponsorship and industry partnerships
- grants from bodies including Sport England.

Achievements/insights

- The homepage has widened access to the Womens Sports Foundation and promoted awareness of its activities.
- It has produced a source of information for women and girls in the United Kingdom.
- Via the world wide web, it is a resource for women and girls in other countries.
- The homepage allows information to be easily accessed and downloaded.
- Membership subscriptions can be accessed online.

Contact details

Name	Womens Sports Foundation
Address	305–315 Hither Green Lane Lewisham London SE13 6TJ United Kingdom
Telephone	020 8697 5370
Email	info@wsf.org.uk
Web site	www.wsf.org.uk

Section 6

Safe environments

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Harassment-free Sport Strategy

Background

The strategy consists of several tools to assist organisations to protect themselves and their members. It aims to:

- decrease harassment, abuse and other forms of inappropriate behaviour in sport
- increase tolerance and fair play
- make more welcoming and safe environments in sport for all people, particularly women and girls.

It aims to do this through education, training and by developing a system to prevent and deal effectively and appropriately with harassment and abuse in sport. The strategy includes:

- resource documents
- a model anti-harassment policy
- educational seminars and skills training courses
- online information and training
- research
- newsletters
- advice
- network of expert mediators
- network of member protection and contact officers.

The strategy is constantly evolving to meet the changing needs of sport and changes to, or the introduction of, new legislation such as child protection legislation. It uses two web sites to help keep sports up to date on such changes: www.activeaustralia.org/hfs and www.playbytherules.net.au.

Target audience

Everyone participating and taking an interest in sport in Australia at all levels

Resources

- Funded and produced by the Australian Sports Commission
- Play by the Rules produced by the South Australian Equal Opportunity Commission and the South Australian Office for Sport and Recreation

Achievements/insights

- Assists sports to more appropriately and effectively deal with complaints of harassment and abuse
- Helps sports to implement strategies to provide safer environments for children
- Provides individuals with a means to raise their concerns or complaints

Contact details

Name	Debbie Simms
Position	Manager, Sport Ethics Unit
Organisation	Australian Sports Commission
Email	debbie.simms@ausport.gov.au
Web site	www.activeaustralia.org/hfs

Play by the Rules

Background

Play by the Rules is a web site addressing discrimination, and fair and safe play. It is targeted at:

- coaches
- umpires
- administrators
- participants.

It aims to help sporting organisations and individuals within those clubs and groups to prevent and deal with:

- discrimination
- harassment
- child abuse.

The web site provides user-friendly information and online training:

- the training is free
- can be completed within two hours
- is structured so that it does not have to be finished in one sitting
- case studies are used extensively to demonstrate key points.

Target audience

Everyone involved in sport in Australia

Resources

Play by the Rules is a collaborative project with the South Australian Equal Opportunity Commission, the South Australian Office for Sport and Recreation, and the Australian Sports Commission. It is updated regularly.

Achievements/insights

- The web site is a complementary 'tool' of the Harassment-free Sport Strategy that can assist sporting organisations to address issues relating to discrimination, harassment and child abuse.
- The web site is also being utilised in a similar manner by many state departments of sport and recreation and some state equal opportunity commissions.

Contact details

Name	Judith Robertson
Organisation	South Australian Equal Opportunity Commission
Email	Robertson.Judith@agd.sa.gov.au
Web site	www.playbytherules.net.au

Women Can, Will, Dare!

Background

The Norwegian Confederation of Sport devised a course model to give individual women and girls increased insight into themselves, their present position, and their potential development.

It ran a three-day course to give women and girls:

- better public speaking and presentation skills
- increased self-confidence
- goal-setting skills.

Participants identified situations that broke down their self-confidence and looked at ways of overcoming them.

They also learned how shared goals could be achieved through networking.

Target audience

- Norwegian sports clubs
- Federations
- National sporting associations

Resources

- People to devise and develop the course
- People to run the course and promote it
- The Norwegian Confederation of Sport Women's Committee administered and funded the course

Achievements/insights

- More than 2000 girls and women have participated in the course
- Its success led to it being offered more widely and over a longer period

Contact details

Name	Beate Kristensen
Organisation	Norwegian Confederation of Sport
Address	Hauger Skolevei 1 1351 Rud Norway
Telephone	+47 67 154 600
Fax	+47 67 132 989

Section 7

Other industry examples

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Blake Dawson Waldron

Background

Blake Dawson Waldron (BDW) is one of Australia's largest law firms, with more than 180 partners and offices nationally and internationally. It has more than 1600 employees. BDW:

- relies on knowledge for its core business
- needs to attract the best lawyers
- needs to retain and develop staff.

BDW monitors staff turnover figures on a monthly basis at the partnership, legal and secretarial and services support staff levels. A range of programs have been put in place to address turn-over including:

- ongoing employment opportunities and career development programs
- a major Work-Life program
- a Keeping in Touch program for staff during parental leave
- a graduate program
- ongoing health and lifestyle initiatives including staff satisfaction surveys, gym membership, yoga classes and workplace massages
- children's events
- child development and behavioural seminars
- monthly parenting forums
- a carer's room for use in emergencies.

Target audience

Female lawyers

Resources

Funded and implemented by BDW

Achievements/insights

- BDW estimates that its ability to reduce staff turn-over has saved the firm \$1,755,000 per annum in the cost of recruitment, selection and training
- Over the past five years, staff turnover has decreased from 28 per cent to 17 per cent
- In 2001, 58 secretarial staff participated in job-share arrangements nationally
- There were seven full-time female practitioners, including partners who regularly worked from home as well as from the office
- There are four senior partners who work part time, three females and one male
- There are 22 senior associates who work part time
- Maternity leave provisions include up to eight weeks leave depending on duration and have seen the percentage of staff returning from maternity leave rise to 78 per cent

Contact details

Name	Blake Dawson Waldron
Address	Grosvenor Place Sydney NSW
Telephone	02 9258 6000
Web site	www.bdw.com.au

Commonwealth Bank of Australia

Background

The Commonwealth Bank of Australia has more than 30,500 employees, 66 per cent of whom are women. The bank set out to:

- break down the myths surrounding different working arrangements
- provide effective in-house training
- provide greater work/life flexibility including part-time and job-share roles.

To achieve these it:

- provides access every morning to in-house television training, which focuses on key learning areas
- offers on-line curricula, which help staff plan their career path with their managers
- has established a computerised job share request system, which is available on the intranet.

Target audience

Commonwealth Bank staff, particularly women

Resources

Funded and implemented by the Bank as part of an ongoing strategy

Achievements/insights

- Participation in in-house training is more than 70 per cent
- More than 800 employees are job-sharing—99 per cent are female
- There has been a gradual increase in the number of managerial and senior staff accessing the arrangements
- Six job-sharing arrangements at managerial level
- An increase from 10 to 21.5 per cent in job-sharing at the assistant managerial level
- A staff survey revealed 70 per cent of employees would have resigned had they not been able to job share. Fifty per cent had more than 10 years experience

Contact details

Name	Commonwealth Bank of Australia
Address	Martin Place Sydney NSW 2000
Telephone	02 9378 2000

Country Road workplace

Background

Country Road is a large clothing retailer with more than 1200 employees, 70 per cent of whom are female. To retain and develop staff, the company analysed:

- its workplace profile
- information from enterprise bargaining focus groups
- exit interview data
- data on length of service and salary.

It then undertook a number of actions including:

- developing a Leadership Development Program
- advertising all positions internally and on the intranet
- identifying flexible work arrangements
- introducing career break and child care leave
- holding afternoon teas for employees on maternity leave
- re-writing position descriptions to describe and classify essential role requirements
- updating its EEO, harassment and grievance resolution policies
- training staff to use them.

All new staff had to sign a Code of Conduct outlining the company's statement on discrimination.

Target audience

All staff

Resources

Funded and implemented by Country Road as an ongoing program to:

- offer employers flexibility and family friendly initiatives
- ensure pay equity
- provide a formal evaluation process
- facilitate a greater understanding of EEO and harassment
- improve career opportunities for sales employees.

The policies are updated and included as part of the Retail Enterprise Agreement. Guidelines are reviewed and re-written to reflect legislative changes. Staff focus groups and the Enterprise Bargaining Process are used to identify issues.

Achievements/insights

- Staff turnover dropped 8 per cent with the introduction of flexible work arrangements
- There was an 80 per cent attendance at afternoon teas for staff on parental leave
- 100 per cent of the Leadership Development Program graduates, 87 per cent of whom were women, were promoted to management roles or head office positions
- There was an increase of 13 per cent of women in management positions
- An analysis of male/female salaries indicated similar or same levels of pay across most occupations

Contact details

Name	Country Road Clothing Pty Ltd
Address	658 Church Street Richmond Vic 3121
Telephone	1800 801 911
Web site	www.countryroad.com.au

Downs Group Training

Background

Downs Group Training is a group training company with 530 employees, placing young people in full-time and school-based apprenticeships and traineeships throughout the Toowoomba region of Queensland. Most of these tended to be males, who made up the bulk of placements in traditionally male-oriented trades such as engineering and building construction. Female placements were fewer in number and mostly in traditional roles such as office administration. Downs Group Training set out to increase the numbers of:

- female trainees
- female apprentices
- females in non-traditional work.

The company:

- reviewed its workplace profile
- conducted a sample survey of staff, apprenticeships and trainees
- formed an EEO committee to discuss issues.

The analysis showed:

- there were no women in management positions or on the Board of Directors
- there was a low percentage of females in school-based traineeships
- no females in school-based apprenticeships
- only a quarter of the field staff was female.

As a result, the company appointed a female field officer to work closely with local and rural schools in the region. All field officers were actively encouraged to increase the number of women starting in non-traditional roles.

Target audience

- Female students and future trainees and apprentices in the Toowoomba region of Queensland
- Current staff and managers of Downs Group Training

Resources

Funded and implemented by Downs Group Training

Achievements/insights

- The appointment of a female field officer
- 12 per cent increase in female school-based apprentices
- 19 per cent increase in female school-based trainees

At the end of the trial period, 25 female apprentices and 29 female trainees in non-traditional roles were employed.

Contact details

Name	Downs Group Training
Address	295 Ruthven Street Toowoomba QLD 4350
Telephone	07 4639 2099
Email	ddgt@bigpond.com.au
Web site	www.ddgt.com.au

Group Training Employment

Background

Group Training Employment is a predominately male group training company. It has 82 male and 18 female employees.

- In some trade areas where industry experience is essential, there was a limited pool of suitably experienced females available
- There was a perception by host employers that females were not suited to trade work
- Advertising procedures did not contain positive EEO statements.

To increase the levels of females across the company, Group Training Employment:

- altered recruitment advertising
- increased focus on vocational education in schools to highlight trade and industry opportunities for females
- continued staff development training to assist female officer participation in non-traditional trade areas
- increased the host employers industry range to create more opportunities for women.

Target audience

Current staff and future employees

Achievements

- A joint venture construction trades course won Regional VET Course of the Year awards
- Highlights the use of the course as a career path for females
- Industries and enterprises willing to take female work experience placements and actively encourage female participation were identified and utilised
- High-quality female applicants were identified, developed and recruited for apprenticeship vacancies
- Links with the local community have been established to identify suitable females for positions in non-traditional areas

Contact details

Organisation c/o Equal Opportunity in the Workplace Agency
Web site www.eowa.gov.au

Indigenous Women Leaders Program

Background

About 2 per cent of women living in Australia are Indigenous. They remain under-represented on elected bodies such as ATSI, at both the Commissioner level and as regional councilors, and on Commonwealth Indigenous bodies.

The Federal Government has initiated a number of programs to:

- provide Indigenous women with leadership skills
- give recognition to Indigenous women
- facilitate representation at official levels.

The Commonwealth Office for the Status of Women awards scholarships to women to attend the Australian Indigenous Leadership Centre certificate course. This course aims to foster women's potential as leaders by giving them skills and knowledge as well as support networks. Individuals are also appointed to the Indigenous Women's Advisory Council.

Target audience

- Indigenous women across Australia
- Individual woman from each state and territory

Resources

- Administered and funded by the Commonwealth
- Part of an ongoing scheme to promote indigenous women into positions of leadership

Achievements/insights

- An increasing number of Indigenous women leaders have been selected to attend the course
- They have been supported in the development of their public skills
- These women make up the Indigenous Women's Advisory Council and are represented on many other bodies

Contact details

Name	Indigenous Women Leaders Programs
Organisation	Commonwealth Office of the Status of Women Department of the Prime Minister and Cabinet
Address	3–5 National Circuit Barton ACT 2600
Telephone	6271 5722

Institute of Chartered Accountants

Background

The Institute of Chartered Accountants is a professional association with more than 200 employees, 80 per cent of whom are women. It wanted to:

- establish a pool of high-potential women
- increase the number of females at the very senior management level
- retain and develop staff.

The Institute of Chartered Accountants studied its:

- profile of employees
- salary information
- staff turnover
- employee development
- training investment.

It then:

- introduced a number of initiatives such as flexible work practices and broadening of roles
- designed a Recruitment and Selection Handbook for all managers
- developed the skills of recruitment managers
- devised a system to reward high achievers and to identify women who could potentially move into senior management roles within 12 months
- developed and introduced a development and achievement planning process for all staff and their managers
- communicated the process to all employees
- paid maternity leave was offered to all permanent staff with more than 12 months service
- study assistance of up to \$3000 per annum was available after three months of service.

Target audience

Institute of Chartered Accountants employees

Resources

Funded and implemented by the Institute of Chartered Accountants as part of an ongoing program

Achievements/insights

- Staff turnover was already falling due to a number of existing programs, but an increase in flexible working arrangements and a range of new opportunities helped reduce this further
- About a fifth of the workforce works part-time, including job-sharing and working from home, with flexible hours available
- Almost 90 per cent of women returned from maternity leave
- A significant number of employees are undertaking external study

Contact details

Name	Institute of Chartered Accountants
Address	GPO Box 3921 Sydney NSW 2001
Telephone	02 9290 1344
Web site	www.icaa.org.au

Kimberly Clark Australia Pty Ltd

Background

Kimberly Clark Australia is a paper products manufacturer with more than 1800 employees, of which 435 are female. To recruit, promote and develop more women Kimberly Clark Australia:

- analysed the number and gender percentage of initial applicants, recruits, promotions and transfers
- studied information about the number of pregnancies and the number of women returning to work from maternity leave
- collected information through exit interviews, employee surveys and informal discussions.

Kimberly Clark Australia then:

- established recruitment and selection criteria incorporating non-technical competencies
- encouraged female graduates through presentations at universities to apply for positions
- established a scholarship program at the University of Technology Sydney to recruit finance staff
- advertised jobs on the intranet
- instigated an annual review of remuneration packages
- managers were trained in managing part-time and job-share arrangements
- internal training was updated to include EEO and sex-based harassment
- established Family Carelink to provide advice on child care, elder care, etc.
- set-up a counselling program
- provided breastfeeding rooms
- established a communication program for staff on maternity leave.

The primary aims were to:

- overcome low levels of women applying for middle management, upper management and non-traditional roles
- boost the number of women transferred, promoted and appointed to IT, General Management and Sales
- educate staff and managers on sex-based harassment policies and procedures
- provide staff with flexible work conditions.

Target audience

Current and potential staff, especially female graduates

Resources

Funded and implemented by the company as part of an ongoing program

Achievements/insights

- A rise the number of women employed in sales, marketing, finance, technical and logistics areas
- A 10 per cent rise in the number of women promoted over the reporting year
- Staff can negotiate their hours with their managers

- There is no expectation that employees will work beyond the normal business hours
- In the manufacturing section, there was almost a 100 per cent return to work after maternity leave rate

Contact details

Name	Kimberly Clark Australia Pty Ltd
Address	Alfred Street Milson Pt NSW 2061
Telephone	02 9963 8888

Rockwell Automation

Background

Rockwell Automation is a manufacturing company with 169 employees. It was finding it hard to recruit women. Women made up 20 per cent of its staff but:

- they tended to be employed in administrative and support roles
- there were no females in the sales area
- there was a difference in remuneration between professional men and women.

To address this the company:

- reviewed recruitment procedures
- ensured advertisements were targeting a broad range of graduates
- discussed the company profile/information with universities to ensure Rockwell was considered to be a desirable career option
- reviewed salaries of professional men and women
- recommended changes to close the pay gap.

Target audience

- Current staff, particularly women
- Managers
- Prospective female employees

Resources

Funded and implemented by the company as part of an ongoing program

Achievements/insights

- Advertisements were re-written to target a broader range of tertiary qualifications
- An emphasis was put on IT in advertising, as it traditionally has more female graduates than electrical engineering
- An increase of female applicants by about 10 per cent
- Discussion with the universities led to Rockwell promoting itself as an interesting career choice for women
- Rockwell attends career information sessions and encourages professional female staff to talk to student groups
- Following a review of professionals of similar experience and skill, adjustments were made to remuneration rates to ensure rates matched experience
- The gap between male and female salaries decreased

Contact details

Name	Rockwell Automation Pty Ltd
Address	32 Sirius Road Lane Cove NSW 2066
Telephone	02 9428 2622

Royal Melbourne Institute of Technology

Background

Royal Melbourne Institute of Technology Victoria has a workforce of 3500 full-time staff, 47 per cent of them female. Many hold senior positions, including the Vice Chancellor. However, despite a female as Head of Chemical and Metallurgical Engineering, there were low numbers of women studying engineering and working in the Faculty. To boost these numbers the Royal Melbourne Institute of Technology:

- developed a Women in Engineering program, targeting high-school students
- extended the program from recruitment stage into the development of students for future working roles within the university
- nominated fourth year students to act as mentors to first years
- awarded scholarships for post-graduate students
- introduced budget incentives for the successful recruitment of women in engineering roles.

Target audience

High-school students, Royal Melbourne Institute of Technology students, staff and potential staff

Resources

Funded and implemented by Royal Melbourne Institute of Technology

Achievements/insights

- The percentage of women studying engineering has more than trebled, up from 5 to 17 per cent
- There has been an increase in the number of women working in the faculty
- One student who graduated and worked in industry has been appointed to a teaching role
- A woman was appointed as a faculty head, representing an important role model for women and academic staff

Contact details

Name	Royal Melbourne Institute of Technology
Telephone	03 9925 2000
Email	enquiries@rmit.edu.au
Web site	www.rmit.edu.au

Sea World

Background

Sea World identified:

- the need to promote women in traditionally male-dominated areas
- a lack of broad-based skills preventing flexibility and mobility within the organisation.

To address these, Sea World management:

- identified suitable candidates for specialised positions regardless of gender
- made promotional and development opportunities available to women in non-traditional roles
- delivered broad-based skills training to staff.

Target audience

Female employees

Resources

The management of Sea World (part of Warner Village Theme Parks) supported, funded and implemented this ongoing program.

Achievements/insights

- Women now hold roles such as a helicopter pilot, security guard, horticulturalist and diver.
- An opportunity was provided for a staff member to attend a polar bear training course in the United States and a woman was appointed as a qualified polar bear trainer.
- As a result of skills acquired via broad-based training, Sea World staff have been able to be more flexible and mobile within the organisation, particularly in regard to work-life balance.

Contact details

Organisation	Equal Opportunity for Women in the Workplace Agency
Address	PO Box 7112 North Sydney NSW 2059
Telephone	1300 720 161
Web site	www.eowa.gov.au

Women as Decision-makers

Background

The ACT Government is committed to 50 per cent representation of women on ACT government boards and committees. To help achieve this and to provide non-government agencies with female executive members, the YWCA and the ACT Office for Women jointly initiated a series of workshops which focused on governance and finance.

Target audience

Women in the Australian Capital Territory who have limited or no experience as a member of a board or committee

Resources

- Venues
- Food and beverages
- Guest speakers
- Publicity to promote the workshops
- Staff to coordinate and run the workshops and individual sessions.
- Financial support from the ACT Government and YWCA

Achievements/insights

- The workshops were one-offs, however follow-up sessions are planned
- The ACT Office for Women has established a register for women wishing to be considered for appointment to boards and committees

Contact details

Name	Sue Hall
Organisation	ACT Office for Women, Chief Minister's Department
Address	Canberra Nara Centre, Canberra
Telephone	132281
Web site	www.act.gov.au/cmd

Women in Rural Industries

Background

- More than 2 million women live in regional, rural and remote Australia
- Women in Rural Industries aims to improve the role they play in rural industries
- Also aims to increase the number involved in developing programs and policies
- The Commonwealth Department of Agriculture, Fisheries and Forestry aims to ensure better overall policy outcomes by including a broader range of perspectives

Target audience

- Women living and working outside the major cities, particularly business operators and entrepreneurs
- Corporate Governance Course scholarships are open to women over 36 years of age involved in industries associated with the established Research and Development Corporations such as Australian Wool Innovation Limited, the Grains Research and Development Corporation, and Horticulture Australia Limited
- Women employed by a local, state or federal government agency are not eligible to apply

Resources

- Funding provided by the Federal Government
- Industry partnership scholarships are funded by the Commonwealth and rural research and development corporations
- Women in Rural Industries is an ongoing initiative and funding is provided for specific annual projects
- Industry partnership scholarships are awarded annually

Achievements/insights

- Funding is provided to women in the agriculture, fisheries and forestry sectors to help them undertake specific programs and travel with the aim of helping them manage change and boost the number of women involved in rural industries.
- In 2002 the Women in Rural Industries assisted Australian women to attend the 3rd World Congress for Rural Women, in Spain
- Assistance included pre-conference briefings and a reception at the Australian High Commission in Madrid
- Industry partnership scholarships were also offered
- These are ongoing scholarships awarded to rural women to attend corporate governance courses with the Australian Institute of Company Directors
- A 12-month mentoring program is offered to the scholarship recipients.

Contact details

Organisation	Agriculture Fisheries and Forestry Australia
Telephone	02 6272 5625
Web site	www.affa.gov.au

Women with Ambition Breakfasts

Background

- To provide inspiration and networking opportunities for women
- To provide a forum for ideas and discussion among women
- A regular series of breakfasts featuring invited female guest speakers

Target audience

Women working in a professional capacity

Resources

- Venues
- Food and beverages
- Guest speakers
- Publicity to promote the functions
- Coordination of the monthly programs

Sponsored by Ernst & Young, Women with Ambition Breakfasts are held monthly, with some payment made by women attending, either individually or as a group/organisation.

Achievements/insights

The breakfasts have proved to be a good opportunity for women to meet each other and hear inspirational speakers on a number of topics.

Contact details

Name	Karin Howman
Organisation	Ernst & Young
Address	PO Box 281 Canberra ACT 2601
Telephone	02 6267 3888
Email	karin.howman@ernstyoung.com.au

Section 8

Additional resources

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Resources

International

The Brighton Declaration of Principles

- A statement of principles designed to accelerate change and redress the imbalances women face in their participation and involvement in sport
- Arose out of the first international conference on women and sport in Brighton, United Kingdom, 5-8 May 1994
- Available at www.iwg-gti.org/

The Windhoek Call for Action

- Arose out of the second international conference on women and sport in Windhoek, Namibia, 19–22 May 1988
- Re-affirms the Brighton Declaration and calls on those responsible or who directly influence the conduct, development or promotion of sport along with participation to implement strategies
- Available at www.iwg-gti.org/

From Windhoek to Montreal — Women and Sport Progress Report 1988–2002

- Reports from member countries attending the Third World Conference on Women and Sport in Montreal Canada, 16–19 May 2002
- Ninety-seven countries sent delegates to the Conference
- The progress reports outline what has been done since Windhoek
- Available at www.iwg-gti.org/

The Montreal Tool Kit

- Provided to everyone attending the World Conference on Women and Sport in Montreal, Canada in 2002
- Contains material and ideas for increasing women's and girls' opportunities in sport
- Includes a personal challenge to individuals to develop and implement strategies for change
- Available at www.iwg-gti.org/

Media Guide for Athletes and Coaches

- A Canadian guide that provides practical tips and checklists for coaches and athletes to make the most of their media opportunities.
- Email: promoplus@mindlink.bc.ca web site: www.promotionplus.org

Sport Science and Physical Education Bulletin

- Monthly magazine published by the International Council of Sport Science and Physical Education
- Available at www.icsspe.org

Women, Sport and Physical Activity: Sharing good practice

- Collection of successful initiatives implemented around the world to boost women and sport
- Can be used as a guidebook and motivational tool
- Published by the International Council of Sport Science and Physical Education www.icsspe.org

National

Active Australia: Children and youth

- Part of Active Australia's Schools Network
- Published by the Australian Council for Health, Physical Education and Recreation (2000)
- Funded by the Australian Sports Commission
- Booklet containing case studies
- email: pubs@ausport.gov.au web site: www.activeaustralia.org

Active Girls — a resource for schools about girls, physical activity and sport

- 1993 Canberra: Australian Sports Commission — Active Girls Campaign
- Email: pubs@ausport.gov.au web site: www.ausport.gov.au

Active Women: National Policy on Women and Girls in Sport, Recreation and Physical Activity 1999–2002 and How to Include Women and Girls in Sport, Recreation and Physical Activity

- Both documents were developed as Australia's response to the Brighton Declaration and the Windhoek Call for Action
- They include analysis of women and sport in Australia and provide examples of how a wide range of organisations have helped to increase participation of women and girls
- Australian Sports Commission through Active Australia: www.ausport.gov.au

An Illusory Image: A report on the media coverage and portrayal of women's sport in Australia

- 1996 Canberra: Australian Sports Commission
- Email: pubs@ausport.gov.au web site: www.ausport.gov.au

Elite Women's Coaching Seminar Proceedings

- 1991 Canberra: Australian Coaching Council
- Email: pubs@ausport.gov.au web site: www.ausport.gov.au

Harassment-free Sport: Guidelines for sport and recreation organisations

- 2002 Canberra: Australian Sports Commission
- Email: pubs@ausport.gov.au web site: www.ausport.gov.au

Harassment-free Sport: Guidelines to address homophobia and sexuality discrimination in sport

- 2000 Canberra: Australian Sports Commission
- Email: pubs@ausport.gov.au web site: www.ausport.gov.au

Harassment-free Sport: Guidelines for athletes, coaches, officials and sports administrators

- 2000 Canberra: Australian Sports Commission
- Email: pubs@ausport.gov.au web site: www.ausport.gov.au

Harassment-free Sport: Protecting children from abuse in sport

- 2000 Canberra: Australian Sports Commission
- Email: pubs@ausport.gov.au web site: www.ausport.gov.au

Harassment-free Sport: Guidelines to address homophobia and sexuality discrimination in sport

- 2002 Canberra: Australian Sports Commission
- Email: pubs@ausport.gov.au web site: www.ausport.gov.au

Inching Forward: Newspaper coverage and portrayal of women's sport in Australia

- Provides a quantitative and qualitative analysis of major newspaper coverage of women's sport for the same two weeks of the year in 1996 (Atlanta Olympic Games) and 1997
- 1997 Canberra: Womensport Australia
- Email: pubs@ausport.gov.au web site: www.ausport.gov.au

Local Government: Sport and physical activity studies

- Provides examples of sport and physical activity projects that have been initiated, coordinated and/or funded by local government
- Supported by Active Australia
- Booklet published by the Australian Sports Commission (2000)
- Email: pubs@ausport.gov.au web site: www.activeaustralia.org

Mentor As Anything!

- Contains guidelines for developing and implementing a facilitated mentoring program for women in the sport and recreation industry
- Booklet published by the Australian Sports Commission (1999)
- Also includes a manual for facilitators of mentoring relationships, and a manual for trainers of facilitators of mentoring relationships
- email: pubs@ausport.gov.au web site: www.ausport.gov.au

Research Project: Case studies of initiatives to increase teenage girls' participation in sport and recreation; volume 2 audits of case studies

- Report to the Women's Sport Unit, NSW Department of Sport and Recreation
- Ed. Janice Crosswhite and Johanna Vescio August 1999
- Web site: www.dsr.nsw.gov.au

Women as Sport Leaders

- Prepared by the Australian Olympic Committee Women Sports Leaders Task Force, September 1997
- Web site: www.olympics.com.au

Women Coaches and Officials: How to recruit and retain women in coaching and officiating

- 1997 Canberra: Australian Sports Commission
- Email: pubs@ausport.gov.au web site: www.ausport.gov.au

Women Sports Leaders Forum Papers Sydney 2002

- Sponsored by the NSW Department of Recreation, NSW Institute of Sport and Clubs NSW
- Web site: www.dsr.nsw.gov.au

Other

Equal Opportunity for Women in the Workplace Agency Case Studies

- Web site: www.eowa.gov.au

Multicultural Sport and Recreation Information Sheets

- Produced by the Centre for Multicultural Youth Issues
- Provides strategies and case studies to assist with the establishment of targeted sport and recreation programs
- Web site: www.cymi.net.au

Childcare Services at Sport, Recreation and Fitness Centres

- www.dsr.nsw.gov.au or 13 13 02

Child Protection

- www.dsr.nsw.gov.au or 13 13 02

It's Your Business

- www.dsr.nsw.gov.au or 13 13 02

Kid's Sport: The parents test

- www.dsr.nsw.gov.au or 13 13 02

Mentoring for Women in Sport

- www.dsr.nsw.gov.au or 13 13 02

Mum's the Word

- www.dsr.nsw.gov.au or 13 13 02

Safe Sports Facilities

- www.dsr.nsw.gov.au or 13 13 02

Women as Coaches Information Sheet

- www.dsr.nsw.gov.au or 13 13 02

Women 2002

- Produced by the Commonwealth Office of the Status of Women
- Progress report on the three-year strategic plan, Working for Women: Office of the Status of Women Strategic Directions 2001–2003
- www.osw.dpmc.gov.au

Web sites

Australian Sports Commission www.ausport.gov.au and www.activeaustralia.org/women

The key Commonwealth Government agency responsible for the administration, funding and support of sport and recreation in Australia.

Sports Medicine Australia www.sma.org.au

Information on a range of health and medical issues relating to sports participation including pregnancy, body image, health and osteoporosis.

Sporting Injuries Committee www.sportinginjuries.com.au

The Committee's mission is to reduce the personal and financial impact of serious injuries in sport through provision of affordable injury insurance and through support of appropriate research and prevention initiatives.

Play by the Rules www.playbytherules.net.au

An online training and information resource produced by the Equal Opportunity Commission of South Australia to provide information on how to prevent and deal with inappropriate behaviour, including discrimination, harassment, favouritism, bias and various forms of abuse. Play by the Rules is endorsed by the Australian Sports Commission and compliments the Harassment-free Sport Strategy.

NSW Department of Sport and Recreation www.dsr.nsw.gov.au

The key government agency overseeing the sport and recreation industry and community in New South Wales.

Women's Gateway www.womens.gateway.nsw.gov.au

A one-stop shop for information about services and programs for women in New South Wales, including health, employment, education, sport and legal issues.

Womensport and Recreation NSW www.womensportnsw.com.au

A non-government organisation for women's sport and recreation groups, providing information and advice in New South Wales.

Illawarra Academy of Sport www.illawarraacademy.org.au

The Academy provides opportunities and services for sport, talented athletes and coaches within the Illawarra Region of Councils area to achieve excellence.

Sport and Recreation Victoria www.sport.vic.gov.au

The key government agency overseeing sport and recreation in Victoria.

Womensport and Recreation Victoria www.womensport.com.au

A non-government agency for women's sport and recreation in Victoria.

Melbourne Sports Network www.melbournesportsnetwork.org.au

A non-government agency linking various groups to provide opportunities and ideas for sport and recreation in Melbourne.

Northern Territory Department of Sport and Recreation www.nt.gov.au/dsr

The key government agency overseeing sport and recreation in the Northern Territory.

Western Australian Department of Sport and Recreation www.dsr.wa.gov.au

The key government agency overseeing sport and recreation in Western Australia.

Womensport West www.wssport.asn.au

A non-government agency for women's sport and recreation in Western Australia.

Tasmanian Office of Sport and Recreation www.osr.tas.gov.au

A key government agency overseeing sport and recreation in Tasmania.

Women Tasmania www.women.tas.gov.au

A gateway site for women's services in Tasmania.

South Australian Office for Recreation and Sport www.recsport.sa.gov

The key government agency for overseeing sport and recreation in South Australia.

Sport and Recreation Queensland www.sportrec.qld.gov.au

The key government agency overseeing sport and recreation in Queensland.

Brisbane City Council www.brisbane.qld.gov.au

A local government homepage, with links to the Brisbane City Council's sport and recreation and women's programs.

Sport and Recreation ACT www.sport.act.gov.au

The key government agency overseeing sport and recreation in the Australian Capital Territory.

National Aboriginal Sports Corporation Australia www.nasca.com.au

A not-for-profit organisation working with and for Indigenous people to encourage them to excel in sport and use this as a springboard to greater success in education, employment and career development.

International Working Group on Women and Sport www.iwg.gti.org

An informal coordinating body consisting of government and key non-government organisations with the over-arching objectives of promoting and facilitating the development of opportunities for girls and women in sport and physical activity throughout the world.

International Association of Physical Education and Sports for Girls and Women

www.smith.edu/collegrelations/athconf

Supports its members working for women's and girls' sport and physical education and provides opportunities for professional development and international cooperation.

International Council of Sport Science and Physical Education www.icsspe.org

International Olympic Committee www.olympic.org

Australian Olympic Committee www.olympic.org.au

Olympic Women www.olympicwomen.co.uk

A site dedicated to women sporting pioneers.

WomenSport International www.de.psu.edu/wsi/index.htm

An international organisation dedicated to advancing sport and physical activity for women and girls.

Women Sport Foundation www.wsf.org.uk

The foundation is committed to improving and promoting opportunities for women and girls in sport at every level.

Women's Sports Foundation USA www.womenssportsfoundation.org

A charitable educational organisation dedicated to increasing the participation of girls and women in sports and fitness and creating an educated public that supports gender equity in sport.

Women In www.womenin.com/

A monthly newsletter about women in the world.

Canadian Association for the Advancement of Women and Sport and Physical Activity

www.caaws.ca/

CAAWS aims to encourage girls and women to take part in sport and move into traditionally male-dominated positions both in sport and the wider community. Produces the popular site Girls@Play

European Women and Sport www.EWS-online.com

The longest established regional women and sport grouping and has been working through a whole range of European networks.

Sport and Recreation NZ www.hillarysport.org.nz/

The New Zealand Government agency established to develop sport and physical activity at all levels.

Women in Sports www.makeithappen.com/wis/

A US site dedicated to providing role models of women athletes that validate women's accomplishments and perpetuate a new vision of women's abilities, autonomy and self-determination.

Women and sport program initiative — action plan

The following questions are designed to help you focus on how to turn your ideas into action, plus establish if the program was effective and useful. Steps 1 and 2 formulate and condense the actions required for the program. Steps 3 and 4 help you evaluate the program, both during the program and once it is finished.

Step 1 considers why you want to develop a program:

- Why do you want to run a program for women or girls?
- Who do you want to specifically target?
- Do you want to run a general program or a specific skills-based course?
- Do you have data on current and/or potential participants?
- Has a specific need been identified by your members?
- What do you think the outcomes of running a women specific program may be i) for your sport, and ii) for your members?
- What will you need to get started—personnel, consultative process, budgetary issues, publicity?

Step 2 considers how you can develop and implement your program:

- What are the goals you want to achieve?
- What are the tasks needed to achieve these goals?
- How long will it take to i) plan the program, ii) consult with stakeholders and iii) run the program?
- How will you incorporate feedback from participants and those conducting the program?
- Will there be any follow-up once the program is finished?
- How will you recognise and/or reward those involved?
- How will you attract participants i) from within your current membership and ii) from the broader community?
- How will you retain those participants once the program is over?

Step 3 considers whether the program is running according to plan:

- Are the tasks required to achieve your goals clearly stated?
- Are these tasks effective?
- What is the status of each?
- Are the suggested timelines being met?
- Do you think the goals or tasks need to be changed? Should any goals or tasks be added or removed? Why?
- Are the identified resources enough and/or effective in terms of :
 - finances, for example is the budget too big, too small, or correct
 - staff, for example do staff members/volunteers need specific or extra training
 - publicity, for example did you access all the potential participants
 - time, for example is it all taking too long?

It is worthwhile to ask throughout the process, what are we doing, why are we doing it that way, and is it effective?

Step 4 may help you assess the overall performance of your initiative, by reviewing and evaluating the major aspects of your program:

- Did you achieve your overall goals, that is, did you achieve what you set out to do?
- Did you access your target audience?
- Why did they participate (and those who didn't, why)?
- Were resources sufficient?
- Were the original timeframes effective?
- Was it useful assigning responsibility for different aspects of the program?
- What feedback did you receive from participants:
 - did the program fulfill their expectations
 - what did they think were the strengths of the program
 - what did they think were the weaknesses of the program?
- What feedback from staff (both paid and volunteer) did you receive:
 - did the program fulfill their expectations
 - what did they think were the strengths of the program
 - what did they think were the weaknesses of the program?
- Did you make changes during the program? Were they effective? Would it have been better not to make changes?
- Did other useful information or strategies come out of the program?

Indirect and long-term effects to consider:

The 'ripple effect' refers to outcomes that you may not be able to directly measure against the program, but have come about simply because the initiative was conducted.

There are many reasons why the mere fact of an initiative aimed women and girls generally, or specific groups of women, might have an indirect and positive effect. It might be that current and potential participants see you have taken their specific needs seriously, putting time and money towards addressing those needs, and respond in a positive manner. Or the program may have caught their attention, and although they could not participate directly in the program, have involved themselves in your sport as a result.

Ongoing communication with women and girls in your sports membership, and following participation trends in all areas of the business of your sport may help you identify unexpected outcomes. This in turn may highlight that your commitment to women and girls provides even greater returns on your efforts in planning and providing appropriate and relevant programs.

Step 1

Outline the main reasons why you want to develop a specific program.	Who is your target audience? How do you access them?	What do you want to achieve? What are your goals?	What resources or information do you need to get started?

Step 2

Identify the main tasks to achieve your goals.	Suggest a timeframe for each.	Who is responsible for each task?	Who else do you need to involve?	How do you publicise your program?

Step 3

Are the tasks effective and useful?	Are the timelines being met?	What is the positive feedback — no need to change?	What is the negative feedback — does anything need to change?

Step 4

How do you know you have succeeded?	Were all the pre-determined tasks required?	What did the feedback tell you?	Where to next?

Program initiative template

CATEGORY

(For example: Leadership and Governance)

TITLE OF INITIATIVE

BACKGROUND

What were the main reasons for developing the program initiative? What did you want to achieve?

(For example, the sport identified barriers to women coaching and wanted to increase the number of female coaches)

A description of the initiative.

(For example, what was done, main aims, who had responsibility, who was involved—club, regional, state and/or national body)

How long did the initiative run for?

TARGET AUDIENCE

Who was the initiative developed for?

(For example, Indigenous women, school-aged girls, elite female athletes)

RESOURCES

Financial, personnel, equipment, facilities

(For example, local-level fund-raising, corporate sponsorship, user pays)

ACHIEVEMENTS

What you regard as the important outcomes of implementing the initiative.

(For example, increased number of female participants, career paths for girls into coaching established, local community more aware of our sport)

What has been learned from the experience?

(For example, would you do anything different, what were the positive and negative aspects?)

Are the outcomes sustainable? How has the program continued?

CONTACT DETAILS FOR PROGRAM COORDINATOR:

Organisation:.....

Address:

.....

Telephone:

Fax:

Email:.....

Web site:

WHEN COMPLETED, RETURN TO:

Australian Sports Commission

Women and Sport Unit

PO Box 176, Belconnen ACT 2616

02 6214 1103

02 6251 2680

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www.activeaustralia.org/women

