

# Strategies to increase women's representation on community sporting club committees

# CHANGE OUR GAME



## FOR STATE SPORTING ASSOCIATIONS

Suggested actions for state sporting associations to support community sporting clubs improve women's representation on club committees include:

### Communicate the importance of women's representation to community sporting clubs



**Directly communicate with community sporting clubs:** create greater awareness amongst community sporting clubs on the importance and benefits of women's leadership representation in their clubs, such as through newsletters to clubs.

### Provide resources to support women's representation on club committees



**Share resources with clubs:** to support club's understanding and capacity to take action to attract and recruit women leaders onto their committee. Useful resources include **communication and marketing strategies** to women.

### Increase capability and networks for women leaders



**Access to professional development or networking opportunities:** support community sporting clubs to provide opportunities for women leaders to develop specialist skills and connect with women leaders across the sport.

### Highlight the importance of intersectionality



**Support clubs in having diversity of representation:** support clubs to recognise that women are not all the same and to consider an individual's whole identity, like age and cultural backgrounds, in attracting and retaining women on club committees. This supports clubs in becoming more aware of the intersectional representation of their club leaders and inspires action to increase this.

“It's becoming more and more important for clubs to have directly and diverse committees for all the right reasons. When talking about club leadership, there's value in having a diverse group of people making decisions in club land, that if you've got [women] that sit on your committees and across your leadership team...those clubs are generally able to cater with greater accuracy for the needs and experiences of women and girls.”

“There would be a lot of benefit for [clubs], that's why it's not just about having women on your committee but diversity of thought, full stop.”

This is a summary of recommendations is from research conducted by Deakin University, Beyond Balanced Boards (Bakhsh, J., Rowe, K., Phillips, P., Raw, K., Faulkner, E., Redden, S.; 2024).

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