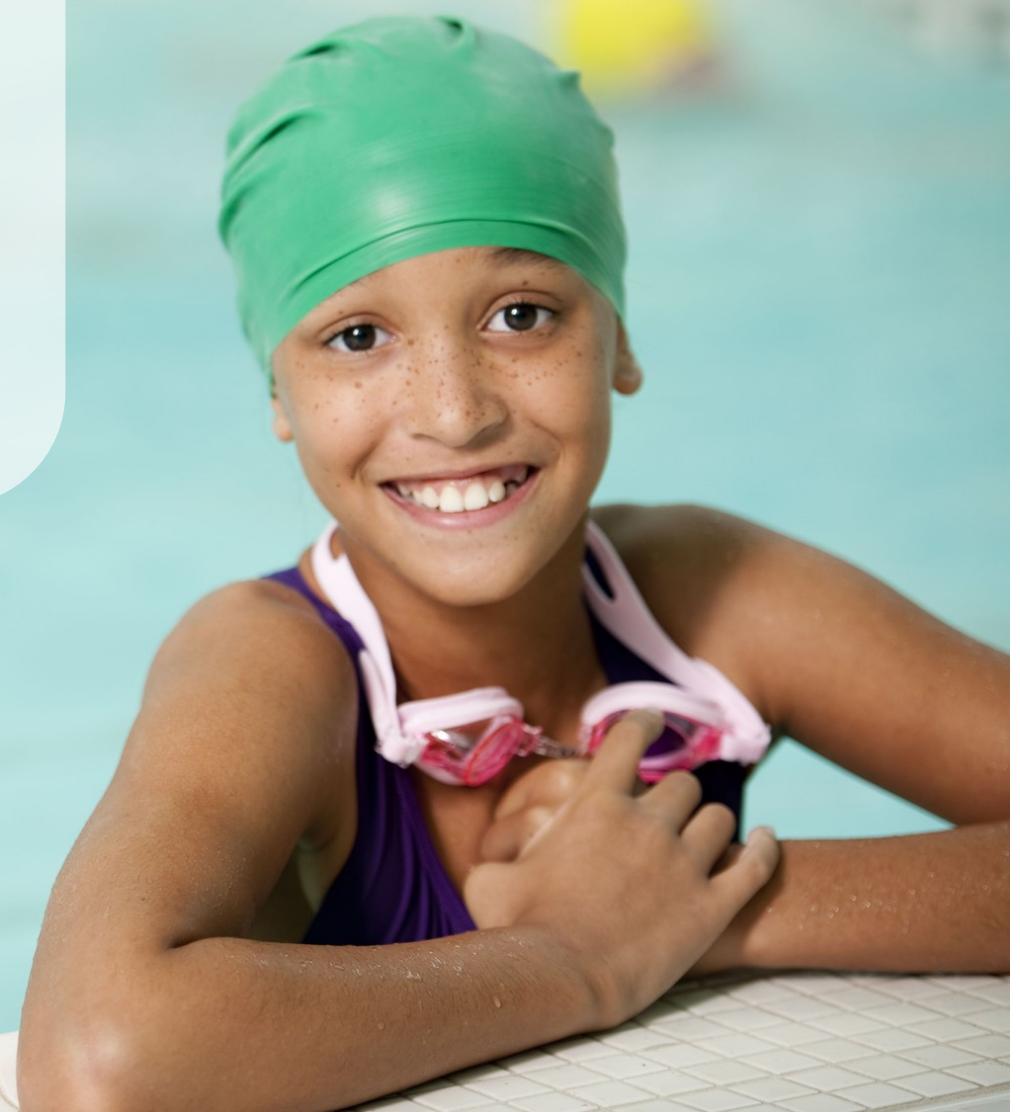


NATIONAL POLICY FRAMEWORK FOR GIRLS AND WOMEN IN SPORT 2030



This Policy Framework was adopted by the Meeting of Ministers for Sport and Recreation.

The Hon. Corey Wingard MP

Chair

Minister for Sport, Recreation and Racing

South Australia

The Hon. Michael Murray
MLA Minister for Sport
and Recreation, Western
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The Hon. Mick de Brenni
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Ms Yvette Berry MLA
Minister for Sport and
Recreation Australian
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The Hon. Jeremy Rockliff
MP Minister for Sport and
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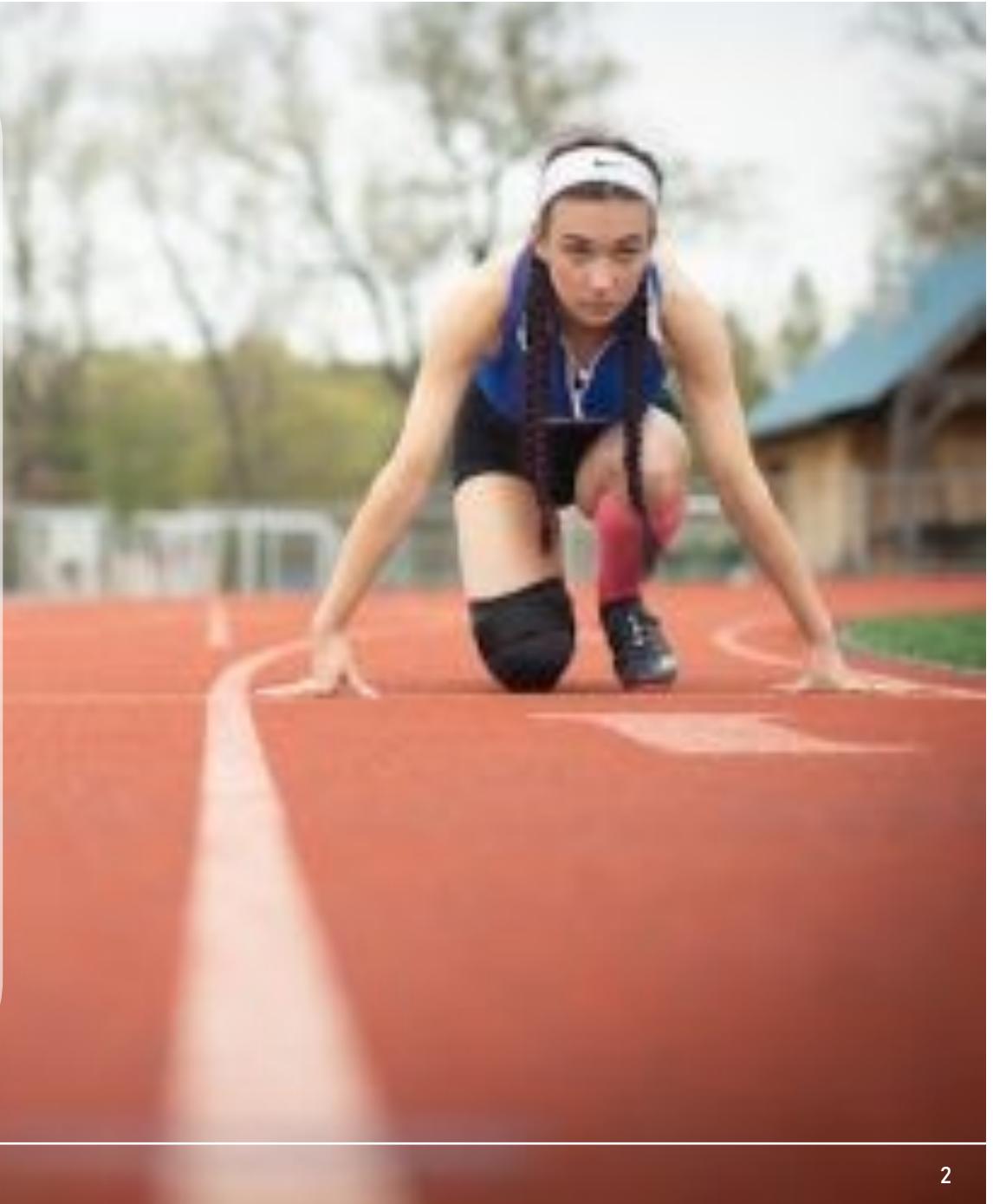
The Hon. Lauren Moss MLA
Minister for Tourism, Sport
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The Hon. Dr Geoffrey Lee
MP Acting Minister for
Sport, New South Wales

The Hon. Martin Pakula MP
Minister for Tourism, Sport
and Major Events, Victoria

Senator the Hon. Richard
Colbeck Minister for Youth
and Sport Australia

12 December 2019



Ministers' Foreword

Sport¹ is an identity, it is a reflection of our culture and society. The identity of sport has the power to create change. Equitable² opportunity to participate and be involved in sport is the right of every girl and woman regardless of background or ability³.

The Meeting of Sport and Recreation Ministers (MSRM) want to break the culture of gender inequality for girls and women in all levels of sport regardless of background or ability. This National Policy Framework for Women and Girls in Sport signifies a national commitment and collective approach from all jurisdictions to challenge societal perception of gendered norms, break down barriers and create change to increase the number of girls and women in sport.

This National Policy Framework for Women and Girls in Sport is for the Commonwealth and State/Territory government jurisdictions, to collectively measure progress on achieving equality for girls and women in sport. At the same time, it allows for jurisdictions to independently view progress, knowing that each is unique in its focus and determinants for progress. The objectives and associated measures within this framework will identify areas for action and provide a mechanism to assess progress and celebrate success.

This Framework comprises a 2030 vision and strategically focuses on providing girls and women equitable access to resources and opportunities to assist in reaching their full potential in sport, similar to boys and men (gender equality⁴). The Framework also allows for the Commonwealth and each jurisdiction to operationally focus on strategies and practices to achieve the objectives in the Framework (gender equity).

1. Sport-related physical activity: 'A human activity capable of achieving a result requiring physical exertion and/or physical skill which, by its nature and organisation, is competitive and is generally accepted as being a sport'. Australian Sport Commission. https://www.ausport.gov.au/supporting/nsa/asc_recognition

2. Equity (or equitable) is defined as fairness of treatment for women and girls, according to their respective needs. This may include equal treatment or treatment that is different (including more favourable treatment) but which is considered to provide equivalent rights, benefits, obligations and opportunities.

3. European Commission (2014). Gender Equality in Sport: Proposal for strategic actions 2014-2020

4. Gender Equality is defined as the state of men and women & girls and boys being equal; especially enjoying the same rights, resources, opportunities and protections.





Background

The economic, social, mental and physical benefits associated for girls and women as participants and leaders in sport are well known. For example, findings from the European Commission⁵ include:

- Increased numbers of girls and women in sport will be economically beneficial for all stakeholders in sport and related industries due to higher participation and associated popularity and the growing workforce
- Women provide role models who are different from men, for both girls and boys and this will assist in establishing a safe and secure sport environment
- Women provide gender friendly guidance and coaching which may decrease the high drop-out rate of girls and women, and create a positive and social educational climate.

Despite the benefits, gender inequality still exists in sport related physical activity.

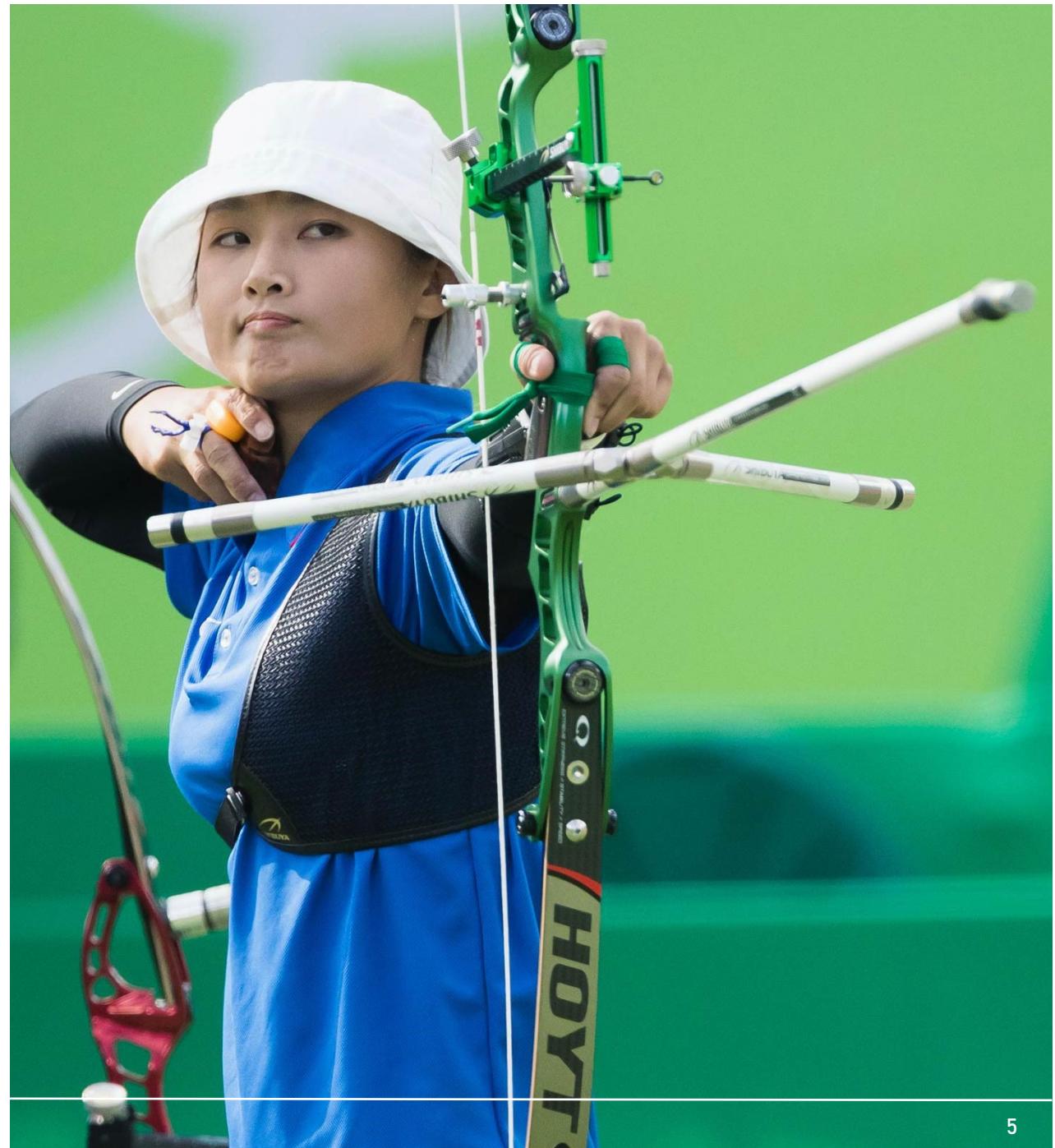
Considerable work has been conducted throughout Australia to address the gender inequality of girls and women in sport by all levels of government.

The Ministers for Sport and Recreation recognised equality for women and girls is a priority for a number of jurisdictions yet a recognised and integrated approach to redressing gender inequalities in sport across Australia has not been adopted.

As a result, a Working Group was formed to explore options for a nationally aligned collaborative approach.

Based on the principles outlined in the National Sport and Active Recreation Policy Framework⁶ and the current actions jurisdictions were undertaking to improve gender equality in sport, the Working Group recommended a National collaborative approach to achieve gender equality in sport should be based on the following objectives:

- ❶ Foster strategic policy alignment
- ❷ Retain flexibility to respond to localised needs and environments
- ❸ Provide a practical, achievable and relevant framework
- ❹ Produce a clear well-defined role for government
- ❺ Encourage a focus on partnership across government





Rationale

for developing a framework to facilitate a collegiate approach to encouraging girls' and women's participation at all levels of sport

There have been a number of initiatives developed across all levels of government to increase the number of girls and women participating in sport. For example:

- Mandates have been established to increase the number of women leaders in sport (e.g., ASC 40% women on national sport organisation boards).
- Past national frameworks have focused on increasing participation in grassroots and high performance sport (e.g. National Sport and Active Recreation Policy Framework⁶).
- Campaigns continue to target girls and women participating in sport (e.g. Australian Government 'Girls – Make your move').

These strategies may have contributed to the increased number of women as board members in national sport organisations, and to the increased number of girls and women participating and who have a higher participation rate than men in non-sport related physical activity⁷. Increased understanding of the benefits diversity in leadership brings, has resulted in a shift in senior executive appointments with women appointed into key sector roles such as ASC CEO, Rugby Australia CEO and Richmond AFL President.

Evidence however, continues to show the number of girls and women participating in sport related physical activities, coaching, officiating (AusPlay, July 2017 to June 2018 data), CEOs at National and State level, and to some extent as Board members, are at times considerably less than boys and men. A stronger more collegiate focus across jurisdictions on girls and women as participants and leaders in sport related physical activity is required to change the state of play.

Evidence from a global benchmarking exercise identified countries such as the United Kingdom, France and Norway have established a national approach to gender and sport across the levels of government. Findings indicate a coordinated approach across jurisdictions create stronger outcomes.

Adapting a recommendation by the European Commission⁵, a National Framework would collaboratively align agreed key principles and objectives yet is flexible to allow each jurisdiction the ability to reflect on their own priorities and resources. A framework would allow each jurisdictional government to develop, monitor and review the National Framework principles and priority areas for girls and women in sport while still reporting priority areas on their successes locally.

7. Australian Sports Commission (November 2017). AusPlay Focus: Women and girls participation

What makes this National Framework unique in Australia?

The implementation of an evidence-based National Framework targeted to girls and women in sport is a new initiative by all Australian governments.

It is unique because:

It stems from a commitment from Sport and Recreation Ministers

- Developed in consultation with all jurisdictions, a bi-lateral framework between State/Territory Departments and the Commonwealth Government has been established to provide a streamlined approach to focusing on equality for girls and women in sport.

It forms a public commitment to achieve change

- The publication of the framework indicates the Ministers for Sport and Recreation's commitment to the accountability of activating a National framework for girls and women in sport.

It includes evidence-based benchmarks

- Proactively, participation data will be used to provide baseline, monitoring and outcome / impact measures associated with priority areas identified in the National framework.



Strategic Framework and Focus

Overview

The basis of the strategic framework is built upon the recommendations from the Working Group's Options Paper⁸.

Improved Outcomes for Girls and Women in Sport Across Australia



Strategic Focus and Intent

2030 Vision

Equality for girls and women in sport

Focus

Through a National focus, government leadership and local facilitation, a commitment of intent is made between governments to embrace:

Leadership:

Strong gender balanced leadership in sport to enable real change. Leadership includes coaches, officials, administrators, and committee and Board members.

Places and Spaces:

Equal access to quality, safe, comfortable and culturally appropriate sport places and spaces that facilitate the participation of girls and women.

Participation:

Girls and women playing sports of their choice and having opportunities to reach their performance potential.

Cooperation:

Jurisdictions working together and working with sport to achieve equality for girls and women in sport.

KEY PRINCIPLES

The ten key principles and associated definitions are based on the Brighton Declaration⁹ and aligned to Australia. Government will work with organisations responsible for sport to activate these principles:

PRINCIPLE 1

Equity to achieve equality in sport

Allocation of resources and delegation of power and responsibility should be allocated fairly without discrimination on the basis of gender identity. Allocation and delegation should address inequitable balance in the benefits available to girls and women and boys and men. To achieve equality every effort should be made to ensure organisations responsible for sport align with the vision of this national framework.

PRINCIPLE 2

Developing appropriate places and spaces

Planning, design and management of facilities and spaces should appropriately and equitably meet the particular needs of girls and women in the community.

PRINCIPLE 3

Increasing participation in junior and school sport

Provision of an equitable range of opportunities and experiences, which incorporate the values, attitudes and aspiration of girls and young women in programmes to develop physical fitness and basic sport skills.

PRINCIPLE 4

Developing participation and pathways

Opportunities and programmes to provide and promote activities which meet girls' and women's needs and aspirations at all levels.

PRINCIPLE 5

High performance sport

Equitable opportunities to girls and women to reach their sports performance potential by ensuring all activities and programmes take account of the specific needs of female athletes. The support to elite/professional athletes should ensure competition opportunities, payments, prize money, recognition, sponsorship, promotion and other forms of support are provided fairly and equitably to women and men.

PRINCIPLE 6

Leadership and decision making

Policies, programs and design structures developed to increase the number of women coaches, advisers, decision makers, officials, administrators and sports personnel at all levels with special attention given to recruitment, development and retention.

PRINCIPLE 7

Education, training and development

Processes and experiences presented to coaches and other sport personnel should address issues relating to the needs of female athletes, equitably reflect girls and women's role in sport, and take account of girls and women leadership experiences, values and attitudes.

PRINCIPLE 8

Sporting insights, research and knowledge sharing

Policies, standards and programs developed reflective to research on girls and women.

PRINCIPLE 9

Collaboration

Policies, programs and resources focused on advancing girls and women in sport aligned and good practice examples shared across jurisdictions.

PRINCIPLE 10

Promotion

Actively promote equality and embrace the diversity and ability of girls and women throughout media.

National Priorities

To complement the three National priorities and rationale identified in the Working Group's Options Paper, a global benchmarking exercise, identification of National data available to jurisdictions and feedback was provided by jurisdictions. As a result, three focus areas are identified with associated outcomes, objectives, examples of strategies, and monitoring to complement the strategic focus and intent.



In most cases a target number has not been identified due to the unique aspects of each State/Territory. It is up to the Commonwealth and each jurisdiction to identify its own benchmark targets, as appropriate.

MSRM has requested reporting every six months to identify progression of benchmark targets for each priority area.



LEADERSHIP

Strong gender balanced leadership in sport to enable real change. Leadership includes coaches, officials, administrators and Committee and Board members.

Objective To increase the number of women in leadership positions at all levels

Rationale	<i>Leaders on and off the field in sport are champions of change, yet fewer women than men are appointed leaders. Strong gender balanced leadership that brings breadth of perspective, better decision making and encourages cultural change to better support girls and women's involvement in sport is the key to achieving the national vision</i>
Outcomes <small>[Targets to be established by jurisdictions, as appropriate].</small>	<ul style="list-style-type: none">The Policy sets an aspiration for women to be participating in leadership roles in sport at rates equal to that of men.The Target reflects a need for flexibility for Boards and Committees to manage the inclusion of particular skillsets, odd-numbers of members and the ability to include those that do not identify as male or female.National and State governing bodies have a pathway to achieve 50% women in executive boards and committeesAnnual targets and commitment established by Commonwealth and each jurisdiction to increase the number of women coaches, officials, CEOs, and management in key leadership positionsAll sport governing bodies to have a leadership diversity and inclusion policy including an action plan
Strategies <small>(examples)</small>	<ul style="list-style-type: none">A guide for organisational recruitment practices and processes to increase women in senior and leadership positionsA collation of best practice examples for encouraging girls and women leadersShowcasing women in decision making positions and the outcomes they are achievingA register of women in professional management in sport at local, regional, state and national levels to assist sport and related industries in their search for candidates in professional management rolesPublically advertise all professional management including Board roles in sport e.g., AICD, websites, Facebook, Twitter etc.
Monitoring	<p>Benchmark and monitor numbers to be obtained from workforce gender and salary data, AusPlay data for officials and coaches/instructors/trainers/teachers, and other ASC data for state level HP coaches, State and National CEOs, committee and Board members (all levels from club to National)</p> <ul style="list-style-type: none">Report every six months to MSRM on ratio of girls and women involved in sport as coach/instructor/trainer/teacher (AusPlay data)Report every six months to MSRM on ratio of girls and women involved in sport as official (including referee/umpire, line judge, scorer, timekeeper, starter, etc) (AusPlay data)Report every six months to MSRM on ratio of girls and women involved in sport as Administrator or committee member (AusPlay data)Report every six months to MSRM on ratio of girls and women involved in sport as team manager or coordinator (AusPlay data)Report yearly to MSRM on ratio of women involved in key leadership positions (HP coaches – ASC; CEOs & Board members of NSOs –Source TBD)Of the 20 most highly funded National and State/Territory organisation what percentage have a female Chief Executive?Percentage of National or State/Territory funded organisations that have achieved gender equal Boards.

PLACES AND SPACES

Equal access to quality, safe, comfortable and culturally appropriate sport places and spaces that facilitate the participation of girls and women..

Objective To ensure sport places and spaces for girls and women are accessible, safe, comfortable and culturally appropriate

Rationale *Places and spaces are the physical environments where people participate in sport including:
Built facilities, such as sports stadiums, indoor or outdoor courts
Open spaces, such as community parks, playing fields and beaches
The availability of, and equality in access to, safe, comfortable and culturally appropriate sport places and spaces encourages and enables girls and women to participate*

Outcomes

- Sport facility upgrade / new builds to cater for girls and women
- Increased access / usage from girls and women
- MSRM commitment to financially support one (1) NSO per year to audit facilities

[Targets to be established by jurisdictions, as appropriate].

Strategies Showcasing places and spaces that support girls and women participation in sport
(examples) Planning and policy guidelines organisations associate with sport to assist with building capacity to encourage girls and women as leaders and participants
Funding provided to organisations for upgrades/new builds with the requirement to measure and report on outcomes

Monitoring

- Percentage of State/Territory formal facility grant programs that consider universal design as part of the assessment process.

PARTICIPATION

Girls and women playing at all levels in sport.

Objective To increase the number of girls and women participating in all levels of sport to equal the participation rates of men and boys

Rationale *Fewer women than men participate in sport. Improving and increasing girls and women's participation in sport is important based on the associated social, mental and physical benefits.*

Outcomes Targets set should reflect an aspiration for women and girls to be participating in sport at rates equal to that of men and boys

[Targets to be established by jurisdictions, as appropriate].

- Commonwealth to establish 2030 target for the percentage of girls and women participating in sport
- Annual target and commitment established by each jurisdiction on the number of girls and women participating in sport
- Increased number and sustainability of quality programs targeted to girls and women
- Jurisdictions to provide appropriate funding and/or support to organisations associated with sport that show evidence of sustainable quality programs to encourage girls and women participating in sport over a targeted period of time

Strategies

(examples)

- Align the national with state/territory principles to support girls and women
- Share information on best practice approaches by sport organisations to address barriers to participation for women and girls
- Publicly recognise girls and women from diverse backgrounds as participants in sport ranging from grass roots sport to high performance
- Expand successful pilot programs into other jurisdictions for a potential national roll-out
- Identify targeted segment groups

Monitoring

- Report every six months to MSRM on comparative ratio between girls and women and boys and men participating in sport (AusPlay data)
- Report every six months to MSRM on the percentage of girls and women participating in sport (AusPlay data)