



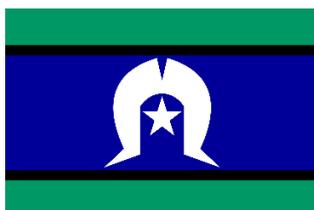
Female Inclusion in Sport Grant Program Grant Guidelines

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Acknowledgement of Traditional Owners

The City of Whittlesea and DPV Health Ltd recognise the rich Aboriginal heritage of this country and acknowledge the Wurundjeri Willum Clan as the Traditional Owners of the land on which we work.



If you have any questions, please contact:

Leisure Inclusion Officer

Phone: (03) 9404 8837

Email: leisure@whittlesea.vic.gov.au

or

Community Development Grants Officer

Phone: (03) 9217 2397

Email: community.grants@whittlesea.vic.gov.au

Introduction

The sporting field is often regarded as a space where differences are put aside in the pursuit of fair play and “having a go”. But when it comes to fairness, statistics show that women and girls are underrepresented in sport, both as players and leaders. In fact, only half of Victorian women are sufficiently active.

Women and girls experience many barriers that make participating in physical activity difficult. These barriers are varied and sometimes complex, however we know that gender inequity is at the basis. With growing research, we now have a clearer understanding of the barriers and approaches that support women and girls to engage in physical activity.

Research from VicHealth’s ‘This Girl Can’ campaign¹ found two in five women feel embarrassed exercising in public, and one in three believe sporting clubs are not welcoming to them. This is despite most clubs believing they are welcoming and provide a sense of community and belonging.

The Victorian Government’s independent inquiry into Women and Girls in Sport and Active Recreation² shed a light on the prevalence of gender inequality in sport and recreation. The overwhelming finding was that women are underrepresented in leadership roles and that sport is still predominantly male-centric. It was also evident that a growing movement of women and girls are keen to showcase their talents and contribute, but the opportunities to lead or participate are not readily available to them. With 98% of Victorians expecting that their local community sporting clubs provide a welcoming and inclusive environment for women and girls, it’s safe to say that sports clubs have an important role in levelling the playing field and committee rooms.

Sport plays a significant role in our national identity, with sports clubs considered important social institutions where community attitudes and behaviour norms are shaped, so it is crucial that they are places of inclusion and equality.

It is important that sports clubs use their influence to advocate for respect, gender equality, inclusion and non-violence on and off the field.

Sport is a home, a religion, and a community to a significant amount of people in Australia. I believe that if we can make sport a more equal and inclusive culture, not only for the players and clubs but for the members in the crowd, this has the potential to cause a ripple effect throughout society and create a more embracing and equal society for all of us.

Angie Green, CEO and Founder of Stand Up Events 41

¹ VicHealth, *This Girl Can* (2012)

² Sport and Recreation Victoria, *Inquiry into Women and Girls in Sport and Active Recreation* (Nov 2015)

What is the Female Inclusion in Sport Grant Program?

The Female Inclusion in Sport Grant Program, co-funded by the City of Whittlesea and DPV Health, has been re-developed in 2021. The program aims to financially support projects that are accessible and safe for women and girls from all experiences and backgrounds and create a positive impact or break down barriers for participation.

The Female Inclusion in Sport Grant Program aligns with the [Active Whittlesea Strategy](#) which aims to get 75% of residents, with a strong focus on underrepresented groups (e.g. women and girls), participating in one or more hours of physical activity per week by September 2028.

Objectives of the Female Inclusion in Sport Grant Program are to:

- Increase the level of physical activity for women and girls
- Increase opportunities for women and girls in sport
- Increase the number of women involved at a decision-making level in sport
- Increase the number of women coaching and officiating
- Provide environments where women and girls feel valued and respected
- Create a club culture where the capabilities of women and girls in sport are not limited
- Assist sports clubs to provide meaningful long-term opportunities for women and girls in sport
- Raise awareness and education on gender equity and its impacts.

Key Dates

Applications open	8 February 2021
Applications close	31 May 2021 or when funds are exhausted, whichever is earlier
Applicant's notified of outcome	Approximately 6 weeks after submission*
Gender Equity Workshop	TBC
Female Inclusion in Sport Online Support Sessions	April, Jun, Aug, Oct, Dec & Feb
Acquittal due date	12 months after successful outcome notification

* Applications will be assessed at the start of each month (April – June) and applicants notified of the outcome of their application shortly thereafter.

Gender Equity Workshop

All successful grant applicants **must send a club representative** to attend a Gender Equity Workshop. The date and time for this workshop are yet to be confirmed. Not attending this session may affect your club's eligibility for future grants.

Female Inclusion in Sport Online Support Sessions

As an added support, Council's Leisure Inclusion Officer will facilitate a series of online support sessions with successful recipients. These sessions will allow clubs to seek support for their funded activities and hear what other clubs are doing. Attendance at these sessions is optional.

Maximum grant value

The maximum grant amount is \$3,000 (ex GST) per club. Applications seeking smaller amounts are also encouraged.

Applicants can undertake multiple activities (as outlined in the [application form](#)). However, ***only one application per club will be accepted.***

Applications can include equipment purchases. However, equipment purchases cannot exceed more than 50% of the funding request* and must be associated with funded activities.

* If applying for the 'Club kits' project 100% of the funding request may be used to purchase a club kit exclusively for use by women and/or girls.

Who can apply

To be eligible for funding, clubs must:

- Be a registered not-for-profit sports club located within the City of Whittlesea
- Be registered with their relevant State Sporting Body/Association
- Have acquitted all previous grants with the City of Whittlesea
- Commit to a representative attending a Gender Equity Workshop
- Be incorporated or partnered with (auspiced by) an incorporated organisation. The incorporated organisation will manage the funds and be responsible for the delivery and acquittal of the project.
- Have an Australian Business Number (ABN) or qualify to submit a Statement by Supplier
- Hold current public liability insurance appropriate to the activity outlined in the application

Clubs are strongly encouraged to discuss their project idea with the Leisure Inclusion Officer before beginning an application.

Who cannot apply

- Schools, religious organisations, community support groups
- Health services or for-profit operations (e.g. businesses)
- Professional sporting bodies and elite sport teams
- Clubs who have not complied with acquittal conditions from previous Council funding
- Individuals
- Clubs of a political nature.

What can be funded

The following pages provide a list of project ideas that can be implemented to support an increase in women and girl's inclusion in your sports club. Estimated project cost is provided as a guide only. Weighting will be given to clubs who commit to completing one or more of the 'free' project ideas. Clubs must choose at least one of the costed (not 'free') project ideas to be eligible for funding.

The project ideas have been divided into 4 key areas of focus:

- Strategy and Governance
- Leadership Development
- Player Recruitment and Development
- Welcoming Club Culture

Clubs can choose to undertake multiple projects from one or more of the key areas listed above. If selecting more than one project, clubs must be confident that they have the capacity and resources to deliver **all** selected activities.

How your club will deliver this project (project plan) and where money will be spent (budget) will need to be addressed in the application. Clubs will be required to provide quotes, for items costing \$500 or more (ex GST), as part of the application process.

What cannot be funded

- New building projects, capital works, maintenance or renovation projects
- Core operational or day-to-day running costs
- Catering costs where provision of food is not considered integral
- Non-portable equipment (e.g. fixed goal posts)
- Gift vouchers, gifts, prizes, trophies, scholarships, donations, sponsorship, other grant programs, air travel or accommodation
- Activities that:
 - Do not comply with DHHS directions (e.g. physical distancing/density requirements)
 - Are the responsibility of other levels of Government
 - Are started or completed before funding is granted
 - Do not take place within the City of Whittlesea
 - Promote gambling, drugs and/or alcohol

Project ideas and costings

Please note the 'project idea title' of the projects your club will undertake. The project idea title will need to be selected within the application form.

Project idea title	Description	Estimated project cost
STRATEGY & GOVERNANCE		
Network	Contact a club who is committed to women and girl's participation and discuss the things that have and haven't worked for them.	Free
This Girl Can	Sign up as a This Girl Can Supporter	Free
Resources	Have committee members and coaches read at least two resources listed under 'Recommended resources'	Free
Mission statement	Create and promote a mission statement for women and girl's participation	Free
Anti-sexism policy	Create and promote a club policy which supports an environment where there is zero tolerance for sexism	Free
Sub-committee	Form a sub-committee dedicated to women and girl's participation.	Free
Press release	Media – Come up with a story for a press release for local paper.	Free
Gender equity audit	Contact your State Sporting Association for support to complete a gender equity audit.	Free
Review governance	Review and update constitution, code of conduct, policies etc to remove gender-based language and make them more inclusive.	Up to \$1,000
Showcase	Showcase the involvement of women and girls in your club including volunteers, coaches, players, officials and committee members. (photographer/videographer etc)	Up to \$1,500
Diversify options	Diversify your offerings (PT classes/Walking group)	Up to \$3,000
Consultation	Consult existing and/or potential club members about: <ul style="list-style-type: none"> • The club's culture • Increasing women and girl's involvement in the club 	Up to \$3,000
LEADERSHIP DEVELOPMENT		
Role modelling	Provide opportunities for women in your club to speak at committee meetings, speak with junior players, speak at events, run training sessions.	Up to \$1,500

Project idea title	Description	Estimated project cost
Men's coaching development	Coaching development for men who coach women and girls	Up to \$2000
Women's coaching development	Development opportunities for women and girls who coach	Up to \$3,000
Committee development	Capacity building for women who are, or could be, a part of the club's committee (current or potential committee members)	Up to \$3,000
PLAYER RECRUITMENT & DEVELOPMENT		
Training alternatives	Consult with women and girls regarding training options and their needs	Free
Team establishment	Establishment of programs and/or teams for women and girls	Up to \$1,000
Come & Try	Hold an event which is open to the wider community (e.g. come and try day, bring a friend day, bring your sister day)	Up to \$1,000
Player development	Invest in player development (leadership, skills etc) for women and girls	Up to \$2,000
Teen program	Provide programs specifically for teen aged girls	Up to \$3,000
Social sport	Establishment of social sports programs for women and girls (e.g. SoccerMums, Rock up Netball, Social Sixes)	Up to \$3,000
Skills program	Free skills program/development sessions/skills sessions for women and girls	Up to \$3,000
Reduced cost Club kits	Reduced memberships/uniform/fees/sign on costs Club kits available exclusively for use by women and/or girls	Up to \$3,000 Up to \$3,000
Participation pathways	Provide a seamless pathway for participation of women and girls in sport. (I.e. Juniors to Seniors)	Up to \$3,000
WELCOMING CLUB CULTURE		
Positive messaging	Positive imagery and messaging (on socials and in the club rooms) that positively promotes involvement of women and girls in sport at your club.	Free
Social media	Ensure women's and girl's teams are featured and promoted across all your social media channels (e.g. website, Facebook, Instagram)	Free

Project idea title	Description	Estimated project cost
Game scheduling	Schedule women's and girl's games and training sessions on the main playing area and in prime timeslots	Free
Contact person	Have a contact person available to introduce women and their families to your club. Provide a consistent and familiar face with a supportive nature.	Free
Social aspect	Provide a social aspect to participation, that encourages connection between potential and current members and provides a supportive environment. * This must be directly linked to participation and does not include celebratory events, and themed morning teas for campaigns etc	Up to \$1,000
Club workshop	Have club members attend workshops that address: <ul style="list-style-type: none"> • Gender equity • Engaging women and girls in sport • Inclusive club culture • Bystander workshops • Sexism • Prevention of violence against women • Toxic masculinity • Respectful relationships 	Up to \$3,000

Assessment criteria

If your club and project meet eligibility criteria, your project will be considered according to how well it meets each of the assessment criteria. The percentages are provided as a guide to the importance of each question in the assessment process.

Project delivery (60%)

Has the applicant:

- Provided a clear project plan (including timeline)
- Chosen to implement one or more of the 'free' activities
- Demonstrated how the project will be accessible for people with disability.

Community involvement (20%)

Has the applicant demonstrated:

- A commitment to providing opportunities for women and girls
- A clear need for the project
- How the project will be inclusive of people from diverse backgrounds

Project sustainability (15%)

Has the applicant demonstrated how this project could lead to ongoing opportunities?

Budget (5%)

- Is the budget reasonable and does it add up?

Assessment process

To increase your application's chance of success, make sure you:

- Read these guidelines carefully
- Check your club is eligible to apply
- Provide:
 - Your group's incorporation number
 - Letters of support
 - Quotes for items costing \$500 or more (ex GST)

Please note: Applications submitted without appropriate quotes (for items costing \$500 or more excluding GST) will be marked as incomplete and therefore ineligible.

Application process

1. Applications are reviewed for eligibility
 - Who can apply
 - What cannot be funded
 - Applications are complete (supporting documents and quotes attached).
2. A panel assesses eligible applications based on how well the proposed activity meets the assessment criteria.
3. Assessment recommendations are reviewed for approval.
4. Applicants are advised of their outcomes.

How to apply

1. Ensure you have carefully read and understood these guidelines before completing your application.
2. Applications for the FISG are submitted online at <https://whittlesea.smartygrants.com.au/>

Please note: to apply on-line you will need an email address. If you cannot access the internet or require printed forms, please contact the Community Development Grants Officer (details on Page 2).

If you have difficulties logging into an existing account or registering a new account, please contact the SmartyGrants helpdesk (9am to 5pm Monday to Friday) on (03) 9320 6888.

Recommended resources

[Change the story through sport](#) – The resource illustrates the important role that sport can play in promoting gender equality and respect to help change the story about violence against women in Australia

[Inquiry in women and girls in sport](#) – This report sheds light on gender inequality in Victorian sports and recreation. The report outlined a way forward, helping change and improve sport and recreation for all involved

[Recruitment and retention: Guidelines for women in sport and recreation](#) – Simple and practical guidance and strategies to ensure women and girls have rewarding experiences, making them more likely to stay on at a club

[Women in sport communication and marketing strategies](#) – This document has been developed in partnership with the Victorian Equal Opportunity and Human Rights Commission (VEOHRC) to assist community sport and recreation organisations looking to develop inclusive communication and marketing practices

[AusPlay focus women and girls](#) delves into the participation of Australian women and girls in sport and physical activity and the difference between male and female patterns of behaviour.