



ACTIVE WOMEN & GIRLS STRATEGY

2019 - 2029

Hepburn
SHIRE COUNCIL

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Hepburn Shire Council respectfully acknowledges the Jaara people country, of which members and elders of the Dja Dja Wurrung community and their forebears have been custodians for many centuries. On this land, the Jaara people have performed age old ceremonies of celebration, initiation and renewal. We acknowledge their living culture and their unique roles in the life of this region.

This project was developed by Hepburn Shire Council in partnership with the Victorian Government.



Front cover photo credit –Mt Prospect Tennis Association, Sprung Circus Daylesford, Trentham Karate

Key Terminology

A number of key terms are used within the strategy. Definitions relating to the context in which these terms are used within this document include:

Term	Definition
<i>Active Recreation</i>	Leisure time, non-competitive, physical activity
<i>Adults</i>	Individuals aged 18 years and above
<i>Asset</i>	Something of use or of value
<i>Asset Based</i>	An approach that focuses on community strengths and assets rather than deficits and problems
<i>Barriers</i>	Obstacles that prevent someone from going somewhere or taking action. Can be real or perceived
<i>Children</i>	Individuals aged 5 to 17 years
<i>Cultural Change</i>	To reconstruct concepts, views and beliefs within society
<i>Female</i>	Gender identity is female
<i>Gender Equality</i>	Access to rights or opportunities is unaffected by gender
<i>Gender Equity</i>	Allocating resources, programs, and decisions making fair access to both males and females without discrimination on the basis of gender
<i>Gender Inclusive</i>	Suitable for all sexes/genders
<i>Investment</i>	Time and funds dedicated to enhancing a place, space, organisation or individual
<i>Male</i>	Gender identity is male
<i>Non-binary</i>	Gender identity is not exclusively female or male
<i>Participation</i>	Actively taking part in an activity or program
<i>Participation Pathways</i>	The series of participation opportunities an individual can follow to participate within their desired activity at the same or enhanced level
<i>Perceived Barriers</i>	An individual's assessment of an obstacle that prevents someone from going somewhere or taking action
<i>Person Centred</i>	An approach that focuses on an individual's personal needs, wants and desires
<i>Physical Activity</i>	Movement of the body achieved through sport and/or active recreation

<i>Programming</i>	A planned series of future events
<i>Place Based</i>	An approach that addresses the needs of the community by harnessing and identifying a specific vision, resources and opportunities to address a community's needs, wants and desires
<i>Places</i>	A specific location, such as a pavilion at a recreation reserve
<i>Spaces</i>	An open space area, such as a community park
<i>Sport</i>	An activity that achieves one (or more) of the three qualifying elements; competition, rules and/or has a governing body
<i>Structured Activity</i>	Sport and active recreation programs that are delivered at a specific time and location
<i>Universal Design</i>	Ensures that buildings and environments are accessible to all, regardless of their age, level of ability and cultural background
<i>Unstructured Activity</i>	Sport and active recreation participation performed for leisure at any time or location

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1 EXECUTIVE SUMMARY

Being physically active contributes positively to the health status of an individual. However females within Hepburn Shire are less active in sport and active recreation than their male counterparts, with 32.3% of females meeting the physical activity guidelines in comparison to 50.7% of males (VicHealth, 2016).

The development of this strategy is critical to address the current inequality that exists between female and male participation in physical activity, which will allow for more girls and women to experience the physical, social and mental health benefits from regular active participation. Participation in sport and active recreation also has the ability to improve liveability and reduce social isolation within our local community, which is highlighted within Councils [Municipal Public Health and Wellbeing Plan](#) as a priority from 2017 – 2021.

The need to promote and encourage female specific physical activity programs and infrastructure developments has been identified in both the [Hepburn Shire Council Recreation and Open Space Strategy \(2016 – 2021\)](#), and the [2017-2021 Council Plan](#).

Increasing female participation is also a key priority of the Victorian Government, who have identified the need to continue investment in female participation and leadership through the [Inquiry into Women and Girls in Sport 2014](#), and later within the [Active Victoria – A strategic framework for sport and recreation in Victoria 2017 – 2021](#) document.

Council has the ability to play a significant role to increase participation rates of women and girls in sport and active recreation. This strategy will guide Council to sustainably grow female participation over the next 10 years and into the future.

1.1 Purpose of the Strategy

In order to address recommendations and priorities identified by both Hepburn Shire Council and Sport and Recreation Victoria, a partnership has been developed to create an Active Women & Girls Strategy specific to our local community.

The development of this strategy aims to promote a healthy lifestyle, reduce social isolation, and increase female participation in structured and unstructured physical activity. The strategy has a particular focus on female participation and programming, female friendly facilities and gender equity/equality.

A person centred, place and asset based approach has been adopted for this strategy. This approach will inform Council's future strategic planning, development and delivery of recreation infrastructure services to support physical activity for females of all demographics. It will also guide Council in the development of specific policies and actions to address the key priorities identified within the strategy.

This strategy aligns with the existing female participation campaigns and initiatives that are occurring at the national, state and local level. However it has a particular focus on the needs, aspirations and liveability of females who reside and recreate within our local communities.

1.2 Strategic Direction

This strategy provides a 10 year plan to increase female participation in sport and active recreation.

Based on consultation within the community and broader organisation stakeholders, the following vision has been adopted for this strategy:

“An increased proportion of women and girls in Hepburn Shire are physically active and connected through sport and recreation”

Three strategic pillars have also been identified which will play a critical role in the achievement of this vision.

The pillars include:

1. Increased Participation and Programming Opportunities
2. Investment in Spaces and Places
3. Leading Cultural Change

A number of key actions fall under each of these pillars and are listed in the Action Plan of this strategy.

Recommendations and actions detailed within the strategy are short (1-2 years), medium (3-5 years) and long term (6 - 10 year period).



Photo credit – Hepburn Cricket Club

1.3 Community Consultation Process

Hepburn Health Service were contracted to contribute to the development of this strategy. Hepburn Health Service engaged and consulted with the community, sport and active recreation providers, state sporting associations, local sports associations and leagues, the education sector and health providers. Key actions and recommendations within this strategy are based on the data and information obtained during this consultation process.

Key tasks performed during this process included:

- Research audit and literature review
- Community surveys
- Active Women and Girls community workshop
- Structured focus groups
- Sporting club checklist



1.4 Turn the Curve Round Table Session

To inform the development of the strategy a 'Turn the Curve Round Table Session' was conducted. The session adopted an outcomes based approach to increasing female participation in sport and active recreation across the Hepburn Shire.

Individuals involved in this session included key stakeholders spanning across sport, active recreation and health from the Central Highlands region.

With reference to community consultation outcomes, stakeholders contributed their expertise to identify the key indicators and partners, strategic pillars and corresponding key actions that will turn the curve in female participation over the next ten years. This has formed the basis of this strategy.

2 ROLE OF COUNCIL

[The Victorian Local Government Act](#) highlights that the role of Local Government Authorities is to provide governance that will benefit the wellbeing of the current and future municipal community. Due to the inequality that exists between females and males in regards to participation in sport and active recreation, Hepburn Shire Council has the opportunity to specifically address this Act by targeting and prioritising female sport and active recreation participation within the municipality. Taking responsibility to address this inequality is also supported by the [Charter of Human Rights and Responsibilities](#), which highlights the importance of organisations to adopt measures to assist those population groups which are disadvantaged within the community.

Addressing female participation in sport and active recreation has been specifically identified and highlighted within the following Hepburn Shire Council Plans:

- [Council Plan 2017 - 2021](#)
- [Recreation and Open Space Strategy 2016 – 2021](#)
- [Municipal Public Health and Wellbeing Plan 2017 - 2021](#)

Through the implementation of these plans, Council is already influencing female sport and active recreation participation within the local community. For example, Council supports local participation programs through the Hepburn Shire Community Grants Program, and has developed and enhanced many sport and active recreation spaces and places.

This Active Women and Girls Strategy will allow Council to adopt a more strategic approach to further influence female sport and active recreation participation within the municipality, in collaboration with key community organisations and stakeholders. Hepburn Shire Council will take the lead on the implementation of this strategy, and aim to positively influence and increase women and girls participation rates in sport and active recreation.

A key action identified in the current Hepburn Shire Council Plan is to 'promote opportunities for female participation in sport and recreation in partnership with community groups'. Council aims to do this through the development of an 'Active Women and Girls Alliance', which will consist of key individuals, sport and active recreation groups/providers, state sporting associations and broader organisational stakeholders. Council will lead and coordinate the actions of this group throughout the strategies duration.

3 HEPBURN SHIRE AT A GLANCE

3.1 Community Demographics



HEPBURN SHIRE SITS ON THE TRADITIONAL LANDS OF THE DJA DJA WURRUNG PEOPLE, COVERING 1473KM² IN THE CENTRAL HIGHLANDS OF VICTORIA



THE MUNICIPALITY ENCOMPASSES A RANGE OF SMALL TO MEDIUM TOWNS ACROSS THE REGION INCLUDING, BUT NOT LIMITED TO, BULLARTO, CLUNES, CRESWICK, DAYLESFORD, DEAN, GLENLYON, HEPBURN SPRINGS, LYONVILLE, NEWLYN, SMEATON AND TRENTHAM



THERE ARE 15,330 RESIDENTS, WITH 7,944 FEMALES (51.8%) AND 7,382 MALES (48.2%)



76% OF RESIDENTS WERE BORN IN AUSTRALIA



150 RESIDENTS IDENTIFY AS ABORIGINAL OR TORRES STRAIT ISLANDER PEOPLE



THE ENGLISH LANGUAGE IS SPOKEN IN THE HOME BY 97% OF RESIDENTS



ALMOST HALF OF FAMILIES ARE COUPLES WITH NO CHILDREN (49%), FOLLOWED BY COUPLES WITH CHILDREN (35%), AND ONE-PARENT FAMILIES (15%)

Photo credit – Daylesford Hepburn United Soccer Club

45%

45% OF FEMALES HAVE A MARITAL STATUS OF 'MARRIED' AND 29% OF 'NEVER BEEN MARRIED'

50
YEARS

THERE IS AN AGEING POPULATION WITH THE MEDIAN AGE OF 50 YEARS



THERE IS A SIGNIFICANT DROP IN THE FEMALE POPULATION AFTER THE AGE OF 14. THIS BEGINS TO INCREASE AGAIN FROM THE AGE OF 25

18%

THE LARGEST FEMALE AGE GROUP IS THE 55-64 YEAR DEMOGRAPHIC AT 18% OF THE POPULATION



THE LEVEL OF PROJECTED POPULATION GROWTH IS LOWER THAN THE STATE AVERAGE WITHIN THE 0-14, 15-24 AND 25-64 AGE RANGES

64%

THE 65 YEARS AND OVER POPULATION GROUP HAS A PROJECTED GROWTH RATE OF 64%, WHICH IS GREATER THAN THE STATE AVERAGE OF 57%



THE MEDIAN WEEKLY INCOME FOR RESIDENTS AGED 15 AND OVER IS \$532 PER WEEK VERSUS THE STATE AVERAGE OF \$645 PER WEEK

11.9%

JUST 11.9% OF RESIDENTS LIVE WITHIN 400M OF BUS STATIONS AND 800M FROM TRAIN STATION



OUR SHIRE IS VIEWED EXTERNALLY AS BEING A PLACE OF 'WELLBEING' AND 'WELLNESS'

Data sourced from Australian Bureau of Statistics (2016), Central Highlands Primary Care Partnership (2016), City of Greater Dandenong (2016)

4 CURRENT STATE OF PLAY

4.1 Methodology

The development of this strategy has included consultation and engagement with the community, sport and active recreation providers, state sporting association, local sports associations and leagues, the education sector and health providers. Consultation was conducted in line with the International Association of Public Participation's (IAP2) model for community engagement.

The consultation and community engagement process aimed to identify:

- The rate of female sport and active recreation participation within the Shire and the state of Victoria
- Popularity and provision of female sport and active recreation activities
- Motivators, barriers and perceived barriers to female sport and active recreation participation
- Provision of infrastructure, and their alignment to state and national frameworks and recommendations
- Strategies, initiatives and policies that support and enhance female participation at the local, state and national level
- Cultural attitudes and environments that support female participation, including sport and active recreation leadership positions
- The role that Hepburn Shire Council and key strategic partners/stakeholders can play to enhance recreation infrastructure services to support physical activity for females of all demographics



Photo credit – Lily Mason Yoga, Clunes

The following tasks were undertaken within the consultation/engagement process:

Task	Description
Research audit and literature review	Investigated relevant research and literature (local, state and international), current Hepburn Shire Council policies and strategic plans, other sport and active recreation strategies and demographic and health related data
Community Surveys	Explored residents current participation in sport and active recreation, and investigated the influences, motivators, barriers and perceived barriers to participation
Active Women and Girls Community Workshop	Provided the opportunity for residents, key stakeholders and community group members to share their knowledge, lived experience and ideas to increase female participation
Structured Focus Groups	Explored knowledge, lived experience, ideas, motivators, barriers and perceived barriers with groups of females who currently participate, or are involved in, sport and active recreation within the community.
Sporting Club Checklist	Gathered information relating to membership and participation numbers, existing policies, facilities and culture.

The organisations, clubs and community groups that were consulted in the development of this strategy are listed in the Appendix (page 33).

Results from the consultation process were compiled into a number of documents outlining the key findings.

4.2 Key Consultation Findings

The key consultation and community engagement findings have identified:

- Existing programs, strategies, practices and knowledge within the community that facilitate female participation
- Opportunities to encourage, support and build upon female participation rates now and into the future

Key findings identified during the consultation process informed the three pillars adopted in this strategy, and have been categorised accordingly.

The three pillars include:

1. Participation and Programming
2. Investment in Spaces and Places
3. Leading Cultural Change



Photo credit – Ballet for Baby Boomers, Creswick Neighbourhood Centre

4.2.1 Participation and Programming

- Within the Shire, 32.3% of adult females are meeting the physical activity guidelines in comparison to 50.7% of males (VicHealth, 2016).
- Just 18.4% of residents participate in organised activity in comparison to 28.7% at the state level (VicHealth, 2016).
- There are approximately 1,254 females participating in sporting activities. This is approximately 15.8% of the Shire's female population. This is lower than that of males with 17.3% of this population group participating in organised sport.
- There are 46 sporting clubs with a range of 15 types of sports that offer both structured and unstructured sport.
- The most popular sports played by females aged 18 and above years include netball (29%), tennis (26%), lawn bowls (16%) and golf (16%).
- For females aged 5 to 18 years, popular sports include netball (57%), tennis (18%) and soccer (11%).
- The most popular active recreation activities for females aged 18 and above include gym/fitness (51%), walking (43%), yoga (17%), swimming (14%), bushwalking (11%) and recreational running (11%).
- Popular active recreation activities anecdotally reported by females aged 5-18 years include circus, dance and bike riding. For the adolescent demographic, gym based activity was also popular.
- A number of non-traditional sport and active recreation activities are available within the community that are unique to the Hepburn Shire, for example Circus.
- Key participation motivators for adult females are to keep or enhance fitness, physical and mental health benefits and socialisation. For those under 18 years it is to have fun and learn a new skill.
- Neighbourhood Houses/Centres are a popular place for women and girls to participate in sport and active recreation, with 84% of the participants engaging in such programs being female.



Photo credit – Domino Trail, Taletha Rizio

▶ HEPBURN SHIRE ACTIVE WOMEN & GIRLS STRATEGY

- Key participation barriers across all population groups included availability of desired activities, the time the activity is offered, cost of participation fees and the Hepburn Shire cool winter climate.
- A partnership approach to deliver sport and active recreation participation opportunities has been successful to increase participation in the past.
- Supportive junior participation and youth-led participation programs are effective to increase female participation.
- The most popular ways in which females found out about physical activity opportunities was word of mouth and Facebook.

4.2.2 Investment in Spaces and Places

- There are approximately 80 facilities, recreation and open spaces within the Hepburn Shire. The provision of these facilities is most prevalent within the four major townships (Creswick, Clunes, Trentham, and Daylesford and Hepburn Springs), however many are located in smaller shire townships.



Photo credit – Trentham Recreation Reserve

- There are three outdoor and seasonal pools, one toddler's pool and one splash park across the Shire.
- We are fortunate to have a wide variety of natural sites within the Shire which are supported by active recreation infrastructure, such as bush walking and cycling trails.

▶ HEPBURN SHIRE ACTIVE WOMEN & GIRLS STRATEGY

- Council has developed a range of documents and strategies that have the potential to support and guide future sport and active recreation infrastructure enhancements, for example [Walking and Cycling Strategy 2011](#) and the [Disability Access and Inclusion Plan 2018 -2022](#).
- The natural spaces and places within the Shire attract a number of tourists and sport and active recreation events to the community.
- Improvements and investments made to infrastructure that encourages female sport and active recreation participation has been, and currently is, a priority of both Council and the local community.
- Cycling paths and walking tracks are promoted within the community through resources, advertising and signage, for example the [Walk & Rides](#) resource.
- Council have adopted Universal Design Principles in many infrastructure developments/enhancements to ensure they are accessible for all.

4.2.3 Leading Cultural Change

- There are many passionate, motivated and enthusiastic volunteers and leaders within the local community who are motivated to see female participation grow
- Hepburn Shire sporting clubs have a positive reputation within the broader Central Highlands region.
- The community have reported an emerging positive cultural shift in attitudes and beliefs relating to female participation in sport and active recreation.
- Sporting clubs and recreation providers are interested and motivated to increase female leadership representation to make their environments more welcoming for females, and to grow the representation of women and girls in local media.
- Females within the Hepburn Shire are motivated and inspired by their active friends and family members to engage in physical activity themselves.
- Creating a family-friendly participation environment is important for local sport and active recreation clubs and providers.



Photo credit – VOGA Cycling Club, Creswick

4.2.4 Current Provision of Organised Sport and Active Recreation Activities

The following matrix provides information in regards to the current provision of organised sport and active recreation activities as of November 2018 within the four major townships (Creswick, Clunes, Daylesford and Hepburn Springs and Trentham), and other smaller townships in the Shire. Activities identified below are offered by a club, recreation provider or Council.

Figure 1. Current provision of structured sport and active recreation activities within Hepburn Shire

Activity Type	Creswick	Clunes	Daylesford & Hepburn Springs	Trentham	Other Smaller Towns
Organised Sport					
Angling	✓	✓			
Australian Rules Football	✓~	✓~	✓~	✓~	✓~
Cricket	✓	✓	✓	✓	✓
Croquet	✓				✓
Cycling	✓				
Darts		✓	✓		
Equestrian				✓	✓
Golf	✓	✓	✓	✓	
Karate			✓	✓	
Lawn Bowls	✓	✓	✓	✓	✓
Netball	✓	✓	✓	✓	✓
Shooting		✓			✓

▶ HEPBURN SHIRE ACTIVE WOMEN & GIRLS STRATEGY

Activity Type	Creswick	Clunes	Daylesford & Hepburn Springs	Trentham	Other Smaller Towns
Soccer	✓		✓		
Table Tennis			✓	✓	
Tennis	✓	✓	✓	✓	
Volleyball			✓		
Organised Active Recreation					
Circus		✓	✓		
Dance	✓		✓		
Field and Games		✓			
Gym Fitness	✓		✓	#	
Neighbourhood House Physical Activities	✓	✓	✓	✓	
Pilates		✓	✓	✓	✓
Recreational Swimming (seasonal outdoor)	✓*	✓	✓	✓	
Skateboarding	✓	✓	✓	✓	
Walking Groups	✓	✓	✓	✓	✓
Yoga	✓	✓	✓	✓	✓
Legend: ✓ = Activity available; ~ = Auskick and junior AFL only for female participants; * = Toddler pool only; ^ = Venue has capability but no current program offered; # = Gym equipment at Trentham Football Netball Club					

4.2.5 Provision and Suitability of Infrastructure at Shire Recreation Reserves

There are eight recreation reserves and facilities within the Shire that provide multiple sport and active recreation opportunities within the community. The following matrix provides a summary in regards to the infrastructure available at these recreation reserves and facilities, including their suitability to support and encourage female participation.

In addition to these recreation reserves and facilities, other infrastructure exists that has potential to support and encourage female participation. These include, but are not limited to, outdoor seasonal swimming pools, tennis courts, walking trails and community parks. Specific details of this infrastructure are listed in the [Hepburn Shire Council Recreation and Open Space Strategy Appendix](#).

Figure 2. Recreation Reserve/Facility Infrastructure Suitability to Support Increased Female Participation

	Bull Milgate Reserve, Clunes	Doug Lindsay Recreation Reserve, Creswick	Glenlyon Recreation Reserve	Laurie Sullivan Oval, Hepburn	Newlyn Recreation Reserve	The ARC, Daylesford (Facility)	Trentham Reserve	Victoria Park, Daylesford
Infrastructure	1 x Indoor recreation centre sports/pool change amenities 1x grass oval with turf wicket 1x outdoor netball court 1x netball storage and change rooms 1x half warm-up netball court 2x cricket practice nets 1 x 25metre outdoor swimming pool	1 x Pavilion with changing amenities 1x netball and soccer change room and storage facilities 1 x bowling club facilities 1x grass oval 2 x soccer pitches 3 x outdoor netball courts 1 x bowling green	1 x Pavilion 1 x Pony Club facilities 1 x Rifle Club shed and facilities 1x grass oval 1x playground 1 x public toilets BBQ facilities Equestrian/dressage areas Race/walking/jogging track	1 x Pavilion with changing amenities 1x grass oval with synthetic wicket 2x netball courts 1 x netball change room facilities (to be enhanced/re-developed in 2019) 1x cricket practice net 1x playground 1 x public toilets	1 x community complex with changing amenities 1x grass sports oval with synthetic wicket 1x netball/tennis court 1x cricket practice net 1x playground 1 x netball change facilities 1 x netball storage facilities 1 x public	Office/meeting room spaces Kiosk Rock climbing wall Male, female, umpire and all abilities toilet, shower and changing amenities 3x playing courts lined with basketball,	1 x Pavilion (community complex) 1 x football change rooms 1x netball pavilion (in construction early 2019) 1 x gym space 1x grass oval 1x netball court 1x cricket practice net 1x playground 1 x public toilets	1 x Pavilion with changing amenities 1x netball storage and change room facilities 1x table tennis shed 1x grass oval 1x soccer pitch 1x outdoor netball court 1 x soccer storage and change room facilities (being redeveloped) 1 x public toilets

▶ HEPBURN SHIRE ACTIVE WOMEN & GIRLS STRATEGY

	Bull Milgate Reserve, Clunes	Doug Lindsay Recreation Reserve, Creswick	Glenlyon Recreation Reserve	Laurie Sullivan Oval, Hepburn	Newlyn Recreation Reserve	The ARC, Daylesford (Facility)	Trentham Reserve	Victoria Park, Daylesford
	1x toddler pool 1x public toilets				accessible toilet 1 x portable cricket net	netball and volleyball		1 x cricket nets
Reserve Signage (eg. awareness and promotion)	✓ ^	^	✓ ^	✓ ^	✓ ^	✓ ^	^	✓ ^
Gender Inclusive / Accessible Toilet	✓	✓ ^	✓ ^	✓ ^ #	>	✓	✓ ^ #	✓
Gender Inclusive Shower	^ *	^ *	^	^ #	✓ ^ *	✓	^ #	✓ *
Gender Inclusive Infant Changing Amenity	^	^	^	^	^	^	^	^
Parking Accessibility	✓ ^	✓ ^	✓ ^	✓ ^ #	✓ ^	✓ ^	✓ ^ #	✓
Perception of Safety (eg. location, lighting)	✓ ^ ~	✓ ^	✓ ^	✓ ^	✓ ^	✓ ^ ~	✓ ^	✓ ^
Legend: ✓ = Available ; > = Available with small/minor changes; ^ = Opportunity to be enhanced in future developments; ~ = Level of vegetation in proximity to reserve or facility; # = in planned future developments; * = cubicles in netball facilities								

5 STRATEGY DEVELOPMENT

Based on the key community demographics and sport and active recreation participation findings identified during community consultation/engagement process for the Hepburn female population, a 'Turn the Curve Round Table' session was held. This session adopted an outcomes based approach to increasing female participation in sport and active recreation across Hepburn Shire.

The Hepburn Shire Active Women and Girls Project Control Group and the Project Working Group, which consisted of key stakeholders spanning across sport, active recreation and health from the Central Highlands region, were involved in the session. This session formed the basis of the Strategic Plan, and Measurement and Evaluation (detailed from page 23), which includes the strategy's vision, strategic pillars and corresponding key actions, and measurement indicators. The 'Plan on a Page' document was the outcome of this session and is in the strategy's Appendix (page 41).

The following topics were discussed whilst identifying the strategic direction/plan, and measurement and evaluation processes for this strategy:

- What successful strategy implementation looks like
- Which partners and collaborators have a role to play to implement the strategy and to 'turn the curve' in female participation and programming



Photo credit – Glenlyon Pony Club

5.1 What Success Looks Like

Participants identified during the 'Turn the Curve Round Table' session that successful strategy implementation will positively influence the below factors. These factors will contribute positively to the health status of women and girls within the Hepburn Shire, and enhance overall quality of life.



WHAT SUCCESS LOOKS LIKE



MORE PEOPLE
WALKING AND BEING
ACTIVE



MORE GIRLS ACTIVE
IN PLAY SPACES



EVERYDAY WOMEN IN
MEDIA ARTICLES ABOUT
WOMEN IN SPORT



MORE ACTIVITY
CHOICES



GENDER INCLUSIVE
COMMUNITY SPORT AND
ACTIVE RECREATION
INFRASTRUCTURE AND
AMENITY



DEMAND FOR FACILITY
BOOKINGS FOR WOMEN
AND GIRLS
PROGRAMMING



WOMEN ON BOARDS AND
IN ADMINISTRATION
AND COACHING
POSITIONS



INCREASED PROMOTION
AND VISIBILITY OF
FEMALE PROGRAMMING
OPTIONS



GIRLS CHOOSING SPORT
AND ACTIVE
RECREATION ELECTIVES
AT SCHOOL



GENDER BALANCE IN
SPORTING CLUB
MEMBERSHIPS

Photo credit – Hepburn Football Netball Club

5.2 Partners and Collaborators

Partners and collaborators identified during the Turn the Curve Round Table session who may have a role to play in turning the curve in female participation include:

- Sport and Recreation Victoria
- Office for Women in Sport and Recreation
- Community Recreation Organisations
- Local sporting clubs and associations
- Relevant local business
- Private Providers
- Schools – Primary and Secondary
- WestVic Academy of Sport
- VicHealth
- Vicsport
- Local Health Services
- Neighbourhood Houses
- Local Media
- Sports Central
- Central Highlands Primary Care Partnership
- Hepburn Shire Council Disability Advisory Committee
- Hepburn Health Service
- Parks Victoria
- State Sporting Associations
- Local Business
- Communities
- Women’s Health
- Grampians
- Early Years Providers
- Community Sport Organisations
- Department of Land, Water and Environment
- Dja Dja Wurrung Aboriginal Clans Corporation (DDWACC)



Photo credit – Roller Derby at the ARC Daylesford, Bill LaGrue

6 THE STRATEGIC PLAN

The following plan developed during the 'Turn the Curve Round Table' session outlines the strategic direction of the Active Women and Girls Strategy. The strategy vision, key principles, strategic pillars and corresponding action are identified.

6.1 Vision

An increased proportion of women and girls in Hepburn Shire are physically active and connected through sport and recreation

6.2 Key Principles

- **Gender balance** in sporting club membership and active recreation participation across Hepburn Shire
- **Balance in investment** between organised sport and active recreation participation and programming opportunities
- **Defined pathways** for women and girls to higher or elite level sports performance
- **Acknowledgement and celebration** of women and girls participation in sport and active recreation
- Women and girls **feeling safe** in our active spaces and places across the Shire
- A **positive cultural shift** to support participation opportunities in sport and active recreation for women and girls

6.3 The Strategic Pillars

Three strategic pillars have been identified to guide the achievement of these key principles. These include:

1. Increased Participation and Programming Opportunities
2. Investment in Spaces and Places
3. Leading Cultural Change

6.4 Key Actions

A number of key actions have been identified for each of the pillars. These are high level actions to be developed further into tasks with local partners, with reference to the consultation finding.

ACTION - Increased Participation and Programming Opportunities

- Create greater awareness of current participation and programming opportunities in a variety of settings.
- Identify the local gaps in participation and programming aligning with local, state and national female participation trends.
- Collaborate with key stakeholders and partners to address the gaps in targeted participation and programming opportunities and events for women and girls in Hepburn Shire.
- Develop a local government policy environment that prioritises women and girls participation in sport and active recreation.
- Strengthen pathways for female athletes, coaches and officials to higher or elite performance.



Photo credit – Daylesford Table Tennis Club

ACTION - Investment in Spaces and Places

- Audit existing community sport and active recreation infrastructure to identify gaps in provision of female friendly facilities.
- Create female friendly, welcoming and inclusive physical activity environments and community sport and active recreation infrastructure through an asset based approach that builds on existing provision.
- Develop a pipeline of community sport and active recreation investment that prioritises development of female friendly facilities.
- Work in partnership with stakeholders and funding partners to increase the funding pool for investment in female friendly facilities.
- Connect investment in participation, programming, community sport and active recreation infrastructure and events.

ACTION - Leading Cultural Change

- Create and facilitate a place-based Hepburn Shire Alliance to lead the implementation of the three pillars of the Active Women & Girls Strategy.
- Identify and collaborate with local ambassadors to champion gender equity in sport and active recreation and the implementation of the Hepburn Active Women & Girls Strategy.
- Build awareness of gender equity issues in the broader community through the lens of community sport and active recreation.
- Strengthen the local female sport and active recreation administrator's network to provide mentoring opportunities, build capacity, pathways and sustainability of women in leadership roles.
- Raise aspirations of women and girls by showcasing participation and achievement in sport and active recreation through local and social media.



Photo credit – Daylesford Volleyball Club

7 MEASUREMENT AND EVALUATION

To measure the implementation and success of the strategy a detailed evaluation process will be adopted. The annual process will ensure key outcomes of the strategy are achieved within the 10 year period. This will be achieved by; utilising current indicators, enhancing the data development agenda and 'plan on a page' review.

7.1 Current Indicators

Measurement of indicators will include the collection of relevant data to determine the impact of the strategy action. This may include, but not be limited to, measuring performance through qualitative and quantitative data collection that consists of; conducting surveys, audits, interviews and checklists, database findings, and observation.

Three key data indicators have been identified and adopted:

- Premiers Active April and other participation programming data (Premiers Active April is a Victorian Government state wide campaign that encourages Victorians to be active each day throughout the month's duration)
- Proportion of targeted financial investment in female-friendly facilities by Council
- Sport and Recreation organisation memberships of the CoRE Alliance

The future collection of data relating to these key indicators will consider:

- The number of female residents participating in sport and active recreation activities
- Rankings of sport and active recreation activities
- Number of females meeting physical activity guidelines
- Locations of participants
- Number of programs being utilised
- Number of female-friendly facilities within each township
- Number of grant applications for female-friendly facilities
- Amount of financial investment into infrastructure that provides female-friendly facilities
- Number of clubs and organisations with CoRE alliance membership
- Number of clubs and organisations with female friendly policy and guidelines
- Number of girls choosing sport and recreation electives at school
- Number of print and social media articles and posts displaying everyday women and girls involved in sport and active recreation in Hepburn Shire

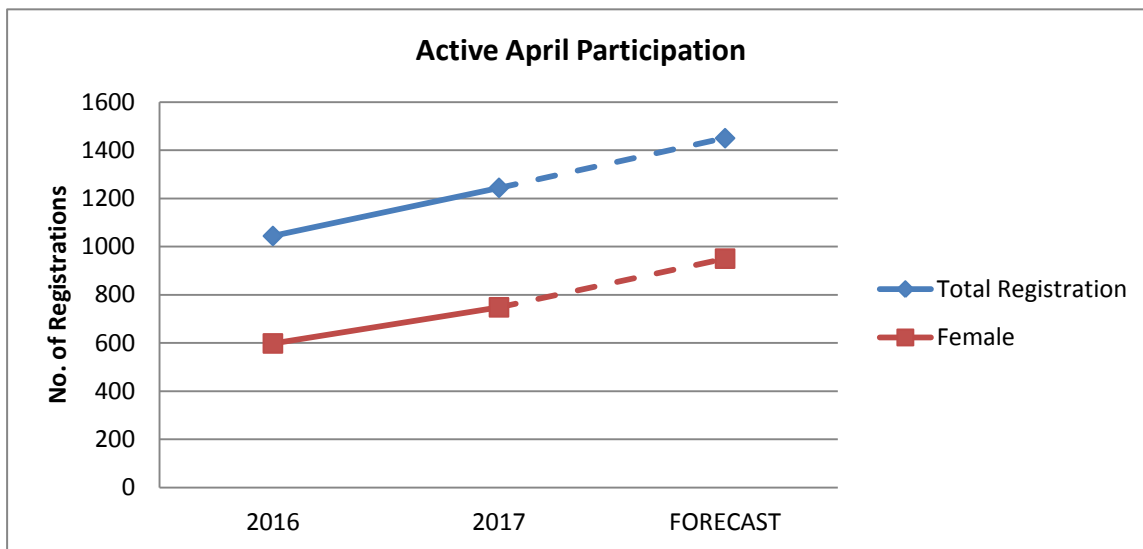
7.2 Current Status of Indicators

The below figures highlight the most current data captured in regards to the strategy's adopted indicators. A 10 year forecast target the strategy will aim to achieve is also identified within these figures.

7.2.1 Active April Participant Registrations

Figure 3. displays the current number and future forecast of both female, and overall (female and male combined), Hepburn Shire Active April registrations.

Figure 3. Active April registration data – females vs. total registrations

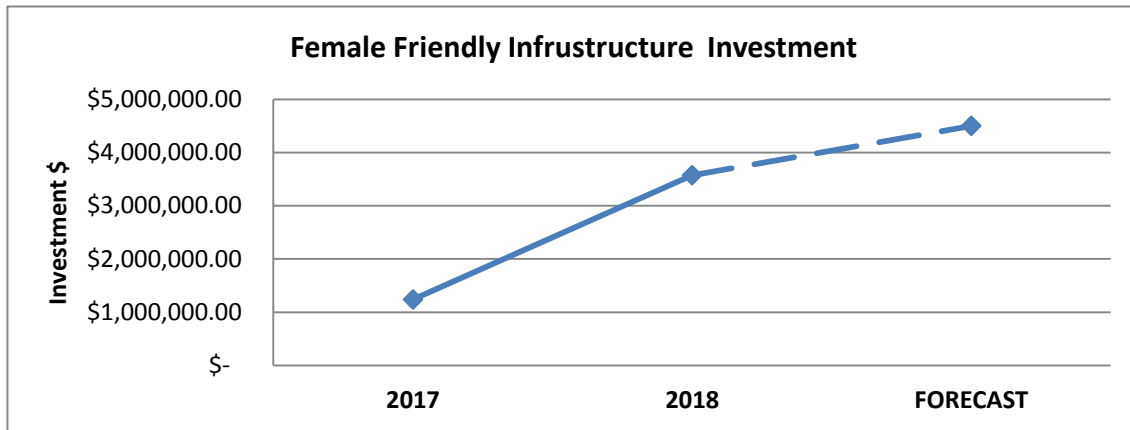


There is opportunity to build on current targeted activity undertaken within this campaign, and locally within sport and active recreation memberships through a partnership approach with community sport and active recreation partners and state government. A coordinated approach will be effective in leveraging sustainable outcomes in increased participation and programming opportunities.

7.2.2 Annual Investment in Female Friendly Facilities

Figure 4. identifies an estimate of the current investment and future forecast target in regards to female infrastructure investment within the Shire .

Figure 4. Investment of funding and resources towards female friendly infrastructure

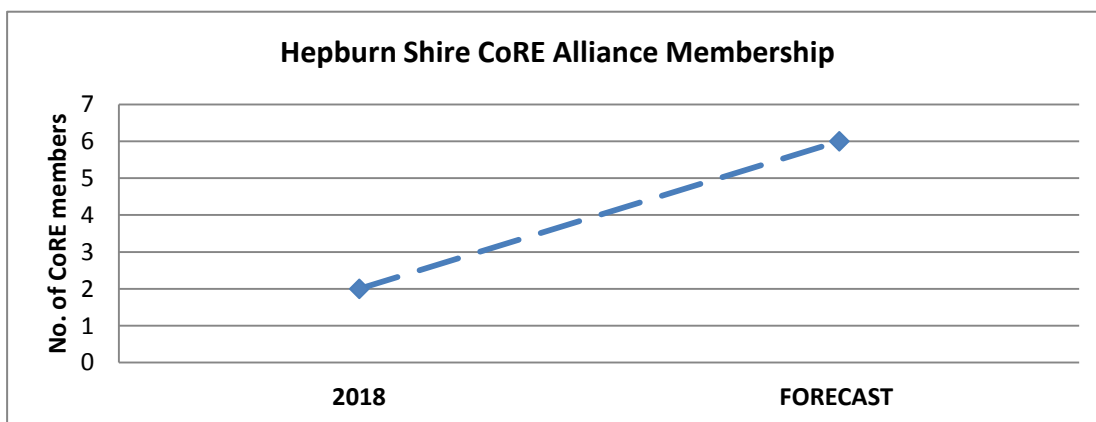


This information will allow for Council to visibly monitor the investment in the provision of infrastructure upgrades made annually.

7.2.3 Women’s Health Grampians Communities of Respect and Equality (CoRE) membership rates

Figure 5. demonstrates the current number and future forecast of sporting clubs and recreation providers within the Shire that are CoRE members.

Figure 5. Number of CoRE Alliance members within the Hepburn Shire



CoRE Alliance membership is growing across the region, and there is opportunity to expand on this within the Hepburn Shire. A local government policy environment in Hepburn that encourages clubs and organisations to join the Alliance will leverage cultural change by building communities of respect and equality.

7.3 Data Development Agenda

Hepburn Shire Council will continue to enhance and add to the existing 'Data Development Agenda'.

This agenda is a database which captures the following information:

- Female club membership rate
- Amount of targeted programming opportunities for women and girls

More specifically, the data development agenda measures:

- Number of listed sport and active recreation offerings across the shire
- Number of female club members
- Percentage of female versus male memberships
- Number of females in leadership roles
- Ranking of sport offerings
- Number of program offerings in each township
- Times of each program offering
- Number of female participants at targeted program opportunities

The agenda will be used by the Active Women and Girls Alliance to determine the impact of the strategy implementation.

7.4 Reporting – 'Plan on a Page' Review

The 'Plan on a Page' (page 43) was the outcome of the 'Turn the Curve' session and will be reviewed periodically to ensure the actions being implemented are effective to 'turn the curve' in female sport and active recreation participation and programming, and that new emerging information is considered.



Photo credit – Daylesford CrossFit, Lachlan Hawker

8 STRATEGY IMPLEMENTATION – NEXT STEPS

Hepburn Shire Council will adopt a partnership approach to implement the Active Women and Girls strategy by forming the Active Women and Girls Alliance.

Led by Council, the Active Women and Girls Alliance will mobilise existing and new stakeholders (many of which have been identified on p. 19) who have an interest or specific role to play in increasing physical activity for women and girls in the Hepburn Shire.

This will be the first step Council takes to implement the strategy action plan.



Photo credit –Bull Milgate Recreation Reserve, Clunes

9 ACTION PLAN

Strategic Pillar 1: Increased Participation and Programming Opportunities													
Action		Priority Year											
		2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	Ongoing
1.1	Creating greater awareness of current participation and programming opportunities in a variety of settings	✓	✓										✓
1.2	Identifying the local gaps in participation and programming aligning with local, state and national female participation trends	✓	✓										✓
1.3	Collaborate with key stakeholders and partners to address the gaps in targeted participation and programming opportunities and events for women and girls in Hepburn Shire	✓	✓										✓
1.4	Develop a local government policy environment that prioritises women and girls participation in sport and active recreation						✓	✓	✓	✓	✓	✓	
1.5	Strengthen pathways for female athletes, coaches and officials to elite performance			✓	✓	✓							✓

Strategic Pillar 2: Investment in Spaces and Places

Action		Priority Year											
		2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	Ongoing
2.1	Audit existing community sport and active recreation infrastructure to identify gaps in provision of female friendly facilities	✓	✓										
2.2	Create female friendly, welcoming and inclusive physical activity environments and community sport and active recreation infrastructure through an asset based approach building on existing provision	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
2.3	Develop a pipeline of community sport and active recreation investment that prioritises development of female friendly facilities	✓	✓										✓
2.4	Work in partnership with stakeholders and funding partners to increase funding for investment in female friendly facilities							✓	✓	✓	✓	✓	
2.5	Connect investment in participation, programming, community sport and active recreation infrastructure and events							✓	✓	✓	✓	✓	

Strategic Pillar 3: Leading Cultural Change													
Action		Priority Year											
		2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	Ongoing
3.1	Create and facilitate a place-based Hepburn Shire Alliance to lead the implementation of the three pillars of the Strategy	✓ First Action											✓
3.2	Identify and collaborate with local ambassadors to champion gender equity in sport and active recreation	✓	✓										✓
3.3	Build awareness of gender equity issues, including non-binary considerations, in the broader community through the lens of community sport and active recreation				✓	✓	✓	✓	✓	✓	✓	✓	
3.4	Strengthen the local female sport and active recreation administrators network to provide mentoring opportunities, build capacity, pathways and sustainability of women in leadership roles				✓	✓	✓	✓	✓	✓	✓	✓	
3.5	Raise aspirations of women and girls by showcasing participation and achievement in sport and active recreation through local and social media	✓	✓										✓

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11 APPENDIX

11.1 Consulted Organisations, Club & Community Groups

The following organisations, clubs and community groups were consulted in the development of this strategy:

- Asking for Trouble
- Bowls Australia
- Central Highlands Primary Care Partnership
- Clunes Angling Club Inc.
- Clunes Bowling Club
- Clunes Cricket Club
- Clunes Field & Games Club
- Clunes Football Netball Club
- Clunes Golf Club
- Clunes Monday Night Netball
- Creswick Angling Club Inc.
- Creswick Bowling Club Inc.
- Creswick Croquet Club (U3A)
- Creswick Dance and Fitness
- Creswick Football Netball Club
- Creswick Golf Club
- Creswick Neighbourhood House
- Creswick Soccer Club
- Cricket Victoria
- Daylesford Bowling Club Inc.
- Daylesford Cricket Club
- Daylesford Crossfit
- Daylesford Football Netball Club
- Daylesford & Hepburn United Soccer Club
- Daylesford Karate Club
- Daylesford Lawn Tennis Club
- Daylesford Secondary College
- Daylesford Table Tennis Association
- Daylesford Volleyball Club
- Department of Health and Human Services
- Dragon City Roller Derby
- Glenlyon & District Pony Club
- Hepburn Cricket Club
- Hepburn Football Netball Club
- Hepburn Springs Golf Club
- Inside Out Dance
- Integrate Fitness
- Jelly Japes
- Lily Mason Yoga
- Mt Prospect Tennis Association
- Netball Victoria
- Newlyn Football Netball Club
- Parks Victoria
- Riding or the Disabled Daylesford
- Roller Derby (Daylesford)
- Run with Me PT
- Smeaton Bowling Club
- Sports Central
- Springs Medical Centre
- Sprung Circus
- Trentham Bowling Club
- Trentham Football Netball Club
- Trentham Karate
- Women's Health Grampians
- Xinstance Gym
- VOGA Cycling Club

11.2 Female Friendly Standards and Resources

There are a number of evidence-based standards and campaigns that aim to influence female participation in sport and recreation at an international, national, state and local level. The following resources and initiatives aim to drive change and provide guidance to increase female participation, and be used and referred to by Council in the implementation of this strategy.

Recommended standards and resources have been presented in regards to the strategies three pillars.

11.2.1 Participation and Programming - Standards & Resources

This Girl Can Vic – VicHealth

[This Girl Can](#) – Vic lead by VicHealth (2017) successfully uses experiences from 'everyday' females to encourage and support physical activity, promoting a range of sport and active recreation activities to encourage participation at any level of skill, without judgment or stereotyping.

This Girl Can Vic has developed a guide [Helping Women and Girls Get Active](#) which provides program design strategies along with supporting resources to encourage female participation in sport and active recreation.

Physical Activity Across Life Stages - VicHealth

[VicHealth](#) has recognised five distinct 'life stages' which have key attributes that influence an individual's decision to participate in physical activity. Within this document, key participation barriers and motivations are explored for females at each of these different life stages.

Welcoming Sport – Vicsport

Vicsport define [Welcoming Sport](#) as family friendly and inclusive of all in the community. Vicsport have developed a webpage that highlights what Welcoming Sport looks like, how this can be measured and the benefits to sporting clubs who prioritise this.

11.2.2 Places and Spaces - Standards & Resources

Female Friendly Sports Infrastructure Guidelines – Sport & Recreation Victoria

The [Female Friendly Sports Infrastructure Guidelines](#) provide information and guidance to community sport and recreation clubs, governing sporting bodies, recreation facilities and local government in regards to delivering more gender equitable environments. The guidelines have a specific focus on the following enablers in order to

increase female participation in sport and active recreation; facility planning and design, maximising use, policy that drives change.

National Facilities Policy – Netball Australia

One of the most popular sports undertaken by women and girls in the Shire is netball. Netball Australia (2018) has developed the [National Facilities Policy](#) which aims to provide guidance in facility planning and development which in turn supports participation to continue to grow within our local community.

Design for Everyone: A Guide to Sport and Active Recreation Settings (Universal Design) – Sport & Recreation Victoria

[Universal Design](#) ensures that buildings and environments are accessible to all, regardless of their age, level of ability and cultural background. Universal Design follows 7 principles which include: Equitable Use, Flexibility in Use, Simple and Intuitive Use, Perceptible Information, Tolerance for Error, Low Physical Effort, Size and Space for Approach and Use.

Sport and Recreation Victoria (2018) are committed to Universal Design. The [Design for Everyone: A guide to Sport and Recreation Settings](#) is a practical resource that assists in the planning, design and development of inclusive sport and recreation facilities. This tool is key to design equitable and female friendly facilities within our Shire.

AFL Preferred Facility Guidelines for Local, Regional and State League Facilities

Australian Rules Football (AFL) has created the [Preferred Facility Guidelines](#) which aim to guide amenities upgrades. Design guides and preferred layout standards are highlighted within this document and can be used to guide female appropriate enhancements within key recreation reserves.

Crime Prevention Through Environmental Design

[Crime Prevention Through Environmental Design \(CPTED\)](#) led by Victoria Police takes into consideration the relationship between the physical environment and the users. Adopting this design can produce behavioural effects that reduce the incidence and fear of crime at spaces and places within communities.

11.2.3 Leading Cultural Change - Standards & Resources

Change Our Game – Office for Women in Sport and Active Recreation, Victorian Government

The Victorian Government have identified that women and under-represented in leadership roles within the sports sector and therefore created [Change Our Game – Leadership Centre for Women in Sport](#) initiative. Ambassadors and champions have been identified, and a number of case-studies and funding opportunities have been created as a way to drive commitment, engage and empower females with the sport and recreation context.

Communities of Respect and Equality (CoRE) – Women’s Health Grampians

The [CoRE alliance](#) led by Women’s Health Grampians is a partnership of organisations, businesses, clubs, groups and networks across the Grampians that share a vision of safe, equal and respectful communities. Members of this alliance create a CoRE plan that combines leadership, influence, authority and action to address gender inequality and violence within their organisation, group or club, and the wider community.

Child Safe Standards – Royal Commission

The [Victorian Child Safe Standards](#) are a legal requirement for all Victorian sporting clubs that provide services or facilities to children.

The Standards require sporting clubs to have appropriate practices, policies and procedures in place to prevent and respond to allegations of child abuse through creating a child safe culture.

11.3 Additional Consultation Findings

The following figure outlines additional key findings identified within the following Consultation/Engagement process methods; surveys conducted within the 18 years and above, 12-18 year and 5-12 year female demographic, community workshops and focus groups.

Findings have been categorised under the following themes; participation and scheduling, facilities and access, culture, promotion/awareness and health and wellbeing.

Figure 6 – Key additional community consultation/engagement findings

<i>Consultation Method</i>			
<i>Theme</i>	<i>Surveys</i>	<i>Community Workshop</i>	<i>Focus Groups</i>
Participation & Scheduling	<p>In additional to the barriers that affect an individual’s ability to participate in sport and active recreation (availability in area, cost to participant and/or parent/guardians and time of activity), adolescent females are specifically faced with barriers relating to part-time work and study commitments.</p> <p>Some Hepburn Shire residents are travelling outside of the shire to participate within structured swimming, dancing, gym, badminton, table tennis, roller skating and netball programs. This is occurring across all population groups.</p> <p>Adult female community members would like to see new local swimming and netball programs offered, and those under 18 would like swimming and gymnastics.</p>	<p>There is a need for more flexible participation programs, and the inclusion for childcare.</p> <p>There is a desire to have more female only come and try and modified sessions within the area, as well as more entry points into sport for all ages.</p> <p>Cost to participate needs to remain low and a consideration for providers.</p> <p>Providers need to be family orientated, encourage and develop strategies to enhance family participation.</p>	<p>Providers need to consider the level of playing abilities within the community when creating participation opportunities.</p> <p>Mixed gender participation programs are not always appropriate.</p> <p>Competition and fair grouping is believed to be an enhancer to female participation.</p> <p>Smarter scheduling and grouping of abilities should be a priority for recreation providers.</p> <p>There is a need to prioritise the recruitment and retention of volunteers.</p> <p>Leadership in sport and active recreation can start occurring at young ages.</p> <p>Some females are attracted to participate in sport to play in a competition.</p>
Facilities & Access	<p>Infrastructure which allows for simultaneous participation by children and parents/guardians is perceived as an enhancer to female participation.</p> <p>Parks, trails, indoor and outdoor sports facilities are popular participation settings for adult females to use within our Shire.</p>	<p>There is a desire to have more playgrounds at spaces and places, and access to seasonally appropriate facilities.</p> <p>Desire to enhance safety and access to recreation spaces and places for all women within the community, with particular consideration of those living with a disability.</p> <p>Continue to develop and enhance our existing facilities, and invest in new spaces and places.</p>	<p>A more efficient approach to facility usage can be adopted to activate underutilised infrastructure.</p> <p>Continued investment to enhance and develop our local spaces and places.</p>

<i>Consultation Method</i>			
<i>Theme</i>	<i>Surveys</i>	<i>Community Workshop</i>	<i>Focus Groups</i>
		Opportunity to activate local underutilised spaces and places.	
Culture	<p>Females from all age groups are motivated to participate by their friends and family.</p> <p>Some adolescent females fear that they may be made fun of if they don't display adequate skill level. These females also report a lack of motivation and dislike for the competitive nature of sport.</p> <p>Some adult females fear they are not 'fit enough' to participate in sport and active recreation.</p> <p>The most known 'female participation campaigns' by residents include 'Girls Make Your Move', 'Active April' (both led by Sport and Recreation Victoria) and 'This Girl Can' (VicHealth).</p>	<p>Local clubs need to be welcoming, family orientated and accepting of females participants who wish to participate in sport and active recreation opportunities accompanied by children. There also needs to be emphasis on equality at all levels (participants to administration).</p> <p>Desire to have more local policy and leadership programs to support gender equality/equity.</p> <p>Continue to enhance relationships between sport and active recreation clubs/providers and Council.</p> <p>Opportunity to have more females represented in local media channels participating in sport and active recreation.</p>	<p>Desire from sporting clubs and recreation providers to have more education in regards to inclusion and creating welcoming environments for all, and to continue to enhance partnerships and the relationship with Council.</p>
Promotion & Awareness	<p>The most popular ways in which females find out about sport and active recreation activities for all ages included Facebook, word of mouth and the local newspaper.</p>	<p>There is a lack of awareness and promotion of existing participation programs.</p> <p>Establishing community role model and partnerships involving local schools are potential strategies to grow participation.</p> <p>Adoption of multidimensional communication between local organisations and service providers is effective to grow participation.</p>	<p>Identify local sport and active recreation community roles models which include peers, family and professionals.</p> <p>Showcase clubs and providers that are inclusive to females/families and have adopted strategies to be more welcoming and accommodating.</p>
Health & Wellbeing	<p>Adolescent and adult females are motivated to participate in sport and active recreation due to the known physical, mental and social health benefits.</p>	<p>Confidence and self-image/esteem influence female's decision to participate in sport and active recreation.</p>	<p>The fear of embarrassment and/or not knowing anyone are key barriers for females to participate at clubs or recreation providers.</p> <p>Sporting and recreation providers have the ability to create a sense of belonging and safety for females.</p>

Based on the key findings identified during consultation/engagement and within the ‘Turn the Curve Round Table’ session, a number of additional recommendations were identified by the community and stakeholders, and were considered in the strategy development as opportunities to increase participation of women and girls in sport and active recreation.

The opportunities have been categorised within each of the strategy strategic pillars and are represented within Figure 7.

Figure 7. Future opportunities

<p>Participation and Programming</p>	<ul style="list-style-type: none"> • The future provision and programming of new, or more of, particular sports and active recreation offers which are of interest to females within the community, and have also been identified by AusPlay (2016) as popular sport and active recreation activities. For example, women’s AFL football, recreational dancing, basketball and gymnastics for girls, yoga and gym for adolescent and adult females, and swimming for all ages. • Non-competitive and un-structured sport offerings could be explored and tested as a way to address the motivators, barriers and perceived barriers of females. • Partner with key stakeholders to build on the popular activities currently undertaken by the community during the Active April campaign, such as walking, gardening, cycling, running and swimming. • The development of an online database or social media platform which stores and promotes suitable local female sport and active recreation opportunities. • Advocate and support sport and recreation activities and events which are inclusive and welcoming of females both living within and outside of the Shire. • Investigate the implementation of specific policies or incentives that encourage sporting clubs and active recreation providers to prioritise female participation.
<p>Investment in Spaces and Places</p>	<ul style="list-style-type: none"> • Identify which space and places within the community have the opportunity to be activated through participation programming within the Shire. • Develop or adopt a specific plan, strategy or policy that will activate underutilised local spaces and places within the Shire through structured and un-structured sport and active recreation activities. • Consider the enhancement of signage to increase promotion and awareness of spaces and places. • During master planning and enhancements to spaces and places, gender inclusive toilets, change rooms and baby change facilities should be taken into consideration. Proximity and availability of parking and lighting to enhance safety should also be considered. • Construct play spaces or activity hubs that can be used by both parents/guardians and children simultaneously. • Continue to advocate for increased public transportation within the Shire, and encourage this to be linked to sport and active recreation spaces and places. • Analyse the spread of facilities within our townships based on their current population and projected growth, as outlined within the Recreation and Open Space Strategy. • Conduct a detailed audit based on the female suitability of popular recreation spaces and places within the Shire. • Develop a pipeline of future investments to enhance female friendly physical activity spaces and places following Universal Design principles based on the information derived from the Female Suitability Spaces and Places audit.

<p>Leading Cultural Change</p>	<ul style="list-style-type: none"> • Create or implement club development programs that assist local sporting clubs and recreation providers to make their environments more welcoming and inclusive to females, or to attract more volunteers. • Encourage and support sporting clubs to present at 'New Residents Sessions' within their local communities to raise the profile of their clubs, and to attract new volunteers and members. • Encourage sport and recreation clubs and providers to consider how they can make their participation environments family friendly and welcoming of parents/guardian who are accompanied by children. • Challenge stereotypes and advocate for more everyday and local women and girls playing sport or participating in active recreation to be featured in Council communications and within the local media. • Encourage and support more girls to elect physical education and sport and recreation related subjects at secondary school. • Promote and highlight those clubs and groups who are or have implemented strategies to enhance female participation within the local community.
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11.4 Plan on a Page

The following Plan on a Page document was the outcome of the Turn the Curve Round Table session.

An increased proportion of women and girls in the Hepburn Shire are physically active and connected through sport and recreation.

Outcomes: What it looks like

- Gender balance in sporting club memberships
- Higher enrolment in active recreation classes
- Women and girls using community sport facilities
- Women and girls of all abilities are confident and connected
- Clearer pathways to higher level sport performance
- Women and girls participation is acknowledged and celebrated
- Women and girls feel safe in our spaces and places
- Participation in sport and active recreation is normalised
- Cultural change in our sporting clubs and increased capacity to include women and girls in an inclusive environment

MORE!

- People walking and active
- Everyday women in media articles about women in sport
- Unisex community sport and active recreation infrastructure and amenity
- Women on boards and in administration and coaching positions
- Girls choosing sport and active recreation electives at school
- More girls active in play spaces
- Activity choices
- Demand for facility bookings for women and girls programming
- Women and girls programming advertising

Experience:

- Population Hepburn Shire 15,330 residents - 51.8% Female
- Ageing population with a median age of 54 and female
- Majority of residents born in Australia
- High levels of socio-economic disadvantage
- Significant rates of transport disadvantage
- 32.3% of females meet physical activity guidelines compared to 50.7% males
- Sport and active recreation programming does not align with local, state and national female participation activity trends and contemporary national mega trends such as 'a perfect fit' and 'extreme to mainstream'
- Evident gaps in provision of female friendly community sport and active recreation infrastructure

HOW: What Works to do better?

- Collaboration and partnership
- Place-Based, Asset Based, Person centred
- Prioritisation of investment in female friendly, inclusive community sport and active recreation infrastructure
- Creating physical activity environments that are welcoming and support perceptions of safety
- Creating local government policy environments that prioritise female participation and programming in sport and active recreation
- Providing a diversity of participation programming opportunities for women and girls of all abilities
- Providing equitable programming for women and girls
- Consideration of ages and stages
- Competitive and non-competitive offerings
- Consider social aspect of participation and programming opportunities
- Consider scheduling
- Providing a safe environment to participate through implementation of Child Safe Standards
- Promotion of activities
- Support of key local organisers and administrators
- Tailoring your offerings to address key motivators and address barriers to ongoing participation such as affordability, transport etc.
- Aligning with state and national policies and campaigns
- Providing pathways to elite performance

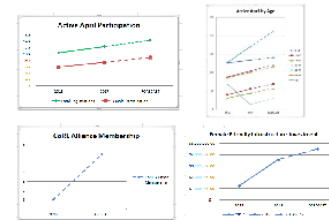
WHO has a role to play?

- Office for Women in Sport and Recreation
- Community Recreation Organisations
- Private Providers
- Secondary Schools
- West Vic Academy of Sport
- Vic-Health Health Services
- Neighbourhood Houses Local Media
- Sports Central Primary Schools
- Sport and Recreation Victoria
- Hepburn Shire Council
- Central Highlands Primary Care Partnership
- PHNs Victoria Hepburn Health
- State Sporting Associations
- Local Routes Communities
- Women's Health Champions
- Early Years Providers
- Community Sport Organisations
- Department of Land, Water and Environment

- Empowering and enabling women and girls to take up leadership and active roles in sporting and active recreation organisations
- Having identifiable local champions
- Show case pathways and opportunities through role models and mentors
- Building capacity to lead and gender equity issues through education and training
- Raising aspirations of women and girls
- Raise awareness of gender equity issues and unconscious bias
- More women in leadership and mandating gender balance
- Leveraging cultural shift
- Increasing profile of active women and girls in the local media
- Creating a welcoming and inclusive culture
- Good governance principles and implementation of these

Indicators

- Active April participation and programming
- \$5 targeted investment in female friendly facilities
- # Sport and Recreation Organisations members of CORE Alliance
- Data Development Agenda
- # Club Membership (Female)
- # Targeted Programming Opportunities
- # Women in Sport Leadership Governance Roles



Story behind the baseline:

There is opportunity to build on current targeted activity undertaken in the Active April campaign to turn the curve on female participation in sport and active recreation across the shire through a partnership approach with community sport and active recreation partners. A coordinated approach will be effective in leveraging sustainable outcomes in increased participation and programming opportunities. Identification of allocation of funding and resources to develop female friendly physical activity spaces and environments will enable visibility of investment in provision of infrastructure upgrades. Uptake of CoRE Alliance membership is building across the region a local government policy environment in Hepburn that encourages clubs and organisations to join the Alliance will leverage cultural change by building communities of respect and equality.

WHAT are we going to do?

Increased participation and programming opportunities

- Action 1.1: Create greater awareness of current participation and programming opportunities in a variety of settings
- Action 1.2: Identify local gaps in participation and programing aligning with local, state and national female participation trends
- Action 1.3: Collaborate with key stakeholders and partners to address the gaps in targeted participation and programming opportunities and events for women and girls in Hepburn Shire
- Action 1.4: Develop a local government policy environment that prioritises women and girls participation in sport and active recreation
- Action 1.5: Strengthen pathways for female athletes, coaches and officials to elite performance

Investment in spaces and places

- Action 2.1: Audit existing community sport and active recreation infrastructure to identify gaps in provision of female friendly facilities
- Action 2.2: Create female friendly, welcoming and inclusive physical activity environments and community sport and active recreation infrastructure through an asset based approach building on existing provision
- Action 2.3: Develop a pipeline of community sport and active recreation investment that prioritises development of female friendly facilities
- Action 2.4: Work in partnership with stakeholders and funding partners to increase funding pool for investment in female friendly facilities
- Action 2.5: Connect investment in participation, programming, community sport and active recreation infrastructure and events

Leading Cultural Change

- Action 3.1: Create a place-based Hepburn Shire Alliance to lead the implementation of the three pillars of the Hepburn Shire Active Women and Girls Strategy
- Action 3.2: Identify and engage local ambassadors to champion gender equity in sport and active recreation and the implementation of the Hepburn Active Women and Girls strategy
- Action 3.3: Build awareness of gender equity issues in the broader community through the lens of community sport and active recreation
- Action 3.4: Strengthen the local female sport and active recreation administrators network to provide mentoring opportunities, build capacity, provide support, pathways and sustainability of women in leadership roles
- Action 3.5: Raise aspirations of women and girls by showcasing participation and achievement in sport and active recreation through local and social media

FROM TALK TO ACTION
Active Women & Girls Hepburn

Grampians Region Sport, Recreation, Health and Well-being Community of Practice



Photo credit –Daylesford Football Netball Club