AFL PLAY

TIPS FOR CREATING A MORE

DIVERSE & INCLUSIVE

CLUB OR PROGRAM



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ACCESS

- Consider alternate ways to promote access to your club or program including public transport options or alternative training venues (including schools) that may be more accessible for some participants
- Conduct a review of how accessible your facilities are, including parking, social areas, fields, change rooms and shower facilities. Consider how people with disability or gender diverse people may be able to access these areas and how you can adapt them if needed
- Consider the times you train or run programs and how that might impact participation
- Review how accessible and diverse your club's online content is – can you adjust the language, imagery and information to be more inclusive?

ATTITUDE

- Promote messages that your club or program is about fun, safety and being a vital part of the local community
- Include a commitment to diversity and inclusion in your club's purpose statement, values or strategy.



CHOICE

- Give volunteers a range of options regarding roles they can play or the amount of time they might commit
- Take a person-first approach – when communicating with potential new participants, members or volunteers, show them around and ask them how they would like to be involved, if there are any specific needs they have and how the club could support them
- Provide a range of food and drink options where possible – are you able to provide culturally appropriate food that everyone can consume? Consider low or no alcohol events
- Explore where possible options with training and program scheduling to best meet the needs of your participants
- Modify games, drills and activities as needed – if you're not sure how, ask your players / participants.

PARTNERSHIPS

- Identify community groups and organisations who have values aligned with your club or program. Can you form a mutually supportive partnership where you share information and possibly broaden that to advertising and sponsorship?
- Work with community groups such as local multicultural organisations, Indigenous organisations or Councils and invite their community members to visit your club to explore getting involved
- Host information or open days at your club – invite community groups to these and make your club a welcoming place for them
- Explore partnering with local schools, community groups, Aboriginal Community Controlled Organisations (ACCOs), etc to support program delivery and promotion.





COMMUNICATION

- Ensure your club communication channels use easy to understand language and show diversity in imagery – avoid using slang words and use simple pictures to support messages
- Explore opportunities to create content in alternate languages or use people from other backgrounds at the club who might be able to assist with translating messages
- Ensure the communication and language used is inclusive – it's best not to make assumptions about people. For example, don't assume people are heterosexual, that they identify with their gender assigned at birth, that they are parents or are from a particular cultural background
- Explore use of symbols and imagery around the club to show you are inclusive – for example display a rainbow or progress flag, Aboriginal and Torres Strait Islander flags, multicultural artwork and Acknowledgement of Country plaques
- Use role models, including elite players, coaches, volunteers and community ambassadors from a range of diverse backgrounds in your club's communication material and program delivery
- If your club is hosting particular events around days of significance such as Father's Day, Easter, etc consider that not all members may celebrate or feel connected to these dates. Ensure there are opportunities for inclusive participation and acknowledge any sensitivities around these dates
- Explore celebrating or educating your club on cultural days of significance that are meaningful to your club community such as Chinese New Year or NAIDOC week – however it's important to recognise and respect that not everyone may want to celebrate these dates
- Explore hosting rounds that celebrate your community and acknowledge local partnerships
- Ask players if they'd like to form stronger bonds by sharing information about their personal background and culture, in a safe and supportive environment.

POLICY

- Have flexible uniform policies that are culturally sensitive i.e. allow wearing of appropriate head scarves and long sleeve guernseys
- Another important part of being inclusive at your club is to actively promote a zero tolerance to racism and vilification
- Ensure all players and officials at your club understand the AFL Vilification Rule, also known as the Peek Rule or Section 10 in Community Football. This rule bans discrimination or vilification on the grounds of a person's race, religion, colour, descent or national or ethnic origin, disability, gender identity or sexual orientation – but it is not limited to those areas
- Put up posters to make it clear your club will not tolerate any vilification or abuse
- Understand the processes you should follow if a player at your club is vilified
- Ensure they are offered welfare support and make sure they are supported by the club if they wish to lodge a complaint with the AFL or local controlling body.

OPPORTUNITIES

- Conduct a review of your membership base. Does it truly reflect the local community? For example, what proportion of people involved with your club have a disability; speak languages other than English; are Indigenous?
- Can you increase representation from these communities within your participant / member base and Committees?
- Offer come-and-try sessions at low / no-cost to participants so they can get to know your club and explore flexible membership payment options where possible
- Explore whether the club can subsidise programs, or offer second hand or uniform/equipment re-sale options
- Explore offering pop-up clinics or programs at community festivals or events to take your program to the local community and promote your club
- Make sure everyone feels welcome!

MORE INFORMATION

- If you have any additional questions, please feel free to contact the AFL at clubhelp@afl.com.au




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