

A new playbook

Western Bulldogs Football Club players and staff participate in gender equity and masculinities training as part of the Champions of the West project.

Champions of the West is a project led by GenWest which supports sporting clubs and organisations in Melbourne's West to address gender inequality and the drivers of gender-based violence.

Australian rules football is an industry over-represented by men, and football club leaders are hugely influential in club culture. When people can be themselves, unbound by rigid stereotypes of gender, they will perform better on and off the football field.

THE PLAN

40 Western Bulldogs AFLM and AFLW players, coaches and staff (inclusive of the leadership team) took part in a targeted gender equity and masculinities workshop.

Delivered in partnership with Cassie Lindsey (Red Consulting and Training) and Michael Hail (The Men's Project), the workshop enabled participants to understand the principles of gender equity and the influence of sporting organisations in preventing gender-based violence.

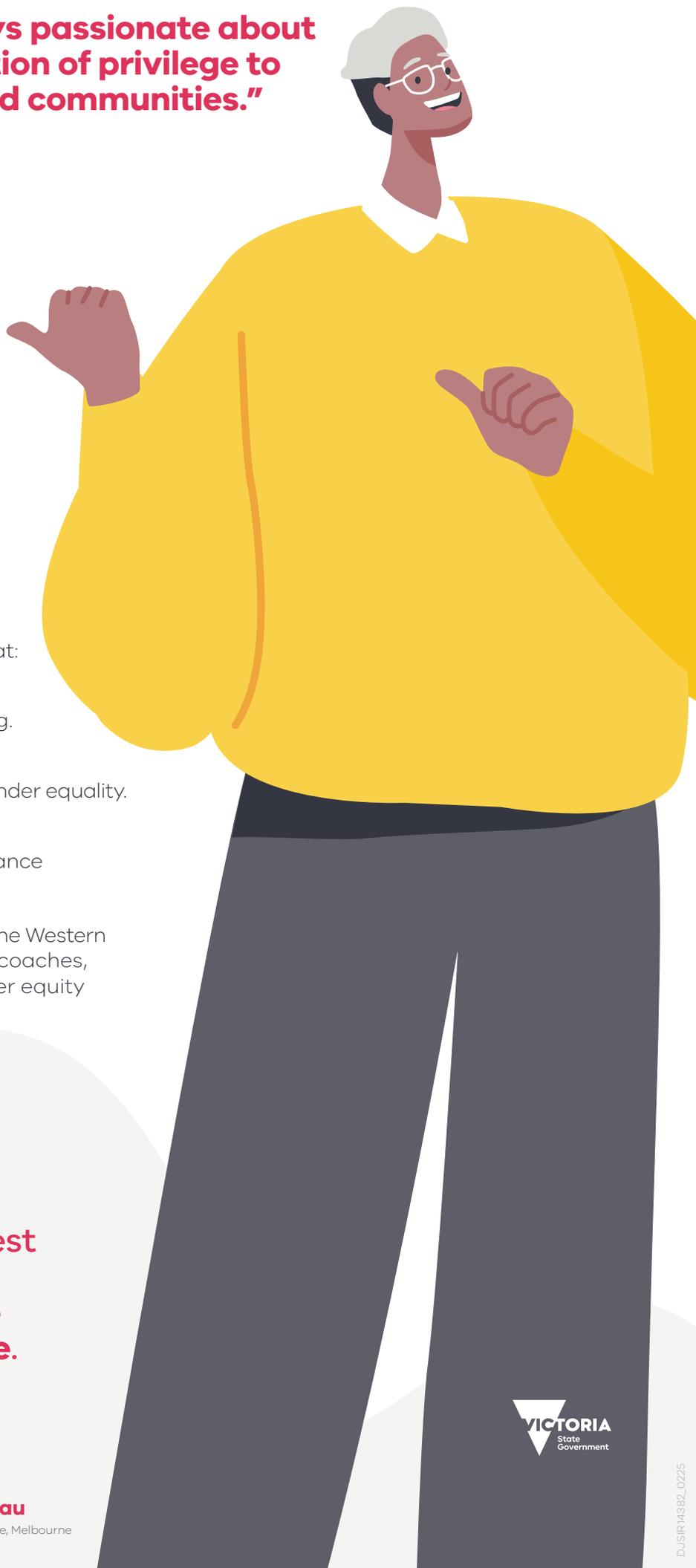


"It's something I'm always passionate about and want to use my position of privilege to speak up for marginalised communities."

Workshop participant

"Be a positive influence on change rather than a passive bystander."

Workshop participant



THE OUTCOME

Post-workshop survey results showed that:

93% of respondents

Found the content relevant and engaging.

86% felt

Their knowledge had increased about gender equality.

Many felt

More confident talking about the importance of gender equality with their colleagues.

The training helped empower leaders of the Western Bulldogs Football Club, including senior coaches, to understand and recognise that gender equity benefits everyone.

The Champions of the West project draws upon ideas and advice from the [Safe and Inclusive Sport Guide](#).

Read the Guide

View more case studies at sport.vic.gov.au

Authorised and published by the Victorian Government, 1 Treasury Place, Melbourne