



Gender Equality Action Plan (2018-2022)

OUR VISION

Be the 'Club of Choice' by creating a culture of respect, dignity and inclusion for everyone in the North Melbourne Football Club community. We will ensure power, resources and decision-making are shared equally between men and women. North Melbourne Football Club will lead the way in gender equality with sustained and measurable actions.

OUR VALUES

Aligned to the values of the Shinboner Spirit, North Melbourne Football Club commits to strengthen gender equality in our workplace, at our games and in our community.

Guided by ten standards, our action plan has been designed to create conditions where power, resources and decision-making are shared equally between men and women.

Under each standard, specific and measurable actions have been prioritised, informed by Our Watch's Change the Story Framework to shift attitudes, behaviours and beliefs to create inclusive, safe and welcoming environments for all.

WHY THE NEED FOR CHANGE?

KEY FACTS AND FIGURES



Only 9% of TV news reporting covers women in sport compared to more than 80% coverage for men



Only 1 in 3 Board members in Australian Sport are women



A third of Victorians witness sexism at home, work, sports clubs and amongst friends



1 in 3 Australian women has experienced **physical or sexual violence** since the age of 15



8 out of 10 Australian women were **harassed on the street** in the past year (18-24 years old)



On average **one woman per week** is **murdered** by her current or former partner **in Australia**



REAL

- Our leaders will take responsibility for ensuring **we have structures, strategies and policies that explicitly promote gender equality.**
- **Our women are supported and empowered** to thrive within the AFL industry and in our community.
- **Our men will take responsibility for being positive role models** and advocates for gender equality and the prevention of violence against women.

BOLD

- **We will challenge attitudes** that justify, trivialise or excuse sexism, objectification, discrimination or violence against women.
- We will adopt strategies to **strengthen our recruitment and retention** of women, improve employment conditions and address the gender pay gap.
- We will commit to **positive representation of girls and women** and alternative portrayals of gender for boys and men through our media and communications.

NEVER BEATEN

- **We will commit to continuous improvement** through training and education to understand and challenge the structures, attitudes and norms that lead to gender inequality and discrimination.
- **We will collaborate with a broad range of professionals and experts** across different industries to implement initiatives to promote gender equality whilst engaging and empowering all women.

BELONGING

- **We will provide a welcoming, safe and inclusive environment** at our spiritual home at Arden Street and the venues where we play our games.
- We will seek input from our people to regularly measure our progress in creating a safe, inclusive and flexible work environment and **share our knowledge to help others.**

