



CASE STUDY

Football Victoria Making Change

Football Victoria is committed to prioritising gender equity in all current and future planning, policy development and service delivery. It has made a goal to have 50/50 gender balance in all aspects of the sport by 2027. The organisation understands that by committing to gender equity, it will create a safer, more inclusive sporting environment that will contribute to the prevention of gender-based violence. Football Victoria has formed several partnerships to support their gender equity priority.

The Change Makers project was developed by Football Victoria in partnership with Victoria University. The project aimed to facilitate grassroots change by empowering and supporting clubs through a process of evidence gathering, education, collaborative goal setting and transformative action. Regional Sport Victoria (the peak body which supports the Regional Sports Assemblies across Victoria) joined the partnership in 2022 to extend reach and provide expertise.

Community football clubs who engaged in the Change Makers program were guided by a dedicated mentor through a series of workshops. These helped individual clubs develop the knowledge and skills to create tailored, practical, and sustainable solutions to improve the experience for women and girls. It led to positive change for women, girls, and gender diverse people at community clubs throughout Victoria. For example, Sale United Football Club focussed on positive leadership and purposefully engaged a woman as club President. The club also worked to have better representation of women and girls through local media outlets.

Recognising gender equity as more than just being a women's issue and demonstrating the need to engage in purposeful leadership, Football Victoria began work with the Men's Project. The aim was to build the capacity of staff to be more gender inclusive, facilitated through a community of practice (CoP). The CoP sought to build the motivation and capacity of men within Football Victoria to positively influence gender equity within their organisation and on the field. The CoP explored topics such as: understanding the drivers of gendered violence, promoting positive change, and the role of football in driving gender equality. Football Victoria furthered this work through the co-design² of gender equity training programs for coaches and players of the National Premier League Men and Junior Boys clubs.

2. Co-design (or **human-centred design**) is a processes to develop products, initiatives and strategies that puts the people you are designing for at the centre of the process.

