

Establish gender diversity as a priority

Video 1 supporting materials

WA enjoys a high female participation rate in sport and recreation. However, these numbers do not translate to senior leadership roles in the sector. Community expectations have changed over time and we no longer tolerate organisations with no women in leadership roles. There is now an expectation from the community that sport and recreation bodies reflect a gender diverse community.

For change to occur, sport and recreation organisations and other key stakeholders must understand the positive effects of diversity and inclusion for all organisations.

Eight key steps to improve gender diversity

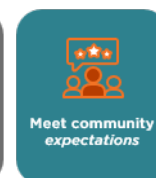
We have identified eight key steps that organisations need to do in order to improve gender diversity:



1. Establish gender diversity as a priority
2. Understand the business case for gender diversity
3. Build awareness and capability
4. Ensure policies and processes support your gender diversity objectives
5. Incorporate gender diversity into your strategic plans
6. Incorporate gender diversity considerations into your day-to-day operational activities
7. Ensure your organisational culture is welcoming and inclusive for women and new starters
8. Ensure clear responsibility and accountability.

The case for change

- The Case for Change is a key enabler of the cultural change required to improve gender diversity in the sport and recreation sector.
- It outlines the benefits of gender diversity and the strategic advantage that your organisation can experience.
- These benefits can be broken down into four key areas:



A diverse and inclusive board and workforce generates tangible benefits such as increased efficiency, productivity, innovation and employee engagement - irrespective of sector or size.

What you should do:

1. Introduce a standing agenda item on gender diversity for board meetings
2. Record progress on gender diversity in meeting minutes
3. Assign gender diversity actions to individuals to follow up after meetings
4. Have a gender diversity lens on all of your communications and engagement opportunities to help ensure that gender stays on the agenda.