

How to promote gender equality in sport: Be an active bystander.

Everyone in sport has a role to play in advancing gender equality and making sport respectful and inclusive. As leaders, you have an opportunity to take action and lead change, whether it's on the field, in the boardroom or at the club house.

Taking bystander action

Bystander action can include a range of direct and indirect actions to demonstrate that you don't agree with gender inequality and disrespect.

1) Prepare your organisation

Show leadership: As a role model, what you say and how you lead will show others the standard you expect.

Update policies: Ensure you have strategies, policies and procedures that are anti-discriminatory and promote respect.

Monitor communications: Ensure all members of your sports community are represented equally and respectfully. Show women, girls and gender diverse people in an equal and positive light. Take a clear stand against online trolling, disrespectful comments and bullying.

“Our game has moved on; we don't appreciate those comments.”

2) Prepare your people

Train your people: 79% of Australians want extra tips to take action, and just 14% of us feel confident enough to actually do something.¹

Resource your people: To get started, take a look at the Equality and Respect in Sport Standards at <https://sport.ourwatch.org.au/>

Have their back: Ensure you have procedures and education to respond appropriately when incidents occur.

“Everyone should feel safe to participate and watch our game – we all have a role in this.”

¹ <https://www.ourwatch.org.au/resource/sports-stars-join-our-watch-to-encourage-men-to-do-something-when-women-face-disrespect/>



3) Do something

To do something, show what's not OK, support women, and speak up against disrespect.

Show what's not ok: You can object to disrespectful behaviour by choosing not to laugh, changing the subject or shaking your head.

Support women: Support women, gender diverse people and those from diverse communities across all levels of sport and your organisation. If you see disrespect, you can let the person targeted know that you have their back.

Speak up: Model equality from the top by speaking up – remember to choose your language carefully. Let the person know that what they said is not okay, in the moment, or take them aside to let them know that there is a better way – one that represents the values of the sport.

“As a leader in sport, I will speak up when I hear disrespect as sexist, racist and homophobic banter have no place here.”

You can create a culture in which equality is normalised and celebrated and violence against women becomes less likely.

- **Never put yourself or others at risk** by intervening if unsafe to do so.

If you or someone in your life is at risk of violence or using violence, please visit [1800RESPECT.org.au](https://www.1800respect.org.au) for support services.

“Speaking disrespectfully about women is not acceptable in our game.”

“Jokes like that are a thing of the past.”

“I know you can do better than that.”

When you hear things that are not ok you can say....

“Equality and Respect is part of our game – not that behaviour/language”.

“Let's lead with our women's league – bringing more people into our sport can only be a good thing.”

“We want diverse women and girls to feel like they belong – your attitude is not acceptable.”

“Our pride game is a highlight of our season. Let's get behind it and celebrate all genders.”