



GENDER

INTEGRATION & INCLUSIVITY:

LESSONS LEARNED FROM
PREMIER CLUB CRICKET





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OUR FUTURE IS AS A FULLY INTEGRATED AND EQUAL CLUB FOR MALES AND FEMALES. WE ARE COMMITTED TO MAKING THAT HAPPEN.

**‘SNAP-SHOT’:
AN INTEGRATED AND INCLUSIVE PREMIER CRICKET CLUB**

- Recognises women’s historical and social disadvantage.
- Prioritises the provision of a physically and psychologically safe environment for women and girls.
- Treats all reported issues of discrimination and inequality seriously and addresses those issues openly and in a timely manner.
- Elevates the Women’s Premier 1st XI to be equal with the Men’s Premier 1st XI in all respects regardless of resource challenges.
- Habitually provides education, information and training about gender equity and equality to the club.
- Ensures equal representation and visibility of women at all events and in all positions of leadership.
- Displays equal quantities of women’s cricket images and memorabilia around the club and actively celebrates the long history of women’s cricket.
- Places equal priority on women’s and men’s match fixtures commensurate with the unique social challenges for women.
- Ensures that men and women mix habitually.
- Ensures women and men share all equipment and facility equally.
- Provides clothing and equipment that fits, is comfortable and flattering for women.

Report for CRICKET VICTORIA 2018

Prepared Feb 18: Anthony Moffitt, Provisional Psychologist.
Released Mar 18: Sonya Thompson, Cricket Victoria Head of Women’s Cricket.

OVERVIEW

Female cricket has never been stronger or more visible in Victoria. The WBBL has significantly increased the profile and has attracted new viewers and fans. Females can now also make a career from cricket with substantial increases in elite player payments. The opportunities for females to play cricket has also increased with more associations and clubs offering opportunities for females. In Victoria, this increase in profile and opportunities has seen a 50% increase in participation numbers in the last year.

Female cricket is clearly on an upward trajectory. However, if we are to achieve our vision to be a 'sport for all' more work needs to be done to make cricket truly gender equal. We need to inspire and support more women and girls to love cricket. We need to continue to increase playing opportunities and involve more females in the leadership and administration of the game.

An important move to gender equity is to ensure that cricket clubs are safe, welcoming and inclusive. Historically cricket clubs have been run by males for males with female cricket an afterthought. This is changing with many cricket clubs on a journey of integration. For clubs wanting to be truly inclusive there needs to be a commitment from club leadership, a sense of urgency and a clear communicated strategy. This research will help clubs understand the key gender integration issues in greater depth and the recommendations can assist clubs identify actions that can inform a road map to integration.

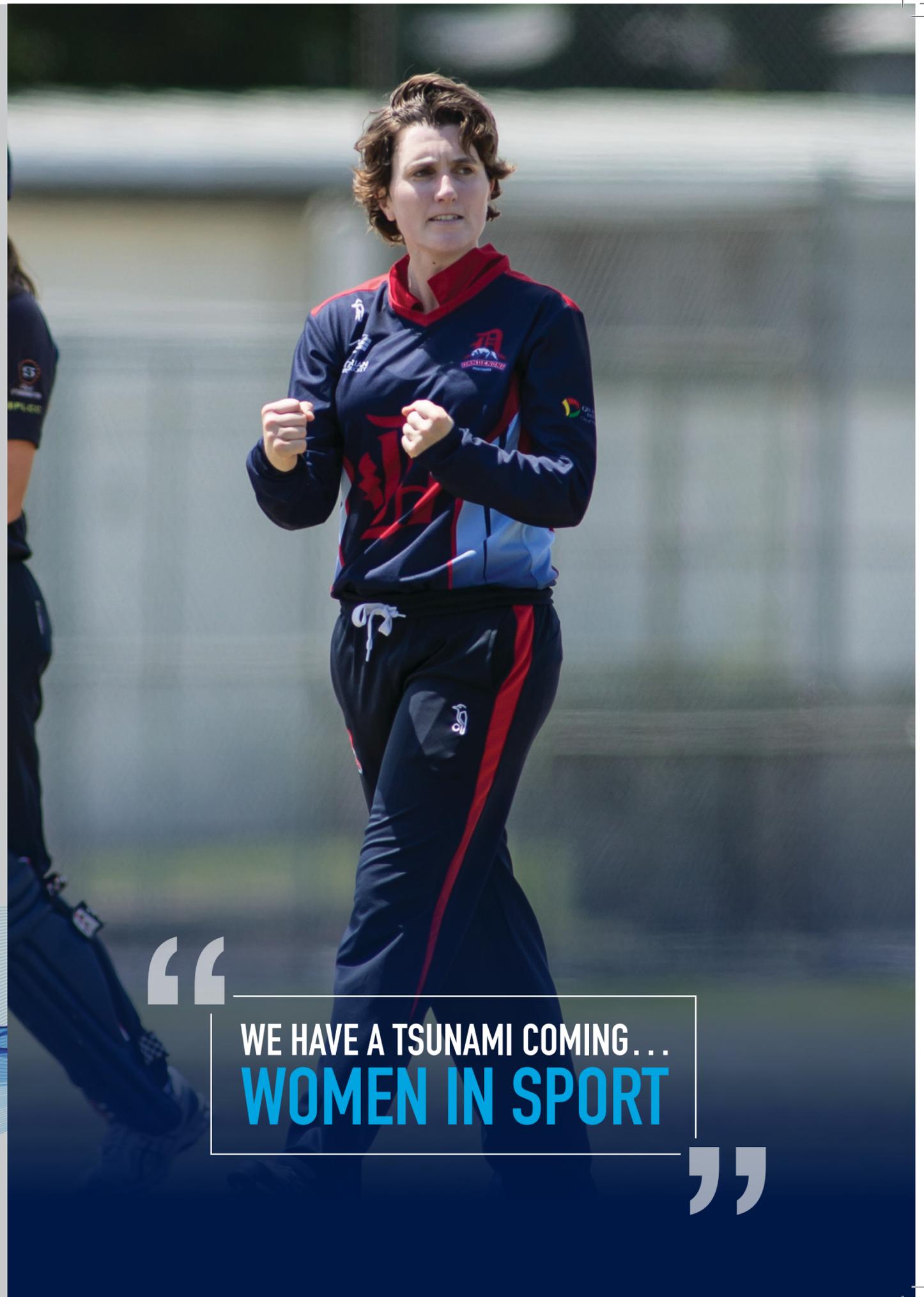
SONYA THOMPSON

Head of Female Cricket
Cricket Victoria

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3rd May 2018

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**I BELIEVE WE HAVE THE MOST ADVANCED
INTEGRATED CLUB IN THE STATE.
THIS BEGINS WITH OUR LEADERSHIP
AT A COMMITTEE LEVEL**

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EXECUTIVE SUMMARY

Women have long struggled for equal recognition and reward against a backdrop of significant social disadvantage manifest in discrimination and violence. Sobering modern day statistics indicate that this remains overwhelmingly the case for women globally. Even in the more socially progressive ‘western’ cultures, women continue to endure such treatment in many corners of society; for example, in Australia 1 in 3 women experience physical and/or sexual violence during their life time; and, 1 in 5 experience harassment in the workplace. Such statistics might shock fathers, husbands, brothers and sons equally into action, towards a gender equity and equality “tipping point”; however, 2017 has demonstrated that we in the west still have a long way to go. This tipping point is important as it appears to have the potential to drive significant social change in the coming decades. Indeed, it is not unreasonable to suggest that the rise and rise of women may have profound implications for global challenges such as poverty, corruption and environmental sustainability.

There is an increasing awareness of these historical and social disadvantages and a growing acceptance of the existential benefits of breaking down the barriers. Many organisations are more conscious of gender equity and equality than ever before, developing more integrated and inclusive environments and policies. Sport is no exception. Despite resistance from its patriarchal institutions, sport, with its deep roots in Australian society, has a critical role to play, particularly premier sports such as Soccer, Australian Rules Football and Cricket. The Women’s Big Bash League in particular has successfully challenged the establishment and is indicative of the broader economic and societal benefits that achieving fully integrated and inclusive sporting clubs will have. Cricket Victoria, on behalf of Victorian Premier Cricket, recognise the opportunity to lead in the domain of creating gender integrated and inclusive clubs and therefore have commissioned the current study.

This report explores the lessons learned and opportunities created by six Premier Cricket Clubs who have commenced individual journeys towards being fully integrated and inclusive clubs. Qualitative and supporting quantitative data were collected from approximately 180 participants via surveys, interviews and discussions, and thematically analysed. Significant statistics are presented and central themes are organised and discussed under three categories—Culture, Capability and Control. Based on this analysis a gender integration action-plan was designed to inform decision making and development of gender integration and inclusivity strategies in Premier Clubs. It is understood that clubs are at different stages of readiness to change; therefore, the findings in this report can be utilised to support organic and bespoke approaches. The following is a summary of the primary observations and recommendations from this research.



PRIMARY OBSERVATIONS & RECOMMENDATIONS

Gender equity and equality is one of the challenges of the modern age and as such will require substantial effort if it is to be achieved. The size of this challenge for Premier Cricket Clubs is highlighted by the number of findings in the full report; therefore, its scope may appear overwhelming at first. It is recommended that clubs assess the results based on what is realistic and achievable in their local context. There are many changes that can be quickly and easily adopted with little or no capital outlay.

Prior to the conduct of the current study, several challenges were known (i.e. documented) to the Cricket Victoria and Premier Cricket administrations, all of which were confirmed in this study. They are;

- a.** A lack of a depth of talent and a large range of skill levels in women's cricket – caution might be taken by administrators in Premier Cricket not to 'blame' women for these issues, and look to work constructively towards developing and sustaining both volume of through-put as well as skills, knowledge and abilities of girls and women in cricket.
- b.** A perception that women selected to play at state level (i.e. Vic Spirit and WBBL) are either not motivated or lack the capacity to engage with their Premier Club's habitually – this engagement by senior role-models (i.e. state cricketers) is powerful and critical for girls and young women to 'see' competitive pathways within cricket. A way of achieving this is to tie such representational obligations to player contracts.
- c.** A perceived or real feeling that Premier Club culture is unwelcoming for women wanting to enter cricket – clubs are encouraged to design and implement a culture change strategy in order to address this important issue.
- d.** One training night a week for 'women only' is desirable by a majority of women in the Premier Clubs – it is recommended that there be more coaching offered by senior men on those nights.
- e.** Women join a team not a club which points to the different motivations of women and men – the author did not find conclusive evidence that men and women

differ on this point at Premier Club level, finding that most women were equally motivated by a competitive spirit when compared to the men.

f. Women's cricket is undergoing significant growth; however, transferring that growth into Premier Cricket is a challenge – it is recommended that clubs are supported by Cricket Victoria (e.g. through Regional Development Managers) to act locally in optimising the numbers of girls and women 'flowing' through to the Premier Clubs (e.g. engaged with local schools). This is being addressed.

Other less understood challenges for Premier Cricket in creating integrated and inclusive clubs revealed by the report, include;

- a.** Physical and psychological safety concerns for women around clubs (e.g. lighting in carparks and being alone and locked out of facilities).
- b.** The ongoing potential for girls, and women, to be inappropriately exposed to men (e.g. in change rooms).
- c.** Several significant barriers to entry into cricket for women (e.g. initial costs and match fixture uncertainty).
- d.** Enduring inappropriate behaviour of some men (e.g. poor language and incivility).
- e.** Club Women's Premier 1st XI teams continuing to be a lower priority than clubs' men's 2nd XI, and in cases, a lower priority than some sub-district cricket men's 1st XI (e.g. in fixture and wicket allocation).
- f.** Poor visibility and recognition of women (e.g. too few women in positions of power and a lack of women's cricket artefacts in clubs).
- g.** A perception that Cricket Victoria does not fully appreciate the impacts of the a). 'talent drain' caused by WBBL and AFLW; and, b). 'player pinching' by better resourced clubs.



These examinations highlight several key opportunities that are achievable in the short to medium term that will assist in building the requisite momentum to drive change. Those opportunities include, but are not limited to;

- a. Increasing the amount of women's cricketing artefacts around the club in order to raise visibility of women's cricket (e.g. images and memorabilia).
- b. Conduct of education sessions for club members (e.g. gender equity and equality awareness training for men).
- c. An obligation for coaches and senior men to train and mentor women in the club (e.g. written into job descriptions and contracts).
- d. A strategic approach to reaching full parity in terms of remuneration and leadership positions for women.
- e. Development of a gender equity and equality strategy and ensure it is appropriately communicated throughout Premier Cricket Clubs.
- f. Strategically plan to develop women's skills, knowledge and abilities across all roles in the club, including captains, coaches and committee members (e.g. succession planning and mentoring).
- g. Review club constitutions to ensure policy support for gender integration (e.g. gender-neutral language and gender equity and equality objectives).
- h. Sharing information and lessons learned across all Premier Cricket Clubs with respect to gender equity and equality policy, strategy and implementation.
- i. Appointment of a Head of Women's Cricket in each club and consideration of a women's or gender equity and equality subcommittee (e.g. to identify and develop potential future leadership).
- j. Actively monitor and address resistance to change across the competition.

To assist decision makers in the initial steps of introducing any, or all, of the suggested findings of this report it is suggested that Kotter's 8-Step Process for Leading Change may be a useful guide to build momentum; i.e. by creating a sense of urgency, a coalition, a strategic vision and to enlist volunteers. To support such an approach initial steps may include;

- a. The appointment of a Head of Women's Cricket (HOWC) and or a Male Champion of Change (MCC) in each club to lead the implementation of integration and inclusivity strategy.

- b. The creation of a women's cricket sub-committee in each club, or, a competition women's cricket sub-committee to which the HOWC and or MCC will report and share information.
- c. Identify and secure appropriate resourcing from Cricket Australia and Cricket Victoria to support gender equity and equality initiatives.
- d. Present summaries of the findings in this report to each club.
- e. Cricket Victoria consider the establishment of one Club Liaison Officer (CLO) per Premier Club to enhance relations and communications.
- f. Cricket Victoria increase its representation at local councils in support of Premier Clubs objectives (e.g. maintenance of wickets).
- g. Cricket Victoria and Cricket Australia develop a [Gender Integration Statement of Commitment] to be signed and displayed in each club.
- h. Contract external consultants to follow-up with each Premier Club for debrief and to facilitate strategic planning meeting.

Caution should be taken to avoid overly prescriptive or 'top-down' approaches to gender integration. The report recommends that cricket administrations appropriately divest resources, decision-making and control and empower clubs to foster organic 'bottom-up' change initiatives. In this way Premier Cricket Clubs will be optimised in achieving full gender integration and inclusivity.

The full research report is available from Sonya Thompson, Cricket Victoria's Head of Women's Cricket.

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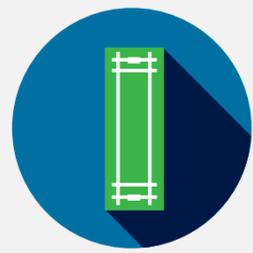
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Kotter's 8 Step's Process for Leading Change; e.g., <https://www.kotterinc.com/8-steps-process-for-leading-change/>



SUB -THEMES	CULTURE	CAPABILITY	CONTROL
	Values & Beliefs Artefacts Education Behaviour / Language / Attitudes Recognition & Representation Social Interaction	Funding Facilities & Equipment Fixtures Training Coaching & Mentoring Recruitment & Retention Support Staff	Committee & Administration Leadership Policies & Procedures Communication & Marketing



1 in 3
women rarely or never
play on a newly prepared
turf wicket



50%
of women do not agree,
or are unsure if, there is
gender equity or equal
rights in their club

13 WOMEN

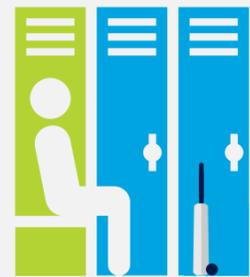
reported experiencing
harassment or discrimination
at their club



50%
of women reported
rarely or never
training with men



50%
of women agree that,
or are unsure if, men
control the power in
their club



3 in 4
women believed the
change rooms were
shared equally



10%
of women feel that
gender inequity is
a real problem in
their club

85%
of all respondents believed that
their club is doing something
about gender integration





PREMIER CRICKETER'S VOICES

- Our future is as a fully integrated and equal club for males and females. We are committed to making that happen
- Anon.
- It feels like women's cricket will always be 2nd rate to men's cricket
- Anon.
- I do still feel a little intimidated just by being outnumbered by men who are bigger, stronger, more confident and more comfortable in the environment
- Anon.
- Personally, I've never felt disrespected or anything by anyone at the club, but it is obvious the boys are always given preference when it comes to use of facilities
- Anon.
- Yeah it looks like it is changing sure, but if you scratch the surface it is not changing
- Anon.
- I believe we have the most advanced integrated club in the state. This begins with our leadership at a committee level
- Anon.
- I feel supported, celebrated, encouraged and well managed
- Anon.
- I feel respected as a cricketer and feel as though the prejudice is slowly breaking down
- Anon.
- I feel welcomed and safe at the club, I believe there is a lot more to be done to create a better partnership between the male and female players. However, this season has been the foundation where all players have been able to come together at training and work well
- Anon.

