

# Sports Engagement Strategic Overview 2018-19

**Mission:** To mobilise clubs and associations to engage men and embed respect and equality across Australian sporting culture.

## Core Principles

### Education and Understanding

Stakeholders, including staff and players, are equipped to recognise and respond to men's violence against women and inequality.

### Mutual Collaboration

White Ribbon and stakeholders work in open partnership to ensure maximum reach and community benefit.

### Community Integration

White Ribbon and its stakeholders integrate joint efforts across the community to ensure sustainable and meaningful change.

## Strategic Priorities

### National Elite Footprint

We are driven to engage with all sports across Australia to ensure that people in all States and Territories have the opportunity to be involved in the White Ribbon movement.

#### Key outcomes

- Clubs and peak bodies of all major sports codes in Australia work collaboratively with White Ribbon
- The strengths and individuality of sports and clubs are utilised to reach new audiences
- Elite sports are part of White Ribbon's national strategy in engaging with people from all states and territories

### Elite Regional Engagement

Through our elite sports relationships we are able to grow and support local White Ribbon activity in regional communities across Australia.

#### Key outcomes

- Education and activation opportunities are implemented with the regional catchments of Clubs
- Regional White Ribbon engagement is promoted through media and communications
- We work with clubs to ensure their engagement with regional areas is meaningful and sustainable

### Integrate Diversity

White Ribbon works to engage with Aboriginal and Torres Strait Islander and multicultural communities ensuring our message is inclusive.

#### Key outcomes

- Aboriginal and Torres Strait Islander communities are engaged and empowered through elite clubs
- Multicultural communities are engaged and empowered through elite clubs
- Clubs and codes champion diversity throughout their internal culture
- Cultural diversity is celebrated in sporting culture across Australia

### Women in Sport

White Ribbon works with clubs and associations to actively build, support and promote pathways for women's participation in sport, whether as a player, coach, staff member or fan.

#### Key outcomes

- Male and female players are equally recognised and supported to succeed
- Club supporters are educated about the importance of promoting women in sport
- Clubs and White Ribbon collaboratively engage fans and showcase the culture of respect and equality among players and fans