



FAIR ACCESS ENGAGEMENT FINDINGS REPORT SUMMARY

FEBRUARY 2024

ACTIVE MELBOURNE

PROJECT BACKGROUND

The City of Melbourne (CoM) is developing a response to the Victorian Government's Office for Women in Sport and Recreation Fair Access Policy Roadmap.

We undertook engagement from 1 September to 13 October 2023 to understand why it is difficult for some groups to participate in community sport and recreation, and what could be done to make it easier.

The findings will help inform the development of a Fair Access Sport and Recreation Allocation and Use Policy, and Action Plan.

WHAT WE DID

205 people provided feedback throughout the consultation period

including 126 Participate Melbourne Surveys

The engagement included two parts:

Non-users

including women and girls, people living with a disability, multicultural communities, Aboriginal peoples, international students, LGBTIQ+ and gender diverse community members



14 x interviews



3 x Focus groups

User groups

including sports and recreation clubs and operators.



4 x Online and in person **information sessions** (19 attendees)



3 x Focus groups



Emails to the dedicated Fair Access inbox.



5 x **written submissions**

Promotion included:



Six community pop ups with project staff.



Information shared via the Neighbourhood portals, Participate Melbourne eDM and with community agencies.



Emails and phone calls to sport and recreation clubs and operators.



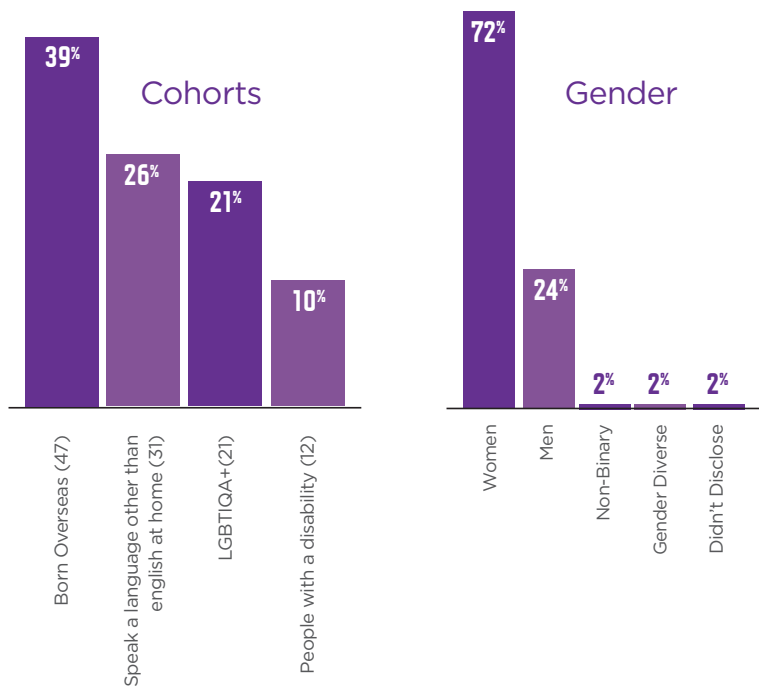
Social media posts and a paid campaign promoting the Participate Melbourne Survey.



Posters, postcards, eDMs and digital promotion in libraries, community centres, and sport and recreation facilities.

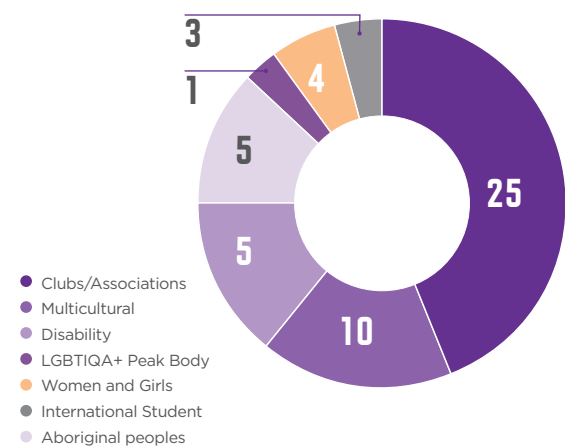
WHO WE HEARD FROM

Participate Melbourne survey



Focus groups, interviews and information sessions

Key groups engaged



72% of respondents were women

WHAT WE HEARD

PARTICIPATION IN ACTIVITIES

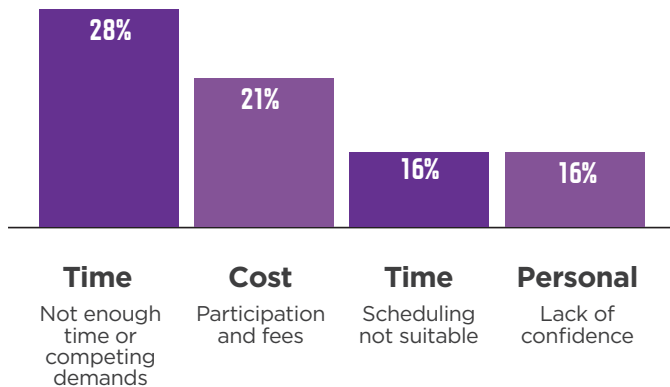
Participate Melbourne respondents indicated their interest in participating in a range of sport and recreation activities:

Activity	Would like to	Not interested
AFL	13% (12)	70% (64)
Baseball	7% (6)	90% (78)
Basketball	14% (13)	67% (62)
Cricket	6% (6)	74% (69)
Golf	13% (12)	67% (61)
Gym/Group Fitness	19% (19)	19% (19)
Lacrosse	12% (10)	85% (72)
Lawn Bowls	18% (16)	67% (59)
Live Action Role-play	19% (17)	75% (63)
Martial Arts	33% (24)	47% (34)
Netball	15% (14)	60% (54)
Rowing/Dragon Boating	26% (24)	61% (56)
Rugby	7% (6)	86% (71)
Skate/BMX	17% (15)	68% (60)
Soccer	24% (24)	44% (44)
Softball	11% (10)	81% (69)
Swimming	22% (22)	21% (21)
Tennis	35% (32)	31% (28)
Touch Football	15% (13)	80% (67)

BARRIERS TO PARTICIPATION

Throughout the consultation, respondents provided information on the current barriers they experienced to participating in community sport and recreation.

Participate Melbourne Survey



Focus groups, interviews and information sessions

Current users

The key barriers for current users were largely about facilities and safety, including:

- Facility lighting, condition, cleanliness and design
- Scheduling and equitable allocation of facilities
- Limited resources, including low awareness of gender equity and inclusion issues
- Low recruitment and retention of volunteers and committee members

Non-users

The key barriers for non-users included time, scheduling or competing demands, cost and fees, and lack of confidence. Many respondents across underrepresented groups (LGBTIQA+ and gender diverse community members, multicultural communities, Aboriginal peoples and people with a disability) also expressed issues related to inclusion:

- Inadequate facilities
- Experiencing incidences of discrimination (indirect and direct)
- Staff and coaches not having appropriate training
- No opportunities to participate in ways that are modified
- Lack of inclusive indicators (flags, signage) and not seeing people like them participating as a player or leader

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Break the cycle by calling out poor behavior and language, racism, and providing an opportunity to call it out anonymously

- Non User

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Activities for people with a disability are often focused on older people. I want to be with people my own age.

- Non User

SUGGESTED ACTIONS

103

suggested actions were identified to increase the participation of women, girls and other underrepresented groups. The actions were grouped into 13 key findings that related to three themes including infrastructure and environment, activities, and information, engagement and partnership.

Infrastructure and environment 	Activities 	Information, engagement and partnership 
Ensure safety getting to and from, and participating at community sport and recreation facilities at night. Provide well designed and maintained sport and recreation facilities to meet their needs. Ensure community members feel welcome and included at community sport and recreation facilities. Provide access to sport and recreation facilities and activities at convenient times and locations. Provide nearby facilities that enable participation in the sport and recreation activities that are of interest.	Provide opportunities to participate in sport and recreation in different ways, including activities that are more social, fun, non-competitive/routine, modified, culturally appropriate and family friendly. Provide easier introductions to sport and recreation activities that are nonthreatening, build skills and confidence, and provide a range of pathways. Provide suitable pricing for those experiencing financial barriers to participating in sport and recreation. Ensure greater diversity in leadership and facilitation roles. Ensure sport and recreation staff, facilitators and players are respectful and welcoming to all people. Provide equitable access to sport and recreation facilities	Provide easily accessible information on community sport and recreation participation opportunities. Promote the opportunities and advantages of participating in community sport and recreation.



NEXT STEPS

The next steps of the project are to develop a draft Fair Access Sport and Recreation Use and Allocation Policy and Action Plan. The documents will undergo further community consultation in 2024.