

Preventing violence against women through sport: program/initiative compendium table

This compendium provides information about key programs and initiatives undertaken in sport settings in Australia and overseas which aim to prevent violence against women and children. This compendium is current as of August 2017. This table is structured by the ‘techniques’ of prevention practice identified in *Change the story*: **organisational development, direct participation programs, community mobilisation and strengthening, communications and social marketing and civil society advocacy.**

Each program is given a star rating to indicate:

- **Good practice*****: program/strategy has been evaluated and published in a refereed source (with results demonstrating effectiveness in primary prevention of violence against women)
- **Promising practice****: program/strategy has been evaluated and published in a non-refereed source (with results demonstrating effectiveness in primary prevention of violence against women)
- **Emerging practice***: program/strategy is not evaluated or has little available information regarding evaluation.

NAME OF PROGRAM/ INITIATIVE	COUNTRY	SPORT(S) INVOLVED	DESCRIPTION
Organisational development			
Fair Game Respect Matters**	Australia: Victoria	AFL Victoria	<p>Fair Game Respect Matters was a four-year program developed and funded by VicHealth in partnership with AFL Victoria. The aim of the program was to create “culture change in community football clubs” to promote gender equality and to prevent violence against women. The program involved key people in community AFL clubs working as ‘Drivers’ to implement the resources and ideas of the program in their clubs. Some of the actions that clubs implemented included:</p> <ul style="list-style-type: none"> • changes to organisational policies, including codes of conduct for players • improvements to club facilities to make them more ‘women and family friendly’ • increasing women’s participation in key positions (for example, Board members, umpires, coaches etc.) • consulting with women in the club community and organising events and groups for them. <p>Website/source: http://cdn.vi.com.au/studio/7581-1_AFL_Respect_Matters_Microsite/downloads/pilot_program/FairGameRespectMatterssummary_purple_reportEmail.pdf http://aflvic.com.au/fair-gamerespect-matters/</p>

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Stepping In: Bystander Action Toolkit*	Australia, Victoria	All sport	<p>Through programs such as 'Healthy Sporting Environments' and 'Everyone Wins', VicHealth is working with state sporting associations in Victoria to promote gender equality and inclusivity in sport. As part of this work, VicHealth has created the Stepping In toolkit for state sporting organisations to use to prevent sex discrimination, sexual harassment and victimisation within their organisations. To maintain fair, respectful and safe workplaces, the toolkit guides sporting organisations through the development of policies and practices which encourage and support bystander action to prevent and respond to these issues.</p> <p>Website/source: http://cdn.vi.com.au/studio/7581-1_AFL_Respect_Matters_Microsite/downloads/pilot_program/FairGameRespectMatterssummary_purple_reportEmail.pdf http://aflvic.com.au/fair-game-respect-matters/ https://www.vichealth.vic.gov.au/media-and-resources/publications/bystander-action-toolkit</p>
Workplace Equality and Respect project*	Australia, Victoria	AFL	<p>In 2016–2017 Carlton Football Club and North Melbourne Football Club took part in the Workplace Equality and Respect project with Our Watch. Carlton and North Melbourne undertook training to better understand the drivers of violence against women and how their workplace can work to prevent violence. The two clubs developed action plans to guide their future work on promoting gender equality and preventing violence against women. As part of their work the clubs also reviewed their policies, procedures and practices to make sure they are actively promoting gender equality, and worked to equip their staff to recognise the different forms of violence against women, and how to respond and refer someone experiencing violence to support services.</p> <p>Website/source: https://www.ourwatch.org.au/What-We-Do/%E2%80%8BVictorian-Workplace-Equality-and-Respect-Project</p>
Canadian Football League, Violence Against Women Policy*	Canada, national	Football	<p>In 2015, the Canadian Football League (CFL) introduced a Violence Against Women Policy after consultation and work with the Ending Violence Association of Canada and other women's safety organisations. The policy mandates training on violence against women for "all individuals who work for the CFL and its Member Clubs; including players, coaches, officials, executives and staff". The policy also outlines the process for responding to allegations of violence against women perpetrated by any member, player or staff of CFL.</p> <p>Website/source: https://press.cfl.ca/canadian-football-league-announces-violence-against-women-policy#</p>

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Direct participation programs			
Respect and Responsibility**	Australia, national	AFL	<p>Launched in 2005, the AFL Respect and Responsibility Policy aims to create “safe and supportive environments for women” and to prevent violence against women within the AFL organisation and in the community more broadly. The policy included several key components. For example:</p> <ul style="list-style-type: none"> • AFL players and club officials were required to complete a respectful relationships and sexual assault prevention education program. • A public education campaign was created in partnership with VicHealth. • A series of organisational policies and procedures were introduced at national, state and community club levels, including anti-sexual harassment and discrimination policies, and changes to AFL rules relating to suitable player conduct. <p>Website/source: http://www.afl.com.au/afl/education/respect</p>
Taking the Tackle: Respect is for Everyone*	Australia, national	AFL	<p>Taking the Tackle is an educational resource package developed under AFL’s Respect and Responsibility Policy. Created in partnership between the AFL, Victorian Government and CASA House in 2012, the program is intended to be used by coaches or officials in local community clubs to educate players and club members about violence against women and respectful relationships. The resource package includes a facilitator’s manual and DVD/YouTube videos available on the AFL website.</p> <p>Website/source: http://www.aflcommunityclub.com.au/index.php?id=1787</p>
Respectful Relationships: Sex and Ethics Program***	Australia, national	NRL	<p>The Respectful Relationships Sex and Ethics Program was developed in Queensland in 2009 in partnership with Dr Moira Carmody from the University of Western Sydney and Dr Cliff Evers from the University of New South Wales. The pilot program was conducted with a group of National Rugby League (NRL) players in Queensland and has since been rolled out across the League. The six-week workshop program involves training NRL players about ethical sexual decision making and consent, healthy communication in relationships, recognising abuse in relationships, ethical use of social media, and skills in active bystander behaviour targeted at sexual violence and gender-based abuse. The pilot program was evaluated in 2009. According to the NRL website, 50 current and ex-players now work as ‘Education Ambassadors’ and have presented “Social Responsibility workshops to more than 5,000 Rugby League men throughout the country”. However, this part of the program has not been evaluated.</p> <p>Website/source: http://www.rugbyleague.com.au/nrlwelfare/social.html</p>

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Better Choices*	Australia, NSW	NRL	<p>The NRL and NSW government have created a series of education modules for teenagers. This program is designed for use in Junior Rugby League clubs and youth competitions across NSW. The program involves screening videos and facilitating discussion about a range of issues, including “alcohol [and drug] misuse, respectful relationships, filming and distribution of private acts without consent, violence on and off the field, social media and cyber-bullying”. There is no information about how many people have participated in this program.</p> <p>Website/source: http://nrlvav.azurewebsites.net/self-help-tools-resources/better-choices/</p>
Expect Respect*	Australia, national	Netball	<p>Netball Australia has developed an e-learning module called ‘Expect Respect’ for community netball clubs to use to “increase the understanding of the behaviours and characteristics of healthy relationships, highlight warning signs, encourage supportive environments and increase self-esteem”. Netball Australia plans to pilot and evaluate this program in partnership with Our Watch.</p> <p>Website/source: http://netball.com.au/our-watch-partnership/</p>
CARLTON RESPECTS	Australia, Victoria	AFL	<p>Carlton Football Club (FC) has developed a community education program aimed at preventing violence against women. CARLTON RESPECTS is delivered in local secondary schools by the Carlton FC Community, Diversity and Inclusion staff and a team of trained community outreach members from La Trobe University. The curriculum covers topics such as challenging gender role stereotyping and building respectful relationships. The program has been evaluated by La Trobe University and some of the findings of the evaluation are published on Carlton FC’s website.</p> <p>Carlton FC has also created a social marketing campaign around the CARLTON RESPECTS messages and hosts an annual, themed football game.</p> <p>Website/source: http://bluesfoundation.org.au/what-we-do/prevention-of-family-violence/</p>

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Mentors in Violence Prevention Program (MVP)***	USA, national	All sport: professional sports (for example, NFL) and college athletics	<p>The MVP program was created in 1993 and has been implemented in a diverse range of settings, including sports organisations and athletics teams in colleges and high schools. MVP is the most popular and best evaluated bystander intervention program. MVP has worked with a range of professional NFL and other sports teams across the USA. The program aims to engage men and boys as ‘active bystanders’ who have the potential to prevent violence against women by challenging sexist behaviour and the condoning of sexual and domestic violence in social settings. MVP programs in sport settings often involve MVP staff training and working with coaches or directors of sports programs as well as providing a short workshop program for athletes. In some programs, athletes have chosen to become peer leaders and received additional training to be able to deliver MVP workshops in their community.</p> <p>Website/source: http://www.mvpstrat.com/ http://www.mvpstrat.com/mvp-programs/professional-sports/ http://www.mvpstrat.com/mvp-programs/college-athletics/ https://www.griffith.edu.au/griffith-enterprise/mate-bystander-program</p>
Coaching Boys into Men (CBIM)***	International, USA, India, Australia	All sports: athletics (college and high school), football and cricket	<p>CBIM is a violence prevention program targeted at high school and college coaches and their athletes in the USA. The program trains coaches to integrate conversations about respectful relationships, sexual consent, and bystander intervention into training sessions. The CBIM model and resources (including the ‘Coaches Playbook’) have been adapted across different sports and in different countries, including cricket teams in India and football teams in Canada (see below: Leading Change program). In addition to the specific coaching education program, CBIM in the US has also included a broader media campaign that includes television, radio and print commercials featuring athletes and coaches talking about men’s roles in the prevention of violence against women.</p> <p>The CBIM program has recently been adapted for use in Australia under the ‘I Respect’ program based in Canberra. However, this has not yet been evaluated.</p> <p>Website/source: http://www.coachescorner.org/ http://www.brisbanetimes.com.au/act-news/canberra-life/coaching-boys-into-men-via-the-sports-field-20170522-gwaawt.html</p>
The Men’s Program***	USA, national	College sports; for example, football, baseball, and gymnastics	<p>The Men’s Program involves training male college athletes about sexual violence and its impact on victims/survivors. The program also involves participants in discussions about consent in sexual relationships, how to support a rape survivor, as well as how to challenge peers who engage in demeaning behaviours towards women.</p> <p>Website/source: https://cultureofrespect.org/program/the-mens-program/</p>

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Step Up! Bystander Intervention Program** ¹³³	USA, national	College athletics	<p>Step Up! Is a bystander intervention program for college students (including student athletes) designed by the University of Arizona in partnership with the National College Athletics Association. The program covers a range of issues effecting college students, including mental health issues, sexual assault, relationship violence and bullying. The program focuses on prevention and bystander intervention.</p> <p>Website/source: http://stepupprogram.org/</p> <p>See also National College Athletics Association guide for 'Addressing Sexual Assault and Interpersonal Violence' with college athletes: https://www.ncaa.org/sites/default/files/Sexual-Violence-Prevention.pdf</p>
Be More Than A Bystander* ¹³⁴	Canada: British Columbia, Saskatchewan, Manitoba	Football	<p>Launched in 2011, this Canadian program is a partnership between the Ending Violence Association of British Columbia and the BC Lions Football Club. Football players featured in a social marketing campaign encouraging the public to 'Be More Than A Bystander: Break the Silence on Violence Against Women'. The football players and coaches received training about violence against women and prevention strategies, including bystander intervention. The players have been involved in facilitating bystander intervention workshops (based on the MVP model) to high schools and local sporting groups. The players feature in a film that continues to be used in program delivery. The program website states that between 2011–2015, 80,000 young people throughout British Columbia participated in Be More Than A Bystander workshops. The model has been adapted in other provinces of Canada including Saskatchewan and Manitoba.</p> <p>Website/source: BC Lions: http://endingviolence.org/prevention-programs/be-more-than-a-bystander/, http://www.bclions.com/bemorethanabystander/</p> <p>Football Saskatchewan: http://www.footballsaskatchewan.ca/bmtabsask</p> <p>Winnipeg Blue Bombers: http://www.bluebombers.com/2016/02/18/matt-buckner-be-more-than-a-bystander/</p>
Leading Change*	Canada: Alberta	Football and hockey	<p>In 2015, the Alberta Council of Women's Shelters (ACWS) trained football players from the Stampeders, Eskimos and BC Lions in their Leading Change violence against women prevention education program. The program has been adapted from the MVP model. The players have worked with ACWS staff to facilitate workshops in schools about gender inequality, violence against women and prevention strategies (including bystander intervention). The Leading Change program involves training resources for coaches called 'Playing to Win: In Sport, Life and Relationships'. In 2017, ACWS began a pilot Leading Change program with players and staff from Hockey Alberta.</p> <p>Website/source: Leading Change: https://www.acws.ca/leading-change-the-alberta-cfl-project</p> <p>Playing to Win: https://www.acws.ca/tools-for-coaches</p>

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Community mobilisation and strengthening			
Family Violence – It’s Not OK but It’s OK to Ask For Help campaign**	New Zealand, national	Rugby League, Rugby Union, basketball, netball, soccer, motocross and roller derby	<p>Launched in 2007, this is a New Zealand national community-driven campaign to raise awareness about and prevent all forms of family violence. Sports organisations have been involved in the campaign on national and local levels. The campaign offers organisations opportunities to engage with the initiative at varying degrees of commitment/involvement:</p> <ul style="list-style-type: none"> • general advertising/awareness raising activities (for example, an ambassador program, advertising through posters, merchandise and themed games) • organisational change (for example, introducing a code of conduct for players, a child protection policy, changing the club’s promotion of alcohol use, ‘fair play’ awards and a ‘sideline abuse’ prevention program) • direct participation workshops about family violence prevention for players, club members and community members • community mobilisation programs (for example, after school hours care and a family support program, players/club officials speaking at community and school events, clubs hosting a support group for men who want to stop using violence). <p>Website/source: http://areyouok.org.nz/i-want-change/sports/ ‘Not Our Game’ Sports Toolkit: http://areyouok.org.nz/i-want-change/sports/not-our-game/ Evaluation: http://areyouok.org.nz/resources/research-and-evaluation/#campaign</p>

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Communications and social marketing			
Voice Against Violence * ¹³⁵	Australia, national	NRL	NRL has partnered with Rape & Domestic Violence Services Australia, Our Watch and White Ribbon Australia in their campaign Voice Against Violence. The website for this campaign raises awareness about domestic violence and sexual assault and promotes bystander intervention as prevention. The website features videos with former and current NRL players talking about the role bystanders can play in preventing domestic violence and sexual assault. The key message is “Stand up. Speak out. Take action. Just Don’t Do Nothing”. Voice Against Violence also involves violence prevention education workshops for 16 to 18-year-old men in junior clubs. According to the NRL website, approximately 120,000 people have been exposed to NRL’s awareness raising campaigns, 4, 000 people have participated in ‘education for future stars’, and 800 people (players and staff members) have participated in ‘ongoing development’ programs. Website/source: http://nrlvav.azurewebsites.net
Victoria Against Violence *	Australia, Victoria	Soccer	In December 2016, AAMI Park was lit orange and players wore orange armbands to support a ‘Go Orange’ campaign-themed football game. Go Orange is part of the Victoria Against Violence campaign which “shares the message that violence against women starts with disrespectful behaviour and gender inequality, and is preventable”. Players from Melbourne Victory Football Club recorded messages and videos “urging fans to stand up against violence and gender inequality” and these were played during the game. Website/source: http://www.melbournevictory.com.au/article/go-orange-for-victoria-against-violence/1wormjcsxx0n3172gt3l4l4inp
White Ribbon Canada * #Menofquality campaign Huddle Up and Make the Call campaign	Canada, national	Football and hockey	Players and staff of Toronto Maple Leafs and Toronto Argonauts have partnered with White Ribbon Canada and featured in social marketing campaigns about violence against women. The Huddle Up and Make The Call campaign website also has an interactive online toolkit for high school students and coaches to use to educate sports teams about preventing violence against women: http://www.whiteribbon.ca/emodules/humc/story.html Website/source: #Menofquality: http://www.whiteribbon.ca/news/menofquality-partnership-with-the-maple-leafs/ Huddle Up: http://www.whiteribbon.ca/make-the-call/

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Civil society advocacy			
Football Fans Against Sexual Assault (FFASA)*¹³⁶	Australia, national	AFL and NRL	<p>FFASA was a community group of fans of AFL and NRL who organised around shared concerns about the codes' responses to allegations and reports of sexual assaults involving players in 2004–2005. FFASA lobbied the national AFL and NRL organisations to become 'national and international leaders' in preventing violence against women. FFASA encouraged sporting teams to wear purple armbands during games to symbolise "respect for women, [to] acknowledge ... the pain of sexual assault and stand ... against all forms of violence against women".¹³⁷ In 2010, the FFASA website stated that "over 500 teams in Australian football, Rugby League, soccer, rugby, netball, basketball, baseball and hockey have worn purple armbands during games.</p> <p>Website/source: The FFASA website is no longer active.</p>
Break the Silence, End the Violence – Pacific Prevention of Domestic Violence Program*	International: NZ, Vanuatu, Samoa, Tonga, Guam, the Cook Islands.	Rugby and hockey	<p>Between 2009–2014, over 60 sportspeople, predominately New Zealand national Rugby League players and a national hockey player, toured Pacific Island countries as ambassadors for a family violence prevention campaign. The sportspeople ran sporting workshops and spoke about 'Breaking the Silence, Ending the Violence' with local communities. The campaign was jointly funded by New Zealand Aid Programme, NZ Police, the Pacific Islands Chiefs of Police and Australian Federal Police.</p> <p>Website/source: https://www.ppdvp.org.nz/</p> <p>Media releases: http://www.police.govt.nz/news/release/rugby-players-take-break-silence-end-violence-message-vanuatu</p>
Stand Up Events*	Australia, Victoria	All sport: AFL, VFL and NFL in particular	<p>Stand Up Events is a registered charity launched in 2016. It aims to raise awareness among sporting communities about homophobia, discrimination, violence and other issues effecting LGBTIQ people. Stand Up Events runs 'Move In May', an 'all inclusive' fun run on IDAHOT (International Day Against Homophobia and Transphobia) to encourage people to "stand up for equality in sport and life".¹³⁸ A team of high-profile sporting professionals are 'Stand Up Events Ambassadors' including current professional AFL players and retired NFL and tennis players. In 2016, Stand Up Events founder Angie Green spoke at several AFL and VFL clubs about homophobia in sport. Stand Up Events aims to create education workshops for local junior sporting clubs to prevent homophobia and "create safe and inclusive environments in [clubs] and the connected community for same sex attracted, intersex and gender diverse youth and families".¹³⁹</p> <p>Website/source: http://standupevents.com.au/</p>

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NO MORE*	Australia, Northern Territory	All sport. Sports featured include NRL, AFL, athletics, motorbike riding and baseball	<p>After consulting with Indigenous Elders from across the Northern Territory, Indigenous Australian ABC sports commentator Charlie King launched the NO MORE campaign in 2008. The NO MORE campaign is funded by CatholicCare NT and supported by the NT Government. The NO MORE campaign focusses on the role sporting organisations can play in preventing and responding to domestic violence.</p> <p>The campaign encourages sporting organisations to create Domestic Violence Action Plans (DVAP) to ‘formalise club’s intentions’ to prevent and respond to domestic violence. The NO MORE website provides a template which can be used and adapted by sporting organisations of any size to plan the “basic goals, commitments, strategies, responsibilities and time frames” for actions related to preventing and responding to domestic violence.</p> <p>The NO MORE campaign also encourages sporting organisations to raise awareness about domestic violence through promoting the messages of the campaign at games and community events. Sports players are encouraged to link arms at the start of a game to show their support for the NO MORE campaign message.</p> <p>Website/source: http://www.nomore.org.au/ http://www.nomore.org.au/domestic-violence-action-plan</p>
Rural Challenge Project*	Australia, Victoria	Football/ netball	<p>In rural Victoria in early 2017, the Macedon Ranges Shire Council and City of Greater Bendigo worked with local Country Fire Service and football/netball clubs to promote gender equality within their organisation and prevent violence against women. The Rural Challenge Project was funded by the Victorian State Government.</p> <p>Website/source: http://www.mrsc.vic.gov.au/Council_the_Region/News_Media/Media_Releases/New_140000_grant_to_continue_Rural_Challenge_work</p>

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Our Watch's National Sporting Organisations Initiative*	Australia, national	AFL, ARU, NRL and Netball Australia	<p>National violence prevention organisation Our Watch partnered with four national sporting codes in Australia to “eliminate violence against women and their children by promoting women’s participation and opportunities, challenging gender stereotypes and roles, challenging violence-supportive attitudes and behaviours and encouraging respectful, healthy and equal relationships on and off the field”.¹⁴⁰ Activities involved in this partnership include:</p> <ul style="list-style-type: none"> • a social marketing campaign – elite players and coaches of all four codes featured in social media campaign promoting the message that there is ‘No Excuse 4 Violence’ • direct participation programs: some of the codes have worked with Our Watch to create and/or update their direct participation programs and roll them out to other levels of their organisation (for example, state and local levels) • organisational development: all of the national sporting organisations have been involved in reviewing and redeveloping policies and integrating the prevention of violence against women and their children, and training staff about gender equality. ARU, AFL and NRL are also developing initiatives to encourage increased participation and representation of women and girls on national, state and local levels <p>Website/source: https://www.ourwatch.org.au/noexcuse4violence</p>
Male Champions of Change Sport Group*	Australia, national	Swimming, AFL, netball, soccer, NRL, basketball, ARU, tennis and cricket	<p>The Male Champions of Change is an initiative created by former Sex Discrimination Commissioner Elizabeth Broderick to bring together “influential leaders to redefine men’s role in taking action on gender inequality”. The Male Champions of Change Sport Group involves CEOs of national sporting organisations in Australia working together and within their organisations to advocate for gender equality.</p> <p>Website/source: http://malechampionsofchange.com/sport/</p>
YOU&I Initiative	Australia, Victoria	AFL	<p>The YOU&I initiative has worked with Yarra Ranges Commission Football League and Eastern Football League on prevention of violence against women initiatives. YOU&I has created resources for football clubs and coaches to promote gender equality and respectful relationships.</p> <p>Website/source: http://www.youandirespect.com.au/resources/</p>