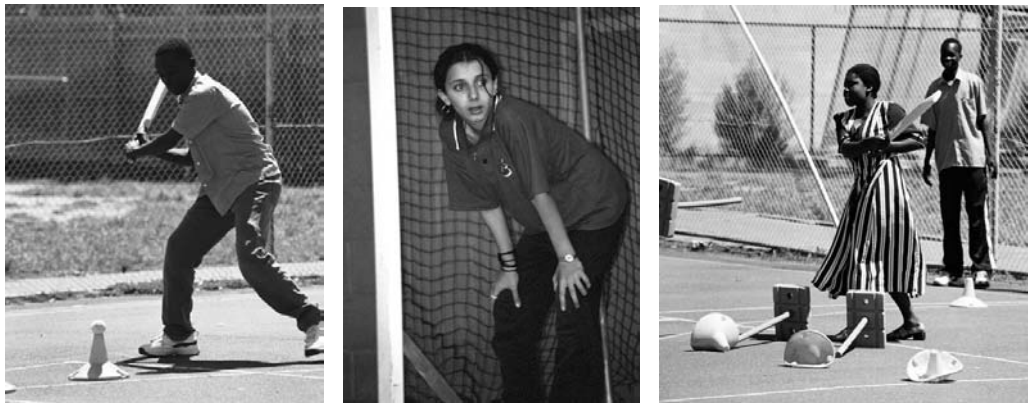


Report into Good Practice Sports Inclusion Models

for Young People from Culturally and Linguistically Diverse Communities



November 2005

Centre for Multicultural Youth Issues
cmyi

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Executive Summary

The purpose of this report was to develop good practice models in relation to involving young people from CLD backgrounds in structured sport. Anecdotal evidence obtained from State Sporting Associations, Local Government Authorities, Peak Bodies and sports clubs as part of this project suggest that whilst it appears that a reasonable number of young people from CLD backgrounds are participating in sport, much of this participation is occurring outside the club environment. Trusted environments such as schools and programs conducted at leisure centres appear to be more likely to attract these young people than do regular sports club activities. Many young people from CLD communities and their parents are still reluctant to approach a club due to issues such as perceived racism, language barriers, culturally inappropriate activities, eg mixed sex activities / brief uniforms, possible alcohol issues, lack of transportation, lack of friends participating, etc.

Recognising that the sample size was limited, there were very few organisations surveyed that have developed specific initiatives to promote an inclusive environment for young people from CLD communities. Specific initiatives developed include assistance with transport, fees and uniforms; as well as translation of information into relevant community languages. Much of this assistance, whilst proving very valuable, appears to happen on an ad hoc basis as opposed to having an established policy or strategy in place. Club resources clearly limit the ability of clubs to implement such formalised processes.

In some circumstances, it appears that the proximity of a specific club to CLD communities, rather than any specific initiatives implemented by that club, is the attractor. This was certainly the case with private leisure centres too.

Hence it is fair to say that although various clubs have developed some excellent initiatives to attract young people from CLD communities, none of the clubs surveyed have developed a comprehensive and deliberate policy, model, strategy or program of sports inclusion.

Clearly the best example of resources developed by the organisations surveyed is the 'Beyond The Boundary' resource kit. Ideally this kit would be slightly modified and reproduced for all State Sporting Associations. The document has great

potential to demonstrate to clubs how policy can be translated into practice, by offering practical solutions about how to overcome barriers.

The only organisations running programs were State Sporting Associations and peak bodies such as WomenSport and Recreation Victoria. Whilst programs can be very important and worthwhile, it is suggested that the role of SSAs and peak bodies should be focussed more on development of policy initiatives and supporting clubs to facilitate programs in partnership with other relevant community groups.

In conclusion, it appears that if the sample of organisations surveyed is representative of the broader sport and recreation industry, there is still much work to be done to attract young CLD people to sporting clubs from both a policy level through to the practical grass roots level. Clearly there are some very good initiatives occurring at all levels of sports provision, but comprehensive good practice models are hard to find.

In order to assist the ongoing development of sports inclusion practices for young people from CLD communities, the consultants have provided a list of recommendations in section 10.0 of this report.



Methodology

Provide an overview of young people from CLD communities in Victoria and identify the issues they currently face in relation to participating in sport and recreation activities. This information was obtained through information provided by CMYI and other relevant reports.

Review relevant policies and reports relating to CLD inclusion models for participation in sport and recreation. This information was sourced from CMYI, State Sporting Associations and other relevant organisations.

Investigate participation rates of young people between 12 and 30 from CLD communities in sport and recreation, using statistics provided by the Australian Bureau of Statistics, CMYI, State Sporting Associations and other relevant organisations.

Document CLD Inclusion Models developed by State Sporting Associations. This component of the project involved the identification of specific models and programs supported by 7 selected Victorian State Sporting Associations:

Cricket Victoria
Football Victoria
Tennis Victoria
Volleyball Victoria
Netball Victoria
Basketball Victoria
Soccer Victoria

that promoted inclusiveness of young people from CLD backgrounds. This aspect of the report also identified the number of young people from CLD backgrounds known to participate in sporting clubs, the amount of funding spent on CLD programs and an identification of new opportunities and issues.

This information was obtained through telephone and electronic surveys of each of the seven SSAs. Outcomes of this component included:

- identification of inclusion models, strategies and policies that promote participation by young people from CLD communities
- details about program development and delivery
- methods of promotion of various programs
- identification of staff with a multicultural development role
- number of young people from CLD communities involved in selected sports (where such figures are recorded)
- identification of successful initiatives
- identification of case studies
- identification of the impact that improved participation rates by members of CLD communities has had or could have on specific sports
- information about future opportunities / improvements
- assessment of effectiveness of inclusion models and policies

Consultation with 3 Local Government Authorities. Greater Dandenong, Maribyrnong and Greater Shepparton City Councils were consulted to gain information about any inclusive policies or models that have been developed for Council operated leisure centres in their municipality, or whether or not there are plans to do so. Council staff were also be asked to identify any inclusive programs, models or policies that have been developed by cricket, football, tennis, volleyball, netball, basketball or soccer clubs in their municipality.

Investigation of models of inclusion for CLD communities developed by one privately owned leisure centre in each of the following municipalities:

- Greater Dandenong
- Maribyrnong
- Greater Shepparton.

This information was obtained via electronic and telephone surveys.

- **Investigation of inclusion for CLD communities developed by the following leisure organisations and peak bodies:**

YMCA

Fernwood Fitness Centres

VicSport

WomenSport and Recreation Victoria

This information was obtained via electronic and telephone surveys.

NB: The Outdoor Recreation Sector was not examined as one of the peak bodies, due to its size. This sector has been identified for further research in the future.

- **Consultation with sports clubs.** One club from each of the following sports: cricket, football, tennis, volleyball, netball, basketball and soccer in Victoria was contacted in order to examine inclusive models for young people from CLD backgrounds. The specific focus of this component of the report was on:

identification of any inclusion models, strategies and policies that promote participation by young people from CLD communities

details about program development and delivery

methods of promotion of various programs

identification of staff / volunteers with a multicultural development role

number of young people from CLD communities involved in the sport (where such figures are recorded)

identification of successful initiatives

identification of case studies

identification of the impact that improved participation rates by members of CLD communities has had or could have on the sport

information about future opportunities / improvements

assessment of level of support provided by SSAs, LGAs and others

assessment of effectiveness of inclusion models and policies

1.0 Introduction

Garry Henshall & Associates was commissioned by the Centre for Multicultural Youth Issues (CMYI) to prepare this report about inclusion models for people from Culturally and Linguistically Diverse (CLD) backgrounds, specifically in relation to sports participation. This report essentially follows on from two previous reports undertaken by CMYI. These previous reports focussed on the lack of young people from CLD backgrounds participating in structured sport; and in the development of good practice models and practical strategies to develop better links between young people, clubs, service providers and government bodies.

As a result of undertaking these previous studies, CMYI recognises that there is currently a need for additional research into good practice models relating to CLD inclusion. Whilst anecdotal evidence suggests that a number of bodies such as sporting clubs, leisure centres, recreation providers and state sporting associations are involved in the provision of ethno-specific sport and recreation delivery, there is limited documentation available to support this assertion. Through this project, current models of CLD inclusion were examined and assessed to determine the impact of these models on both ethnic communities and providers of structured sport. Key areas examined as part of this report also included the identification of good practice models, capacity building, advocacy and policy development. A number of strategic recommendations were developed as part of this project in order to identify options for further work and sector development.

According to the Victorian Office of Multicultural Affairs (VOMA)¹:

- 23.4% of Victoria's population was born overseas
- 43.5% of Victorians were either born overseas, or have a parent who was born overseas
- Of those people born overseas, 71.8% (775,911) were born in non-English speaking countries
- Victoria is made up of people from 233 countries
- 21% of Victorians speak a language other than English at home
- Over 180 different languages and dialects are spoken in Victoria
- There are 116 different religions practiced in Victoria

¹ Victorian Office of Multicultural Affairs Website: www.voma.vic.gov.au

According to the VOMA website², most Victorians who were born overseas came to Australia as migrants in search of a better life and greater opportunities. Skilled migrants continue to be sought by Australia to relieve job shortage in specific areas. Many others Victorians born overseas originally arrived as refugees, firstly as Europeans who were displaced by the Second World War and then from other conflicts such as the Indo-China war. More recently refugees have arrived from other war-torn countries such as the former Yugoslavia, the Horn of Africa, the Middle East and Afghanistan.

In this report there are some references to the term 'Non English Speaking Background' (NESB), particularly in respect to statistics supplied by the Australian Bureau of Statistics. It must be noted that this term is not widely used in Victoria as the term NESB does not reflect both the language and cultural differences that may be apparent in newly arrived people from other countries.

² Victorian Office of Multicultural Affairs Website: www.voma.vic.gov.au

1.1 Factors Influencing Participation in Sport and Recreation

Barriers to participation in sport and recreation by the general population are well documented. Unfortunately there are quite often additional barriers to participation for young people, particularly those from CLD backgrounds. Some of the known reasons young people from CLD communities are currently underrepresented in sport include (but are not limited to):

- Lack of or inappropriate information provision
- Language barriers
- Racial discrimination
- Lack of parental support
- Lack of money to pay fees, buy uniforms, buy equipment
- Lack of or poor access to transportation
- Lack of appropriate facilities
- Specific religious or cultural reasons specifically affecting participation by young women whereby exposure of arms, legs, or torso is considered inappropriate and whereby participation in a sport where there are males present is not acceptable
- Lack of time, i.e. emphasis may be on academic achievements as opposed to participating in sport and recreational pursuits
- Lack of awareness of the benefits of physical activity
- Lack of appropriate skills to play sport
- Lack of awareness of particular sports
- No interest in sport.

General sport and recreation trends also impact on participation rates and styles of participation by people from CLD backgrounds. Particularly in relation to sports played in stadiums, such as basketball and indoor netball, there has been a move away from club based sport to team based sport. Such teams may essentially consist of a group of friends who join together for one or more seasons to play a particular sport. Attempts by State Sporting Associations and others to communicate and provide information about inclusion models for people from CLD backgrounds to non-club based teams is extremely difficult.

1.2 Participation Rates of People from CLD Communities in Sport and Recreation

According to the Australian Bureau of Statistics ³, the participation rates in sport and physical activities of people who were born in CLD communities is significantly lower than for people born in Australia or in other English speaking countries. The following table shows the number of people over the age of 18 who participated in sport or physical activity over a 12 month period, prior to being interviewed in 1999-2000, based on country of birth.

Table 4: Participation Rates of People Aged over 18 in Sport or Physical Activity Based on Country of Birth

Country of Birth	Males '000	Participation rate %	Females '000	Participation rate %	Persons '000	Participation rate %
Australia	2,994.3	62.3	2,750.3	53.2	5,744.6	57.6
UK, Ireland and New Zealand	399.0	57.0	337.1	53.2	736.1	55.2
Other Countries	585.7.0	45.2	475.3	40.0	1,061.0	42.7
TOTAL	3,979.0	58.5	3,562.7	50.9	7,541.7	54.7

As can be seen from the table above, Australian born men are likely to be the most physically active group (62.3%) in the country (in relation to participation in sport and physical activity), followed by men born in the UK, Ireland and New Zealand (57.0%). Women born in Australia and other English speaking countries are likely to have similar participation rates (53.2% each), whereas women born in CLD countries are likely to be the least active physically of all groups (40.0%). Men born in CLD countries are also likely to participate in sport and physical activities at quite a low rate (45.2%).

Additional figures supplied by the Australian Bureau of Statistics⁴ makes a comparison between Australian and Victorian statistics for participation in sport and physical activity by people from Non-English Speaking Backgrounds, aged

³ Australian Bureau of Statistics – “Participation in Sport and Physical Activities” – ABS Catalogue No. 4177.0 (1999-2000)

⁴ Australian Bureau of Statistics – information supplied via telephone by ABS Officer, Mike Stratton, Ph: (08) 82377399 on 24/6/05.

between 18 and 30. Survey respondents were asked to indicate whether or not they had participated in sport or physical activity over the 12 months prior to January and February 2002.

Table 5: Number of People Between 18 and 30 Years of Age in Victoria Who Participated in Some form of Sport or Physical Activity During 2001-2002

Country of Birth	Males '000	Participation rate %	Females '000	Participation rate %	Persons '000	Participation rate %
Australia	165.1	77.1	117.0	56.7	282.1	67.1
NESB Countries	27.2	57.9	26.5	43.2	53.7	49.6

Clearly women living in Victoria from Non-English Speaking Backgrounds over the age of 18 are significantly under represented in sport and physical activity participation (43.2%), when compared with Victorians who were born in Australia. Once again, Australian born men are likely to be the most active (77.1%), but interestingly men from NESB backgrounds are likely to be slightly more active than Australian born Victorian women (57.9% compared with 56.7%). It must be noted, however that this information is very close to the 25% error cut-off rate, according to the Australian Bureau of Statistics, so it should be used with caution.

Unfortunately the Australian Bureau of Statistics is unable to supply information detailing the participation rates of people from CLD backgrounds under the age of 18 or by country due to potential errors based on the sample size.

2.0 State Sporting Associations - Models of Inclusion

2.1 Cricket Victoria

Cricket Victoria is responsible for promoting, managing and operating the sport of cricket in Victoria. According to its website⁵, It currently has 1,182 cricket clubs and 112,000 registered male and female cricketers in Victoria, with an additional 62,774 children involved in school based competition cricket. Among its many activities, it conducts cricket competitions for elite players; oversees club based competitions and junior "Have A Go" program; provides education programs for cricket administrators, conducts coaching clinics for junior cricketers and school groups; provides player scholarships; and provides grants to clubs.

Of particular interest to this report is its development of the 'All Embracing Program' which provides participation opportunities for under-represented groups in the community including people from Culturally and Linguistically Diverse backgrounds, Indigenous people, people with a disability, older adults and youth at risk.

Although Cricket Victoria estimates that between 0-9% of affiliated players are from CLD backgrounds, it cannot provide a more accurate figure as it does not currently maintain cultural background records of cricketers. Cricket Victoria currently employs one part-time staff person with a multicultural development role and has utilised three of the CLD specific resources identified in the survey: "SSA Multicultural Resource Kit", "Keeping Sport Fun and Safe" and "CMYI Information Sheets."

Cricket Victoria has adopted a sports inclusion strategy which is based around educating its clubs and members about the benefits and processes involved in becoming more inclusive. The strategy is underpinned by the Cricket Victoria 'All-Embracing Plan', which was developed in 2001. Specific strategies from the 'All-Embracing Plan' are incorporated in Cricket Victoria's "Beyond the Boundary" publication. This publication essentially describes some of the issues experienced by CLD and other disadvantaged communities and details some broad strategies to overcome the barriers to participation. At a more specific level, the document describes the benefits to cricket clubs of developing all-

⁵ www.cricketvictoria.com.au

embracing club environments and identifies ways in which clubs can become all-embracing.

Cricket Victoria's All-Embracing Plan is currently being implemented by some of its clubs, but there is evidence of the plan slowly being adopted and / or promoted by other organisations that have contact with cricket clubs, eg Local Government Recreation Officers and Access for All Abilities Workers. Cricket Victoria does not believe that the plan has been very successful in increasing the number of young people from CLD backgrounds playing sport, but understand that attitudinal and behavioural changes amongst clubs and their members can take considerable time. Nevertheless, whilst it uses a low-key, subtle promotional technique, it does make frequent reference to the plan on its website and in publications.

Cricket Victoria has only been involved in the promotion of cricket to CLD communities and the promotion of the benefits of including CLD cricket players in clubs for the past 18 months. It understands that in order to achieve significant long term results, it will "need to use a coordinated three-pronged attack involving communities, schools and clubs. Furthermore it believes that in order to get CLD young people involved in the sport, substantial external assistance is required. In response to the survey, it identified a number of key issues relating to resourcing, training, and development of partnerships:

"As a sport, cricket does not possess the necessary background knowledge for dealing with CLD communities, nor are our staff adequately trained to deliver programs to CLD communities. Furthermore, with our clubs being run by volunteers who generally do not have the time nor the motivation to undertake additional activities, there is an identified need to form partnerships with agencies / groups who can provide the support necessary to produce results."

2.2 Football Victoria

The State Sporting Association responsible for overseeing, supporting and guiding Australian Rules Football clubs and associations throughout Victoria is Football Victoria. According to its website, Football Victoria covers 12 Regions, 115 Leagues and 1942 Clubs⁶.

Football Victoria also has a development arm called Football Victoria Development (FVD). This unit is responsible for the overall development and

⁶ Football Victoria's website: www.footballvic.com.au

growth of Australian Rules Football in the state and manages over 500 Auskick clinics throughout metropolitan and regional Victoria.

Whilst Football Victoria does not keep records of the cultural backgrounds of its members, nor is it able to estimate the number of CLD people playing football in the state, it has developed a policy to promote inclusion by people from such backgrounds. This policy is titled 'Bouncing Racism Out of Sport (BROOS)'. The purpose of the policy, which has been deemed moderately successful by Football Victoria, is to eliminate racial and religious prejudice from the game. It is implemented by all clubs in Victoria as a component of the by-laws for each league. The BROOS program also forms a component of Football Victoria club administration training programs and Level One Coach Accreditation Courses.

Football Victoria has also implemented a program titled 'The Australian Football Multicultural Program', which is managed by the AFL Multicultural Project Coordinator. This program has been developed by the Australian Football League and Football Victoria, in partnership with the Department for Victorian Communities to develop opportunities to engage people from diverse cultural backgrounds to broaden both the participation and supporter base. Specific aims of the program are to:

- Facilitate a greater understanding of the AFL and its place in Australian culture
- Engage communities in active participation programs
- Influence mainstream clubs to embrace multicultural diversity

The program is operating as a cluster system, starting with the western suburbs and gradually progressing to the north, south and east of Melbourne and then to regional areas. Whilst the target group comprises of people from CLD backgrounds, the target group is also prioritised into a number of sub-sets:

Arrivals in the last ten years

'Needy groups'

Age splits – i.e. primary school; secondary school; young people not at school; and adults

Male and female

Parents

The program is broadly promoted through the media; AFL and Football Victoria networks (eg Football Records, websites, etc) and through football development programs. As the program is in its early stages, it is too early to provide information about participation numbers, successes and challenges.

To assist with the program and policy developments at Football Victoria, the SSA Multicultural Resource Kit, the Tip Sheet for Coaches and Trainers and the CMYI Information Sheets have all been consulted. Football Victoria currently employs one staff member with a very specific multicultural role.

In relation to increasing participation by CLD young people in football, Football Victoria has identified the following strategies:

- Provide information about 'The Australian Football Multicultural Program' on its website
- Profile AFL players who are from CLD backgrounds
- Provide opportunities for CLD young people and their families to attend AFL matches
- Establish a data base of CLD community groups and leaders
- Provide information sessions for CLD parents; participants; community leaders; and teaches about the program in areas where there a high numbers of CLD young people
- Ensure that there is an AFL presence at schools with high CLD student populations
- Provide cultural awareness training for AFL and Football Victoria staff
- Develop grid games and activities

Football Victoria has also suggested that a policy should be developed to assist club volunteers and others who deal with CLD communities. Such a policy should be facilitated by the government and should be accompanied by a grants program that provides funding and other assistance for clubs / organisations that adhere to the requirements of the policy.

2.3 Tennis Victoria

Tennis Victoria is recognised as the State Sporting Association for the sport of tennis. It represents all of the affiliated tennis clubs, tennis centres, tennis associations, tennis regions and registered tennis players throughout the state. Its role is to

“manage, co-ordinate, promote, and unify the diverse facets of the sport”⁷.

Tennis Victoria is responsible for supporting and servicing the affiliates it represents. It does this by promoting the sport of tennis, managing tennis competitions and tournaments, developing tennis programs and ensuring that tennis remains commercially viable.

Records of the cultural backgrounds of its members are not kept by Tennis Victoria, although it estimates that between 10-19% of its members may come from CLD backgrounds. It has not yet developed any sports inclusion strategies, models or policies as it has not identified the need for such documentation / processes.

However, Tennis Victoria currently facilitates a club-based inclusive tennis program for young people from CLD backgrounds. The aim of this program is to promote healthy lifestyles and social interaction for children of both sexes in between the ages of 8 and 12. This program is coordinated by Tennis Victoria in partnership with schools, local tennis clubs and country regional associations and is promoted through schools and clubs. There are currently around 100 young people from CLD backgrounds involved in this program, with an additional 10 from non-CLD backgrounds.

The major successes of this program have been the awarding of scholarships to the Box Hill Senior Secondary College Tennis School and some increase in club memberships. Motivating the community to take ownership of the program has been the biggest challenge, with patience and perseverance identified as the key lessons learned by coordinators of the program. Whilst this program appears to have considerable merit, Tennis Victoria does not wish to have it written up as a case study at present.

None of the CLD specific resources identified in the survey have been used by Tennis Victoria to date and there are no references to inclusion initiatives for people from CLD backgrounds in Tennis Victoria's Strategic Plan 2003-2006.

The organisation has one part-time staff member with a multicultural development role. It believes that in order to increase the number of young people from CLD backgrounds playing tennis, a national advertising campaign is needed, although specifics and scope of this campaign were not identified.

⁷ Tennis Victoria's Website: www.tennisvic.org.au

2.4 Volleyball Victoria

The objectives of Volleyball Victoria are to develop, manage and promote both indoor and beach volleyball in Victoria, at both the grass roots and elite levels. According to its website⁸, some of the core activities undertaken by Volleyball Victoria in this role are to provide support and assistance to affiliated players, administrators, clubs and associations; manage volleyball leagues and tournaments; organise development programs for elite players; organise representative sides; and facilitate education programs for administrators.

Volleyball Victoria does not keep records of the cultural diversity of its membership and consequently is unable to estimate the number of its members who may come from CLD backgrounds. Of the CLD specific resources listed in the survey, it has utilised the SSA Multicultural Resource Kit, the Tip Sheet for Coaches and Trainers, CMYI Information Sheets as well as other resources from VicHealth and State Sporting Associations. Volleyball Victoria employs two staff with a multicultural development role.

Volleyball Victoria currently offers a program that targets specific areas of Melbourne to offer clinics and coaching and eventually guide players into existing competitions in the area. This program is implemented by Volleyball Victoria in partnership with local Councils and schools. It has been moderately successful to date, but as it's in its early stages, it is difficult to ascertain the long term effectiveness.

Another program that Volleyball Victoria is in the process of developing at present, targets young Muslim women in secondary schools within the City of Greater Dandenong. The purpose of the program is to encourage young Muslim women to become more active and to participate in volleyball, with the eventual aim of joining an existing volleyball competition. The program will occur in a school hall and is coordinated by Volleyball Victoria in partnership with Council and the school. It will be promoted via school newsletters and through the City of Greater Dandenong's newsletter.

Although it is not yet operational, the major challenges experienced in the initial stages of development relate to transport, i.e. how to get participants to venues without too much expense. Other key lessons that have already been learned are the need to gain support from the CLD community and the need to operate in

⁸ Volleyball Victoria website: www.volleyballvictoria.com.au

partnership with other relevant bodies. Volleyball Victoria believes that “there are so many communities that want to get involved but they don’t know how or they need a little push and a helping hand.”

2.5 Netball Victoria

Netball Victoria, as the state sporting association representing the sport of netball, is responsible for managing and developing netball in Victoria. It supports its affiliated players, coaches, umpires, administrators, clubs and associations through a variety of competitions, events, resources, educational clinics, courses, support and advice.

According to Netball Victoria’s website⁹, there are approximately 110,000 registered netballers across the state, excluding the tens of thousands of school children who partake in school netball programs. Of the 110,000 netballers, 98% are female; 55% live in regional Victoria with the remainder in the metropolitan area; and 53% of participants are under 18 years of age.

Netball Victoria does not keep records of the cultural backgrounds of its affiliated players and administrators; however, it estimates that between 0-9% of its members may be from CLD backgrounds.

Whilst Netball Victoria does not currently facilitate any inclusive programs for people from CLD backgrounds, from a policy perspective, it has developed a Member Protection Regulation which is implemented by some affiliated clubs and associations. It also runs workshops with an inclusive practice component. These workshops promoted via Netball Victoria’s website, through email, via direct mail to Associations and on Netball Victoria’s Resource CD Rom. Given that these workshops are a fairly new initiative by Netball Victoria, the effectiveness of these workshops is not yet able to be determined.

Although Netball Victoria does not specifically employ anyone with a multicultural development role, staff employed in the Participation / Development unit each have multicultural development responsibilities listed in their job descriptions and strategic plans. All of the resources listed in the survey have been utilised by Netball Victoria, except for the “Playing Team Sport Kit”.

Specific suggestions made by Netball Victoria to increase the number of young people from CLD backgrounds playing netball relate to offering competitions at

⁹ Netball Victoria website: www.netballvic.com.au

times of the day that are suitable to CLD communities and creating links with cultural groups to introduce them to the sport of netball. Netball Victoria also identifies their main challenges as “having the time to devote to meeting with communities, etc to set programs up and also cost of assisting start up of programs, i.e. if community wants to start with a come and try series prior to moving to local Association”.

2.6 Basketball Victoria

The peak body for basketball in this state is Basketball Victoria Inc. There are currently 100,000 registered participants from juniors to seniors, masters and intellectually disabled playing basketball in 64 metropolitan and 56 country affiliates.

According to its website¹⁰ the objectives of Basketball Victoria are to;

- “Encourage, promote, manage and control the sport of basketball in the State of Victoria;
- Represent the interests of basketball and basketballers within the State of Victoria at national level;
- Encourage the development of socially desirable attitudes and values towards physical fitness and skill acquisition through play, training and competition;
- Provide access for individuals to participate in the sport of basketball in the State of Victoria; and
- Provide individuals with opportunity to maximise their potential by competing in the highest level of basketball possible, given their own ability”.

Basketball Victoria is unsure of how many of its participants are from CLD backgrounds as it does not record this information. At present the only policy Basketball Victoria has documented in relation to CLD people and other traditionally disadvantaged groups relates to a broad statement about non-discrimination. However, it is in the process of developing a sports inclusion policy for people from CLD backgrounds. One key component of this policy is expected to relate to uniforms and the need for associations and clubs to be respectful of cultural and religious clothing requirements of its players.

¹⁰ Basketball Victoria Website: www.basketballvictoria.com.au

In relation to facilitation of programs for CLD communities, Basketball Victoria has just finished running a four week basketball program for young girls from the Noble Park English and Learning School. Approximately 29 secondary school aged girls and 23 primary school aged girls took part in this initiative. The program involved coaching clinics at the school for the first three weeks of the program, followed by a session at the Dandenong Basketball Stadium in the fourth week. Basketball Victoria initiated this program with assistance from CMYI. Although the school was randomly picked for this pilot project, the school was very receptive to this program.

Informal feedback provided to Basketball Victoria from the sports coordinator at the school indicates that school was very happy with the general enthusiasm and team work skills developed by students. According to the sports coordinator, some of the students are also keen to form a team and join a basketball competition. Coaches involved in the program handed out information about local basketball competitions at the final session of the program. There is an intention by Basketball Victoria to go back to the school later this year and also to operate a similar pilot program in the Western suburbs of Melbourne. This next pilot program will be run in partnership with the Sunshine Basketball Association and may involve the funding of a team to enter a school based competition.

The key successes of this project are obviously the positive way in which basketball was embraced by the young women from Noble Park English and Learning School and the fact that a number of participants are now considering joining a basketball competition. Although Basketball Victoria stated that the major challenge was language, both between the students themselves (i.e. some were of African origin and others Vietnamese origin, hence it was difficult to communicate) and between students and coaches, it would not change anything for its next pilot program.

In the development of this program, Basketball Victoria used a number of multicultural resources including: Tip Sheet for Coaches and Trainers; Keeping Sport Fun and Safe; Playing Team Sport Kit; and the CMYI website. Although the organisation does not have any staff with a specific multicultural role, it is currently attempting to obtain a grant to fund such a person.

2.7 Football Federation Victoria (Victorian Soccer Federation)

The recognised governing body of soccer in Victoria is the Football Federation Victoria (FFV), previously known as the Victorian Soccer Federation. According to the 2005 Football Federation of Victoria Constitution¹¹, the aim of this organisation is to promote participation in soccer; further develop the sport of soccer; undertake strategic commercial alliances; and promote proper soccer methods and practices.

The Football Federation of Victoria does not keep records of the cultural background of its members and is uncertain of the percentage of its members who may be from a CLD background. It currently employs one staff member with a multicultural development role and has uses all of the resources listed in the survey, other than the "Playing Team Sports Kit".

In June 2002 the first All Nations Soccer Competition was run in the City of Greater Dandenong.

The All Nations Soccer Competition is low-cost, community based soccer competition for young people from culturally and linguistically diverse backgrounds.

The aim of the program was to engage youth that were disconnected from society and lacked the opportunity to participate in a structured sport environment. In this case soccer was used as the engagement tool however our work has informed us that this model can be applied to any sport.

The concept for the competition was originally developed by the Centre for Multicultural Youth Issues (CMYI). The project came to fruition when CMYI joined forces with OnSide Soccer and Football Federation Victoria (FFA) (previously Victorian Soccer Federation) in 2002. Due to OnSide's close relationship with FFA, it was decided that the OnSide Soccer Committee would become the delivery arm of the competition.

Since 2002 OnSide Soccer has run 2 successful competitions. In 2005 it was decided, by the OnSide Soccer committee that they would take a different direction and that the All Nations Competition would be put on hold for 2005.

¹¹ Victorian Football Federation – 2005 Victorian

The programs are promoted directly through the Multicultural Development Coordinator, Migrant Resource Centres, local government bodies and community groups. There has also been some media coverage of the program. In addition, the FFV utilises the Ten Point Charter of Excellence which offers incentives to clubs to develop an inclusive policy to encourage more soccer clubs to become involved in the program.

The major challenges identified by the FFV have been the difficulties in keeping up with the demand for the program by young people from CLD backgrounds and the financial constraints of these young people. Attracting media coverage has also been problematic at times. Along with these challenges, a number of lessons have also been learned. Of these lessons, two of the most critical ones are the fact that CLD community leaders and parents often do not see sport as a priority and non-CLD members of the community often do not understand, or are apathetic towards, the problems experienced by CLD communities in relation to accessing sport. The FFV has specifically stated in its survey response that "the demand for involvement warrants more effort on the part of our SSA and others".

On the positive side, the All Nations soccer team has been integrated into the provisional FFV league team this year. Assistance has also been provided to help establish a new junior team in Carlton. Furthermore, the All Nations program has been recognised by the broader sport and recreation industry through its achievement of two sports industry awards and two VMC awards in 2004.

Perhaps one of the biggest achievements, however, is the fact that the program appears to have become sustainable and continues to attract an increased number of young people from CLD backgrounds in club-based soccer.

In terms of future developments, the FFV would like to see more funding to specifically target financial assistance for club integration and more coordination of the various groups working within the field.

3.0 Local Government - Models of Inclusion

3.1 Greater Dandenong

Greater Dandenong City Council does not record the number of people participating in sport or attending Council owned leisure centres from CLD backgrounds. Consequently, it is unable to estimate the percentage of residents who participate in sport who are from such backgrounds.

From a policy perspective, Greater Dandenong City Council has adopted "An Inclusive Model for Leisure". In addition, its 2004 Leisure Strategy identifies the need to be inclusive of people from CLD backgrounds. "An Inclusive Model for Leisure" has been adopted and implemented by a number of clubs, including Dandenong City Soccer Club and Dandenong Little Athletics Club. To date Council believes this policy has been moderately effective in increasing the number of young people from CLD backgrounds to participate in sport and leisure opportunities.

The inclusive policy is promoted to clubs through direct contact with the Sports Development Officer, who regularly visits clubs, and through Council's Diversity Officer. In relation to future work in this sector, Council has identified the need to work more closely with Council owned contracted leisure centres to ensure that they also adopt and implement this policy.

Whilst Council itself does not operate any specific programs for people from CLD communities, it is involved as a partner with a number of State Sporting Associations, Southern Health and schools in the development of such programs.

3.2 Greater Shepparton

Greater Shepparton City Council does not maintain records of the cultural background of people attending its indoor aquatic centre, Aquamoves, or any of its other leisure facilities or programs. However, Council staff estimate that participation rates by CLD communities are between 0-9%. Including leisure centre and stadium staff, Council employs around 50 people in the leisure services sector (5 within Council's leisure services department); many of whom are casual or part-time. There are no staff with a designated multicultural function employed by Council.

Although neither Council nor Aquamoves has developed any specific sports inclusion strategies, models or policies for people from culturally and linguistically

diverse communities, it has developed a program titled 'Single Gender Bathing Program'. This program is targeted specifically at CLD women between the ages of 8 and 40 with the aim of increasing participation in physical activity amongst this group. There are currently around 50 CLD women who participate in this program on a weekly basis, with an additional 20 non-CLC women also involved. Initially the program ran on a Saturday night; however it has now been changed to a Sunday night between 7.30pm and 9.00pm, after the centre is closed to the public.

The program was developed following receipt of a grant from VicHealth. Other partners include Council, the Ethnic Council and ValleySport (the regional sports assembly). Whilst the program has been successful in providing an additional leisure opportunity for CLD women, Council staff do not believe CLD women participating in this program are increasing their participation in other physical activities in the community.

Although the program is considered to be quite successful now, the development of the program has not been without difficulties. Community acceptance of the program was hard to achieve and negative media reports did not assist. The establishment of the program during Ramadan was also instrumental in providing a challenging start to the program, as many of the target group were unable to participate during this time.

Discussions with Council staff indicate that there are no sports clubs currently operating in the municipality that deliberately focus on attracting members of CLD communities; although by their very nature, soccer clubs tend to attract this group.

3.3 Maribyrnong

Like the City of Greater Dandenong, Maribyrnong Council does not collect data on the ethnic backgrounds of participants at its leisure centres; however, it is beginning to collect such information from its sports clubs.

Maribyrnong City Council estimates that the percentage of people from CLD backgrounds participating in sport and recreation varies between 10-29%, depending on the season (eg in winter participation by this group is higher due to popular sports such as soccer).

Two specific programs that operate in Maribyrnong City Council are the All Nations soccer program and the Starting Blocks program. The All Nations soccer program

targets newly arrived communities and is assisted by Victoria Police, Sunshine Magistrates Court and CMYI. The Starting Blocks program involves trained leaders encouraging CLD women to be more physically active by offering a range of different physical activity opportunities such as volleyball. Council considers that each of these programs have been highly effective in increasing the number of young people from CLD backgrounds who participate in sport and recreation. Both programs are promoted via local newspapers, newsletters, emails, photos, websites and committees. A range of other activities are conducted through Council's youth services unit around after school programs and young mum's groups in addition to programs facilitated by organisations such as Football Victoria and the Western Region Football League.

Maribyrnong City Council currently employs two staff with a sport and recreation role (excluding leisure centre and swimming pool staff) and one person with a multicultural development role, the Diversity Planner. That being said, however, Council requires all staff to play a role in developing opportunities / programs / services for the multicultural community that is Maribyrnong. In relation to resources and training, Council staff have not used any of the resources identified in the survey; instead, they have undertaken their own CLD awareness training in-house.

The major challenges identified by Council are costs associated with participation, such as fees, uniforms, equipment, transport, etc and public liability insurance. Council has also identified the fact that sport and recreation is a low priority for many CLD communities, who are more interested in securing their basic needs such as food and shelter.

4.0 Private Leisure Centres - Models of Inclusion

4.1 Greater Dandenong – Genesis

Genesis Fitness Centre in Dandenong does not keep records of its member's cultural backgrounds, but believes that CLD people make up between 80-90% of its membership. This privately owned and operated leisure centre, which employs up to 40 staff (many on a casual or part-time basis), has not developed any strategies, models, policies or programs to attract CLD people, as it has not identified the need to do so.

Staff at Genesis believe that the gym attracts so many people from CLD backgrounds, simply because of its location in a multi-cultural area. Of interest is the fact that a number of Muslim women use the 'women's only area' of the gym. Advertisements promoting the gym's facilities list the 'women's only area', however there is no deliberate or intentional targeting of the gym to CLD women. Instead, the approach is made by Muslim women, with word of mouth acting as an important promotional tool.

4.2 Maribyrnong – Maidstone Health & Fitness Club

Maidstone Health and Fitness Club in Footscray is a privately operated gym. It does not keep records on the ethnic backgrounds of its members, but believes that 80-90% of its members are probably from CLD backgrounds.

It has not developed any strategies, models, policies or programs to support the inclusion of CLD people, due primarily to lack of funds. The manager of the centre stated that whilst he would like to employ Vietnamese trained fitness instructors and advertise in local ethnic newspapers, his limited budget simply does not allow for this. He cited government legislations, Goods and Services Tax (GST) and competition from Council-owned, taxpayer-funded leisure centres as three of the key deterrents to the expansion of his business. As a result of Councils developing new leisure centres and offering classes at subsidised rates, centres such as his are required to lower their costs in order to be competitive. He argues therefore that he does not have the resources to seek additional members from CLD communities.

4.3 Northside Leisure Centre (Shepparton)

Northside Leisure Centre is a privately operated business in Shepparton consisting of an 18 metre indoor pool, aerobics facilities and a gymnasium. Staff are not sure what percentage of members are from CLD backgrounds as they do not record

such information as part of the membership process. The Centre has not developed any sports inclusion policies for CLD communities as it has not identified the need to date.

Northside does however offer occasional programs to members of the Iraqi community – a growing population group in the Shepparton area. Approximately four years ago the Centre was approached by the Iraqi community to operate both same sex swimming sessions and same sex group fitness classes once per week on weekdays during the mid-afternoon. The staff of the Centre met with the Iraqi community to discuss their specific needs prior to organising separate sessions for males and separate sessions for females. Approximately 30 people attended these sessions from a range of age groups, however numbers dropped back to around 20 fairly quickly each time. Swimming, circuit classes and body balances classes were offered.

Key successes of the program were the fact that the Iraqi community felt confident enough to approach the Centre to undertake the program and the fact that they continue to return to the Centre each time they attract additional program funding. Staff were also very happy to see participants having a go, enjoying themselves and improving their fitness levels.

Some of the difficulties encountered with the programs relate to the attitudes of some of the instructors used and the language barrier between the instructor and participants. Staff also stated that some of the classes were quite physically challenging for participants with low levels of fitness and that it is difficult to integrate the Iraqi group into mainstream classes because of the unisex setting of the Centre. Nevertheless, the Centre is looking forward to continued involvement with the Iraqi community.

In terms of improvements, Centre staff believe that they could use their advertising campaigns more effectively to promote the inclusive nature of their Centre and to more specifically target CLD groups. Staff have not had access to any of the multicultural sports inclusion resources developed by the industry in recent years, but believe they could benefit from such exposure.

5.0 Selected Leisure Organisations - Models of Inclusion

5.1 Victorian YMCA

The Victorian YMCA is a community based non-profit organisation which works in partnership with a range of government, non-profit and other partners to provide programs and services for the community. Using Christian Values as its operating principle, the Victorian YMCA provides opportunities for 300,000 each week to grow in body, mind and spirit¹².

The Victorian YMCA does not keep records about the cultural backgrounds of people participating in its programs and consequently is unable to estimate the number of CLD people involved in YMCA activities.

In 2002 the Victorian YMCA produced an access and inclusion policy titled 'Welcoming Diversity'. The policy specifically identifies cultural diversity as a target area and states that: "The YMCA in Victoria encourages and wishes to enhance the access and inclusion of all members of our community to YMCA services, programs and opportunities"¹³. Further, it states that "Access and Inclusion is a fundamental objective of the core businesses conducted by the Victorian YMCA"¹⁴. These core businesses include:

- Training and employment services
- Volunteering
- Board governance
- Program participation
- Risk management
- Community recreation
- Accommodation
- Camping and outdoor education
- Youth and family services
- Financial management
- Communication and marketing
- Human resource management¹⁵

¹² Victorian YMCA Website: www.victoria.ymca.org.au

¹³ YMCA – "Welcoming Diversity – Access and Inclusion Policy" (2002)

¹⁴ YMCA – "Welcoming Diversity – Access and Inclusion Policy" (2002)

¹⁵ YMCA – "Welcoming Diversity – Access and Inclusion Policy" (2002)

This policy is implemented by all Victorian YMCAs and is, according to the YMCA, highly effective in terms of increasing the number of young people from CLD backgrounds who access its activities. Promotion of the policy occurs through management training, staff orientation programs and awards recognition. YMCA staff have not accessed any of the multicultural resources currently available. Similarly, the organisation does not have a specific worker with a multicultural role. Instead, all YMCA staff, by virtue of its Welcoming Diversity policy, are required to operate according to its access and inclusion policy statements and principles.

Currently the Victorian YMCA operates sports inclusion programs for CLD communities through its centres in Carlton, Melbourne (Parkville Youth Services) and Brimbank. These programs, which are coordinated by YMCA staff, are targeted to youth, families, males, females, people from the Horn of Africa, refugees and multicultural groups. Local government authorities in these areas, along with schools are also involved in a partnership capacity. Promotion occurs through local community outlets, Migrant Resource Centres and English Schools.

Between 20 to 100 young people from CLD backgrounds, along with over 100 young people born in Australia take part in these sport and recreation programs. The major success of these programs, according to the YMCA is the enthusiastic participation by young people and their interaction with each other. There has also been an increase in participation by CLD young people in mainstream YMCA community programs as a result of taking part in these targeted programs. Major challenges, on the other hand, include communicating with CLD groups and developing a sense of trust in CLD communities.

Lessons learned include the need to provide segregated programs initially and only when parents develop a sense of trust and confidence, can the program be integrated into mainstream community programs. There is also a need for CLD youth to be involved in all aspects of the program from planning to inception.

5.2 Fernwood Women’s Health Clubs

Fernwood Women’s Health Clubs are privately run fitness centres designed specifically for women, with a focus on exercise, weight management and nutrition. Each centre offers a range of aerobics and gym fitness classes as well as other health and wellbeing related programs / services such as fitness assessments, personal training, physiotherapy, child minding, massage, beauty therapy, café, library and video library¹⁶.

There are currently around 25 Fernwood Women’s Health Clubs operating in the following Victorian towns and suburbs, as franchised operations¹⁷:

Table 6: Location of Fernwood Franchises in Victoria:

Altona	Ballarat	Bell Post	Bendigo	Bulleen
Carlton	Chirnside Park	Epping	Frankston	Geelong
Greensborough	Hawthorn	Melbourne City	Melton	Mitcham
Mornington	Narre Warren	Prahran	Preston	Southland
St Kilda	Sydenham	Tullamarine	Werribee	Yarraville

Fernwood Women’s Health Clubs do not keep records of the cultural backgrounds of members and estimates that between 0-9% of their members are from CLD backgrounds. Head office of Fernwood has not developed any sports inclusion strategies, models or policies for people from CLD backgrounds as it has not identified the need for such documentation and processes. Fernwood head office has not utilised any of the available CLD resources identified in the survey and does not employ any staff with a multicultural development role.

The Fernwood franchise based in Carlton currently employs a young Muslim woman as a fitness instructor. This young woman was appointed because she was considered the best person for the job; not because of her specific cultural background. She currently works two to three shifts per week in the gymnasium and is soon to commence personal training sessions for clients.

The operator of the centre stated that a number of Muslim women have joined the centre in recent times. Most of these women live close to the facility or have friends or relatives who use the facility. The fact that it is a women’s only facility

¹⁶ Fernwood Website: www.fernwood.net.au

¹⁷ Fernwood Website: www.fernwood.net.au

makes it attractive to Muslim women, however, the cost is prohibitive to some women.

Although it is not specifically known whether the young Muslim fitness instructor has attracted new members from the Muslim community, the operator believes that some Muslim women are drawn to this young woman's classes because of their shared cultural backgrounds. Others, particularly young members, are drawn to this fitness instructor's classes, possibly due to her own youthfulness or her high profile in the sport of soccer, as much as any other cultural reason.

6.0 Peak Bodies - Models of Inclusion

6.1 VicSport

VicSport is Victoria's Peak Body for Sport. Its vision is to "lead a vibrant and progressive Victorian Sport and Recreation Industry into the future"¹⁸.

According to its website, the core business of VicSport is to:

- "Identify and service the needs of members through quality levels of administration;
- Liaise with Government and other organisations on issues affecting sport and recommend appropriate outcomes;
- Encourage sports industry research and analysis;
- Provide leadership and encourage collaboration in sports policy development; and
- Promote sport as a significant industry with social, health and economic benefits"¹⁹.

Sport and recreation organisations can join VicSport as a member. Such organisations include: State Sporting Associations (SSAs), Regional Sports Associations (RSAs), Local Government Authorities (LGAs) and other industry related organisations.

In addition to regular membership services, VicSport also offers a range of other services on a fee-for-service basis. These services include:

"Sport Administration staff training
Strategic and Business planning
Governance and Management training
Project Management training
Administration support
Facilitation services
Advice on seeking grants
Risk Management workshops
Implementing Risk Management plans
Performance Evaluation".²⁰

¹⁸ VicSport Website: www.vicsport.asn.au

¹⁹ VicSport Website: www.vicsport.asn.au

²⁰ VicSport Website: www.vicsport.asn.au

VicSport does not keep records of the cultural backgrounds of its members, nor is it able to estimate the number of its members who may be from CLD backgrounds. However, VicSport was involved in the development of the CMYI "Playing Team Sport" and "Multicultural Resource Kit for SSAs". In 2001 VicSport produced a case study about ethnic groups and those from non-English speaking backgrounds, profiling Flemington Community Centre.

When asked to determine the effectiveness of the strategies, models or policies developed by VicSport in partnership with CMYI, VicSport stated that CMYI is more likely to have a perspective on the effectiveness or otherwise of these documents than it is. It also stated that it promotes CLD inclusive strategies, models and policies via its website and via referral when requests for such information is made from its membership.

VicSport does not currently offer any inclusive programs for people from CLD backgrounds, nor does it employ any staff with a focus on multicultural development. It has used the "Keeping Sport Fun and Safe" resource and actively promotes other inclusive resources and programs to its members.

6.2 WomenSport and Recreation Victoria

WomenSport and Recreation Victoria (WSRV) is the recognised peak body for women's sport and recreation in the state. Its mission of is to develop and support the aims of women in all aspects of sport and recreation. According to its website²¹, it does this through organising participation programs for women; undertaking research; sharing information; networking; lobbying; providing advice and support; promoting communication; and implementing a variety of initiatives to encourage more women to become physically active.

WomenSport and Recreation Victoria does not collect details regarding the cultural background of its members, nor is it able to estimate what percentage of its members are from such communities. One staff person is employed by WSRV with a multicultural development role and CMYI Information Sheets have been utilised as a reference for program development. Although it has not developed any inclusive sports policies for CLD communities, it does offer two programs for young women from newly arrived communities and ethnic backgrounds.

²¹ WomenSport and Recreation Victoria website: www.womensport.com.au

The first of these programs is a women's participation program that assists women to be more physically active. As a result of evaluating this program, WomenSport and Recreation Victoria became aware that whilst the program was successful, it was not attracting women from CLD backgrounds. Consequently, the program was modified so that it would more effectively meet the needs of women from CLD backgrounds.

This program is run by staff within the organisation and is considered to be moderately successful by WSRV. It is promoted via local government authorities in the target communities, i.e. City of Greater Dandenong (Springvale) and City of Melbourne (Kensington and Carlton) as well as through community centres, AMES and the WSRV website. Another major partner in the program is the Victorian Multicultural Commission.

There are currently 50 women from CLD backgrounds involved in this program, with an additional 800 non-CLD women also involved. The major success of the program, according to WSRV is that women now have a greater understanding of the importance of physical health to their lives and recognise that physical activity does not necessarily equate with competitive sport. The most difficult challenges have been to encourage CLD women to commit to the program and turn up each week. Consequently WSRV staff have learned to be persistent. At this stage WSRV has been unable to determine whether or not there has been an increase in participation by people from CLD communities.

The second program conducted by WSRV targets 30 young CLD women who attend Broadmeadows Secondary College. Its purpose is to improve the motor skills of young CLD women through physical activity, using soccer as the medium and using relevant cultural role models such as Afifa Said. Partners involved in this project include WSRV, Hume City Council, Broadmeadows Secondary College and AMES.

The most challenging aspect of the program has been to seek the ongoing support of a teacher to assist with the organisation of the students; once again persistence has been required by WSRV staff. At the other end of the spectrum, WSRV identifies the enthusiasm of the young girls towards soccer and the fact that the young women are now forming their own soccer competition as the major successes of the program. Another very pleasing aspect is that Hume City Council has taken ownership of this project and is expanding the concept to other schools in the municipality.

7.0 Sports Clubs - Models of Inclusion

7.1 Cricket – Southern Pirates Cricket Club (Dandenong)

Based in Dandenong, the Southern Pirates Cricket Club estimates that between 10-19% of its players are from CLD backgrounds, although it is not sure of exact numbers as it does not collect this type of information.

The Southern Pirates Cricket Club provides two very important initiatives that make it easier for young people of all backgrounds (including CLD) to join its club. The first of these initiatives is to provide second hand equipment and uniforms for juniors, sourced from older players when uniforms no longer fit or when equipment is no longer suitable. The second initiative is to waive membership fees of any family that legitimately cannot afford to pay. Each of these strategies has been highly effective in attracting and retaining CLD members and ensuring the long term survival of the club. In fact these strategies have been instrumental in increasing the number of junior sides from one team three years ago to five teams this year. The moving of the Under 11 team to a Friday night twilight competition has also been successful.

Perhaps the major challenge encountered by the Southern Pirates Cricket Club is getting the parents of junior cricketers from CLD backgrounds involved in the sport. Although parents are generally happy to come along to presentation nights, they rarely become involved in any aspect of administration. Understanding by parents of the Australian sporting culture and the commitment involved in being part of a team has also been a challenge for the club. Occasionally if a young cricketer from a CLD background has misbehaved, his parents will prevent him from playing cricket for some time.

The club representative surveyed said that it was difficult to attract CLD parents to social events such as BBQs because many families cannot eat traditional Australian BBQ food such as pork sausages. Similarly, cultural and religious differences have made it difficult for the club to attract young women. In fact, there are currently no females at all playing for the club.

Another challenging aspect for the club is attracting young people from countries where cricket is not played. Young people from Sri Lankan, Indian and Pakistani backgrounds are naturally drawn to the club as cricket is played widely in their country of origin; however it is much more difficult to promote the sport to young people from other Asian and African backgrounds.

In the past, the club has sent volunteer coaches to schools with a high percentage of young people from CLD backgrounds. This has worked well in attracting new members, but the club is finding it increasingly hard to find volunteers to undertake this role during school hours and does not have the money available to pay coaches.

7.2 Football – Parkside Junior Football Club (Maribyrnong)

Approximately 10-19% of Parkside Junior Football Club's membership is made up of young males from CLD communities such as Sudan, Croatia and Lebanon. The exact number is unknown as the club does not record this information. To date the club has not developed any sports inclusion policies to attract CLD members as it has not had the time to do so. However, it is about to implement two programs in conjunction with the Western Region Football League.

The first of these programs is the Good Sports Program, targeted at both parents and players to provide information about acceptable behaviour related to participation in football as a player and a spectator. The second program aims to educate players about the need to stamp racism out of sport and to provide a welcoming club environment for people from CLD communities.

These programs have been promoted to players and their parents through the club newsletter and via coaches at football training sessions. The club itself will coordinate the program, using resources supplied by the Western Region Football League and the Australian Football League.

Administrators of the club have not yet used any of the multicultural resources available, nor have they appointed any staff or volunteers with a specific multicultural development role.

Some of the major challenges experienced by the club when working with young CLD males is that none of the families read their newsletter, hence miss out on information about social events, etc. Another key challenge in attracting young people from CLD backgrounds is the lack of familiarity of the sport. Despite running football clinics at local schools, soccer still appears to be far more attractive to this group because they may have played or had exposure to it in their country of origin. The club is working one on one on an informal basis with existing CLD males to encourage them to bring their friends along to training.

Language is also another major barrier. Only young people from CLD backgrounds with relatively good English oral skills have joined the club. Those with poor language skills have not approached the club to join.

7.3 Tennis (A) – Yarraville Tennis Club (Maribyrnong)

Located in Maribyrnong, the Yarraville Tennis Club has been successful in attracting up to 80 Vietnamese players to its club (about 33% of its membership). The majority of these Vietnamese players are aged from their mid twenties through to around fifty years of age; ninety-five percent of them are male.

No policies or programs have been developed to attract CLD players as the club has not seen the need for such an action. What the club does provide is a welcoming environment for the Vietnamese community and encouragement to develop their tennis skills. The tennis facilities available at the club are excellent and the location of the club is conveniently located close to the homes of many of this group. Coaching is also available six days per week.

Whilst many of the Vietnamese men choose to play social tennis at the club, particularly on a Sunday afternoon, there are some who play tennis at the club up to five times per week. There are now two Vietnamese teams taking part in the Tennis Victoria Pennant; a tennis competition played throughout metropolitan Melbourne. There is also one junior player in a team and several being coached. The success of these tennis players has inspired other Vietnamese people to join the club.

Yarraville Tennis Club promotes its facilities and programs via community newsletters and school newsletters. Occasional school clinics are also conducted in the community. Word of mouth has been the most effective form of promotion to attract Vietnamese players.

One of the biggest challenges is integrating the group of Vietnamese people into club activities. According to the club, the Vietnamese tennis players only want to play the game; not be involved in club administration or social events.

7.4 Tennis (B) – Burden Park Tennis Club (Dandenong)

Located in Dandenong, the Burden Park Tennis Club has an estimated CLD membership of over 40%. Like all other clubs surveyed as part of this project, it does not collect information about the cultural backgrounds of participants.

Burden Park has developed a number of successful strategies to attract young people from CLD communities. The first of these strategies involves providing uniforms for players. This strategy was initiated in response to the fact that many new players could not afford / did not turn up in appropriate tennis attire. The tennis club approached the local RSL, who then agreed to cover the costs of uniforms as part of a sponsorship arrangement. The provision of uniforms has also created a sense of 'team belonging', according to the club.

The second strategy involves the development of a voluntary transportation roster. Parents, who are able to or willing to provide transportation to and from tennis venues, place their name on a roster. The third strategy developed by Burden Park Tennis Club involves the translation of information about its annual open day into three different community languages. Flyers are then distributed to local shops and schools. The annual open day generally attracts one or two new members from CLD communities each year.

One of the major challenges involved in providing tennis opportunities to the CLD community for Burden Park is the reluctance of parents to get involved. Poor English language skills have been identified as the main reason for this. Similarly, lack of exposure to tennis in the potential player's country of origin is cited as another key obstacle to overcome. This lack of exposure to tennis not only means that the young person may not understand the rules of the game, but they are unlikely to have learned the skills required of the sport. Therefore when they start tennis, they are beginners, even though they may be somewhat older than other beginners at the club. This can prove to be a quite frustrating experience. Approximately five years ago language seemed to be a significant barrier, however the club believes this is not such a deterrent any longer.

The location of the Burden Park Tennis Club (in an area with a significant CLD population) is considered to be a key reason why it attracts such a high number of people from CLD backgrounds. Also, the fact that the club offers social tennis is a major drawcard, particularly amongst Asian residents. However the most effective way of attracting young people from CLD backgrounds is through word of mouth and allowing young people to bring along a friend.

Burden Park Tennis Club is considering approaching a number of key ethnic groups to offer court hire for social tennis during the day.

7.5 Volleyball – East Side Hawks Women’s Volleyball Club (Dandenong)

The East Side Hawks Women's Volleyball Club, situated in Dandenong, currently has six players from CLD backgrounds (or just under 10% of its membership). The majority of these young women from CLD backgrounds were born in Eastern European countries such as Croatia, where volleyball is strong. The club's coach has strong connections with the Serbian and Croatian communities and a number of committee members are from Eastern European backgrounds. In addition, there are also a few girls of Asian descent playing volleyball at East Side Hawks Women's Volleyball Club.

In order to attract young women to play volleyball, the club currently operates programs which are open to all young women at both the Glen Eagle and Hallam campuses of Eumemerring Secondary College. These programs, which attract an average of 25 young women per session, are coordinated by the club president (who is also a teacher at the school). Of the young women from CLD communities who participate, a few tend to join clubs once the program has ceased. The major challenge with this program relates to integration. Because the school is relatively small and there are clearly defined friendship groups who take part in the program, anyone who is not part of the friendship groups involved finds it hard to feel like they are part of the team.

In order to overcome this challenge and to diversify its feeder base, the club intends to implement a primary school program in November of this year. This program will target girls between 9 to 11 years of age in 12 local primary schools. It is not expected that friendship groups will be such an issue in this age group, with girls not being excluded because of who they are or are not friends with.

Of all of the resources listed in the survey, the East Side Hawks Women's Volleyball Club has utilised the 'Keeping Sport Fun and Safe' guide. However, the club representative surveyed believes that more resources should be available to assist clubs to develop programs and policies to attract young people from CLD backgrounds. The club representative also believes that a greater awareness of the benefits of attracting young people from CLD backgrounds to clubs needs to occur.

7.6 Netball –Dandenong West Netball Club (Dandenong)

The Dandenong West Netball Club, which was formed this year, is made up of girls and boys from Dandenong West Primary School. There are currently two teams, with 9 players in each. Of the eighteen children involved, fourteen are from CLD backgrounds and four from non-CLD backgrounds. Ages range from ten to thirteen years of age.

A teacher at the school developed the two teams following the success of the school's inter-school netball competition held last year. A third team will be developed for next year's competition. The club is part of the Dandenong and District Netball Association.

The major challenge experienced by the teacher in charge of the team is communication with the families of the netballers. A strategy adopted by the teacher to counteract this challenge is to read notes to the children, ensure that they understand what it written and then ask them to translate the note for their parents.

Lack of parental support has also been an issue. To date the teacher in charge has not requested much of the parents, but will be placing bigger demands on parents next year for assistance with transportation. The teacher believes that many of the parents of the CLD young people do not understand netball, nor are they very interested in the game. Cost has not been a major issue for players and the fact that students play in their school sports uniform has ensured that uniforms have not been problematic.

A major success of the program is the enthusiasm of students and the fact that they turn up to every game. Teachers at the school have noted improved team work and sporting skills of players as well as an increase in confidence and self-esteem.

7.7 Basketball – Dandenong Basketball Association (Dandenong)

No basketball clubs in Dandenong, Maribyrnong or Shepparton were able to be identified by Basketball Victoria or the local government authorities involved in this project as providing inclusive environments for sport. It is suspected that a number of the clubs do in fact implement strategies related to uniforms, transport, etc that may assist all young people to participate in the sport. In the absence of a specific example, Dandenong Basketball Association has been selected for further research.

The Dandenong Basketball Association, based at the Dandenong Basketball Stadium, believes that over 40% of the people who use its facility are from CLD backgrounds. The Aussie Hoops junior development program operated by the Association attracts a high number of young people from CLD backgrounds, as does the Association's domestic basketball competition and the clinics it operates in schools and at the stadium. Whilst the Association has not developed any specific policies, strategies or models, it has been the location for a number of programs run by organisations other than basketball clubs. The Active Africa Program coordinated by Greater Dandenong City Council and Southern Health along with the Women in Basketball program coordinated by Basketball Victoria are two examples of external basketball programs for CLD communities operated at the Stadium.

Staff at the Stadium have not used any of the multicultural resources currently available and do not have multicultural development as a focus of their employment contracts. Staff believe that after school basketball competitions held at the Stadium work well and manage to attract reasonable numbers of young people from CLD backgrounds. Potentially a primary school basketball competition could also be held at the stadium, following clinics at schools or at the stadium.

7.8 Soccer – Dandenong City Soccer Club (Dandenong)

Based in Dandenong, the Dandenong City Soccer Club estimates that between 30-39% of its membership is made up of people from CLD backgrounds. Although it doesn't keep exact records of the cultural backgrounds of its members, the club representative surveyed believes there are currently 38 different nationalities playing soccer at the club.

The club doesn't offer specific programs for young people from CLD communities, however it does implement a range of strategies to both encourage and support this group. The club has recently introduced social events such as BBQs after games in a bid to be more welcoming to existing and potential members and their families.

The club feels that because of the situation many of the young people from CLD backgrounds may have experienced in recent years, such as detention camps, wars, etc, many of the young people are withdrawn and introverted and find it difficult to communicate effectively with coaches and players. In an effort to address this issue, the coach monitors young people from CLD backgrounds on a weekly basis and offers one-on-one assistance as required. Interpreters are used to assist when language is a barrier to communication.

Three more generic barriers identified by the club include lack of funds of some families to pay fees; lack of transport by some families to attend games; and the inability of some families to afford soccer uniforms and equipment.

8.0 Case Studies

8.1 Resources – “Beyond the Boundary”

This document, produced by Cricket Victoria, is designed to outline to cricket clubs and associations the benefits of adopting an all-embracing policy. These benefits include:

- Increased club membership
- Financial benefits
- Greater awareness of clubs
- Additional volunteers
- Welcoming club environment
- Family friendly atmosphere
- Increase skills of club members
- Greater utilisation of club facilities
- Rejuvenation of club
- Positive contribution to community health and well-being

It also lists some guidelines to explain how clubs can achieve an all-embracing club:

- Provide a comfortable physical and emotional environment
- Publicise that the club is welcoming to everyone
- Establish a club welcoming committee
- Do not tolerate offensive behaviour or harassment
- Develop and implement anti discrimination policies
- Adopt and display All-Embracing Charter
- Educate club member of the benefits of including everyone
- Adapt and modify games where possible
- Provide a range of social and competitive opportunities
- Encourage people to take on other club administration functions
- Minimise financial strain by offering discounts, monthly payment plans and second hand equipment
- Expand promotional activities to include other community outlets
- Improve marketing material
- Review registration procedures
- Consider developing transport systems

Some of the barriers encountered by under represented groups such as:

- CLD communities
- Older adults
- People with a disability
- Indigenous people

are also outlined in the report. These barriers include:

- Transport
- Costs
- Timetabling of games
- Lack of information
- Perceptions
- Lack of role models

Additional barriers specific to CLD communities are also identified:

- Lack of awareness of cricket
- Lack of awareness of club activities and opportunities
- Cultural and religious differences
- Lack of parental support
- Language
- Club not seen as culturally relevant
- Perceived potential threat or previous experience of racial prejudice
- Past experiences of feeling unwelcome
- Isolation of CLD groups in the community
- Different cultural practices or values in relation to women's participation in sport and physical activity
- Lack of familiarity with club structures and benefits

The report includes a number of case studies, demonstrating where specific cricket clubs have been able to embrace traditionally disadvantaged groups and integrate them into their cricket club. In addition, the report highlights the need for developing partnerships with Migrant Resource Centres and schools (such as English Language Schools) and to offer programs where young people from CLD backgrounds generally congregate, i.e. schools, youth groups, festivals and ethnic organisations.

This document has potential to be slightly modified and used by a variety of State Sporting Associations both as a framework for operation and as an educative tool to assist their affiliated clubs to become more inclusive of traditionally disadvantaged groups, such as those from CLD backgrounds.

8.2 Programs

8.2.1 Bridging the Gaps with Basketball Program

Initiated by a worker from the Northern Migrant Resource Centre in Preston in January 2004, is an innovative program, providing opportunities for young people from CLD backgrounds to play basketball. This worker noticed a number of Somali born youth hanging around Banksia Basketball Stadium who wanted to play sport, but didn't have the resources to do so. She distributed a notice to Banksia Secondary College, asking for interested young people to meet with her one lunch time to discuss the possibility of establishing a basketball program for young CLD men. Not only was she met by enthusiasm by young men from CLD backgrounds, but also by young Aboriginal and Australian born men, as well as young women from each of these backgrounds.

With the assistance of members of the local police station who volunteer their time to coach the players, and a VicHealth grant, the "Bridging the Gaps with Basketball Program" was established. Four teams (three boys teams and one girls team) made up of young people from Somalia, Sudan, Zambia, Tonga, Fiji, Vietnam, China, Philippines, Croatia and Australia are currently playing in the Eastern District Junior Basketball Association. Funding obtained from VicHealth is used to buy uniforms, pay registration fees and pay for a bus driver who not only drives young people to their away games, but also acts as scorer. Young people are responsible for paying their game fee each week, although in some circumstances those who can afford to, or the police coaches themselves, will pay the fees of other players who cannot afford to do so.

One of the major challenges experienced by this program is the ability to attract ongoing funding. Considerable time is spent submission writing in an effort to obtain the funds necessary to cover the cost of uniforms, transport and registration fees. Other challenges relate more to attitudes and understanding what it means to be part of a team. Some of the young players have had to learn, through unsuccessful visits to the tribunal, that not every call against them in a game has a racial basis to it. Others have had to learn a sense of responsibility and team work,

eg you must either turn up each week to play, or at least let your team know if you are unable to play, otherwise the game does not go ahead and you have let your team down. Unfortunately no young Muslim women have joined a team, despite efforts to attract this group. However, VicHealth has supported in running a Dance Program at Preston Girls Secondary College through which we hope to engage some young Muslim women

In order to overcome some of these challenges, the Northern Migrant Resource Centre has attempted to run anger management classes, coaching courses and refereeing courses, with various degrees of success.

Although player numbers fluctuate each week, the project worker has noticed some significant changes in both the skills of the young people playing basketball and in their overall attitude and behaviour. Strong friendship bonds have developed on the court and have continued at school. One young girl who was particularly shy and withdrawn was made captain of her team and has thrived on the sense of responsibility that this position entails. Some young men in particular have learnt through visits to the tribunal that over reacting does not achieve their desired outcome. Other young people, who are taught by one of the teachers involved in the program, have improved their performance and behaviour in this particular teacher's class and are working with the teacher to raise funds to develop a purpose-built gymnasium.

Another stadium based basketball program has been established in Coburg, featuring two girls' teams and one boy's team. Future plans include the establishment of AFL Football programs in the region and perhaps even a soccer program.

A key outcome of the Bridging the Gaps with Basketball Program, according to Rhonda, is that if or when these young people eventually have children, they will know how to access sport for their offspring and will not be faced with the same challenges that they and many other newly arrived young people have faced. As their own parents need to give greater priority to settlement issues (eg. housing, employment and education) the program provides an avenue for physical and social interaction. She said that one of the major reasons the program has been so successful is the fact that the participants enjoy the challenge of playing basketball as part of a team, against other teams. The kids have experienced a change in attitude to police and a sense of team and friendships that wouldn't

have happened off the court. She sums it up by saying, "These kids don't want to be refugees any more; they just want to play sport like other kids."

8.2.2 Carlton Youth Football (Soccer) Club

Managed by the Carlton Parkville Youth Services (YMCA) in partnership with volunteers from Trinity College at Melbourne University, and funded by the City of Melbourne is the Carlton Boys Football Club. Participants are all under the age of sixteen and come predominantly from the Horn of Africa, although there is one player from each of the following countries: Turkey, Vietnam and the Pacific currently involved in the program. For the first time this year, the team has been accepted into the Victorian Soccer Federation Northern Competition. The team trains and plays its home games at Coulson's Reserve in the City of Yarra. Away games are played throughout the northern suburbs of Melbourne.

Young men who attended the Carlton Baths (YMCA) free indoor soccer competition on Sunday evenings were approached several years ago to see if they would be interested in joining a mainstream soccer competition, supported by Carlton Parkville Youth Services. The program was initially funded with VicHealth funding and involved teams being established at each of the major housing estates in the area. Unfortunately due to lack of volunteers, this program did not last long. However, Carlton Parkville Youth Services has managed to resurrect the program, using young people from just one housing estate. Additional funding is provided by VMC under the Adult Migration Education Service.

Funding is currently used to buy uniforms, pay for transport, pay for registrations, fund social events, purchase trophies, provide equipment, offer first aid training to YMCA staff and to fund school holiday soccer clinics. There are plans in place to establish another team for slightly older young men.

The young men playing soccer through this program have improved their fitness and health through regular participation in training and games. They have also developed a great sense of team pride and enjoy belonging to a team and wearing the team uniform. Furthermore, they are proud of the fact that they have reached the standard required to be part of the Victorian Soccer Federation Northern Competition. General knowledge of men's health issues has been increased as a result of Carlton Parkville Youth Services bringing in a number of speakers to address participants on such issues. High profile soccer players have also been brought in to speak with and encourage the young participants.

Some of the challenges encountered through the program relate to racism by other teams and violent behaviour by some members of the Carlton Youth Football Club. Several trips to the tribunal have been useful in terms of players understanding the boundaries and limitations of their behaviour. Despite efforts to attract parental involvement, the lack of parental support, remains as a major challenge for the club. Parents do not attend games, do not wash the uniforms, do not provide any funding for game fees and provide no transportation for players – all of this is considered to be the responsibility of the Carlton Parkville Youth Services and the volunteers from Trinity College. Sustainability of the program is therefore heavily reliant on both grants and the support of community based organisations and volunteers.

8.2.3 African Girls Basketball Team

The African Girls Basketball Team is auspiced by the Carlton Neighbourhood Learning Centre in partnership with the Carlton Baths (managed by the YMCA). This team has been operational for two years and was initially established by contacting interested young women from upper secondary school age groups who attended the Carlton Baths on Sunday evenings women's only sessions.

The team currently trains on Sunday afternoons at the Carlton Baths during the women's only sessions. The Baths are staffed only by females during this time and windows are blocked out to prevent anyone from outside peering in. The team plays on Tuesday evenings in the Coburg Indoor Basketball Competition – women's division.

Usually the program is funded through a Melbourne City Council youth grant; however, until such a grant is made available again, the Carlton Baths has taken on the program. Funding is used to buy uniforms, pay the African coach, purchase balls, pay registration fees, fund social events and to provide transportation for players.

Carlton Parkville Youth Services staff believe a key success of this program is the fact that African girls (many of whom are Muslim) are actually playing a team sport in a mainstream competition. The health and fitness levels of these young women have improved, as have their sporting skills.

Parental support is a major challenge for this team, with parents not attending games and not providing any monetary support for the young girls. There has

been family resistance in some cases to young women wanting to be involved in the program. Another issue has been violent behaviour on the court. Carlton Parkville Youth Services are dealing with this issue by running a short violence and anger management course shortly for participants, which will also have a focus on domestic violence issues.

8.3 Employment – Football Victoria

The Australian Football League (AFL) has employed a Multicultural Project Coordinator in April 2005 to specifically promote its sport to the multicultural community. The position was created following discussions between the AFL, Football Victoria and the State Government (Department for Victorian Communities) about the need to engage people from CLD backgrounds into football. The Government funding is for the 2005-2006 financial years.

Based at the AFL Headquarters at Docklands, the project worker's key roles are to:

- Introduce CLD people to one aspect of Australian culture through Australian football
- Engage communities in football from both a participatory aspect and as supporters of the game
- Influence community based football leagues and clubs to embrace multicultural diversity
- Develop an effective multicultural development program which can be rolled out in other states in conjunction with AFL clubs
- Attract corporate funding

The Multicultural Project Coordinator position is currently funded by the Department for Victorian Communities in partnership with the AFL. The specific target groups which the Multicultural Project Coordinator attempts to reach are:

- Newly arrived migrants and refugees who have been in Australia for less than five years
- More established migrant communities who face social and economic disadvantage as identified by Social and Economic Indexes for Areas (SEIFA)
- Multicultural groups in which Australian football is not well known

In order to reach his target groups, the Multicultural Project Coordinator has developed partnerships with local government authorities, multicultural agencies such as the Centre for Multicultural Youth Issues, English Language Schools and schools in areas where there are large populations of CLD people.

Although this position has only been operational for just over four months, some of the benefits the Multicultural Project Coordinator has identified as a result of the establishment of his position are:

- Level of interest from multicultural groups has been very encouraging
- Community leaders are able to see the benefits of partnering with the AFL in terms of community capacity building

Some of the initiatives undertaken so far include running pilot football programs in schools where there are high numbers of young people from CLD backgrounds and taking people from CLD communities to AFL games. Much of the Multicultural Project Coordinator's work involves the development of networks and strategic partnerships.

The Multicultural Project Coordinator believes that the Strategic Plan, which is being developed in association with his position, will allow the AFL to take a planned approach to promoting and developing football within CLD communities, rather than leaving things to chance as a result of not understanding the specific needs of CLD communities. He believes that CLD communities are responding well to the creation of the position as people feel that they now have a contact within the organisation who understands the issues that they have faced and continue to face as newly arrived migrants or refugees. Furthermore, he believes that the learnings that have applied from the earlier wave of European settlement can be applied to more recently arrived migrants and refugees in terms of football promotion.

Some of the challenges encountered thus far include the ability to document the strategic plan and to implement the proposed strategies contained within it. Convincing main stream football leagues of the benefits of multicultural diversity can also be a hurdle, as can the current international political climate in respect to certain people from CLD communities.

Should the position and strategic plan succeed in the way it is intended, the Multicultural Project Coordinator believes that the AFL will have developed an excellent multicultural development employment model which could be replicated by other State Sporting Associations as well as other football organisations interstate.

9.0 Analysis and Discussion

9.1 State Sporting Associations

The seven State Sporting Associations (SSAs) interviewed as part of this project are all at various different levels in relation to the development of sports inclusion policies for CLD communities. Cricket Victoria's 'Beyond the Boundary – Resource Kit' along with Football Victoria's 'Bouncing Racism Out of Sport' are two policies that have been developed by this sector. Netball Victoria has attempted to incorporate inclusive practices into some of its activities such as its Member Protection Regulation and workshops.

Cricket Victoria's 'Beyond the Boundary' could be rewritten to be slightly more generic and then distributed to all SSAs. A shorter version of the document could then be printed and made available to all affiliated clubs, perhaps as a brochure or as a poster. External funding would obviously be required for this.

As an alternative to information / education, all of the seven associations, with the exception of Cricket Victoria, has implemented or is in the process of implementing some form of program (rather than education) for young people from CLD backgrounds, usually through the school environment. Each of these programs is providing the SSAs with valuable information about benefits, successes and challenges of working with CLD communities. The next step is to ensure that the learnings obtained are used to inform policy and other programs and to provide affiliated clubs with useful and relevant information.

What is apparent from the examination of the seven SSAs and the sporting clubs involved in this project is that many of the multicultural resources produced by the sport and recreation industry are not being used by either party. These resources have much to offer clubs and associations, hence it would be useful to re-examine distribution processes used for these resources. Additional promotion of existing resources may be necessary and perhaps even a reprint of some (even as an abridged version). New resources may also be required from time to time.

At the same time, a number of the club representatives consulted as part of this project seem to be unaware of policies or programs being implemented at the SSA level. Consequently valuable information relating to sports inclusion for CLD communities may not be utilised or implemented by clubs.

Cricket Victoria clearly identified some of the difficulties in translating policy into practice by clubs and associations. Firstly, lack of resources (eg time, staff, money, skill levels, etc) by both clubs and SSAs makes it difficult to implement new initiatives. The development of partnerships with agencies and groups who can provide the necessary support is seen as critical if sports inclusion for CLD communities is to become more prevalent. Secondly, the attitudinal and behavioural changes required by clubs and its members to operate more inclusively can take considerable time to develop. Thirdly, the need for a whole of community approach is necessary if sports are to be more inclusive of people from CLD communities. Communities, schools and clubs all need to work in partnership to ensure that sport is accessible and inclusive.

To ensure that policy is converted to practice, a small grants program funded by Department for Victorian Communities and administered through State Sporting Associations could be developed. The program could provide small grants of approximately \$3,000 to be used by sports club to run some form of sports clinic at a local school for a four week period. On the last week of the program (week four), the club could hold its clinic at its own facility. The purpose of this program is to introduce young people from CLD communities to a particular sport in a familiar environment and to then introduce the young person to the club environment once a level of trust has been developed. The final \$1,000 of the grant would be paid upon completion of a report outlining the success or otherwise of the program.

9.2 Local Government

None of the Councils surveyed collect statistics on the cultural backgrounds of people attending Council owned leisure centres, however, Maribyrnong has begun to collect information about the cultural backgrounds of participants. Nevertheless, it is difficult to estimate the percentage of CLD people who are physically active in these municipalities. Greater Dandenong City Council is the only one of the three municipalities that has developed a policy framework to guide both itself and clubs in the provision of physical activity opportunities for traditionally disadvantaged groups such as CLD communities. However, all three Councils have been involved in the development of specific programs for CLD communities.

Both of the metropolitan Councils employ staff with a multicultural development role; Shepparton does not. Multicultural resources developed by CMYI and other

organisations are not used to any great extent by these three local government authorities. There is perhaps an opportunity to develop local government specific resources.

In some instances Council officers seemed to be unaware of which clubs in his / her municipality provided inclusive opportunities for people from CLD communities. This is a difficult process to keep on top of due to the high turn over of club committee members and the lack of time of both Council staff and club committee members.

Local Government's key role in relation to sports inclusiveness for people from CLD backgrounds is to provide the sport and recreation infrastructure such as sports grounds, halls and aquatic centres. It is also responsible for the development of equitable and accessible policies and information about participation opportunities in relevant community languages.

9.3 Private Leisure Centres

Privately operated leisure centres in both Greater Dandenong and Maribyrnong, according to the staff surveyed, attract large numbers of people who appear to come from CLD communities. No policies or programs have been developed to attract this group as the need for such direction / actions has not been identified. Instead, the centres rely on CLD community members making individual contact with the gym themselves.

Genesis, the privately owned gym in Dandenong has been successful in attracting a number of Muslim women, due to the fact that it has a 'women's only area'. That being said, the gym does not actively seek out this group as members, instead relying on word of mouth from other participants and advertising that states that there is a 'women's only area' within the centre.

Northside in Shepparton is the only privately owned leisure centre surveyed that runs programs specifically for CLD communities. The programs are initiated periodically by a group of people from Iraq when they have received specific funding for leisure activities. This CLD approaches the leisure centre, meets with staff and jointly develops a program, i.e. same sex swimming or same sex group fitness classes.

Essentially the private gyms surveyed are not undertaking any specific strategies to attract CLD communities, primarily due to the fact that such a need has not been identified and the anticipated time and cost of such an action. Their approach to attracting CLD community members is generally reactionary as opposed to proactive. It is expected that people from CLD communities are attracted to these places as a result of location; price; the fact that family / friends attend; or a welcoming atmosphere - not the fact that specific programs are in place to attract CLD communities. Those members of the CLD community who are not comfortable with gym environments or do not have knowledge or experience with such centres are unlikely to have the confidence and willingness to approach a gym and take out / enquire about membership.

Other than promotion of the benefits of attracting people from CLD communities to their centres and educating fitness instructors about cultural requirements of people from CLD communities through organisations such as VicFit, there is no identified role for private leisure centres in this report.

9.4 Selected Leisure Organisations and Peak Bodies

The selected leisure organisations and peak bodies involved in this study, like SSAs, are all at different levels in relation to providing sports inclusive environments for young people from CLD backgrounds. The Victorian YMCA has developed a broad access and inclusion policy which aims to ensure that the YMCA considers cultural diversity in all of its programs and operations.

From a program perspective the Victorian YMCA has initiated a number of programs for people from CLD backgrounds in targeted locations in Melbourne. WomenSport and Recreation Victoria has also developed two specific programs to encourage participation by CLD women. The first of these programs is a women's participation program which focuses on increasing physical activity levels of women and the second is a schools based soccer program for young women specifically from CLD communities.

Fernwood Women's Health Clubs, a privately owned and operated franchise, although ideally set up to attract CLD women because of its women only membership, has not implemented any specific policies or programs to attract CLD women. Cost of joining the Club may be one of the inhibiting factors for a number of CLD women.

The role of government funded peak bodies such as the Victorian YMCA, VicSport and WomenSport and Recreation Victoria should be to extend their core services into supporting CLD communities to have access to sport and recreational opportunities. There should be a strong emphasis on policy development as opposed to the current focus on program development that some of these agencies are focussing on. Whilst program development has merit in terms of developing knowledge of good models, it tends to limit the resources of peak organisations and selected leisure organisations in servicing its broader membership. Another key role of peak bodies is to undertake an education role and to profile best practice through the development of seminars and resources such as booklets, posters and videos.

9.4 Sports Clubs

Despite contacting each state sporting association and local government authority as well as other relevant organisations such as Southern Health in Dandenong who are involved in this study, it proved extremely difficult to locate sports clubs with inclusive policies, models, strategies or programs.

In many instances, it appears that young people from CLD communities are taking part in the seven sports focussed upon in this study, but still participating in a school environment; through sports clinics; or through a leisure centre program, as opposed to a club environment. There may be several reasons why this is occurring.

Firstly, whilst many clubs recognise the value of attracting young people from CLD backgrounds to their clubs in terms of additional players and administrators; more effectively providing leisure opportunities for the broader community in which they are based; and increased income resulting in more participants, many clubs appear to be struggling to take the steps necessary to attract this group. Issues such as increased insurance premiums, high ground rentals, decrease in volunteers as well as general sports trends such as a decline in the number of people playing team sports all seem to be having an effect on clubs. In many situations, the limited resources of clubs appear to be directed towards surviving as a club in a reactionary manner, as opposed to proactively looking at ways to attract additional players and administrators.

Some of the clubs consulted as part of this project would like to attract people from CLD backgrounds, but don't have the volunteers to work in school environments or the funding to pay coaches to do so. At the same time, a number

of clubs stated that they simply don't have the knowledge / skills to attract such a group. In fact very few of the clubs consulted had used any of the multicultural and club based resources currently available through CMYI, State Sporting Associations and other organisations. This area may need to be addressed.

Secondly, young people from CLD backgrounds in many cases appear to be reluctant to contact a club directly to take part in a sport, even after exposure to that particular sport through school or community based programs. The reasons for this are many and varied. In some circumstances young people may not have had exposure to the particular sport in question in their country of birth, eg Australian Rules Football and hence feel more comfortable playing a more familiar sport such as soccer. Others, because of language barriers of their own and their families, may feel uncomfortable and uncertain about receiving directions from and communicating with coaches, team members and opposition teams. The fear of racial prejudice may also preclude others. Young CLD women quite often face additional barriers related to cultural and religious expectations. Neither the cricket club nor the football club consulted as part of this report had any CLD female players and in fact very few Australian born female players.

Cost and transport are seen as major barriers to participation in sport for many people, including CLD communities. Some of the clubs consulted as part of this project waive fees for families who cannot afford to pay and provide a voluntary rostered transport system to ensure that all players can get to their game. Uniform requirements have also been problematic for a number of young people from CLD backgrounds. Some of the clubs involved in this study provide uniforms for those who turn up to play. Whilst each of these initiatives is relatively simple to implement and not overly expensive, the impact can be significant.

Although the sample size of this project is very limited, it appears that clubs that have been most successful in attracting young people from CLD backgrounds seem to provide a welcoming environment in a location close to the homes of CLD communities and have ensured that essential information is translated into appropriate community languages. Other successful clubs seem to have worked through schools and other environments that are trusted by parents.

Sports clubs, due to their limited resources, need to be supported to develop sports inclusion initiatives for young people from CLD communities relating to issues such as cost, uniforms, communication, welcoming environments and transport. The grants program suggested in 4.1, as well as the development of partnerships with other community groups could be of assistance in this regard.

The issue of lack of familiarity of certain sports such as football, netball and cricket by young people from certain Asian and African countries and the lack of understanding by some parents of CLD young people is a more difficult issue to resolve. Immersion in Australian culture over a period of time is seen as one way in which these issues may eventually dissipate.

9.5 Other Key Stakeholders

Another key stakeholder in the provision and facilitation of inclusive environments for sports participation by CLD communities is State Government, particularly the Department for Victorian Communities. DVC is responsible for providing funding and resources to peak bodies, State Sporting Associations, local government (through planning and facility development grants) and indirectly to sports clubs (through facility grants). The project brief did not require the consultants to analyse current State Government practices in relation to sports inclusion for CLD communities, however, this section of the report identifies some potential directions for consideration.

Through the development of relevant policy and funding programs, DVC has potential to influence sports inclusive practices. In addition, the development of CLD specific resources in partnership with other relevant bodies is a key way in which State Government can improve access to sport and recreation by people from CLD communities. Potential initiatives that DVC could consider are: the development of a specific CLD work unit and program; the funding of a specific CLD peak body; funding conditions for peak bodies and SSAs with CLD sports inclusion policies listed as key performance indicators; funding of additional research; development of grants programs to assist clubs to be more inclusive; or the development of CLD resources.

10.0 Conclusion and Recommendations

The purpose of this report was to develop good practice models in relation to involving young people from CLD backgrounds in structured sport. Anecdotal evidence obtained from State Sporting Associations, Local Government Authorities, Peak Bodies and sports clubs as part of this project suggest that whilst it appears that a reasonable number of young people from CLD backgrounds are participating in sport, much of this participation is occurring outside the club environment. Trusted environments such as schools and programs conducted at leisure centres appear to be more likely to attract these young people than do regular sports club activities. Many young people from CLD communities and their parents are still reluctant to approach a club due to issues such as perceived racism, language barriers, culturally inappropriate activities, eg mixed sex activities / brief uniforms, possible alcohol issues, lack of transportation, lack of friends participating, etc.

Recognising that the sample size was limited, there were very few organisations surveyed that had developed specific policies, strategies or models in relation to sports inclusion. Some clubs have introduced specific initiatives concerned with transport, fees and uniforms; and others translate information into relevant community languages. Much of this assistance, whilst proving very valuable, appears to happen on an ad hoc basis as opposed to having an established policy or strategy in place. Club resources clearly limit the ability of clubs to implement such formalised processes. Hence it is fair to say that although various clubs have developed some excellent initiatives to attract young people from CLD communities, none of the clubs surveyed have developed a comprehensive and deliberate policy, model, strategy or program of sports inclusion.

The best example of resources developed by the organisations surveyed is the 'Beyond The Boundary' resource kit. Ideally this kit would be slightly modified and reproduced for all State Sporting Associations. The document has great potential to demonstrate to clubs how policy can be translated into practice, by offering practical solutions about how to overcome barriers.

The only organisations running programs were State Sporting Associations and peak bodies such as WomenSport and Recreation Victoria. Whilst programs can be very important and worthwhile, it is suggested that the role of SSAs and peak bodies should be focussed more on development of policy initiatives and

supporting clubs to facilitate programs in partnership with other relevant community groups.

Recommendations developed as part of a previous CMYI report, titled “Multicultural Sport Industry Report (2003) are still highly relevant to this project and strongly supported. In summary, these recommendations are:

- “That the Department for Victorian Communities continues to develop a coordinated and strategic approach to ensure greater participation in physical activity by people from culturally and linguistically diverse communities
- Promotion and implementation of culturally and linguistically inclusive policies for State Sporting Associations
- Further research into the sport and recreation needs of CLD communities”²².

In conclusion, it appears that if the sample of organisations surveyed is representative of the broader sport and recreation industry, there is still much work to be done to attract young CLD people to sporting clubs from both a policy level through to the practical grass roots level. Clearly there are some very good initiatives occurring at all levels of sports provision, but comprehensive good practice models are hard to find.

²² Garry Henshall & Associates – “Multicultural Sport Industry Report – CMYI” (2003)

In order to assist the ongoing development of sports inclusion practices for young people from CLD communities, the following recommendations have been made:

Specific Focus	Recommendations	Responsibility
Model Development	That the state government supports the establishment of a coordinating body to support the sport and recreation needs for people from CLD communities and to capacity build the sector.	State Government, Centre for Multicultural Youth Issues
Funding	That the State Government introduces a funding program for sports clubs, administered by State Sporting Associations, and coordinated by CMYI, to promote the development of sports inclusion policies and programs	State Government, State Sporting Associations and Sports Clubs, CMYI
Networks	That the recently established Multicultural Sports Network continues to be supported by the State Government and promoted widely to State Sporting Associations, Local Government and other peak bodies	State Government, Centre for Multicultural Youth Issues, State Sporting Associations, Local Government and Peak Bodies

Specific Focus	Recommendations	Responsibility
Education	That peak bodies and State Sporting Associations document and promote good practice examples of inclusive sports initiatives through booklets, newsletter articles, website articles and presentations	Peak Bodies and State Sporting Associations
Training	That CMYI provide training to organisation and individuals on sports inclusion initiatives.	CMYI
Multicultural Sports Initiative	That the State Government explores a financial partnership with VicHealth to jointly fund a Multicultural Sports Position at CMYI.	DVC/ SRV and VicHealth
Multicultural Sports Policy Officer	The State Government explore the establishment of a Multicultural Sports Policy Officer within Sport and Recreation Victoria.	SRV/ DVC