







Creating a safe, fair and inclusive sporting culture

Sporting organisations and their members, from the national to grassroots club level, work very hard to build and maintain safe, fair and inclusive environments in their sport.

But unfortunately not everyone 'plays by the rules'.

The Australian Sports Commission's 2010 Ethical and Integrity Issues in Australian Sport survey found a range of issues impacting negatively on sport in recent years including: racism and vilification; bullying; gender-based discrimination and sexual assault; poor parental and spectator behaviour; umpire and official abuse; homophobia and child safety issues.

It shouldn't be like this. Sport and recreation should be a place where you enjoy yourself, develop friendships, feel safe and have fun. It's not a place where you should be subjected to discrimination, harassment or abuse.

It is essential for sport and recreation organisations at every level to have effective risk management strategies in place to deal with inappropriate and unlawful behaviour, and effective procedures for managing complaints, so that a positive, welcoming and safe environment can be promoted and maintained.

We all have a role to play to make sure that this happens, particularly where children are involved.

This is why *Play by the Rules* is such an important initiative. Sure, it provides information, resources, online training and promotional campaigns, but it is so much more than this ...

It is an ethos or a way of thinking – that everyone involved in sport should be able to do so in an enjoyable, safe environment, free from discrimination, harassment or bullying.



Anyone involved in sport needs to understand their responsibilities in giving everyone a fair go. Respect, encouragement, equal opportunity for all regardless of their ability, race, colour, sexuality or gender – these are sporting fundamentals that are also protected by law.

Dr Helen Szoke – *Play by the Rules* Co-Chair
(and federal Race Discrimination Commissioner)



Play by the Rules is all about promoting and reinforcing the messages of safety, fairness and inclusion on and off the sporting field. It is an essential tool for every sporting organisation in Australia.

Craig Martin – *Play by the Rules* Co-Chair
(and Executive Director, Sport and Recreation Tasmania)



🔪 Playing sport should be inclusive, safe and fun. Play by the Rules is a great resource to help teams and organisations manage risks and maximise the benefits of involving kids in sport. 🔪

Megan Mitchell – NSW Commissioner for Children and Young People



Our story

Play by the Rules was first developed in 2001 as an interactive education and information website. Over the years, as more agencies have seen the need to support greater efforts to address issues around discrimination, inclusion and child safety in community sport and recreation, they have joined *Play by the Rules* as partners, and assisted by contributing funds, content and in-kind support.

These partners promote *Play by the Rules* through their networks, along with their own child safety, anti-discrimination and inclusion programs.

Our resources and online training are free, and available to everyone to help increase their capacity and capability to deal with these issues in sport.

Who uses *Play by the Rules*?

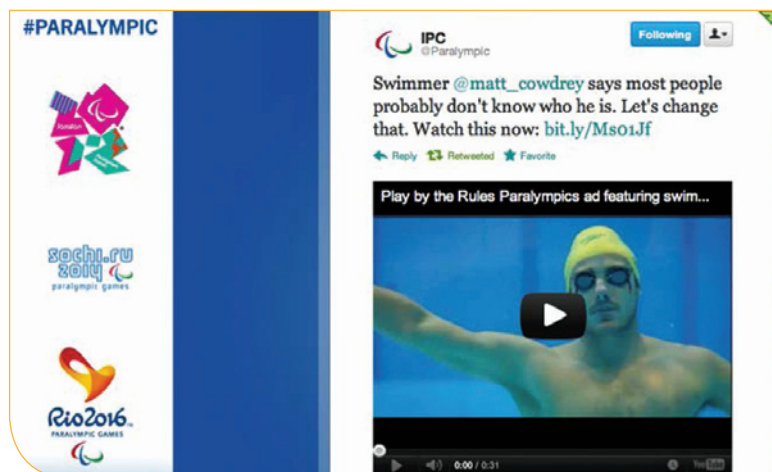
Sport and recreation organisations, equal opportunity agencies, child safety agencies, schools, unis and TAFE's, councils, the media and grassroots sporting administrators, officials, coaches, players, parents and spectators all utilise *Play by the Rules* in many different ways.

Play by the Rules has also established relationships with a range of government agencies, sports federations, national and state sporting organisations, associations and clubs to share and cross-promote information, programs and resources, link to wider sport and discrimination campaigns, and look at strategies to address current issues in the sports sector.

For example, we are a partner/supporter for:

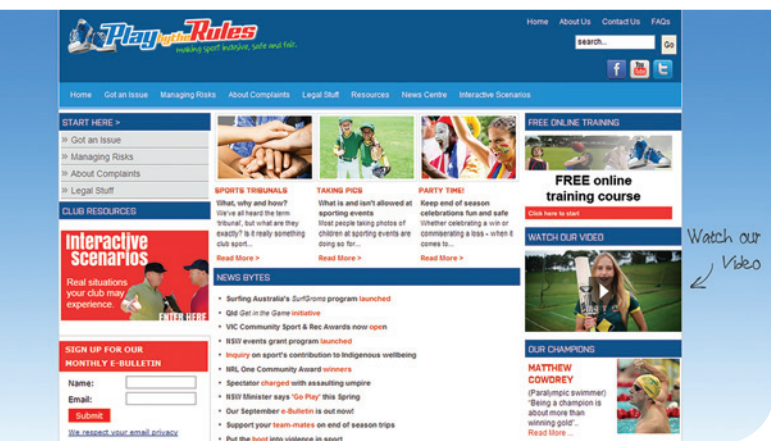
- VicHealth's Everyone Wins – Healthy Sporting Environments Project
- Australian Swimming's Inclusive Swimming Communities Initiative
- National Anti Racism Strategy
- No to Homophobia campaign
- Harmony Day
- Social Inclusion Week
- Fair Go, Sport!

Play by the Rules is also promoted directly to over 3700 leagues/associations, 30,000 clubs and 180,000 teams, through a partnership arrangement with SportingPulse; who have the biggest network of community sport league and club websites in the country.





What is Play by the Rules?



Watch our
Video

www.playbytherules.net.au

Our website is a comprehensive portal which provides the latest news, articles, events, tools and resources around safe, fair and inclusive sport. The site provides information on commonly occurring issues in sport, including what the law says about the matter, and provides practical ideas by your role (e.g., coach, official, player) about 'what to do now' and 'what to do next'. There's stuff on managing risks, dealing with complaints and template codes and policies for clubs to download and adapt for their own use. There's also fact sheets, guides and links on where to get additional help.

We're linking sport

The *Play by the Rules* logo features on thousands of national, state and local sporting organisations/club websites which directly link back to our website. Whether it's the AFL, Cricket Australia, Hunter River Dragon Boat club, Surfing Qld, La Trobe Volleyball Club, SA Water Polo, Softball WA, Motorcycling Australia, Kingsborough Little Athletics or University of Sunshine Coast, they all have our logo on their site.

Connecting online

Play by the Rules' strong presence on facebook, YouTube and Twitter and links to our partners' and many sporting organisations' social media and networking channels, has allowed us to exponentially increase our networks and exposure.



Giving you the news

Our free monthly e-Bulletin is distributed to thousands of subscribers, many who reproduce the bulletin and send it out through their own databases. Join the following organisations who do this already –

Australian Rugby League, Special Olympics Australia, Cycling Australia, NT Football Federation, NSW Squash, Masters Swimming Australia, Yachting Qld, AFL Qld, Tasmania Gymnastics, Capital Football or Geelong Touch Football Assoc. to name a few.

Articles, opinion pieces and media interviews on topical issues in sport are also regularly published online, giving *Play by the Rules* a presence in the press and on radio and television.

"We need resources"!

We've developed a range of free quality colour posters, flyers, postcards and cards which can be downloaded and printed out to put up around your clubhouse or included in sign-up/rego kits.





We also have large-sized posters available to download which can be printed out and put up in your stadiums or on fencing around playing fields. Many organisations that have done this already, including: Hockey ACT, Yachting Australia, LifeBelnt SA, Hockey NSW, ACT BMX, Diamond Valley Basketball Association, Mornington Peninsula Hockey Club, Wrestling South Australia and Inverell Tennis Club.

Make it an event!

The *Play by the Rules* National Manager and representatives in each state and territory have made presentations and promoted our resources at a range of conferences, forums, seminars and webinars. In 2012, these have included: NSW Little Athletics Conference, National Sporting Organisation forums, ASC social media webinar, Surf Life Saving NSW Conference, State Sporting Organisation breakfast and lunch seminars, Basketball WA Clubs Conference, and the Ten Pin Bowling Australia State Manager's meeting.

Many organisations also promote *Play by the Rules* and our resources at their own events or at shows or forums that they attend. For example in 2012: Sport and Recreation NT showcased our banners and resources at shows in Tennant Creek, Alice Springs, Katherine and Darwin; the WA Equal Opportunity Commission promoted us at their International Women's Day breakfast; and our resources were distributed at the AFL Coaches' Conference and the Swimming Australia Coaches' Conference.



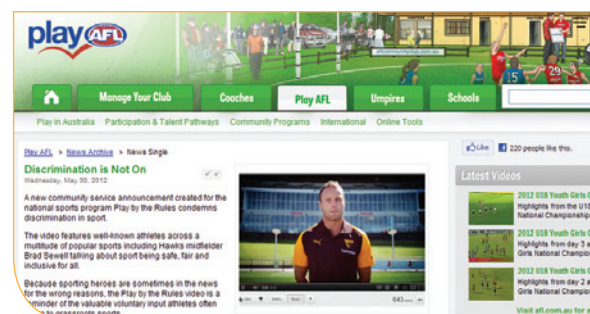
Watch out for us

Our *Play by the Rules* radio and television community service announcements have been very effective in extending positive sporting messages about racism in sport, respect for women, inclusion in sport, parents not yelling at kids or referees, more broadly to the general community.

The videos have received extensive airplay on free-to-air and Pay TV and radio networks and feature many of our national sporting icons, including: Adam Goodes,

Jonathan Thurston, Ellyse Perry, Adam Gilchrist, David Pocock, Brett Emerton, Alicia Coutts, Matt Cowdrey, Sally Fitzgibbons, Ric Charlesworth, Brad Sewell, Lucas Neill, Kyah Simon, Saia Faingaa and Michael Milton.

Many sporting organisations and athletes have promoted the CSAs on their websites, through their own social media channels and at their events, including the AFL, Football Federation Australia, Australian Rugby Union, Swimming Australia, Hockey Australia, Sydney FC, Qld Reds, Greater Western Sydney Giants, Canberra Raiders, ACT Brumbies, Hockey ACT, AFL Tasmania, Nth Qld Cowboys, Cricket Australia, Canberra Capitals and the International Paralympic Committee.



These sportspeople are role models across some of the major sporting codes. Their messages of equality, inclusiveness and non-discrimination in sport will resonate with kids and adults alike across the sporting fields and recreation clubs around Australia.



Yvonne Henderson – WA Equal Opportunity Commissioner



🔧 The online training takes about an hour and provides essential information on rights and responsibilities for volunteers and members of sporting clubs and organisations. 🔧

Michelle Hanley – Risk Manager, Football NSW



Education is *the* key

Play by the Rules has developed a free, interactive online training course for coaches, administrators, officials, players, parents and spectators on 'Child Protection' and 'Harassment and Discrimination' in sport.

The two course modules provide information to help people understand:

- what discrimination, harassment and child abuse is
- their rights and responsibilities under equal opportunity and child protection laws
- when, where and how to report incidents
- how to establish a welcoming and inclusive environment at your club or organisation.

The course is short, user-friendly and features the latest interactive technology, including case studies, practical scenarios and quizzes. Users who successfully finish both modules can print a certificate of completion (which is a requirement for Member Protection Information Officer (MPIO) training).

Get interactive

Play by the Rules also offers short interactive scenarios on topical issues and challenges occurring in sport, including disability inclusion, abusive coaches and team selection. These scenarios let you explore your understanding and beliefs about issues as well as provide practical tips about inclusive, safe and fair sports practices and procedures.

Sport integrating our training

Many national and state sporting organisations, clubs and associations require their officials, coaches and members to complete our online training. For example:

- Diving Australia requires its coaches to do our course for their accreditation.
- Basketball Victoria requires all staff and board members to do our course.
- Every NSW coach, player, umpire, manager and scorer must complete our course to take part in the National Softball Championships.
- Football Federation NSW promotes our course to all clubs and members.
- Australian Rugby League Development uses our CSA as part of their parent education online module.
- Many others such as Bowls Victoria, SA Cricket Association, Hockey ACT and Softball NSW all promote the online training course via their websites.

Making it compulsory

Many state and territory departments of sport and recreation have made completing our online training course a requirement within their peak sporting organisation funding agreements and/or encourage them to promote our resources and training to their members. For example:

- A core part of the funding agreements with all Northern Territory's Peak Sporting Organisations is for all coaches, officials and administrators to complete our course.
- Tasmania has the use of *Play by the Rules* included in funding agreements with a number of sports.
- In South Australia, it is a requirement that all clubs have the *Play by the Rules* logo on their websites, and it is locked into the funding obligations that State Sporting Organisations must ensure that all state level coaches, team members and officials do our online training.





Is it *effective*?

Through harnessing the combined knowledge and networks of the sport and recreation and anti-discrimination sectors, *Play by the Rules* has worked to influence attitudes and create positive cultural change in sport and recreation environments.

Extensive surveys conducted with over 570 people in the Australian sports industry in early 2012 have shown that there is:

- very good recognition of *Play by the Rules* and its values;
- high satisfaction with the website;
- high levels of perceived effectiveness, and;
- excellent market penetration.

In ongoing surveys on the effectiveness of our interactive scenarios (currently 1500 responses) which ask if the information was useful to peoples' role in sport, and if it improved their understanding of an issue – over 92% agreed that it did.

Over 55% indicated they would use our scenarios in the future to assist their club in dealing with an issue; and over 63% would use them in training and development for their coaches and officials.

Play by the Rules is now clearly seen by the sport and recreation industry as the pre-eminent program to deliver news, resources, online training and national media campaigns around safe, fair and inclusive sport to individuals and organisations.

While progress has been made, we understand that the key is to be vigilant and persistent; to constantly educate on what is and isn't acceptable behaviour; and to draw attention to these issues whenever they occur so that positive cultures are engrained and reinforced in sport.

Figure 1: Perceived effectiveness of *Play by the Rules*

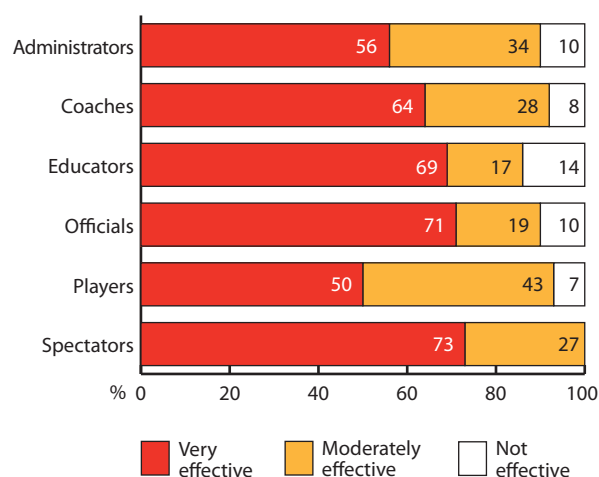
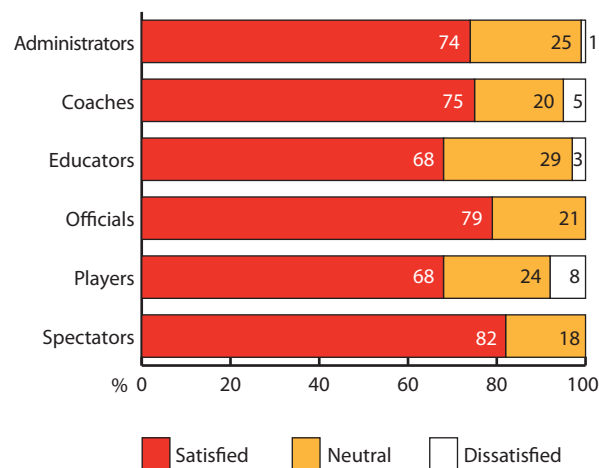


Figure 2: Satisfaction with the *Play by the Rules* website



“The Australian Sports Commission has been a strong supporter of the Play by the Rules program for many years and recognises its effective role in working to create positive behavioural change around issues related to ethics in sport.”

Simon Hollingsworth – CEO, Australian Sports Commission



Contacts

Email: admin@playbytherules.net.au

PO Box 176
Belconnen ACT 2617

Website and e-Bulletin sign-up: www.playbytherules.net.au

Online Training Course: www.playbytherules.net.au/interactive-scenarios/free-online-training

Facebook: www.facebook.com/pages/Play-by-the-Rules-making-sport-inclusive-safe-and-fair/340348440293

YouTube: www.youtube.com/user/playbytherulesport

Twitter: <https://twitter.com/olipa>

Our partners



Help to spread the word about **Play by the Rules**
and contribute to making sport safer, fairer
and more inclusive . . . everyone has a role to play.

