



# BE THE CHANGE!

A coaching resource promoting equal and respectful relationships and preventing violence against women

**YOU&I**

## ACKNOWLEDGEMENTS

The Be The Change! resource provides information for Australian football club coaches to assist in promoting gender equality and respectful relationships amongst their players. This resource was developed for football club coaches as a part of the YOU&I initiative, however, the information is also relevant for other local sporting club coaches. Information within this document is based on current research and literature. All sources have been acknowledged in the references section.

This booklet was developed by Inspiro and Eastern Health's Yarra Valley Community Health as a part of the YOU&I initiative. For more information about YOU&I, please contact Inspiro's Population Health team on (03) 9738 8801. Alternatively, visit the YOU&I website [www.youandirepect.com.au](http://www.youandirepect.com.au). This information is true at the time of printing, November 2015.

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# INTRODUCTION

## THE ROLE OF FOOTBALL CLUBS IN PREVENTING VIOLENCE AGAINST WOMEN IN THE COMMUNITY.

The Be The Change! resource was created for community football clubs and their coaches as a part of the YOU&I Sport initiative, which was run in the Yarra Ranges local government area in 2014 and 2015. However, the information included is also relevant for other local sporting club coaches. The YOU&I initiative aimed to increase awareness around equal and respectful relationships, to prevent violence against women. This resource provides information on the topic of violence against women, and the role football clubs and coaches can have in preventing it within their own community.

What role does a football club and coach have in preventing violence against women?

1. A football coach is a role model and mentor for younger players.
2. A football club and coach have a unique role to influence violence in their community, by promoting respectful behaviour towards women and girls.

This information kit will firstly provide details on violence against women, followed by how a football club, and coaches in particular, can have a positive influence.

# SECTION 1

# VIOLENCE AGAINST WOMEN

## WHAT IS VIOLENCE AGAINST WOMEN?

- Violence against women refers to gender based violence that causes harm or suffering to women<sup>1</sup>.
- Violence against women is prevalent, serious and preventable.
- It is not just physical violence. It can be verbal, emotional/ psychological, social, financial, sexual, spiritual or cultural abuse.
- Most incidents of violence against women occur in the home. This is also known as family violence, domestic violence or intimate partner violence.
- Though less likely than in the 'private family' setting, it can also occur in a range of other settings such as workplaces, schools, social venues and public places.
- Most violence against women is carried out by a current or previous male partner<sup>2,3,4</sup>.

### Key Statistics

- Over 1 in 3 women have experienced violence by a man, since the age of 15.
- One quarter of women aged over 18 have experienced emotional abuse by a current or previous partner <sup>2,4</sup>.
- In Australia, 1 women is killed by a current or ex-partner each week. New research is suggesting that this may be increasing.
- Violence against women and their children was estimated to cost the Australian economy \$13.6 billion in 2008-2009 <sup>4</sup>.
- From June 2013 to June 2014, 1,373 family violence incident reports occurred in the Yarra Ranges. Children were present in 479 cases.
- Yarra Ranges had the 2nd highest incidence of family violence in the Eastern Metropolitan Region in 2013-2014 <sup>5</sup>.

## MYTHS ABOUT VIOLENCE

### **Violence can be excused if the person responsible apologises.**

There is no excuse for violence, and violence against anyone is unacceptable and is never the answer. No one deserves to be a victim of violence. A victim does not 'do something' to cause the violence. A perpetrator is responsible for their violent actions.

## Impacts of violence

Intimate partner violence is the leading contributor to death, disability and ill-health in Victorian women aged 15-44. This means, that violence in a relationship has a greater health impact in women of this age, than obesity, high cholesterol, smoking and alcohol misuse<sup>6</sup>.

### Health Issues and Impacts

There are many serious health issues that can result from being exposed to or being a victim of violence. This can include:

#### *Physical health issues:*

- Injuries including permanent disabilities; damage to property; death; alcohol and tobacco misuse; low infant birth weight.

#### *Psychological health issues:*

- Fear of safety for self, children and/or property; loss of control over life and decision making; feeling responsible; feeling degraded; loss of confidence; loss of self esteem; suicide and mental health problems.

#### *Economic issues:*

- Absenteeism from or inability to work; poverty; financial impacts for women and their families.

#### *Social issues:*

- Social withdrawal and isolation; inability to participate in regular activities<sup>6</sup>.

## MYTHS ABOUT VIOLENCE

### **Why doesn't a woman just leave a violent relationship?**

A woman is most at risk of harm when she leaves a violent relationship. There may also be many other barriers to safely leaving a violent relationship, including safety of children and/or pets; financial capabilities; and access to services.

### **I don't commit or know anyone who is a victim of violence, so there's nothing I can do.**

Every person, community group or organisation can have a role in helping to put a stop to violence in relationships. Specific information for football clubs and coaches is presented on pages 8 - 10 of this booklet.



## WHAT CAUSES VIOLENCE AGAINST WOMEN?

There is a significant amount of local, national and international research which states that violence against women is caused by attitudes, beliefs, roles and values that support gender inequalities. That is, the idea/ concept that women are lesser than men <sup>7</sup>.

### The causes of violence against women are:

- Unequal power in relationships, e.g. one person has more power or control in the relationship.
- Traditional gender roles and stereotypes, e.g. that women should only do 'stereotypical female' roles within a relationship, such as cooking and cleaning.
- Broader cultures of violence, e.g. society linking masculinity and strength with violence, pornography or movies which degrade women<sup>7</sup>.

## CAN VIOLENCE AGAINST WOMEN BE STOPPED?

The good news is that violence against women can be prevented, and every member of the community can have a role in putting a stop to it. The key to preventing violence against women is promoting equal and respectful relationships, and gender equality between men and women. This means, trying to create a society where men and women are treated equally<sup>7</sup>.

## WHAT ABOUT VIOLENCE THAT OCCURS AGAINST MEN?

The reason why this approach focuses on violence against women is because there are differences in the types and causes of violence affecting men and women. For example, men are more likely to experience physical violence by a male stranger in public, and as a single incident. However, women are more likely than men to experience on-going abuse perpetrated by a male partner known to them, generally within a relationship.

Therefore, different methods are needed to target these two types of violence. The YOU&I project focuses on violence where women are overwhelmingly the majority of victims of violence by men. It compliments the work of other campaigns which focus on men's violence against men, such as the coward punch campaign.

## MYTHS ABOUT THE CAUSES OF VIOLENCE

**There are many myths around what causes violence against women and violence in relationships.**

It is commonly believed that drugs and alcohol cause violence. Violence is not caused by drugs or alcohol. Many people who drink or take drugs, do not become violent. Sometimes, these substances can contribute to the violence occurring, however, it is not the true cause of the violence.

## SECTION 2

# FOOTBALL CLUBS

### WHAT DOES PREVENTING VIOLENCE AGAINST WOMEN HAVE TO DO WITH FOOTBALL CLUBS?

All members of the community can take action to prevent violence against women, not just football clubs. Clubs, however, are in a unique and significant position to stand up for community issues as they:

- Have strong leaders in the community.
- Can positively influence social environments for young people.
- Have an engaged group of young people.
- Have opportunities to model respectful behaviour between men and women.

#### **BENEFITS FOR CLUBS TO PROMOTE POSITIVE RELATIONSHIPS INCLUDE:**

- Clubs being able to position and promote themselves as a family friendly environment.
- Opportunities for clubs to network and partner with local community organisations.
- Opportunities to engage more volunteers.
- Opportunities to engage more women and girls in the club<sup>8</sup>.

### HOW CAN CLUBS PROMOTE EQUALITY AND RESPECT?

- Encourage active female participation in all levels of the club, including in the game, on committees and in leadership positions.
- Don't confine people to roles, based on their gender e.g. women always being in the canteen.
- Promote the club as a family friendly environment and assess the club culture.
- Ensure leaders are role modelling respectful behaviours.
- Assess the physical facilities in the club to ensure they are female friendly.
- Reward respectful behaviour on and off the field by developing a 'most respectful' behaviour award.
- Discuss respect and equality for women and men as a regular item at club meetings.
- Promote respectful behaviour from spectators.
- Manage disrespectful and aggressive behaviour appropriately.
- Implement education sessions around preventing violence against women.
- Update club policies and position descriptions<sup>8,4</sup>.



# SECTION 3

## FOOTBALL COACHES

### WHAT IS THE ROLE OF A FOOTBALL COACH?

The Australian Football League<sup>9</sup> highlights the many roles of a football coach, including being a:

- Manager
- Leader
- Teacher
- Mentor
- Sports trainer
- Motivator
- Goal setter
- Role model

### FOOTBALL COACHES CAN INFLUENCE YOUNG PEOPLE'S ATTITUDES AND ENCOURAGE GENDER EQUALITY AND RESPECTFUL RELATIONSHIPS.

A coach is in a privileged position to influence their players in a positive or negative way. Players look up to, listen and learn from their coaches. Coaches are therefore able to influence player's attitudes and behaviour, and also the broader culture within a team or club. The messages coaches send their players are particularly important. Sporting coaches can send strong messages to players about the game, their abilities, their potential, their view of themselves and life more broadly. It's important to be aware of the messages being sent to players. Are they stereotypical messages about being a man or a woman? E.g. "be a man", "you're playing like a girl". These statements reinforce gender stereotypes.

### WHAT DO WE MEAN BY EQUALITY?

It's about being given the same or equal access to opportunities in life, not being held back or discriminated against, or told you can't, or shouldn't or are not capable of doing something because of your gender.

### WHAT DO WE MEAN BY RESPECT?

It's about treating people fairly and valuing them, no matter how different they are to you, or how you feel about them. Everyone has the right to be respected and treated this way. Respect should be given and received.

# STRATEGIES FOR COACHES

- Be clear that violence on and off the field is not on.
- Respond to violent behaviour appropriately.
- Talk to players about equality and respect for both men and women.
- Step in if any sexist or degrading language or jokes are used, and respond respectfully to all involved. As a leader, a coach's position can positively influence their players to learn that sexism and degrading people because of their gender is not okay and can lead to serious issues.
- Step in and respond appropriately to inappropriate discussions about females.
- Avoid using gendered language for males and females. Gendered messages have negative impacts on both males and females, and put pressure on young people to learn to act in stereotypical ways. E.g. Telling a boy to 'not be a baby' if they are emotional, or that they should 'be a man', implies that males should not openly express their emotions. Or telling a boy that they 'kick like a girl'. What does that teach both males and females in their club about girls?
- Talk to your club committee about mandating appropriate methods to address the topic of equality and respect for women.
- Encourage all players, males and females, to have a go in the team.
- Share your own learnings about respect with your players.
- Challenge yourself to think about your behaviour and language in front of players <sup>10, 4</sup>.

**MALES AND FEMALES SHOULD NOT BE LIMITED OR NOT REACH THEIR FULL POTENTIAL BECAUSE OF THEIR GENDER.**

**VicHealth's 'Stepping In' (2014) bystander action toolkit highlights the importance of sporting leaders to understand what's discriminatory, in order to be fair, equal and respectful to men and women.**

**Including:**

- Understanding sexism, its impact, and its link to gender inequalities.
- Learning about sex discrimination and sexual harassment.
- Understanding that individual beliefs can impact on decision making and behaviour <sup>11</sup>.

This toolkit is available at: [www.vichealth.vic.gov.au/media-and-resources/publications/bystander-action-toolkit](http://www.vichealth.vic.gov.au/media-and-resources/publications/bystander-action-toolkit)

## SECTION 4

# DISCLOSURES OF VIOLENCE

**Talking to children and young people about respectful relationships or violence, can sometimes prompt people to talk to you about their experiences with violence. It is important that your club has appropriate methods in place to keep children safe, and that coaches and leaders within clubs feel equipped to respond to these situations. If your club doesn't have a procedure in place to follow, talk to your club president.**

Here are some important steps, written by 'partners in prevention' (2014)<sup>12</sup>, for how to appropriately handle disclosures of violence:

- Always believe the child/ person.
- Take the situation and any fears seriously.
- Do not judge or criticise.
- Remind them that they are not to blame and place responsibility for the use of violence on the perpetrator.
- Be clear about confidentiality, its limits and your legal responsibility. For information about your legal responsibilities, visit the website links on page 12 of this document.
- Be aware of barriers that limit a child's choices.
- Provide accurate up-to-date information/referral. For information about reporting child abuse, visit the website links on page 12 of this document. For referral/ support service information, view page 14 and 15 of this document.
- Let them know how courageous they have been in coming forward and highlight their strengths.
- Affirm that they have done the right thing in disclosing the abuse.
- Do not disclose any personal issues of abuse.
- Ensure the child is safe from further abuse.
- Provide information about what you will do in response to this disclosure. Do not make promises you can't keep e.g. telling the child that you won't tell anyone.
- Follow your club's protocols.

**For information on how to respond to a disclosure or suspected case of child abuse, see page 12 of this document.**

# DISCLOSURES OF VIOLENCE CONTINUED...

For information on how to respond to a disclosure or suspected case of child abuse, visit these website links.

## Department of Health and Human Services

**Webpages on reporting child abuse, including important phone numbers:**

- [www.dhs.vic.gov.au/for-individuals/crisis-and-emergency/reporting-child-abuse](http://www.dhs.vic.gov.au/for-individuals/crisis-and-emergency/reporting-child-abuse)
- [www.dhs.vic.gov.au/for-individuals/children,-families-and-young-people/child-protection/about-child-abuse](http://www.dhs.vic.gov.au/for-individuals/children,-families-and-young-people/child-protection/about-child-abuse)

## Play by the Rules

**Information on child abuse and how to report. This webpage also provides strategies for coaches, clubs and parents:**

- [www.playbytherules.net.au/legal-stuff/child-protection](http://www.playbytherules.net.au/legal-stuff/child-protection)

## Better Health Channel

**Further explanation on reporting child abuse:**

- [www.betterhealth.vic.gov.au/bhcv2/bhcarticles.nsf/pages/Child\\_abuse\\_reporting\\_procedures](http://www.betterhealth.vic.gov.au/bhcv2/bhcarticles.nsf/pages/Child_abuse_reporting_procedures)

## Important Phone Numbers

**Emergency:** Triple zero (000)

**Child Protection Crisis Line (24 hrs, 7 days):** 13 12 78

**Regional child protection phone lines:**

[www.dhs.vic.gov.au/for-individuals/children,-families-and-young-people/child-protection/child-protection-contacts](http://www.dhs.vic.gov.au/for-individuals/children,-families-and-young-people/child-protection/child-protection-contacts)



**“ EVERYONE CAN PLAY A  
ROLE IN PREVENTING VIOLENCE IN  
OUR COMMUNITY!”**

## SECTION 5

# VIOLENCE SUPPORT SERVICES

## YARRA RANGES & THE EASTERN REGION OF MELBOURNE

**If a person is in immediate danger, dial triple zero (000).**

### 24/7 FAMILY VIOLENCE RESPONDER

#### **Safe Steps Family Violence Response Centre**

Offers women and their children (family and friends) living with family violence access to professional support to enable them to become free from violence.

Phone: 1800 015 188 Website: [www.safesteps.org.au](http://www.safesteps.org.au)

### 24/7 PHONE LINES AND ONLINE COUNSELLING

#### **1800RESPECT**

National 24/7 sexual assault, domestic family violence counselling helpline, information and support service.

Phone: 1800 737 732 Website: [www.1800respect.org.au](http://www.1800respect.org.au)

#### **Lifeline**

Provides 24/7 crisis support and suicide prevention services, through phone support and online crisis support chat on their website (chat not 24/7).

Phone: 13 11 14 Website: [www.lifeline.org.au](http://www.lifeline.org.au)

#### **MensLine Australia**

A 24/7 phone and online support, counselling and information service for Australian men with family and relationship concerns.

Phone: 1300 789 978 Website: [www.mensline.org.au](http://www.mensline.org.au)

### SERVICES FOR THE EASTERN METROPOLITAN REGION OF MELBOURNE

#### **Outer East Family Violence Counsellors**

**Inspiro (Lilydale)** – 9738 8801, Monday – Friday 8:30am until 5pm

**Yarra Valley Community Health** - 1300 130 381, Monday – Friday 8:30am until 5pm

### **EDVOS- Eastern Domestic Violence Outreach Service**

Provides a range of services for women and children responding to and experiencing family violence. They also support with referrals to counselling and other services.

Phone: 9259 4200, Monday – Friday 9am until 5pm Website: [www.edvos.org.au](http://www.edvos.org.au)

### **ECASA- Eastern Centre Against Sexual Assault**

Counselling and advocacy services to women, men, children and young people who are victims/survivors of recent or past sexual assault.

For counselling phone: 9870 7330, Monday – Friday 9am until 5pm

For after-hours 24 hour support phone: 1800 806 292

Website: [www.easternhealth.org.au/services/item/174-eastern-centre-against-sexual-assault-ecasa](http://www.easternhealth.org.au/services/item/174-eastern-centre-against-sexual-assault-ecasa)

### **Aboriginal Family Violence Prevention and Legal Service Victoria**

Provides assistance (legal services or counselling) to Aboriginal and Torres Strait Islander victims/survivors of family violence and sexual assault.

Phone: 1800 105 303 or 9244 3333 (Melbourne Metro phone lines) Website: [www.fvpls.org](http://www.fvpls.org)

### **Boorndawan Willam Aboriginal Healing Service**

Assists Aboriginal and Torres Strait Islander people from the Eastern Metropolitan Region in their healing journey to address the impacts of family violence.

Phone: 9212 0200 Website: [www.bwahs.org.au](http://www.bwahs.org.au)

## **SERVICES FOR YOUNG PEOPLE**

### **Kids Helpline**

Free 24/7 confidential phone and online counselling service for young people aged 5 – 25 years.

Phone: 1800 55 1800 Website: [www.kidshelpline.com.au](http://www.kidshelpline.com.au)

### **Yarra Ranges Youth Services**

A free counselling service for young people aged 12-25 and their families who live, work or study in the Yarra Ranges.

Phone: 9294 6716, Monday–Friday 9am until 5pm

Website: [www.yarraranges.vic.gov.au/Community/Youth-services](http://www.yarraranges.vic.gov.au/Community/Youth-services)

### **headspace Knox**

Provides young people aged 12-25 with confidential and free mental health advice, support and information.

Phone: 9801 6088

Open Monday - Wednesday 9am until 6pm

Thursday- 9am until 8pm

Friday- 9am until 5pm

Website: [www.headspace.org.au/headspace-centres/knox](http://www.headspace.org.au/headspace-centres/knox)

## SECTION 6

# FURTHER RESOURCES

### YOUTH FOCUSED WEBSITES

#### **The Line**

The Line is a primary prevention behaviour change campaign for young people aged 12 to 20 years. The Line encourages healthy and respectful relationships by challenging, and changing attitudes and behaviours that support violence.

[www.theline.org.au](http://www.theline.org.au)

#### **ReachOut**

ReachOut.com provides practical information, tools and support to young people for everyday troubles to really tough times.

[www.reachout.com](http://www.reachout.com)

#### **Kids Helpline**

Kids Helpline provides free, private and confidential telephone and online counselling specifically for young people aged between 5 and 25.

[www.kidshelpline.com.au](http://www.kidshelpline.com.au)

#### **Love: the good, bad and the ugly**

This site is developed by the Domestic Violence Resource Centre, and provides stories and information on relationships.

[www.lovegoodbadugly.com](http://www.lovegoodbadugly.com)

### SPORT FOCUSED WEBSITES

#### **Play by the Rules**

Play by the Rules provides information, resources, tools and free online training to increase the capacity and capability of administrators, coaches, officials, players and spectators to assist them in preventing and dealing with discrimination, harassment, child safety and integrity issues in sport.

[www.playbytherules.net.au](http://www.playbytherules.net.au)

#### **Sports Community**

The Sports Community website provides extensive information required by clubs and their volunteers. The site contains over 80 fundraising ideas, all open grants, and hundreds of free procedures, articles and templates containing information to club volunteers.

[www.sportscommunity.com.au](http://www.sportscommunity.com.au)



## RESOURCES

### 'Stepping in', developed by VicHealth

A bystander action toolkit/ resource, for state sporting associations, to support equality and respect at work. View the bystander action toolkit on VicHealth's website.

### 'Everyone Wins', toolkit developed by VicHealth

Aims to assist Victorian community sports clubs to build healthier sporting environments that are more inclusive and welcoming of everyone in their community, particularly women, girls, Aboriginal people and people from culturally diverse communities. View the 'Everyone Wins' toolkit on VicHealth's website.

## YOUTUBE CLIPS

### #Like a girl by Always

Challenging the 'like a girl' insult and acknowledging the huge impact gendered messages can have on young female's development.

[www.youtube.com/watch?v=XjJQBjWYDTs](http://www.youtube.com/watch?v=XjJQBjWYDTs)

### The Mask You Live In- Trailer

A trailer for the Representation Project's film, The Mask You Live In, which explores American masculinity.

[www.youtube.com/watch?v=hc45-ptHMxo](http://www.youtube.com/watch?v=hc45-ptHMxo)



# SECTION 7

## REFERENCES

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LUBRICATE NEEDLE  
INFLATE TO 45 kpa.

MADE IN INDIA  
SUITABLE FOR GRASS SURFACES

SHERIFF

QUALITY & HAND

**EQUALITY**  
**AND RESPECT**  
**GO HAND**  
**IN HAND**

