



Gender EQUALITY

2018 – 2019 ANNUAL REPORT

The North Melbourne Football Club launched its five-year Gender Equality Action Plan on March 8, 2018. This plan is guided by ten standards, and has been informed by Our Watch's Change the Story Framework. The club has worked hard to create a culture of respect, dignity, and inclusion that is championed by the football and broader Australian communities. This document highlights North's achievements over the past year since its inception, in strengthening gender equality in the workplace, at our games and in our community.

KEY ACHIEVEMENTS

SECTION ONE: REAL

- The club has completed a full gender equality audit of internal policies, procedures, services and programs to identify areas for improvement
- The club has established and maintained a gender-equal representation working group, which oversees the implementation of the gender equality action plan and monitors progress monthly
- North has allocated budget to resource gender equality strategies and initiatives
- The club has established ongoing round table discussions between female and male staff and players to discuss insights into a woman's experience in the AFL
- North created an AFLW integration strategy and committee made up of male and female staff and players to facilitate the successful incorporation of an AFLW team at Arden Street

The number of female staff (excluding players) in the football department has increased from: **13** to **31** in 2018 in 2019

Of the 34 new AFLW football operations staff joining North in 2018, **50%** are women

The club has **40%** female representation in its senior executive team, opposed to 11% prior to March 2018

North has recruited **30 AFLW PLAYERS** for its first season in the competition

North has facilitated **6 NEW JOBS** for the club's AFLW players



SECTION TWO: BOLD

- Increase the profile of women's participation in football to more than 290,000 social media followers
- Since launching in April 2018, North's AFLW social media followers (Facebook, Twitter, Instagram) has surpassed 16,000
- North Melbourne received the 2018 AFMA's Most Outstanding Digital Media Coverage award; which referenced the club's industry leading promotion of our AFLW team
- Ben and Hester Brown were officially announced as Our Watch Ambassadors in December, 2018
- North was recognised as a finalist in the category of 'promoting gender equality' at the 2018 VicHealth Awards

North's AFLW Facebook audience is

51%



49%



illustrating how well our content is being received by male and female audiences

Between January 2019 – February 2019 North's AFLW social media channels have grown by over:

5,000

followers



Over 55% of articles created since January 1 2019 have been AFLW related



Over 65% of videos created since January 1 2019 have been AFLW related

37%



of new 2019 members are women; which is

11%



above the average male/female member breakdown for all AFL clubs

60%



of AFLW foundation members are female;

214

of these are new members who have never been an AFL member before

SECTION THREE: NEVER BEATEN

- The club has communicated the Gender Equality Action Plan to its corporate partners and stakeholders; facilitating additional knowledge-sharing and development opportunities to help others
- North held its first women in business themed networking event
- North has developed a volunteer program and policy that allows staff to volunteer with affiliated prevention of violence against women charities



North has presented to more than

2,500



people on workplace practices to strengthen gender equality and the importance of preventing violence against women

More than **90%**



of North's staff and players have completed gender equality training and education



two women won North's annual staff Shinboner of the Year award

SECTION FOUR: BELONGING

• North has conducted gender equality training at junior football clubs in its Next Generation regions since 2018

• North has facilitated elite talent pathways for young women and girls to participate in football through its Next Generation Academy women's program



North has celebrated its seventh year of partnership with the Melbourne University Women's Football Club



The North Melbourne Tasmanian Kangaroos joined the AFLW competition

North has contributed to the growth in the Western Regions Junior Football Leagues, with women's football teams growing from:

27 to **35**
in 2017 in 2018

\$4M
spent on

creating gender-specific facilities for its AFLW and VFLW teams, and bringing football back to Arden Street



226

young women participate North's Next Generation Academy in 2018

2019 – 2020 FOCUS AREAS

From March 2019 – March 2020, the North Melbourne Football Club will have a concerted focus on the two standards:

• Our women are supported and empowered to thrive within the AFL industry and in our community

• We will adopt strategies to strengthen our recruitment and retention of women, improve employment conditions and address the gender pay gap

