



HER GAME GROWS

Creating welcoming environments for women and girls

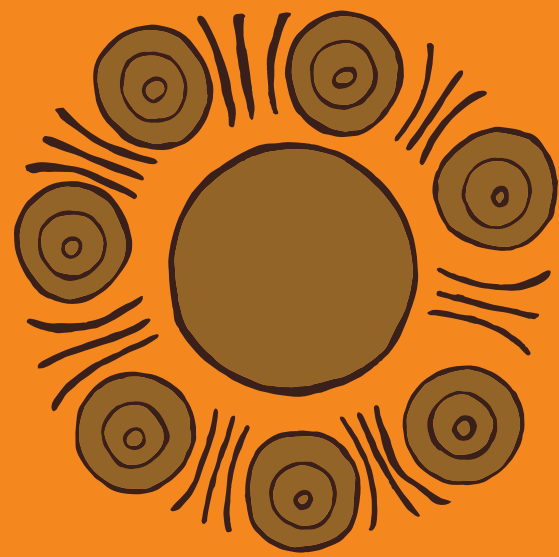


CRICKET
AUSTRALIA



Acknowledgment of Country

In keeping with our commitment to reconciliation, Australian Cricket acknowledges the Traditional Owners and Custodians of Country throughout Australia on which we are privileged to play and administer the great game of cricket. We pay our respects to Elders past and present.



Walkabout Wickets, by Kirrae Whurrong artist Fiona Clarke (b. 1963), represents cricket stars past, present and future, and the meeting places where they play.

Fiona is a descendant of James ‘Mosquito’ Couzens and his brother Johnny Couzens, members of the first Australian cricket team who toured England in 1868.

This resource is also available online at [Play.Cricket.com.au](https://play.cricket.com.au)

Acknowledgment of Contributors

Cricket Australia warmly acknowledges and thanks the many individuals and organisations who contributed to the development of this Women and Girls Resource Guide.

Your shared commitment to creating inclusive, welcoming and equitable environments for women and girls in cricket has been instrumental in ensuring this resource reflects the diverse needs and strengths of our communities.

Disclaimer: The language used in the toolkit and resources refers to various gender identities including women and girls, men and boys, transgender, and gender diverse individuals. It is not the intention to encourage clubs and associations to make assumptions about gender identities or to “out” individuals who may identify as trans or gender diverse. Our goal is to promote inclusivity and respect for all, regardless of gender identity or expression.

PURPOSE

Australian Cricket has a bold 10-year Women & Girls Action Plan that aims to accelerate the growth of cricket for women and girls, building on our existing initiatives and drive increased participation, engagement and representation of women and girls at all levels of Australian cricket.



PURPOSE

Cricket has a positive sporting culture that embraces diversity and strives to be a safe, welcoming and respectful environment for all people. Being involved in sport – as a participant, an official, an administrator or as a volunteer – can have positive impacts on an individual's overall health.

The Women and Girls Resource Guide has been developed to support Community Cricket Clubs and Associations to establish welcoming and safe environments and provide practical strategies to take positive action towards gender equity and remove barriers of participation.

Cricket has a huge opportunity to leverage the success of the women's teams and WBBL to inspire and engage more women and girls in the sport. We must ensure that Clubs and Associations have the foundations that allow all individuals to engage in our sport in a meaningful way.



BACKGROUND

Gender Equality is one of UNESCO's two global priorities. In this understanding, gender equality refers to the equal rights, responsibilities and opportunities of women and men and girls and boys. It implies that the interests, needs and priorities of both women and men are taken into consideration, recognising the diversity of different groups of women and men. For generations, the intertwined feminist movements in sport, human rights and international development have made slow, but steady progress toward gender equality. All genders have benefited from the gains made through these movements.

There is an abundance of research on equitable participation in sport and the mechanisms sporting organisations, government agencies and communities can implement to ensure welcoming, safe and inclusive environments for everyone.

Whilst this research and societal changes have made positive changes toward welcoming, safe and inclusive practices there continues to be barriers for women to access and participate in sport.

Having representation of women and girls in cricket across all levels of cricket is a key strategic pillar to ensure our sport reflects the diversity of Australian society.

By recognising that social barriers such as negative perceptions, unconscious bias, non-inclusive facilities, and limited opportunities can cause exclusion, we can take action to make cricket a safe and inclusive environment for everyone.

It is important to recognise that increasing the membership and participation of women and girls in cricket, is a shared responsibility. Often, the tasks to recruit and retain women and girls falls to the existing women in and around the club. Increasing their workload or assigning additional responsibilities may result in burnout and, in some cases, could even cause them to step away from cricket.

Clubs who have representation of women and girls actively involved report positive changes in the culture of their club, new ideas emerging and energy into their operations. Supporting members to feel more connected and valued, improving the overall wellbeing of everyone in the club.





RECRUIT

Recruiting and retaining women and girls in cricket requires a multifaceted and inclusive approach that reflects the diverse and evolving needs and aspirations of individuals.

Efforts to attract and increase representation of women and girls should prioritise fostering a sense of belonging whilst building confidence in each individual. This will ensure that every woman and girl sees a place for herself in the cricket community.

RECRUIT

Community Engagement

Equitable community engagement is essential to ensuring that cricket is truly a sport for all. This means actively removing barriers to participation, amplifying underrepresented voices, and creating inclusive environments where everyone feels welcome and valued.

As cricket is traditionally a male dominated sport it is important when showcasing achievements, upcoming training or matches clubs should promote diverse stories, local heroes, and opportunities that equally represent women and girls. A well-managed social media presence can support this visibility but also foster connection, trust, and a sense of belonging within the community.



BRING THIS TO LIFE IN YOUR CLUB

When platforming news such as upcoming matches or achievements on social media review the 6 most recent posts and ensure that there are equal highlights from the boys and men's sides to the women and girls sides.

Visibility and Role Models

'You can't be what you can't see'. Creating visibility to attract women and girls into community cricket clubs and associations will be unique to the needs of the community and available programs and pathways that exist.

Promoting opportunities for women and girls' participation through varied channels such as flyers in public places where women, girls and their families are likely to visit. Encouraging existing members to engage with women and girls in their lives to be involved at the club.

Australian Cricket encourages clubs and associations to strive for 40% of committee, coaching, selection panels and other official roles to be held by women and girls. This may include a dedicated committee position or volunteer role that specifically focusses on growing cricket for women and girls.

Engaging existing or former club members to act as positive role models for new members at the club. This could be through a buddy program, a social media profile or coaching opportunities.



BRING THIS TO LIFE IN YOUR CLUB

When committee roles are up for renewal or reappointment consider whether there are any women and girls already involved in the club who may be good candidates and encourage them to apply.



RECRUIT

Inclusive Club Culture

Raise awareness of your club values, vision and policies to ensure expectations are clear to all members. Recommit to key safety and inclusion policies as an annual agenda item and reiterate anti-discrimination requirements and ensure avenues of raising concerns are communicated and understood by all members.

When running any club activities or programs ensure that there is a united approach by having parallel or aligned activities.



BRING THIS TO LIFE IN YOUR CLUB

Hosting a whole club presentation night and going through each team in an integrated process such as awarding Women's A Grade and Men's A Grade followed by Women's B Grade and Mens B Grade to create a parallel appreciation of these players and teams.

Flexible Participation

Clubs should offer flexibility in how and when cricket activities are scheduled. Taking the time to connect with individuals about when and how they'd like to participate helps create a more welcoming and inclusive experience for all and will help reduce some barriers.

By encouraging women and girls to be involved in any aspect of the club, whether it is a formal position (For example: committee member or coach), or a smaller and less time intensive task (For example: helping to organize equipment on game days or organizing afternoon tea), will then mean there is a task suited for everyone no matter their experience level. Having these options support both the individual's growth and benefit the club.

Including modified or low commitment alternatives to provide choice and appropriate levels of competition to meet individual needs. This may be through offering a range of programs for women and girls on varied days and times. Providing broader flexibility with age groups considering skills, confidence and safety.



BRING THIS TO LIFE IN YOUR CLUB

At the start of the season create a roster of small tasks to be completed, including details of when, time commitment and what is involved and advertise this within the club community for individuals to take part in activities with a sense of confidence.



WELCOME

Creating an environment where women and girls feel included and valued in cricket clubs is an ongoing process that extends beyond their first involvement or invitation. It is recommended that clubs implement ongoing strategies that ensure all members are welcomed and engaged in club activities, some suggestions are outlined below.

WELCOME

Strong follow up and personal welcome

Supporting new, returning and existing members to feel welcomed and embedded in the club environment is a key to retention. Having a club representative or other members connect and engage builds a sense of belonging and community among all members, particularly women who may be new to the sport or club.



BRING THIS TO LIFE IN YOUR CLUB

Assign a dedicated 'Welcome Officer' as a point of contact for any questions or concerns and/or a buddy system for new members to connect with existing ones.

Ensure equal access and resources

Review training and facility schedules to ensure equitable access for all teams and activities. Consider work, study, and family commitments of members before publishing schedules. Ensure that resources such as equipment, change rooms, and training spaces are in good condition (e.g. bathrooms are clean and free from mess). Clearly communicate any changes to scheduling in advance to allow all participants to plan effectively.



BRING THIS TO LIFE IN YOUR CLUB

Conduct a preseason survey of existing and potential members to identify the best training times for each team. If there is a conflict, consider having a joint training night or rotating access to facilities on the same night.

Inclusive language and feedback

Use clear, jargon-free language in all communications. Avoid assumptions about prior cricket knowledge. When providing instructions or feedback, explain any technical terms and create an environment where questions are encouraged.

This approach helps women who may be new to cricket feel comfortable and confident, supporting their learning and enjoyment. Be mindful to avoid slang, acronyms, or in-jokes that could exclude or confuse new members.

As the season progresses and members have built up their confidence and understanding of the sport, the use of slang or acronyms may be welcomed – follow the lead of playing group and captains.



BRING THIS TO LIFE IN YOUR CLUB

Consider developing a team 'cricket' dictionary, building up terms or acronyms that are slowly introduced and explained to the group.



ENGAGE

Clubs and Associations should establish welcoming and safe environments that offer opportunities for meaningful participation. This may be through volunteer roles, umpiring opportunities, coaching or playing. Having options and opportunities available will support the representation of women and girls involved in cricket.

ENGAGE

Ongoing feedback and consultation

It's crucial to keep an open channel for regular feedback from all members involved in the club. This means having a dedicated person or email address for providing feedback and also actively inviting their perspectives through formal and informal channels such as surveys, suggestion boxes, or focus groups.

By genuinely listening to their experiences, concerns, and suggestions, cricket clubs and associations can identify and address any barriers that may be impacting enjoyment or participation. Adapting club policies and practices in response to this feedback shows a real commitment to making the environment inclusive and welcoming. It also empowers participants, giving them a sense of ownership and agency over their club experience, which in turn encourages greater engagement and retention.



BRING THIS TO LIFE IN YOUR CLUB

Set up a dedicated email or suggestion box for participants to share ideas or concerns.



BRING THIS TO LIFE IN YOUR CLUB

Provide low-commitment tasks for family members to get involved like helping with afternoon tea or equipment setup.

Extend welcome to families and support networks

Club participation doesn't happen in isolation. By actively encouraging the participation of friends, family members, parents, carers, and siblings, and other people connected to club members club events, this will support a true community culture. By making the club rooms a hub where everyone feels welcome, the whole community reaps the benefits.

Offering opportunities for friends or family members to get involved whether in formal or small, regular tasks will support in building a strong, supportive community around each participant. This not only strengthens individual connections to the club but also encourages ongoing involvement and a sense of belonging for the whole family.



ELEVATE

Providing meaningful opportunities to empower and elevate women and girls to be club leaders ensures sustainable participation of women and girls. The following sections outline practical approaches to enhancing female representation, offering relevant training and mentorship, and recognising those who take on leadership roles. Together, these initiatives help foster an inclusive, inspiring environment for all members.

ELEVATE

Promote female leadership and representation

Ensuring equitable access to leadership opportunities is fundamental for fostering an inclusive and thriving club environment. Leadership roles should be actively promoted to women and girls, breaking down barriers that may be real or perceived. By actively encouraging women to take on these roles, this demonstrates a commitment to genuine gender equality and empowers individuals to play a meaningful role in shaping the club's culture and direction.



BRING THIS TO LIFE IN YOUR CLUB

Actively email and connect with mum's or youth-aged girls in your club to encourage them to apply for committee roles, or to take up opportunities to coach or umpire.

Champion female leadership

Be proud to celebrate the talented women and girls who step up as leaders, role models, and ambassadors both within your club community and in broader spheres. These contributions could be highlighted on websites, newsletters, or social media. By platforming these individuals, it helps to build an environment where others may see themselves and feel valued and empowered to be involved.



BRING THIS TO LIFE IN YOUR CLUB

Consider adding in a weekly spotlight on women and girls at your club through established communication channels like WhatsApp group chats, newsletters, social media and the website.

Mentoring, leadership and training programs

Whether formally or informally having opportunities for women and girls to shadow and learn what is involved in leadership roles will support in inspiring current members and attract new participants. Hosting workshops, leadership panels, and networking events creates opportunities for career development and helps participants connect.

Importantly, these opportunities and pathways should be flexible and responsive to individual needs and aspirations, considering feedback about what would best support their growth. By continually adapting and expanding these opportunities, the club ensures that every member has the chance to develop and advance, fostering a vibrant, engaged, and diverse leadership group.



BRING THIS TO LIFE IN YOUR CLUB

Offer youth-aged girls the opportunity to shadow senior coaches to learn about leadership opportunities.





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