

Create the right
Environment

Recruit

A more diverse
workforce

Diverse
Committees

Club
Benefits

**Diversity
Increases**



Positive and friendly environment

Avoid a boys club 'vibe'

Appropriate meeting venues

Gender Neutral language

**Committee behaviour
code of conduct**

Equal opportunities to contribute

Create the right
Environment

Publicise your stance

**Make your stance on
diversity clear!**

Market the club

**Take discrimination
reports seriously**



Recruit

A more diverse workforce

Promote internal progression

Player>Coach>Committee Member

Parent>Coach

Parent>Committee

Player>Club Youth Council

Showcase previous success stories

Gender friendly advertising

Speak to everyone, not just the 'dads'

What experience is required? If any!

Make it clear what is required

Commitment required, hours per week/month, how often etc

Know your members

Make it clear that prior football experience is not a pre-requisite

Tap into your members skill sets!

e.g. Accountants, marketing, fundraising etc



Different skill sets within committee and workforce

Access to a wider talent pool

Improved quality of committee & workforce

Diversity Increases

Perception shift/Culture Change

Diverse Workforce becomes the norm!

Role models & Trail blazers

Inspires other to come forward



Club Benefits

Committee & Workforce quality improves

Diverse Committees have better problem solving abilities

Diverse committees have Improved quality of discussions

Diverse committees have greater creativity of thought in the decision-making process

Diverse committee members with prior football experiences such as players/coaches/committee members

Can give an insight to the committee based on their experience

Diverse experiences

No previous football experience can be a good thing and refreshing for a traditional football 'minded' committee

Balanced Committees

Have a better understanding of consumer (Parents/Players)

Creates a better experience for members

Diverse Groups

Diverse groups behave differently to uniform groups

Less likely to suffer from 'group think'

'Group think' = disregard of outside opinions

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Reluctance of members to express opinions

