

**WESTERN
BULLDOGS**



DIVERSITY

INCLUSION

**2022
2024**

**WESTERN BULLDOGS
DIVERSITY AND INCLUSION
ACTION PLAN**

CLUB PURPOSE

To create memories that connect and inspire our people and community.

The Western Bulldogs acknowledges the traditional owners of the lands on which it resides, the Kulin Nation Communities, and we pay respect to their Elders, past, present and emerging

AMEET BAINS COMMITMENT STATEMENT

It is a great honour to present the inaugural Diversity and Inclusion Action Plan for the Western Bulldogs.

Over 140 years, our Club has developed a strong connection to the community, particularly within Western Melbourne and Victoria's west.

We pride ourselves on our community engagement and the positive social impact the Club creates.

As a Club, we recognise the platform we have and embrace our responsibility to promote inclusivity and diversity.

We seek to empower and include all people, regardless of their gender, race, faith, sexual orientation, or ability.

Football remains our core business and we are proud to have men's and women's teams in both AFL and VFL competitions.

We have been a longstanding supporter and sponsor of women's football from grassroots to AFL Women's level, helping to pave the way for female athletes to play football and thrive at the highest level possible.

From participation in the inaugural women's exhibition games, through to our historic 2018 AFLW premiership, and the implementation of the AFLW Pride Game, the Bulldogs have been at the forefront of the AFLW journey since its earliest stages.

In the community, we continue to strive for diversity and inclusion across various functions of our Club.

Our Western Bulldogs Community Foundation does incredible and impactful work in the community, from men's and women's health programs to working with new migrants and indigenous youth.

Bulldog Pride, the Club's official Pride supporter group, has gone from strength to strength since being established almost two years ago and maintains a strong and direct connection with the club.

Diversity and inclusion is synonymous with our Club

But we need to continue to grow and improve what we do in this space, to connect and inspire our community.

This plan is a commitment to our members, supporters and our community that we will continually strive for that.



KYLIE WATSON-WHEELER

COMMITMENT STATEMENT

We are incredibly proud to launch the Western Bulldogs Diversity and Inclusion Action Plan. As a lifelong Bulldogs supporter I've watched our Club inspire, celebrate differences, listen & advocate, empower and ultimately connect people.

I am proud to be the first female president of this Club

And with a board that is made up of 50% women and men I believe that alongside our staff and players we will continue to drive change.

Our big hearts across our entire Club are curious to keep learning and growing. Our inclusive culture, paired with diversity and inclusion, unlocks innovation, creativity, and opportunity.

Like our players, our community is courageous, strong and resilient, but for some, support is needed to empower and connect them. We want to continue to give people these opportunities whether they are a fan, member, staff member, player, or program participant.



INTRO DIVERSITY STATEMENT

The Western Bulldogs utilise the power of football to connect members of our community. We pride ourselves on our dedication to diversity and inclusion across all facets of our Club.

Sporting organisations can have a major impact and influence within their community. Our Club embraces this responsibility to ensure the importance of diversity and inclusion is communicated and upheld throughout our community.

This Diversity and Inclusion Action Plan was borne from the Club's determination to build on its longstanding commitment to diversity and inclusion, and to constantly seek improvement and growth.

Its purpose is to continue to drive and promote diversity and inclusion within our football club and the broader community, including our players, staff, members and supporters.

Diversity, as recognised within this plan, includes gender equity, multicultural, LGBTQI+ and people with a disability.

Components of this Plan will be launched in stages over a three-year period spanning 2022-2024.

The key areas of focus for this Action Plan are Gender Equity, LGBTQI+, Multicultural and People with Disability.

When launching the action items of the Plan, the Club identified the following key areas:

- Governance and strategy
- Education and training
- Football
- Events and communications

This Diversity and Inclusion Action Plan builds on the Club's Reconciliation Action Plan launched in 2018, which was developed to build a culture of equity, respect and recognition of the cultures, histories and contributions of Aboriginal and Torres Strait Islander peoples as the First Australians and to stand as a beacon to the community around us.

We will consult with members of each diverse and marginalised community to ensure each action is consulted on appropriately.

Guiding Principles

Over the course of 2018 we formed our guiding principles and the key behaviour we expect from each and are linked closely to our diversity and inclusion journey:



Love
Beats Fear



Bring
your Thing



Ever
Curious



Teams
within Teams



Humble
Excellence



TERMS OF REFERENCE

To ensure we are aligned across our Club in regards to these key terms our Diversity and Inclusion Working Group defined the following terms:

Diversity = These can be traits born into or identifying as. Presence of differences, such as race, ethnicity, gender identity, gender expression, sexual orientation, age, socioeconomic class/status, (dis) ability, nationality, body size, and spirituality or religion.

Equity = Being fair and recognising we are not all on an even playing field.

Inclusion = Equal Access, equal opportunity and a space you feel comfortable in and caters to your needs.

Anti-bias = Challenge prejudices and mitigate the impact of individual or systematic bias. Relearning, opposing discrimination and increasing awareness and understanding.

Belonging = A sense of fitting in and spiritual connection. Safe, happy, supported, connected and accepted.

Allyship = A significant commitment to understand one's own privilege and acting to work towards equity by breaking down the structures and every day actions that contribute to inequality whilst building relationships and supporting marginalised groups.

Anti-racism = actively engage in the fight against structures that perpetuate racism. The acknowledgment of, and intentional fight against, racism and racialized practices, policies, and procedures.

WORKING GROUP

Issy Huntington
AFLW Player

Kim Rennie
AFLW Player

Lin Jong
AFL Player

Will Hayes
AFL Player

Belinda Duarte
Board Member

Fiona McGauchie
Board Member

Ben Redfern
Senior Video
Producer

Claire Heffernan
Player Development
Manager – AFLW

Dan Fisher
Recruiting Officer
& Analyst

Debbie Lee
GM of Women's
Football

Dimity Gannon
Health & Wellbeing
Manager

Fiona Baker
Head of Strategic
Projects

Hannah Singleton
Youth Development
Coordinator

Karim Fahour
Administration &
Marketing Officer

Kon Karavias
Chief Commercial &
Strategy Officer

Natalie Gills
Snr Graphic Designer

Sally Zacharewicz
People Manager

Sara Hasani
Physiotherapist

Sophie Porra
GM of People

Zac Madden
People Administrator

These are the members of the working group past and present who have shaped this action plan and those who will see out the implementation plan.



ACTIONS

GOVERNANCE AND STRATEGIC PATHWAYS

	COMPLETED IN	RESPONSIBILITY
Ensure robust governance guidelines are in place and reported to the board.		
Develop terms of reference / commitment statement	2022	GM of People
DIAP Working Group to meet quarterly to ensure Actions are being delivered	Ongoing	GM of People
Each person on the working group becomes a champion of DIAP and receives additional training to continue to drive initiatives and change	2022	GM of People
Annual reporting and benchmarking via WGEA and CCC	Ongoing	GM of People
Conduct a survey of all staff on their demographics to measure progress and how different groups of employees experience our Club's culture	2022	GM of People
Introduce, drive and facilitate diversity, inclusion and empowerment through the Club Strategy and Guiding Principles.		
Reference inclusive behaviours required within Guiding Principles	End of 2022	GM of People
CEO an active member of the Champions of Change Coalition Program and club committed to program aims and outcomes	Ongoing	CEO
Review our external facing forms and communication to ensure they are inclusive	End of 2022	Consumer Team
Review Club's policies, processes and forms to ensure D and I responsibilities and processes are clear, understood and inclusive.		
Review the Club's leave policies and flexibility frameworks to ensure employees can thrive in their careers and away from the workplace	End of 2022	People Team
Develop an inclusive statement for Club policies, external website and to be used throughout our recruitment process	End of 2022	GM of People
Develop a Recruitment Policy and review processes and policies to increase inclusivity and empowerment	End of 2022	People Team
Review and update our policies, processes and frameworks to ensure they are inclusive and support increased diversity	Commenced and complete by end of 2022	People Team
Review and update Members Code of Conduct regarding behaviour and communicate both internally and externally	End of 2022	GM of People Consumer Team
Introduction of Wellness Partner Converge to support staff including Specialist Helplines for LGBTQ+, Aboriginal and Torres Strait Islander Peoples, Domestic and Family Violence, Eldercare, Disability.	April 2021	People Team
Increase the amount and the accessibility of our facilities for the community as part of the redevelopment of VUWO		
Increase the accessibility of our building and stadiums for the community	2023	Head of Infrastructure and Operations
Increase of toilet and shower facilities available for female staff across the Club	2023	Head of Infrastructure and Operations
Building on existing facilities including gender neutral toilets	2022	Facilities Manager
Inclusion of pride flags within VUWO precinct	End of 2022	GM of People
Addition of a Prayer / Cultural Room in centralised location	2023	Head of Infrastructure and Operations
Review of facilities available to encourage cultural diversity	2023	GM of People Head of Infrastructure and Operations
Addition of Breastfeeding Room and Parenting Facilities in centralised location	2023	Head of Infrastructure and Operations



ACTIONS EDUCATION AND TRAINING

	COMPLETED IN	RESPONSIBILITY
<i>Provide opportunities to increase awareness, develop and educate our people and community in the focus areas of this DIAP</i>		
Provide training and education for staff and players	Ongoing	GM of People
Provide opportunities for Employees and Players to be mentors within our Community Programs	Ongoing	GM Western Bulldogs Community Foundation
Continue to fund and support Women's development, mentoring programs and succession planning	Ongoing	GM of People
Continue to provide pathways and processes for enhancing gender equity, including in our Management Team, Executive Team and Board	Ongoing	GM of People
<i>Continue to celebrate and connect with diverse and marginalised communities</i>		
Continue to support Women in our community through our Daughters of the West, Goal, Youth leadership, Nallei Jerring Koori Leadership Project, African Action Plan, Leaders of the Pack and CALDPlay and Employment.	Ongoing	Western Bulldogs Community Foundation
Continue to educate men in our community on respectful relationships and masculinity through our community programs including Sons of the West and Youth Programs.	Ongoing	Western Bulldogs Community Foundation

ACTIONS FOOTBALL

	COMPLETED IN	RESPONSIBILITY
<i>We will continue to educate and develop our playing groups to empower and advocate for our People and Community</i>		
Our AFL and AFLW leadership teams meet with the DIAP player Champions to drive initiatives for education and engage in the DIAP from a playing group perspective	End 2022	Head of Football with Player DIAP Champions
Continued integration between our men's and women's football programs	Ongoing	Head of Football
Roll out of education programs to our playing groups	2022	GM of People Player Development Managers
Facilitate and drive the our AFLW players development through the AFLW Player Development Manager	Ongoing	AFLW Player Development Manager
Western Bulldogs Community Foundation to present to the playing group on opportunities within our Community programs to be mentors and/or speakers	Ongoing	GM Western Bulldogs Community Foundation
Launch a Women's football Coterie Group to better support our AFLW and VFLW players and programs	Ongoing	Chief Operating Officer GM of People
Redevelopment to increase inclusion and integrated facilities within our teams and programs	Ongoing	Head of Infrastructure and Operations
Provide state of the art change rooms for our AFLW team	2019	Chief Operating Officer



ACTIONS EVENTS AND COMMUNICATION

	COMPLETED IN	RESPONSIBILITY
We will continue to disrupt the status quo, educate, celebrate and inspire		
Review Club communication and marketing strategy to ensure, where possible, equal and appropriate representation of men and women, across all collateral and events	Commenced and ongoing	Marketing and Communications Team
Drive representation across Gender Equity, LGBTQI+, people with disability and Multicultural in all of our channels	2022	Marketing and Communications Team
Recognising key dates in the calendar each year celebrating at least two calendar events for Gender Equity, LGBTQI+, people with disability and Multiculturalism separately to drive diversity and inclusion with internal and external communication	2022	GM of People Marketing and Communications Team
Continue to be industry leaders of game day experience at AFLW matches, including through Pride Round	Ongoing	Chief Commercial Officer GM of Consumer, Marketing and Communication

We will continue to consult and seek advice from community groups to ensure our changes impact communities positively and we continue to learn and grow as a Club. We look forward to achieving the above actions by the end of 2024 and are committed to continue to find opportunities to celebrate and connect our people and community.

The People team will be reporting quarterly to our board and Ethics and Integrity Committee on the progress and a report will be generated and shared to ensure we are accountable to our commitments made.

RAP RECONCILIATION ACTION PLAN

In 2018 we launched our inaugural Reconciliation Action Plan (RAP) with the vision for Reconciliation to build a culture of equality, respect and recognition of the cultures, histories and contributions of Aboriginal and Torres Strait Islander peoples as the First Australians and to stand as a beacon to the community around us.

Through this process we strive to become a national leader on the road to reconciliation; working closely with our existing connections, while building new relationships in an effort to become a Club that people are proud to be a part of, and one that is admired from afar.

In context, that means creating an inclusive and diverse workplace, where shared history is acknowledged, negative stereotypes are removed, and the road forward is clear, using our unique reach and influence with young Australians to light the way to a better and brighter future.

We completed this Reconciliation Action Plan in 2020 and are now developing our second innovation RAP to continue our journey.

Please see the Reconciliation Action Plan on our website for further details.



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