

Logan City Council - Female Participation Club Factsheet

Background

Our data shows that women in Logan follow a similar trend to most Australian women. Key findings from the Logan City Council (2019) Active Logan Participation Study include:

- women are generally as physically active as men
- women mainly take part in active recreation (walking, gym, fitness, swimming, running)
- women are less involved in organised club sports with the 9 most popular activities reported by women being non-club related
- the proportion of women and men doing organised activities is comparable. A higher number of women to men use fitness or leisure centers (private and community) and community organisations / programs, including council programs.

How can your club benefit from more female participation?

- More members:
 - your target market could double
 - mums often decide which sport their kids play so being female friendly will help
 - parents will choose a club where both their sons and daughters can play
- More money – more members will increase your revenue.
- More volunteers.
- Improved operations and governance – women bring different perspectives that can lead to better decision making.
- Open new networking opportunities – sponsors, community links, schools

Resources

To encourage more women and girls to participate in recreation activities there is a need to create a female friendly environment. It is advisable that organization's develop a **Female Participation Plan** to guide them in developing a female friendly environment. Council's Sport and Recreation Officers can assist in developing this plan.

As a first step, clubs can watch the following short videos for some helpful information:

- Why it is important for clubs to increase female participation
- Female participation from pre-school to high school
- Female participation through parenting and family years
- Help with preparing a Female Participation Plan

More information and links to other resources can be accessed through the Queensland Government website

Clubs should also research their state and national bodies websites to get advice about specific sports.

For more information or help to prepare a Female Participation Plan, please call our Sport and Recreation Officers 07 3412 3412 or email us at council@logan.qld.gov.au