



SACA

Community Engagement Rounds



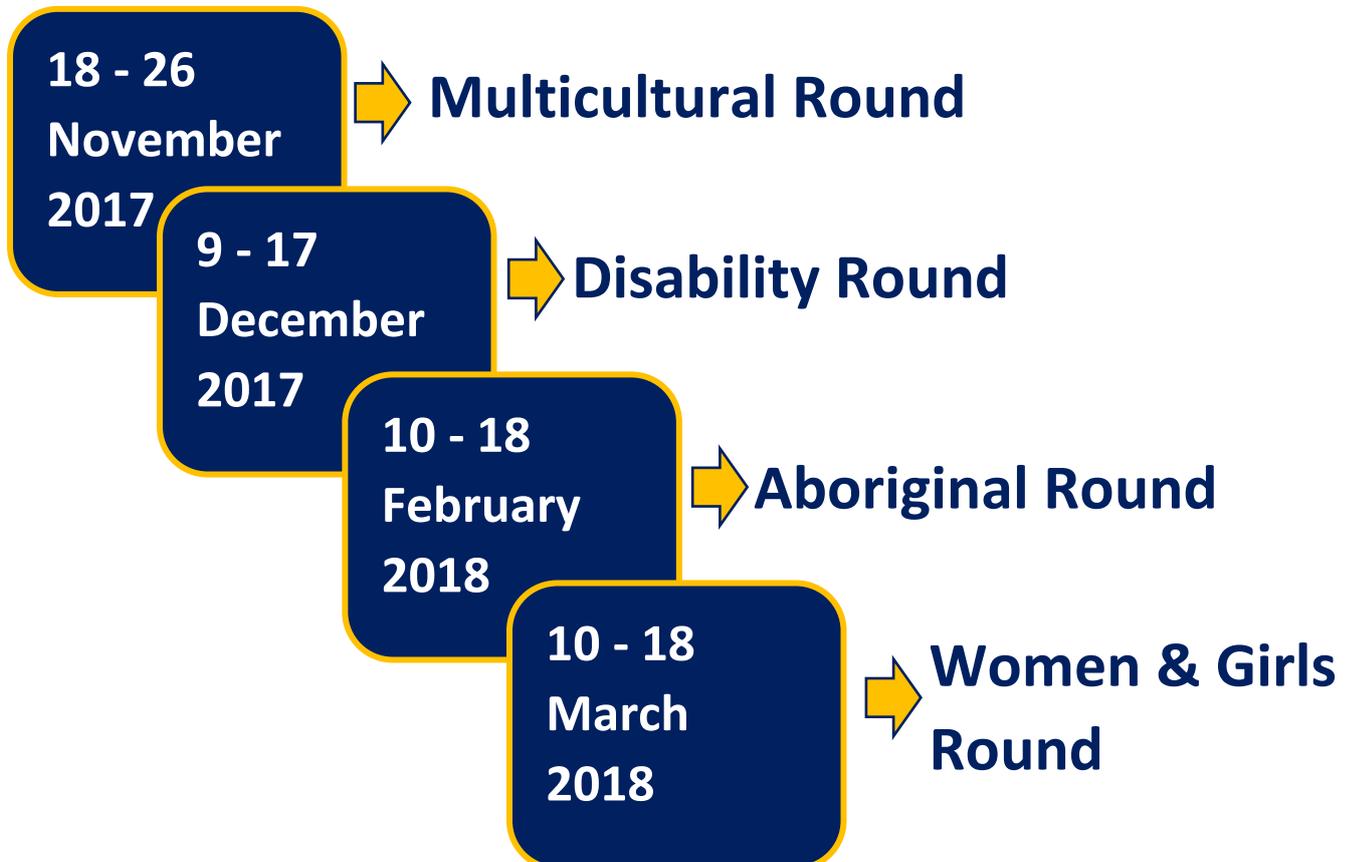
SACA COMMUNITY ENGAGEMENT ROUNDS

Australian Cricket has a vision to be Australia's favourite sport. To achieve this vision, cricket must truly reflect Australia's culturally diverse society while captivating and inspiring people of every age, gender, cultural background and ability, while building bridges between continents, countries and communities.

Clubs and Associations that create a welcoming environment for Australia's diverse population may find that they attract more members. Australian Cricket will continue to improve access to the sport for non-traditional participants, including women, Aboriginal communities, people of non-English speaking backgrounds and people with disabilities.

SACA's purpose is to *Lead the Way*, working to achieve Australian Cricket's vision to be *Australia's Favourite Sport and a Sport for all Australians*. The launch of the Community Engagement Rounds reflects SACA's passion for ensuring all South Australians can see themselves represented in community cricket.

All South Australian cricket Clubs and Associations are encouraged to celebrate their own diverse communities by hosting a **Community Engagement Round** during the 2017-18 season. Four diverse communities have been identified for this season with a range of resources and information available to support Clubs and Associations as they host one or more of the following Community Engagement Rounds.



For any assistance, contact SACA's Community Engagement Team at 08 8300 3800



10 STEPS TO SUCCESS

LEAD THE WAY WITH THESE TOP TIPS

L

LINK with your own community...

Every community is unique in its make-up. What does yours look like? Do your club members reflect your community?

E

ENSURE your club is welcoming & safe...

Do people feel comfortable, valued, and connected within your club? Do people of diverse backgrounds feel welcome at your club?

A

ACKNOWLEDGE the contribution of your members...

Find your club members who were born overseas or who identify with other nationalities, members who identify as Aboriginal, members with a disability, members who are female.

D

DECIDE what to do...

Is there a round that represents your club? Organisation, preparation, work within your resources.

T

TELL everyone what you are planning...

Communicate your plans and the benefits and importance of the match to club members, your community, the council, local MP's and school communities.

H

HOST A Sport For All Workshop...

Cricket Australia's inclusion and diversity guide for community cricket. Clubs can host a workshop or attend a scheduled workshop. Visit <http://community.cricket.com.au/clubs/a-sport-for-all>.

E

ENCOURAGE local community groups to be involved...

Is there a local community group you could involve with your club? Invite groups to social events or community leaders to talk about their culture to your members.

W

WRITE stories about your members...

Tell your story! Talking about your members is cheap, easy and a great way to engage the community. Share your best member stories with SACA for us to promote further.

A

ACCESS resources and support...

SACA, local organisations and councils can help with planning, promoting, providing resources, contacting local media and government and gaining free publicity for the club.

Y

YES, you can!

Rome wasn't built in a day. Do what you can to celebrate diversity. It doesn't need to be expensive or labour-intensive. Start small and build over the years.

Looking for a great resource? Check out *Well Played: Australian Cricket's Playing Policies and Community Guidelines*. Visit <http://community.cricket.com.au/clubs/well-played>

BACKGROUND INFORMATION

WHAT TO KNOW BEFORE YOU START PLANNING YOUR EVENT

To achieve our vision of being Australia's favourite sport, we need to ensure we are reflecting modern Australia. Each community is unique and we can learn more about the make up of our community by visiting the Australian Bureau of statistics and searching your suburb. Results will uncover your community make up: sex, age, income, country of birth, education, Indigenous status, religion and more. Visit:

<http://www.abs.gov.au/websitedbs/D3310114.nsf/Home/2016%20search%20by%20geography>

Communication & Organisation

Whatever you are planning, make sure your Association is aware as well as the opposition club. It is important to respect the guidelines of the competition you play in and to allow your Association and opposing team the opportunity to be involved on the day.

SACA social media is ready to tell your story! Let us know what you are planning and tag us on your social media. Use our hashtags and take lots of photos. Sharing your stories on social media is the best way to promote your club. It is cheap and easy. Ask your followers to share your stories too.

Organisation is important. Who is leading the project? Who should be involved? If you are running a multicultural event, make sure your planning team is made up of diverse members to provide the best platform for success. This event is about connecting to your community – so make sure your community know what you're doing!

SOME IDEAS

- Contact local organisations operating in your community. They could be involved at your event (e.g. hold a stall at the club) or promote through their networks.
- Involve relevant members in your community in your planning to ensure that your event 'hits the mark' locally – they'll be best placed to advise you.
- Consider showcasing local artists in your event or at your club. You could have a dancer or dance group, singers or artwork as well as performers on the day.
- Use balloons, streamers and other decorations to enhance the venue of the match.



MULTICULTURAL ROUND

WEEKEND BEGINNING 18 NOVEMBER 2017

On 16 November each year we celebrate **International Day of Tolerance**, a day to foster mutual understanding among cultures and people. A United Nations run campaign, TOGETHER, works to enhance perception of the benefits of migrants and refugees in the community. Clubs are encouraged to celebrate multiculturalism in the weeks following International Day of Tolerance.

A multicultural match as part of your community calendar is an opportunity to highlight the contribution of players, volunteers and administrators in cricket. Clubs should find their own ways to recognise their members who were born overseas or who identify with other nationalities through the heritage of their parents. A multicultural match can be used to build cultural awareness and understanding, recognise the contribution made by diversity groups, increases participation and club involvement by showcasing your club's inclusive environment.



In the lead up to your event you may consider running some cultural awareness activities. You can invite local community leaders in to talk to club members about their culture. Consider if you have players currently playing for you who were born overseas or if you have players whose parents were. If you don't have any multicultural players at your club, think about why this might be. Are you currently reflecting your community?

Utilise the networks of the multicultural organisations operating in your community – they can reach out to their members and supporters to let them know about the event, and the efforts of your club.

