

VAFA Inclusive Communication Guiding Principles



RESPECT INCLUSION INTEGRITY COMMUNITY

VAFA Inclusive Communication Guiding Principles

Background

The 'VAFA Inclusive Communication Guiding Principles' has been created as an agreed initiative based on consultation from clubs and VAFA stakeholders as part of the VAFA's consultation period while producing the VAFA Strategic Plan 2023-2026. The 'VAFA Inclusive Communication Guiding Principles' have been developed with feedback from VAFA staff members, VAFA Community Partners, VAFA Inclusion Advisory Group members and the VAFA Community & Club Support Sub-committee.

Purpose

The purpose of the 'VAFA Inclusive Communication Guiding Principles' is to provide clarity to the VAFA Community on how we (the VAFA staff, directors and association) will apply an inclusive lense over key communication practices between the VAFA and it's stakeholders.

VAFA Inclusion Strategy

This document forms part of a broader 'VAFA Inclusion Strategy' and the development of this document will act as a key point of reference for the work the VAFA is doing to provide a safe, welcoming and inclusive environment for all in the 'amateurs'.

VAFA Inclusive Communication Guiding Principles



The 'VAFA Inclusive Communication Guiding principles' focuses its attention on 5 areas of Inclusive communication for consideration.

1. Inclusive language.
2. Inclusive interactions with VAFA Community members.
3. Inclusive decision making and inclusive meetings
4. Inclusive events.
5. Inclusive information and design.

Inclusive language

1. We will use language that is respectful of Aboriginal and Torres Strait Islander people in our communications.
2. We will use language that is respectful of Cultural and Religious diversity within the VAFA in our communications.
3. We will refer to the preferred pronouns of people within our community in communications.
4. We will use non-binary language in our communications, where appropriate.

Examples:

- We will aim to use non gendered language within Media publications. For example 'Ruck' instead of 'Ruckmen'
- VAFA Staff who are comfortable will share their pronouns on their digital email signature.



Inclusive interactions with VAFA Community members



1. We will always engage with our community members in a personable, respectful and friendly manner.
2. We will always endeavour to answer appropriate questions of community stakeholders and will approach conversations with a customer service approach.
3. We will always endeavour to support our members and provide advice, resources and tools that will benefit its members.

Examples

- VAFA staff members, where possible, will respond to club stakeholders in a timely manner eg. Returning emails or phone calls with the most supportive response possible.
- VAFA staff members will address members of the Community by their preferred pronouns.

Inclusive decision making and inclusive meetings

1. We will ensure that decision making will always include representation of people who the decision relates to.
2. We will actively seek multiple perspectives on relevant issues or decisions.
3. We will consider the most appropriate location of meetings to allow for the greatest access for VAFA community members.
4. We will promote respectful dialogue and debate in all appropriate forums and meetings.
5. We will allow all stakeholders at VAFA meetings the opportunity to share and voice their opinions in a safe and respectful environment.
6. We will provide opportunities where possible for hybrid meetings (in person & online)



Examples

- We will list key principles of Inclusive meetings in all VAFA meeting rooms and on meeting invitations.
- We will ensure that consultation of stakeholders remains a key focus and forums for consultation such as Advisory groups will continue to be made available to all in the VAFA community.

Inclusive events

1. We will look to include appropriate cultural acknowledgements within appropriate events eg Acknowledgement of Country.
2. Presenters at events will endeavour to use non-binary language where possible.
3. When planning and executing events consideration will be made to accessibility for all including wheelchair access and elderly.
4. When executing events efforts to display signage and imagery of people that represent the entire VAFA community will be made.
5. VAFA events will endeavour to feature a variety of content and presenters that are representative of the entire VAFA community.
6. We will consider all appropriate cultural and religious events when planning VAFA events eg. Eid Festival, last day of Ramadan.

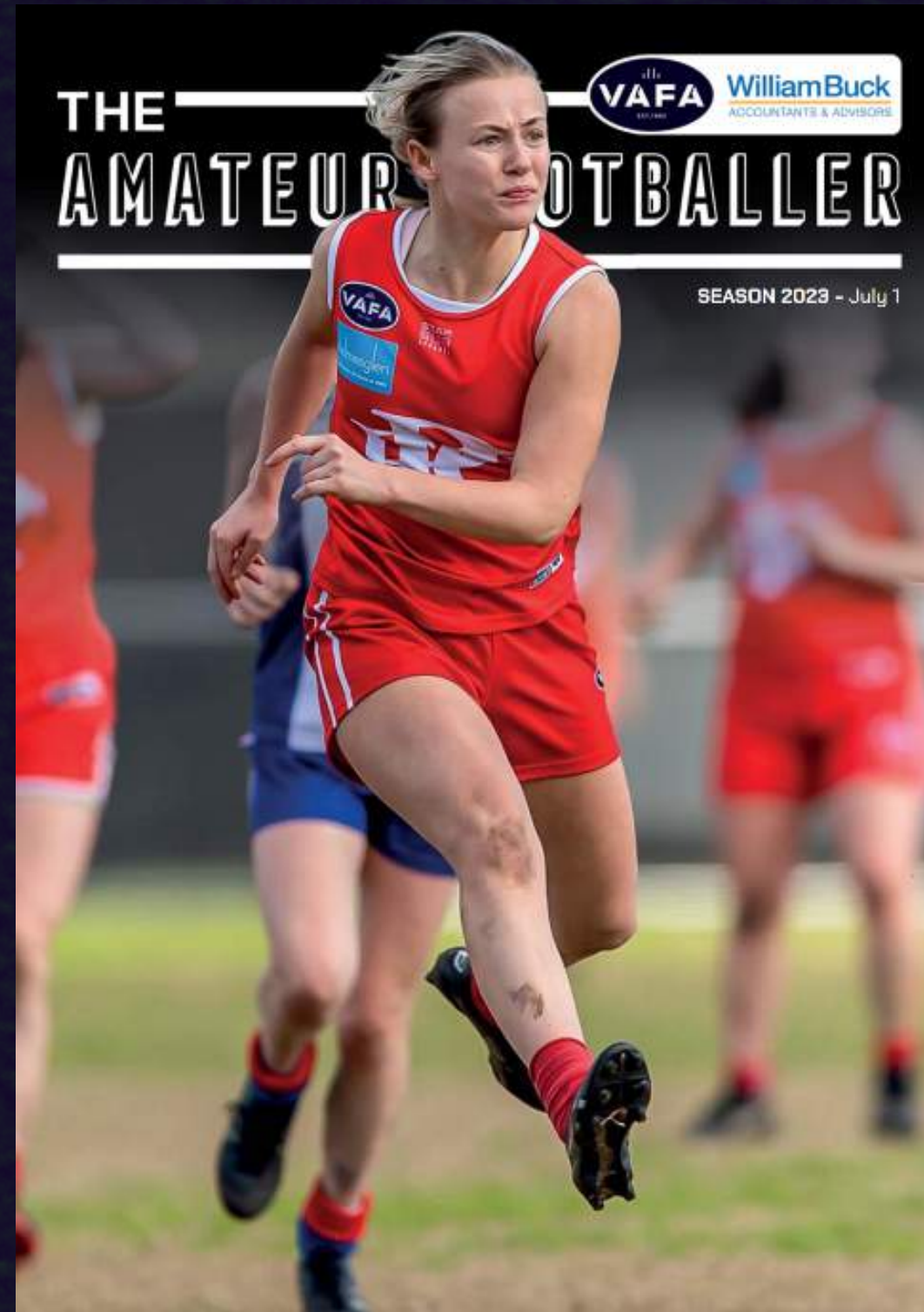


Examples

- Speakers at key events will acknowledge attendees in a non-gendered way. For example starting a speech with “everyone”, “welcome to all”.
- Attendees at major VAFA events will be able to display their pronouns on name tags and other identifying items. Eg. Pronoun stickers will be made available at VAFA events.
- The VAFA will book AUSLAN interpreters when required for major VAFA events.

Inclusive information and design

1. Imagery selected for VAFA Media will consider diversity of subjects.
2. Media imagery will avoid gender dominance where appropriate.
3. We will respect cultural protocols when using images and cultural titles in Media publications.
4. Videos and Broadcasts will provide captions where possible.
5. We will look to use image descriptors on all appropriate Media publications.



Examples

- The Amateur Footballer will depict 'gender splits' on the cover throughout the season.
- We will look to create recognition opportunities and highlight the contribution of people from marginalized groups within the VAFA Community via VAFA Media avenues.



The 'VAFA Inclusive Communication Guiding Principles' has been endorsed
by the VAFA Inclusion Advisory Group - 2023