



Issue 7

SPORT CULTURE MATTERS

► **SPECIAL ISSUE ON SPORT CULTURE**

IS YOUR CLUB CULTURE POSITIVE?

HOW DO YOU KNOW? WHAT IMPACT DOES CULTURE HAVE ON SAFE, FAIR AND INCLUSIVE SPORT? DOES WHAT YOU SAY MATTER? WHAT ARE THE UNWRITTEN GROUND RULES?

PLUS - ANTI-SMOKING LEGISLATION, NEW WEBSITE FOR PBTR, SAY NO TO RACISM ... AND MORE

Download the Play by the Rules Magazine App

<https://itunes.apple.com/au/app/play-by-the-rules-magazine/>



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THE EDITOR

Welcome to Issue 7 of the Play by the Rules magazine – our first ‘themed’ issue. The theme for this issue is sport culture. Just about all the issues around safeguarding the integrity of sport and making sure sport is safe, fair and inclusive are underpinned by the prevailing culture. A positive, proactive and healthy culture leads naturally to elevating the importance of issues that impact on integrity. Conversely, a poor culture can lead to all sorts of issues!

I'd like welcome a regular feature writer to the Play by the Rules team – former Wallaby and Brumbies player Clyde Rathbone. It's great to have Clyde on board. You will see his passion for safe, fair and inclusive sport in future articles.

Also, next time you go to www.playbytherules.net.au you'll notice a big change in how the site looks. We've upgraded and reformatted the site for 2015 to make it more contemporary and user friendly. While all the content remains as it was, we've added a few bells and whistles. Hopefully you'll like it.

Enjoy this special themed issue on sport culture.



Peter Downs
Manager - Play by the Rules

Please 'Like', 'Follow' and 'Subscribe' - a great way to support safe, fair and inclusive sport



HARMONY DAY

CELEBRATES 15 YEARS

Australia has a proud sporting tradition – it's one of the things we're famous for. A great footy final or basketball match brings people together for a common goal (excuse the pun).

Sport can create a powerful sense of belonging, regardless of your age, gender, religion or cultural background.

For 15 years, Harmony Day has also been sharing messages of inclusiveness, respect and belonging. The day celebrates the cultural diversity we're just as renowned for as our sporting prowess. Since 1945, 7.5 million people have made Australia their home. We identify with approximately 300 ancestries and today around 45 per cent of us were born overseas or have a parent who was.

We have a lot to be proud of. Almost 92 per cent of people feel they belong, and agree multiculturalism has been good for the country. Organisations such as the AFL, NRL, Netball Australia, Football Federation Australia lead the way on social cohesion, along with campaigns such as 'Racism. It Stops With Me'.

As we mark the 15th anniversary of Harmony Day on 21 March, we want to thank everyone who lives the message that 'everyone belongs'.



Thank you for the 60,000 events you've held since 1999 – for the festivals, morning teas, unity cups, music, art, film, personal stories, passionate debates ... and all that orange!

This year, join the festivities by acknowledging your own harmony heroes. Visit www.harmony.gov.au for ideas on holding a 'thank you' themed event, and register your event to receive free promotional products to add colour to your celebration.

Getting involved for the first time? It's easy. Like or follow Harmony Day on Facebook, Twitter and Instagram for resources, ways to get talking and more.

PLAY BY THE RULES GETS A MAKEOVER FOR 2015

You may have noticed a few changes to the Play by the Rules website recently with a more modern and refined look. We hope you like it.

The old site was first developed over a decade ago – an eternity in cyberspace. While it has served us well, with close to one million hits, it needed a bit of an overhaul. All the core features and documents basically remain in the same navigation format. Existing links to Play by the Rules material remain intact. In that sense nothing has changed.

We've tried to make it cleaner, with improved search functions and links to our sister sites, such as www.youcanplay.com.au

Go and take a look around: www.playbytherules.net.au

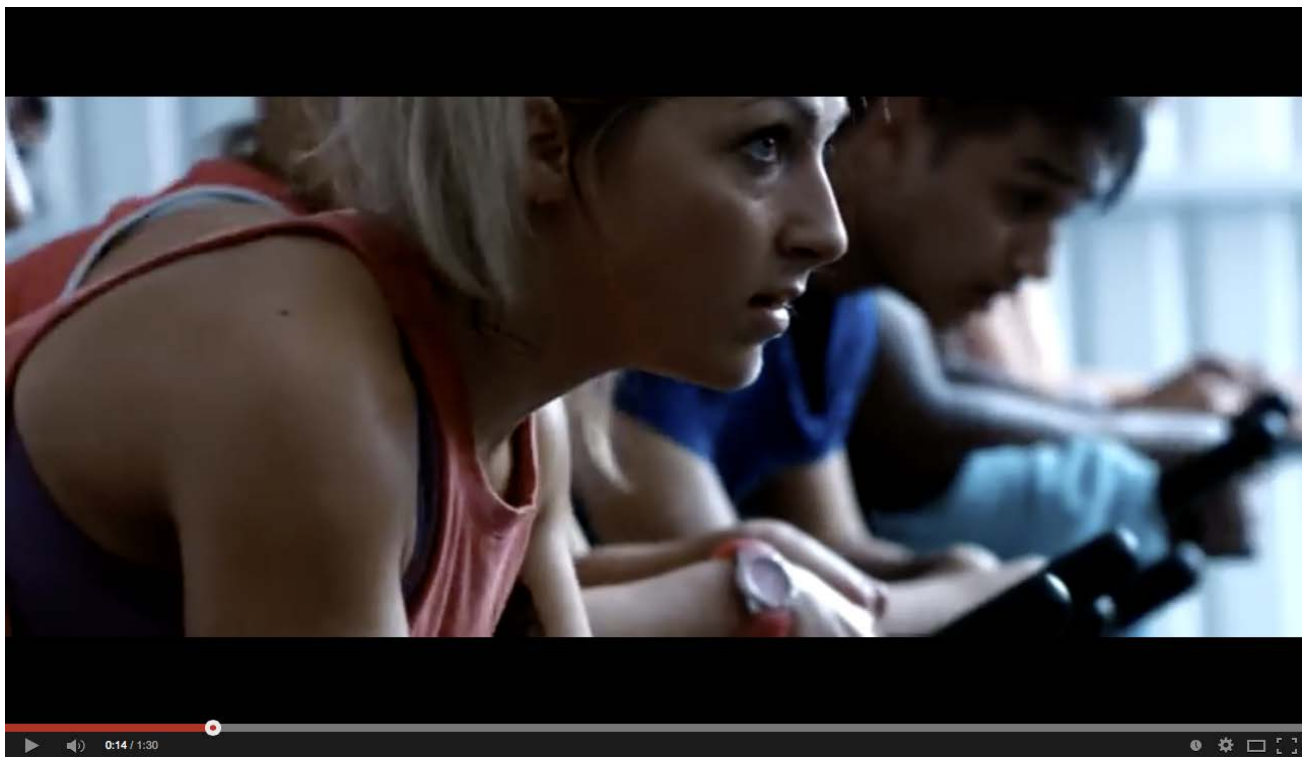


THIS GIRL CAN

'This Girl Can' is a UK national campaign developed by Sport England which celebrates active women up and down the country who are doing their thing no matter how well they do it, how they look or even how red their faces get!

Fear of judgment is what stops many women taking part in exercise, but as the campaign is showing, it doesn't have to.

The website www.thisgirlcan.co.uk contains many excellent videos and links to resources and sports online. Videos are all on YouTube so can easily be embedded in your club's website.



SAY NO TO RACISM

NEW ANTI-RACISM IN SPORT PROGRAM ABOUT TO HIT SCHOOLS IN THE ACT

A new anti-racism program is about to kick off in the Australian Capital Territory (ACT) targeting public schools.

The 'Say No To Racism' program aims to address racism and prejudice at the community level, particularly within the school and sporting environments. The program aims to:

- raise awareness of the importance of mutual respect and fair treatment of all people regardless of their cultural, racial or religious backgrounds
- promote the benefits of cultural diversity and social cohesion.

Participants in the program will:

- recognise that racism is unacceptable
- become involved in practical action against racism, wherever it happens
- have a greater understanding and respect of diversity
- have an improved sense of belonging regardless of their background
- engage in mainstream activities such as sport to address social isolation.

The program is being delivered to 40 ACT public schools in 2015, and is a joint initiative between the ACT Education and Training Directorate, XXIII Eleven, and program partners Play by the Rules, Football Federation Australia Centre of Excellence, Capital Football, ACT Brumbies, AFL NSW/ACT, Basketball ACT and Hockey ACT.

For more information on Say No To Racism contact Jamie Garrido - jaimie.garrido@xxiiieleven.com.au

WISE WORDS

Former Australian men's gymnast Brennon Dowrick well knows the power of words.

When a young and very nervous Dowrick debuted in international competition in China in the 1980s, he fell off the pommel horse during a routine, knocking a chalk bucket toward the judges table. National coach Warwick Forbes tried to stop the bucket but it hit the table, showering Forbes and the head judge with white powder.

'The crowd went into hysterics,' Dowrick said. 'But Warwick smiled, wiped his face, came over to me and said an amazing thing. He said it was not the best routine I'd ever done, but that I should forget the routine and concentrate on representing Australia and doing the best for the team. Every time I competed after that I remembered his words. Our team results got better and better and my own results improved too.'

Forbes' words were positive, but would Dowrick's response – or even his career – have been different if Forbes had said nothing, or worse, had reacted negatively?

Words can carry enormous weight, sometimes more than we think. They can



often impact on people for decades, providing either the courage to press on, or to give up.

Every day in our sports clubs and organisations our words are shaping the reality of our club culture and of the individuals who take part in our activities. Often this has more significance than our clubs' written words and codes of conduct. What we say and how we act can influence participants' attitudes, behaviours, performance and their continued involvement in our organisations. We can even impact on their quality of life.

More broadly this can also impact on how our clubs are perceived and supported by the community, media and sponsors. All of these impacts can be positive or negative and it takes discernment to know when, how and even if to speak in some situations. There are a number

of techniques that we can consider to help us choose our response.

Think before you speak and ask yourself, 'How will I sound to my listener?' Communicate in a way that is fair, non-threatening, positive, and helps maintain the person's self-esteem. When someone does something right, tell them what you liked about their actions. Whenever you do this be sincere, because incessant praise can be viewed as shallow and insincere.

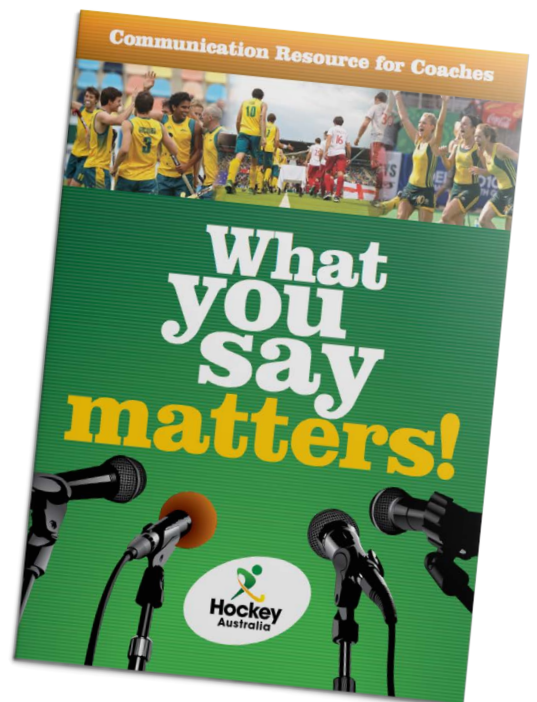
If the situation is tense, sometimes it is more useful to say nothing and simply actively listen so that someone can vent their emotions. Often this can be followed up with a productive conversation.

If, however, it is you who is emotional, then let your emotions settle before providing a response. If you are irate, then wait. Another technique is to ask thought-provoking questions instead of making statements. Some examples might be: 'Why did that matter?' or 'How are you seeing the situation?'

It is also useful not to start sentences with 'you', but rather with 'I'. This can help to avoid a blaming tone. You can choose to be civil and respectful, even if it means changing the subject by agreeing to disagree.

If something does need to be said, it shouldn't be said bluntly. It never takes long to think of a more diplomatic way to put

"Every day in our sports clubs and organisations our words are shaping the reality of our club culture and of the individuals who take part in our activities."



hard facts, and this can make a big difference in how people receive information. Seldom is anybody won over by being belittled, irritated or nagged.

Hockey Victoria has published a highly informative and helpful 26-page booklet that includes tips for handling sensitive conversations, active listening techniques, communicating with Indigenous people and people with disability, and for creating an environment supportive of gender and sexuality diversity. What you say matters is largely written for coaches, but the messages and strategies resonate across all participants in a club or sports organisation. You can find it at http://www.hockeyvictoria.org.au/Portals/15/Development%20Resources/What_you_say_Matters.pdf.

CULTURE IN PROGRESS

Imagine you've just signed up as a member of your local sports team. You receive an invitation to attend the first team meeting, you arrive at a strange building, enter and navigate to a room above which a sign reads 'Culture in progress'.

You carefully press the door open and enter the room. And there you find every single member of the organisation standing partly submerged in a large swimming pool.

The CEO is there along with all the support and

administrative staff. The coach, captain and all the players are there too, standing in the pool staring back at you.

You stare back not entirely sure what to do until the coach says 'What are you waiting for, don't you want to be part of our culture? Get in!'

The entire scenario seems surreal and confusing but you decide to enter the pool. You grab the metal ladder leading into the water and begin to lower yourself.





‘Slowly!’ shouts one of the players. ‘If you get in too fast the waves could go over Jimmy’s head. He’s the shortest in the team and he could be in real trouble if the waves get really high. We’re all trying to keep the water as still as possible.’

As you descend into the pool you begin to notice how being in the water connects you to everyone else. Then more people arrive and begin to enter the water while others start leaving the pool. You notice how every rise and fall of the water level, every single ripple and wave, has an effect on every other person in the pool.

Slowly it dawns on you that what you do in the pool impacts on everyone else.

Then the captain begins speaking: ‘This is the most important understanding about culture – that everything we do affects everyone else.’

The coach then chimes in: ‘Being in this pool is made easier if we all work together. If we all decide to swim in a circle, the current we generate as a group will make each of our jobs easier. In the same way, if some of us decide to swim against the current, all of us must work harder to overcome this resistance.’

The CEO begins to speak: ‘The coach is right. And to work well together we need shared attitudes, values, goals and

practices. We need to care about the same things and we need to place what is best for the team ahead of what is best for ourselves.’

Finally one of the trainers says: ‘And we must never forget that building a strong culture takes hard work, it has to be earned by developing and maintaining shared habits, because culture is always changing, just like the water in this pool.’

As you leave the pool you realise that positively contributing to team culture begins with you. That ultimately, culture is a reflection of people, and the best cultures are born from the realisation that we are all part of something bigger than ourselves.

Clyde Rathbone

www.clyderathbone.com



GETTING THE CULTURE RIGHT

- introducing UGRs



Steve Simpson is an international speaker, author and consultant who works with organisations across the world to help them understand and improve their culture.

www.steve-simpson.com

It was only after I concluded my sporting career as an Australian rules footballer that I reflected on some of the nuances of the game.

For example, I became aware of the fact that at training sessions, players would almost always yell out ‘good pass’ (or words to that effect) when a team-mate passed the ball well. During a game, when someone did something well, team-mates would always congratulate that player on a job well done. When a player kicked a goal, they would often point or physically run up the ground to thank one or more players for the part they played in that goal.

Of course, there was no manual or policy guidelines dictating these behaviours. Like all other sports, the game had evolved to a point where a wide range of unwritten ground rules (UGRs) were well known and practised. Paradoxically, while these UGRs dictated people’s behaviours, they were (and are) seldom talked about openly.

UGRs, which I define as people’s perceptions of ‘this is the way we do things around here’, exist in any collection of people. That means that there are UGRs in sports teams, clubs, coaching and officials groups, associations, spectators and their communities.

It is interesting to note that when we stack up written documents and policies on one side of the ledger, with UGRs on the other side, there is little debate on which has the most influence. Of course, UGRs trump documentation every time. That’s why it is imperative that sports groups no longer leave their UGRs to chance when it comes to safety, fairness and inclusivity.

It’s what leaders don’t do

I was working with the leadership team of an Australian company to help them improve their

culture using the UGRs concept. I asked Doris, the CEO of the company, what she learnt from our UGRs work, and her response showed wonderful insight.

Doris said, 'Steve, I've learned that leadership is all about what leaders don't do'.

When I pushed Doris to explain her point, she said, 'I'm a stickler for tidiness. If I visit one of our sites and I'm walking in the carpark with one of my leaders, and I look at the weeds in the garden bed and I do nothing, what's the UGR? It's 'tidiness is other people's responsibility'. She went on to explain that this was not limited to weeds in the garden bed!

Sports leaders and culture

If we as sports leaders at any level, walk past or

ignore behaviours that compromise safety, fairness or inclusivity, then in effect we are creating a UGR that says 'around here that's okay'.

So for any sporting group to truly be committed to the right principles requires leaders on occasions to make some hard calls, and to challenge behaviours that are not in accordance with the required culture.

This need not be all about policing bad behaviour. Quite the contrary – getting people to identify the kinds of UGRs the group would like to have in place, and then committing to these UGRs, can be both fun and uplifting.

Not to focus on UGRs in a sense is to absolve a primary responsibility of sports – to create cultures that are genuinely safe, fair and inclusive.



Anti-smoking laws and sporting venues

An interesting question for anyone involved in sport is to consider how far the law interfaces with sport today. Well here is an area that often slips under the radar of sports administrators – anti-smoking laws. Most people are also aware that governments at all levels and in all jurisdictions have passed anti-smoking legislation banning smoking in enclosed public places such as office buildings, shopping malls, schools and cinemas. What they are not aware of is the exact extent of these smoking bans and the fact that they can and do catch out sporting clubs and associations.

Overview of state/territory legislations

There is a degree of commonality among jurisdictions regarding where smoking bans should be applied, but there is a great deal of variability in terms of exemptions from indoor and outdoor bans, how to manage smokers lighting up in outdoor areas, and the penalties that apply. What follows is a brief overview of the legislation in each jurisdiction that can apply to sporting clubs and associations.

Australian Capital Territory

The Australian Capital Territory (the 'ACT') has banned smoking in enclosed public places, including enclosed sporting or recreational places (Smoke-Free Public Places Act 2003). To be considered an 'enclosed' place, a public place must have an overhead cover, and be 75 per cent or more enclosed. The ACT also has a complete ban on smoking in enclosed areas of clubs, and outdoor eating and drinking areas (other than designated outdoor smoking areas of licensed premises), and the Act requires occupiers of premises to take reasonable steps to prevent smoke entering no-smoking areas, including neighbouring premises.

New South Wales

The Smoke-Free Environment Act 2000 bans smoking in spectator areas at public sports grounds and other recreational areas when an organised sporting event is being held. The smoking ban applies to all spectator areas (covered and uncovered, whether there is seating or not) for the duration of the event, including pre- and post-match times and during any breaks, as well as at swimming pool complexes, fitness centres and other sporting facilities (unless they were declared an exempt area). Under the Act, occupiers of premises where smoking is allowed must take reasonable steps to prevent smoke from entering smoke-free areas.

Northern Territory

The Tobacco Control Act 2002 requires that 50 per cent of fixed seating in sporting venues and other outdoor events (for example, racetracks, grandstands and showgrounds) be smoke free. Outdoor drinking or eating areas are all required to be smoke free.

Queensland

The Tobacco and Other Smoking Products Act 1988 banned smoking in stadiums managed by the Queensland Major Sports Facilities Authority, and between the flags at patrolled and artificial beaches. Liquor licensed premises that hold a general or club licence can designate an outdoor smoking area where only smoking and drinking can occur.

South Australia

The Tobacco Products Regulation Act 1997 banned smoking in public places that are more than 70 per cent enclosed or at public events declared to be smoke free at the request of a local council or other incorporated entity.

Tasmania

The Public Health Act 1997 has declared that any area of an outdoor sporting venue containing reserved seating and all outdoor sporting venues when an organised sporting event is being held must be smoke free. Other smoke-free areas include public swimming pools, between the flags at beaches and within 20 metres of any permanent or temporary public seating and the competition area at all outdoor sporting venues.

Victoria

Under the Tobacco Act 1987 smoking is prohibited within 10 metres of sporting venues during under-age sporting events (including training or practice sessions and outdoor dining and drinking areas), as well as in the outdoor areas of public swimming pools and in between the flags on all of Victoria's patrolled beaches.

Western Australia

The Tobacco Products Control Act 2006 requires sports clubs to be smoke free inside. Smoking is also prohibited between the flags of patrolled beaches.

What is a 'public place'?

Because of the intention of the legislation, that is that smoking is to be discouraged, the courts will probably interpret the legislation fairly broadly. 'Public places' will include places to which the public, or a section of the public, has access, such as members of a sporting club derived from, for example, their membership. Functions held by clubs or associations for their members will not generally be considered private functions and if functions are held in enclosed public places, smoking will not be allowed.

Who gets fined for a breach?

In all jurisdictions, breach of the anti-smoking legislation carries fines for the offenders. This can be the smoker but can also be the occupier, because most jurisdictions provide that if someone is committing an offence by smoking in a place that is prohibited under the Act, the occupier of that place also commits an offence. In the case of the occupier, this can be a person or club that has the management or control, or is otherwise in charge of the premises, and includes the manager or supervisor.

What is the penalty for a breach?

The penalties vary from jurisdiction to jurisdiction. Three examples show the disparity that exists in all jurisdictions. In Western Australia, an offence carries a maximum penalty of \$2,000 and for a continuing offence a daily penalty of not more than \$50 may apply. In the Northern Territory an occupier may receive an on-the-spot infringement notice of \$100 but penalties of up to \$2,000 for an individual or \$11,000 for a body corporate may apply if the matter goes to court and is proven. In Queensland a smoker at a major sports facility can be fined \$220 while an occupier could be fined up to \$16,800. But whatever the jurisdiction, there is a strong financial incentive on club and association administrators to avoid any penalties in the first instance. The penalty may in fact prove to be the cheapest part of breaching the anti-smoking laws if lawyers have to be brought in and court costs are also involved.

Andy Gibson is a lecturer, School of Law and Justice, Southern Cross University.

AROUND THE GROUNDS

NSW

The NSW Sport and Recreation Disability Grant

The NSW Sport and Recreation Disability Grant is open, with a closing date of 2 April 2015. Funding has been provided through the Lifetime Care and Support Authority. Projects will need to demonstrate the legacy the project will leave and must start on or after 1 June 2015.

- People and equipment – projects are capped at \$35,000 (up to \$10,000 for people aspects and \$25,000 for equipment).
- Facility and technology – projects are capped at \$75,000.

For further details go to <http://www.dsr.nsw.gov.au/grants/srd.asp>

Skin cancer prevention

Skin Cancer Prevention through the provision of shade is a priority area under the Cancer Institute NSW Evidence to Practice Grants. Funding of up to \$25,000 (excluding GST) per grant is available for building shade structures in sports clubs and other settings.

Closing date: 5pm, Friday 13 March 2015

Check out who received grants last year. This year it could be your club! <http://www.cancerinstitute.org.au/research-grants-and-funding/grants/previous/evidence-to-practice-grants>

SA

For upcoming courses and events in South Australia, go to http://ors.sa.gov.au/upcoming_courses_and_events

South Australia has also just released a sport vouchers program to encourage primary school children to join a sport club. For more information go to: <http://www.sportsvouchers.sa.gov.au/>

The Office for Recreation and Sport recently released the '[Managing allegations of child abuse in sport and recreation](#)' guidelines. The guidelines will help sport and recreation organisations to manage child abuse allegations, or a situation where a person who works within their organisation or an affiliated club has been charged with misconduct towards children. To get your copy go to <http://bit.ly/1CtvOSR>

VIC

The Victorian Equal Opportunity and Human Rights Commission has released '[Guideline: Transgender people in sport – complying with the Equal Opportunity Act 2010](#)'. The guideline outlines obligations under the Equal Opportunity Act regarding discrimination against transgender people in sport.

It provides practical guidance for sporting clubs and organisations about promoting an inclusive environment, being proactive in preventing discrimination, and responding appropriately if it occurs.

To find out more and to download your copy go to <http://www.humanrightscommission.vic.gov.au/index.php/our-resources-and-publications/ea-practice-guidelines/item/1125-guideline-transgender-people-and-sport-complying-with-the-equal-opportunity-act-2010>

ONLINE COURSE UPDATE



Harassment and discrimination - Exemptions

One of the frequently asked questions we get at Play by the Rules concerns the issue of discrimination on the grounds of specific personal characteristics such as age, gender or disability. Equal opportunity laws allow for clubs to be formed based on specific characteristics (for example, single sex clubs) and for teams to be made up of particular groups of people, such as age groups, single sex groups, or disability groups.

The law recognises that sporting prowess can be affected by factors such as age and sex, particularly where strength, stamina and physique are important for the sport. Being able to provide competition according to age groups or gender helps to provide fair competition in a safe environment.

This means that the law allows for some exemptions in sport from sex discrimination (male/female), disability discrimination and age discrimination where the sport can show that restrictions or conditions relating to strength, stamina and physique, and/or sex are important to the sport.

It is vital that any club or organisation seeks legal advice if they believe they are eligible for an exemption. This is covered in the Play by the Rules free online course 'Harassment and discrimination'. If you haven't checked it out, go and register now at <https://learning.ausport.gov.au>

RESOURCE PROFILE

Managing risks for administrators

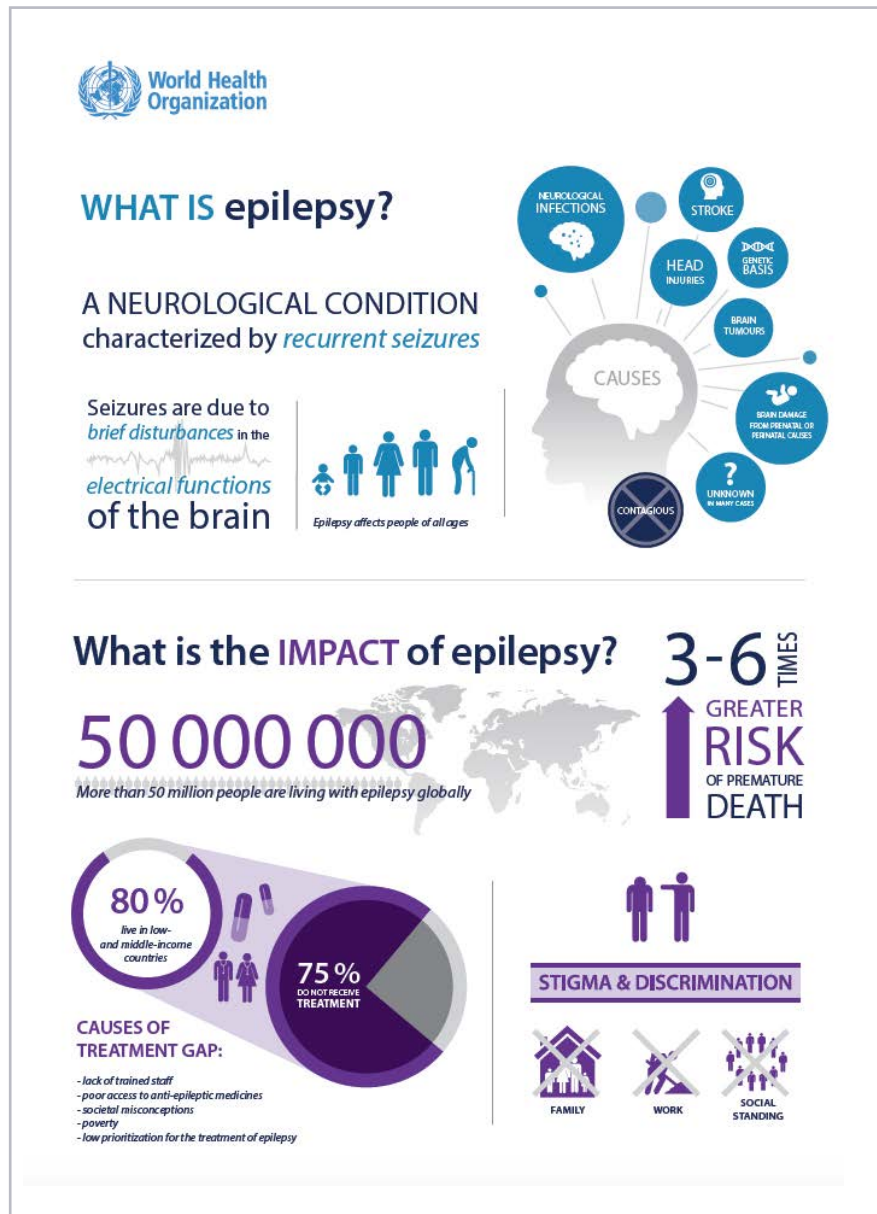
An important role for club administrators is to reduce the potential for things to go wrong. There are a number of resources to assist clubs to identify risks and develop an action plan to ensure child-safe and harassment-free environments.

These include resources such as member protection policies, codes of behaviour and guidelines on recruiting the right staff. Templates and guidelines for all of these can be found at <http://www.playbytherules.net.au/managing-risks/for-administrators>



Info-graphic of the month ...

Epilepsy is a condition which frightens many people. The condition is characterised by recurrent seizures caused by brief disturbances in the electrical functions of the brain. While seizures during sports are rare, there are some precautions sports can take – in particular knowing what to do if a seizure occurs. There are some excellent tips to be found at <http://epilepsy.org.au>



Download: http://pbtrinfographics.s3.amazonaws.com/infographic_2015.pdf

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BACK ISSUES

Below is a list of previous Issues of the magazine and their short and long feature articles. There are other common features in all magazines, such as resource profiles and online course updates. To get access to these back issues you can click on the links below or subscribe to the Apple Newsstand App and get automatic updates and previous issues. Simply go to your Newsstand App and search for Play by the Rules – it's free to subscribe!

ISSUE 1 (<http://pbtr.com.au/r/febmag>)

Handy toolkit for sun safety
Keep sport honest – match fixing online course
Play by the Rules goes mobile and responsive
What happens when someone complains about you?
Sexism still the 'ism' most prominent in sport
Bystander Intervention Project – new ways to tackle racism in sport
No place for bullies – creating a bully-free environment for sport

ISSUE 2 (<http://pbtr.com.au/r/aprilmag>)

Port Power Football Club has child safety in its sights
New Coach Code of Behaviour
Roosters Against Racism
Getting your message out – 'You Can Play'
Touching in sport – a very touchy topic
Women filling the sports governance gap
Member protection – a closer look at bullying in sport and the law

ISSUE 3 (<http://pbtr.com.au/r/junemag>)

What's your state of mind? NRL tackles mental health issues
University Hawks support AFL Indigenous round in style
New CSA for Racism: It Stops with Me
Clubs put puerile parents on notice
Landmark report on homophobia
Hitting the mark on safe, fair and inclusive sport – the Play by the Rules evaluation
Discrimination and equal opportunity issues in sport: membership of private sporting organisations

ISSUE 4 (<http://pbtr.com.au/r/augmag>)

Cricket Smart - educating young people on the values of inclusion, diversity and respect
Dietary Supplement Education
Stop, Think, Respect - beyondblue campaign has lessons for sport
Can a confession lead to change?
When tragedy strikes
Embedding inclusive delivery habits with local providers
Tips and tricks for office holders of incorporated associations

ISSUE 5 (<http://pbtr.com.au/r/octmag>)

Gender Equity: what will it take to be the best?
New Cyberbullying Guide
Top 6 issues for Play by the Rules readers
Keeping our most vulnerable safe
Is your door open to everyone?
Legal stuff: A guide to the Sporting Organisation Award 2010



ISSUE 6 (<http://pbtr.com.au/r/pbtrdecmag>)

Cricket Australia: Community Engagement Framework
ANZSLA uncover challenges for clubs in dealing with legal issues
You Can Play Forum: Raising the discussion on homophobia in sport
All Kids Can Play - including kids with disabilities
Supplements - the real story
Play by the Rules - that was the year that was
When good parents turn ugly
Legal stuff: Child protection: the international transfer of minors in football



PARTNERS



Australian Government
Australian Sports Commission

Did you know that Play by the Rules is one of the best examples of a Collective Impact approach to addressing sport issues in the country? If not the best. Play by the Rules is a collaboration between multiple partners.



Proudly supported by
Northern Territory Government



Anti-Discrimination
Board of New South Wales

ANZSLA
THE SPORTS LAW ASSOCIATION





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