



SPORT IS FOR EVERY BODY | FOR CLUBS

HERE'S HOW WE SHUT DOWN BODY SHAMING TOGETHER:

What clubs can do

1. Set the tone from the top

- ☐ Share the Sport is for Every BODY resources with athletes, parents and coaches.
- ☐ Club leaders (CEO, Board and Committees) need to set an example by how they communicate.
- ☐ Avoid any commentary about the way people look.
- ☐ Make sure that staff and volunteers are aware of the impact of body shaming.

2. Promote respectful communication

- ☐ Share the Sport is for Every BODY videos with coaches and athletes.
- ☐ Encourage positive comments and feedback that celebrates effort, improvement, dedication, attitude and teamwork over appearance.
- ☐ Establish a zero-tolerance policy for body shaming from players, parents, spectators, coaches and officials. Consistently enforce it.

3. Celebrate diversity

- ☐ Showcase athletes of diverse body sizes, shapes, cultures, identities, and abilities in your social media and marketing.
- ☐ Celebrate effort, improvement, dedication, attitude, and teamwork instead of commenting on appearance.

4. Create safe spaces

- ☐ Take action to enable athletes to make flexible uniform choices so they feel comfortable and confident.
- ☐ Offer options for athletes to change in and out of uniforms in private.
- ☐ Put up the Sport is for Every BODY posters in your club.
- ☐ Provide safe spaces for youth to provide input and feedback.



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free resources

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