



Respect & Responsibility:

How do we go about getting it?

Matti Clements
Psychology Service Manager



Psychology Service

- Consultations for off-field issues (eg. relationships, stress management, depression)
- Current & Past Players (Rookies 1yr, Senior-list 3 yrs)
- Consultants associated with Clubs
- Referrals by self, PDMs, Club Doctors etc
- Programs such as Responsible Use of Alcohol (AFL runs Respect and Responsibility program)

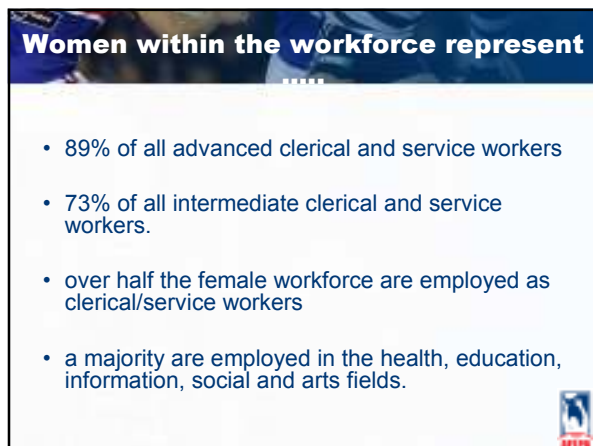


What do you consider to be the significant areas of difference between the genders within the Australian workplace?




The statistics within the corporate world

- 1% of Australia's Top 500 companies' CEOs is female
- Men outnumber women in managerial and administrative jobs by more than three to one
- Women comprise just 13% of generalist managers and 27% of specialist managers



Women within the workforce represent

- 89% of all advanced clerical and service workers
- 73% of all intermediate clerical and service workers.
- over half the female workforce are employed as clerical/service workers
- a majority are employed in the health, education, information, social and arts fields.



Why do these gender differences occur?

Gender Models:

How a national culture defines its gender orientation will influence the role of men and women in the workplace as well as their occupational orientation.



An Example

IBM employees from 53 countries

- Masculinity cultures= greater tendency to be competitive and assertive. Affected by job earnings, advancement etc.
Interested in equity
Japan, USA
- Femininity cultures= modest, nurturing and quality of life
Interested in equality
Scandinavian countries



'It seems to me that the fact that I am a woman is a bigger issue than the fact that I'm from the East. For me it isn't really important. I've only ever known myself as a woman.'

~ Angela Merkel: Chancellor of Germany



The Social Role Theory:

The particular social roles assigned to men and women by that society. People are expected to behave in accordance to these roles.



Traditional (Male) dominated societies:

- Men expected to have high levels of agentic attributes (independent, masterful, assertive)
- Women expected to have high levels of communal attributes (friendly, unselfish, emotionally expressive)



Workplace communication

Business style communication is traditionally based on male conversational style. Therefore successful women in management will often use a range of styles to incorporate both 'male' and 'female' styles.



Implications: Workplace communication

Women who exhibit exceptional agentic competences may be evaluated unfavourably because the behaviour violates prescriptive gender-role norms.



Leadership

It is claimed that the new style of leadership, one which encourages the use of 'soft-skills communication', will allow women of the 21st Century a unique opportunity to succeed.



The world of Professional Australian Sport: The Pink Ghetto



Traditionally, what have been the roles of females within AFL?



Traditional roles of females in AFL



Women in AFL: The stats

- 47% AFL members
- 50% staff at AFL House and AFLPA
- Primarily in administration, HR, health, welfare (PDM, dietician) roles, events management



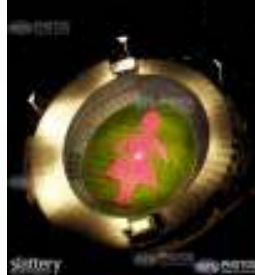
Women in AFL: The stats

- 1 Executive AFL
- 1 General Manager AFLPA
- 2 on commission
- 1 umpire
- 1 TV commentator
- 3 prominent journos
- 2 player agents



Engaging Women in AFL

- 'Women in AFL' week
- 'Field of Women'



Encouraging Women within the AFL

- Industry Women's Forum
- AFL Mentor Program
- Positions on Boards



Addressing the players' view of women

- *Respect and Responsibility* social policy (AFL)
- *Respect and Responsibility* Club-based program (AFL and AFLPA)
- Partner/Family support programs (Club and AFLPA)
- Females in full-time roles within Clubs/AFLPA etc



The Future

"The test for whether or not you can hold a job should not be the arrangement of your chromosomes"

~Bella Abzug



The Future

.....and that the voice of the majority echo this sentiment



'You can do any job you want.....maybe not anything musical though Mat'

~ Bob Clements (Matti's dad)

