

What is our opinion of using sport clubs as an incentive for men to change their thinking about and use of violence?

There are many motivators to change for men who use violence and expanding access to these can only be beneficial. Sport can use its influence to extend the principles of equality and fairness beyond the field and most sport clubs would understand their role in promoting gender equity.

For instance, Vic Health research found that:

- 98% of Victorians expect their local community sporting clubs to provide an environment that is welcoming and inclusive to girls and women
- 89% expect such clubs to educate males about appropriate behaviour towards women

Therefore, the idea of using sport as an extrinsic motivator has and is being recognized in countering domestic and family violence.

We still feel that **Intrinsic motivation** appears to have more success in sustainable change for men using violence doing something because it's personally rewarding to them as opposed to earning a reward **or** avoiding punishment.

If we want to target an even earlier intervention, then we need to focus on primary schools so that we can educate young people about gender-based violence and help change the underlying attitudes that lead to it. Without changing attitudes, it will be difficult for sports clubs to manage the underlying attitudinal shift that is required for young men to understand gender awareness that will lead to a genuine shift. Using reward and punishment around sporting activities may have a short-term impact but there are questions about the underlying change that takes place and whether this will sustain outside of the sporting arena.

That is why using a person's "fathering role" has the potential to have a longer term impact. Men stay in the fathering role for longer than they play football or other sports. Researchers such as Stanley, Graham-Kevan, Borthwick; 2012 found that men who were currently involved with children's social services were more likely than other program participants to engage with a voluntary behavior change program for more than five sessions. They found the desire to secure or regain access to their children or to avoid care proceedings was an extrinsic form of motivation that appeared effective in securing men's initial engagement with the program. However, children could also function as a form of intrinsic motivation with men developing their awareness of the impact of abusive behaviour on children and viewing their participation in the program as a means of becoming a 'better father'.

Ultimately we support any community initiative that is aimed at reducing family and domestic violence and encourage a broad based approach to preventative programs.