



DIVERSE RECRUITMENT

Having people on your committee or board who represent different groups within your local community can help create a welcoming and inclusive environment.



Diverse recruitment into your club should positively reflect your local community. Your players, volunteers and spectators should be from different backgrounds and experiences. This can include gender, experience, socio-economic levels, race, religion, sexual orientation, and so on.

The clubs' desire to diversify the members it attracts and supports should also be positively reflected in your constitution under membership and sport equity.

Not only is being more diverse morally correct but it can also lend itself to some great benefits such as;

- A broader range of skills and experiences within your club
- Enhanced language and cultural awareness
- A larger and more varied pool to reach out to

When it comes to finding new members and diversifying who you connect with, it's important to reflect on these questions

- Who are we looking for and why?
- What does successful diverse recruitment look like?
- How will you measure whether you have advertised and recruited more diversly?

Once you have taken the time to reflect on these questions, the below outlines ways in which you can reflect on what you have done previously alongside what you may want to try in the future.



Review previous communications

If you have previously shared an advert for more players or volunteers, you may want to review the language or imagery used. If you know that within your local area there is a certain demographic of individuals from a particular race or religion, you may want to ensure that imagery and language is more appealing. This will help your communication be more inclusive and reach an audience you may not have connected with before.

Target specific organisations or community groups

Within our Community Engagement section on Clwb Cymru, we discuss the importance of clubs not waiting for people, organisations, or groups to come to them but instead being proactive and reaching out. It is hugely important for creating connections within the community and the same applies when trying to connect with specific audiences.

Try to seek out places where groups of individuals go to, whether that is a physical space or through online groups or forums. If you are unsure on where to find these 'hubs' try and seek guidance from those you know from those specific communities. They may have a key contact or better still may be happy to share opportunities on your behalf.

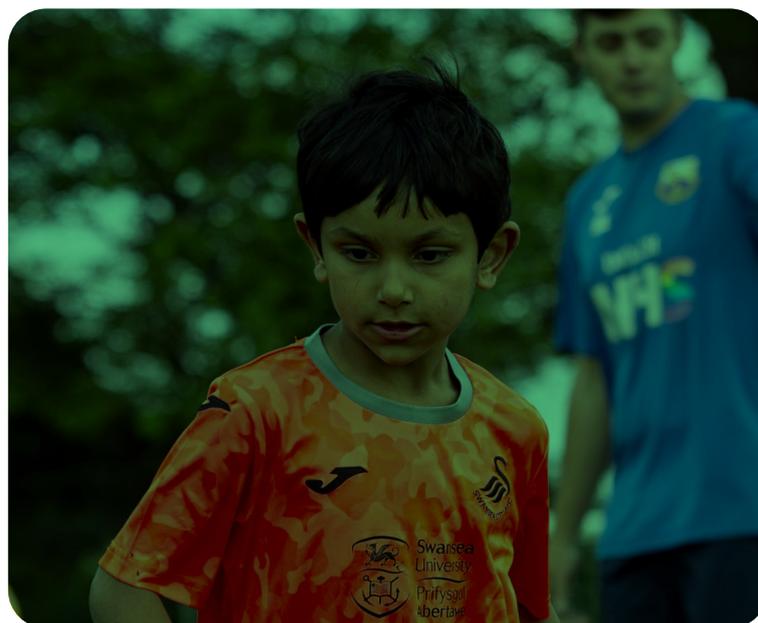
The more time you invest in building connections with the right community groups and organisations, the more likely you are to begin to diversify your members.

The more you take the initiative to find these channels, the more likely it is that your talent pools will be diverse.

Encourage recommendations

It is highly likely that your committee or board members will already have their own networks from within their own communities.

Creating a referral opportunity is a great way to showcase that your club values different backgrounds and ideas, which in turn may help with more diverse recruitment processes.



Ensure your policies are updated and diverse

There is no better time to review your policies and procedures than now. By reviewing what you have in place and what is needed to be more diverse you will appeal to more people. Consider how you can support players and volunteers during Ramadan, or what club kit might need to be purchased to enable a Muslim female to remain comfortable within your environment. It is important to create a safe environment, where members are actively encouraged to share their thoughts on how the club could be more inclusive or what may be hindering more people from their own communities to get involved.

If you do make changes to your policies and procedures, actively promote them. Most people only find out about great benefits once they are through the door of your club. Why not have this front and centre and use it as a tool to showcase the benefits you can offer.

Review applications / requests blind

If you have advertised for a role within your committee/board, get someone who is not on the recruitment panel to collate these first. They can look to remove any personal information which may indicate a person's gender, race, religion, sexual orientation etc before handing across the information. From there the recruitment panel/group can look at the experiences, skill sets and education for what it is not for who it relates to. That way you are assessing applications blind and with minimal bias.

