



IWG SYDNEY
2010

WOMEN: PLAY | THINK | CHANGE

FROM KUMAMOTO TO SYDNEY:

WOMEN AND SPORT PROGRESS REPORT 2006 – 2010

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ACKNOWLEDGEMENTS

The production of *From Kumamoto to Sydney: Women and Sport Progress Report 2006 – 2010* was a collaborative effort and we owe sincere thanks to the many people who have contributed. A list of contributors can be found at the end of the document.

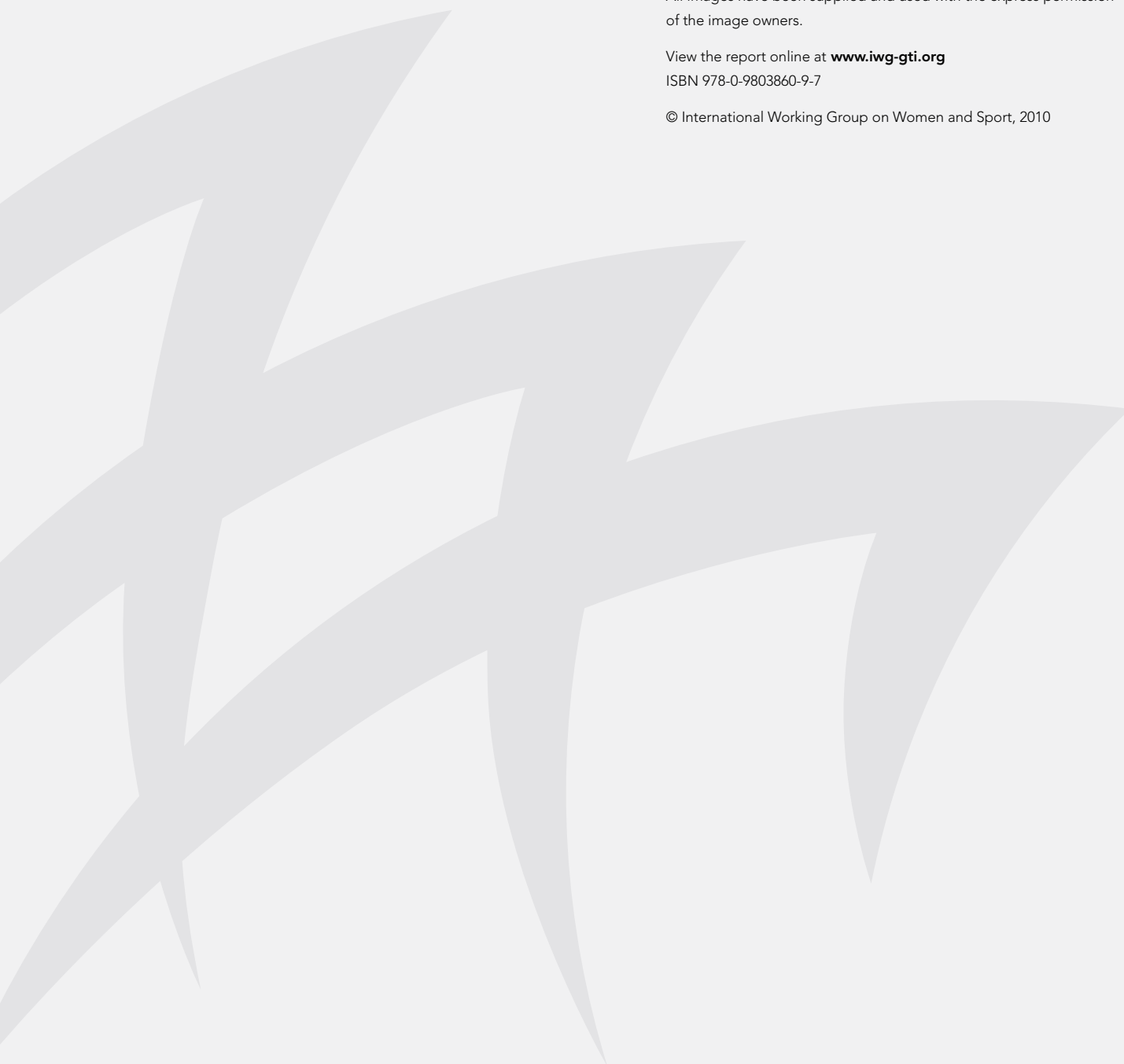
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MESSAGE FROM THE CHAIR



It is with great pleasure that I present to you the 4th IWG quadrennial progress report on achievements of the global women and sport movement *From Kumamoto to Sydney: Women and Sport Progress report 2006-2010*. In response to the Kumamoto Commitment to Collaboration, legacy of the 2006 World Conference on Women and Sport, over the past four years many organisations and individuals have indeed built a network for close collaboration in order to realise gender equality in and through sport.

Following a call in January 2010 by the IWG Secretariat for contributions to the progress report many organisations and individuals from around the world have taken the opportunity to submit information on inspiring and innovative activities,

policies and programs that have benefited or created opportunities for women to be involved in sport and physical activity at all levels. I extend a sincere thank you to those who have contributed. The report is not a complete record of progress made; it merely represents a sample of inspiring stories of women and men who have made a difference for women and sport. The valuable assistance of Sally Ryan and Ashlee Morgan in compiling and editing the report has been greatly appreciated.

A handwritten signature in dark ink, appearing to read 'J. Adriaanse', written in a cursive style.

Johanna Adriaanse
Chair International Working Group on Women and Sport (IWG)

INTERNATIONAL WORKING GROUP ON WOMEN AND SPORT (IWG) 2006 - 2010

WE PLAY:

The International Working Group on Women and Sport (IWG) was established in 1994 at the 1st World Conference on Women and Sport held in Brighton.

The result of this conference was the Brighton Declaration which embraces key guidelines for the advocacy for women in sport and was signed by more than 250 organisations worldwide.

The Group is an independent coordinating body consisting of representatives of key government and non-government organisations from all regions of the world. It has the over-arching objectives of promoting and facilitating the development of opportunities for girls and women in sport and physical activity throughout the world.

The IWG acts as a catalyst for existing government and non-government organisations concerned with the development of girls and women through sport.

OUR VALUES:

- COLLABORATION
- INCLUSIVENESS
- TRANSPARENCY
- OUTCOMES-FOCUS

WE THINK:

STRATEGIC PLAN KEY RESULT AREAS 2007 - 2012

1. **Kumamoto Commitment to Collaboration**
We are recognised and acknowledged globally for our collaborative approach to bringing about positive change for women and sport.
2. **IWG World Conference in 2010**
Hold a successful 5th IWG World Conference on Women and Sport in Sydney in 2010.
3. **Strategic partnership with the United Nations and UN agencies**
We are recognised by the UN and contributing agencies as a strategic partner for information and support on women's sport and development.
4. **Focus on the Oceania Region**
Women in sport are well represented in all areas and at all levels in the Oceania Region.
5. **IWG sustainable and democratic organisation**
We are a high performing sustainable organisation with transparent, democratic practices.

WE CHANGE:

IWG ORGANISING THE WORLD CONFERENCE ON WOMEN AND SPORT

The IWG Conferences are recognised as landmark events which raise the profile of women and sport issues, demonstrate commitment to effecting positive change and highlight the host community's contribution to success in this area.

The Conference has been held in the following locations:

Year	City	Country	Legacy
1994	Brighton	UK	Brighton Declaration
1998	Windhoek	Namibia	Windhoek Call for Action
2002	Montreal	Canada	Montreal Toolkit
2006	Kumamoto	Japan	Kumamoto Commitment to Collaboration



IWG ACHIEVEMENTS

Following is a brief outline of the activities and achievements of the IWG during the period 2006 – 2010 under each of the strategic plan key result areas.

KUMAMOTO COMMITMENT TO COLLABORATION

- IWG Annual Meetings held in regions where we can make the most impact on women's sport:
 - 2007 – Kuala Lumpur, Malaysia
 - 2008 – Mikkeli, Finland
 - 2009 – Bogota, Colombia
- The IWG developed a comprehensive, interactive new website – www.iwg-gti.org.
- The Catalyst, IWG e-newsletter was issued quarterly since 2007, sharing knowledge and ideas in regard to women and sport with our stakeholders.
- Following the 4th IWG World Conference in Kumamoto, in the spirit of the Kumamoto Commitment to Collaboration, the Lausanne International Federation Women's Network was established. This initiative was set up by IWG member Lilamani de Soysa (International Table Tennis Federation) and Brigitte Zuffrey (International Motorcycling Federation), to facilitate the women and sport movement.
- A partnership was secured with 'Women Win' for the funding of sporting projects for the empowerment of women and girls in the lead up to 5th IWG World Conference in Sydney. 'Women Win' is the first fund of its kind advocating for and defending women's human rights through the financial support of innovative, self-initiated activities that use sport as a strategy for female empowerment. The following three projects successfully secured funding through this program:
 - **Kroobay Women and Girls (Sierra Leone)**

This is a women's rights organisation with the mission to develop a sustainable sport culture for young women and girls, which enhances their participation and involvement in every aspect of sport.
 - **Women in Sport (Fiji)**

The objective of this group is to ensure that women and girls have access to a complete range of opportunities and to promote equity for women as participants and leaders in sport and physical activity.
 - **Nari Uddug Kendra (Centre for Women's Initiatives, Bangladesh).**

This non-profit national organisation seeks to promote gender equality, women's human rights and foster personal and political empowerment. The primary intervention strategy is to influence government policy through advocacy, lobbying and networking between among the government organisations, non-government organisations, private sector and women's groups.

- The IWG launched an alliance in order to promote communication and interaction amongst National Women's Sport Organisations. This alliance, administered by the IWG, allows for a cooperative and coordinated effort to promote respective objectives and to communicate and share resources, information and research. This alliance was created to foster the international network of women in sport with the objective of further developing opportunities to empower girls and women globally through sport and physical activity.
- Most appropriately, one of the first to sign the Memorandum of Understanding with the IWG was Dr. Etsuko Ogasawara on behalf of the Japanese Association for Women in Sport (JWS). In addition, the Colombian Women's Sport Association led for many years by pioneer Clemencia Anaya Maya and now by Aury Espinel has also signed on to work collaboratively on achieving agreed outcomes for the benefit of women and sport. Organisations who have signed the Memorandum of Understanding with the IWG to date include:
 - Australian WomenSport and Recreation Association (AWRA)
 - Bright Generation Community Foundation (Ghana)
 - Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS)
 - Colombian Women's Sport Association (CWSA)
 - Femmes Mixité Sport (France)
 - Japanese Association for Women in Sport (JWS)
 - Namibian Association for Women in Sport (NAWISA)
 - National Organisation for Women in Sport, Physical Activity and Recreation (NOWSPAR) Zambia
 - Pakistan Association of Women Sport
 - Women's Sport and Fitness Foundation (UK)
 - Women's Sports Foundation (WSF) USA

IWG WORLD CONFERENCE IN 2010

PROGRAM

The 5th IWG World Conference held 20 – 23 May 2010 at the Sydney Convention and Exhibition Centre features over 200 presenters including 60 poster presentations from more than 45 countries. Reflecting the theme Play Think Change, for the first time in history the Conference included a significant scientific stream; approximately 50% are presentations by academics.

The main corporate partners for the conference are Sport and Recreation NSW Communities, the Australian Government Department of Health and Ageing, The University of Technology, Sydney and Sydney Olympic Park Authority.

The IWG Secretariat was also successful in securing sponsorship for delegates from Australia and the Oceania region through relationships with government sport and recreation departments, AusAID and other organisations.

Keynote speakers of the conference include:

- Ms. Rachel Mayanja, UN Assistant Secretary General and Special Advisor on Gender Issues and the Advancement of Women
- Her Excellency, Ms Quentin Bryce AC, Governor General
- Elizabeth Broderick, Sex Discrimination Commissioner, Australian Human Rights Commission
- The Hon Kate Ellis, Federal Minister for Sport
- The Hon Kevin Green, NSW Minister for Sport
- Justin Holdforth, Head of ABC TV Sport and Events
- Dr Toni Bruce, Department of Sport and Leisure, University of Waikato, NZ
- Moya Dodd, Board member Football Federation Australia and Vice-President Asian Football Confederation
- Peter Holmes à Court, Chairman of White Bull Holdings, Co-owner (with Russell Crowe) of the South Sydney Rabbitohs, Chairman of Brand Sydney and the Greater Sydney Partnership
- Professor Dr Kari Fasting, President of WomenSport International and Professor at the Norwegian School of Sport Sciences
- The Hon Michael Kirby, former Justice of the High Court of Australia
- Panel of female Generation Y speakers representing the different regions of the world including Europe, Oceania, Americas, Africa and Asia.

AMBASSADORS

The IWG launched the Conference Ambassadors program with a great line-up of current and former Australian sporting stars supporting the conference.

"I am proud to be an official Conference Ambassador for the 5th IWG World Conference on Women and Sport which will focus on creating positive change for women and sport globally. The conference aims to facilitate opportunities for women and girls in sport and to empower women from every walk of life to realise their full potential just as I was able to as an athlete"

Cathy Freeman OAM

The full line-up of Conference Ambassadors includes:

- **Cathy Freeman OAM,**
Four time Commonwealth Games Gold Medalist,
two time World Champion and Olympic Gold Medalist.
- **Di Alagich,**
Westfield Matildas, Olympic Games Medalist,
Australian Women's Football
- **Ellyse Perry,**
National Football player and Australian Women's
Cricket Team
- **Alex Blackwell,**
Vice-Captain, Australian Women's Cricket Team
- **Melanie Jones,**
Former Australian Southern Stars player, coach
and cricket commentator
- **Allison Shreeve,**
World Champion Windsurfer
- **Amy Winters OAM,**
Paralympic World record holder and Olympic Gold
Medalist, Track
- **Sara Carrigan,**
Olympic Gold Medalist, Cycling
- **Shelley Oates-Wilding,**
Dual Olympian, World Champion, & Australian
Representative in netball, kayaking and surf lifesaving
- **Renuga Veeran,**
National Badminton Squad 2009
- **Asmaah Helal,**
Football United Coach
- **Danielle Stewart,**
Olympic Bronze Medalist, Softball, Beijing Olympics

CONFERENCE LEGACY

In November 2009, a strategic conversation to discuss and identify a powerful legacy of the 5th IWG World Conference on Women and Sport was held in Sydney, facilitated by Libby Darlison. A range of innovative and creative thinkers committed to advancing women and sport were invited to participate in the strategic conversation. Consultation was also undertaken with several global key stakeholders and their contributions were considered during the workshop.

The legacy will link to the work of the IWG over the past quadrennial (2006-2010) and seeks to build on previous legacies including the Brighton Declaration (1994), the Windhoek Call for Action (1998), the Montreal Toolkit (2002) and the Kumamoto Commitment to Collaboration (2006). It was agreed that the legacy would be a strong statement on the issue of leadership with regards to increasing the number of women on sporting boards with the United Nations Millennium Development Goals providing the context and foundation.

STRATEGIC PARTNERSHIP WITH THE UNITED NATIONS AND UN AGENCIES

UNITED NATIONS DIVISION FOR THE ADVANCEMENT OF WOMEN

In 2007 the IWG entered into an agreement with the United Nations Division for the Advancement of Women (UNDAW) in regards to partnering a publication on women and sport. The publication was based on a manuscript prepared by IWG International Advisor, Dr Carole Oglesby, as part of the 'Women 2000 and beyond' series.

Relations with the United Nations (UN) were strengthened and the proposed women and sport publication was launched. This UN publication 'Women, gender equality and sport' was jointly promoted with the IWG and WomenSport International (WSI) during the Commission on the Status of Women in New York, February 2008. This was a great step forward with the UN dedicating an entire publication to women and sport, recognising that sport can be an effective tool for women's empowerment and development. Attendees at the launch included government officials, representatives of international organisations working on women and sport, female athletes, journalists, managers and trainers, and those working to use sport to promote women's empowerment.

A key theme of this inaugural publication was addressing gender equality through:

- Access and participation
- Leadership and decision making
- Employment opportunities
- Women's sport and media
- Eliminating violence against women, exploitations and sexual harassment

In 2009, the UNDAW joined forces with the IWG and WSI again to conduct a parallel session at the Commission on the Status of Women at the UN headquarters in New York. This session entitled 'Empowering women through physical activity and sport' was moderated by IWG Chair Johanna Adriaanse and featured a number of high profile international speakers. This collaboration was a successful venture resulting from the launch of the UN's 'Women, gender equality and sport' publication in 2008.

In 2010, together with WomenSport International and the Women's Sports Foundation (USA), the IWG presented a workshop at a parallel event during the United Nations Commission on the Status of Women on 1 March in New York. The title of the workshop was "CEDAW as a tool to promote gender equality in physical activity and sport". Speakers included Johanna Adriaanse, IWG Chair, Carole Oglesby, Past-President WomenSport International and Martha Brady, Senior Associate Population Council. Following the presentation people from Uganda to New-Zealand, from Switzerland to South-Africa joined in a lively discussion. This was a fantastic opportunity to strengthen the IWG's partnership with the UN and advocate for women and sport.



CEDAW NGO REPORT

In July 2009, Johanna Adriaanse successfully submitted a paper to the Australian Non-Government Organisations' (NGO) report on the implementation of the Convention on the Elimination of Discrimination Against Women (CEDAW). This saw the inclusion of a comprehensive section on gender equality in the context of sport for the first time in the Australian CEDAW NGO report. Three articles on women and sport were included, on the areas of: sports women in the media, women's leadership in sport and violence against women in sport. The IWG and WomenSport International intend to prepare future guidelines to facilitate other contributions to this report on the imperative issues surrounding women and sport.

UNESCO OBSERVATORY

At the 175th session of the United Nations Educational, Scientific and Cultural Organization (UNESCO) Executive Board, the Greek Government submitted a draft project for an observatory on women and sport. The proposal was for a web-based observatory that would organise and systemise information and data on women, sport and physical education. Designed to contribute to UNESCO's aim of raising awareness of educational, social and moral values associated with sport and physical activity participation. The IWG has a seat on the steering committee of the Observatory.

FOCUS ON THE OCEANIA REGION

- In 2007, Oceania Women and Sport changed their name to Women and Sport Oceania (WASO) as part of their overall strategic planning up to 2012. In December 2007, Johanna Adriaanse was invited to present at the WASO annual meeting in Cairns, Australia, focusing on IWG in the Oceania Region and looking towards the IWG 2010 World Conference in Sydney.
- The IWG successfully applied to AusAID for the funding of scholarships for 7 delegates from Oceania (and a further 3 delegates from Asia) to attend the 5th IWG World

Conference on Women and Sport. Scholarships covered airfares, accommodation and living allowances. Delegates are expected to conduct advocacy, awareness raising, capacity building and empowerment and development of women from their region upon return.

- Women in Sport (Fiji) was a successful recipient of the IWG and Women Win's funding program promoting equity for women as participants and leaders in sport and physical activity in Fiji.
- The profile of the IWG was increased in the Oceania region through various marketing and communications strategies.

IWG SUSTAINABLE AND DEMOCRATIC ORGANISATION

- The IWG Strategic Plan 2007-2012 was developed under the overarching vision, to realise a sustainable sporting culture that enables and values the full involvement of women in every aspect of sport. This plan was reviewed annually at the IWG Annual Meetings.
- A working group under the leadership of Dr Carole Oglesby was established to explore, develop and implement an effective organisation structure and governance model for the IWG in the context of its vision, mission and values.
- Following an international call for bids to host the IWG Secretariat 2010 – 2014 and the 6th IWG World Conference in 2014, the IWG announced that the hosting has been awarded to the Finnish Sports Federation. The IWG will appoint Ms Raija Mattila to the position of Co-Chair for the IWG for the period September 2010 – 2014 with the 2014 conference to be held in Helsinki, Finland. Ms Tarja Halonen, President of the Republic of Finland will be patron for the 6th IWG World Conference in 2014. The Finnish Sports Federation will organise the conference in cooperation with the Ministry of Education and the City of Helsinki. Further the City of Vantaa and the City of Espoo are involved in the cooperation.

“In order to realise gender equality in and through sport, we commit to building a network for close collaboration with relevant agencies and individuals. Over the next four years (2006-2010), we will further develop the vision of active participation in change born at the Kumamoto Conference.”



THE KUMAMOTO LEGACY

THE LEGACY OF THE HOST: JAPANESE ASSOCIATION FOR WOMEN IN SPORT

The 4th IWG World Conference on Women and Sport in Kumamoto, 2006, left a constructive and continuing legacy for the promotion of women and sport issues throughout Japan and specifically in the host city of Kumamoto.

As a direct outcome of the Japanese Association for Women in Sport's presentation at the Conference, the Council of Physical Education incorporated a number of women's and girls' issues in their Basic Plan for the Promotion of Sports (2001-2010).

Foremost to the legacy of the 2006 Conference, was the creation of the Kumamoto SEKASUPO Network and associated working divisions. In 2008, the SEKASUPO Network established the Kumamoto City Gender Equality Act, directed at the promotion of gender equality and overseeing the city's, citizens' and business' obligation to meet the requirements of the equality policy. In early 2010, the Kumamoto City

Gender Equality Basic Plan will come into fruition, activating a systematic plan to develop new and innovative ways to promote gender equality throughout the community.

In the past four years, the Japanese Association for Women in Sport has actively sought gender equality throughout the sport industry. The increasing assignment of women to decision making posts is indicative of this action. For example, women have been appointed to the leadership positions of: Chief of the Health & Sports Division (2009), and the Chairperson of the Prefectural Swimming Association (2007). The Association has also initiated programs to assist females in the participation of regular physical activity. Voluntary childcare has been established for females participating in weekly sports programs at the main city gym and swimming pool complex. This involves educational workshops for the volunteer childcare workers on child development and individual requirements. In an effort to increase regular participation of youth in physical activity, the Japanese Association for Women in Sport has coordinated 'Play and Movement Days'. These are designed to educate parents and children on the benefits of regular activity and opportunities for participation.

SPORT CANADA: EMPOWERING WOMEN & GIRLS

In 1986, the Government of Canada published a Sport Canada Women in Sport Policy. As a result of this policy, there have been many advances for women in Canadian sport over the past two decades.

For example, Canadian sport organisations are no longer segregated on the basis of gender, women are increasingly leading Canadian national sport organisations as senior staff, and women's teams are becoming more predominant and accepted across sports, and at the international level, Canadian women are achieving podium performances. The Government of Canada does not fund sport organisations which are segregated by gender, and funded organisations must state their commitment to women in sport to be eligible for funding.

Notwithstanding these advances, following the Kumamoto 2006 Conference, Sport Canada, a Branch within the Federal Department of Canadian Heritage, initiated a review of the 1986 policy to examine the impact of the policy, compare and contrast current/evolving issues, and recommend appropriate policy responses. Embraced as an opportunity, the review process enabled a strengthened re-articulation of Canadian Federal sport policy for women and girls.

The review process culminated in 2008 with the release of 'Actively Engaged: A Policy on Sport for Women and Girls' (the Policy). The new Policy provides renewed direction for the leadership and programs of the Government of Canada in promoting and developing a strengthened sport system where women and girls are full, active and valued participants and leaders, experiencing quality sport and equitable support.

Among the significant elements improved upon in the Policy was the integration of a logic model and performance measurement strategies to achieve effective and coordinated implementation of the renewal process. In addition, an action plan (to be revisited/updated regularly throughout the life of the Policy) was prepared on the intervention areas in the Policy, namely:

- **Program Improvement:** Providing alignment and refinement of Sport Canada programs to enable sport organisations and other sport system stakeholders to deliver innovative quality sport experiences for women and girls;

- **Strategic Leadership:** Active promotion of complementary measures within other jurisdictions to strengthen quality sport experiences for women and girls through participation in multilateral and bilateral instruments and fora;
- **Awareness:** Promoting the benefits for individuals and organisations of meaningful involvement of women and girls; and
- **Knowledge Development:** Expansion, use and sharing of knowledge, practices and innovations concerning the sport experiences of women and girls through research and development.

SATISFACTION WITH PROGRESS

Prior to the renewal of the Policy, it was difficult to quantify all outcomes due to a lack of baseline data and clear monitoring mechanisms. The policy review process served to highlight basic philosophical approaches, terminology and roles and responsibilities requiring clarification and/or renewal.

In contrast to the traditional "build it and they will come" approach to creating opportunities and expecting results, the Policy promotes innovative, quality sport experiences for women and girls, to not only remove barriers, but also encourage ongoing involvement.

The policy review exercise discovered that many of the identified issues were not exclusively "women in sport issues", it was just that the impacts were often significantly greater on women and girls than on men. Aspects such as working conditions for coaches and officials, availability of child care, or gender-based assumptions about appropriate roles (e.g., women serving as secretaries; men serving as Board chairs), or, conversely, other issues – such as harassment and abuse – were characterised as "women's issues" regardless of the potential effect on all participants.

Given the breadth of possible issues to be addressed, it was vitally important to identify specific strategies or areas of focus. Engagement, participation, high-performance coaching, volunteer leadership, governance and technical roles were each identified as priority areas early on in the renewal process.

The new Policy is founded on the belief that efforts to improve conditions for women and girls in sport will not only extend the benefits of sport to women and girls and facilitate their personal development; there are real expectations of improved sport experiences for all participants. It is therefore in the interests of all sport system stakeholders – individuals and organisations – to work towards a strengthened sport system for women and girls.

THE FUTURE

The Government of Canada is committed to a sport system that provides quality sport experiences, where women and girls are actively engaged and equitably supported in a full range of roles and have meaningful opportunities to become involved in and develop in sport according to their interests, abilities, talents and choices – throughout a lifetime's involvement.

Through implementation of its objectives, the 'Actively Engaged' Policy will foster a continuously improving sport system and sport environments where women and girls as athletic participants, coaches, technical leaders and officials, and governance leaders are provided with quality sport experiences and equitable support by sport organisations.

SIGNIFICANT CONTRIBUTORS

The policy review process included the formation of an advisory group made up of key informants from the sport community, chaired by the Minister of State (Sport), to identify desired outcomes in keeping with the approved policy directions (outlined above), and further developing strategies. Policy consultations were held with the national sport community, provincial and territorial governments, and the federal Status of Women office. International Sport, a Division within the Canadian Heritage International Affairs Branch, worked closely with Sport Canada and helped develop a policy that benefited from the experiences of other countries and that will guide the effort of the Federal Government in sport both domestically and internationally.

To view 'Actively Engaged: A Policy on Sport for Women and Girls' and the 'Action Plan 2009-2010', visit: <http://pch.gc.ca/pgm/sc/pol/index-eng.cfm>



FINNISH FINISH FIRST

Rewarding their continued effort and commitment to gender equality, the Finnish Sports Federation (FSF) has been assigned to co-chair the IWG from 2010 to 2014. They will organise and host the 6th IWG World Conference on Women and Sport in Helsinki in 2014.

As a member of the European Women and Sport (EWS) Steering Group (2004-2009), the FSF organised the 4th EWS Conference, 'Women, Sport and Culture – How to change sports culture?' in Helsinki in 2000.

Since the Brighton Declaration on Women and Sport (1994), the FSF has continued their commitment to gender equality within all levels of sport. The long-term strategic approach to equality in the nation's sport movement, receives strong ongoing support from the Ministry of Education. Close collaboration between the Government and national sports organisations has been vital to the progress of equality work in sports.

Gender mainstreaming and gender impact assessment are current challenges in equality work in sport organisations. One of the essential tools of gender mainstreaming is the systematic collection of gender specific statistics. Following the Kumamoto Conference in 2006, the FSF has adopted a broader perspective, encompassing: regional, biological, educational, political, sexual, generational and economic inequalities within sport. Issues of gender parity are pertinent to these wider disciplines, and remain at the forefront of the FSF's sport equality initiatives.

GOVERNMENT ACTION

In 2005, a committee nominated by the Finnish Ministry of Education presented an important report on the promotion and assessment of gender issues in sport. The Committee consists of relevant authorities and representatives from various Finnish sport organisations. Their primary objective is to ensure the ongoing recognition of gender considerations in all sport preparation and decision-making processes. The Committee places strong emphasis on the importance of equality awareness at all levels of administration in the

sport industry.

The Committee proposed that aspects of gender equality be addressed in Government budget preparations based on the guidelines issued by the Ministry of Social Affairs and Health and the Ministry of Finance. Gender is now to be assessed in all the major budgetary sport areas: facilities construction, local services, research, education and training, the Children's and Youth Sport Programme and the Health through Sports Programme. An important step in the progression of equality is the Ministry of Education's financial support and resource allocation policy based on the promotion of gender parity.

THE COMMITTEE PROPOSES THE FOLLOWING:

- All sport statistics be systematically broken down according to gender;
- The gender aspect is included in all sport research, where applicable;
- The Ministry of Education take gender equality into account in the new criteria for performance-based resource allocation in line with the mainstreaming principle;
- A separate appropriation is reserved for rewarding federations of good performance in promoting gender equality;
- The Ministry of Education call upon the Finnish Sport Federation to submit periodical statistical reports concerning gender equality in sport bodies and that the member bodies be requested to produce data on their sphere of activity broken down by gender;
- The FSF's possibilities to assume even more responsibility for compiling statistics and research data on gender equality are explored;

- The sport-specific federations and other training providers who organise sport instructor and coach training take the gender aspect into account in their provision and recruitment of participants and that sports clubs and federations encourage girls and boys to participate in their activities and also in sports mostly favoured by the other gender;
- Clubs and federations support the development of talented girls teams at the junior level and encourage them to participate in competitive and top-level sports;
- A plan for mainstreaming top-level sports is devised under the leadership of the National Olympic Committee and the Paralympic Committee, with focus on the promotion of gender equality in top-level sports;
- The sport federations support women and men athletes on an equal footing;
- The sport institutes increase the number of students of the minority gender in admissions and include materials which take the gender aspect into account;
- Local authorities monitor and evaluate the supply of and access to sport services and their targeting from the gender perspective; publicly-funded sports facilities serve the sport activities of both genders on an equal basis in all the different sports and the Ministry of Education adopt a discretionary performance-based appropriation as part of the state grants allocated to local authorities; and
- The decision-making organs of sport bodies, sport institutes and sport research organisations have at least 40% of each gender.

FINANCIAL SUPPORT POLICY

The Finnish Government has taken an important step towards gender equality in sport, by implementing a financial support policy based on specific organisations' recognition of gender issues. Upon allocating financial support to a sport organisation, the specific level of implementation of gender equality is measured, with special characteristics of each sport taken into account.

Initially, the distribution of male and female participants at an amateur level of the sport is evaluated. Then the female representation at the organisational level is considered, examining the number of women in leadership/decision-making positions. The Ministry also requires the sport organisations to make written progress reports and stipulate plans on promoting gender equality.

'DARE' CAMPAIGN

The FSF is one of the main partners in the newly established national equality campaign in sport "Dare" (Uskalla). The campaign was launched in 2009 by young volunteers and funded by the European Union Sport Programme. It aims to improve the circumstances and treatment of homosexual athletes in sports. The key partners of the campaign are the FSF and Sexual Equality SETA.

Upon the initiative of the FSF, Ms Tarja Halonen, President of the Republic of Finland, became a patron of the Finnish equality campaign. Mr Stefan Wallin, the Finnish Minister of Culture and Sport, has also provided strong support for the campaign. Minister Wallin underlined that it is important for all organisations and public authorities to spread the message of this campaign (for details see: <http://www.uskalla.fi/>).

Finnish Sports Federation published the following guidebooks:

- The 'Allowed to care – allowed to intervene' – Guidebook on Sexual Harassment in Sports.
- 'Involved and Visible' – Guidebook on Sexual and Gender Minorities in Sports and Physical Activities.

REPRESENTATION

Since Kumamoto 2006, the Finnish Sports Federation has supported the Finnish Vice-chair for the IWG. During this time, several national and international seminars and mentoring projects have been established. The national 'Women on the Move' network and regional women's networks have developed various projects in order to enhance women's leadership in the sport industry.

The new chair for the national 'Women on Move' network is Ms Ulla-Maija Paavilainen, the Editor-in-Chief of the Finland's largest commercial exercise and fitness magazine (Sport Magazine) targeted at women. Ms Paavilainen has represented Finland as a speaker in different international events for example at the EWS conference 2009 in Cyprus.

“Gender mainstreaming and gender impact assessment are current challenges in equality work in sport organisations.”

In the period 2006-2009, the Finnish Sports Federation organised regular negotiations regarding the implementation of the Fair Play regulation with the FSF member organisations such as the Finnish Football Association and the Finnish Ice Hockey Association. The goal of these negotiations was to assess the level of work on equality issues as well as to gather information on how sport associations have allocated their resources for creating genuine equality between men and women.

An example of exemplary gender equality work by a FSF member federation is that of the Finnish Football Association (FFA). The FFA organised a large conference in co-operation with European Non-Government Sport Organisation (ENGSO), FSF, the National Women on the Move network, the Ministry of Education, the City of Vantaa and the Finnish Science Center Heureka. The conference focused on the issues related to equality and the position of women within Finnish football. Following the memorandum of this conference the Finnish Football Association decided in the Annual Meeting (2009), to increase the number of women in all their governing bodies, to at least 25 per cent.

WOMEN'S LEADERSHIP

The FSF is a partner in the ENGSO ENTER program. The aim of the ENTER program is to encourage women to volunteer in leadership positions in European sport. ENGSO ENTER will implement a national strategy for equality and diversity within the national sports organisations. There are six national sports organisations involved in the program and funding has been received from the European Union "Leonardo da Vinci" funding program (part of the European Commission's Lifelong Learning Programme).

ENGSO's Women's International Leadership Development (WILD) program will consist of eight national partners from the Czech Republic, Denmark, Finland, France, Hungary, Italy, Sweden and the UK, in addition to European Women and Sport (EWS) as a pan-European partner. The overarching aims of this program are: to increase representation by women in leadership positions in sport, to build competencies and confidence of women in decision-making positions, to increase support among organisations for the contribution that women can make to sports leadership, and to strengthen networking between women leaders, both nationally and internationally. Project funding will be received from the European Union 'Preparatory Actions for Sport' fund.

The FSF in cooperation with the Southern Savo District Sport Organisation arranged an International Conference Promoting Equality in Sport – Towards Sydney 2010 in Anttola and Mikkeli, Finland, in June 2008. The conference was organised under the patronage of the Finnish Minister responsible for Culture, Sports and Equality in collaboration with the Steering Group meetings of the International Working Group on Women and Sport (IWG) and also the European Women and Sport (EWS) with the authoritative contributions by some leading experts in the field. The conference gathered 120 participants from 20 countries from 5 continents and celebrated the annual National Equality in Sport Awards. Delegates adopted a statement called the Anttola Declaration.

ANTTOLA DECLARATION 2008:

- Monitored the development of equality work and the role of women in sport from Brighton 1994 to Anttola 2008.
- Demanded increased and sustained investment in human and financial resources to promote equality in sport and to increase financing for success and security.
- Raised, in the spirit of the 2006 Kumamoto Commitment, the need for better collaboration of local and global sports organisations on equality in sports.
- Emphasised the significance of gender mainstreaming policies and women-specific initiatives at all levels in organised sport including gender impact assessment.
- Urged the voluntary non-profit sport organisations to strengthen the active participation of girls and women.
- Encouraged the growth of gender sensitive approaches and methods in coaching and training for men and women and recommended an increase to the number of female coaches, officials and leaders within sport organisations.
- **Highlighted among others the following themes:**
 - Making sport a safe and inclusive place free of sexual harassment and abuse
 - Strengthening advocacy and influence at national level for gender equality and physical activity
 - Strengthening sport programs for all girls and women including those with disabilities
 - Increasing the representation of women at national and international decision-making levels
 - The need for rigorous evaluation of women and sport policies and programs
 - Using sport as a tool for women's empowerment and development
 - Using sport as a tool against HIV and AIDS
- Underlined the importance of public funding for sport to promote broad and equal opportunities for girls and boys, women and men.
- Provided the seminar participants with a 'Roadmap' to Sydney 2010 IWG Conference.
- Reminded and encouraged the delegates to participate in the following international conferences: IAPESGW Congress in Cape Town, in South Africa, in July 2009, European Women and Sport Conference in Limassol, Cyprus, in October 2009 and the 5th IWG World Conference on Women and Sport in Sydney, Australia, in 2010.

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A TOOL FOR DEVELOPMENT

RIGHT TO PLAY STRIDING FORWARDS

Right To Play (RTP) uses Sport for Development and Peace Programs to improve health, develop life skills, and foster peace for children and communities in 23 countries around the world.

In many of these countries, cultural practices, coupled with extreme poverty, result in social isolation of girls and women, and limit access to opportunities for education, employment and leadership roles within the community.

There is growing evidence to demonstrate that, when used effectively, Sport for Development and Peace Programs (SDP) can contribute to the empowerment and increased representation of girls and women. Through carefully designed programs Right To Play strives to ensure the equal representation of girls and women in sport and play activities and in leadership roles within their community.

SPORT FOR DEVELOPMENT AND PEACE AS A TOOL FOR GENDER PARITY

Well-designed SDP programs can be a powerful way to reach and empower girls and women by: enhancing health and well being, fostering self esteem, facilitating social inclusion, challenging gender inequity and providing opportunities for leadership and achievement. SDP programs allow girls and women to alter their perceptions of their own skills, roles, and abilities and can alter the perceptions of the community as a whole - particularly when community members are engaged and included. SDP programs not only provide a safe space for girls and women to gather and engage in physical activity, but also a venue in which to access vital health information, particularly related to reproductive and sexual health.

RIGHT TO PLAY'S APPROACH TO GENDER EQUITY

Right To Play is committed to gender equality approaches and methodologies which challenge barriers and increase opportunities. RTP seeks to challenge gender inequity through a complex process of psycho-social learning. The methodology is firmly rooted in the concept of behaviour change, which is directly supported through RTP's 'Reflect, Connect, Apply' approach. This method gives children a chance to reflect on the lesson at hand, to connect their learning to real life situations, and to apply their knowledge to their everyday experiences.

Coaches are trained to break down traditional gender barriers by promoting the inclusion of girls. The purpose is to instil respectful behaviour between peers regardless of their differences. While sport and play activities often illustrate where this division is prominent, they also provide a powerful means for girls and women to gain critical life skills, such as teamwork, leadership, and self confidence, that help to overcome this division.

RTP's programs are designed to reinforce best practices and to provide girls and women with opportunities to develop leadership skills. Programs are designed with the input and support of the local community, to ensure that they create positive female role models, are culturally appropriate, and are administered in an accessible, supportive and safe environment for girls and women.

Right To Play programs and activities incorporate a number of effective interventions which include:

- Raising awareness at all levels to reduce gender bias and stigmatisation;
- Development of social networks to allow girls and women to interact outside the home;
- Development of dedicated resources and training for female coaches to act as role models;
- Development of dedicated resources to create sport teams and leagues for girls;
- Provision of appropriate clothing for girls to engage in sport and play activities – when required.

ACHIEVEMENTS TO DATE

Equal representation of girls is at the forefront of all RTP programs. At the end of 2009, 700,000 children, 49.5% of whom are girls, were participating regularly in RTP programs and 13,068 coaches, leaders and teachers coaches, 55.5% of whom are women, had completed training in RTP resources and programming.

A 2009 evaluation in Benin, Ghana and Mali revealed that RTP programs are reducing the gap between girls' and boys' participation. When comparing participation rates of girls and boys in RTP programs with participation rates of girls and boys in other sport and play activities, on average 13% more girls participate in RTP programming than in other sport and play activities taking place within the community.

Beyond increased representation, RTP's monitoring and evaluation reports portray consistent results:

- RTP staff and stakeholders, men and women, committed to the program's gender equality goals;
- Increased support for girls' inclusion from parents and communities;
- Expanded and strengthened network of women coaches and teachers who provide inspiration for girls;
- Increased access to public, safe places for women and girls to gather and participate in sport and play activities;
- Increased acceptance by boys and men of girls participation in sport and play activities.

POLICY

In addition to the implementation of sport and play activities, Right To Play's strategy focuses on working with civil society organisations, governments and other relevant stakeholders to promote an understanding of the benefits of sport and play for gender equity amongst local and international stakeholders.

In 2008, RTP released the publication entitled '*Harnessing the Power of Sport for Development and Peace: Recommendations to Governments*' in their capacity as the Secretariat of the International Working Group on Sport for Development and Peace. This publication provides topical evidence to support the benefits of sport and play and provides concrete recommendations to governments on how best to implement and support SDP programs. The chapter on gender provides detailed recommendations to governments on how best to incorporate gender equity

into their own development agenda.

Some key recommendations to governments are to:

- Establish programs to actively promote female participation in sport;
- Ensure that existing sport programs introduce or enhance gender equity and empowerment;
- Incorporate mandatory physical education into primary and secondary school curricula and ensure that gender sensitivity is a mandatory component of physical education teacher training;
- Invest in community based sport programs for girls and ensure that there is equipment and space that is suitable for and accessible to, girls and women.

The recommendations from this publication, including those specific to gender, were endorsed by 38 governments worldwide. Following the release of the publication, recommendations were further recognised through inclusion in the 2008 UN Resolution 65/135 entitled, '*Sport as a means to promote education, health, development and peace*'. The resolution not only acknowledged the recommendations contained in the final report, but also encouraged member states to implement them.

GENDER PARITY MOVING FORWARD

In 2010, RTP will be making concerted efforts to build the capacity of female leaders and create increased opportunities for female participation. In June, RTP will pilot newly developed gender-sensitivity resources and training materials in West Africa. The pilot will include training in delivering culturally adapted gender-sensitivity workshop sessions. Right To Play Ghana will also be piloting a country specific gender strategy focused on gender mainstreaming.

RTP believes that achieving gender equity and increasing female representation through the empowerment of girls and women requires systematic and sustained attention to all policy areas. Moving forward, RTP will continue to adhere to key strategies outlined in the Beijing Platform for Action, such as gender mainstreaming, as a means to overcome gender disparities, in combination with targeted activities for sport and play as a means to empower girls and women and contribute the alleviation of gender inequity.

RIGHT TO PLAY IN MALI

Over the past year, Right To Play Mali has been facilitating opportunities for women's empowerment by creating opportunities to engage in, and take leadership of, sport and play activities.

In Mali's capital, Bamako, Right To Play has supported the creation and development of girls' basketball teams in partner community centres. Through this program, girls receive on-going training of two types: i) the development of basketball techniques with the help of a local expert coach, and ii) training from Right To Play's 'Youth as Leader' manual to build their capacity as peer coaches. Girls from 7 community centres meet regularly for intra-league matches. Organised matches, which attract the interest of the community, are often included in wider social mobilisation events. These matches effectively showcase the girls' participation and skills to the community.

PROGRAM RESULTS:

All-girls' basketball teams continue to thrive under the initiative of local partners. The Bamako Community Listening Centre Collective and its member centres have not only fostered the development of the basketball teams, but have taken the initiative to further include girls' teams in annual tournaments. The Bamako community centres' traditional annual sport tournament, for example, which is usually

reserved for boys' only football teams, was organised this year for the girls' basketball teams - attesting to the success of the initiative among local partners.

The girls have demonstrated tremendous solidarity and togetherness since being part of the teams. They have gained the confidence and skills needed to become advocates for themselves and one another. An example of this is when the girls came together to visit the family of a team member no longer attending practice, in order to raise awareness and convince the family of the benefits of her participation. This experience has also spurred the creation of all-girl frisbee teams in two rural project sites in the District of Bougouni. With continued support from RTP, these teams are now taking part in intra-league matches. These new activities for girls, coupled with awareness-raising at the community level, has served to encourage the spontaneous formation of girls teams in other sports, such as football, as well as contributing to the inclusion and showcasing of girls matches during important celebrations, such as African Day of the Child.

The creation of all girl sports teams, coupled with leadership training, has contributed to increased opportunities for girls in Mali to participate in sport and play activities. Through ongoing monitoring and evaluation, RTP will evaluate the impact of these opportunities for continued behaviour change amongst the girls and their communities. RTP will also continue to support the teams and coaches through refresher trainings and collaboration with local partners to increase community mobilisation.

THE JOY HUMAN DEVELOPMENT CENTRE: ADVANCES IN ZAMBIA

The Joy Human Development Centre (JHDC) is a Zambian community non-government organisation aiming to bring social, economic, environmental and sustainable development to Zambian communities.

JHDC was established in 2003 and through their Sports Academy, use sport as a vehicle to improve quality of life, focusing on the eradication of malaria, child labour and AIDS.

The objective is to work within those communities lacking sport opportunities and provide health awareness and education to the residents. Targeted groups include children

in vulnerable situations, such as orphans and street kids, and women who receive insufficient health education and sport opportunities.

Poverty is a major problem in Zambia, with more than 90% of the population living in poverty stricken conditions. JHDC provides a platform in which to educate young people on poverty related health issues. Sport coaching is used to facilitate self esteem and build confidence among disadvantaged children. A priority is to encourage youth to participate in physical activity and competitive sport from an early age, enabling talent identification and development. Local grassroots sporting leagues have been piloted and will be expanded to other communities in the near future. Great encouragement was provided when Team Zambia won the inaugural Women's Homeless World Cup in 2008, in Melbourne, Australia. JHDC continue their commendable programs fostering the development of sport participation among disadvantaged women and children throughout Zambian communities.

CANADA CONTINUES WINNING WAYS

The Government of Canada, through both the Department of Canadian Heritage (PCH) and the Canadian International Development Agency (CIDA), supports a number of international initiatives focused on sport for development for women and girls.

These include support to various multilateral fora, projects in the field, and knowledge exchange activities. These initiatives are consistent with the IWG objectives of inspiring and innovative activities, policies and programs benefit or create opportunities for girls and women to be involved in sport.

TWINNED PEACE SOCCER SCHOOL FOR GIRLS

This project began in 2002 to provide a safe forum for the development and establishment of peaceful relationships between young Palestinian and Israeli girls through sport. PCH has been supporting this project, run by the Peres Center for Peace, since 2006. The project brings together 50 Palestinian and 50 Israeli girls annually aged 6-13 years from disadvantaged and often conservative Israeli, Arab and Palestinian communities where it is not customary for girls to participate in sport.

In their separate communities, young women participate in programs at least twice a week for 90 minutes for a program of activities that includes soccer and fitness training, peace education instruction (which prepares the girls for inter-group encounters in an appropriate and positive manner) and auxiliary education support. Once every month, the girls come together to participate in joint Palestinian-Israeli sporting and social events.

COMMONWEALTH GAMES CANADA (CGC)

Since 1993, CIDA and PCH have been funding CGC's International Development through Sport Program (IDS). The IDS establishes in-country partners in sub-Saharan Africa and the Caribbean with a focus on initiatives that empower individuals, communities and nations to guide their own development through sport, including the "Go Sisters" program. The "Go Sisters" project in Zambia works to empower girls and young women by providing opportunities to participate in and lead sporting activities within their own communities. In doing so, "Go Sisters" dramatically increases opportunities for Zambian girls and women to play sport and develop leadership skills.

INTERNATIONAL PLATFORM ON SPORT AND DEVELOPMENT

The Platform (www.sportanddev.org) is a website dedicated to the field of international sport and development. PCH has been funding the Platform since 2007 and is a member of the Board. The Platform is the main hub for those with an interest in sport for development to share ideas, information and experience, as well as advancing policy dialogue on relevant issues.

SPORT FOR DEVELOPMENT AND PEACE INTERNATIONAL WORKING GROUP (SDP IWG)

The SDP IWG was created in 2005 as a means to mainstream sport in national government development policies. The initial goals of this Working Group were to identify best practices in sport for development and develop policy recommendations for national governments to include sport for development in national programs and policies. The Working Group is comprised of international representatives from both donor and recipient governments, UN agencies, and civil society representatives from various regions of the world. In the Working Group's first phase, Canada was a member of the Executive Committee and was a lead funder, along with Switzerland, Norway, Austria, and the NGO Right to Play.

The SDP IWG developed a seminal report entitled, *'Harnessing the Power of Sport for Development and Peace: Recommendations to Governments'*, which includes a chapter on women sport for development to specifically address the role of sport in furthering gender equity. These recommendations range from gender equity in sport organisations, to supporting sport research specific to girls and women, to developing policies that recognise the diversity within the female population.

PCH provided \$619,200 over five years to Right to Play in its role as Secretariat to the SDP IWG. Canada, through PCH, was also an active member of the SDP IWG Steering Committee.

The Working Group is now entering a new phase of its work to be led by the UN Office of Sport for Development and Peace, focused on facilitating the implementation by national governments of the recommendations from its final report. This phase envisions the creation of a thematic working group focused on 'Sport and Gender'.

MULTILATERAL AND BILATERAL RELATIONS

Canada actively participates in the CONFEJES (Conference of Youth and Sport Ministers from Countries Sharing the use of French Language) Working Group for the Promotion of Women in Sport (GTCF). Canada's participation is mostly focused on providing good governance advice and in supporting workshops by sending experts in the field of women and leadership. Since 2003, Canada has sent a number of experts to developing French speaking countries in Africa, the Middle East and Oceania to provide training sessions about girls and women in sport and enhancing the inclusion and development of women in leadership positions within sport organisations. More recently, in 2009, Canada co-chaired a Women in Sport Seminar, 'leadership transformationnel au féminin' held in Beirut, Lebanon, on the margins of the Francophonie Games.

The Government of Canada is also involved in promoting women in sport matters in the Americas within the Americas Sport Council (CADE). Canada was instrumental in the creation and establishment of the CADE's Women and Sport Commission. Within this Commission Canada provides input, advice and recommendations for the promotion of opportunities for girls and women in sport within the Americas region.

Canada is also involved bilaterally in the promotion of women in sport. Bilateral agreements in sport cooperation consist of the exchange of information and expertise on between Canada and partner countries namely Brazil, China, Cuba, France, Peru, Russia and South Africa. Within the framework of these agreements, Canada systematically includes specific exchanges of knowledge and expertise in the field of girls and women in sport.

THE FUTURE

- The Government of Canada is at the forefront of international sport for development for girls and women and continues to make a meaningful contribution in the areas of practical support for individual and social development abroad, as well as with respect to knowledge sharing and policy support.
- A process has been undertaken to develop a response to the final report of the SDP IWG that is expected to include a five-year action plan on sport for development. It is anticipated that sport for girls and women will continue to be an area of focus in future action plans.
- Particular emphasis will continue to be placed on good governance and the training of women in leadership positions in the context of multilateral activities, and the sharing of information and expertise on girls and women in sport in the context of bilateral exchanges.

NETBALL SHINES ON SAMOAN SHORES

In November 2009, Netball Australia, as part of the Australian Sports Outreach Program (ASOP) took netball to the shores of Samoa.

Samoa is one of four countries in the Pacific region to benefit from the sport for development program, aimed at using sport for individual and institutional progression that contributes to social development.

The program is a village based sport and physical activity initiative designed to encourage the whole community to get active. The stated purpose was *"Increased participation of village communities in regular, quality sport and physical activities run by qualified village-based facilitators"*.

Four Samoan villages selected netball as their chosen sport in order to provide opportunities specifically for women's participation. AnneMarie Phippard (Netball Australia's General Manager of Sport Development) and Carol Byers (Coach Development and Participation Manager), worked with members of the Samoa Netball Association and the Samoan Ministry of Education, Sports and Culture to increase sport participation among village communities.

Phippard and Byers were involved in training village-based facilitators to deliver regular, quality netball programs and competitions. This 'train the trainer' regime sought to educate and inform Samoa Netball personnel on the most appropriate village-based netball initiatives.

Phippard and Byers travelled with the new facilitators for seven days, assisting with the delivery of the netball program. The program received an enthusiastic response within the village communities with the participants ranging from 17 to 63 years of age.

Strategic planning workshops were held to assist the Samoa Netball Association establish a strategic development plan for the future. Phippard said that Netball Australia took its position seriously as a leader in netball and believes that it has a responsibility to provide assistance and leadership to developing member countries. The program successfully continues today.

A large, stylized graphic of a leaf or feather, rendered in a lighter shade of yellow than the background, positioned on the left side of the page. The graphic consists of several overlapping, pointed shapes that create a sense of movement and growth.

RAISING THE PARTICIPATION BAR

THE ALL AUSTRALIAN SPORTING INITIATIVE IS MAKING AUSSIES ACTIVE

The All Australian Sporting Initiative (AASI) was announced in July 2006 by the Australian Minister for the Arts and Sports and the Parliamentary Secretary to the Minister for Immigration and Multicultural Affairs.

The two core aims of the AASI program are:

1. To build on the success of the Australian Sports Commission's (ASC) Active After School Communities (AASC) program in increasing the physical activity of Australian primary-school aged children.
2. To improve community capacity and involvement, enhancing community understanding and harmony.

The pilot program was launched in late 2006, in the culturally and socio-economically diverse communities of Lakemba in Southern Sydney, and Macquarie Fields in Western Sydney. The pilot was targeted to run from Term 4, 2006 to Term 2, 2009, with an aim of having ten schools or Out of School Hours Care Services (OSHCS) participating in each of the two areas.

The AASI program was broader in scope than the original AASC program, as it sought to involve the local community in addition to local schools. The AASI program aimed to encourage Australians from culturally and linguistically diverse communities to participate in sport within the broader community. Sport was to be used as a vehicle for promoting inclusion and harmony.

The primary objective was to promote cultural acceptance and inclusion, while providing more opportunities for participation in mainstream sporting activities and facilitating the delivery of structured physical activity within the communities. Consequently, a key focus of the AASI program was to develop partnerships and networks between local education, sporting, community, religious and government organisations. This would lead to increased opportunities for inclusive structured physical activity and encouraging current and emerging community leaders to participate more widely in local community sporting activities.

Success of the school-based programs:

- In both Lakemba and Macquarie Fields, there was generally an even ratio of male/female participants in the after school programs. Previous research investigating barriers to female participation in sport in Lakemba found the main restrictions were: cultural considerations, attitudes to sport versus other academic activities and the availability of suitable options for structured physical activity. The AASI program addressed these issues and had a significantly higher female participation rate than general organised sport in the region.
- While girls may have been slightly less likely to opt in to after school activities, it appears that gala days and athletics carnivals (all school activities) had been successful in engaging females and exposing them to a greater range of activities. Program statistics show that event day attendance such as the Harmony Games and Expo in November 2008 was 53% female. All school and community based family activities may provide more effective ways of breaking down initial barriers for girls' participation in sport in these culturally diverse locations.

In the communities, innovative sports programs catering for individual needs were implemented to encourage female participation. For example, women only sports programs were delivered by female instructors and within close proximity to specific target communities.

Success of the community-based programs:

- The building of community links to promote resource sharing. For example, a Muslim women's organisation teamed up with local PCYC to run a morning indoor fitness program for women with their pre-school aged children.
- New partnerships developed between mainstream and not-for-profit culture specific organisations to work together to increase community participation. For example, the PCYC and the Islamic Women's Welfare Association (IWWA) worked together to initiate a women's and pre-school fitness program at the PCYC. IWWA recruited participants while the PCYC provided recreation space and child minding facilities and equipment.
- An increased number of organisations established sports and recreation programs for women only. For example, Canterbury District Soccer Football Association established a female development squad to improve girls' football skills and to build opportunities to reach state level.

The AASI funded and assisted the following programs:

- Girls kick boxing program (averaging 65 participants a week) at Bankstown Family and Youth Centre
- The Islamic Women's Welfare Association (IWWA) to run a women's fitness program, June 2008 and a girls Oztag program, July 2007 to February 2008.
- The Lebanese Community Council of NSW (LCC) in the set up of a women's volleyball competition.
- The Mission of Hope (MOH) Arabic medical and welfare community group to run a women's archery program.
- The Oz Leaders Association (OLA) to commence a women's social sport group at Lakemba Sports Club, March 2007 to present.

A major AASI program was the Community Coach Training Program (CCTP), which assisted in furthering coaching opportunities and training in schools and communities. Participation increased over time, with overall program data indicating that in total 554 coaches participated in the training. There were differing levels of participation between communities, indicative of individuality of community needs and difference in demand for physical activity programs.

The program was successful in engaging potential coaches from culturally and linguistically diverse backgrounds. Understanding of the relevant cultural issues for children, and specifically girls participating in sport was cited by program facilitators as an important success factor in school-based programs. The AASI programs provide opportunities for participation and a platform to achieve more diversity in future coaching programs.



AWRA ATTRACTS MEDIA ATTENTION

The Australian Women's Sport and Recreation Association (AWRA) is a national non-government organisation providing advocacy and leadership for the progress and facilitation of opportunities for Australian women and girls in and through sport, physical activity and recreation. AWRA works in direct collaboration with the individual state based women's sport bodies.

Since Kumamoto 2006, this volunteer organisation has been a successful recipient of Government funding, which has facilitated the development of a business plan, website and research into current issues affecting national sports organisations. Projects and educational initiatives are delivered in two main areas: leadership and the media. Currently, they are working with state affiliates on media training workshops (covering traditional and social media) and networking events within women's sport.

AWRA's three key objectives are:

- To be recognised as the primary non-government body representing women and girls in sport and physical activity in Australia.
- To undertake an advisory and advocacy role on issues that affect women and girls' participation in sport and physical activity.
- To build national strategic and international alliances to further progress women and girls' participation in sport and physical activity.

To achieve these aims, AWRA provides strong advocacy and leadership in representing the interests of women and girls nationally. AWRA conducts research into women's sport issues and regularly contributes information to government inquiries, conferences and workshops. Information on services, projects and women's sport issues are provided on the AWRA website and through their cutting edge enews, 'The AWRA Advocate'.

Over the next two years, AWRA will lead a campaign in conjunction with the state based women's sport organisations and the Australian Sports Commission to improve media coverage of women's sport and to increase the female representation on sporting bodies and in primary leadership positions. AWRA seeks to increase implementation of programs on a national basis and further strategic input to national policies. A primary aim is to source additional funding to expand the development of programs, information pooling and resource sharing on issues relating to women and sport. AWRA intends to be the pivotal reference point and voice to raise the profile of female athletes and acknowledge the achievements of Australia's sports women and girls, throughout the community.



MULTICULTURAL ACTIVE WOMEN MAKING A MOVE

Multicultural Active Women (MAW) is a program operating in Queensland, Australia that is designed to motivate and provide opportunities for women from culturally diverse backgrounds to participate in physical activity.

Grant funding from the Queensland Government's 'Eat Well, Be Active Community Partnerships Program' has facilitated the functioning of the initiative, which has seen over 285 women, from 43 multicultural backgrounds learn about healthy eating and participate in a range of recreational activities. These include: outrigger canoeing, exercises you can do at home, canoeing, bollywood dancing, jazzercise, rock climbing and abseiling, archery and ropes courses.

MAW aims to:

- Increase awareness of the many sport, recreation and physical activities available.
- Provide opportunities to 'come and try' an assortment of activities.
- Encourage participants to continue with regular physical activity.
- Encourage healthy eating.

A three-day Leadership Training program is conducted to equip participants with skills and knowledge to become 'Physical Activity Leaders', in their specific groups, communities or churches. The training covers communication and leadership skills, and program planning. The goal is to increase participants' awareness of the many and varied, recreation, fitness, dance and sport clubs and activities in Queensland, as well as, how to access them. After training, each participant is matched with a mentor, to guide and support their efforts of becoming an effective leader in their community. The leaders are encouraged to coordinate activities themselves, organise a group of women to join a sports club or join in with Brisbane City Council programs such as Active Parks or Real Adventure Women (RAW). The ultimate goal is for these leaders to encourage more multicultural women to be involved in and enjoy regular physical activity.



WOMEN MAKING A SPLASH IN NZ

'Women Only Swim Night', as the name suggests is an exclusively female evening at the H2O Xtreme Aquatic Leisure Centre.

This award winning aquatic centre in the greater Wellington region of New Zealand is owned and operated by Upper Hutt City Council. Every Sunday evening the facilities open exclusively for female patrons between 7-9pm.

The objective of this weekly program is to offer a fun, safe environment, encouraging and providing the opportunity for women from different cultural backgrounds to be involved in physical activity. The surrounding community has a diverse range of cultures and a large number of migrant families. In particular, there are a large proportion of ethnicities in which women's participation in aquatic activity is culturally restricted. The fundamental aim of the evening is to promote health and well being and increase the feeling of inclusion within the community. This successful initiative by the Upper Hutt City Council provides a social, safe and active program that incorporates social networking and relationship building with physical activity. The Centre also provides a 'learn to swim' program, encouraging participation at all levels of aquatic ability.

Focus groups were held prior to the launch of the program, to establish specific requirements of different cultures and to determine public opinion on this initiative. There was resounding optimism within the community and the program has proved a great success. In 2010 there has been an average of 114 women each week attending the Women Only Swim Night. "41% said the Women Only Night is their only form of physical activity each week"

The exclusive evening provides aquatic activities such as: lane swimming, aqua jogging, water slides, aqua aerobics and learn to swim classes. There are also regular themed evenings that provide additional information on certain areas of women's health and on other events and accessible programs within the community.

Women Only Swim Night Fast Facts:

- 2009 averaged 75 women each week, 2010 is averaging 114 women each week with the highest attendance being 158.
- Several women participating have never been in a swimming pool in their life - largely due to their cultural background.
- 8 women in Term 4 2009 and 9 in Term 1 2010 participated in the 'learn to swim' classes. The majority had no basic water skills at the start of the lessons.
- 6 free water aerobics classes have been run with up to 40 women participating.
- 27% of women are in the 35-44 year age group (typically inactive).
- 53% of women are from a culturally diverse background, with 24% of those being from the Middle East or Africa.
- Some women have gone on to participate in other aquatic activities on offer at different times during the week

The program has been financially viable due to funding from a national trust, the Lion Foundation. Providing discounted entry fees and complimentary activities, is a key factor in the continued success of the night. Upper Hutt City Council's ongoing commitment has meant that regular sessions of physical activity in a unthreatening environment can continue to be offered. The positive increase in patron numbers is indicative of an appropriately targeted marketing campaign, making the overall success of this program unquestionable. Reducing inequalities and establishing the feeling of inclusion for all women is having a positive social impact throughout the community.

"The best thing Upper Hutt has done for women".



SWANS SHOOTING GOALS

The Swan Districts Football Club (SDFC) has been instrumental in the delivery of successful educational and physical activity programs in the Pilbara region of Western Australia. This Australian Rules football club has developed mentoring based programs, using sport as a vehicle to encourage attendance among high school aged youth. The SDFC has set itself apart from other football clubs through this delivery of an innovative sports-based education model and its active commitment to community and youth development.

The Shooting Goals Program is designed to use the sport of netball as a method to motivate girls and encourage school attendance and enjoyment of the education environment. This Program is delivered in partnership with local Mining Organisations and Federal Government support (DEEWR), and seeks to reduce absenteeism and improve high school retention rates through the use of sport for educational activity and reward. The Shooting Goals Program engages girls in physical activity whilst simultaneously motivating and equipping them with life skills.

The Shooting Goals Program focuses on:

- Encouraging school attendance and participation through increased motivation
- Developing individual self-esteem and self-discipline
- Demonstrating the importance of goals and aspirations
- Exploring the notions of teamwork and leadership
- Emphasising the importance of health and well-being
- Ensuring education and community connectivity

The outcomes are achieved through a series of mentoring, sports education and leadership programs, based on a rewards and incentive system. Shooting Goals forms part of the school curriculum and is a year-long program for students. The program also extends into various community links including working effectively with school council, effectively utilising Aboriginal and Islander Education Officers, local police involvement and community sporting associations, as well as continuing communication and effective partnerships with local elders, business and industry.

Achievements within Schools:

- Increase in school attendance, specifically among indigenous female participants.
- 92% of participants showed constant or increased literacy results.
- 93% of participants showed constant or increased numeracy results with more than 60% showing significant increases.

Achievements within Communities:

- In total, this program has generated contact with over 1214 female athletes and officials aged 5 to 75 in its first year of operations.
- The program delivered 45 new nationally accredited level one netball coaches in the region that will support the growth in participation and long-term viability of the program.
- It has grown the Hedland Junior Netball program from 30 participants in 2008 to over 113 in 2009 a 276% increase in participation for girls aged 5 to 12 years.
- 10 Port Hedland Netballers were selected in the North West 15s & 17s Academy Squads with 7 making the final Academy teams.
- 4 North West Netballers were also identified by Netball WA to receive Netball Development Scholarships in 2009/10.
- Warralong Remote Indigenous Community was able to send a team to the North West Netball Championships in 2009. Warralong prior to this program did not have any netball courts, rings or equipment to participate and had not seen a game played prior to the program introduction in their community.

Shooting Goals is one of the two main development initiatives delivered through the V Swans Programs. The other is the Kicking Goals Program, which substitutes Australian Rules football for netball. The V Swans Program is committed to seeing all participants through their transitions from junior to senior high school, then on to further education, training and career development. Partnerships have been developed to ensure support for the students throughout these important life transitions and ensure they are provided mentoring and career development throughout their journey.

LOOKING FORWARD

In 2010 the program has seen a significant increase in corporate interest in establishing partnerships, supporting the program and ensuring young women and girls within the Pilbara region have accessible, quality education and healthy lifestyle programs.

BHP Billiton Iron Ore has announced it will fully fund the Shooting Goals program for the next three years in Hedland. The program intends to expand into Newman and have up to five additional Shooting Goals Academies in the next five years throughout the North West of WA.

Swan Districts Football Club also delivers female Australian football programs, currently boasting two senior women's teams and four under 18 youth girls' teams, participating in WA female football competitions. In the future the SDFC seeks to strengthen these programs and ensure all women and girls are equally represented in physical activity and organised team sports.

The establishment of Shooting Goals and related programs reflects an understanding that sport has the capacity to nurture a range of skills that become community assets.

"We are committed to ensuring equality for all young people in the region and pride ourselves on ensuring cultural and gender sensitivity and inclusiveness for all."





GOGIRLGO! IN THE USA

GoGirlGo! is a program of the Women's Sports Foundation (U.S.A.) that is designed to combat the alarming physical and psychological health hazards affecting North American girls.

GoGirlGo! uses sport and physical activity as an educational intervention that supports girls' health and wellness in childhood and early womanhood. Since 2002, nearly 900,000 girls from almost 14,000 programs have benefited from the initiative.

GoGirlGo! functions across the country (at both national and local level) to improve the health of sedentary girls and to keep girls involved in physical activity. Nationally, GoGirlGo! provides educational materials, technical support, and funding to girl-serving organisations. In Atlanta, Chicago, and Boston, GoGirlGo! has local staff who identify and weave together quality resources within each community and provide comprehensive support through education, funding, public awareness and networking.

Program components nationally and locally include:

1. **GoGirlGo! Curriculum Materials.**

The educational materials (available in English and Spanish) are divided into two age-appropriate segments (8-12 and 13-18 year-olds). These are provided free for leaders in all programs enabling inspiring and effective leadership by providing information on the avoidance of risky health behaviours (smoking, eating disorders, and drugs), the importance of physical activity and the development of leadership skills. Materials are regularly updated to include new topics (i.e. environmental awareness). The curriculum was selected as a Gold Medal winner in the 2004, 2006, and 2008 U.S.A. National Health Information Awards Program, which recognises the nation's best health information initiatives and materials.

2. **GoGirlGo! Direct and Indirect Support for Girls' Physical Activity.**

Grants and technical support are awarded to facilitate expansion of community-based programs, primarily to provide opportunities for inactive and socio-economically disadvantaged girls. Since the program's inception, USD \$4.6 million has been awarded to 1,016 programs. The funds are provided by various foundations, individual donors, corporations, and local and national government sources.

GoGirlGo! aims to get girls moving by supporting programs that already exist within schools, after school programs and in weekend programs. This provides an umbrella organisation that weaves together an entire community's resources by teaching community leaders, coaches and volunteers how to create, implement and sustain their own programs specifically for girls. By providing the knowledge and the resources to non-profit organisations within communities, underserved girls gain access to physical activity programming, and build organisational capacity. On a national level GoGirlGo! have partnered with the Boys and Girls Clubs of America, Girls Incorporated, the Girl Scouts, Hadassah, the LPGA Foundation, and the National Police Athletic League among others to promote and deliver the program.

3. **Education and Outreach Programming.**

Assistance is provided through Leadership Institutes, annual and seasonal Open House/GoGirlGo! events, e-newsletters, a community-specific web site, and a coalition network led by GoGirlGo! staff in each community.

4. **Leadership Conferences, organized by GoGirlGo!**

community staff, for coaches and program leaders focus on how to develop and implement sports and physical activity programs specifically for girls, how to deftly handle the unique issues that will inevitably arise, curriculum training, opportunities for coaches/program leaders to discuss best practices with their peers, public relations, assistance with fundraising, and other support as needed. Webinars are hosted by GoGirlGo! for program leaders that do not live in a GoGirlGo! community.

5. **GoGirlGo! Open Houses**, held at participating organisations, invite sedentary girls to experience the array of sports and physical activity programs offered in a fun and welcoming environment. We provide curriculum, materials (banners, handouts, giveaways) and public relations (press releases, female athlete appearances).

6. **Public Education and Public Policy.**

Presentations at conferences and involvement in community events ensure that the information is reaching hundreds of coaches and leaders. In addition, GoGirlGo! maintains an interactive website for girls, www.GoGirlWorld.org that is safe, fun, and user-friendly. GoGirlGo! also has a significant presence on www.WomenSportsFoundation.org.

The GoGirlGo! curriculum was field-tested on 275,000 girls over a three year period (2002-2004) with proven results regarding its effectiveness in changing girls' attitudes toward physical activity and other high risk health behaviors. Samples of girls and adult leaders in programs utilising GoGirlGo! curriculum materials completed pre and post surveys to evaluate program efficacy. In these evaluations, girls displayed statistically significant positive changes in attitudes about smoking, drug use, confidence, healthy eating, control of depression, and general health. Surveys reveal that program leaders overwhelmingly agree that GoGirlGo! is "very effective" and they would recommend the program to others.

To guide decisions about the future of GoGirlGo! collaboration has commenced with the University of California Berkeley Haas School of Business' Center for Nonprofit Leadership and Public Leadership. The Center's Social Sector Solutions program is designed to assist non-profit organisations build capacity, create a financial plan, and market themselves.

INMOTION NETWORK ROLLING ON IN CANADA

InMotion Network is a non-profit organisation based in Edmonton, Canada. The mission of the organisation is to help girls and women in Alberta enjoy a balanced and healthy lifestyle through participation in a full range of physical activities and sports. Females have been under-represented on the sports field and in managerial/decision making positions within the industry.

InMotion have several goals:

1. **Advocacy** - To raise awareness of the need for equity in physical activity and sport opportunities for girls and women.
2. **Leadership** - To build leadership capacity and opportunity for girls and women by girls and women.
3. **Networking** - To link individuals and community organisations across Alberta that support InMotion Network's Vision and Mission.
4. **Participation** - To facilitate innovative initiatives that increase lifelong participation in sport and physical activity.
5. **Governance and Management** – To build an effective and progressive governance structure and management systems to enable InMotion Network to achieve its vision.

InMotion Network is working towards gender equity in sport and physical activity. This involves the provision of exclusively female participation opportunities. Girls and women are often more willing to participate in physical activity in their own way, without the concerns of extra competition, the fear of injury, the increased self-consciousness, and the frustration of being excluded that are common in co-ed activities. InMotion Network envisions a future where girls and women have access to a full range of sport and leadership opportunities.

InMotion Network offers a number of programs, such as:

- **Education and Certification:** Supports the pursuit of coaching education and certification training, professional development, official training, and initiation of community programs. The significance of these programs is the development of female coaches since many are in male-dominated sports or in small rural communities. The training and certification enables them to offer mentoring and role modelling to young females.
- **GoGirl:** 1-day 'Get Active' workshop for pre-teen and teenage girls to encourage and support girls in choosing an active, healthy lifestyle.
- **Girls in Motion:** Consists of community based 'girl-friendly' programs, which offer regular opportunities to learn new skills while having fun. It is based on the fact that females tend to underestimate and undervalue their capacity to be physically active from an early age.
- **Take the Lead Grant:** Created to help Albertan girls and women become experienced leaders in the sport and recreation fields. Grants can be used for training, course fees, professional development, professional certification, clinics, equipment, travel, lodging, meals, and other training related activities. InMotion Network provides as many as 5 grants of up to \$1,000 per individual and/or \$3,000 per organisation to girls and women working or volunteering in the sport or active living communities, recreation field or school system, who are working towards increasing their leadership capacity.

INMOTION NETWORK: WOMEN IN MOTION

Women in Motion is an InMotion Network initiative to provide opportunities for Alberta municipalities and community organisations to apply for grants to bring women together to experience physical activity in a relaxed, fun and enjoyable atmosphere.

It is a 'women-friendly' program that provides high-quality recreational, sport and physical activity programs specifically for women aged 18+ in Alberta. The programs are community organised, conducted and tailored to the needs of individual communities. The goal is to address the needs of inactive women and those women who are unable to access activity programs due to various limitations.

Goals of Women in Motion:

1. To provide recreational and sport physical activity programs specifically for women.
2. To encourage women to participate in these and other recreational, sport and physical activities.
3. To facilitate the effective delivery of quality physical activity opportunities for women in safe and positive environments.

The program criteria and specified objectives of Women in Motion are categorised into the following areas:

1. Program Activities for participants must:

- Allow for a combination of self-directed and staff or volunteer directed activities – with plenty of choice.
- Encourage skill development.
- Be considerate of cultural, racial and linguistic diversity, body types, abilities and individual uniqueness.
- Be interspersed with opportunities for social interaction to encourage cooperation and friendship.
- Ensure opportunities for women to express their wants and needs within the program.
- Provide leadership opportunities for women where interest and readiness warrants

2. Program Leaders are expected to:

- Ensure all participants are treated with respect, honesty and trust.
- Recognise and accept individual needs and circumstances.
- Display enthusiasm and offer positive and accepting encouragement.
- Be flexible and adaptive.
- Employ positive behaviour management strategies.
- Work toward continuous personal improvement in leadership and program deliver.

3. Program Providers are expected to:

- Hire female leaders with appropriate credentials and security clearance.
- Monitor, encourage and support ongoing development of staff and volunteers.
- Ensure clear and on-going communication with leaders, participants, their caregivers and InMotion Network.
- Ensure all participants are able to access and complete the program regardless of their age, ability, cultural background or financial status.
- Evaluate programs in terms of consistency and alignments with listed values, principles and objectives and make adjustments where necessary.

4. Program Environments must be:

- Accessible via safe routes to the facility.
- Safe and accessible entrances and change facilities.
- Equipped with age, size and ability-appropriate equipment.
- Caring and stimulating.
- Considerate of personal space and special needs.

INMOTION NETWORK: BODYSENSE

BodySense is an education and outreach initiative of InMotion Network, dedicated to the promotion of positive body image in athletes.

It is based on the belief that an affirmative sport environment can facilitate the development of positive character traits: perseverance, responsibility, a strong sense of self and body, and integrity as well as values of fairness, fitness, friendship, and fun. BodySense is a practical, accessible, and relevant information site dedicated to helping individuals and communities continue to foster positive body image in athletes and active people.

BodySense is an exciting, innovative and novel approach to building healthy sport environments. This provincially funded outreach initiative is dedicated to fostering positive body image in male and female athletes in order to proactively prevent eating disorders. The initiative was created in 1999 after an Eastern Ontario needs assessment indication of a gap in services available with regards to positive body image and disordered eating. A multi-site disordered eating prevention project was initially based at two comprehensive primary prevention school-based program sites in Toronto and Peel County and a secondary prevention site in Ottawa. BodySense is the secondary prevention site that deals with settings and people who are already at risk of developing disordered eating.

During its pilot stage, BodySense held discussion groups in the club settings, created prevention materials in the form of brochures and newsletters, implemented a prevention program in the form of an in-club presentation, and evaluated the program's implementation. The BodySense initiative has now been adopted by the Canadian Centre for Ethics in Sport and began a provincial implementation and evaluation of the program materials with funding from the Ontario Trillium Foundation (OTF). BodySense has successfully created a model for the promotion of positive body image in sport settings.

The 10 BodySense Basics initiative promotes positive body image and preventing disordered eating in sport. It describes ways that a sport environment (a team or club) can make a commitment to promoting positive self esteem and body image in its male and female athletes in order to prevent disordered eating. When the 10 BodySense Basics are present in athletes' environments, they encourage a positive approach to food, exercise, and sport, and learn to value themselves as individuals and athletes. They can build healthy coping skills, solve problems, and express and assert themselves in clear ways. Above all, they can learn to appreciate their unique, individual and personal qualities, and love their body for its natural size and shape.

AUSTRALIAN WOMEN MOTOR ON

The International Six Day Enduro (ISDE) is a gruelling six day endurance motorcycling event.



This "off road" motorcycle race sees approximately 500 international competitors ride an average of 350 kilometres each day, through extreme and harsh terrain. In 2009 the ISDE was held in Portugal and for the first time in history, Australia fielded a women's team. Motorcycling Australia funded an intense training camp for the team, preparing them for the extreme conditions of the event. The Australian team far outperformed expectations and finished 3rd in the world. This excellent achievement was well supported by Motorcycling Australia and corporate sponsor, Wellard, and has raised the profile of women's participation in the sport throughout Australia.



AUSSIE HEARTS HIT A HOME RUN

The Aussie Hearts are an Australian women's baseball touring group operating since 2005. The program is committed to fostering the development of female baseball, supporting the growth of the women's game in Australia and internationally

Aussie Hearts seeks to break through the traditional ideals of baseball being 'a man's game' and encourage female participation at all levels. The Aussie Hearts have toured six times through the USA, Hong Kong and Taiwan and remarkably, over 200 girls and women have been coached through the program over 5 years, with many going on to represent at state and national levels. Tours have ranged from participatory to elite level of competition, including both junior and senior teams. Internationally, Aussie Hearts teams have renowned respect for on-field playing ability, conduct and friendliness.

Since 2005, Aussie Hearts has provided women with a vast array of opportunities through baseball, including:

- Playing baseball on an international stage and in professional stadiums.
- Establishing lifelong friendships both within the team structure and internationally, developing networks and learning about the culture of other nationalities.
- Coaching by experienced and qualified female players. Women's baseball is a relatively young sport, and while

there have been female baseball teams around the world since the 1800s it is only in the last 10 years that the game has started to gain traction with women. Hence there are very few top level female coaches. The Hearts are coached by Narelle Gosstray, (10 time state representative and 5 time national representative), and dual Australian Women's Baseball Player of the Year, and Australia's most experienced and successful female pitcher, Simone Wearne. Gosstray and Wearne are supported by experienced international players and future coaches, Kellie Manzie-Novotny and Shae Lillywhite. One of the Aussie Hearts' coaches is the All American Girls Professional Baseball League President, Jeneane Descombes-Lesko. Lesko's involvement not only provides team members with the opportunity to play under a true legend of the game, but also provides Coach Lesko with an opportunity to contribute to the growth of the game.

- With the rare opportunities to play baseball internationally the Aussie Hearts program provide National Team hopefuls with the chance to play at an international level without pressure of performance. Players have the opportunity to build confidence with strong support and coaching, and many have moved on (or will so in the future) to become Australian National Team representatives. The Hearts also provide social players the opportunity to play at an international level.

Future plans include another junior tour and senior tour to the USA, a social tour using baseball as the medium for fun and international experience. Aussie Hearts will continue to participate in the Annual Hong Kong 'Phoenix Cup' and provide ongoing opportunities for women to play and coach women's baseball.

COACHING THE COACH: THE WOMEN COACHES ACADEMY

In the U.S.A. currently only 42% of female collegiate sporting teams are coached by women. In 2002, the National Collegiate Athletic Association (NCAA) Committee on Women's Athletics supported an initiative to train, support and retain women coaches, which led to the establishment of the Women Coaches Academy (WCA).

The WCA is designed to give coaches the opportunity to understand their expanding role as a coach, along with perspectives and skills to help them make the most of their situation. In the company and understanding of other coaches, they have the opportunity to talk and listen with others to gain support and learn new tools and strategies.

The WCA has three fundamental objectives:

1. Skills Development - Provide women coaches with professional development in areas other than the X's and O's of their sport. These include, management strategies, decision-making, ethics, leadership, legal issues and communication skills.
2. Retention - To inspire and motivate women coaches to remain in the coaching profession. By expanding their knowledge, perspective and skill base, they gain confidence and determination to set career goals and be more successful and competent.
3. Mentoring - Provide a framework for interaction between women in all aspects of athletics - from peers to pioneers.

To date there have been 19 highly successful five-day academies, which are open to any coach from any sport, and any division.

The program is structured into four educational tracks:

1. Philosophy and Fundamentals
2. Management Skills
3. Communication Strategies
4. Career Development

There have been over 600 graduates, of which approximately 85% are still in coaching. A continuing education program operates for graduates called "Dimension 2." This year Dimension 2 will be held in Boston May 24-26, 2010. All WCA Graduates are invited to this program and encouraged to continue their professional development and expand their network of women coaches.

In June 2009, WCA hosted two regional seminars and coaches and students that have an interest in the career field of coaching. The response to this program was very positive, with 35 coaches and 3 students attending the first at Penn State, Harrisburg and 83 coaches and 7 students attending at Harvard University, Boston. The regional seminars are based on skills development and networking and mentoring activities.

The WCA is looking to expand all programs, offering Dimension 2 annually, extending the reach of the regional seminars and establishing further partnerships with other women's sports organisations. It is intended that a NCAA WCA Alumnae Association giving women coaches a powerful voice in the coaching profession will also be established.

Support from the leadership at the NCAA has been instrumental in the success of this program. They made a commitment financially and philosophically to support and retain women in coaching. The WCA is a professional entity operating with sincere desire to mentor and support women in sport leadership positions, facilitating personal and professional development.

"There is no doubt that the WCA has made an impact on the coaches who have attended, and in turn, they will impact the lives of their student athletes. It's simple – as a coach grows and develops better skills and perspectives – student athletes and schools benefit."

WE ARE COACHES DIRECT THE PLAY

The Coaching Association of Canada (CAC) believes that every person participating in sport deserves a trained or certified coach. Accordingly, reflecting the Kumamoto Commitment to Collaboration, CAC delivers 'We are coaches', a program to recruit, train, and retain women coaches at the community level in three mass participation sports – soccer (football), softball, and ice hockey. The main objective is to develop female mentors and role models for young participants in sport, and to provide the rudimentary technical skills to coach at the community level.

'We are coaches' arose from the recognition that more than 95% of Canada's 1.8 million amateur, volunteer coaches, work at the community level. Despite a significant ratio of female participation in soccer, softball and ice hockey, it was estimated that less than 5% of their coaches were women. The program primarily targets mothers with young children involved in community sport, high school and college-age female participants, and young female athletes. It strongly communicates the sense of community, reward, and fun that can be achieved through coaching.

Apart from statistical under-representation, CAC notes compelling reasons why there should be more female coaches for girls and boys, particularly at the community sport level. It has been observed and documented that women bring a unique approach to coaching, emphasising fun, team play, and personal development. As role models for girls and boys, female coaches display their capability and dispel the stereotype of coaching as a male-only skill. Furthermore, it is thought that girls relate more strongly to female coaches in terms of the physical and psychological aspects of their lives. This in turn contributes to their development as athletes and to their psychological well-being.

The 'We are coaches' program has provided CAC with valuable information on encouraging and retaining sports coaches. For example, women were attracted to the program's free clinics and appreciate the opportunity to learn in a women-only environment. The practicality of co-coaching or team coaching allows women to simultaneously meet other work or family commitments. The most successful communities recruit coaches year-round and organise training clinics several weeks before the season begins and use a recruitment process that is as simple and self-sustaining as possible.

'We are coaches' is designed to learn from the experiences of the communities and to share the knowledge with other sports and communities. This involves ongoing research consisting of questionnaires and follow-up sessions with the new coaches: case studies profiling female coaches, feedback on best practices and documentation recorded in a Community Host Handbook.

Also successful is the provision of female Learning Facilitators (LFs), who run women-only clinics, providing personal and professional coaching experiences. Participants are comfortable with female LFs who, in turn, enjoy leading a women-only clinic and themselves developing as role models and mentors. It has become clear that being able to relate personal experiences to the coaching activity provides an important dimension of trust, communication, and bonding.

The evidence demonstrates that the newly-trained female coaches make a significant contribution in most of the participating communities. 660 women in 45 communities from across Canada are now trained at the Community Sport Introduction level of Canada's National Coaching Certification Program (NCCP) with a majority going on to coach in the year following their training.

THE FUTURE

Moving forward, 'We are coaches' plans to offer coach training to 34 additional, eligible sports, thereby reaching 50 community sport organisations. As a result of the program outcomes to date, certain issues will be addressed in the future:

- Ensure that the trained coaches have an opportunity to coach.
- Ensure that the LFs understand the specific needs in leading a women-only training session.
- Communicate the advantages of coach training for women to local sport organisations at the community level.
- Develop an online application and reporting process in order to ease the administrative demands on local, provincial, and national sport organisations.

As well, benchmark research will track participants' confidence in their ability to coach, local communities will be provided with a direct contact to help promote the program to their media and community, and ongoing coaching clinics will be made available for communities that have completed the Community Sport context. Significantly, a unique Women in Coaching Ambassadors initiative will link 'We are coaches' participants with exemplary high performance female coaches who will offer support and promote the program locally.

COACH SERVICES PROGRAM

ASSISTING AUSSIE ADJUSTMENT

The Coach Services Program is an Australian Institute of Sport initiative assisting new international coaches and their families (particularly those from non English speaking backgrounds) adjust to the many differences of living and working in Australia.

Over the last year the program has assisted a number of female high performance coaches and their families relocate and adjust to living and working in the Australian Capital Territory and in some cases Australia.

The Coach Services Program has been developed based on previous experience along with knowledge of the needs, circumstances and cultural characteristics of the coaches and their families. The development of this program has greatly assisted in ensuring that female high performance

coaches are able to accept positions within the Australian Institute of Sport and are supported during their relocation.

The Program includes:

1. Assistance with day-to-day life:
 - Locating residence/school
 - Financial matters (establishing bank accounts, tax file numbers, car insurance, accountants)
 - Various forms and documents (including translation) e.g. visa paperwork, citizenship documents, school/university enrolments
2. Integration to the Australian life including social, economic and educational aspects:
 - Introduction to the local community (schools, churches, universities)
 - Assistance with employment (interview techniques and resume preparation)
 - Social gatherings such as dinners, picnics and coffee meetings (for coaches partners)

'WIC' LEADING BY EXAMPLE

Women in Coaching (WiC) is a national initiative in Canada, aimed at increasing the number of coaching opportunities for women at all levels of sport. WiC develops and maintains partnerships, networks, resources, and other strategies that increase and retain female coaches. WiC initiatives include the following programs:

- National Team Coaching Apprenticeship Program (NTAP) – Provides opportunities for female coaches to work with their national team programs leading up to and during major international events.
- Canada Games Apprenticeship Program – Provides professional development for female coaches.
- Canadian Journal for Women in Coaching – An online journal that offers timely, accurate, targeted information to create a healthier and more positive environment for female coaches. Tackles pertinent issues, and provides practical, hands-on, and proactive suggestions and solutions.

- Financial Grants – National Sport Organisation grants are available to organisations that administer programs to increase the number of female coaches and enhance their education, certification, and experience. Professional Development Grants are available to assist women who are committed to a career in coaching and enhance their education, certification, and experience. National Coaching Institute Scholarships are also awarded annually.
- National Coach Workshop – An annual workshop that facilitates a strong network of female coaches in national team positions and provides professional development that creates support mechanisms to sustain them in their positions.
- “Meet the Groundbreakers” – Profiles women coaches who, by their athletic and coaching successes, have brought honour to themselves, to their sport, and to Canada.
- Online Mentor Program – Provides female coaches at all levels an opportunity to receive feedback from and exchange ideas with an experienced coach.
- Women in Coaching Luncheon – An annual event held in conjunction with Petro-Canada Sport Leadership sportif, is known for featuring outstanding speakers.

Information on all these programs can be found at www.coach.ca

NATIONAL ORGANISATIONS LEADING THE WAY

WHO'S PLAYING COLLEGE SPORTS?

In celebration of the 35th anniversary of Title IX in June 2007, the Women's Sports Foundation (U.S.A.) released *'Who's Playing College Sports?'*, the first of two reports marking the progress of gender equity in intercollegiate sports participation.

Conducted by Dr. John Cheslock from the Center for the Study of Higher Education at the University of Arizona, these reports came at an important time as Title IX continues to be criticized by those who feel that women are gaining participation opportunities at the expense of their male counterparts.

The second report, *'Factors Influencing the Growth and Decline of Men's and Women's Sports 1995-2005'*, was released in September 2008. It examines the factors influencing collegiate participation changes, with a special focus on Title IX, spending on men's basketball and football, and changing preferences for less prominent men's sports. Also included in the report is how the racial and ethnic composition of intercollegiate athletes has changed over time, including the overall change in the racial composition of NCAA athletes regarding the diversity within individual sports and the size of individual sports.

V IS FOR VICTORY. SO IS IX

The goal of the Women's Sports Foundation *'V is for Victory. So is IX'* campaign was to deliver public education, technical assistance and legislative advocacy, resulting in greater equity for girls in sports via greater compliance with Title IX. On-site staff worked in tandem with local Law Centers in Philadelphia, PA (Women's Law Project), Los Angeles, CA (the California Women's Law Center) and Seattle, WA and (ACLU of Washington) to generate opportunities and services. The specific goals were to educate parents, students and coaches on Title IX and empower them to become local advocates to improve compliance; provide technical assistance to school administrators and athletic directors to develop internal policies and practices improving Title IX compliance; and advance state policy and legislation to improve gender equity.

From September 2008 through June 2009 more than 2,000 parents, athletes, coaches, and administrators attended *V is for Victory. So is IX* workshops in the three communities; 100 Athletic Directors worked through the Title IX one-on-one tutorial sessions and another 9,000 individuals attended Title IX outreach events and activities. Over 80% of parents and 100% of Athletic Directors would strongly recommend the workshops or sessions to others. Well over 90% knew more about Title IX following the training.

Legislative actions on behalf of Title IX compliance have moved forward significantly—from the passage of the Community Sports bill in Washington State to the recent introduction of the Pennsylvania High School Athletics Disclosure Act.

PUBLICATIONS

In October 2008, the Women's Sports Foundation released *'Go Out and Play: Youth Sports in America'*, an exhaustive study of children's participation in sports and exercise, the first to document the benefit of sports to the wellness of families. Although the report finds children's play linked to healthier, more content families, many parents, especially African-Americans and Hispanics, reported that schools are inadequately providing opportunities for their daughters.

Sports among children from immigrant families and children with disabilities were examined, and it was reported that these subpopulations are in greater jeopardy of being shut out of sports. The most at-risk group — urban girls — receive far fewer opportunities to play (84% of whom have no physical education class in 11th and 12th grades).

Possibly the study's most encouraging finding is that many suburban girls' interest in sports and opportunities to play are on par with boys so potential exists to increase participation.

'Play Fair: A Guide to Title IX', published by the Womens Sports Foundation in May 2009, is aimed at helping athletes, coaches, parents, administrators and others to ensure that girls and women receive equal opportunities in high school and college sports. It concentrates on explaining the Title IX rules and regulations so informal analysis of schools' athletic programs can be administered.

'Get it Going, Keep it Going', published in 2009, provides basic information and strategies for creating and growing sports and physical activity programs that meets the needs and interests of urban girls. It includes information on why sports and physical activity programs are important for urban girls, recruitment and retention best practices, what makes a program girl-friendly, how families benefit from girls' sports programs, why program evaluation is important, and additional resources.

In December 2009, a new and expanded comprehensive review of *'Her Life Depends On It'* report, was released. The 2009 review draws critical conclusions that further emphasise the vital roles that sports play in the physical and social health of girls and women. The report is compiled from more than 2,000 studies examining women's athletics and health, including hundreds of new studies conducted in the five years since the last report was released.

For detail on any of the above publications see: www.womenssportsfoundation.org/Research

CZECH OLYMPIC COMMITTEE COMMENDING THE BEST

FEMALE TRAINERS AND INSTRUCTORS ANNUAL AWARD

In 2007, for the first time, the Czech Olympic Committee (COC) invited sports and physical training organisations to nominate successful and deserving female trainers and instructors for notable nationwide sports polls. This was incredibly successful with a range of sports organisations incorporating the category “female trainer-instructor of the year” into the structure of their award polls. Consequently, the Czech Olympic Committee and its Women and Sport Committee have been given an opportunity to organise an annual ceremonial meeting of successful voluntary and professional female trainers and instructors. It now honours important personalities nominated from district, regional and national sports associations while top representatives from the COC and other umbrella sports organisations are in attendance.

The COC is also continuing with this new tradition so that it contributes to making the work of voluntary and professional sports trainers and instructors, as well as the work of sports organisations, more visible.

The attendance of selected luminaries at the awards ceremony helps to give further support and contributes to strengthening the Olympic idea, promoting a healthy lifestyle. It also publicises the area of sport and the specific locations where the female trainers and instructors are successfully performing.

EUROPEAN WEEK OF WOMEN'S SPORT AND RELAXATION

The European Week of Women's Sport and Relaxation held in Hluboka nad Vltavou is a unique event organised in the region of Southern Bohemia co-operating with Upper Austria. The whole event is devoted to encouraging women and their children to be physically active. The program of the event is divided into four categories: sport, relaxation, culture and healthy lifestyle.

Organised by the Czech Olympic Committee, 2010 will see the second year of the event. Sport instructors and specialists from the Czech Republic as well as Upper Austria take part in this project, which aims to educate women of all ages on various forms of sporting activities, methods of relaxation and issues concerning nutrition and lifestyle. The week is supported by Dept. of Health Education, Faculty of Education, University of South Bohemia.



FRENCH AT THE FOREFRONT OF GENDER EQUALITY

Since 2000, the French Olympic and Sport National Committee (CNOSF) have actively sought to increase the participation of women in positions of leadership and decision making in sport organisations. Resulting from the Kumamoto IWG Conference (2006), gender mainstreaming has been a pivotal focus of CNOSF and by the French Women and Sport Network.

At a National Level:

- In 2007, a national seminar on women's access to positions of decision making in sport was conducted. Focus was on good regional practice and recognising those organisations respecting the notion of gender mainstreaming.
- In 2008, CNOSF focused on good strategies with the French Wrestling, Handball and Boxing Federations.
- In September 2010, a national day has been allocated to recognising the importance of diversity in sport.

At a European Level:

- CNOSF organised a national training program that ran three sessions between December 2007 and January 2009, on access for women in positions of international importance. CNOSF then became a partner of the European program ENTER. ENTER is a program organised by the European Non-Government Sports Organisation (ENGSO), that aims to encourage women's involvement in volunteering in sport.
- CNOSF also became a partner of the ENGSO program WILD in order to increase women's leadership within sport organisations. WILD aims to increase female representation in decision making positions in the sport industry, by providing support, networking, disseminating best practice management and providing a platform for national and international projects.

QATARI WOMEN LEADING THE PACK

Women's participation in sport in Qatar has significantly increased in recent years. The combined work of the Royal Family, the Qatar Olympic Committee and the formation of the Qatar Women's Sport Committee, is successfully encouraging female participation on the field and in sport administrative positions. The Qatar Women's Sport Committee holds the torch of the women's sport movement, actively promoting and facilitating competition and physical activity. The Committee's most prominent achievement to date was the Qatari women's participation in the 15th Asian Games in Doha, 2006. The bronze medals won in the marksmanship and chess events are the first medals won by Qatari women in the history of the Asian Games.

A pivotal focus of the Qatar Women's Sport Committee's strategic plan over the last few years was to increase Qatari women's representation in competitive sporting events. During the period 2001-2008, teams successfully competed in 36 national and international tournaments, including eight Gulf, four Arab and eight Asian sports events. The committee has also secured member association with a number of sports federations, Arab, Asian and international committees involved in the women's sport movement globally. Internationally, Qatari women are achieving vast success in an array of sports. In the 2007 Chess Championships in Macau, Qatari woman Zhu Chen won gold. In the same year, the women's basketball team won gold, the marksmanship team won bronze and Mahboba Akhlaqy won bronze for markswoman singles at the Gulf Women Sports Tournament. The Taekwondo team won gold and two bronze medals in various disciplines in the first women's tournament held in

Kuwait. In the same event, the table tennis team won silver in the singles and bronze in the team event. The national gymnastics team and handball team have also achieved outstanding international standings. On the domestic front, in March 2009, the Qatar Women's Sport Committee in collaboration with the Qatari Football Federation organised the first Qatar women's indoor football championships. With 20 competing teams using state of the art indoor facilities, the event was a great success and notable achievement for the Committee.

THE FUTURE

The Qatar Women's Sport Committee has successfully facilitated national representation of Qatari women in various international sport events. In association with the Qatar Olympic Committee, they look to continue and increase these achievements and their international presence on the sporting field. Increasing general sport participation and awareness among Qatari women is a fundamental future objective of the Committee. Improving women's representation in sport coaching is also at the forefront of the Committee's strategic plan. Establishing a partnership with the Coaching Association of Canada has initiated community level training and set the foundations for the 'We Are Coaches' program. 'We Are Coaches' aims to provide new opportunities for women to be involved in the coaching of sport. The Committee also seek to enhance and strengthen relationships with women's sports organisations globally and further communication channels with national and international sports federations.

BACK TO NETBALL

England Netball realised that many women played netball at school but then dropped out of the sport after they left.

The Federation believed that by offering the sport in a friendly, sociable, non-competitive environment, they may be able to attract some of these women back to the sport. Back to Netball sessions were promoted in local publications, through the local junior clubs and posters were put up in places that women may congregate.

Turn up and play sessions were put on in convenient locations at regular times, and women were encouraged to just come along and take part. Women didn't have to sign up to any lengthy commitments, they didn't have to register with a club and teams were comprised on the night from those that attended.

Prior to the Back to Netball campaign, the majority of the participants failed to participate in any sport. In the space of a year, many participants decided to attend on a weekly basis. Back to Netball is designed to encourage women that may find it too daunting to enter a competitive club environment or may not have the time to participate in traditional structures, an opportunity to participate in the sport. The initial emphasis is very much based on the social element and basic skill development.

The project has been a success in many parts of the country. Many participants have gone on to complete coaching and umpiring certificates.



TANZANIA NETBALL ACCELERATES AHEAD

The Tanzania Netball Association has undergone significant progress and growth in the last two years.

They have successfully built a strong network of organisations and have been working in effective collaboration with various international and national agencies, federations and associations. In just two years, the Tanzania national team has gone from nonexistence in the world rankings, to 22nd and is now ranked 4th among African nations.

The national team is now competitively participating in international competitions and in 2009 finished 4th in the Netball Nations Cup in Singapore. For the first time in the history of the game in Tanzania, the Netball Association has successfully secured Government funding and support and is now able to employ a professional coach for their national team. To their credit the Tanzania Netball Association also organised and hosted its first international netball tournament in 2009.

Guided by a five year strategic plan, Tanzania Netball aim to be among the top 15 teams in the world rankings, remain in the top four African nations and increase their member organisations from 10 to 60, by the end of 2012.



CAAWS PROGRAMS SET THE SPEED

ADDRESSING HOMOPHOBIA IN SPORT

The Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS) has implemented a new initiative 'Addressing Homophobia in Sport'. CAAWS views it as a first step in a longer-term strategy to reduce homophobia in Canadian sport and to make sport an inclusive and safe place for all participants.

In Canada, where homosexuals have full equality rights and where lesbian and gay issues are frequently discussed in mainstream society, the topic of homosexuality in sport is rarely raised. CAAWS recognises that lesbians and gays in sport are virtually invisible, their existence seldom acknowledged. In the rare situations where an athlete or coach does 'come out', reactions are typically negative and such individuals receive little or no support from their sport leaders or sport governing bodies.

Part of CAAWS' mandate is to promote participation in sport by girls and women. Homophobia in sport is often an obstacle to participation, presenting barriers and challenges to individuals, both homosexual and heterosexual.

The Addressing Homophobia in Sport initiative includes many resources including the 'Seeing the Invisible, Speaking about the Unspoken' and 'A Position paper on Homophobia in Sport'. Building on the position paper an interactive workshop that provides coaches and other sport leaders with the opportunity to really understand what homophobia is, how it can hurt athletes, coaches, and organisations, regardless of their sexual orientation. From understanding the correct use of language, to dealing with sensitive issues such as same-sex relationships amongst teammates, the session allows for an open and honest conversation about homophobia and the important role coaches and other sport leaders can play in making sport more accepting of sexual diversity.

In celebration of the International Day Against Homophobia - May 17, 2009, CAAWS launched its dedicated website to address homophobia in sport – <http://www.caaws.ca/homophobia/e/index.cfm>.

CAAWS has built some great relationships with Commonwealth Games Canada, Canada Games Council, AthletesCAN, some provincial partners and most recently the Canadian Olympic Committee where the Mission Staff leads for the 2010 Olympic Games in Vancouver all attended an Addressing Homophobia in Sport Awareness Raising session prior to the Games. CAAWS was part of the organising committee for the first ever PRIDE House at the 2010 Olympic and Paralympic Games CAAWS. The Mission of PRIDE house was to provide an open and welcoming venue for the lesbian, gay, bisexual and transgender (LGBT) community and their allies to celebrate together diversity and inclusiveness

through sport. To educate and make aware that LGBT people are still discriminated against and in some cases persecuted for being or assumed to be a homosexual.

WOMEN AND LEADERSHIP PROGRAM

The CAAWS Women and Leadership Program initially started out as a series of five professional development sessions that blend theory with practical applications. This provides an opportunity for women working or volunteering in the sport or active living communities, recreation field or school system to share experiences, reflect on ideas and applies specific techniques. The sessions also allow for networking opportunities among participants.

Building on the success of these professional development sessions a Youth Leadership session and most recently an Aboriginal Women and Leadership workshop have been developed. The growth of the Women and Leadership Program is due to the partnerships developed with Provincial/Territorial organisations, and the implementation of a train the trainer model so that workshop trainers are spread all over the country. CAAWS has conducted these workshops with the International Paralympic Committee (IPC) women's committee, the Pan American (PASO) Women and Sport Committee and the Forum Femmes-Jeunesse-Sport - CONFJES/GTCF.

A WORKSHOP FOR YOUNG WOMEN: UNLEASH YOUR LEADERSHIP POTENTIAL

This interactive workshop combines theory and interactive exercises. It caters to young women aged 15-20 who are involved in sport, recreation and physical activity as athletes, coaches and/or volunteers and hope to continue to contribute to sport in their future career or through volunteer activities. With sport and physical activity as a backdrop, the session covers the range of leadership skills and attributes that will assist young leaders in decision making positions.

ABORIGINAL WOMEN AND LEADERSHIP WORKSHOP: BUILDING ON OUR STRENGTHS

Aboriginal women have diverse knowledge, experience, perspectives and connections that can enhance program planning, decision-making and organisational governance. Further, Aboriginal women are important role models in their community, particularly for girls and young women. However, Aboriginal women are often under-represented in leadership roles. To help address this gap, CAAWS, in collaboration with the Aboriginal Sport Circle and a working group of female Aboriginal leaders from across Canada, developed the Building On Our Strengths – Aboriginal Women and

Leadership workshop to provide a personal and professional development opportunity to increase the skill level and confidence of Aboriginal women to make a difference in their community.

WOMEN AGED 55-70 AND PHYSICAL ACTIVITY PROGRAM

'Women 55-70 and Physical Activity' program began in 2005 with funding from the Public Health Agency of Canada. The program had the following objectives:

1. To engage multi-sectoral project stakeholders.
2. To identify barriers to physical activity for women 55-70.
3. To identify solutions and best practices for increasing physical activity for women 55-70.
4. To develop resources for multi-sectoral practitioners and women 55-70 that will assist in increasing physical activity.
5. To increase awareness around the importance of physical activity for women 55-70 among multi-sectoral stakeholders.
6. To evaluate the current and future impacts of the project in increasing physical activity opportunities for women 55-70.

Project partners include: Active Living Coalition for Older Adults; Canadian Parks and Recreation Association; Canadian Nurses Association, Victorian Order of Nurses (VON) Canada and Osteoporosis Canada.

- 'The Voices of Women 55-70' is a 4-page summary of findings that assists stakeholders in their efforts to increase awareness of the importance of physical activity for women 55-70.
- 'Making the Case: Physical Activity and Women 55-70' is a business case document that builds the rationale for stakeholders to seek funds/commitments from decision-makers to develop initiatives specifically targeted for women 55-70.
- 'Women 55-70 and Physical Activity Fact Sheets' is a series of fact sheets with helpful hints and examples, based on what women told us.

MOTHERS IN MOTION PROGRAM - UNEQUAL OPPORTUNITIES, UNEQUAL OUTCOMES - LOW SOCIOECONOMIC STATUS (LSES) MOTHERS

Women in the 19-50 year old age group make up almost half of the population of women in Canada. These women are coping with the competing demands of motherhood, childcare responsibilities and work outside the home.

A growing body of evidence indicates that socioeconomic status (SES) (e.g. income, education, occupation, family structure and social support) is a strong predictor of health, including overweight and obesity.

Low socioeconomic status (not just low-income) mothers and their families are disadvantaged with respect to accessibility of physical activity opportunities.

CAAWS has developed physical activity tools to assist practitioners better address specific community issues and barriers with respect to accessibility, availability and affordability of physical activity opportunities for LSES mothers.

DISCUSSION PAPER: INCLUDING TRANSITIONED AND TRANSITIONING ATHLETES IN SPORT – ISSUES, FACTS, AND PERSPECTIVES

The 'Promising Practices: Working with Transitioning/ Transitioned Athletes in Sport' project was initiated by AthletesCAN, in partnership with the Canadian Centre for Ethics in Sport (CCES) and the Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS), to identify and discuss the barriers that inhibit the participation of gender-transitioning and gender-transitioned athletes in sport.

This discussion paper on the topic of gender transition and sport participation is part of a larger project aimed at creating a shared understanding of gender diversity – a subject still shrouded by a profound lack of knowledge and invalid assumptions. It approaches the issue from historical, ethical, educational, and scientific perspectives, and observes that contrary to popular belief, there is no empirical evidence to either support or refute the assumption that transitioned athletes compete at an advantage or disadvantage compared with physically born females and males. The release of this paper is a first step in an ongoing education process.

CAAWS MOST INFLUENTIAL WOMEN IN SPORT AND PHYSICAL ACTIVITY LIST

Annually, CAAWS recognises approximately 20 women who have made a significant impact in sport, in the CAAWS Most Influential Women in Sport and Physical Activity in Canada List. This commenced as a reaction to only 1 or 2 women being included in the yearly list of the top 25 or 50 people in Canadian sport. Women are nominated for the List from a range of areas: administrators, advocates, coaches, officials, executives, fundraisers, managers, producers, psychologists and volunteers.

The aim of releasing the List is to increase recognition and discourse of women in the sport industry who are leading by example and making a difference. The List continues to receive an increasing amount of media attention and coverage.

UK SPORT GOING FOR GOLD



MISSION 2012 – WOMEN'S CONTRIBUTION TO BRITISH MEDAL SUCCESS

The London 2012 Olympic and Paralympic Games have provided British sport with a unique opportunity to develop a proactive 'no boundaries' approach to unearthing and embedding exceptional talent by sharpening traditional talent identification systems.

Beijing was a major milestone in British sporting success as the British Olympic and Paralympic teams achieved success not seen for 100 years. Team GB leapt from 10th to 4th in the Olympic medal table and British Paralympians came second to a dominant China. In order to build this success, close collaboration and significant partnership commitments are needed. UK Sport, working with the Olympic and Paralympic Associations, sports federations, Institutes of Sport and supported by Government, all enabled the preparation of British athletes and officials under the 'No Compromise' principles. This approach will continue through 2012 and with a strong focus on gender equality and further opportunities for women to fulfil their Olympic and Paralympic dreams.

However, evidence has shown that parity in high performance sport is some way off. UK Sport with the British Olympic and Paralympic Associations carried out research on the British teams in Beijing to assess the level of representation:

- Olympic Team GB: Athletes (male 58% - female 42%)
Officials (male 79% - female 21%)
- Paralympic Team GB: Athletes (male 63% - female 37%)
Officials (male 61% - female 39%)

The evidence from Beijing confirms that although athlete representation at Olympic level is improving, the challenge to sports is to identify and develop female coaches. From a Paralympic perspective although the proportion of officials is higher, there is still a need to focus resources on the development of female athletes as well.

Sports federations, funding bodies, Olympic and Paralympic agencies, including the London Organising Committee of the Olympic Games (LOCOG) have committed to working

together to maximise British success in 2012. All recognise the need to address gender equality now as this will not only increase the chances of medal success in 2012, but will provide a sustainable pathway for women beyond London.

PARTICIPATION TRENDS

Raising levels of adult participation in sport has been a priority of both government and national sports federations in the UK since Kumamoto with mixed results. Sport England's Active People survey (which questioned over 400,000 adults about their levels of participation in sport) found that although overall participation rates have increased, it is disappointing to note the gap between male and female participation has also increased. The Women's Sport and Fitness Foundation believe this gap could be closed with more Government emphasis on sports and activities which women prefer such as jogging, swimming and dance.

One important development since Kumamoto has been that all sports federations which receive government funding must consider how they cater for women and girls (and other low participation groups). This has led to many federations developing action plans for how to increase participation amongst women.

In 2008, the Women's Sport and Fitness Foundation launched a major report, called Creating a Nation of Active Women, which highlighted that progress needed to occur in three areas simultaneously to make the biggest increase in participation. It found that;

1. Sports providers need to be assisted to deliver their programs in ways which are more appealing to women
2. Women themselves need to be persuaded that participating in sport can be fun and beneficial
3. Governments need to develop policies with the interests of women's sport in mind



SCHOOL SPORT

Given the increasing concern about obesity in the UK, especially amongst children, there has also been a concerted effort in the UK to raise sports participation levels in schools. The Government set a target that in 2006, 65% of school children should take part in two hours of Physical Education a week, and that by 2008 the number should have reached 85%. Through the work of the Youth Sport Trust, and inspirational work by many teachers this target was met a year early.

While the increased amount of PE in schools is to be congratulated, there is still evidence to suggest that currently school age boys are participating in sport much more often than school age girls.

The devolved parliament in Scotland has demonstrated its concern at the gap between participation level of girls and boys in school by investing over £510,000 into a Fit For Girls program. It is aimed at school girls aged 11-16 with the intention of encouraging them to adopt more active lifestyles.

The program is based on the success of pilot schemes run by 27 secondary schools across Scotland, which resulted in an average increase of girls' participation from 18% to 27% within the first year.

GIRLS4GOLD

In 2008 UK Sport, the UK's high performance sport agency, recognised that the pathways for women to Olympic and Paralympic success were insufficiently developed and talented individuals were being denied an opportunity to succeed. In response, UK Sport in partnership with the English Institute of Sport developed the 'Girls4Gold' scheme which aims to unearth exceptional female talent capable of achieving medal success in London in 2012 and beyond.

The 2009 evaluation of this unique program demonstrated that a clinical awareness of the physical capacity, as well as the technical and tactical capability, ensures women can access high performance pathways and achieve podium success. Many of the athletes recruited through Girls4Gold are now

receiving funding and World Class Performance Programme support in a range of sports including cycling, canoeing and rowing. Some are tipped to compete in 2012 and many will go on to Rio in 2016 to fulfil their Olympic and Paralympic dreams.

WOMEN AND LEADERSHIP DEVELOPMENT PROGRAMME: WOMEN LEADING CHANGE

In 2006, UK Sport published 'Women in Sport - The State of Play 2006' which showed that only 29% of the senior leadership positions in sport were held by women. As a result UK Sport with the British Olympic Foundation established the 'Women and Leadership Development Programme' (WLDP). The aims of the programme are to:

- To increase representation by women in leadership positions in sport
- To build the competence and confidence of women in decision making positions
- To increase support among organisations for the contribution women can make to sports leadership
- To foster networking between women leaders in the UK and internationally

15 women from sports federations were selected to participate in the programme which comprises of 4 core elements - training days, mentoring, a personal development plan and international experience.

The 3 year pilot ended in November 2009 and was independently evaluated by Dr Anita White whose final report showed demonstrated that:

- 70% had progressed in their roles or positions in less than 3 years
- 100% said training days had the greatest impact
- 87% reported their confidence as a leader had increased
- 100% said they had extended their networks nationally and internationally

TROPHY WOMEN?

Since the UK Sport report in 2006, the Women's Sport and Fitness Foundation (WSFF) have undertaken a number of studies into the amount of women holding senior decision making jobs in sport. The latest audit called 'Trophy Women?' was published in 2009. It showed that only 21% of national federation's Board Members were women, and that a quarter of national federations had no women at all on their board.

To try and address this, WSFF and the Commission on the Future of Women's Sport is working in three areas:

1. Helping national federations to create environments where women rise to the top
2. Helping to develop a talent pool of suitable women wanting to serve on boards
3. Working with individuals at the top of federations to persuade them to select women for senior roles.

SPANISH BADMINTON'S SMASHING SUCCESS

Since 2007, the Spanish Badminton Federation has had a strong focus on actioning gender equality through all levels of their sport.

The 'Interdisciplinary Plan for the Equality of Women in Spanish Badminton' was inspired by the Spanish Government's Equal Opportunities Strategic Plan and by the Spanish Sport Council's launch of the 'Women and Sport' Program.

The Spanish Badminton Federation decided that the notion of 'gender mainstreaming' would drive their strategy and bring a new approach to equality in Spanish badminton. The first step towards developing their proposals of equality, was the creation of the 'Women and Badminton Area' within the Federation. This included the formation of the Women and Badminton Committee, comprising of women involved in some capacity with badminton in Spain (players, referees, board members etc), Marta Puente was named Women and Badminton President.

The Women and Badminton Committee started working on actions to raise awareness of gender equality through clubs, regional federations and institutions. Various Women and Badminton seminars were initiated by the Federation, to train players, technical staff and educate on the physical aspects, performance capabilities and social issues such as stereotyping.

Campaigns aimed at the Spanish youth have led to more than 1000 school aged pupils participating in the 'Fly with Badminton' program. Information on Women and Badminton was also included on the Federation's website and collaboration with the Sport Council's Women and Sport Program has continued. The Federation also hosted the European Senior Championships in 2008 and the World Senior Championships in 2009 and the Spanish Open (2008 & 2009).

Review of female representation in the Federation, committees or working parties and in coaching/training positions, indicated great disparity across the board. The Women and Badminton Committee concluded that a strategic plan must be devised to tackle the inequalities and underrepresentation of females in leadership/decision making positions. This initiated the development of the Interdisciplinary Plan for the Equality of Women in Spanish Badminton (2010-2012).

The objectives of this strategic plan are structured on five main areas:

1. Distribution of Information – Website, seminars, social network sites, mass media, Women and Badminton Newsletter, school campaigns.
2. Professional Training – Coach training programs and management training programs.
3. Actions – Fly with Badminton school program, organising leisure based and competitive events, various programs with the Sport Council and external companies.
4. Agreements – With national and international associations/federations, corporate organisations.
5. Funding – Spanish Badminton Federation, public institutions, private companies.

By promoting the sport of badminton and providing opportunities for participation, the Spanish Badminton Federation is actively working towards equality and inclusiveness throughout their sport. The success to date, strategic plan development and future ambitions of the Federation are acknowledged and greatly commended.

A large, stylized graphic of a leaf or feather, rendered in a darker shade of pink, is positioned on the left side of the page. It has a central stem and several pointed, overlapping segments that fan out towards the right.

INTERNATIONAL ORGANISATIONS STEPPING UP THE PACE

WOMENSPORT INTERNATIONAL OUT IN FRONT

WomenSport International (WSI) continues to commit its efforts to enhancing respect and opportunities for girls and women to participate in sport and physical activity.

WSI held a symposium, 'Lifelong physical activity for women – benefits and barriers' at the International Convention on Science, Education and Medicine in Sport in Guangzhou, China from 1-4 August, 2008. Through these types of symposia WSI endeavours to fulfil its mission of encouraging increased opportunities and positive changes for women and girls at all levels of involvement in sport and physical activity.

Recent funding by WSI to assist the Women Cambodia wheelchair racing group has also enabled increased opportunities through the purchase of locally designed and produced racing wheelchairs. This made it possible for more disabled women to participate in the CNVLD Wheelie Grand Prix. This group has since received an award from International Olympic Committee (IOC) for their achievements. It is hoped that the new task force on Sport, Women and Disability will help to expand WSI's involvement with groups such as Women in Cambodia, and increase awareness and networks for other similar organisations. It is recognised that there is an especially large group of women with disability in developing countries and the importance of moving this forward in a multi-dimensional and segmented approach to ensure its effectiveness is an important goal of WSI. It is also noted that the work of this task force will be developed from a human rights position (as opposed to a medical model) to ensure evidenced based advocacy (as per WSI mandate) positioning.

Much of the WSI's work in the area of respect has focused on issues related to sexual harassment and abuse in sport. In particular the updating and translation of advocacy materials (available on WSI website) and the hosting of the WomenSport International Symposium on Sexual Harassment and Abuse in Sport: new data and explanations, at the 12th European Congress in Sport Psychology in Halkidiki, Greece in September 2008. These activities have helped to create an ongoing awareness of these issues, as well as provide evidence based literature documenting the incidence, nature and best practices in management of this issue. In addition, Celia Brackenridge and Kari Fasting Program Consultants, participate in expert panels for the IOC and UNICEF on sexual harassment and abuse in sport. For UNICEF they have contributed to publications and for IOC they are working with developing educational on-line tools for international sport organisations, athletes and coaches. It is hoped that with the recent formation of task force groups 'Homophobia in Sport' and 'Sport, Women and Disability' that these evidence-based

advocacy efforts will be expanded. In June, 2010 WSI will host a round-table discussion of invited experts to discuss issues related to gender verification. Mike Genel, MD will represent Arne Ljungqvist, Chair of the IOC Medical Committee, at the meeting and provide an overview of the gender verification issues that the IOC has struggled with over the years including the recent concerns with sexual differentiation disorders.

WORKING WITH THE UNITED NATIONS (UN)

In February 2008, President Kari Fasting, Past-President Carole Oglesby and Johanna Adriaanse spoke at the release of the UN Division for the Advancement of Women (UNDAW) document on 'Women, gender equality and sport' at the 52nd Session of the Commission on the Status of Women (CSW) at the UN headquarters in New York City. The launch was chaired by the Director of DAW Carolyn Hannan. The monograph was published in the 'Women 2000 and beyond' series. Many WSI members, along with other experts from the International Working Group on Women and Sport (IWG), the United Nations, and other agencies did contribute to the report, which was prepared in collaboration with Carole Oglesby. In March 2009, again in collaboration with the UNDAW and the IWG, WomenSport International hosted a session at the 53rd Session of the Commission on the Status of Women at the UN headquarters. The purpose of this session was to report on the implementation of the recommendations of the UNDAW report mentioned above. The session, 'Empowering women through physical activity and sport' featured expert speakers from different regions of the world including the following WSI Executive and Advisory Board members: Prof. Dr. Kari Fasting (Norway), Dr. Carole Oglesby (USA), Ms. Laura Gajardo (Chile). The session was moderated by Johanna Adriaanse (Australia), WSI member at large and chair of IWG.

In 2010, WSI also attended the CSW meeting in New York City. This year in collaboration with IWG and Women's Sports Foundation (US), a workshop was coordinated under the theme 'CEDAW as a tool to promote gender equality in physical activity and sport'. This was presented by Johanna Adriaanse, Carole Oglesby and Martha Brady.

Annually, in the months before the UN-DAW-CSW meetings, facilitated electronic fora are sponsored so that women around the world can participate in relevant debate and discussion even if not able to attend the NYC meetings. Information concerning signing on to these discussions has been circulated, through websites and newsletters of WSI and IWG. In 2009/2010 and in 2008/2009, interventions were contributed by several women within the WSI networks concerning sport/physical activity and the various topics covered in the Beijing PFA. 'Ending the cycle of women's physical inactivity, and its impact on occurrence of non-communicable disease', was included in the 'top ten recommendations' list on women and health this year.

LAUSANNE NETWORK

LEAPS & BOUNDS TO THE FUTURE

The first meeting of the Lausanne Network for Women in International Sport (LNWIS) was held in September 2006.

Held at the premises of the International Table Tennis Federation (ITTF), this inaugural meeting brought together women working at several International Federations based in Lausanne: Fédération Internationale de Motocyclisme (FIM), the Union Cycliste Internationale (UCI), ITTF, Groupe Impact and the International Academy for Sports Science and Technology (AISTS). Dr. June Canavan, sports physician and active women and sport advocate was the guest speaker. This was organised and chaired by Lilamani de Soysa and Brigitte Zufferey in an effort to create partnerships between various sports federations. Ms de Soysa contends that "it was imperative, in the spirit of the Kumamoto Commitment to Collaboration, to create an active network, regrouping women from the different International Federations based in Lausanne". The primary vision of the LNWIS is "to increase the contribution and influence of women within international sport".

Since this initial meeting, the LNWIS has significantly grown in stature. It has held over 10 meetings in the premises of different International Federations (ITTF, FIM, FIA, FIH, UCI, WADA etc) and now has members from different IFs and other organisations aligned with the vision of the LNWIS.

The objectives of the LNWIS are:

- To enable the exchange of ideas on ways to increase the involvement and influence of women as athletes, officials, managers and volunteers in international sport.
- To collaborate on cross-sport projects which increase the involvement and influence of women in international sport
- To collaborate with international women's organisations on projects and initiatives which increase the involvement and influence of women in sport
- To provide a forum for reflection on issues affecting women's roles in sport
- To provide opportunities for women from developing countries to assume leadership roles in sport

LNWIS Activities:

- The LNWIS (June Canavan) Scholarship: The LNWIS offers a scholarship to a female applicant from Oceania or Africa to undertake the MSA programme delivered through AISTS.
- LNWIS Mentor Programme: The mentor programme will begin in April 2010, in which 16 students undertaking the MSA Programme will receive mentoring from the different IFs based in Lausanne and its environs.
- LNWIS IF Mentor Programme: This programme involves the mentoring and educating a targeted female from National Federations in preparation for taking a position of leadership within the associated International Federation.

- The Lausanne Management Seminar for Women in Sport: This is an annual seminar or event for women working in National Federations. It was initiated by the ITTF in 2005 together with the AISTS, the city of Lausanne and Olympic Solidarity under the patronage of the IOC. The seminar was successfully held for 4 consecutive years and will be held again in 2011.
- Collaborating with the IWG: The LNWIS provides assistance to the International Working Group on Women and Sport in preparation for the International Conference on Women in Sport held every four years.

Since the creation of the LNWIS and the participation of Brigitte Zufferey (FIM) and Frédérique Trouvé (FIA) in the network both organisations have created a Women's Commission. It must also be noted that the two Federations have launched cross-sport projects in order to increase the involvement and influence of women in motor sport. The UCI recently hired Andrea Mendoca, former Aists Masters student and member of the LNWIS, to run a women's development programme in cycling. The ITTF made many significant steps forward in gender equity within the sport of table tennis. In particular, equal prize money for men and women was introduced for all ITTF approved events in 2007. Several strategies were put in place to increase the number of women participating in ITTF training camps and meetings, and the ITTF has a new female Executive Vice-President (elected in 2009) and a female Competition Director (recruited in 2009).

In January 2010, a very successful table tennis coaching camp was organised in Ethiopia, by Lydia La Rivière-Zijdel (IWG member) and Argentinean para table tennis coach Alejandra Gabaglio.

Collaboration between Lilamani de Soysa (LNWIS) and Adriana Rivera Montoya (CAFAM) in 2009 has led to a table tennis programme for women with a disability. This will be organised by CAFAM in collaboration with the ITTF Para table tennis department in 2010.

THE FRIENDSHIP TROPHY

In 2007, the LNWIS launched the Friendship Trophy in coordination with a table tennis club in Lausanne. The trophy celebrated International Women's Day and backed the UN Millennium development goal – empowering women and girls through sport. The tournament was played in mixed male-female teams or just female teams, ensuring female representation. After the success of the first year, the tournament was opened to all the national table tennis federations and to the members of the IWG. In 2009 the tournament was organised by Etsuko Ogasawara in Kumamoto, Chris Shelton at Smith College, USA and Carole Garoes in Namibia. In 2010 Kumamoto organised the tournament again to celebrate International Women's Day.

THE INTERNATIONAL ASSOCIATION OF PHYSICAL EDUCATION AND SPORT FOR GIRLS AND WOMEN: PROMOTING & LEADING

The International Association of Physical Education and Sport for Girls and Women (IAPESGW) celebrated its 60th anniversary (1949 - 2009) at their 16th quadrennial World Scientific Congress held at Stellenbosch University, South Africa, July 2009.

Along with the Scientific Congresses, IAPESGW contributes to scientific programs every four years at the Pre-Olympic Scientific Congresses, now changed to the International Convention on Science, Education and Medicine in Sport (ICSEMIS). As a recognised Member Association of the International Council for Sport Sciences and Physical Education (ICSSPE), IAPESGW helps to construct international policy and aid work in sport and physical education. It is one of six bodies that contribute to the International Committee of Sport Pedagogy, under ICSSPE.

IAPESGW is a membership based organisation with members from five continents. Through their membership, individuals are able to contribute to and stay in touch with international events through the Association and its regular Newsletters. Membership also provides wonderful access to a network of interested practitioners, researchers and policy makers, sharing in promoting life-enhancing opportunities for girls and women in physical education and sport. Further, there is support and endorsement for research, through a committee of consultants, for international development.

IAPESGW AIMS:

1. To bring together interested scholars and practitioners of many countries working to improve the position of girls and women in the fields of physical education, sport and physical activity.
2. To represent the interests of girls and women at all levels and in all areas of physical education, sport and physical activity.
3. To strengthen international contacts and networks.
4. To afford opportunities for the discussion of mutual challenges and to share good practice.
5. To promote exchanges of persons and ideas among countries.
6. To promote research on physical education, sport and physical activity for girls and women.
7. To co-operate with other associations and agencies working to promote the interests of girls and women in physical education, sport and physical activity.
8. To promote leadership development throughout the world.

MUSLIM WOMEN IN SPORT: IMPROVING KNOWLEDGE AND AWARENESS

In partnership with Sultan Qaboos University, Oman, in 2008, IAPESGW held the first international seminar on improving inclusion for Muslim girls and women in physical activity. The seminar, at the request of several Muslim IAPESGW members, included scholars, practitioners and administrators in physical education and sport, from 14 countries: Bahrain, Bosnia and Herzegovina, Denmark, Egypt, Iran, Iraq, Malaysia, Morocco, Oman, South Africa, Syria, Turkey, the United Arab Emirates and the United Kingdom. The participants brought experience and knowledge of the opportunities or barriers facing Muslim women in both Islamic and non-Islamic countries, regarding their involvement in physical education, sport and physical activity.

The purpose of the group was both to affirm the value of physical education and sport in the lives of all the people of the world; and, by sharing a range of culturally and nationally diverse experiences, to identify means of improving the opportunities of Muslim women in and through sport and physical education.

The Group presented their Declaration, entitled 'Accept and Respect', as an agreed statement of strong commitment to the principles of inclusion and to action designed to enhance Muslim women's and girls' experiences and opportunities, in and through physical education and sport. The Declaration was warmly received by the University, as an important step in promoting the value of physical education and sport for Muslim women throughout the world.

The Declaration has seven clauses:

1. *Islam is an enabling religion that endorses women's participation in physical activity.*
2. *We affirm the importance of physical education and physical activity in the lives of all girls and boys, men and women.*
3. *We emphasise the importance of good quality programmes of physical education and sport within school curriculum time, especially for girls.*
4. *We emphasise the desirability, in places where many children have limited access to school, of providing other ways of helping children to learn the physical skills and confidence they need to practise sport.*
5. *We recommend that people working in the sport and education systems accept and respect the diverse ways in which Muslim women and girls practise their religion and participate in sport and physical activity, for example, choices of activity, dress and gender grouping.*
6. *We urge international sport federations to show their commitment to inclusion by ensuring that their dress codes for competition embrace Islamic requirements, taking into account the principles of propriety, safety and integrity.*
7. *We recommend national governments and organisations include in their strategies for the development of sport and physical education, structures and systems that encourage women to take positions in teaching and research, coaching, administration and leadership.*

'Accept and Respect' has been disseminated widely and still needs the fullest support. It was presented by Nour El Houda (President of the Sport Association for Arab Women) at the IOC World Conference on Women and Sport in March in Jordan 2008. In July 2008, the proceedings and outcomes of the seminar were presented at the first International Scientific Convention on Science, Education and Medicine in Sport, which preceded the 2008 Olympic and Paralympic Games in China. During 2009, IAPESGW's World Congress devoted a specific seminar to further discussion and research on this important topic. A follow up opportunity to further link the Middle East and Europe is currently being discussed between Alexandria University, IAPESGW, WSI and ENGSO for October 2010.

Another important outcome has been the finalising of an international book to be published by Routledge in June 2010, edited by Tansin Benn, Gertrud Pfister and Haifaa Jawad - Muslim Women and Sport. It is the first collection of diverse voices from across Europe and the Middle East addressing various issues relating to Muslim women's sport participation.

IAPESGW'S WORLD CONGRESS

IAPESGW's World Congress was held at Stellenbosch University, South Africa, 16 – 19 July 2009.

This Congress celebrated a 60 year anniversary for the IAPESGW (1949 - 2009). This is a remarkable historic milestone for the organisation and its members. 60 years of commitment to girls and women through physical education and sport.

Over 200 women from 22 countries and five continents attended and participated in the spirit of UBUNTU, an old African saying which means "a person can be a person only through others". The four congress themes were lifelong learning, science and technology, diversity and leadership. Participants enjoyed scientific presentations, good practice strategies and displays of movement and dance.

At the conclusion of the Stellenbosch Congress the Executive Board of IAPESGW announced Havana, Cuba as the successful host of the next quadrennial Congress in 2013.

POLICY DEVELOPMENT

In 2008, IAPESGW adopted an Equality Policy to prevent any discrimination or unfair treatment, whether intentional or unintentional, direct or indirect, against its members, representatives, sports women and men, and partners. It underpins the Association's aims and strategic goals, and is implemented through the achievement of equality objectives. IAPESGW's Equality Policy is an excellent model for other sports and recreation associations to adapt for their use.

POSITION STATEMENT

From time to time IAPESGW will respond to international media events. In 2009 IAPESGW released a Position Statement to its members and the media in regard to the Caster Semenya case.

For further information please visit: www.iapesgw.org

EUROPEAN WOMEN EDGE AHEAD

European Women and Sport (EWS) is a network led by a free standing Steering Group. Its primary aim is “to develop a sports culture of practised gender equality in terms of equal opportunities for girls and boys, women and men with regard to education and training, participation and promotion as well as co-determination in decision-making processes in sport”.

This is achieved through the development of partnerships with strategic bodies that are responsible for sport in Europe. In addition, a strong European network brings decision makers, activists, politicians, coaches and athletes together to work towards improving sport for women and men.

EWS 2006 - 2009

The global women and sport movement was deeply saddened when former EWS Chair Liese Prokop passed away in December 2006. She had led the Steering Group with vision and diplomacy during her period as Chair 2004-06 despite her pressing duties as Austrian Minister for the Interior.

At the EWS Conference in Vienna, Austria in 2006, Ms Athina Kyriakidou of Cyprus was inaugurated as the EWS Chair for 2006-09. The newly elected Steering Group included representatives from Germany, Finland, Serbia, Austria, Greece, Albania and the UK.

Under Ms Kyriakidou's leadership EWS sought to become a legal entity in order to secure European funding. Although the application was unsuccessful, it has enabled a review of EWS's role in the European sporting landscape.

In October 2009 the 8th EWS Conference was held in Limassol, Cyprus under the theme of: 'Embrace the Spirit – Find, Develop, Promote Women in Sport. New Strategies'. Speakers from across Europe presented research and good practice on subjects including women's sport and the media, European Union strategies for gender equality, leadership and women's participation through sports clubs.

The European Women and Sport Award was presented for the first time at the EWS Conference to Professor Gertrud Pfister, University of Copenhagen. In addition, the Cyprus Sports Organisation produced a paper, the Cyprus Declaration, which sets out some of the history of the women and sport movement in Europe and internationally. It also makes suggestions on how sports bodies can use research, business strategies and positive action to address gender equality.

On the final day of the Conference Amanda Bennett of the UK was named as EWS Chair and a new Steering Group elected for the period 2009-11:

Amanda Bennett (Chair, UK)
Barbara Aff (Germany)
Athina Kyriakidou (Cyprus)
Daniele Salva (France)
Ana-Marija Simonovic (Serbia)
Marianne Soderberg (Sweden)
Carmen Trocan (Romania)
Sallie Barker (ENGSO)
Helen Tan (Secretary, UK)

EWS 2009 - 2011

The new Chair presented strategic goals which have since been approved by the Steering Group. The goals will focus EWS work in three areas:

1. Leadership – be the voice for women’s sport in Europe
2. Partnership – driving change through strategic relationships
3. Influence – using evidence and a sound business case to gain greater commitment for women’s participation at all levels of sport

In the first six months EWS focused its efforts on communication and structural activity including:

- Rebuilding the EWS network contacts.
- Reviewing and redesigning the EWS website.
- Building relationships with political partners including the EU and the Council of Europe through the European Partial Agreement on Sport (EPAS).
- Writing and submitting a response to the European Union (EU) as part of its consultation on the Gender Equality Roadmap 2010-14.

The EU announced in late October 2009 that €50,000 would be invested in projects that promote gender equality in sport which was warmly welcomed by EWS. Since then EWS has been tasked by the EU with the co-ordination and dissemination of the projects as they progress. The three successful projects involve a total of 22 national and pan-European bodies and focus on women’s leadership.

Following the ratification of the Lisbon Treaty, there is now competency for sport in European legislation.

This means that the EU can develop funding programs specifically for sport where previously sport related projects could only be financed under employment, health or other competencies. It is anticipated that funding programs will begin in 2011-12 and the EU has welcomed EWS’s involvement in ensuring the sports program is designed to meet the needs of men and women in sport.

A great deal of work has led to the redevelopment of the EWS network which now boasts nearly 500 contacts in 44 countries.

It will be important to use the power of this network to share ideas, good practice and evidence so that the women and sport movement can work more effectively together in Europe.

Although there are firm partnerships now established with the EU and ENGSO, much work remains to develop effective relations with the Olympic and Paralympic movements, sporting federations and the women’s movement beyond sport.

The next EWS conference will take place in London in September 2011 returning to the UK for the first time since 1994 when the Brighton Declaration was written. Chair, Amanda Bennett, would like to extend a warm invitation to attend this Conference which will provide an excellent platform for women’s sport as the world prepares for the London Olympic and Paralympic Games in 2012.

For further information on EWS please visit www.ews-online.org

WOMEN'S CRICKET HITTING 'EM FOR SIX

There has been significant and groundbreaking progress in women's cricket since the Kumamoto Conference in 2006. From a base of just 15 members of the former International Women's Cricket Council, there are now over 95 of the ICC's (International Cricket Council) 104 members with some form of women or girls cricket. This is an impressive improvement since the administration of women's cricket came under the umbrella of the ICC in 2005. The ICC's goal is not only for all member Federations to support women's cricket, but for those who already do so, to continue to integrate and extend their support and encouragement for women in the sport.

There have been terrific strides forward in most areas but ICC major events have truly put women's cricket firmly on the map.

2009 was a landmark year for women's cricket, with two major international tournaments, both won by England, featuring on the calendar. The inaugural ICC Women's World Cup was held in Australia and for the first time in its history, women's cricket was accessible to millions across the globe, with seven matches broadcasted live by ESPN Star Sports. This high level of exposure was achieved through the bundling of this flagship women's event with the media rights for the major men's events. The professionalism and promotion of the event was also enhanced by the support of major global commercial partners whose rights stretch across the men's and women's events over a multi-year span.

Then, in June, came a first - men's and women's ICC events staged simultaneously in the ICC World Twenty20. Again with the top eight women's teams, and with the women's semi-finals and final preceding the men's matches and telecast live around the world, the game presented a perfect opportunity to introduce women's cricket to a new audience. The images of the successful Pakistan men's team and England women's team celebrating together illustrated the gender integration work that the ICC and its members have committed to since 2005. Women's cricket will again be accessible across the globe at the ICC World Twenty20 in 2010 and the ICC look forward to the high standard of cricket that will be played by both men and women.

"Women's cricket has taken huge strides forward since its administration came under the umbrella of the ICC in 2005. It has been encouraging to see so many of our member countries wake up to the importance of providing opportunities for women and girls. The continued integration and encouragement of female players, coaches, volunteers and administrators is integral to the long-term prosperity of the sport"

David Morgan, ICC President.





THE ITTF SERVES A WINNING SHOT

The International Table Tennis Federation (ITTF), for a number of years, has addressed the issue of gender equity through a multi-pronged initiative.

This involves working to raise awareness within the 207 member associations of the need to provide equal and equitable opportunities in all areas of work (players, coaches, managers, umpires, referees and administration).

This is combined with encouraging the participation of women in a number of general courses and specifically women only programs. In order to ensure long term benefit, the delivery of training has been done at a development level within certain countries.

Over the last four years, the ITTF has implemented numerous participation initiatives and international competitions around the world. Details on the array of international work coordinated by the ITTF, see their comprehensive website (<http://www.ittf.com/>) and specifically the section devoted to women's development.

In the next four-year cycle, the continental development agreements signed between the ITTF and its continental associations will specify further opportunities to train women. This will be combined with talent identification of women in each area for fast-tracking through more advanced courses and opportunities. The ITTF is thus moving to increasing training opportunities to prepare women for positions in their preferred area of operation. This is aimed to address the issue tokenism of females in leadership positions, rather than promoting women on the basis of competence.

In January 2010, as part of the Sport and Physical Activity Trainers Programme (SPAT), in Ethiopia, a women's meeting was held to endorse the ITTF Women's Development Program. The facilitation and promotion of women in all areas of table tennis were outlined to the SPAT attendees. This was the first women's meeting ever held in Ethiopia and proved to be greatly beneficial. It enlightened the participants on women's sporting issues and the importance of promoting and fostering the growth of women's programs. This was incredibly well received and as a direct result further women's meetings will be periodically held in Ethiopia, to discuss and review women's sport topics.

INTERNATIONAL WOMEN'S DAY FRIENDSHIP TROPHY (2009)

This event was held in cooperation with clubs and national associations to mark International Women's Day and is being planned again on a small scale in 2010. All national associations have been invited to participate. While the event is focused on a one day event, in an ideal world, it should be a regular occurrence with the objective of continuously raising awareness of female sport participation. While it is a fun event, the format of play is that in a doubles team, two women or one woman and one man can play together. In 2010, any funds raised will go to help the reconstruction of table tennis facilities in Haiti.



STROKE BY STROKE THEY HIT THE LEAD: THE INTERNATIONAL CANOE FEDERATION

The International Canoe Federation (ICF) has taken significant steps towards gender equity over the past four years. Five women currently hold positions on the Board of Directors; one as the Chair of the Athletes Commission and the other four representing their respective Continental Associations (Europe, America, Oceania).

Following the ICF Congress in 2008, the newly elected President showed strong support for the efforts of the ICF to achieve gender equality. He approved the establishment of the ICF Women's Commission with these five women Board Members as the main constituents. Invitations to the meetings are extended to all Board Members, as well as the women members of the ICF Standing Committees. The Board has shown a willingness to address the issues raised by the Women's Commission, and a supportive and collaborative attitude prevails.

ACHIEVEMENTS TO DATE:

- All Standing Committees have at least one woman member (since 2004 Congress).
- The Athletes Commission has 50% representation by women as a requirement of the Statutes.
- A database of women on executive National Federation Boards commenced in 2008.
- A specific meeting of the Women's Commission is programmed prior to each Board meeting (from 2009).
- One additional women's sprint event at the 2012 Olympic Games (by deleting one men's event) as a first step towards achieving gender equity on the program.
- A Strategy and Action Plan to support Women's Canoe in the Olympic disciplines of sprint and slalom has been developed for implementation in 2010.
- The introduction of women's canoe events across all disciplines and the conduct of training camps in conjunction with World Cups and World Championships.
- Recognition of women's canoe as a full medal event at Sprint, Slalom and Wild Water World Championships and World Cups in 2010.
- Approval to conduct a "Women in Leadership" Seminar following the 2010 Congress.
- Decision by the Board that all member National Federations include at least one woman amongst the three designated Congress delegates for the 2010 Congress.



WOMEN'S RUGBY TRIES & CONVERTS

INTERNATIONAL RUGBY BOARD (IRB) WOMEN'S STRATEGIC PLAN

The last four years, from 2006 to 2010, have been instrumental in bringing about a visible change women's rugby.

Burgeoning playing numbers, increased standards, growing media interest and the success of the Women's Rugby World Cup Sevens and 15s, has ensured that women's rugby has developed a strong global profile.

With 200,000 women currently playing rugby globally, increasing numbers of females taking up coaching and match officials positions is seeing a global shift in a traditionally male dominated sport.

Key to that move was the launch of the first IRB Women's Rugby Strategic Plan 2006, detailing strategies for governance, leadership, development and participation.

The mission statement was simple:

"Promote the growth of the sport, review development initiatives and introduce new Tournament structures with a view to increasing global playing standards"

THE FIRST IRB WOMEN'S RUGBY CONFERENCE

The momentum this created was capitalised in 2007 when the IRB hosted the first ever conference on the women's game. These meetings brought together 32 key stakeholders in the women's game, including union representatives and senior players to discuss a blueprint for the future of the women's game. At the Conference representatives discussed the ongoing implementation of the IRB Women's Strategic Plan, the role of the Women's Rugby World Cup (WRWC), the development role of rugby sevens, tournament structures and how participation levels could be increased. The discussions were encouraging and all parties came away from the groundbreaking event enthused by the progress made.

At the heart of the Conference were discussions on the Rugby World Cup (RWC) Sevens 2009 – a tournament that went on to be the first to include a women's sevens event running alongside the men's competition, in Dubai.

Strategic decisions since the success of the RWC Sevens will ensure continued increased profile and coverage of women's rugby as the next RWC Sevens in 2013 will correspond with the men's event.



THE WORLD CUP

Protecting the Women's Rugby World Cup was included in the IRB Women's Strategic Plan and was reiterated in the Conference as an important strategy for the future of the women's game. It ensures a platform for the international women's 15s teams to compete at the highest level. Significantly, this is an equal opportunity for international female players to shine in the 15s world stage as their male counterparts.

AN OLYMPIC LEAP

Olympic inclusion was a vital strategic goal for the IRB. Women's rugby played a key role in the IRB Olympic campaign. The campaign itself bought unprecedented attention to female participation in the game. In October 2009, the International Olympic Council voted unanimously to admit rugby sevens as an Olympic sport. This decision adds impetus to all strategic areas.

APPOINTMENTS

2009 was also an historic year for women's rugby from an administration and leadership perspective with the appointments of the first Women's Development Manager, Susan Carty, and the first woman appointed to the IRB Rugby Committee, Carol Isherwood.

WORLD CUP RUGBY SEVENS

The pinnacle of 2009 was the Rugby World Cup Sevens in Dubai which elevated the women's game to a new level. Skilful players in competitive matches on a stage shared with the men's Rugby World Cup Sevens generating huge audiences both in the stadia and via broadcast channels.

The tournament, coupled with the qualifiers that took place across all six regions with a total of 83 countries participating in 2008, ensured an unprecedented level of Women's Rugby Sevens was played by women worldwide. The global coverage received was a first for women's rugby. The WC was broadcast to 760 million people in 141 countries through 29 international broadcasters in 19 languages.

The figures, released by the IRB's broadcast managers ProActive Television, show that total coverage of the world's premier men's and women's sevens tournament has increased exponentially with 827 hours screened over the three days

of competition. This was up 141 percent on the figure for the 2005 event in Hong Kong, which was the most-watched rugby event of the year.

Building on the success of the WRWC 2006, it is anticipated that the WRWC 2010 will be the most competitive and professional to date. This highlights the giant strides that the women's game has made over the past four years. The WRWC is the pinnacle of rugby for women's players and officials. The IRB will aim for record broadcast coverage and a strong lasting legacy, with Sky Sports already secured as host broadcaster and ten matches screened live globally. A total of 16 teams took part in the qualifying process, doubling the number of eight teams who undertook the same route to reach the WRWC 2006.

The IRB launched the WRWC Tender process in 2009 for the WRWC 2014, another significant landmark in progressing the women's game. Four countries expressed a formal interest to tender, the highest number to date for the WRWC.

Emphasis is also placed on ensuring women undertake training and education to become quality match officials, coaches and administrators in addition to players. Participation in courses continues to grow globally, with a target of 10% female participation by the end of 2010. The successful participation of females in such programs is demonstrated in the number of female appointments to the RWC Sevens and the WRWC 2010.

The considerable success of the Rugby World Cup has led to substantial investment in all areas of the Game, including the women's game. The IRB is working hard to put in place the foundations to ensure the continued development of the women's game both on and off the field.

THE FUTURE

Progress to date is very encouraging and there is evident change occurring in women's rugby. The IRB have commenced the review process of the current IRB Women's Strategic plan which will ensure strategies are put in place to continue to grow female participation in all areas of the game. The WRWC in London in August 2010 will build on success achieved in the last four years. The IRB look forward to increased coverage and promotion for women in the game. The continued inclusion of the women's competition integrated in the Rugby World Cup Sevens will provide ongoing exposure of the women's event.



WOMEN'S MOTOCROSS REVS UP

In 2005, the Fédération Internationale de Motocyclisme (International Motorcycling Federation: FIM) and Youthstream organised the first ever international Women's Motocross World Cup.

The success of this inaugural competition led to the creation of the FIM Women's Motocross World Championships in 2008. Stefy Bau, former World Cup winner, was appointed by Youthstream as the event General Manager.

The FIM Women's Motocross World Championships is now the pinnacle event for women motocross riders and continues to gain momentum and interest internationally. The event is held in association with the Men's World Championships, and therefore benefits from the media attention and promotion of this established event. FIM and Youthstream look to continue the growth of this event, attracting increased corporate sponsorship and encouraging further female participation in the sport globally.

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