

FROM HELSINKI TO GABORONE

IWG Progress Report

- 2013-2018 -



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Address from the IWG Co-Chairs 2014-2018



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This year marks the end of an exciting era for the IWG. Since 2014, we have intensified and continued to strive for the advancement and progression of women and sport on a global scale. A lot of effort has been put into ensuring that we reach all corners of the globe and in particular the African continent. We have also laid the foundation and strengthened structures to build a lasting legacy for women in sport in Botswana for the years to come. The conversations we have cultivated around Women and Sport have certainly impacted our sport bodies and communities positively on approaches towards women's advancement in sport.

During this quadrennium we have made significant progress in growing the network with over 150 new signatories endorsing the Brighton Plus Helsinki Declaration. This is a result of the aggressive initiatives in promoting the mandate of the organisation and creating buy-in from National, Regional and Global Sport organisations. The response has been astounding and has seen a ripple-effect that has triggered an intensified dialogue on gender and sport issues. The number of signatories is now 580, with a lot more organisations promising to endorse and adopt the declaration.

This quadrennium has been of critical importance to the global women and sport community and especially to African women in sport as the Sustainable Development Goals were launched. We made a commitment in 2014 when we took over the baton from Finland to play a critical role in the fortification of the Africa Women in Sport movement. We indeed kept to our commitment and engaged the continent on discussions around the growth and progression of women in sport in Africa. In 2016 we held the first ever Women and Sport in Africa conference which was an astounding success. We set the stage and came up with a roadmap for the development of the Africa chapter on Women and Sport.

As we wind down, I have the honour to present an account of the past four years through this Progress Report. My sincere gratitude goes to Professor Kari Fasting from the Norwegian School of Sport Sciences for once again leading this exercise. It takes a lot of time and dedication; for that I commend you. To the other invited experts Mr. Trond Svela Sand from the Norwegian School

of Sport and Sciences, Professor Elizabeth Pike from the University of Hertfordshire, UK, and Dr Jordan Matthews from the University of Chichester, UK, I thank you and commend your efforts. To all the individuals, partners and organisations that made this possible I extend my gratitude. This would not have been possible without your contribution.

It would be remiss of me if I did not extend my gratitude to the Government of Botswana for affording us the rare opportunity of hosting the Secretariat – an opportunity that allowed us to explore an otherwise non-existent and rather uncomfortable space in the field of sport. A great thank you goes to our principals, the Ministry of Youth Empowerment, Sport and Culture Development (MYSC) for prioritising the IWG within their tight budget and the Botswana National Sport Commission (BNSC) for entrusting us with such a huge responsibility.

Finally, I would like to encourage all signatories of the Brighton Declaration, as well as the Brighton Plus Helsinki Declaration, to make use of this report. The insights outlined here are key to all sporting organisations willing to advance the participation of women and sport. It is my sincere wish for all to use this as a reference point and ensure that we are all in sync in our planning, programming and most importantly in advancing the gender agenda across the global sports community. Let us embrace the outcomes and continue to pursue our mission - To Empower Women and Advance Sport!

Address from the IWG Co-Chairs 2014-2018



Carole A. Oglesby
Co-Chair 2014-2018

Welcome to this great gathering of the global women's sport advocacy movement here in Gaborone, Botswana. We are all indebted to the Research Team responsible for this Progress report for delivering to us, once again, the data that clearly reveals 1) our victories of the past quadrennial and 2) the picture of the members of our sporting family who 'did not even field a team' or show themselves at the starting line! As joyous as we can be at our many and impressive 'wins', it is sobering that only 37% of signatories responded to the survey. It is true that a portion of the signatories from 1994 may be no longer in existence.

The reality is, however, that even with exhortations from 'high places' (example the IOC President; Executive Director of UN Women; powerful international Federation leadership) a simple majority of organizations have not responded to our call. Can we possibly believe that the 'non-responders' are proud of their gender equality efforts? Unlikely. Even of the responders, only about 37% report having 'gender mainstreaming policies' in place. The need for our advocacy efforts is as pressing as it has ever been.

Among the strong positives revealed in the present study, 91% of the responding organizations took positive steps to increase girls and women participation; 81% to increase women's leadership and 77% to increase the number of women coaches. We all have been effective in many efforts. Additionally, also due to our advocacy efforts, new and powerful instruments have been placed

in our hands (instruments we will learn more about at this Conference) through the IOC Gender Equality Review Recommendations and the UNESCO/MINEPS Kazan Plan. We must organize ourselves to go boldly and strategically forward to enact the vision of these and other instruments.

This Report states clearly that 'monitoring and evaluation processes are critical'; the new Global Observatory is finally moving closer to actualization. For progress see the IWG website and Catalyst. The great majority of those present, and many who are not able to be with us in person, have worked tirelessly, and at great risk, to bring us to this moment. Our deep thanks go out to the Dr. Kari Fasting and the Research Team for making the way forward so much more clear.

Executive Summary

The IWG was established at the first world conference on women and sport in Brighton, UK, which was hosted by the former British Sports Council. The legacy of this conference was an International Strategy which included the establishment of the IWG and the Brighton Declaration on Women and Sport. In 2014 the Brighton Declaration was revised and updated to the Brighton Plus Helsinki 2014 Declaration on Women and Sport. The new Declaration maintains the same principles as the original Brighton Declaration but it was reworded to be explicitly inclusive of all forms of physical activity as an essential extension of organised sport. The number of signatories has increased every year and by March 1st 2018, the Declarations had amassed 563 signatories.

This report continues a commitment of the IWG, since its inception in 1994, to produce a report of recorded progress for women and sport every four years and to construct a legacy. In 2014, the IWG Secretariat moved to Gaborone, Botswana. The report contains the results from a study of the signatories of the Declarations, covering the global progress made within the women and sport movement since the cut-off point for data collection for the previous Progress Report (2013), throughout the period of the Botswanan Secretariat until 2018. The study was based around the principles of the Brighton Plus Helsinki 2014 Declaration. Data was gathered by the use of SurveyXact – an online tool for administration of questionnaires, and case studies collected through Skype interviews and e-mail correspondence. The material was provided by 158 organisations, which gives an overall response rate of 37%. The largest group came from Europe, and the National Federations/Associations were the largest organisational type represented in the study.

For most of the questions, the participating organisations were asked if they had taken any actions in a particular area and, if so, a follow-up question was provided in which they were asked to describe, or select from a list, the actions they had taken. More than 50% of the organisations provided a positive answer to 16 of the 18 areas investigated in this way. This indicates a high degree of activity with respect to improving the situation for girls and women in physical activity and sport. Almost all organisations (91%) have taken action to increase the number of active girls and women in sport and/or physical activity. The next highest number of actions are: increase the representation of women in leadership and decision-making positions (81%) and increasing the number of girls and women who are coaches/instructors (77%).

The areas where fewest actions have been taken are: improving how girls and women in sports and/or physical activity are portrayed in the media (51%); child-care provision (36%) and protecting female athletes from developing eating disorders (34%).

The organisations that have been most active with respect to working for gender equality are varied. It is a mix of national sport organisations, international sport federations, NOCs and women and sport organisations, from Africa, Asia, Europe and Oceania. Altogether five organisations have been active in all areas that we measured. These are: Lesotho Cricket Association; Federation Internationale de l'Automobile (FIA); Singapore Sports Council; Cricket Namibia and Federation of International Touch (FIT).

If we look at the results from the progress report in 2014 and the results presented in this report, we can conclude that in most areas there seems to have been progress with respect to actions taken. However, slightly fewer of the organisations seem to have taken action to prevent eating disorders than in the period 2006-2014. The number of actions taken with respect to 'Research' were about the same as four years ago. We conclude that significant actions among the signatory organisations have taken place during and since the Finnish and Botswanan IWG Secretariats. What is needed, however, is much more monitoring and evaluating research, in order to measure the impact of these actions.

The recommendations from the IWG Conference in Helsinki in 2014 had a strong focus on research, gender equality, and gender mainstreaming. We were surprised that only 77 (49%) organisations revealed that they had

Executive Summary (cont'd)

developed gender mainstreaming strategies and that only 92 (58%) had developed a policy and/or action plan for gender equality. We will therefore strongly repeat the recommendation from Helsinki with respect to gender mainstreaming. This should be included in a gender policy and action plan.

The action plan could contribute to addressing the inequalities identified by the organisations in this report. Some of the most important areas to emerge from this study are: actions taken to increase women in decision-

making positions, the prevention of gender-based violence, increasing the coverage and improving the portrayal of women in sports in the media.

Finally, we recommend that different forms of research on girls and women in sport are established, aiming in particular at understanding the impact and consequences of the different initiatives that are taken to improve the situation for girls and women in sports. All policy on gender should be evidence based.

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1. Introduction

In June 2014, more than 800 delegates from nearly 100 countries attended the 6th International Working Group on Women and Sport (IWG) World Conference on Women and Sport in Helsinki, Finland. The Conference called for reinforcement of the Brighton Declaration on Women and Sport, and for the conclusions and recommendations on the Conference themes to be endorsed as guidance for future developments in order to accelerate positive change. As such, a new document, the Brighton Plus Helsinki Declaration 2014 on Women and Sport (Appendix 1), was approved. The overriding aim of the Declaration is to develop a sporting culture that enables and values the full involvement of women in every aspect of sport and physical activity. The participants of the Conference committed to the slogan:

‘I personally can, and I will be the change.’



IWG Former Co-Chairs at the IWG Conference in Helsinki 2014.
L-R: Raija Mattila and Birgitta Kervinen (Finland 2010-2014), Johanna Adriaanse (Australia 2006-2010), Etsuko Ogasawara (Japan 2002-2006), Pendukini Iivulathana (Namibia 1994-1998), Anita White (UK 1994-1998).

This report continues a commitment of the IWG, since its inception in 1994, to produce a report of recorded progress for women and sport every four years and to construct a legacy. The IWG was established at the first world conference on women and sport in Brighton, UK, which was organised and hosted by the former British Sports Council and supported by the International Olympic Committee (IOC). The Brighton Conference brought together approximately 280 delegates from over 80 countries to address how to accelerate women’s participation and involvement in sport. The legacy of this conference was an International Strategy, which included the establishment of the IWG and the Brighton Declaration on Women and Sport. The Declaration outlines ten principles considered to be essential for the development of a sporting culture that enables and values the full involvement of women in every aspect of sport. Since the Brighton Conference, the IWG Secretariat has rotated on a quadrennial basis, each producing their own progress report and legacy.

When the Brighton Declaration was revised and updated in 2014 to the Brighton Plus Helsinki 2014 Declaration on Women and Sport, it was the first time that the Declaration had been amended since 1994. The new Declaration maintains the same principles as the original Brighton Declaration but it was reworded to be explicitly inclusive of all forms of physical activity as an essential extension of organised sport. The number of signatories has increased every year and by March 1st 2018, the Declarations had amassed 563 signatories and continue to function as the guiding force of the IWG. Table 1 provides an overview of the location of the conferences, progress reports and their legacies.

Conference	Year	Progress Report	Legacy
Brighton, UK	1994		The Brighton Declaration on Women and Sport
Windhoek, Namibia	1998	From Brighton to Windhoek	The Windhoek Call for Action
Montreal, Canada	2002	From Windhoek to Montreal	The Montreal Toolkit
Kumamoto, Japan	2006	From Montreal to Kumamoto	The Kumamoto Commitment to Collaboration
Sydney, Australia	2010	From Kumamoto to Sydney	The Sydney Scoreboard
Helsinki, Finland	2014	From Brighton to Helsinki	Brighton Plus Helsinki 2014 Declaration on Women and Sport

Table 1. The location of IWG conferences with the title of their progress reports and legacies

In 2014, the IWG Secretariat moved to Gaborone, Botswana. This report contains the results from a study of the signatories of the Declarations, covering the global progress made within the women and sport movement since the cut-off point for data collection for the previous Progress Report (2013), throughout the period of the Botswanan Secretariat until 2018. The study was based around the principles of the Brighton Plus Helsinki 2014 Declaration and has been conducted by an international team of researchers from the Norwegian School of Sport Sciences, the University of Hertfordshire UK, and the University of Chichester UK.

The conclusion to the 2014 IWG Progress Report¹ states that ‘Looking back over the last 20 years we can conclude that a lot of progress has taken place concerning women and sport [...] But there is still work to be done both in new and old areas.’(p. 94) The key recommendations of the 2014 report were to prioritise: the development of child care provision; supporting elite athletes when retiring from competitive sport; enhanced preventative measures to ensure the safety of women and girls in sport, particularly with regards to sexual harassment and abuse,

preventing eating disorders and injuries; and increasing female leadership in different sporting roles. In this report, we will outline what further progress has been made since 2014, and what work continues to be required in the future.

In chapter 2, we outline the empirical study and its methodology. Chapters 3-9 present our main findings. Chapter 3 presents results concerning the development of participation in sport and/or physical activity for girls and women, chapter 4 discusses issues pertinent to female elite-level athletes, chapter 5 considers leadership issues, chapter 6 reviews resource matters, chapter 7 presents findings concerning gender-based violence and eating disorders, chapter 8 identifies progress with research and communication, and chapter 9 is about gender equality policy. In each chapter, we outline the frequencies of actions taken, the types of organisations, some examples of the actions taken, and the reasons for not having taken any actions where organisations state that this is the case. In chapter 10 we explore the most important issues and barriers, and provide a summary with some conclusions and recommendations.

2. Methodology

This project follows previous IWG progress reports by collecting and analysing information on some of the developments for women and sport to have taken place worldwide since 2013. Data has been gathered through a questionnaire distributed to signatories of the Brighton Declaration and Brighton Plus Helsinki 2014 Declaration on Women and Sport, and case studies collected through Skype interviews and e-mail correspondence.

The questionnaire was distributed through SurveyXact – an online tool for administration of questionnaires. All signatories with working e-mail addresses (n=429) were invited to participate in the study, which makes up 76% of the signatories registered by the IWG by December 2017 (n=563). We were unable to invite all signatories to participate in the study either because they did not have a working e-mail address (n=49) or there was insufficient contact information for us to be able to locate them (n=71). Furthermore, 14 signatories are no longer active, either because they are no longer operational (e.g. World Village of Women and Sport) or because they have merged with

other signatories (e.g. Finnish Sports Confederation Valo merged with the Finnish NOC in 2017).

The signatories received a personalised e-mail invitation with three follow-up e-mails sent to all non-responders. This resulted in an overall response rate of 37% (n=158). An overview of the 158 signatories that answered the study is found in Appendix 2. The questionnaire was based around the principles of the Brighton Declaration and the Brighton Plus Helsinki 2014 Declaration on Women and Sport and was comprised of 18 main questions addressing whether the signatory had taken any actions since 2013 on a topic related to girls and women in sport and physical activity. The 18 main questions had two response options: ‘Yes’ or ‘No’. If the respondents answered ‘Yes’, they were either requested to describe the actions they had taken (10 questions) or asked to select from fixed-alternatives of actions taken (six questions). Two questions had no follow-up. Those who answered ‘No’ were asked to select one of seven reasons for not taking any action. In addition, the respondents were also asked to indicate up

to three inequalities they thought should be dealt with most urgently, and describe what they think is the most important barrier to equality between women and men in sport and/or physical activity in the world today.

The analysis and generation of quantitative data was undertaken using SPSS software. There were also 11 questions that generated qualitative data: 10 questions asked respondents to describe their actions, and one question asked for the most important barrier to equality. The qualitative data provide in response to these questions were analysed using thematic coding. Following the analysis of questionnaire responses, selected organisations were invited to provide further details of their projects to be used as case studies in the report.

According to Table 2, most of the respondent organisations came from Europe (44%) followed by International (17%) and African (15%) signatories. The fewest responses were from the Americas, Asia, and Oceania with 8% of the responses each.

Continent	n	(%)
Europe	70	(44)
International	26	(17)
Africa	23	(15)
Americas	13	(8)
Asia	13	(8)
Oceania	13	(8)
Total	158	(100)

Table 2. Distribution of respondents with respect to continent (n=158)

Table 3 demonstrates that National sport federations (49%) was the largest group with respect to organisational type. International/Continental Federations was the second largest group (17%). National Olympic Committees, Women and Sport Organisations, and 'Other' organisations were about the same size with respectively 12%, 12%, and 10% of the total respondents. The 'Other' organisations are those that do not fit into any of the main categories but have still signed one of the Declarations.

	n	(%)
National Federations/Associations	77	(49)
International/Continental Federations	27	(17)
National Olympic Committees	19	(12)
Women and Sport Organisations	19	(12)
Other	16	(10)
Total	158	(100)

Table 3. Distribution of respondents with respect to organisational type (n=158)

It is important to acknowledge that the organisations that participated in this study are not representative of sport organisations on the different continents or the organisational types listed in the tables above. With respect to geography, Table 4 shows that the response rates varied from 20% (Americas) to 72% (Oceania). The response rates also varied in relation to organisational type; while 66% of the invited Women and Sport Organisations answered the survey, only 25% of the signatories labelled as 'Other' did the same (Table 5). This project provides information and examples of actions and practice from those signatories that answered the questionnaire but does not generalise this to all signatories of the Declarations.

Continent	Signatories	Answering rate
	n	n (%)
Europe	175	70 (40)
International	52	26 (50)
Africa	77	23 (30)
Americas	66	13 (20)
Asia	41	13 (32)
Oceania	18	13 (72)
Total	429	158 (37)

Table 4. Response rates with respect to continent (n=429)

Organisational type	n	(%)
National Federations/Associations	224	77 (34)
International/Continental Federations	49	27 (55)
National Olympic Committees	62	19 (31)
Women and Sport Organisations	29	19 (66)
Other	65	16 (25)
Total	429	158 (100)

Table 5. Response rate with respect to organisational type (n=429)

3. Developing participation in physical activity and sport for girls and women

There is a substantial evidence base demonstrating the benefits of participation in physical activity and sport for girls and women. According to the Brighton Plus Helsinki Declaration, 'Sport and physical activity promote involvement, integration and responsibility in society and contribute to the development of the community' (p. 6). Furthermore, there 'is increasing evidence of the positive contributions of participation in sport and physical activity to health, well-being, human capital and educational and social achievement'. However, with the exception of some Nordic countries, girls and women participate less than boys and men. It is therefore not surprising that one of the Brighton Plus Helsinki principles is developing participation.

The participants were asked two questions to indicate developments in the participation of girls and women in physical activity and sport: 1) if they had taken any actions since 2013 to improve the physical activity opportunities and learning experiences for girls (<18 years) in school, and 2) if they had taken any actions since 2013 to increase the number of active girls and women in sport and/or physical activity. Figure 1 shows that since 2013, 66% (n=104) had taken actions to improve the physical activity opportunities and learning experiences in schools, and almost all (91% n=144) of the organisations had taken actions to increase the number of active participants in physical activity and sport.

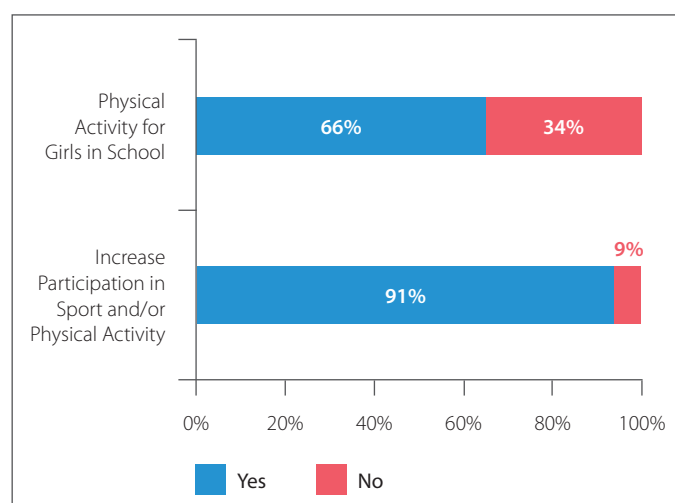


Figure 1. Actions taken to improve physical activity for girls in sport and for increasing participation in general (n=158)

In Table 6 we summarise the actions taken by the different organisational types. We notice that with respect to increasing the opportunities for physical activities for girls in schools, 74% of the Women and Sport Organisations

have done this, while the equivalent percentage among the International/Continental Federations is only 48%. With respect to increasing participation there seems to be no significant differences between the different organisational types.

Organisational type	n	(%)
National Federations/Associations	224	77 (34)
International/Continental Federations	49	27 (55)
National Olympic Committees	62	19 (31)
Women and Sport Organisations	29	19 (66)
Other	65	16 (25)
Total	429	158 (100)

Table 6. Actions taken to develop sport and physical activity for girls and women across organisational type (n=158)

The actions that organisations have taken to improve the physical activity opportunities and learning experiences for girls in school include 'More opportunities' (31%), 'Equality+ programmes' (Programmes/campaigns that focus on learning opportunities for both boys and girls) (22%), and 'Lobbying' (16%). An example of 'More opportunities' is The Sporting Schools Programme in secondary schools, run by the Australian Sports Commission. It is a targeted programme for year 7 and 8 students, particularly girls and those in disadvantaged areas, and has been designed to address the barriers that prevent teenagers from participating in sport. The IAAF Kids' Athletics Programme was implemented by the Athletic Federation of Bosnia and Herzegovina, and provides an example of 'Equality+ programmes'. Through this approximately 200,000 pupils from elementary schools were introduced to the sport of athletics. A 'lobbying' initiative is illustrated by the Nigeria Association of Women and Sport (NAWIS), which has been lobbying parents who are not willing to allow their girls to participate in sports by assuring them of the benefits and rewards children can receive through participation. School authorities are also encouraged to promote physical education and sports in their schools without gender discrimination.

Case study: Actions to improve the physical activity opportunities and learning experiences for girls in school

The Olympic Multiathlon is a long-term Czech National Olympic Committee activity supporting sport and healthy lifestyles to address high levels of inactivity and obesity in the Czech Republic. The project aims to increase activity levels among school children and is a collaboration of the Czech National Olympic Committee with the Ministry of Youth, Sport and Education and the Ministry of Health. The project offers two programmes: the Olympic Diploma for primary schools, and the Versatility Badge for secondary schools. The outcome of the Olympic Diploma is the production of an individual report for each pupil identifying their strengths and recommending the most appropriate sports to suit their talents and a list of suitable sports clubs in their area of residence. The secondary school children compete for bronze, silver, gold or diamond badges of versatility in regional competitions lead to a Republic finals. The Czech National Olympic Committee has enabled this to happen by developing a website platform, where every primary and secondary school can register to take part in the project. On the website, there is an instructional video, motivational programme and a research database. Since 2014, when the pilot project

started, there have been over 2000 schools and 300 000 pupils involved in the Olympic Multiathlon. Of these children, the evidence demonstrates that they have a better physical condition than children who do not participate. Furthermore, the children involved in the project continue doing sports and take part in other sports events such as the Czech Youth Olympic Festival and European Youth Olympic Festival. In 2014, of the 1300 children competing in the Winter Youth Olympic Festival, 344 had participated in the Olympic Multiathlon, and 144 of these were girls.



Figure 1 illustrated that 34% of the respondents answered that they had not taken any actions to improve the opportunities for girls in schools. Of these, 50% answered that it was not relevant to their organisations while 17% said that this was already established.

Action taken	n (%)
Organising seminars/workshops/etc. aimed at increasing the number of girls and women	93 (65)
Dedicated resources to girls' and women's sports and/or a physical activity	84 (58)
Training of coaches and/or support-personnel	82 (57)
Improvement of access and/or opportunities for girls and women	78 (54)
Implemented an action plan/strategy to increase the number of girls and women	76 (53)
Introduction of new competitions/championships/etc. for girls and women	58 (40)
Introduction of new sports and/or activities for girls and women	54 (38)
Recruitment campaigns in social media	52 (36)
Taster sessions and classes for girls and women only	41 (28)
Recruitment campaigns in printed and/or online media	40 (28)
Other	23 (16)

Table 7. Actions taken to increase the number of active girls and women in sport and/or physical activity (n=144)

Table 7 provides an overview of the actions taken to increase the number of active girls and women in sport and/or physical activity. When responding to this question, the organisations could select as many actions as appropriate and many chose more than one. As a result, 681 actions were identified by the 144 organisations that had taken some actions in this area. This gives an average of 4.7 actions per organisation. More than half of the organisations have carried out the following five types of actions; organising seminars and workshops to increase the number of girls and women (65%); dedicated resources to girls and women (58%); training of coaches and/or support-personnel (57%); improvement of access and/or opportunities (54%) and implemented an action plan/strategy (53%).

Only 14 respondents had not taken any action to increase the participation of girls and women and most stated that it was not in the scope of, and/or relevant to, their organisation or that they already had established such actions.

Case study: Action taken to increase the number of active girls and women in sport and/or physical activity

In 2013, the National Games of Pakistan took place in Lahore with 998 women competing in 13 disciplines. Sport activities have become part of women's and girls' daily lives, overseen by National Federations, the Pakistan Olympic Association and promoted by the federal/provincial Ministry of Sports and Pakistan Sports Board. A newly constructed women sports complex in the metropolis of Karachi is a reflection

of efforts to promote women sports in Pakistan. Today, women have the opportunity to compete at the national level in Cricket, Football, Gymnastics, Swimming, Track and Field, Hockey, Tennis, Table Tennis, Badminton, Basketball, Volleyball, Taekwondo, Handball, Netball, Squash, Chess, Karate, Judo, Jujutsu, Archery, Softball, Soft Tennis, Boxing, Shooting, Golf, Sepaktakraw, and Skiing.



4. Female elite-level athletes

Girls and women participate less than boys and men in most sports, and this gap increases with performance level. With reference to Principle 5 in the *Brighton Plus Helsinki Declaration*, we asked the organisations the following question:

In many sports, female elite-level athletes experience inequality and discrimination in, for example, competition opportunities, rewards, recognition, sponsorships, and promotion. Has your organisation taken any actions related to areas such as these since 2013 to improve the situation for female elite-level athletes?

Figure 2 shows that 64% (n=101) of the organisations answered 'Yes' to this question. Another important aspect for female elite-level athletes is what happens in their lives when their sporting career has ended. For example, do sporting organisations help these athletes to prepare for retirement from elite-level sport? This important aspect for female elite-level athletes is encompassed within recommendation 14 of the IWG Women and Sport Conference in Helsinki in 2014, which states that 'Recruitment processes be developed to attract women toward careers as coaches and referees taking into account the retired female athletes as resources.' Figure 2 shows that 40% (n=63) of the organisations have taken actions since 2013 to support female athletes to prepare for retirement from elite-level sport.

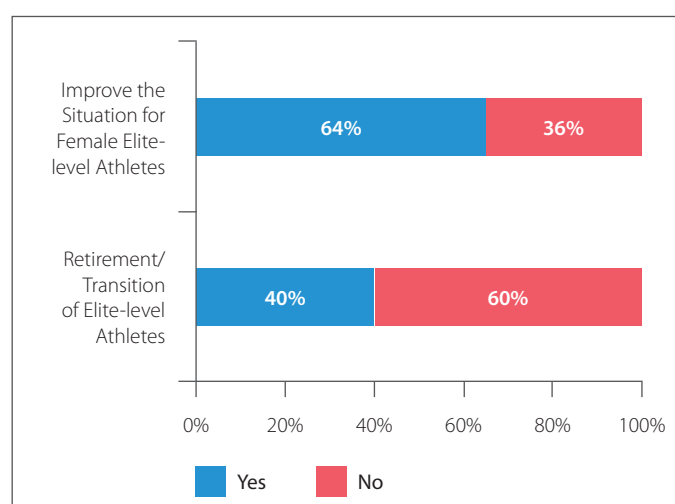


Figure 2. Actions taken to support female athletes during their career and in preparation for retirement (n=158)

Most of the organisations that support their athletes in preparing for retirement also support them in other ways during their sporting career (in total 81% n=51). Only 19% (n=12) of organisations have not taken any action with respect to supporting the elite-level female athletes other than helping them to prepare for retirement.

Organisational Type	Improve the situation	Retirement/transition
Women and Sport Organisations (n=19)	63%	42%
National Federations/Associations (n=77)	65%	33%
National Olympic Committees (n=19)	58%	68%
International/Continental Federations (n=27)	70%	37%
Other (n=16)	56%	44%

Table 8. Actions taken to improve the situation for female elite-level athletes and on retirement/transition of elite-level athletes across organisational type (n=158)

Table 8 demonstrates that the National Sport Federations/Associations and International/Continental Federations have taken actions to improve the situation for elite-level female athletes to the same degree as the Women and Sport Organisations. With respect to retirement, the National Olympic Committees surveyed have been more active than the other organisational types.

The qualitative coding with respect to actions taken to improve the situation for female-elite level athletes revealed that 23% gave examples of actions that could be characterised as 'Equality+' through treating female and male elite-level athletes equally. An example is the International Cyclist Union (UCI), which now has equal prize money for women and men across all disciplines at all UCI World Championships. Actions which could be characterised as 'awareness' were taken by 18% of organisations. For example, the European Gay and Lesbian Sport Federation has an exhibition of homosexual sportswomen and the processes for revealing their sexuality. The exhibition includes materials and information about role models. Another large group of actions taken is characterised as 'non-direct financial support/assistance' (15%). Cricket Namibia has implemented a national coaching support structure for female elite-players. This includes specific skill development, fitness and conditioning.

Case study: Improving the situation for female elite-level athletes

In France, most female baseball and softball players are amateurs and do not get paid. The French Baseball and Softball Federation follows a national system whereby elite players are involved in a sport and school project to ensure they achieve a high educational level in case they do not succeed in sport and/or to help them to transition to a post-competitive sport career. The two-way project enables elite athletes to compete in their sport and either study or work. If an elite athlete is working, the Federation has a calendar of competitions and training camps and they can speak to the government to financially compensate the employer for time that the athlete is away from their job to train or compete.

When athletes are reaching the end of their competitive sporting career, there is a list of elite

athletes who can enter a government sponsored 'conversion' programme which supports them to study, set up a business, and develop professional networks during the first year after they have retired from competition. Some women use this to gain positions in the management and administration of sport when they retire from competition via a Civic Contract. These are 6-10 month contracts with a sports association which enables the athlete to gain relevant work experience while helping the Federation to see who has the skills to do the job. The funding primarily comes from the French Olympic Committee but is match-funded by the sports Federation. The French Baseball and Softball Federation has a particularly high rate of women transitioning into a career in coaching, and most high-level coaches of female softball are women.

The actions most commonly mentioned among those 40% (n=63) that had taken actions to prepare elite-level athletes for retirement were different forms of 'education' (27%, n=17). For example, the Jamaica Olympic Committee organise seminars to support athletes to prepare for retirement from elite-level sport. Almost as many (25%, n=16) had developed different kinds of post-career programme. An example is the New Zealand

Olympic Committee which has developed a two-year leadership programme for female retired athletes called the Women's Sport Leadership Academy (WSLA) New Zealand. 'Employment opportunities' is mentioned by 11% (n=7) and Palau National Olympic Committee has given retiring athletes the opportunity to coach, teach in school and support and assist with ongoing programmes.

Case study: Improving the situation for female elite-level athletes

Women's Sport Leadership Academy (WSLA NZ) is a bespoke programme delivered by the New Zealand Olympic Committee. The aim of the Academy is to support New Zealand's female Olympians make a positive transition from sport performance to sport leadership and be part of an international network of women leaders in sport. The first cohort entered the programme in 2017, and includes 18 outstanding Olympians taking part in a two year programme. The programme is facilitative rather than prescriptive based on a personalised learning approach with shared experiences and peer coaching, an emphasis on self-reflection and action learning. It focuses on various leadership behaviours that research shows as critical to being a great leader, including managing resources, enabling creativity, producing a culture of continuous personal improvement, self-management, and communication. The programme was evaluated in January 2018 and it was found

that 14 of the women were having a positive and developmental experience with mentors; 21 women were making good progress with their personal development planning towards achieving their aspirations; and many women found the programme helpful in negotiating life changes such as new jobs, relocation, and additions to their family.



	Improve the situation for female elite-level athletes		Retirement/transition of elite-level athletes	
	n	(%)	n	(%)
Not in the scope and/or relevant	16	(28)	30	(32)
Have not considered	13	(23)	12	(13)
Not an issue/problem	5	(9)	28	(29)
Already established/existing	16	(28)	4	(4)
Other	7	(12)	21	(22)
Total	57	(100)	95	(100)

Table 9. Reasons for not taking action to improve the situation for female elite-level athletes (n=57) and not taking action on retirement/transition of elite-level athletes (n=95)

The reasons for not taking any actions are seen in Table 9. Among those which have not taken any actions to improve the situation for female elite-level athletes, 28% (n=16) said that it is already established/existing. This is slightly different from why organisations have not taken any actions to prepare female athletes for retirement. Here only 4% (n=4) stated that it was already existing, while 29% (n=28) answer that this is not an issue or a problem.

5. Female Leadership

Female leadership is a prerequisite for gender equality in sport. In the background to the Brighton Plus Helsinki Declaration it is stated that: ‘Without women leaders, decision makers and role models and gender sensitive boards and management with women and men within sport and physical activity, equal opportunities for women and girls will not be achieved’ (p. 7/17). Leadership is therefore one of the principles in the Declaration, and it is also mentioned explicitly in recommendation 12 from the IWG conference in Helsinki: ‘All sport governing bodies have a gender equity policy that includes an action plan aiming at gender balance in leadership, management, administration, coaching and officiating’ (p. 14/17).

In this chapter, we use the term leadership to refer to female instructors and/or coaches, referees, game officials, judges and/or umpires as females in sport administration and decision-making positions. Research demonstrates that there are large gender gaps in most sport disciplines, particularly in relation to females in leadership positions compared to the number of women actively involved in physical activity and sport. This means that women are underrepresented in all leadership roles in sport. This gap seems to be largest among referees, follow by coaches and women in decision-making positions. With reference to the Brighton Plus Helsinki Declaration, we therefore asked if the organisations had taken any actions since 2013 to increase the number of girls and women who are referees, coaches and decision-makers in sport.

Figure 3 demonstrate that as many as 81% (n=128) have taken actions to increase the number of women in decision-making positions, 77% (n=122) in coaching, and 58% (n=91) in refereeing.

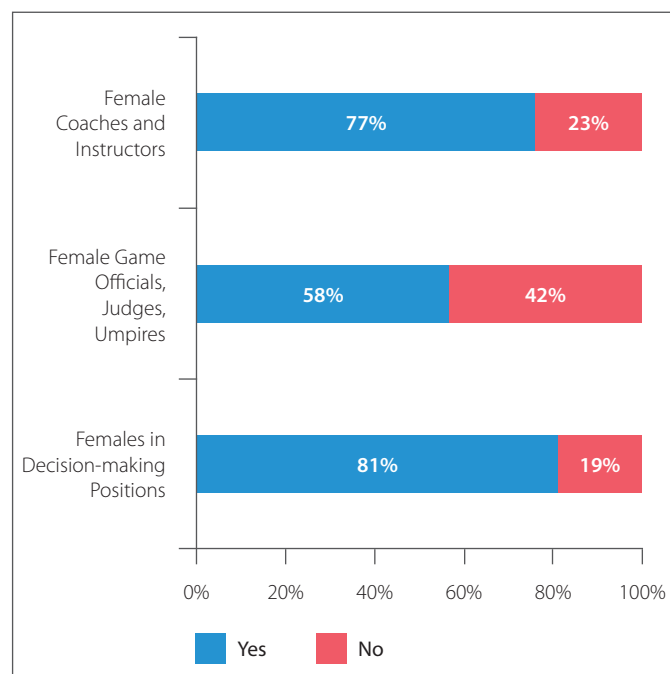


Figure 3. Actions taken to increase the number of women in different leadership positions (n=158)

Almost all (90%) of the Women and Sport Organisations have taken actions to increase the number of coaches while the organisations least likely to take such action are National federations (71%) (see Table 10). International/Continental Federations have taken the most actions to increase the number of female referees (78%) and females in decision-making positions (85%).

In the following, ‘instructor/coaches’ are referred to as ‘coaches’; ‘referees, game officials, judges and/or umpires’ are referred to as ‘referees’; ‘women in sport administration and decision-making positions’ are referred to as ‘women in decision-making positions’.

Organisational Type	Coaches / instructors	Game official/ judges/ umpires	Decision-making positions
Women and Sport Organisations (n=19)	90%	47%	74%
National Federations/Associations (n=77)	71%	64%	80%
National Olympic Committees (n=19)	84%	42%	84%
International/Continental Federations (n=27)	82%	78%	85%
Other (n=16)	75%	25%	81%

Table 10. Actions taken to increase the number of females in different leadership positions across organisational type (n=158)

Table 11 demonstrates which actions have been taken with respect to increasing both female referees and female coaches. It shows that the order of the actions is very much the same for both groups. The table indicates that workshops and seminars are most common, both for coaches (70%) and referees (62%). Implementation of an action plan/ strategy is mentioned by more than 50% of organisations. Another action taken by almost half of the organisations is mentoring programmes and education/ courses for women only. The organisations were able to select more than one action taken, and the result for the coaches' question indicated that 398 actions were taken, which is 3.3 actions per organisation. The equivalent numbers for the actions taken to increase referees are 282 actions with an average of 3.1 per organisation.

	Coaches/ Instructors		Game officials/ judges/ umpires	
	n	(%)	n	(%)
Workshops, seminars, etc. for female coaches/instructors	86	(70)	56	(62)
Implemented an action plan/strategy	63	(52)	50	(55)
Mentoring programme	60	(49)	38	(42)
Education/courses for girls and women only	59	(48)	45	(49)
Establishing network	43	(35)	28	(31)
Recruitment campaigns targeting girls and women	41	(34)	31	(34)
Dedicated resources for female coaches/ instructors	35	(29)	23	(25)
Other	11	(9)	11	(12)

Table 11. Types of action taken to increase the number of female coaches/ instructors (n=122) and game officials/judges/umpires (n=91)

Case studies: Increasing the number of female coaches

The Finnish Coaches Association has partnered with the Finnish Olympic Committee to develop a project titled 'Coach Like a Woman'. The project was developed during the planning for the 2014 IWG Conference in Helsinki. In 2013, there were up to five different sports involved and by 2014-15 the Ministry of Education had agreed to fund the project. The project focuses on elite-level females who were former players in ball sports, as women are under-represented in coaching at the elite-level in these sports. In Finland, there is no requirement for someone to have a license to be able to coach, but this project offers females an education to give them the confidence to take on more demanding coaching roles. The priority of the project is to improve the quality of coaching in Finland and it is believed that increasing the number of women in coaching will ensure there are more coaches with more diversity of perspectives which will ultimately enhance coaching practice. Since 2013, the number of female coaches in elite-level positions has increased, and there are also regional coaching networks supporting these women. The organisers of the project are aware that the coaching careers of women tend to be shorter than that of men, and so they have introduced a group mentoring programme, which consists of one mentor for 3-5 coaches, over an eight month period. This is used as a tool to help coaches who have just started and need support, and also those who have been coaching longer at the elite-level but need further support with specific issues such as mental-support or coaching difficult situations. In 2016, the project was awarded the annual trophy from the Ministry of Education.



Case study: Increasing the number of female coaches

Another example of actions taken to improve the number of female coaches is the establishment of the Japanese Association for Women and Sport Women Coaches Academy in Japan in 2015. The Academy offers coach education and training based on scientific research to women who aim to become advanced coaches. The content of the programme includes perspectives such as work-life balance and diversity management. In addition, the programme provides the opportunity to build a network that supports the career development of female coaches and introduces people from all over the world and outside of sport who serve as mentors. Since 2015 there have been almost 100 graduates of the programme, and they meet at least once a year for a follow up seminar and to maintain their networks.

With respect to actions taken to increase the representation of women in decision-making positions, Table 12 indicates that the most popular actions are workshops and seminars (72%). Other actions include campaigns to encourage women to stand for positions (44%). The table also shows that about one third of organisations highlight different kind of actions which can be related to positive discrimination such as changes in statutes (31%), quotas in elections (33%), and seats reserved for women (30%).

	n	(%)
Workshops, seminars, etc. for females in decision-making positions	92	(72)
Campaigns to encourage women to stand for decision-making positions	56	(44)
Network for females in decision-making positions	48	(38)
Education/courses for girls and women only	46	(36)
Mentoring programme for females in decision-making positions	43	(34)
Quotas in elections	42	(33)
Changes in statutes	40	(31)
Seats reserved for women	38	(30)
Specific arrangements to facilitate participation in meetings, i.e. childcare	18	(14)
Other	20	(16)

Table 12. Actions taken to increase the number of women in decision-making positions (n=128)

In total, a number of organisations had not taken any actions to increase the numbers of women in these roles: these total 36 (coaches), 67 (referees) and 30 (decision-making). Table 13 demonstrates the reasons for why these organisations have not undertaken any actions. The reasons mentioned most often for female coaches is that it is not relevant (19%) and not an issue (19%). Over a third (37%) of organisations stated that referees were not in their scope/remit. Among those who have not taken any action to increase women in decision-making positions, nearly a third (30%) have not considered it.

	Coaches/ Instructors		Game officials / judges/ umpires		Decision- making positions	
	n	(%)	n	(%)	n	(%)
Not in the scope and/or relevant	7	(19)	25	(37)	7	(23)
Not an issue/problem	7	(19)	9	(13)	4	(13)
Have not considered	5	(14)	13	(19)	9	(30)
Already established/existing	4	(11)	5	(8)	5	(17)
Other	13	(36)	15	(22)	5	(17)
Total	36	(100)	67	(100)	30	(100)

Table 13. Reasons for not taking actions to increase the number of females in different leadership positions

Case study: Increasing the number of women in decision-making

The South African Women Sport Foundation hosted a summit in 2015 which identified a range of issues affecting women in sport in the country. This provided the foundation for the topics and workshops delivered at a conference in 2016, from which there were two outcomes. The first was to develop advocacy training and Training the Trainer programmes, which were completed by 24 women who have returned to their provinces to train other women. The second programme is to train future leaders at University from students participating in sport or sport teams. This is now being extended to support schools to understand challenges faced by girls, in particular issues related to girl-on-girl intimidation and menstruation.

In addition, there is a mentor/mentee training programme which is based on a contract and timeframe between the participants. The South African Women Sport Foundation fund the facilitators, and the provincial government

pays for resources. The outcome of the programme has been an increase in the number of women and girls challenging issues and going for positions. The President of SA Netball is a woman trained in this advocacy programme who said that after the training she recognised she could stand for the election. One of the national netball coaches has started her own academy and is part of the mentor network.



6. Resources

Women cannot take part in physical activity and sport without access to appropriate resources. One particular type is human resource – people or groups whose primary task is to work for girls and women and/or for gender equality. This kind of work can be organised in different ways (see Figure 4). The respondents were asked if they had any of these resources in place. The figure reveals that 39% (n=62) of the organisations had a women’s committee; 23% (n=36) had hired someone that had girls and women as their main working area; 15% (n=24) had a gender committee and 16% (n=25) had employee(s) with gender as their main working area.

Other types of resources include appropriate sport facilities where women can practice and feel safe. In some countries, sport organisations may, due to their religion and/or culture, need women-only facilities. Historically, many sports and their facilities have been developed and practised by boys and men only. As girls and women gained access to these sports, the facilities often lacked proper locker rooms and changing facilities for females. The respondents were therefore asked if they ‘had taken any actions since 2013 to ensure that facilities for sport and physical activity are appropriate for girls and women.’ Just over half of the participants (51%) answered positively to this question, as shown in Figure 5.

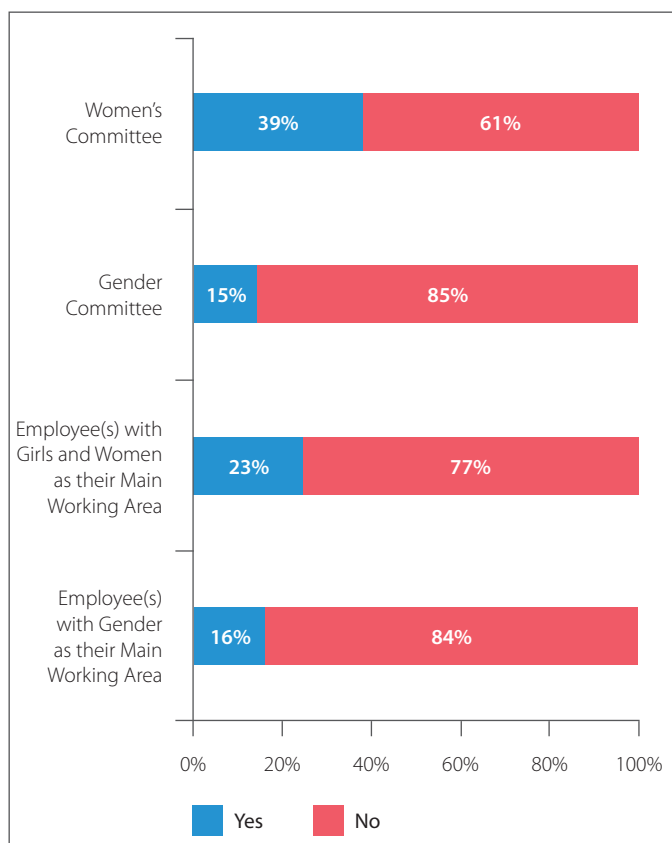


Figure 4. Types of human resources (n=158)

In most countries, women spend more time than men doing domestic/household activities, including caring for children, despite more women being employed outside of their home. A consequence of this situation is that many women around the world have less free time for themselves; time that many would like to use being physically active. As mentioned in the introduction, one recommendation from the progress report presented at the IWG Conference in Finland in 2014 was: ‘The development of child-care provision for people involved in sport in different roles and at different arenas’ (p 94). This is also mentioned in the recommendations from the IWG Conference in 2014 (recommendation 9, p. 14/17). Figure 5 indicates that many more organisations could have taken actions since 2013 to provide child-care to women in sport and/or physical activity, as only 23% (n=36) have done so.

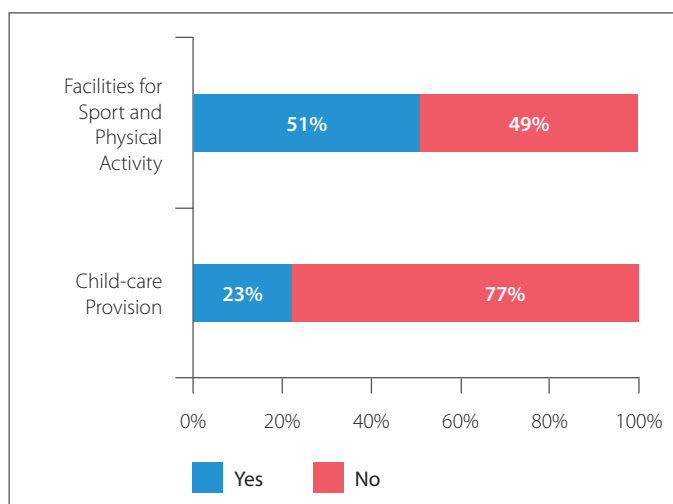


Figure 5. Resources dedicated to women in physical activity and sport (n=158)

Table 14 shows that a higher percentage of the Women and Sport Organisations compared to the National and International federations have taken actions with respect to improving facilities for girls and women. For the child-care provision there is no major difference between these organisational types.

Organisational Type	Facilities for sport and physical activity	Child-care provision
Women and Sport Organisations (n=19)	63%	21%
National Federations/Associations (n=77)	49%	25%
National Olympic Committees (n=19)	53%	21%
International/Continental Federations (n=27)	41%	11%
Other (n=16)	46%	38%

Table 14. Resources dedicated to women in sport and exercise across organisational type (n=158)

The provision of 'New or more facilities and equipment' is the action taken by most organisations (27%, n=22) to ensure that facilities for sport and physical activity are appropriate for girls and women. Federation Internationale de Motorcyclisme (FIM), for example, has tried to find equipment that is adapted to female morphology – such as protective equipment. They also make sure that riders have access to sanitary facilities. The importance of 'Lobbying' is outlined by 15% (n=12) of organisations. National Organisation for Women in Sport Physical Activity and Recreation (NOWSPAR) participate in local government consultations on city planning to ensure that community spaces for physical activity are protected. They have also lobbied community leaders for allocation of land for sport and physical activity. 'Education' was highlighted by 11% (n=9) of organisations. The Swaziland Cricket Association explain that all coaches and club managers are taught about safe sport, such as inspecting practice nets and cricket pitches, and ensuring clean and safe washing facilities.

The largest category of actions taken to provide child-care to women in sport and/or physical activity was 'facilities and activities' (36%, n=13). The National Commission on Women and Sport of Mauritius allows mothers to bring along their children (from 3 months to 12 years) and provide basic child-care. The Lesotho Cricket Association offers a number of programmes which feature child care provision, such as the mass participation programme which offers cricket competitions for women alongside those for primary school aged children. 'Education' programmes are also outlined by several organisations (17%, n=6). The International Council for Coaching Excellence (ICCE) explain that one of the themes of the ICCE Women in Coaching strategy is to help female coaches understand and balance their career/lifestyle. 'Financial support' is an action taken by 11% (n=4). The Royal Spanish Athletics Federation request and inform female elite-level athletes of government subsidies when pregnant or adopting, and also about maternity aid to athletes of national teams for the care of children under three years of age enrolled in children's educational centres.

As shown in Figure 5, 77% (n=122) of the organisations had not taken any actions to provide child-care, and 49% had not taken any action to improve the sport facilities for women. The reasons given for this are presented in Table 15. Approximately one third of the respondents indicate that providing better sport facilities and/or child-care provision are not in the scope or relevant for them, and as many as 17% of organisations have not considered improving facilities, and 26% have not considered actions to provide child-care.

	Facilities for sport and physical activity		Child-care provision	
	n	(%)	n	(%)
Not in the scope and/or relevant	27	(35)	44	(36)
Not an issue/problem	12	(15)	21	(17)
Have not considered	13	(17)	32	(26)
Already established/existing	15	(19)	7	(6)
Other	11	(14)	18	(15)
Total	78	(100)	122	(100)

Table 15. Reasons for not taking action to improve the facilities for female elite-level athletes (n=78) and not taking action on child-care provision (n=122)

7. Gender based violence and eating disorders

Since the original Brighton Declaration, there has been an increase in studies and in preventative strategies with respect to gender-based violence in sport.² The increased focus on gender-based violence in society in general and in sport is also mirrored in the Brighton Plus Helsinki Declaration. It states that ‘women continue to be discriminated in sport and are subject to gender based violence’ (p. 6/17). The importance and necessity of safety is further stressed in one of the aims: ‘ensure that all women and girls have the opportunity to participate in sport and physical activity in a safe and supportive environment which preserves the rights, dignity and respect of the individual’ (p. 8/17). This is reinforced in the principle regarding facilities which specifically outlines the importance of safe transport and safety during participation and performance. In the questionnaire to the participants gender-based violence was defined very broadly when we asked the following question: ‘Has your organisation taken any actions since 2013 to prevent gender-based violence (including sexual, psychological and physical harassment and/or abuse) in sport and/or physical activity?’ Figure 6 shows that 63% (n=100) of the participants answered positively in response to this question.

taken any actions since 2013 to protect female athletes from developing eating disorders?’

Table 16 indicates that there is no major difference with respect to actions taken to protect female athletes from developing eating disorders between the different types of organisations. Concerning the prevention of gender-based violence, almost all the National Olympic Committees (90%) have taken preventive actions, a percentage which is higher than for all the other organisational types.

Organisational Type	Gender-based violence	Eating disorder
Women and Sport Organisations (n=19)	53%	32%
National Federations/Associations (n=77)	61%	20%
National Olympic Committees (n=19)	90%	32%
International/Continental Federations (n=27)	53%	15%
Other (n=16)	63%	19%

Table 16. Actions taken to prevent gender-based violence and eating disorder across organisational type (n=158)

The actions taken to prevent gender-based violence is presented in Table 17. Three actions have been carried out by almost half of the organisations: adopted guidelines for handling cases of gender-based violence; adopted policy on gender-based violence; adopted code of conduct that address the issue of gender-based violence. Respondents could select multiple actions for this question and, in total, 357 actions have been taken averaging 3.5 actions per organisation.

	n	(%)
Adopted guidelines for handling cases of gender-based violence	50	(50)
Adopted policy on gender-based violence	47	(47)
Adopted code of conduct that address the issue of gender-based violence	47	(47)
Organised training, workshops, seminars, etc. for coaches and/or leadership personnel	37	(37)
Promoted awareness campaigns in printed and/or social media	37	(37)
Organised training, workshops, seminars, etc. of athletes	33	(33)
Highlighted as separate theme in educational programmes	29	(29)
Established support mechanisms for victims	22	(22)
Established support service for affiliate organisations	15	(15)
Provided safe transport to/from sport and/or physical activity	15	(15)
Established support mechanisms for perpetrators	6	(6)
Other	19	(19)

Table 17. Types of action taken to prevent gender-based violence in physical activity and sport to occur (n=100)

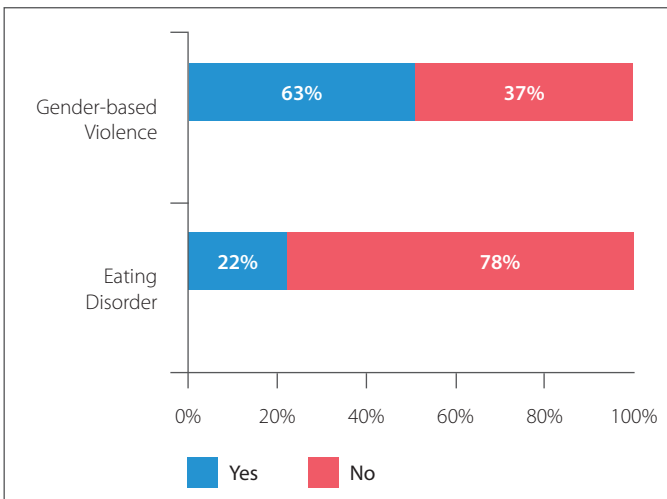


Figure 6. Different actions taken to protect girls and women from gender-based violence and eating disorders (n=158)

Eating disorders are another challenge that sport organisations have tried to prevent.³ It is most common among young girls and women and can have a detrimental impact on the health of the athletes. Figure 6 indicates that 22% (n=34) of the organisations answered ‘Yes’ to the following question: ‘Has your organisation

The majority of actions taken to protect female athletes from developing eating disorders are categorised as ‘education’ (38%). For example, The National Association of Women, Physical Activity and Sport (ANFAPS) in Morocco, has arranged meetings with families to discuss nutrition with doctors and nutritionists. Just over a quarter (26%) of respondents outline different types of ‘programme’. The Australian Sports Commission, through its Australian Institute of Sports Nutrition department, delivers world-class nutrition support to Australian athletes. Nutrition support is tailored to the characteristics of the sport and needs of individual athletes. ‘Medical staff’ account for 9% of the actions taken. The Hellenic Athletics Association for example use specialists to advise female athletes on their dietary needs.

It is notable that many organisations have not considered these issues: this is the case for 28% of organisations in

relation to gender-based violence and 40% concerning eating disorders. Many organisations also mention that these issues are not relevant for their organisations. A positive development is that 19% already have prevention mechanisms in place with respect to gender-based violence. This is all demonstrated in Table 18.

	Gender-based violence		Eating disorder	
	n	(%)	n	(%)
Not in the scope and/or relevant	14	(24)	43	(35)
Not an issue/problem	13	(22)	23	(19)
Have not considered	16	(28)	49	(40)
Already established/existing	11	(19)	6	(5)
Other	4	(7)	3	(2)
Total	58	(100)	124	(100)

Table 18. Reasons for not taking any actions to prevent gender-based violence and eating disorder (n=158)

8. Research and Communication

Gender research and information-sharing are a prerequisite for addressing gender inequality and for gender mainstreaming. The collection and analysis of gender statistics systematically over time is an important part of monitoring the different actions taken to improve gender equality. Gathering, compiling and sharing research is also often the basis for producing evidence-based knowledge; knowledge that should inform political actions to ensure the development of an inclusive and fair sporting culture. Knowledge and research need communicating, and one of the most important channels is the media. Despite the growing interest in women’s physical activity and sport there are still significant differences in the media coverage of women and men’s sport, both with respect to quantity and the way female and male athletes are portrayed.⁴ The sexualisation of female athletes seems to have increased over the years, a focus which clearly devalues women’s achievement.⁵

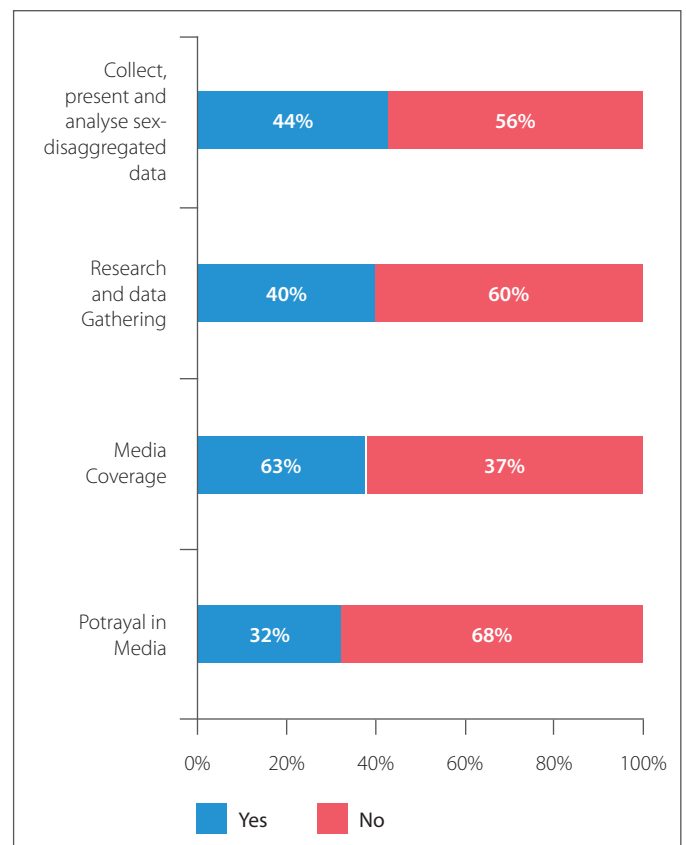


Figure 7. Statistics and actions taken with respect to research and media coverage and portrayal (n=158)

Figure 7 indicates that 44% (n=69) of the organisations systematically collect, present and analyse sex-disaggregated data in their document and plans. A similar number of organisations (40%, n=63) have been involved in research since 2013 that focuses on girls and women in sport and/or physical activity. With respect to media coverage, Figure 7 demonstrates that 63% (n=99) have taken some actions to increase the amount, but only 32% (n=51) have taken actions to improve how girls and women in sports and/or physical activity are portrayed in the media.

Organisational Type	Sex-disaggregated data	Research and data gathering	Media coverage	Portrayal in media
Women and Sport Organisations (n=19)	53%	74%	58%	63%
National Federations/Associations (n=77)	46%	25%	62%	27%
National Olympic Committees (n=19)	47%	58%	58%	26%
International/Continental Federations (n=27)	74%	37%	74%	37%
Other (n=16)	56%	56%	56%	19%

Table 18. Actions taken concerning gender equality in research and communication across organisational type (n=158)

Table 18 reveals some variations between how each organisational type responded per question. International/Continental Federations were most active for sex-disaggregated data (74%). Concerning research and data gathering, it is the Women and Sport Organisations (74%) who have the highest percentage. The differences between the organisations are not substantial for media coverage but, with respect to media portrayal, 63% of the Women and Sport Organisations have taken actions compared to only 19% of Other organisations.

A significant number (31%, n=20) of organisations have been involved in 'research undertaken'. As an example, the Women's Sports Foundation USA has completed many different research projects since 2013. One of them was 'Advancing the Understanding of Gender Bias Experienced by Collegiate Coaches of Women's Sports (2016)'. It was a nationwide online survey designed to generate facts and analysis of workplace experiences and views of both female and male coaches of intercollegiate women's sports. This research is unique in that it assesses male coaches of women's teams and makes comparisons with female coaches. The report concludes that bias is associated with the gender of the coach, not the gender of the team. Many women coaches perceive gender bias, although fewer of their male counterparts recognise it. The findings also confirm that there is systemic gender

bias and that it is not sporadic or limited to a few institutions. Another example is from The International Cyclist Union (UCI) that distributed a questionnaire to all National Federations (NFs) to understand which NFs have a strategy to develop women's cycling in areas such as sport, health and transport. The results of the survey will inform the development of a women's cycling strategy within the NFs of cycling.

Case study: Involvement in research that focuses on women in sport and/or exercise

The National Commission for Women and Sport of Mauritius (CNSF) was formed in 1992 and focuses on the benefits of physical activity for health. Specifically, evidence from the Ministry of Health and Quality of Life (2015) states that only 18% of the female population are engaged in at least a 30 minute exercise programme three times a week, and there is a very high prevalence for type 2 diabetes, cardiovascular and other non-communicable diseases (affecting 30-40% of the population). The CNSF circulated a questionnaire in 2015 and 2016 through their regional sub-committees to inform appropriate actions. The questionnaire was based on the IWG Toolkit which was a legacy of the IWG Conference in Montreal, Canada, in 2002. The survey identified swimming as a key activity for the women on the island. Many women do not participate in physical activity due to cultural barriers, particularly those in Asian and Hindu rural communities. As a result, while Mauritius is an island, it was found that many women do not know how to swim and there are high levels of drownings. Women indicated that they preferred to swim in pools rather than open water. CNSF responded to this by organising aqua-gym and aqua-zumba, as well as annual regional swimming galas. The most recent survey has identified that in two of the rural swimming pool areas, there were highly committed and enthusiastic coaches, and the programme was so successful that there is now a waiting-list for people to do aquatic physical activity in a village in Mauritius! In addition to swimming, CNSF also offers projects related to walking and general movement which have increased women's overall activity levels with the catchphrase 'Sport at your Doorstep'.

The most popular actions taken to improve the media coverage were coded into the following categories: 'Media relationship' (26%, n=26), 'Media activity' (22%, n=22) and 'Lobbying' (17%, n=17). An example of 'Media relationship' was by the Croatian Olympic Committee which has established an agreement between the Agency for Electronic Media and the Office for Gender Equality of the Government of the Republic of Croatia. The objectives of this cooperation are: to improve the promotion of gender equality in electronic media; improve the monitoring

of female sport in electronic media, and to increase the representation of female sports through a campaign for greater visibility. An example of 'Media activity' is by the Iran Baseball and Softball Association. They designed new sportswear dresses for girls to allow better media coverage, due to the Islamic rules in Iran. The Bulgarian Union for Physical Culture and Sport engaged in 'lobbying' and celebrated women's sport by conducting press conferences and awarding athletes.

Case study: Increased media coverage

The International Boxing Association (AIBA) established an Ambassador Programme in 2016 to raise awareness of women's boxing and support the development of the sport for women. To do this, they selected female boxers, referees and judges from a range of countries to showcase the sport around the world. The Women's World Boxing Championships 2016 was chosen as the perfect platform for the promotion of women's boxing and establishing it as an integral part of AIBA's vision leading up to Rio 2016 Olympic Games. This was largely in response to the fact that, despite the successful introduction of women's boxing at the London 2012 Olympic Games, it still suffered from low media coverage. The Ambassadors were interviewed before and after the competition

and relayed their Ambassador role on their social media accounts during the competition. For example, Nicola Adams (Olympic gold medallist at London 2012) stated: 'Being an ambassador is so important to me as I want to help the next generation of boxers through awareness and participation opportunities. Through the ambassador programme I can help reach more people and promote the beauty of boxing. This is what needs to be done if we want women's boxing to continue its growth.' The outcome of the programme was that the 2016 World Championships received significant media coverage and it was featured in The New York Times, the Guardian, Inside the Games and on digital channels.

More media coverage of girls and women in sport can be problematic if the quality of their portrayal is poor. As many as 60% (n=30) of organisations have taken actions with respect to 'improving the knowledge of women athletes and women's sports'. For example, all the media materials produced by the International Boxing Association (AIBA) focus on the female athlete's career in boxing, their performances, achievements and medal standings. Some forms of 'Lobbying and activism' were highlighted by 10% (n=5) of organisations. The Spanish Triathlon Federation sent reminders and inquiries to

digital media outlets complaining of the portrayal of female athletes. This led to the media outlets changing the imagery used. Other organisations (6%, n=3) tried to improve the communication with the media directly. The National Organisation for Women in Sport Physical Activity and Recreation (NOWSPAR) included media personnel within their seminars for athletes, leaders, and policy makers in order to increase their understanding of gender issues. They also presented survey updates to update the media personnel.

Case study: Portrayal of female athletes in media

The Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS) has provided media training sessions centred on best language practices for broadcasters to equitably represent women in sport. The sessions have been with a private national sports broadcaster, and a public sports broadcaster. This is part of the new strategic direction of CAAWS to ‘influence the influencers’ (for example, the government, corporations and media). The main achievements of these presentations

related to an increase in knowledge, shifting attitudes and creating competency. Working with on-air talent increased the knowledge of issues and how media organisations are connected to the bigger picture of gender equity. This created an awareness of the role of broadcasters in shifting attitudes and the ultimate impact of words and images. The dialogue that resulted continued after the training to inform ways in which they will adjust their future practices.

Figure 7 demonstrates that 60% (n=94) of the organisations had not been involved in any research, 37% (n=58) had not taken any actions to improve the media coverage, and 68% (n=107) had not taken any actions to improve the portrayal of female athletes in media. The reasons given for this are presented in Table 19. With respect to research, nearly a third of organisations (33%, n=31) have not considered it. Furthermore, 27% of organisations have not considered the issue of media coverage and 23% have not considered taking actions to improve the portrayal of women in the media. Very few organisations have existing systems in place for media coverage (9%) or media portrayal (7%). There is considerable evidence of a gender gap in the presentation of sport in the media, which makes it surprising that so many organisations

indicated that this is not an issue or problem: 22% (n=13) state this with regards to media coverage, and 30% (n=32) concerning media portrayal.

	Research and data gathering		Media coverage		Portrayal in media	
	n	(%)	n	(%)	n	(%)
Not in the scope and/or relevant	8	(8)	14	(24)	25	(23)
Not an issue/problem	13	(14)	13	(22)	32	(30)
Have not considered	31	(33)	16	(27)	25	(23)
Already established/existing	9	(9)	4	(7)	10	(9)
Other	34	(36)	12	(20)	15	(14)
Total	95	(100)	59	(100)	107	(100)

Table 19. Reasons for no actions taken concerning gender equality in research and communication.

9. Gender equality policy

The importance of having a gender equality policy is highlighted in many of the recommendations from the IWG Conference in Helsinki in 2014. The conference recommended that:

Based on the cultural context and progress in gender equality, priority areas of policies that support gender equality be outlined and action plans including specific measures, developed. Gender perspectives be mainstreamed into all policies related to sport including budgeting and allocation of resources (Recommendation 5, p. 13/17)

The Conference also recommended that ‘Gender perspective be mainstreamed into all policies and in particular into allocation of human and financial

resources’ (Recommendation 26, p. 17/17). Further, it was stated that ‘Education on gender mainstreaming, including tools such as gender budgeting and gender-impact assessment, be included in the training of those responsible for policy development and implementation of sport policies’ (Recommendation 27, p. 17/17). Based on these recommendations we asked the following questions which were additions from the Progress Report completed for 2006-2014: ‘Has your organisation developed strategies, policies and/or, plans, that mainstream a gender perspective in sport and/or physical activity?’ and ‘Does your organisation have a policy and/or action plan for equality between women and men in sport and/or physical activity?’ Figure 8 show that almost half (49%, n=77) of the organisations have developed gender mainstreaming strategies, and a few more (58%,

n=92) have developed a policy and/or action plan for gender equality.

Education, training and development can be an important part of a gender equality policy plan. It is also one of the principles in the Brighton Plus Helsinki Declaration, where it focuses on the importance to 'ensure that education processes and experiences address issues relating to gender equity and the needs of female athletes' (Recommendation 7, p. 10/17). Accordingly, we asked the following question: 'Has your organisation taken any actions since 2013 to ensure that inequality between women and men is addressed in training/educational material and/or programmes in sport and/or physical activity?' Figure 8 indicates that 47% (n=74) have taken such actions.

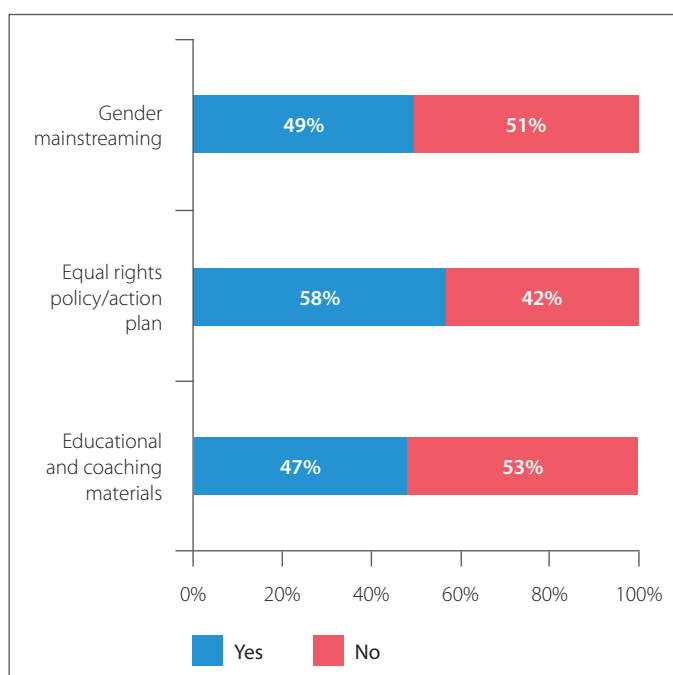


Figure 8. Different kinds of gender equality policy among the signatories (n=158)

Table 20 shows that with respect to gender mainstreaming, the National Olympic Committees have been most active as 63% are practising gender mainstreaming. The National Olympic Committees and the International/Continental Federations also score higher (63%) than the other organisations for implementing an equal rights policy/action plan. As many as 84% of the Women and Sport Organisations are addressing gender inequality in their educational material.

Organisational Type	Gender mainstreaming	Equal rights policy/action plan	Educational and coaching materials
Women and Sport Organisations (n=19)	58%	47%	84%
National Federations/Associations (n=77)	46%	43%	40%
National Olympic Committees (n=19)	63%	63%	53%
International/Continental Federations (n=27)	44%	63%	37%
Other (n=16)	44%	56%	44%

Table 20. Gender equality policies across organisational types (n=158)

Those organisations that have a gender equality plan were also asked three further questions: first about the content of the plan, second if they had money allocated to the implementation of it, and third if the plan had been evaluated. The answers to these questions are presented in Table 21. Almost two-thirds (64%) of those with a policy plan have targets for gender representations, and over half indicate that the plan contains clear roles and responsibilities (51%) and monitoring, evaluation and follow-up mechanisms (51%).

	n	(%)
Targets for gender representation	59	(64)
Clear roles and responsibilities	47	(51)
Monitoring, evaluation and follow-up mechanisms	47	(51)
Other	15	(16)

Table 21. Content in the equal rights policy/action plans (n=92)

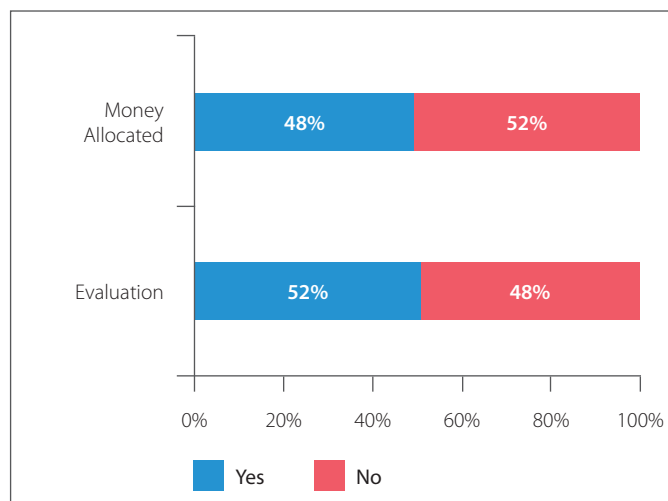


Figure 9. Money allocated to, and evaluation of, gender equality policy plan (n=92)

Among the organisations that have a gender equality policy, Figure 9 demonstrates that just below half (48%, n=44) have money allocated to the implementation of it, and just over half (52%, n=48) have done some evaluation of their policy.

The actions taken by the organisations with respect to addressing gender inequality in educational materials were first of all related to the ‘materials’ (26%, n=19) themselves. The International University Sports Federation (FISU) have ensured that the representation of women is the same as men both in the illustrations and text of their publications. They have also taken into account the gender distribution of speakers and keynote lectures at seminars and forums that they have organised. ‘Education’ is mentioned by 18% (n=13) of those that have taken some action in this area. The International Working Group for Women and Sport (IWG) re-introduced the HeForShe campaign and have had panel discussions and meetings with sport codes regarding how to mainstream gender into sport. A ‘focus on equality’ was also mentioned by 18% (n=13) of organisations. Africa Netball indicate that they ensure that the same training and the same material is distributed to both sexes.

Figure 8 demonstrated that 42% (n=66) of organisations had not taken any actions to develop a gender policy plan and 53% (n=84) had not taken actions regarding gender sensitive educational and coaching materials. An insight into why this is so can be seen in Table 22.

	Equal rights policy/action plan		Educational and coaching materials	
	n	(%)	n	(%)
Not in the scope and/or relevant	4	(6)	18	(21)
Not an issue/problem	12	(18)	24	(29)
Have not considered	24	(36)	21	(25)
Already established/existing	13	(20)	11	(13)
Other	13	(20)	10	(12)
Total	66	(100)	84	(100)

Table 22. Reasons for not taking actions with respect to gender equality and gender sensitive educational and coaching materials

Although the signatories represent many different kinds of organisations, it is worthy of note that 36% have not considered having a gender equality policy and 25% have not considered developing gender sensitive educational and coaching material. But, Table 22 does indicate that some already have this in place: 20% (n=13) of organisations have a gender equality policy, and 13% (n=11) have existing gender sensitive materials.

10. Summary and Conclusion

In this chapter, we will first summarise the main results presented in this progress report, before considering developments over the last four years by referring to some of the main trends found from the 2006-2014 study. Finally, we will present some conclusions and recommendations.

When interpreting the results, it is important to understand that we have only surveyed the actions and initiatives that have been taken to improve the situations for girls and women in physical activity and sport, not their effect or impact. It is also important to recognise that the numbers of respondents are very small in some of the sub groups (for example in the tables with organisational types and continent). As mentioned in chapter 2, the participants are not representative of all IWG signatories, so the results in this report can only tell us something about those who agreed to participate in the study.

Furthermore, while some of the questions asked in this study were exactly the same as for the period from 2006-2014 (published in the progress report presented at

the IWG Conference in Helsinki in 2014), they cannot be compared directly. The reason for this is that the sample of respondents is different. In the former study, the participants were both Brighton Declaration signatories (n=110) and IWG Catalyst newsletter-subscribers (n=216), which provided 326 participants. In this study, we only included the Brighton Plus Helsinki signatories (n=158). However, where there are substantial differences in the findings between the two reports, this may be taken as indicative of a continued trend or a new development, and we note these accordingly.

Summary of actions taken since 2013

Throughout this report, the results have been presented separately for each theme. A sum score is a total comprised of all actions and initiatives to demonstrate how many actions (out of 18) each organisation is undertaking. Figure 10 indicates that 35 organisations have a sum score between 3 and 7, 82 have a sum score between 8-13 and 41 organisations have a sum score between 14 and 18.

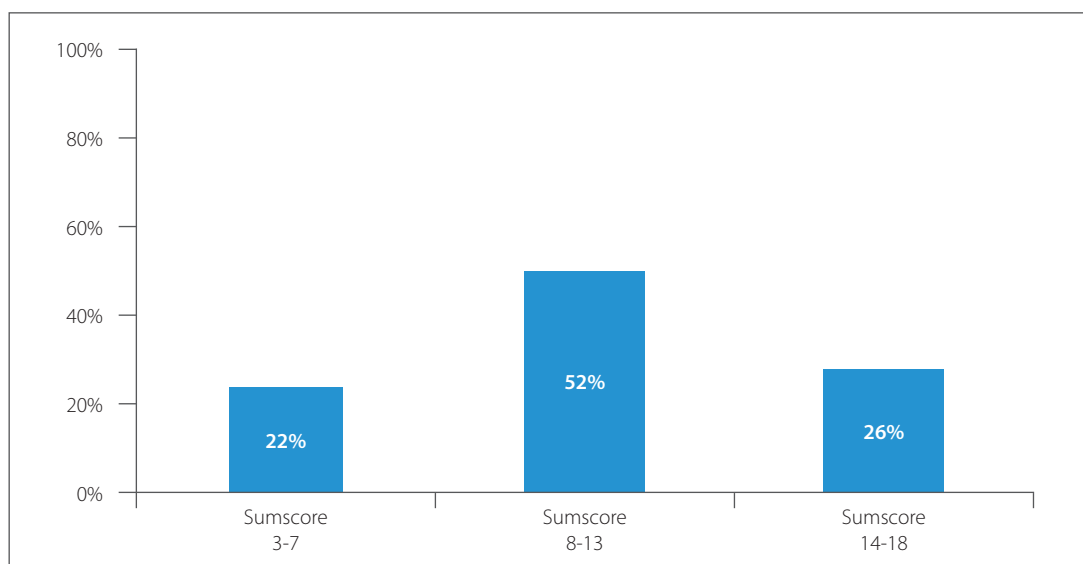


Figure 10. The distribution of sum scores for actions and initiatives taken to promote gender equality in physical activity and sport of all 158 organisations.

Table 23 presents the sum scores for the different organisational types. Unsurprisingly, the organisational group with the highest sum score is Women and Sport Organisations (53%). Except for the category 'Other', over 50% of the other three organisational types are in the middle group with a sum score between 8-13.

	Women and Sport Organisations		National Federations/ Associations		National Olympic Committees		International/ Continental Federations		Other		Total	
	n	(%)	n	(%)	n	(%)	n	(%)	n	(%)	n	(%)
Sumscore 3-7	4	(21)	20	(26)	3	(16)	6	(22)	2	(13)	35	(22)
Sumscore 8-13	5	(26)	39	(51)	10	(53)	16	(59)	12	(75)	82	(52)
Sumscore 14-18	10	(53)	18	(23)	6	(32)	5	(19)	2	(13)	41	(26)
Total	19	(100)	77	(100)	19	(100)	27	(100)	16	(100)	158	(100)

Table 23. The distribution of sum scores with respect to organisational types

The next table (Table 24) indicates how these three groups are distributed across the different continents. The numbers are very small, but we notice that more than half of the organisations from Africa are in the groups with the highest score, and that organisations from Europe constitute the highest number of those with a low score (30%). The Americas has most organisations (69%) among those in the middle sum score range.

	Americas		Europe		Africa		Asia		Oceania		International		Total	
	n	(%)	n	(%)	n	(%)	n	(%)	n	(%)	n	(%)	n	(%)
Sumscore 3-7	3	(23)	21	(30)	2	(9)	2	(15)	3	(23)	4	(15)	35	(22)
Sumscore 8-13	9	(69)	37	(53)	9	(39)	7	(54)	4	(31)	16	(62)	82	(52)
Sumscore 14-18	1	(8)	12	(17)	12	(52)	4	(31)	6	(46)	6	(23)	41	(26)
Total	13	(100)	70	(100)	23	(100)	13	(100)	13	(100)	26	(100)	158	(100)

Table 24. The distribution of sum scores with respect to continent

In Table 25 on the next page the 19 organisations with the highest sum score are presented. The table demonstrates that the organisations that have been most active with respect to working for gender equality are varied, representing different types of organisations on different continents. It is a mixture of national sport organisations, international sport federations, NOCs and Women and Sport Organisations, from Africa, Asia, Europe and Oceania. Altogether five organisations have been active in all areas that we have measured. These are: Lesotho Cricket Association; Federation Internationale de l'Automobile (FIA); Singapore Sports Council; Cricket Namibia and Federation of International Touch (FIT).

Organisation	Sum score
Lesotho Cricket Association	18
Federation Internationale de l'Automobile (FIA)	18
Singapore Sports Council	18
Cricket Namibia	18
Federation of International Touch (FIT)	18
Softball South Africa	17
German Olympic Sports Confederation	17
Japanese Olympic Committee (JOC)	17
Netball New Zealand	16
National Organisation for Women in Sport Physical Activity and Recreation (NOWSPAR)	16
Australian Womensport and Recreation Association (AWRA)	16
Palau National Olympic Committee	16
Africa Baseball and Softball Association	16
Finnish Olympic Committee	16
Zambia Cricket Association	16
National Association Women Physical Activity and Sport (ANFAPS)	16
Women and Sport South Africa (WASSA)	16
Seychelles Women and Sport Association	16
International Association of Physical Education and Sport for Girls and Women (IAPESGW)	16

Table 25. The organisations that have been most active in developing equality for women and sport since 2013

Question theme	Yes (n)
Increased the number of active girls and women in sport and/or physical activity	144
Increased the representation of women in leadership and decision-making positions	128
Increased the number of girls and women who are coaches/instructors	122
Physical activity opportunities and learning experiences for girls in school	104
Improved the situation for female elite-level athletes	101
Prevented gender-based violence (including sexual, psychological and physical harassment and/or abuse)	100
Increased the amount of media coverage of women's sports and/or physical activity	99
Increased the number of girls and women acting as referees/game officials/judges/umpires	91
Ensured that facilities for sport and physical activity are appropriate for girls and women	80
Developed strategies, policies and/or, plans, that mainstream a gender perspective	77
Ensured that inequality between women and men is addressed in training/educational material and/or programmes	74
Collect, present and analyse sex-disaggregated data in its documents, plans, etc.?	69
A policy and/or action plan for equality between women and men	66
Supported female athletes to prepare for retirement from elite-level sport	63
Involved in any research that focuses on girls and women in sport and/or physical activity	63
Improved how girls and women in sports and/or physical activity are portrayed in media	51
Provided child-care to women in sport and/or physical activity	36
Protected female athletes from developing eating disorders	34

Table 26. Overview of the number of all actions taken to promote gender equality in physical activity and sport since 2013

Table 26 gives an overview of all actions taken. As demonstrated in previous chapters, there is considerable variation. More than half of the organisations have given a positive answer to eight of the actions. Most organisations (n=144) have taken actions to increase the number of girls and women engaged in sport and physical activity. The next highest number of positive responses is related to trying to increase the representation of women in leadership and decision-making positions (n=128). These are followed by actions taken to increase the number of girls and women in coaching (n=122), physical activity and learning opportunities for girls in school (n=104), and supporting the situation for female elite-level athletes. These five categories refer directly to principles 3, 4 and 5 in the Brighton Plus Helsinki Declaration. The categories where fewest actions have been taken is protecting girls and female athletes

from developing eating disorders (n=34), providing child care (n=36) and trying to improve the media portrayal of female athletes (n= 51).

Increased participation and supporting female elite-level athletes were also among the five areas where most actions were taken in the period from 2006-2014. Also, dedicated resources to child-care provision and eating disorders were among those themes where fewest organisations had taken actions before 2014. Based on this one could conclude that the organisations seem to focus on what they already have done before. This is however not entirely true, as will be shown in the following section.

Development since the 2006-2014 progress report

In this section, we will revisit the recommendations of the 2006-2014 progress report and discuss the actions taken since the publication of the report four years ago.

The first recommendation was ‘the development of child-care provision for people involved in sport in different roles and at different arenas’. Table 26 indicated that only 36 (23%) organisations had provided child-care to women in physical activity and sport. But this is higher than in the period from 2006-2014. As shown in the progress report from 2014, the number then was only 9% (n=29). Accordingly, it is reasonable to conclude that there has been some positive development with respect to child care provision for females in physical activity and sport.

Another recommendation of the 2014 Progress Report was ‘the development of programmes to support the retirement of female elite-level athletes’, which 29% had done from 2006-2014. As shown in this report the equivalent percentage is 40%. This also indicates that there has been a focus in many organisations on improving the situations for female athletes when they retire from competitive sport.

Both prevention of gender-based violence and prevention of eating disorders were also priority recommendations given based on the results of the study covering 2006-2014. Slightly fewer (22%) of the organisations seem to have taken action to prevent eating disorders than in 2014 (30%). However, for gender based violence the figures indicate the opposite trend: increasing to 63% from 51% in 2014.

The last of the recommendations based on the study presented at the IWG conference in Helsinki was emphasising increased female leadership across different roles. If we look at the percentages of actions taken since 2013, there seems to have been higher activity than in the years before. This is shown in Table 27 and is particularly seen with respect to actions taken to improve the number of women in coaching. The percentage of organisations to have taken action to increase the number of female coaches in the period from 2006-2014 was 41%, compared to 77% for the period 2013-2018.

Actions taken to improve the number of...	2006-2014 (n=326)	2013-2018 (n=158)
Female referees	33%	58%
Female coaches	41%	77%
Females in decision-making	59%	81%

Table 27. Actions taken to increase the number of women in different leadership roles

Among those questions where it is possible to compare the exact questions asked in the survey covering 2006-2014 with the current study, the only issue where the number of actions taken is about the same is ‘Research’ (40%). This is surprising since women’s sport has developed worldwide in many different ways and there is increasing importance placed on evidence-based knowledge to inform political actions in sport as in other spheres of life.

Important issues and barriers

The questions asked to the signatories in this survey are based on the Brighton Plus Helsinki Declaration and on the recommendations from the IWG 2014 Conference in Helsinki. So far, we have presented the results of the questions in the survey. Below, we have developed these questions into statements about the different themes that women and girls encounter in sport and physical activity. To get information about which themes the participants think is most important to deal with as soon as possible, we asked the following question: 'Below is a list of statements about inequalities that girls and women can face in sport and/or physical activity. Please indicate up to three inequalities you think should be dealt with the most urgently.'

	n	(%)
Women are underrepresented in decision-making positions in sport and/or physical activity	83	(53)
Women are underrepresented as coaches and instructors in sport and/or physical activity	60	(38)
Females are more vulnerable than males to gender-based violence (GBV) in sport and/or physical activity, including sexual harassment and abuse	42	(27)
Girls and women in sport and/or physical activity receive less attention from the media	42	(27)
Women are underrepresented as referees, game officials, judges, and umpires in sport and/or physical activity	36	(23)
Female elite-level athletes experience discrimination in areas such as competition opportunities, rewards, recognition, sponsorships, promotion, etc.	30	(19)
Lack of child-care provision is a barrier for women's participation in sport and/or physical activity	29	(18)
Media coverage of girls and women in sport and/or physical activity are in many cases characterised by for example gender stereotyping and objectification through focus on and how they look their bodies	26	(16)
The range and variety of sport and/or physical activities available for girls and women are fewer than those of boys and men	25	(16)
Girls have less opportunities and learning experiences than boys for physical activity in school	22	(14)
Facilities for sport and physical activity are seldom designed for girls and women	17	(11)
Equality between women and men are seldom addressed in training/educational material and/or programmes in sport and/or physical activity	13	(8)
Girls and women are underrepresented as study objectives in research in sport and/or physical activity	11	(7)
Females' safety is at risk on transport to/from and during sport and/or physical activity	7	(4)

Table 28. Inequality that girls and women can face in physical activity and sport

From Table 28, a 'lack of women in decision-making positions' (53%) is the statement that is mentioned by the highest number of organisations as the most important inequality that girls and women encounter, followed by the lack of female coaches/instructors (38%). The vulnerability of females with respect to gender-based violence is mentioned by 27% and the same percentage are concerned by the fact that girls and women receive so little attention from the media. A lack of female referees is also mentioned by more than 20%.

The organisations were also asked about what they thought was the most important barrier to equality between women and men in sport and/or physical activity in the world today. This was an open question, and after coding the answers, almost half (46%) can be categorised as 'gendered social norms'. The answer by the International Paralympic Committee (IPC) was one example of this answer, as they wrote: 'Society gender stereotypes are the most important barrier; sport continues to be a field for men in the heads of many. This makes it harder for women to form part of it. Success stories of women in sport as leaders, athletes, coaches, referees, etc. are slowly breaking these societal stereotypes and opening more doors for newer generation of females [...]'. A 'lack of female leadership' was mentioned by 12% as the largest barrier. The Czech Olympic Committee reflected on how they have no women in decision-making bodies because there are no female candidates from sport organisations since those are dominated by men. A 'lack of equality' within sport was the largest barrier for 10% of respondents. The German Olympic Sports Confederation focused on the culture in sport: 'We have to develop an open minded culture in sport without discrimination of any kind [...]'

Conclusion and recommendations

The number of signatories of the Brighton Plus Helsinki Declaration has increased from 290 organisations/institutions with an operating e-mail address in 2012 to 429 in 2017. This demonstrates an interest in making physical activity and sport a better space for girls and women. When combined with the results in this report, it is possible to conclude that significant actions among the signatory organisations have taken place during and since the Finnish and Botswanan IWG Secretariats. What is needed, however, is much more monitoring and evaluating research, in order to measure the impact of these actions.

In almost all countries and cultures, girls and women participate in less physical activity than boys and men, and so it is not surprising that almost all organisations have taken actions to increase the active involvement of females in physical activity and sport. The development in active participation seems, however, not to have been followed up by an increase in female leadership. Despite the very many actions taken since our original data collection point in 2006, the lack of women in different leadership positions is mentioned by half of the organisations surveyed for the 2018 progress report as the largest inequalities that should be dealt with most urgently (see Table 28). Lack of female leadership was also mentioned by 12% as the most important barrier for women and sport. This indicates that it seems to be difficult to increase the number of women as decision-makers, coaches and referees despite the actions being undertaken to increase the number of women and girls participating in sport and physical activity more generally.

Another area where the signatories suggest attention needs to be urgently focused is the fact that 'women are more vulnerable than males to gender based violence (GBV) in sport.' This indicates a lack of respect which girls and women often experience either directly or indirectly as a consequence of the gender stereotypes and gender roles that exist in most societies. It is therefore not surprising that half of the participants mentioned 'gendered social norms' as the most important barrier to equality between women and men in sport and physical activity in the world of today. Gendered social norms may also have contributed to the situation that girls and women face in many of the areas we have surveyed, for example lack of leadership, being vulnerable to violence, and a lack of media coverage.

The recommendations from the IWG Conference in Helsinki in 2014 had a strong focus on research, gender equality, and gender mainstreaming. One of the last paragraphs in the recommendation is about horizontal methods. Here, it is stated that 'gender perspective be mainstreamed into all policies and in particular into allocation of human and financial resources' (Recommendation 26, p. 17/17) and that 'education on gender mainstreaming, including tools such as gender budgeting and gender-impact assessment, be included in the training of those responsible for policy development and implementation of sport policies' (Recommendation 27, p. 17/17).

We were surprised that only 77 (49%) organisations revealed that they had developed gender mainstream strategies, and that only 92 (58%) had developed a policy and/or action plan for gender equality (Figure 8). We will therefore strongly repeat the recommendation from Helsinki with respect to gender mainstreaming. This should be included in a gender policy, and may contribute to the inequalities that the organisations have focused upon in this report which can be changed, in parallel with a change in gendered social norms. The policy should contain an action plan.

The action plan could aim at improving all or some of the themes mentioned in this report, depending on the status of the organisation with respect to gender equality. Actions taken to increase women in decision-making positions, the prevention of gender-based violence, increasing the coverage and improving the portrayal of women in sports in the media are among some of the most important areas to emerge from this study. Finally, we recommend

that different forms of research on girls and women in sport are established, aiming in particular at understanding the impact and consequences of the different initiatives that are taken to improve the situation for girls and women in sports. All policy on gender should be evidence based. We will end this report with quoting the recommendation given from the IWG Conference in Helsinki with respect to research, as the results in this report indicate that there is still some way to go before these will be fulfilled:

Research on women and sport be initiated and data and statistics broken down by sex be systematically collected by governments and sport organisations, and efforts be taken to include gender-balance data gathering on sport and physical activity as an assignment for institutions compiling statistics on social developments at international and regional levels. (Recommendation 19, p. 16)

The governments and sport organisations regularly report on research findings and data collected on gender equality in sport and share information on policies, actions and best practices (Recommendation 22, p. 17)

Endnotes

¹ Fasting, K., Sand, T. S., Pike, E., & Matthews, J. (2014).

² Mountjoy, M., Brackenridge, C., Arrington, M., Blauwet, C., Carska-Sheppard, A., Fasting, K., Kirby, S., Leahy, T., Marks, S., Martin, K., Starr, K., Tiivas, A., & Budgett, R. (2016). International Olympic Committee consensus statement: Harassment and abuse (non-accidental violence) in sport. *British Journal of Sports Medicine*, 50(17), 1019-1029; Fasting, K. (2017). Gender, sexual harassment and abuse in sport. In G. Sobich & S. Günter (eds.), *Sport & gender: (Inter)nationale sportsoziologische geschlechter-forschung, theoretische ansätze, praktiken und perspektiven* (pp. 167-179). Wisbaden: Springer.

³ Mountjoy, M., Sundgot-Borgen, J., Burke, L., Carter, S., Constantini, N., Lebrun, C., ... & Ljungqvist, A. (2014). The IOC consensus statement: beyond the female athlete triad—Relative Energy Deficiency in Sport (RED-S). *British Journal of Sports Medicine*, 48(7), 491-497.

⁴ Bruce, T. (2015). Assessing the sociology of sport: On media and representations of sportswomen. *International Review for the Sociology of Sport*, 50(4-5), 380-384.

⁵ Pfister, G. (2010). Women in sport: Gender relations and future perspectives. *Sport in Society*, 13(2), 234-248.

Appendix 1.

Brighton Plus Helsinki 2014 Declaration on Women and Sport

History: 1994 to 2014

The first international conference on women and sport brought together policy and decision makers in sport at both national and international level, in Brighton, UK from 5 – 8 May 1994. It was organised by the British Sports Council and supported by the International Olympic Committee. The conference specifically addressed the issue of how to accelerate the process of change that would redress the imbalances women faced in their participation and involvement in sport.

The 280 delegates from 82 countries representing governmental and non-governmental organisations, national Olympic committees, international and national sport federations and educational and research institutions, endorsed the Brighton Declaration, which provided the principles to guide the action intended to increase the involvement of women in sport at all levels and in all functions and roles.

In addition, the Brighton conference agreed to establish and develop an international women and sport strategy which encompassed all continents. This was to be endorsed and supported by governmental and non-governmental organisations involved in sport development. Such an international strategic approach was designed to enable model programmes and successful developments to be shared among nations and sporting federations, thus accelerating the change towards a more equitable sporting culture worldwide.

During the following two decades (1994 – 2014), the International Working Group on Women and Sport was established to monitor the response to the Brighton Declaration, provide support to those working at the national and regional level, and to establish an international network of activists and advocates working to deliver the aims and principles of the Declaration. International Conferences were held in Windhoek (1998), Montreal (2002), Kumamoto (2006) and Sydney (2010), each focusing on the means of progressing the Declaration. During those 20 years, there has been significant growth of evidence and understanding of the barriers and dynamics which prevent girls and women from full participation and achievement in sport and physical activity; and growing evidence of the positive effect of participation in sport and physical activity on girls' and women's health, well-being, social capital and educational engagement and achievement.

June 12 – 15, 2014, more than 800 delegates from close to 100 countries attended the 6th IWG World Conference on Women and Sport, in Helsinki "Lead the Change, Be the Change". Reaffirming the Brighton Declaration, the Conference also approved an updated version "Brighton Plus Helsinki 2014 Declaration on Women and Sport", which embraces physical activity as an essential extension of organised sport, especially for girls and women. Hence, the Declaration includes reference to physical activity as well as sport, throughout.

Background

Sport is a cultural activity which, if practiced fairly and equitably, enriches society and friendship between nations. Sport is an activity which offers individuals with whatever background, race, religion, sexual orientation or ability the opportunity of self-knowledge and confidence development, self-expression and fulfillment; personal achievement, skill acquisition and demonstration of ability; social interaction, enjoyment, good health and well-being. Sport and physical activity promote involvement, integration and responsibility in society and

contribute to the development of the community. There is increasing evidence of the positive contributions of participation in sport and physical activity to health, well-being, human capital and educational and social achievement.

Sport and physical activities are an integral aspect of the culture of every nation. However, while women and girls account for more than half of the world's population and although the percentage of their participation in sport and physical activity varies between countries, in almost every case it is less than that of men and boys.

Despite growing participation of women in sport and physical activity in recent years and increased opportunities for women to participate in domestic and international arenas, increased representation of women in decision making and leadership roles within sport and physical activity has been slow to follow. Women are significantly under-represented in management, administration, coaching and officiating, particularly at the higher levels. Further women continue to be discriminated in sport and are subjects to gender based violence.

Many factors, external to sport, can affect women's levels of participation and other involvement in sport. These include the situation at home, legal status in society or the role of physical education at school. However, there are many aspects at play within the sport sector itself which can hamper the participation of women.

Without women leaders, decision makers and role models and gender sensitive boards and management with women and men within sport and physical activity, equal opportunities for women and girls will not be achieved.

Women's experiences, values and attitudes can enrich, enhance and develop sport and physical activity: the achievement of the United Nations Millennium Development Goals, the Post 2015 Development Goals (and Sustainable Development Goals), and other development strategies all depend on significant progress towards increasing women's and girls' opportunities and involvement in all spheres including sport. Similarly, participation in sport and physical activity can enrich, enhance and develop women's lives.

A. Scope and aims of the Brighton Plus Helsinki Declaration

1. Scope

This 2014 Declaration is addressed to all those governments, public authorities, organisations, businesses, educational and research establishments, women's organisations and individuals who are responsible for, or who directly or indirectly influence, the conduct, development or promotion of sport and physical activity or who are in any way involved in the employment, education, management, training, development or care of women in sport and physical activity.

Since 1994, the international policy landscape has developed significantly. This 2014 Declaration is designed to benefit from and complement all local, national and international charters, laws, codes, rules and regulations relating sport and physical activity, which impact on women's and girls' opportunities and experiences.

2. Aims

The overriding aim is to develop a sporting culture that enables and values the full involvement of women in every aspect of sport and physical activity.

It is in the interests of equality, development and peace that commitment be made by governmental, non-governmental organisations and all those institutions involved in sport,

physical education and physical activity to apply the Principles and Recommendations set out in this Declaration by developing appropriate policies, structures and mechanisms which:

- mainstream the values and principles of equity and diversity into all international, regional, national and local strategies for sport and physical activity;
- ensure that all women and girls have opportunity to participate in sport and physical activity in a safe and supportive environment which preserves the rights, dignity and respect of the individual;
- recognise the diversity of women's and girls' needs, especially those with disabilities through delivery of Article 30 of the 2006 UN Convention on the Rights of Persons with Disabilities; and those living and working in cultures and contexts which may be hostile to female participation and performance;
- increase and support the involvement of women in sport and physical activity, at all levels and in all functions and roles;
- ensure that the knowledge, experiences and values of women contribute to the development of sport and physical activity;
- promote the recognition of women's and girls' involvement in sport and physical activity as a contribution to public life, community development and in building healthy nations;
- promote the recognition by women of the intrinsic value of sport and physical activity and its contributions to personal development and healthy lifestyles.
- increase cooperation between women and men and ensure support of men in order to promote gender equality in sport and physical activity.

B. The Principles

1. Equity and equality in society and sport

- a. Every effort should be made by state and government to ensure that institutions and organisations responsible for sport and physical activity comply with the equality provisions of the Charter of the United Nations, the Universal Declaration of Human Rights, the UN Convention on the Rights of Persons with Disabilities, the Declaration of Berlin (UNESCO MINEPS V) and the UN Convention on the Elimination of All Forms of Discrimination against Women.
- b. Equal opportunity to participate and be involved in sport and physical activity, whether for the purpose of leisure and recreation, health promotion or high performance, is the right of every woman, whatever her race, colour, language, religion, creed, sexual orientation or identity, age, marital status, ability/disability, political belief or affiliation, national or social origin.
- c. Resources, power and responsibility should be allocated fairly and without discrimination on the basis of sex or gender, but such allocation should redress any inequitable balance in the benefits available to women and men.

2. Facilities

Women's and girls' participation in sport and physical activity is influenced by the extent, variety and accessibility of facilities, especially spaces which are safe and secure. The planning, design and management of these should appropriately and equitably meet the particular needs of women and girls in the community, with special attention given to the need for child care provision, safe transport and safety during participation and performance.

3. School and youth sport

- a. Research demonstrates that girls and boys approach sport from markedly different perspectives; and that quality physical education (QPE) is particularly important for girls to learn the skills, knowledge and understanding they require for lifelong participation. Those responsible for sport, education, recreation and physical education of young people should ensure that an equitable range of opportunities

and learning experience, which accommodate the values, attitudes and aspirations of girls, is incorporated in programmes to develop physical literacy and basic motor skills of young people.

- b. In particular, the provision of QPE should be guided by the UNESCO Guidelines on Quality Physical Education and the ICSSPE International Position Statement on Physical Education.

4. Developing participation

- a. There is growing evidence of the health benefits of active participation in sport and physical activity and strategies should embrace the recommendations of the World Health Organization (WHO) for adult and young people's activity levels.
- b. Women's participation in sport and physical activity is influenced by the range of activities available. Those responsible for delivering sporting opportunities and programmes should provide and promote activities which meet women's needs and aspirations during their whole lifespan from childhood to elderly women.

5. High performance sport

- a. Governments and sports organisations should provide equal opportunities for women to reach their sports performance potential by ensuring that all activities and programmes relating to performance improvements take account of the specific needs of female athletes, and that these are built into sustainable infrastructures for developing sports performance.
- b. Those supporting elite and/or professional athletes should ensure that competition opportunities, rewards, incentives, recognition, sponsorship, promotion, and other forms of support are provided fairly and equitably for both women and men.

6. Leadership in sport

Women remain under-represented in the leadership and decision making of all sport and sport-related organisations. Those responsible for these areas should develop policies and programmes and design structures which increase the number of women coaches, advisers, decision makers, officials, administrators, and sports personnel at all levels, with special attention given to recruitment, mentoring, empowerment, reward, and retention of women leaders.

7. Education, training and development

Those responsible for the education, training, and development of female and male coaches and other personnel, as well as managers and leaders in the delivering sport and physical activity should ensure that education processes and experiences address issues relating to gender equity and the needs of female athletes, including a safe and secure environment, equitably reflect women's role in sport and physical activity and take account of women's leadership experiences, values and attitudes.

8. Sport information and research

Those responsible for research and providing information on sport should develop policies and programmes to increase knowledge and understanding about women and sport and ensure that research norms and standards are based on research on women and men. Research on women and sport be initiated and data and statistics broken down by sex be systematically collected by governments and sport organisations, and efforts be taken to include gender-balanced data gathering on sport and physical activity as an assignment for institutions compiling statistics on social developments at international and regional levels.

9. Resources

Those responsible for the allocation of resources should ensure that support is available for sportswomen, women`s programmes and special measures to advance this Declaration of Principles.

10. Domestic and international cooperation

Government and non-government organisations should incorporate the promotion of issues of gender equity and the sharing of examples of good practice in women and sport and physical activity policies and programmes in their associations with other organisations, within both domestic and international arenas.

The IWG, together with relevant partners, regularly collect and share information on the adopted policies and achievements, and a progress report of the developments (based on the Brighton Plus Helsinki 2014 Declaration on Women and Sport) be presented at the IWG World Conferences on Women and Sport.

Appendix 2.

Overview of respondents (n=158)

Africa Baseball and Softball Association
Africa Netball
American Samoa Softball Association
Asian Aikido Federation
Asociacion Nacional de Softbol de Guatemala
Association for International Sport For All (TAFISA)
Athletic Federation of Bosnia and Herzegovina
Athletics Federation of Iceland
Australian Baseball and Softball Federation
Australian Olympic Committee Inc
Australian Sports Commission
Australian University Sport
Australian Womensport and Recreation Association (AWRA)
Azerbaijan Athletics Federation
Badminton World Federation (BWF)
Barbados Olympic Association Inc.
Baseball Federation of Japan
Botswana Football Association
British Softball Federation
Budo for Peace Association
Bulgarian Union for Physical Culture and Sport (BFSF)
Canadian Association for the Advancement of Women and Sport (CAAWS)
Colombia Softball Federation
Commonwealth Games Association Canada
Cricket Association of the Blind, Nepal
Cricket Namibia
Croatian Olympic Committee
Cyprus Sport Organisation
Czech Baseball Association
Czech National Olympic Committee
Denmark Athletics Federation
Denmark National Olympic Committee and Sports Confederation
Department of Heritage (Canada)
Estonian Olympic Committee
European Athletics
European Gay and Lesbian Sport Federation
European Non-Governmental Sport Organisations (ENGSO)
European University Sports Association (EUSA)
Faroese Confederation of Sports and Olympic Committee
Federation Equestre Internationale (FEI)
Federation Internationale de l'Automobile (FIA)
Federacio Portuguesa de Desporto para Pessoas com Deficiencia (FPDD)
Federation Internationale de Football Association
Federation Internationale de Motocyclisme (FIM)
Federation Internationale de Savate
Federation of International Touch (FIT)
FIM Africa
Finnish Baseball and Softball Federation
Finnish Fencing and Pentathlon Association

Finnish Gymnastics Federation
Finnish Ministry of Education and Culture
Finnish Olympic Committee
French Baseball Softball Federation
German Olympic Sports Confederation (Deutscher Olympischer Sportbund)
Greece Ministry of Culture
Hellenic Athletics Association
Hong Kong Baseball Association
Hong Kong Netball Association
Hungarian Baseball and Softball Federation
International Archery Federation (FITA)
International Association of Physical Education and Sport for Women and Girls (IAPESGW)
International Boxing Association (AIBA)
International Committee of Sports for the Deaf (ICSD)
International Council for Coaching Excellence (ICCE)
International Cyclists Union (UCI)
International Floorball Federation (IFF)
International Lifesaving Federation (ILS)
International Netball Federation (INF)
International Paralympic Committee (IPC)
International Ringette Federation (IRF)
International Science Culture and Sport Association (ISCSA)
International Triathlon Union (ITU)
International University Sports Federation (FISU)
International Workers and Amateurs Sports Confederation (CSIT)
Iran Baseball and Softball Association
Israel Baseball Association
Israel Softball Association
Israeli Athletics Association
International Working Group on Women and Sport (IWG)
Jamaica Intercollegiate Sports Association
Jamaica Olympic Committee
Japan Association of Physical Education for Women (JAPEW)
Japan Softball Association
Japanese Association for Women and Sport (JWS)
Japanese Olympic Committee (JOC)
Kumamoto City Council of Physical Education and Sport
Lausanne Network for Women in International Sport (LNWIS)
Leisure Studies Association
Lesotho Baseball And Softball Association
Lesotho Cricket Association
Lithuania Baseball Federation
Malawi Cricket Union
Maltese Olympic Committee
National Association Women Physical Activity and Sport (ANFAPS)
National Commission on Women and Sport of Mauritius
National Olympic Committee - Women and Sport Commission Departamento do Desporto
National Olympic Committee of Lithuania
National Olympic Committee of Ukraine
National Organisation for Women in Sport Physical Activity and Recreation (NOWSPAR)
Netball New Zealand
Netball Northern Ireland
New Zealand Olympic Committee Inc
Nigeria Association of Women and Sport (NAWIS)

Northern Marianas Amateur Sports Association
Norwegian Olympic and Paralympic Committee and Confederation of Sports (NIF)
Norwegian Softball And Baseball Federation
Oceania Athletics Association
Pacific Games Council
Pakistan Association for Women Sports
Palau National Olympic Committee
Portuguese Association Women and Sport (APMD)
Portuguese Athletics Federation
Royal Life Saving Society UK (RLSS)
Royal Spanish Athletics Federation
Royal Spanish Baseball and Softball Federation
Royal Spanish Canoe Federation
Royal Spanish Cycling Federation
Royal Spanish Golf Federation
Royal Spanish Gymnastics Federation
Royal Spanish LifeSaving Federation
Royal Spanish National Federation of Karate
Royal Spanish National Federation of Winter Sports
Royal Spanish Squash Federation
Royal Spanish Wrestling Federation
Serbian Softball Federation
Seychelles Women and Sport Association
Singapore Sports Council
Softball South Africa
South Africa Netball
South African Baseball Union
Spanish Badminton Federation
Spanish Boxing Federation
Spanish Equestrian Federation
Spanish Mountain and Climbing Sports Federation
Spanish National Federation of Kickboxing
Spanish Orienteering Federation
Spanish Triathlon Federation
Sport England (English Sports Council)
Standing Committee on Recreation and Sport (Australia)
Supreme Council for Youth and Sport in Africa
Swaziland Cricket Association
Swaziland Netball
Swedish Athletics
Swedish University Sports Federation
Swiss University Sports Federation
Tanzania Baseball and Softball Association
UK Sports Council
Uruguay University Sports Federation
USA Deaf Basketball
USA Deaf Sports Federation
USA Netball Association
Women and Sport South Africa (WASSA)
Women in Sport (UK)
Women in Sports, Cyprus Olympic Committee
Women Sport International (WSI)
Women's Sports Foundation (USA)
Zambia Cricket Association
Zambia Softball Baseball Association

Authors

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Elizabeth Pike is Professor and Head of Sport, Health and Exercise at the University of Hertfordshire UK. She has published more than 50 research papers/books, delivered invited keynote presentations at international conferences on six continents, written numerous commissioned monitoring and evaluation reports for sport organisations, and served in an advisory capacity for various sport policy and practitioner bodies. She specialises in drawing on the potential of sport to address issues of equality and diversity, with a particular focus on improving opportunities for females in and through sport. She is the co-founder of the Anita White Foundation which established the Women’s Sport Leadership Academy in 2014. Elizabeth has a PhD in the sociology of sport from Loughborough University, is an elected member and immediate Past-President of the International Sociology of Sport Association.



Jordan Matthews is a Senior Lecturer based within the Sport Development and Management department at the University of Chichester, UK. His PhD, completed in 2015, critically analyzed the origins, development and outcomes of a social movement for women and sport. He is the coordinator of the Anita White Foundation (AWF), which aims to be internationally recognized for combining ground-breaking academic study, the education and development of women leaders and scholars in sport, and the preservation of heritage for women and sport. Jordan is also a Steering Group member for the Women’s Sport Leadership Academy (WSLA). He has published on women’s leadership in sport, as well as activism, access and opportunities for women in sport. He is currently supervising two PhD students who are researching the experiences of women sport leaders in England and Southern Africa.



Trond Svela Sand is a sport sociologist and works as an independent consultant and researcher. He has broad experience with research with a gender perspective from the Department of Cultural and Social Studies at the Norwegian School of Sport Sciences and at the Norwegian Defence University College. He has among others worked with subjects such as coaching and gender, sexual harassment, and gender equality. He has also worked with subjects such as masculinities, physical requirements and gender equality in the armed forces.

