

Gender Equality

in Sports Leadership



Our
WATCH
End violence against
Women And Their Children

Key messages for sport leaders to consider

- Sport is an integral part of Australian society and has the capacity to reach a large number of Australians and influence their attitudes and behaviours
- Sport settings have great potential to influence social change and prevent violence against women by creating inclusive, equitable, healthy and safe environments for men and women, boys and girls. They can challenge problematic norms, practices and structures to drive cultural change
- On and off the field, sport provides the environment and opportunity to set and reinforce positive community standards about respect and equality
- As with other social institutions such as schools and workplaces, people learn and reproduce particular attitudes, behaviours and social norms through their participation in sport
- Gender equality and the prevention of violence against women has to be a whole-of-sport approach. National, State and Peak Sporting Organisations have a role to play by taking a strong leadership position on this issue and supporting their members, clubs and communities at all levels.
- Sports can show leadership by setting the standard of zero tolerance towards sexist attitudes, language and discriminatory behaviour in your sport, providing opportunities and pathways for women and girls to participate at all levels, and promoting women's voices and perspectives equally.

Did you know?

Since the age of 15:

1 IN 5
Australian women had experienced sexual violence

1 IN 3
Australian women had experienced physical violence

1 IN 4
Australian women had experienced physical or sexual violence by an intimate partner



2 MIN

At the same time **Aboriginal and Torres Strait Islander women experience disproportionate rates of violence**, and violence that is often more severe and more complex in its impacts

A 2018 survey by Amnesty International found that **30% of Australian women had experienced online abuse or harrasment**

On average, **one woman a week is murdered** by her current or former partner

Police are called to domestic or family violence matters on average **every 2 minutes** across the country

What gender inequality looks like in sport

Sport Australia data shows that boys and girls participate in community sport at **similar rates, however;**



Women are often **under represented in Board and Executive positions** in sport



Less than 9% of media coverage on the women's game



1 in 3 Board Members in sport are women

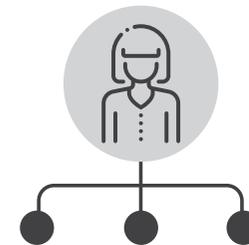


Female high-performance coaches represent **less than 15% of coaches** across Australia in the high-performance system



Women athletes are still **largely underpaid** compared to their male counterparts, often having to take out a second job(s) in order to make ends meet

In Executive positions **women represent 22% of Board Chairs** and just **13% of CEOs** across more than 60 NSO's



Examples of what drives gender inequality in sport:

Restrictive gender stereotypes where women are seen to be less powerful or strong, that women who play sport are 'butch' or a belief that women do not belong in sport

Women not involved in decision making where decisions impacting on the club and its members are made by a mostly male executive team

Sexist language and behaviours amongst male player groups often in locker rooms, 'on tour' and on and off the field to one another

Victim blaming and condoning of violence in response to allegations of sexual assault and defending male players that it shouldn't impact their game or role as an athlete

Actions you can take towards achieving gender equality

- 1 Commitment** - from you, your Board and/or Executive to begin this work. This could be starting the conversations, reflecting internally (both personally and within your organisation's culture and its values) and working towards a gender equality plan and/or strategy.
- 2 Build awareness and use the evidence** – recognise any gaps in your understanding and any unconscious biases you may have and further your knowledge.
- 3 Be genuine** - find what resonates for you. For some this will be gender equality and the prevention of violence against women, for others it may aligning to your personal or organisational values or personal stories and experiences.
- 4 Build a support network** - surround yourself with people who can support you in this work, help you tackle resistance and who you can share your stories with.
- 5 Assess, plan and evaluate** - assess what is needed within your organisation for structural change (for example resourcing and budget), create a plan with key progress indicators (refer to gender equality indicators on the Our Watch website) and realistic timeframes and ensure an evaluation is included to periodically track wins and scope for continuous improvement.
- 6 Visibility** - your commitment and leadership has to be seen, you don't have to do all the work yourself, but you must lead and be seen, this includes taking deliberate action and support.
- 7 Celebrate your successes** – celebrating your successes and elevating the wins not only ensures your great work is seen (both internally across the organisation but also externally), it can also encourage future action and others to strive for success too.