

IWG 2022 PROGRESS REPORT SNAPSHOT



A snapshot of progress on women and girls in sport and physical activity since 2018

2022 Priority Issues

Issues	2022	2018
Lack of women in leadership positions	✓	✓
Gender based violence in sport	✓	✓
Lack of women's coverage/portrayal in sports media	✓	✓
Lack of women coaches and instructors	✓	✗
Discrimination/gender bias in elite system	✓	✗
Lack of gender mainstream strategies	✗	✓
Lack of policy and action plans for gender equity	✗	✓
Lack of gender-based research and evaluation	✗	✓

Progress

In the context of the global pandemic, there has been positive progress in many areas, a testament to the hard work of committed leaders who are working to create equity for girls and women in sport and physical activity.

Monitoring progress

- Athlete-focused
- Participation data
- Gender balance

Reasons for not taking action

- Lack of resources
- Not a priority focus
- Out of their organisational scope

- 1994** The Brighton Declaration and IWG established
- 2014** Brighton plus Helsinki Declaration on Women and Sport
- 580** Signatories,
- 464** Contact addresses
- 25%** Survey responses
- 4** Yearly report on progress



Respondents

Organisation type:

- 57%** national sport organisations
- 10%** women in sport organisations
- 19%** Olympic/Paralympic
- 9%** government sport and recreation
- 5%** other

Geographic spread:

- 32%** Europe
- 24%** International organisations
- 16%** Asia
- 12%** the Americas
- 11%** Africa
- 6%** Oceania

Strategies, policies, investment and evaluation

76% comprehensive strategies to increase women and girls' participation in recreation and sport

1 Continue to apply a gender lens to collect baseline information and track impact through project and programme evaluations.

Leadership – Decision-makers, coaches, officials

Driving change using a wide range of approaches that are planned, resourced and implemented

74% constitutional change

51% quotas

 Increased focus on coaches and instructors

 Decreased focus on Referees, Umpires, Officials

2 Collect and share case studies on the IWG Insight Hub as a useful resource for other organisations wanting to drive change. Include sample constitutions, training and mentoring programme resources, links to research and evaluations.

3 Design and deliver training and development programmes and resources that acknowledge the specific requirements of girls and women as athletes, coaches, referees and umpires.

4 Drive system change to achieve gender balance throughout organisations, from board to place of play, creating environments where women thrive. Promote the business case of women in sport leadership as a key benefit.

Participation

COVID-19 reduced programmes promoting girls' and women's participation

Initiatives

- Training of teachers, coaches, officials including girls as coaches/officials/leaders
- Action plans and resources to support these

5 Continue empowering girls through developing their leadership and coaching skills.

6 Prioritise planning, resourcing and implementation of programmes that target those most highly impacted by the social and economic consequences of COVID-19.

7 Continue addressing issues of safe transport to sport and active recreation.

8 Leverage the new delivery modes tested during COVID-19 to provide programmes that reach a wider audience.

Elite-level system

Groundswell of activity in high-performance sport, creating a more conducive environment with more visible mentors and role models.

75% preparation for retirement

74% campaigns to increase women coaches/leaders

63% harm prevention policy

9 Structure the high-performance-sports system to value women as athletes, coaches and umpires, allowing career development without prejudice or barriers.

10 Continue to build policies and practices that keep girls and women safe in all sporting contexts, but particularly in high performance, where girls and women can thrive and lead, and share their knowledge and skills.

11 Develop and implement systems that support athletes in their preparation for retirement, and their transition from competition to retirement.

Health and Wellbeing

- ↑ More organisations developing policy and guidelines regarding gender-based violence
- ↑ Implementing child safeguarding policies and practices
- Focus eating disorders

12 Use sport as a safe place to provide information and resources to support girls and women.

13 Create more awareness of health and safety as an issue for girls and women in sport, and demonstrate how to build policies and processes that support safe participation in sport at all levels including implementing child safeguarding policies and safeguarding training.

14 Develop and implement policies and practices that prevent gender-based violence and communicate these throughout all parts of the sport and physical activity system.

15 Raise awareness of the implications of eating disorders on current performance and the long-term repercussions for women athletes. Use existing research and effective interventions to support this.

16 Invest in facility development or improvement through a gender lens to ensure the appropriate vision of safe and appropriate spaces. Provide appropriate playing environments (changing facilities, gender-specific resources, equipment) and an environment that supports girls' and women's specific needs.

17 Use cost-effective, alternative programming and scheduling solutions that provide women-only or girls-only time slots.

18 Support childcare to enable women and men to participate, prioritising staffed childcare on site.

Media portrayal and coverage

No change in proportion of organisations working to change the visibility and portayal of women in sport

90% improved public knowledge of women athletes and women's sport

90% providing media with positive imagery and stories of women athletes

67% campaigns to promote improved coverage of women's sport

Female-Friendly Spaces

Lack of understanding about the specific needs of girls and women participants in sport and physical activity.

- ↑ Changing facilities, storage and toilets for girls and/or women
 - Access to appropriate equipment
- ↓ Fewer organisations taking action on female friendly spaces

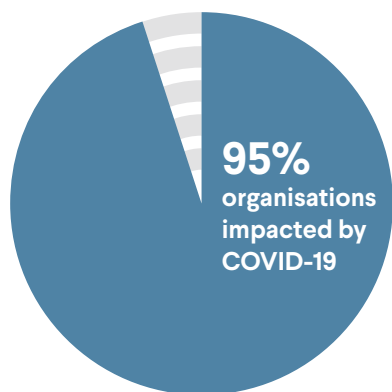
19 Create gender-positive, engaging content showing the strength and skills of women and girls participating and competing at all levels of sport to share with media outlets. Provide content that balances women/girls with men/boys.

20 Build awareness, capacity and capability of the media to increase awareness of issues and tactics for improving media representation of women and girls playing sport that reflects strength and skills not stereotyped images of women.

21 Monitor and report media coverage and representation.

Impact of COVID-19

Long-term and wide-ranging impacts of COVID-19



- ✘ **Barriers to participation:** violence, discrimination, lack of action focusing on women
- ⚠ **Training and competition:** Restoring training and competition
- 💰 **Financial insecurity:** impact on all parts of the system

22 Identify those groups most impacted by the social, health and economic impacts of COVID-19 (vulnerable groups, those isolated, etc) whose participation in sport is compromised, and prioritise investment and programmes to redress this impact.

“ The COVID-19 pandemic has exposed and heightened the gender gap and it will take a lot of time, resources, money and energy to fix the damage that has been done.

SPORT FEDERATION/INTERNATIONAL

Barriers to equity

- Gendered social, cultural and religious norms, stereotyped views, paternalistic attitudes
- Lack of women in all levels and leadership roles
- Socio-economic and financial factors influencing participation
- Media coverage and impact on profile, revenue, available opportunities
- Outdated male-centric models of sport planning and delivery.

Emerging issues

- Gender identity including transgender and intersectional influences
- Indigeneity, particularly in colonised communities
- Motherhood's impact on participation in physical activity and high-performance sport
- Disabled girls and women and their lack of visibility and value in the sporting system
- Impact of COVID-19 on girls and women in sport and physical activity.

“ The participation of girls and women in sport and active recreation is subject to ‘intersectional influences issuing from mainstream culture, religion and patriarchy’.

WOMEN IN SPORT/INTERNATIONAL

Change inspires Change

Global and societal change continue to create a dynamic environment for girls and women in sport and physical activity.

- Determination to succeed, ensuring equity for girls and women in sport and physical activity.
- Vision, tenacity and pride in achievements to date regarding the future for girls and women.
- Willingness to share good practice across policy and programmes, tool kits and training.
- Genuine gratitude for the work of the IWG as an organisation that advocates for change,
- Power of collective action is acknowledged and appreciated.
- Value of tracking and reporting progress ensures clear evidence for and of change.
- Opportunity to re-commit to the principles of the Brighton plus Helsinki Declaration.

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AND SUMMARY REPORT AT
WWW.IWGINSIGHTHUB.ORG

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