

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH PORTFOLIO

Supplementary Budget Estimates 2016 – 2017, 19 October 2016

Ref No: SQ16-000468

OUTCOME: 3 - Sport and Recreation

Topic: Gender Equality

Type of Question: Written Question on Notice

Senator: Skye Kakoschke-Moore

Question:

1. In the Australian Sport Commission 2016-2020 Corporate Plan a commitment to gender equality is named as a goal of the ASC. What is the ASC doing to meet that goal?
 - a. Has it initiated or co-ordinated any programs?
2. What does the ASC consider to be their aims and goals in the promotion of gender equality in sport?
3. How were those aims and goals determined?
4. Has the ASC been working with their female athletes, coaches and support staff to determine what barriers women are experiencing and; what work is the ASC undertaking to overcome them?
5. What advisory role does ASC undertake in assisting sporting bodies to address gender inequality?
6. Are you able to provide the Committee with a list of the sporting bodies and organisations you have advised on the issue of gender inequality?
 - a. If not, if this is not your role as the national sport administration and advisory agency, who would you recommend undertakes this role?
7. In the Australian Sports Commission Act 1989 section 7(1)(r) it names one of the functions of the ASC to co-ordinate activities in Australia for the development of sport. What activities have the ASC co-ordinated with the aim of addressing gender inequality, and supporting women in sport?
 - a. Have these activities been driven by feedback from athletes and sporting bodies?

Answer:

1. The Australian Sports Commission (ASC) has developed a suite of programs and initiatives as part of the commitment to gender equality as published in the 2016-2020 Corporate Plan. To accelerate change in this area, the ASC has committed to the Elite Sport Male Champions of Change (ESMCC) program. The ESMCC program is a leadership strategy chaired by former Sex Discrimination Commissioner Elizabeth Broderick.
 - a. The ASC has introduced the following organisational initiatives as part of the commitment to gender equality and the ESMCC:
 - i. Undertaken investigative analysis to understand the ASC's gender metrics and the cultures that help both women and men thrive.
 - ii. Analysed the recruitment and promotion processes to identify barriers to women's advancement and recommended interventions to deliver balance.

- iii. Introduced a pilot program for flexible work arrangements to normalise flexible working behaviours.
 - iv. Applied for and awarded accreditation as a Breastfeeding Friendly Workplace.
 - v. Initiated the ASC Future Female Leaders program to provide senior female managers within the sector with a network cohort to learn from, support each other, and share knowledge.
 - vi. The ASC is currently developing a program for ASC leaders to sponsor high potential employees to advance females into leadership positions in the ASC and the sport sector.
 - vii. ASC female staff attended the ASC 2016 Women Leaders in Sport (WLIS) workshops for professional development. The workshops are part of the WLIS grants program in line with the ESMCC program that seeks to increase the number of women in leadership positions in sport.
 - viii. Participated in the #RioRoleModels social media campaign which was designed to provide public promotion of female leaders who played key roles in getting teams to the Olympics and Paralympics.
 - ix. Committed to the Panel Pledge, a strategy designed to ensure more women are engaged as speakers and on panels at public events and conferences.
2. The aim of the ASC's commitment to gender equality is to embed gender equitable practices in everything we do and to support sporting bodies to do the same.
 3. The aims and areas of focus of the ASC's commitment to gender equality have been determined through listening and learning from staff, staff engagement surveys, and experts.
 4. A key component of ASC's high performance strategy *Australia's Winning Edge 2012-22* was the transition from direct AIS program delivery to national sporting organisations (NSOs) conducting their own high performance programs. As such, the ASC no longer directly employs athletes and coaches. AIS Support staff were engaged in the consultation referenced in the Q3.response.
 5. The ASC provides a strong advisory role in assisting sporting bodies to address gender inequality through ongoing policy and program advice, education, research, funding and compliance programs. See Q7. for a comprehensive list of programs and initiatives.
 6. The ASC program areas provide advice to NSOs on gender inequality through ongoing engagement and capability support. At a higher level, the ASC requires its top 23 NSOs to have a Member Protection Policy in place and to comply with the Mandatory Sports Governance Principles, including for boards to comprise a minimum 40% females. The ASC has also advised all other funded NSOs of these requirements. Additionally, the ASC requires the top 30 funded NSOs to have gender equitable travel policies in place. A list of funded NSOs is at Attachment A.
 - a. It is the role of the ASC, as Australian Government's leading sport agency that develops, supports and invests in sport at all levels, to work with sporting bodies to address gender inequality. However, the ASC works with many partners to influence and effect change. The ASC works closely with all state and territory departments of sport and recreation and has a representative on the Committee of Australian Sport and Recreation Officials (CASRO) Women in Sport Working Group.
 7. The ASC conducts a range of activities and programs to support women in sport.

To address the underrepresentation of women in leadership positions, the ASC conducts the following programs or initiatives:

- Mandatory Sports Governance Principles which require NSOs to achieve 40 per cent female board representation. The ASC is working with the top 23 funded NSOs to develop a plan to ensure this target is achieved. At present the average female representation on boards of these organisations is over 38 per cent.
- Women in Sport Leadership Register;
- Women Leaders in Sport Grant program;
- AIS Centre for Performance Coaching and Leadership;
- ASC / AFL / Richmond Football Club partnership research study into the involvement of females in leadership positions in elite sport;
- Elite Sport Male Champions of Change, a CEO led initiative to actively advance gender equality across the ASC; and
- Change the Game partnership, which is a 12 month pilot program between the AIS and BlueScope aiming to create more corporate opportunities for female athletes and improve gender diversity in sport and business. Ten athletes are participating in the program.

To increase the media coverage of women's sport the ASC has conducted the following programs or initiatives:

- Research into the broadcasting of women's sport in both traditional and new media broadcast platforms; and
- Conducted a feasibility study into the concept of a multi-sport digital platform to provide opportunities for increased broadcasting and commercialisation of NSOs properties. As the media landscape is rapidly evolving and free to air and digital solutions are converging, the ASC is exploring opportunities in this critical area with targeted NSOs (e.g., Netball Australia in the development of the Netball Live App and digital broadcast strategy and Basketball Australia in the development of a broadcast strategy, along with Athletics, Hockey and Gymnastics to further explore digital and broadcast opportunities).

To increase commercialisation opportunities for female athletes and teams, the ASC has undertaken the following initiatives:

- Research into the value of investment in women's sport. Following this research, the ASC hosted a pilot workshop to educate NSOs on how to best commercialise their women sport assets; and
- The ASC Chair has approached the leaders of ASX100 companies seeking an increase in sponsorship support for women's sport with a number of companies expressing an interest in discussing further. Sydney Airport subsequently sponsored the Australian Rugby Union's Women's Sevens Team.

To support NSOs to increase participation, the ASC encourages all NSOs to provide products and programs that are inclusive.

- In 2016/17, more than \$21 million in participation funding has been allocated to NSOs;
 - The ASC works with sports to ensure participation investment is directed towards strategic outcomes, including where participation by particular segments is core business (e.g. women's cricket and rugby union); and
 - The ASC works with NSOs to support under-represented groups, which includes women, people with disability, Indigenous Australians, LGBTI and multicultural communities.
- a. The ASC's Women in Sport programs and initiatives have been informed and developed by sport sector feedback, research and consultation with state and territory government stakeholders.

LIST OF ASC FUNDED NATIONAL SPORTING ORGANISATIONS

Archery Australia Inc
Athletics Australia
Australian Canoeing
Australian Fencing Federation Ltd
Australian Football League
Australian Ice Racing Inc
Australian Karate Federation
Australian Lacrosse Association Ltd
Australian Paralympic Committee
Australian Rugby League Commission
Australian Rugby Union
Australian Sailing
Australian University Sport
Australian Weightlifting Federation
Limited
Badminton Australia
Baseball Australia
Basketball Australia
Blind Sports Australia
BMX Australia Inc
Bocce Federation of Australia
Bowls Australia
Boxing Australia
Confederation of Australian Motor Sport
Ltd (CAMS)
Cricket Australia
Cycling Australia
Deaf Sports Australia
Disability Sports Australia
Disabled Wintersport Australia
Diving Australia Ltd
Equestrian Australia
Football Federation Australia
Gymnastics Australia Ltd
Hockey Australia
Judo Federation of Australia Inc
Motorcycling Australia Ltd
Olympic Winter Institute of Australia
Orienteering Australia
Polocrosse Association of Australia
Pony Club Australia
Riding for the Disabled Association of
Australia
Rowing Australia Ltd
Shooting Australia
Ski and Snowboard Australia
Softball Australia
Special Olympics Australia
Sport Inclusion Australia
Sports Taekwondo Australia
Squash Australia Ltd
Surf Life Saving Australia
Surfing Australia
Swimming Australia Ltd
Table Tennis Australia
Tennis Australia
Tenpin Bowling Australia Ltd
Touch Football Australia
Transplant Australia
Triathlon Australia
Volleyball Australia
Water Polo Australia Limited
Waterski and Wakeboard Australia
Wrestling Australia Inc