



**WOMENSPORT
QUEENSLAND**

WOMENSPORT QUEENSLAND ASSOCIATION INC.

Senate Inquiry Submission

**Women in Sport and Recreation
in Australia**

Dated 16 June 2006

CONTENTS

Executive Summary

- 1. About Womensport Queensland**
 - 2. Health**
 - 2.1 Statistics**
 - 2.2 Programs & Activities**
 - 2.3 International Discussion**
 - 2.4 Recommendations**
 - 3. Participation**
 - 3.1 Statistics**
 - 3.2 Programs & Activities**
 - 3.3 International Discussion**
 - 3.4 Recommendations**
 - 4. Media**
 - 4.1 Statistics**
 - 4.2 Programs & Activities**
 - 4.3 International Discussion**
 - 4.4 Recommendations**
 - 5. Leadership**
 - 5.1 Statistics**
 - 5.2 Programs & Activities**
 - 5.3 International Discussion**
 - 5.4 Recommendations**
 - 6. Conclusion**
- References**

EXECUTIVE SUMMARY

Womensport Queensland acknowledges whilst there has been improvements made in certain areas of sport and recreation in Australia for women, overall there continues to be disparity between the opportunities provided to women in sport and recreation in Australia compared to those men receive, particularly in the areas of media coverage and leadership opportunities.

Womensport Queensland is a state-wide focused not-for-profit organisation that advocates, promotes, informs and supports women and girls in sport in our State to all Queenslanders. Womensport Queensland considers any messages related to improvements for women in sport and recreation shouldn't only be directed towards women. In accordance with the views of United Nations Secretary General Kofi Annan, Womensport Queensland considers gender equality is not the responsibility of women, it is the responsibility of men as well as women.

Womensport Queensland has chosen to respond broadly to the terms of reference in the Senate Inquiry providing information to the Senate Committee on:

- Statistics and research related to women in sport and recreation in the areas of health, participation, media and leadership;
- Programs which our organisation is developing and delivering; or is aware are occurring locally, state-wide, nationally or in other countries that are intended to assist in improving opportunities for women in sport and recreation; and
- Recommendations to Government specific to the areas of health, participation, media and leadership;

Ultimately, any long-term improvements for women and girls in sport and recreation in Australia can only occur if a genuine commitment to change the current status is shown by all sectors within Australia.

It is Womensport Queensland's consideration that each sector whether it be Federal, State or Local Government; Not-for-profit organisations; or profit-driven corporations which includes media and sponsors need to have a level of assurance whether through evidence-based research, past successful experiences or consumer/stakeholder feedback that their own specific organisation's objectives will be met and potentially improved as a consequence of increased opportunities for women in sport and recreation.

Womensport Queensland appreciates the opportunity to respond to the Senate Inquiry on Women in Sport and Recreation in Australia. Please contact Ms Barbara Barkley, CEO, Womensport Queensland on (07) 3004 6860 or bbarkley@womensportqld.com.au should you require clarification of this information.

1. **About Womensport Queensland**

Womensport Queensland is a not-for-profit organisation that aims to advocate, represent, inform, promote and support women and girls in sport in Queensland. For more information on Womensport Queensland please review the website: www.womensportqld.com.au.

Womensport Queensland has only informed on programs and activities it is developing, delivering; partnering with Government or other organisations to deliver; or is aware may be occurring in Local, State and Federal Government agencies, non-Government organisations or internationally if it believes it relevant to the Inquiry's terms of reference.

Womensport Queensland has obtained much of its statistical information from a Queensland Government - Office for Women publication: *Profile Queensland Women, a statistical snapshot*.

Womensport Queensland has not made recommendations specific to each terms of reference. The organisation has presented its recommendations within each separate sub-heading being Health, Participation, Media and Leadership.

2. **Health**

Senate Inquiry Terms of Reference:

(1) the health benefits of women participating in sport and recreation activities

2.1 **Statistics**

Demographics - Queensland Women¹:

- In September 2003, there were 3,840,111 people who lived in Queensland
- Females were 50.1% of the population (1,924,963 people)
- Women represent 54.2% of Queensland's population aged 65 and over
- Women represent 71.3% of Queensland's population aged 90 and over

Demographics - Indigenous Queensland Women

- The 2001 Census counted 112,722 Aboriginal and Torres Strait Islander people in Queensland which was:
 - 3.1 % of the total State population;and

- 27.5% of all Indigenous Australians
- 51.6% of Indigenous Queenslanders are female.²
- The median age of lifespan for Indigenous women in 2001 was 54.1 years compared with 81.4 years for the total female population.³
- 41.3 % of Queensland women aged 18 and over were classed as overweight or obese in 2001.⁴
- 73.7% of Queensland women had a sedentary or low level of exercise.⁵
- A lack of physical activity is responsible for about 7% of the burden of disease in Australia which makes it the highest contributing factor to disease for women.⁶
- Nationally physical inactivity costs \$377 million in direct health care costs alone. A sum of \$3.6 million per year could be saved for every increase in the proportion of Australians who are sufficiently active.⁷
- Health, education, and economic status are intrinsically linked.⁸
- Some health risk factors are strongly related to social-economic status, such as housing quality, alcohol and tobacco abuse, nutrition and exercise.⁹
- People who are overweight and especially those who are obese have higher rates of death and disease such as coronary heart disease, type 2 diabetes, gall bladder disease, sleep apnoea and some cancers linked to being overweight or obese. Obesity can also have psychological and psychosocial consequences.¹⁰
- Being overweight or obese can be a result of lifestyle factors. Exercise and diet are equally important in preventing people becoming overweight or obese¹¹

2.2 Programs and Activities

Womensport Queensland

- **Information:** Womensport Queensland acts as a source of information through its website and electronic newsletter to advise on events, activities and funding programs that it is delivering or it knows are being delivered by Government or through the community to improve women's health benefits from physical activity.
- **Partnerships:** Through partnerships with Queensland Government through Sport and Recreation Queensland and the Australian Council for Health Physical Education and Recreation (ACHPER), Womensport Queensland delivers Professional Development/Networking Forums and "Active Girl's Breakfasts" which promote the benefits physical activity can have towards health. Brochures outlining health benefits which can be gained by improving nutrition and physical activity are

provided in registration bags at these events. Messages from the speakers are reinforced throughout events.

Government Programs

- **Queensland Obesity Summit:** The Queensland Obesity Summit, a cross-Queensland Government initiative between the agencies responsible for Health, Education, Transport and Sport was delivered in May 2006 and included community representatives and experts. The Summit had a series of outcomes for both men and women and include:
 - A planned grants program to encourage the community to develop innovative physical activity and nutrition programs.
 - An \$8.5 million communication strategy which includes a social marketing program where all Queensland households receive information on ways to improve obesity which is expected to include information on physical activity.
 - Development of a Taskforce which is responsible for progressing programs to address obesity. It is expected strategies to increase Queenslanders' physical activity will be a key component of any programs progressed.
- **Queensland Health Physical Activity Co-ordinators:** Queensland Health have staff have been based throughout the state to promote programs to improve physical activity and improve overall health benefits of the community.
- **“Active Way to Better Health” Brochures:** Brochures co-branded with both Department of Health and Ageing and Queensland Health inform on National Physical Activity Recommendations specific to 5-12 years olds; 12-18 year olds; and Adults have been printed. Additional information on improvements to health through physical activity can be found on the Federal Government website www.healthyactive.gov.au

Other Programs

- **Community Walking Programs:** Heart Foundation delivers on behalf of Sport and Recreation Queensland the “Just Walk It” Program which is a state-wide program and “Gone Walking” program on behalf of the Brisbane City Council. These programs rely on community volunteers to lead daily/weekly walking groups in their local neighbourhood.

2.3 International Discussion

- Dr Sandra Mahecha Matsudo presented a case-study at the recent 2006 World Conference for Women and Sport, Kumamoto, Japan on a national program currently being conducted in Sao-Paulo, Brazil. For further information Dr Matsudo provided her email address in her presentation at the conference which was: sandra@celafiscs.org.br

- “**Agita Sao Paulo**” (Active Sao Paulo) (website: www.agtasp.com.br) was an across-Government and communities initiative that promoted increased physically activity to students, workers and older people who may not be working.
- The Ecological Model for this program can be found on Appendix 1.
- Women’s Sport Foundation of United States presented a case-study at the 2006 World Conference for Women and Sport on their “**Go Girl Go**” program. Material included in this program includes:
 - Promotional material provided to girls including books such as *Go Girls! Guide to Life* which uses sporting examples to discuss issues including self-esteem, weight, smoking; and emotional upheaval including sadness, anger and stress.
 - Women’s Sport Foundation also has *Go Girl Go Leader’s Guide* which provides educational material for people who are influencers of girls.
 - Go Girl Go’s website is www.gogirlgo.com

2.4 Recommendations

Womensport Queensland recommends Government to encourage women and girls to be physically active and increase health benefits by:

- Continuing to inform and distribute messages related to the importance of being physically active to the community. Government to work more with community organisations to develop programs that encourage changes in behaviour for women and girls to move from reading information on the importance of physical activity to exercising and being physically active. Case Studies that can be considered include the community programs of “Just Walk It” in which Heart Foundation partners with Queensland Government and the “Gone Walking” Program which Heart Foundation partners with Brisbane City Council.
- Review other countries’ programs in this area such as “**Agita Sao Paulo**” (Active Sao Paulo). It is suggested the Government review research conducted by Dr Sandra Mahecha Matsudo on this program presented at the recent 2006 World Conference for Women and Sport, Kumamoto, Japan. Review ecological model of this program at Appendix 1;
- Partner with Non-Government National/State Sporting Organisations to distribute key messages informing women and girls of how important being physical active is for their physical, mental and emotional health. Women’s Sport Foundation of United States presented a case-study at the 2006 World Conference for Women and Sport on their “**Go Girl Go**” program. This program has several components and includes enlisting support from sportswomen role models to raise issues such as self-esteem, weight, smoking; and emotional upheaval including sadness, anger and stress. Go Girl Go’s website is www.gogirlgo.com
- Continue to support State and Federal initiatives on addressing the issue of

obesity. This includes supporting recent outcomes from the Queensland Government summit addressing obesity. One outcome of this summit was for the Queensland Government to provide additional funding support to community not-for-profit organisations to develop innovative nutrition and physical activity programs to address obesity.

- Research, or provide funding for non-Government organisations to research programs being conducted in other countries that have identified improvements in women's health through physical activity;
- Consider this research and fund programs or partner with organisations in Australia to deliver programs that have successfully been delivered in other countries.

3. Participation

Senate Inquiry Terms of Reference:

(2) the accessibility for women of all ages to participate in organised sport, fitness and recreation activities, with additional reference to state and federal programs, including:

- (a) the number of women actively participating in organised sport, fitness and recreation activities*
- (b) characteristics of women not participating in organised sport, fitness and recreation activities (including, for example, socio-economic strata, age, women with a disability, Indigenous or Culturally and Linguistically Divers (CALD) women;*
- (c) constraints, including strategies to overcome the constraints that may prevent these women from participating;*
- (d) the effectiveness of current state and federal grant programs that encourage women to participate;*
- (e) the retention and attrition of current state and federal programs that encourage women to participate;*
- (f) the remuneration, recruitment, retention and attrition of elite female athletes, including comparisons with elite male athletes;*
- (g) retention of athletes competing in senior and open age state and national sporting competition with possible strategies to retain female competitors in elite and sub-elite competition;*
- (h) opportunities and barriers for national team members and competitors in international competition; and*
- (i) the financial status, success and viability of women's National League competitors,*

including strategies to improve these factors.

3.1 Statistics

Sport – Queensland Women

- There is little difference between overall participation rates in sport and physical activity for men and women aged 15 years and over with 78.6% of Queensland women and 77.3% of men participating in sport or physical activity in 2002. ¹²
- Most popular activities for Queensland women in 2002 were walking (43.4%), swimming (16.2%) aerobics/gym (14.9%), tennis (7.5%) and cycling (6.2%) ¹³
- Participation in sports across Australia increased with the level of educational attainment – from 68.1% of people who did not complete secondary school to 87.6% of people who had a university degree. ¹⁴
- In 2004 Olympic Games in Athens, women competed in 26 of 28 sports and 135 events (45 percent) and women represented 40.7% of the total number of athletes competing which was a record for women's participation in the Olympic Games. ¹⁵

3.2 Programs and Activities

Womensport Queensland

Events: Mazda/The Courier-Mail Queensland Sportswoman of the Year Gala Dinner is an event Womensport Queensland conducts annually to acknowledge the achievements of our elite sportswomen. Awards are provided to a broad range of elite level athletes and include Rising Stars who are upcoming talent to the Queensland Sportswoman of the Year Award which is presented to a woman who has reached the international pinnacle within her sport.

Foundation Development: Womensport Queensland is working with Australian Sports Foundation to develop the Womensport Queensland Development Program, which we expect to create opportunities to increase participation for women and girls who show talent in their sporting area and require financial assistance to develop this talent.

Partnerships with Government: Womensport Queensland, ACHPER and the Queensland Government through Sport and Recreation Queensland have partnered in 2005 and 2006 to deliver in regional and metropolitan centres of Queensland:

- seven (7) schoolgirl breakfasts that inspire and inform young girls to stay physically active and also show them they can have a career in sport; and
- nine (9) professional development/networking seminars that inform sports volunteers on how women and girls can have a career in sport.

Government Programs

Queensland Government through Sport and Recreation Queensland has funding programs to improve participation:

Young Athlete Assistance Program – program for individual athletes: The Young Athlete Assistance Program aims to assist young athletes within Queensland who have gained selection to attend a State, National or International sporting event or State school championship.

Other Sport and Recreation Queensland funding programs: Sport and Recreation Queensland have programs to encourage clubs (Club Development Program); State sporting organisations (State Development Program) and Local councils (Local Government Development Program) to increase participation in their respective sports. Funding is also available for facility development.

Local Government Programs: Many local councils have participation based programs to encourage women to participate in sport and recreation at a community level.

3.3 International Discussion

In an overall discussion on women, broader than the area of sport and recreation, The Beijing Platform for Action was highlighted recently by Ms Carolyn Hannan, Director, Advancement for Women, United Nations at the 2006 World Conference on Women and Sport in Kumamoto, Japan.

The Beijing Platform for Action was originally adopted at the Fourth United Nations World Conference on Women in 1995 and clearly established the responsibility of governments for promoting equality between women and men. This Platform for Action identified a key strategy was gender mainstreaming whereby policies, plans and resource allocation are influenced from a gender equality perspective. A ten year review process of the Beijing Action Plan was carried out in 2005 and found that there needs to be greater political support, resources and mechanisms for follow-up and ensuring accountability on gender equality²⁷.

Participation information specific to physical education in schools was presented by Dr Margaret Talbot, Dr Christine Youself from Egypt and Professor Jinxia Dong from China at the recent 2006 World Conference for Women and Sport and confirmed:

- the importance of physical education particularly in schools as a means of empowering girls to access to skills, understanding and confidence that they need for life-long participation in sport and physical activity;
- the importance of physical education particularly in schools as a means of empowering girls to access to skills, understanding and confidence that they need for life-long participation in sport and physical activity;
- the importance of physical education in schools especially in countries where clubs and community systems are undeveloped;

- the need for properly trained teachers (both male and female) for both elementary and secondary schools and the need to allocate appropriate resources, equipment and spaces and curriculum time.
- the intense pressure on schools and children to achieve academic success which illustrates the serious need for balance in school curricula.
- the powerful influence of culture, cultural interpretation of religion and tradition on girls and women's opportunities in physical education.

3.4 Recommendations

Maintaining Participation and Developing Pathways to Elite-Level

Womensport Queensland recommends Government to encourage women and girls to be physically active by:

- A greater level of commitment by Government for policy development, implementation and monitoring of physical education through schools. The importance of using the school system to encourage greater levels of time and commitment to physical education for girls as well as improving the skills and confidence of teachers who are responsible for teaching physical education to girls is required to instil a life-long understanding of the importance of participation for girls and women;
- Government to continue to fund programs that promote participation for women in sport through clubs and State sporting organisations to encourage more women and girls to participate;
- In addition to traditional methods of participation through sporting clubs, Government needs to research and develop an understanding of the future landscape of sport and recreation participation in Australia to understand future participation trends of women and girls. Strong levels of women's participation are moving towards self-motivated methods of participation such as walking and swimming;
- Government needs to ensure its future funding programs are outcomes-focused and show evidence and results that they are improving participation. Funding programs have to be flexible to the changes in the sport and recreation landscape and allow for partnerships between:
 - Not-for-profit organisations;
 - Individuals; and
 - Commercial providers of sport and recreation activities.
- Provide programs that educate and inform not-for-profit organisations on how to think "outside the square" to attract and retain female participants, volunteers, staff and board members. Not-for-profit organisations need to identify new ways of structuring

their sport's competitions, staff working hours to be "consumer-friendly" for women who have many commitments;

- The ten year review of the Beijing Action Plan found that in addition to policy development, planning and resource allocation, greater attention needs to be made by Government in the follow-up and monitoring processes used to ensuring there is greater accountability to meet gender equality outcomes. Building on this discussion, there needs to be a strong emphasis on the monitoring of outcome-focused funding programs to ensure any outcomes that have been advised will be delivered;
- Increase communication across-Government to ensure agencies responsible for education, sport, transport, health and women are all providing programs that all "jigsaw" with each other to provide an overall strategic, targeted direction to improve opportunities for women without duplication of resources.
- Any communication and messages on increasing understanding of gender equality within sport and recreation must also be addressed to and involve men and boys in positive ways as well as women and girls. Improving opportunities for women and girls in sport and recreation involves informing and educating all Australians.
- Research, or provide funding for non-Government organisations to research programs being conducted in other countries' that have identified improvements increased women's participation;
- Consider this research and fund programs or partner with organisations in Australia to deliver programs that have successfully been delivered in other countries.

Elite-Level Participation

- Continue to fund State and National Academies of Sport to encourage and support women at the elite level of sport;
- Develop funding programs for organisations and individuals that can assist elite sportswomen, coaches and officials who are not competing, coaching or officiating in sports that are supported by State Academies of Sport;
- Provide a directory of where elite-level athletes can seek funding whether through Government funding; not-for-profit organisations or the corporate sector;
- Continue to develop and deliver educational programs and partner with other organisations to educate elite sportswomen, officials and coaches about issues affecting them in their sporting career whether which includes nutrition, media and sponsorship.

4. Media

Senate Inquiry Terms of Reference:

(3) the portrayal of women's sport in the media, including:

- (a) the role of the government to regulate and review the coverage of women's sport in the media (print, radio and electronic)*
- (b) the influence of pay television on the coverage of women in sport;*
- (c) the promotion and publicity of women's National League competitions;*
- (d) the financial status and success of women's national leagues; and*
- (e) strategies to improve the amount and quality of media coverage for women's sport;*

4.1 Statistics

Media Coverage – Women in sport ¹⁶

- Australian Sports Commission (ASC) commissioned survey is conducted every four years on sport's space for women's sport compared to men's sport: Figures don't include mixed sport: coverage.
 - 1980 2%
 - 1984 1.3%
 - 1988 2.5%
 - 1992 4.5%
 - 1996 10.7%
- Only 5.6% of women's stories and 2.6% of mixed sport made the "male" domain of the back page,' Dr Phillips said. 'And the language used in the stories often differed from gender to gender.
- Television coverage of women's sport in 1996 was 2%. Commercial network television coverage of women's sport was 0.2%. Non-commercial coverage was 20%.
- Radio coverage of women's sport was also surveyed for the first time and showed a figure of 1.4% of total sports air time. Commercial coverage registered at 0.4%, while non-commercial coverage registered at 3.4%.
-

4.2 Programs and Activities

Womensport Queensland in partnership with Government

- Womensport Queensland in partnership with the Queensland Government and ACHPER currently provides opportunities for Media representatives to present at seminars in regional and metropolitan-based volunteers and staff in the Queensland sport and recreation industry. This:
 - improves relationships between sport and recreation organisations and media representatives;
 - identifies the importance of building a media contacts database; and
 - provides insights to sport and recreation organisations on methods to improve promotion of their sport and recreational activity.

4.3 International Discussion

- Womensport Foundation UK instigated a “Campaign for Coverage” and through its research determined there was a cycle that was occurring as advised at [Appendix 2](#) reflecting women’s coverage in the media. Womensport Foundation worked with the BBC to encourage it to broadcast the Women’s Euro 2005 and found that it was able to enlist the BBC as a broadcaster by using a multi-faceted approach by developing relationships with the:
 - BBC sports senior management;
 - Politicians, government officials;
 - Governing bodies of sport;
 - Journalists, presenters and editors, and
- Most importantly Womensport Foundation UK created an evidence-based campaign encouraging the viewing public to email, text and write to the BBC advising its interest in seeing the Women’s Euro 2005. The BBC did broadcast the event and 8.9 million viewers watched.

4.4 Recommendations

Womensport Queensland recommends Government to:

- Introduce major awards for media organisations which provide good quality coverage for women’s sport and major awards for best coverage for women’s sport by a student journalist and best women’s sporting picture by a student photographer;²⁸
- Continue to encourage co-ordinators of tertiary media studies and journalism to

introduce women's studies as a curriculum area to study;²⁹

- Develop guidelines for language and terminology when report on women's sport to ensure impartiality in sports coverage. Eg encourage the use of the words "young women" as opposed to "girls" for any female playing sport over the age of 12 years old.³⁰
- A journalists' code of ethics exists which states that journalists "shall not place unnecessary emphasis on gender, race, sexual preference, religious belief, marital status or physical or mental disability." Government could work with umbrella organisations such as the Media, Entertainment and Arts Alliance to generate a greater level of awareness through their magazines, meeting agendas and conferences to improve the status for women's sport in Australia.³¹

Other factors outside of Government:

- Womensport Queensland acknowledges that media representation for women in Australia and internationally is influenced by decision-makers in television, print, radio and electronic media corporations. These decision-makers would be required to move from a passive to a proactive stance on media coverage for women women in sport and recreation for long-term improvements to occur.
- Developing opportunities for sporting and recreation organisation to meet media representatives to:
 - improve relationships between sporting organisations and media representatives;
 - identify the importance of building a media contacts database; and
 - provide insights to sporting organisations on methods to improve promotion of their sport.
- A recent case study from Womensport Foundation UK identified a key component in improving Media organisations' interest in covering women's sporting events involves enlisting the support of the viewing public to email, text and write to media organisations advising its interest in seeing women's sporting events.

5. Leadership

Senate Inquiry Terms of Reference:

(4) women in leadership roles in sport, including:

- (a) the number and proportion of women in coaching, administrative and officiating roles;*
- (b) the issues associated with women in leadership roles in both elite and grass-roots*

activities;

(c) trends and issues for women in organisational leadership roles;

(d) strategies to improve the numbers of women in coaching, administration and technical roles

5.1 Statistics

Leadership – Queensland Women

- Coaching and Administration – In 2001 more men (11.4%) than women (7.4%) were involved in non-playing roles within sporting organisations including coaching, committee membership, scoring, medical support and other involvements.¹⁷
- Queensland Government boards had 34.3% female representation in 2003¹⁸ up from 23.1% in 1998¹⁹
- The 2004 Queensland State election saw 31 women elected to the 89-seat Legislative Assembly (34.8%).²⁰
- As at February 2004, there were 4 female cabinet ministers out of 18 and four female parliamentary secretaries out of six.²¹
- In 2003, women held 8.4% of board directorships in the top 200 Australian companies listed on the Australian Stock Exchange (ASX200).²²
- Total 52.7% of Australian companies had at least one woman director.²³
- There were five ASX 200 companies with women chief executive officers in June 2003.²⁴
- Despite high representation of women in teaching professions (77.9% at primary school and 56% at secondary school)²⁵ only 27.2% of principals in Queensland are female.²⁶

5.2 Programs and Activities

Womensport Queensland

Womensport Queensland is developing leadership and mentoring programs in partnership with other not-for-profit organisations including Women in Information Technology to increase confidence and skills of women who intend to represent on boards. These programs are expected to be delivered next year to women in regional and metropolitan areas.

Government Programs

The Queensland Government through the Office for Women is very interested in the improvement of women's leadership opportunities and board representation. Its 2006 Partnership Grants to organisations had a strong focus in this area.

Queensland Women in Public Service (QWPS) provides a mentoring program that links mentors with mentorees. This program creates a framework in which mentors and mentorees have responsibilities and expectations to each other and is usually delivered over a 6 month period of time.

Australian Sports Commission Leadership Programs for women have provided an excellent method of funding specific programs for women across the nation.

Other Programs

Queensland's Women in Information Technology's Board Readiness program has been delivered for a number of years and has resulted in board opportunities for women on many organisations including Government Owned Corporations. Other Queensland organisations such as Women in Finance have programs that provide mentoring opportunities.

5.3 International Discussion

At the recent 2006 World Conference on Women and Sport in Kumamoto, Japan, Birgitta Kervinen, Vice President of ENGSO (European Non-Government Sporting Organisations) advised the following on leadership:

- Leadership factors on women as individuals³²:
 - Women may lack confidence to stand for election, may have no "insider" support;
 - Women may lack experience of national or international work: no experience, no opportunity;
 - Women more than men are overloaded with work, family as sport commitments;
 - Women have less time and personal spending money – less able to be away from home;
 - Women's networks are often personal relationships; lacking political and business contacts and benefits.
- Birgitta Kervinen's advice to the conference delegates included:
 - Good leadership cannot be typified;
 - You can do things in many ways;

- Treat others as you wish to be treated by them;
- You do not have to be able to do everything by yourself;
- Avoid stress of being the only one;
- Be prepared to discuss sports politics;
- Let yourself shine and be positive toward others; and
- Support women's suggestions consistently.

Research has occurred in other countries regarding women in leadership positions. Dr Rosa Lopez de D'Amico, Vice Dean of Research and Graduate Studies, Universidad Pedagogica Experimental Libertador in Venezuela presented her research at the 2006 World Conference on Women and Sport. Findings from the conference included:

- A need was identified to replicate in different countries, research on women's leadership positions to ensure an international body of evidence was being developed in this area;
- Develop educational programs on making and sustaining leadership networks (locally and internationally);
- National sport organisations and educational institutions need to identify resources to support women leaders for travel, leadership training, mentoring, course work, conference participation and research; and
- International and national sports organisations should identify and reward model leaders and leadership programs.

5.4 Recommendations

Womensport Queensland recommends to:

- Encourage sport and recreation organisations through major awards and funding incentives to encourage women to take on leadership positions in their organisation and ensure there are resources in Government available to monitor these projects;
- Encourage organisations through funding programs, workshops and educational material to develop an environment that women are interested and encouraged to work and lead within. Cultural change is often required to make it more attractive for women to participate and lead in an environment which supports a balance between family and work responsibilities;
- Provide programs that educate women on areas such as financial management, risk management, directors' responsibilities, increasing their profile, confidence and networking skills to assist them to be ready for board and leadership responsibilities;

- Partner with Non-Government organisations to develop leadership programs for women to increase their confidence and skills for board representation;
- Continue to update women board directories to ensure Government and Non-Government organisations are aware of capable women available to take on board representation;
- Fund mentoring programs which identify mentors and mentorees and assist in development of links and networks that guide mentorees to build their skills in leadership and board representation.
- Research, or provide funding for non-Government organisations to research programs being conducted in other countries' that have identified for women's representation in media and leadership;
- Consider this research and fund programs or partner with organisations in Australia to deliver programs that have successfully been delivered in other countries.

6. Conclusion

Ultimately, any long-term improvements for women and girls in sport and recreation in Australia can only occur if a genuine commitment to change the current status is shown by all sectors within Australia.

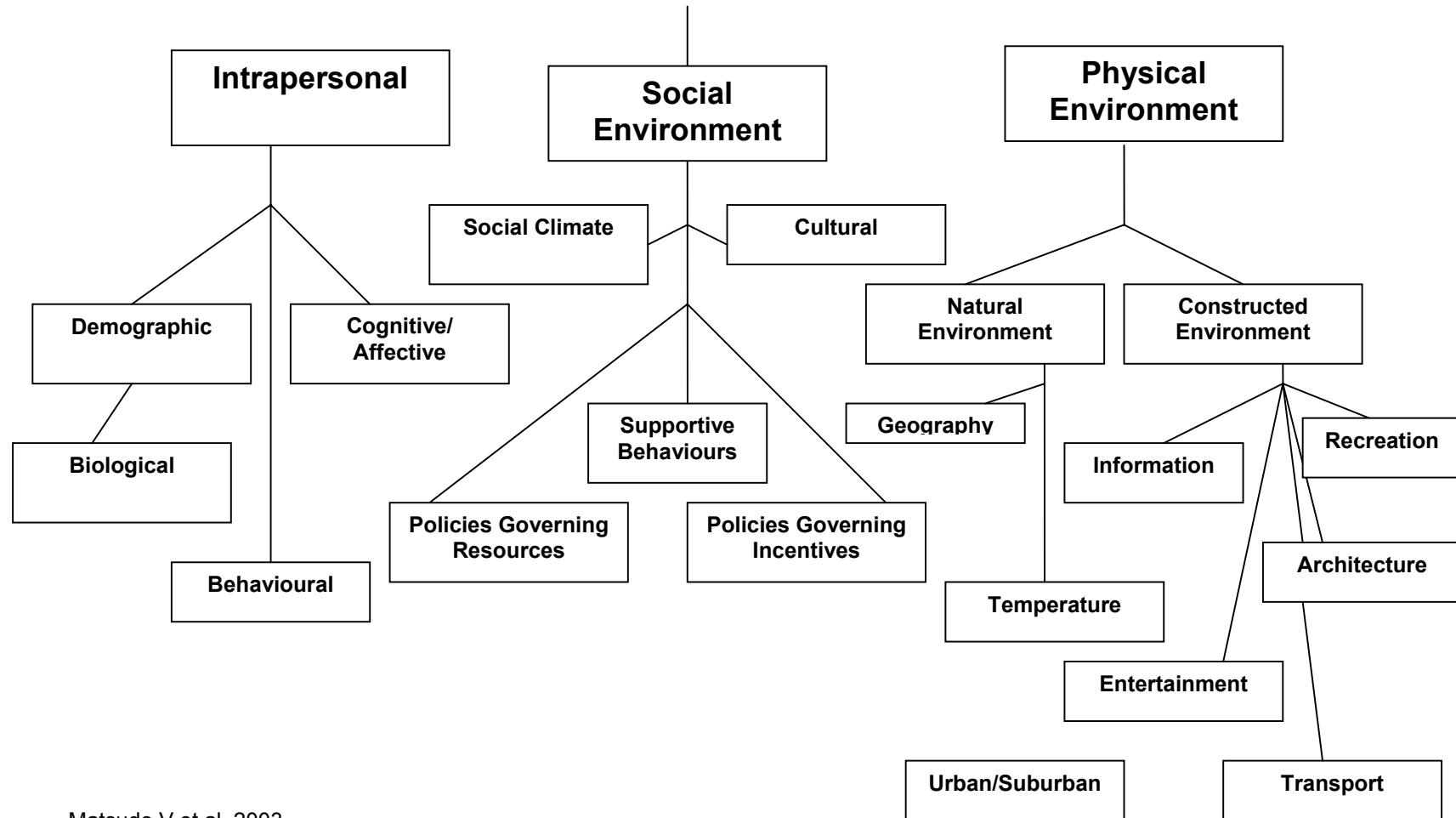
It is Womensport Queensland's consideration that each sector whether it be Federal, State or Local Government; Not-for-profit organisations; or profit-driven corporations which includes media and sponsors need to have a level of assurance whether through evidence-based research, past successful experiences or consumer/stakeholder feedback that their own specific organisation's objectives will be met and potentially improved as a consequence of increased opportunities for women in sport and recreation.

References

- ¹ Australian Bureau of Statistics (ABS) September 2003, Cat. No. 3101.0. Australian Demographic Statistics;
- ² ABS, February 2003, Australia Now, Queensland in Review, Population Characteristics, Indigenous population;
- ³ ABS 2003. Australia Now, Queensland in Review, Population Characteristics, Indigenous population;
- ⁴ ABS, 2002. Cat. No. 4364.0. National Health Survey 2001 – Companion Data. ABS, Canberra
- ⁵ ABS, 2002. Cat. No. 4364.0. National Health Survey 2001 – Companion Data. ABS, Canberra
- ⁶ Queensland Government 2004. Profile Queensland Women, *a statistical snapshot*
- ⁷ Queensland Government 2004. Profile Queensland Women, *a statistical snapshot*.
- ⁸ Australian Institute for Health and Welfare, 2003. Australia's Health 2002
- ⁹ ABS, 2003. Cat. No. 3101.0 Australian Demographic Statistics
- ¹⁰ Dixon, T and Waters, A.-M. A growing problem: trends and patterns in overweight and obesity among adults in Australian, 1980-2001 Buletin No. 8. AIHW, Canberra
- ¹¹ Dixon, T and Waters, A.-M. A growing problem: trends and patterns in overweight and obesity among adults in Australian, 1980-2001 Buletin No. 8. AIHW, Canberra
- ¹² Australian Sports Commission, 2003. Participation in Exercise, Recreation and Sport 2002. ASC, Canberra
- ¹³ Australian Sports Commission, 2003. Participation in Exercise, Recreation and Sport 2002. ASC, Canberra
- ¹⁴ Australian Sports Commission, 2003. Participation in Exercise, Recreation and Sport 2002. ASC, Canberra
- ¹⁵ Hannan, Carolyn. Challenging the gender order. Opening keynote address at the Fourth World Conference on Women and Sport, Kumamoto, Japan. May 2006.
- ¹⁶ Phillips, Murray. An Illusory Image: A Report on the Media Coverage and Portrayal of Women's Sport in Australia 1996
- ¹⁷ ABS 2002, Cat. No. 6285.0 Involvement in organised sport and physical activity Australia
- ¹⁸ Office for Women, Department of Premier and Cabinet, Queensland. Unpublished data.
- ¹⁹ Office of Women's Policy, Qld, 1999. A Social and Economic Profile of Queensland Women.
- ²⁰ Queensland Government 2004. Profile Queensland Women, *a statistical snapshot*
- ²¹ Queensland Government 2004. Profile Queensland Women, *a statistical snapshot*
- ²² Equal Opportunity in the Workplace Agency, 2003. Australian Census of Women Board Director. Canberra.
- ²³ Equal Opportunity in the Workplace Agency, 2003. Australian Census of Women Board Director. Canberra.
- ²⁴ Equal Opportunity in the Workplace Agency, 2003. Australian Census of Women Board Director. Canberra.
- ²⁵ ABS, 2003. Cat. No. 4221.0 Schools, Australia. Table 24
- ²⁶ Education Queensland, (2004). Workforce Diversity and Equity Statistics. Available online at <http://education.qld.gov.au/wordforce/diversity/equity/>.
- ²⁷ Hannan, Carolyn. Challenging the gender order. Opening keynote address at the Fourth World Conference on Women and Sport, Kumamoto, Japan. May 2006.
- ²⁸ Phillips, Murray. An Illusory Image: A Report on the Media Coverage and Portrayal of Women's Sport in Australia 1996
- ²⁹ Phillips, Murray. An Illusory Image: A Report on the Media Coverage and Portrayal of Women's Sport in Australia 1996
- ³⁰ Phillips, Murray. An Illusory Image: A Report on the Media Coverage and Portrayal of Women's Sport in Australia 1996
- ³¹ Phillips, Murray. An Illusory Image: A Report on the Media Coverage and Portrayal of Women's Sport in Australia 1996
- ³² Dr Talbot, Margaret 2003; Presented by B. Kervinen, 2006 World Conference Women & Sport

Appendix 1

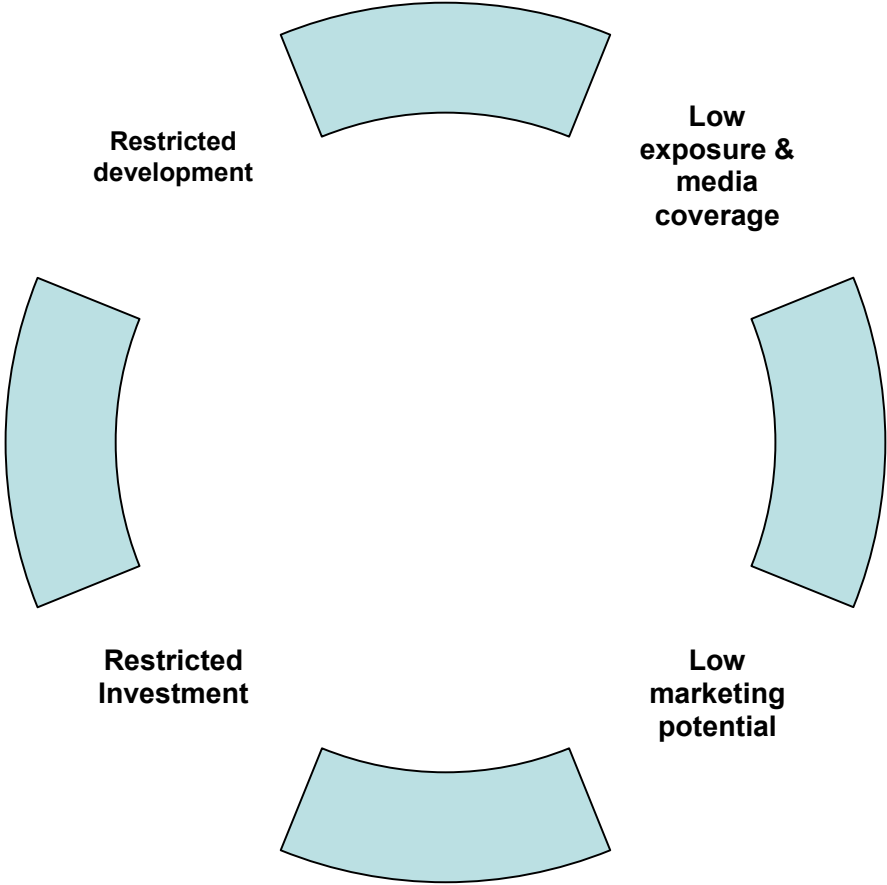
Agita Sao Paulo “Mobile Management” – Ecological Model



Matsudo V et al, 2003

Appendix 2

Women in Media Cycle



Womensport Foundation
UK presentation
Kumamoto, Japan 2006

