REPORT

III WORLD CONFERENCE ON WOMEN AND SPORT

«New Strategies, New Commitments»

7-8 March 2004, Marrakech, Morocco

Under the high patronage of HM King Mohamed VI
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1. Foreword

1.1. Message from the President of the International Olympic Committee, Jacques Rogge

After Lausanne in 1996 and Paris in 2000, Marrakech hosted the 3rd World Conference on Women and Sport, from 7 to 9 March 2004, on the theme “New strategies, new commitments”.

I wish to thank the Moroccan political and sporting authorities, especially the Moroccan National Olympic Committee, for the warm welcome given to the 600 participants from five continents representing the IOC, the International Sports Federations, the National Olympic Committees, the Olympic Games Organising Committees as well as inter- et non-governmental organisations.

For almost 10 years now, under the masterful leadership of Anita L. DeFrantz, the IOC Women and Sport Working Group, which this year became a fully-fledged Commission, has been working untiringly to implement programmes to enable women and girls the world over to feel fully involved in the universal movement to promote women in and through sport.

The 12 recommendations adopted at the end of this Conference offer a guarantee of more equal opportunities for women in the sports world, be it as athletes or leaders.

As it has done in the past, the IOC will continue striving to ensure that women occupy the position they deserve within the Olympic Movement. It will pursue its efforts to increase the number of women competitors in the Olympic Games, hoping that future editions of the Games will have as many female as male athletes. Our ultimate goal is to achieve equal participation by men and women.
1.2. Message from the Chairperson of the IOC Women and Sport Commission, Anita DeFrantz

For the first time, the World Conference on Women and Sport was held on the African continent, in the city of Marrakech (Morocco) from 7 to 9 March 2004.

As Chairwoman of the IOC Women and Sport Commission, I have the pleasure to convey my sincere thanks to the Moroccan Olympic Committee and my IOC colleague Nawal El Moutawakel for their warm welcome and close cooperation for the smooth running of this Conference. Morocco is a country in which, for some years, women have played an increasing role in all areas of society and particularly in sport.

The IOC has made women’s participation in sport as athletes or leaders one of its major concerns. The practice of sport – whether in competition or amateur sport – and the values that such practice brings with it are important tools for communication, education and emancipation, thus favouring the social integration of all human beings, men and women alike.

Placed under the theme “New Strategies, New Commitments”, this third edition was made a success thanks to the active participation of some 600 delegates and observers from five continents. As this final report shows, through the various texts and presentations, there are a number of strategies and conditions to create so that the number of women practising a sports activity or exercising an administrative function in sport continues to increase.

With the 12 recommendations adopted in Marrakech, the participants affirmed that sport belongs to all human beings, and that men and women must work together to place sport at the service of everyone.

Finally, I should like to thank all the participants of the 3rd World Conference for having opened up new perspectives for women worldwide. It is now our responsibility to ensure that women will assume significant roles within the Olympic Movement.
2. Introduction

Building on the success of past editions, the International Olympic Committee organised the 3rd World Conference on Women and Sport from 7 to 9 March 2004 in Marrakech, Morocco in collaboration with the National Olympic Committee of Morocco.

Under the theme “New Strategies, New Commitments”, the conference was attended by representatives from the United Nations institutions and non-governmental organisations, IOC partners’ representatives, athletes and former Olympians, gender experts, academics, and representatives of National Olympic Committees and International Sports Federations from around the world. The conference explored ways in which the IOC could best achieve its stated goal of promoting women in the Olympic Movement.

The participation of so many non-sporting organisations resulted in the strengthening of relationships between the sporting community and civil society in the search for best practices to promote gender equity in sport, sports management and related fields. The conference reviewed implementation of IOC policy on gender equity and addressed the challenges that need to be overcome if equity is to be achieved.

An innovative system, whereby two breakout sessions were held concurrently, allowed for a greater focus to be placed on specific issues and gave delegates more time to deliberate. Two plenary sessions for keynote policy addresses, as well as a special opening ceremony, gave delegates an opportunity to listen to policy speeches by IOC President Jacques Rogge, the President of the World Bank, James D. Wolfensohn, who addressed the conference by video, and representatives of other partner organisations.

Athletes and delegates from developing countries were specifically accommodated for their relevance. Specific subjects that addressed the development of women in the Developing World and the restrictions on the participation of women as a result of religious, economic or cultural considerations were openly addressed and debated. Persons from relevant regions who had first-hand experiences to relate addressed the issues without fear.

The adoption of the “Marrakech Recommendations”, a list of key commitments to further promote the participation of women in sport at all levels and sustainable development for women in and through sport, was a triumphant conclusion to a conference that had witnessed two days of quality presentations and debates. The commitments are not abstract resolutions, but achievable goals which the Olympic Movement has committed itself to implement.

The Marrakech conference promises to be a watershed in the implementation of IOC policies on women in sport – gender equity and sustainable development through sport. The reaffirmation of all stakeholders, in particular the Olympic Movement as represented by the IOC, National Olympic Committees and International Federations, to collaborate even more
closely is a good sign of the good things to come. Already, hopes are high that there will be an improvement, over Atlanta, on the participation of women in the Athens Games. As usual, the Department of International Cooperation and Development will coordinate the multi-departmental task to quantify the participation of women in the Games and make such figures available to all stakeholders.

To that end, Olympic Solidarity and the IOC, through the Department of International Cooperation and Development, have allocated substantial funds to the cause. It is hoped that the enhanced Olympic Solidarity quadrennial programme 2005-2008 will also include programmes particularly tailored to benefit women.

The International Olympic Committee considers sport as an important tool for empowering women and human development, while at the same time acknowledging that more should be done to unlock the full value of sport. Joint research undertaken by the Institute of Sport and Leisure of Loughborough University and the IOC has evaluated the impact of IOC policy on involving women in all levels of sports administration. The results of the report, which was presented to the conference, showed clearly that there have been improvements in the election and appointment of women to senior management and policy-making positions.

The World Bank’s involvement in the conference went far beyond the message of support of its President, James D. Wolfensohn, the participation the bank’s senior staff and the sponsorship of delegates from developing countries. The World Bank is committed to the development of women, poverty alleviation through all means possible, education, involvement of young people, fighting the spread of HIV/AIDS, peaceful co-existence between nations and infrastructural development - the same values to which the IOC is committed. The close cooperation between the two institutions has been targeted towards driving this agenda.

Various specialised UN agencies have long been using sport to drive their various programmes – health, education and economic development. Many of them have signed Memoranda of Understanding with the IOC aimed at formalising use of synergies.

The conference may have been about the serious business of gender equity, but the opening ceremony on the night of 7 March contributed to the entertainment factor that was banished from the programme of the next two days. Royal Moroccan culture was on display and the ceremony to award the best achievers from around the world added to the glamour of the event.

President Rogge awarded trophies to ...  

- Africa: Ms Messaouda Khelili (ALG)  
- Asia: Ms Ferdows Ara Khanam (BAN)  
- Europe: Ms Galina Gorokhova (RUS)  
- Oceania: Ms Lorraine Landon (AUS)  
- Americas: no trophy awarded
Members of the IOC Women and Sport Working Group, under the leadership of Anita L. DeFrantz, and the conference in general, were delighted to hear President Rogge’s announcement that the Working Group had now been transformed into a fully-fledged IOC Commission. This report is a compilation of the programme, the presentations and the conclusions of the two-day conference.

T.A.Ganda Sithole
IOC Director of International Cooperation & Development, Conference Director
3. Programme of the Conference

7 March 2004 - evening

OPENING CEREMONY
Gen. Hosni Benslimane, President of the National Olympic Committee of Morocco
Mr Abderrahman Zidouh, Secretary General of the Morocco Sports Department
Ms Anita L. DeFrantz, Chairperson of the IOC Women & Sport Commission
Message from Mr Kofi Annan, Secretary General of the United Nations
Dr Jacques Rogge, IOC President
Official Opening of the Conference by HRH Princess Lalla Amina, of Morocco
Master of Ceremonies: Mr T.A. Ganda Sithole, Conference Director

AWARD CEREMONY OF THE 2004 IOC WOMEN AND SPORT TROPHIES

RECEPTION HOSTED BY THE MOROCCO NOC

8 March 2004 - morning

PLENARY SESSION -
Policy Evaluation
Evolution of the Olympic Games
Dr Jacques Rogge, IOC President

Video “100 Years of Women in the Olympic Games”

Paris 2000 – Marrakech 2004: Progress Report and Overview of women and sport leadership
Ms Anita L. DeFrantz, Chairperson, IOC Women & Sport Commission

Video “Breaking barriers: leadership and entrepreneurship”

Mr James Wolfensohn, President of the World Bank

Celebrating the International Women’s Day – what relevance to women in sport
Ms Erica Terpstra, President, Nederlands Olympisch Comité * Nederlandse Sport Federatie

Women athletes as role models
Ms Yaping Deng, Member, IOC Athletes’ Commission

Women in sport leadership: IOC - Loughborough University joint research results
Prof. Ian Henry and Dr Anita White, Loughborough University

Open Discussion
8 March 2004 - afternoon

PARALLEL SESSION A
Historical, Cultural and Religious Constrains

Chair: General Lassana Palenfo, Member of the IOC Women and Sport Commission
Rapporteur: Ms Centeno de Sajche – Director, Women and Sport Commission, NOC Guatemala

General Introduction on Historical, Cultural and Religious Constrains
Ms Nawal El Moutawakel read by General Lassana Palenfo

History of “Male Olympics”
Ms Ines Nikolaus, Board Member, International Pierre de Coubertin Committee

Cultural Constrains
Ms Muriel Hofer, Secretary General, Swaziland National Olympic Committee

Challenges of changing attitudes and beliefs
Dr Deborah Cubagee, Chairperson, Women and Sport Commission, National Olympic Committee of Ghana

Open discussion

PARALLEL SESSION B
Women in the Olympic Movement

Chair: Ms Gunilla Lindberg, Secretary General, Association of National Olympic Committees
Rapporteur: Ms Beatrice Allen, Chairperson, Women in Sports Committee, NOC Gambia

Capacity building: going around obstacles
Ms Gunilla Lindberg

Role of National Olympic Committees and Olympic Solidarity
Mr Peré Miro, Director, Olympic Solidarity

ITTF: a success story for women
Ms Lilamani de Soysa, Project Manager, International Table Tennis Federation

Softball: a success story for women
Mr Don E. Porter, President, International Softball Federation

Open discussion
8 March 2004 - afternoon

PARALLEL SESSION C
Marketing and Business

Chair: Mr André Gorgemans, Secretary General, World Federation of Sporting Goods Industry
Rapporteur: Ms Nese Gundongan, Secretary General, NOC Turkey

The Changing Dress Code
Mr André Gorgemans

Marketing women’s sport: new developments
Ms Sophie Hoffstetter, Regional Account Director, Saatchi & Saatchi

Prize Money: towards greater equity
Ms Deborah Jevans, Secretary General, International Tennis Federation

Sport as a career for women
Ms Melinda May, Director, Marketing Strategy, Meridian

Open discussion

PARALLEL SESSION D
Gender Considerations

Chair: Dr Patricia Sangenis, Member, IOC Medical Commission
Rapporteur: Ms Marit Myrmael, Member, Women and Sport Commission, IOC

Medical considerations and Gender Testing
Dr Patricia Sangenis

Women’s rights: relevance to sport
Ms Marcia Greenberger, Co President, National Women’s Law Centre, USA

Access of girls and women to physical education
Prof Margaret Talbot, President, International Association of Physical Education and Sport for Girls and Women

Women with disabilities and sport
Mr Phil Craven, MBE, President, International Paralympic Committee
Ms Beatrice Hess, Member, Paralympic Swimming and, Member of the IOC Women and Sport Commission

Open discussion
9 March 2004 - morning

PARALLEL SESSION E
Media Exposure and Women’s sport

Chair: Ms Anita L. DeFrantz, Chairperson, IOC Women & Sport Commission
Rapporteur: Ms Inas Mazhar, Sports Head of Section, Al-Ahram Newspaper, Egypt

Media portrayal of women in sport
Ms Anita L. DeFrantz

Reporting women’s sport
Ms Linda Rulashe, News Editor, Sunday Sun Newspaper, South Africa

Television and Women’s Sport
Ms Charmaine Crooks, IOC Member

Opportunities for women in sport media
Ms Giselle Davies, IOC Communications Director

Open discussion

PARALLEL SESSION F
Partnerships for women’s advancement

Chair: Mr Cecilio Adorna, Director, Office of Public Partnerships, United Nations Children’s Fund, (UNICEF)
Rapporteur: Ms Ilse Bechthold, Member, Women and Sport Commission, IOC

Development, Sport and Gender equity
Mr Adolf Ogi, Special Adviser to the United Nations Secretary General on sport for development and peace

Development, Sport and Gender equity
Mr Cecilio Adorna

Development, Sport and Gender equity
Ms Karen Mason, Director, Gender and Development, World Bank

Development, Sport and Gender equity
Ms Leila Barakat, Expert on Sport for Development, United Nations Development Programme

Open discussion
9 March 2004 - morning

PARALLEL SESSION G
Women and Leadership

Chair: Mr Giovanni Di Cola, Universitas Programme Coordinator, Sports Focal Person, International Labour Organisation
Rapporteur: Ms Irene Mwasanga, Executive Member, NOC Tanzania

Training and capacity building
Mr Giovanni Di Cola

Enabling a supportive environment
Ms Karen Mason, Director, Gender and Development, World Bank

Women in NOC structures, an analysis of the IOC-Loughborough University Research Report
Prof Chris Shelton, Consultant, Loughborough University

Access to sport: the Moroccan experience
Ms Touria Aarab, Ms Amina Rami, Members of the Women and Sport Commission, National Olympic Committee of Morocco

Open discussion

PARALLEL SESSION H
The Role of Role Models

Chair: Ms Marg McGregor, Chief Executive Officer, Canadian Interuniversity Sport
Rapporteur: Dr Sock Miang Teo-Koh, Professor, National Institute of Education, Singapore

Sexual harassment in sport
Ms Marg McGregor

The Role of Role Models
Ms Nawal El Moutawakel, Member, IOC Women and Sport Commission

Sport against HIV/AIDS
Dr James Sekajugo, Chairman, Medical Commission Supreme Council for Sport in Africa

Sport and education
Dr Alicia Masoni De Morea, Executive Board Member, National Olympic Committee of Argentina

Open discussion
9 March 2004 - afternoon

CLOSING PLENARY SESSION

Final Recommendations

Chair: Ms Anita L. DeFrantz, Chairperson, IOC Women and Sport Commission

Summary of Sessions

CLOSING CEREMONY

Presentation of final “Marakech 2004” Recommendations,
Mr Michael Fennell, Conference Drafting Committee Chairman

Closing Remarks
Ms Anita L. DeFrantz, Chairperson, IOC Women and Sport Commission
Colonel Mustapha Zekri, Secretary General, National Olympic Committee of Morocco

Master of Ceremonies: Mr. T.A.Ganda Sithole, Conference Director
4. Session Reports

4.1. Session B – Women in the Olympic Movement

Ms Beatrice Allen
Chairperson, Women in Sports Committee, NOC Gambia

Presenters:
i. Ms Gunilla Lindberg: Capacity Building “going around obstacles”
ii. Mr Peré Miro: “Role of NOC’s and Olympic Solidarity”
iii. Ms Lilamani de Soysa: “ITTF, a Success Story for Women”
iv. Mr Don E. Porter: “Softball, a Success Story for Women”

HIGHLIGHTS OF THE PRESENTATIONS:

1. Capacity Building:
Ms Lindberg presented on her experiences growing up into leadership position, within sports, in a male dominated society. Serious thought-provoking questions and concerns were raised in terms of:
   - How to promote women in sport; and,
   - Why do NOC,s and IF’s have problems of women’s access.
She presented a simple comparison that:
   a. In Public Office, i.e. Government, Private –sector and other Professional Institution, women have acquired high positions in their own rights,
   b. However, in sports, it is difficult to have women actively involved and participating, especially in top positions.
   c. The reason, she said is that women can’t make up the time for voluntary work, whilst men have all the time for voluntary work.

The following useful points were raised in finding solutions to the problems:
   a. Women have to acquire the skills and confidence, to operate in a male dominated area;
   b. There is a need for women to network at all levels, including to network with men, since they have the powers;
   c. There is a need for women to have Mentors, who would guide and promote their interests;
   d. Women have to be steadfast in the pursuance of their goals, and work hard to achieve them.

2. Role of NOC’s and OS:
Mr Miro presented on the role of the Olympic Solidarity, the relationship between the OS and NOCs, and the role OS has played to promote women in sport.

He emphasized that the OS is there to implement IOC policies, OS works exclusively with NOCs, based on its quadrennial plan, and that, the funding source of the OS is the proceeds from Olympic games.
The OS plan targets 4 areas: Athletics, training of coaches, management of NOCs and Special Fields, which covers sports for all, education, culture, and women and sports.

With regard to women and sport, OS has in place a two-tier programme that supports:
- the IOC Women and Sport Commission; and
- Individual NOC programmes and activities.

Some useful statistics were presented, showing an upward trend in women’s access to and participation in sports. However, women have lagged behind in the training of coaches, which is due to their usual limitations in accessing sporting federations.

3. International Table Tennis Federation:
Ms de Soysa presented on the International Table Tennis Federation project, aimed at promoting and development women’s participation and access to top positions. The main gist of the project is to “Rally for Change”, and the project has so far, achieved notable changes in general attitudes towards women, through education and awareness creation.

She presented the aims and objectives of the planned “Sports Management Education Programme for Women” in Lausanne, to be launched in June 2004.

4. Softball
Mr Porter presented on Women in Softball. He dilated on the vital role of women in softball, worldwide. He gave statistics on women in leadership positions, as well as, the rate of female participation in softball, worldwide.

INTERVENTIONS FROM THE FLOOR
The following concerns/questions were raised

- It was noted that small NOCs have not been making use of Olympic Solidarity funds, since those countries do not always get support from their governments, and depend mainly on OS for funding. Is there a way in which funding can be coordinated at continental levels, to ensure effective use of those funds?
- With regard to netball, it was noted that, because it is a non-certification sport, OS does not provide funding for the sport. Is it possible, for the next OS plan, for Netball to be included in the next programming?
- Is there a ceiling for Countries? It was however confirmed that there is no fix allocation for any country.
- It was revealed that OS funding go directly to NOCs. Can Federations get funding directly from OS?
- With regard to softball, it was noted that sporting equipment is not affordable for poor countries. Can something be done to assist poor
countries, in terms of provision of equipment in order to ensure access to sports by all?

- In terms of the ITTF, what kind of support does the IOC offer?

**AGREEMENTS REACHED:**

a. The Olympic Solidarity assured the conference that, whilst an annual allocation of $40,000.00 is made to NOC’s the focus of its programme is “decentralization”, and therefore, continental NOC’s can make decisions based on this principle of decentralization. It was reiterated that, while special cases are sometimes considered, concerns regarding continental cooperation and decision making in accessing funding could be considered in the next OS planning process for the quadrennial programme.

b. With regard to the concerns raised about access to affordable equipment for softball, it was agreed that, based on the already formed coalition, the newly developed initiative would mobilize equipment to support poor countries. The conference was assured that extra vigilance will be applied in the distribution of such equipment to ensure that priority is given to women.

c. With regard to the ITTF, the conference was assured that though it is a small organization, they have achieved remarkable achievement, through the support of the IOC, sponsors and other organizations. The tremendous support from Governments, have generated impact on the social development of people in the countries ITTF operates.

### 4.2. Session C – Marketing and Business

**Ms Nese Gundongan**
Secretary General, NOC Turkey

**1. Changing Dress Code**

World Federation of Sporting Goods Industry is committed for promoting sports participation, fair and ethical business practices. During the past three World forums, women and sport forums were organized to discuss and learn more on the needs of women and reflect those ideas on new developments.

The new developments in the women sport dresses were introduced. Full body swimsuits and capsters were created to enable Muslim women to take part in swimming, tennis, aerobics, skating and gymnastics.

There is concern about some of the sport federation’s attitudes towards dress code in their sport such as sexy suits for women.

World Federation of sporting Goods industry would like to include two women directors in their board.
2. Marketing Women’s Sport
Marketing for women is a new trend.
Women are still not equal and earning less money for the same job.
Based on market research, women around the world appeal to similar products.
Increasingly, sport manufacturers are putting more effort and research on women values as demonstrated in the videos yesterday.
The growth in women’s sport is changing men’s sport for the better.

3. Prize Money
Tennis is one of the highest profile sports for women.
The number of job opportunities for women and men are the same at the Grand Slam tournaments, at the Olympic games and at many other international tournaments.
The gap in overall prize money for women and men is closing every year.
ITF continues to market Fed Cup which is the largest annual team competition in women’s sport, more strongly in order to build attendance and attract higher TV ratings.
Tennis has established an equitable system in term of job opportunity and consistent rules which helped to prosper women in tennis.

4. Sport as a Career for Women
Women are generally hungry for opportunities to show their talents.
As the business of sport grows, so grows the career opportunities for women in sport.
For career, think broadly and consider all the occupations or professions in functional areas such as agents, sponsorship managers, lawyers, venue or stadium managers, sportscasters, sportswriters, doctors, trainers, nutritionists, account managers, advertising and promotions managers’ product development managers etc.
More women are watching men’s and women’s sports and many professional leagues and federations are hiring women.
As demonstrated in the marketing presentation, more companies are using sport sponsorship to attract women.
More women are participating in sport at a grass roots level and more opportunities to bring women’s sporting needs are created.
Women need to assess their education and skill level and make the necessary adjustments.
Women in search of jobs in sport should network, compete, volunteer and finally take the risk.
Questions and comments from the audience:

One participant sated that women should not accept low payment jobs.

There were concerns on working conditions and wages paid to the workers by sporting goods industry.

There was concern about full body swimsuits and capsters which were created to enable Muslim women to take part in swimming, tennis, aerobics, skating and gymnastics. It is expressed that this kind of sport dresses would be back step for Muslim women athletes and they would be forced to cover more in the future.

Suits designed for women wrestlers has not been forwarded to international federation.

Tennis in developing countries needs more development programs and support.

Recommendations of the Session C:

- Regarding the dress code, there needs to be closer collaboration between the stakeholders to assure the most inclusive participation by women in sport.
- Encourage the IOC to maximize the potential values of women in its own marketing programmes.
- Support equal prize money between women and men.
- That, Olympic Solidarity, when considering its new criteria for distribution of funds, includes an allocation for education and training of females for a career in sport beyond being an athlete.

4.3. Session D – Gender Considerations

Ms Marit Myrmael
Member, Women and Sport Commission, IOC

1. Gender Considerations & Gender Testing

More injuries among young athletes than before. Hot topic is the TRIAD:

- eating disorders (hard to identify)
- menstrual disfunction
- osteoporosis

Some sports at high risk. A problem also for male athletes and in society in general.

A scientific pilot study shows that the problem can be prevented by:

- Education of athletes, coaches,(athletes believe and do what coaches tell them to do) health-care personnel, parents and media.

It is also extremely important to receive the Sport Federation support.
The IOC Medical Commission will take on to educate the NOCs. Will prepare various preventive, instructional, practical programs and have them edited on a web page within 2 months.

Since the 2000 Sydney Games, gender testing is no longer carried out on a large scale. However, the IOC Medical Commission can ask for a gender test to be carried out should it detect a suspicious case at the time of the Games.

2. Women’s rights : relevance to sport

Sport is a legal right. Strong international human rights instruments are already existing in support to women and sport. This does not mean that the States implement them in their national laws. It is unfortunately undeniable that the progress has been uneven.

Recommendations:

a. Make use of the international and national laws requiring non discrimination. CEDAW (as an example of a strong human rights instrument) has influenced national courts in interpreting national laws and led to adoption of new laws.

b. Work in cooperation with NGOs and also with international and national governmental and other official entities.

Comments:

Signed laws are not enforced.

An official statement should be made from this conference concerning prostitution in Greece where it is legal.

3. Access of girls and women to physical education

PE: basic need, brings self confidence, important to have access to it since a very young age. Many researches show the importance of PE since it puts us into powerful roles.

Different challenges in different countries.

State and status of physical education is loosing consideration in many, many countries. Poor awareness of this from ministries.

Many declarations have been signed from Government Ministers, but not implemented.

Recommendations:

Need research to support the necessity for physical education, then action. Have to have evidence to show the necessity.

Sports organizations need to lobby government.

Governments have to lobby politicians and invest in research.

IOC to continue to focus on this issue, should be included in the work of the IOC Commission for Women and Sport.
Many considerations. Was highlighted that women are underrepresented among women coaches. Women need to be encouraged to coaching. Canada has done a lot on this field. Girls are never taught by women. No research on how this has an impact.

4. Women with disabilities and sport

Phil Craven: highlighted teamwork. “Teamwork is not a gift, it is a necessity”.

Paralympic milestones show that approximately 20-24 % of athletes are women.

Brighton Declaration endorsed.

Policies established to increase representation of women on the field of play and in the boardrooms.

IPC will develop a program in order to prepare for the future and more cooperation with various entities, such as IOC, national federations and potentially the International Labour Organisation.

While equal rights and opportunities for girls and women have begun to take hold, many girls and women with disabilities remain discriminated. Sport can be an effective tool in breaking down these barriers.

4.4. Session E – Media Exposure and Women’s sport

Ms Inas Mazhar
Sports Head of Section, Al-Ahram Newspaper, Egypt

After four rich speeches, discussions and interventions, the following was noted at the Media Exposure and Women's sport.

Media's role has been illustrated by Ms Anita DeFrantz, who chaired the session in encouraging and discouraging young people's participation in sport as well as forming our impression of gender roles within sport.

Several studies conducted all over the world revealed that there are quantitative and qualitative differences between the media's coverage of men's and women's sports. And although there has been noticeable improvement in both quantity and quality of the coverage of women's sport, the male-dominated sports media continue to underreport it.

Mainly most studies reflected that the problem exists in Asia, Africa, South and Central America and that was true since almost all participants in the discussions and interventions in exception of two, came from these areas.

Media coverage to women's sports according to Ms Linda Rulashe, News Editor at South Africa's Sunday Sun Newspaper is done in the most alluring way possible. Women are still marginalized. The coverage goes to the prettier and the sexier and the more they are, the more column space female athletes are likely to occupy.

The more things chance, the more they stay the same. Despite changes in women numbers of participation in World Championships and Olympic
Games, the numbers still reflect no change in the general status quo. And if no changes took place, women sports would continue to remain bottom of the heap.

Results of studies in Africa revealed that men's voices dominate the news. Women and especially black are under-represented in the media profession at an alarming rate. Women are best represented in radio and as TV presenters, but the print media still has a long way to go.

The role of schools and how they can play a critical role as well with an urge to bring back active participation into schools for healthy children.

However, there have been some positive points mentioned during the session;

- There has been progress made in the past decade in the coverage of the Olympic Games.
- Olympic broadcasters have realized that when they present women's sport and athletes seriously, millions of people will follow.
- Ms Charmaine Crooks, IOC member pointed out that twenty years ago, all commentaries on women would not have been heard. The media has now made it possible to bring it into billions of homes during the Games.
- Ms Giselle Davies, IOC Communications Director believes that enormous opportunities for talented and determined individuals who sustain a career path within the industry does exist and is going in the right direction.
- Outstanding abilities and objective reporting also counts for women media representatives. The professional ability versus personal presentation or looks.

Conclusions:

- Since coverage of female athletes in some sports has reached the mainstream media, therefore the media must have a key partnership role in this capacity helping women to build and expand their strategy.
- Women shouldn't be content with what currently exists lest they get complacent.
- Media women representatives shouldn't accept to be only writers and reporters but seek the opportunity to be decision makers.
- What is good for women in sport is also good for the business.
- Women should be at the negotiating table to give their perspective and input into how they are perceived.
- Determining concrete suggestions and targets.
- Women should be allowed in sport media and become the rule rather than the exception.
Portrayal of women in sport is a fight that can be won. However, without real targets are set and educating media, one will be fighting a losing battle.

Thank you

4.5. Session F – Partnerships for women’s advancement

Ms Ilse Bechthold
Rapporteur title

All the excellent speakers and the chair of this session, coming from very prominent institutions of the world, were of the opinion that sport is a main tool to empower girls and women since sport teaches essential life skills.

The UN resolution 58/5 especially recognizes the value of sport and underlines to work in partnership.

This resolution recommends in this context:
- That Governments include sport in their developments policies;
- That partnership be created between the United Nations, the IOC, Federations, Clubs and Athletes;
- That Governments make resources available for “Sport for All”;
- That Media and UN work together to promote the role of sport for development and peace.

In this session, it was stressed that in many parts of the world women and girls remain at a disadvantage. Women and girls often face discrimination in very many areas of life, e.g. 121 million children are worldwide without school education and 60% of them are girls.

It was also pointed out that the empowerment of women and the promotion of gender equality is one of the priorities goals of the UN and their organisations as well as for the World Bank. And it was offered to cooperate with these institutions.

Better education is the key concept.

Since empowerment of women through better education supports positively the economy of the country and so takes effect also to the following generations.

Studies showed that in the long term run education of women assures a better child care, child survival, schooling children and so contributes to a healthier and more productive new generation in the society. Studies also mentioned that women’s use of productive resources is more efficient then men’s use of these resources.

In this context it is undisputed that sport positively inspires women and girls to build up more self-confidence, increase self-esteem, enhance
psychological well-being and physical competence, etc, which surely will be passed on the next generations.

The power differential between males and females is often sanctioned by tradition and culture and boys enjoy much more possibilities than girls to play sport. So primary school education including physical education is of particular importance and should be considered as a self-evident human right.

To summarize:

- sport should reach out to establish partnerships with the international agencies (the UN system)
- it is recognised that full development of society and economy depends on the development of women. Sport is a main tool to develop respective skills.
- IOC and other sport institutions are invited to engage with the work of existing organisations UN, UNICEF, World Bank, UNDP.
- The triad of empowering women, sports and economic growth and development of society is very clear. These are interdependent.

Leaving girls and women out is leaving out a country behind! The world should not commit this fatal mistake!

4.6. Session H – The Role of the Role Models

Dr Sock Miang Teo-Koh
Professor, National Institute of Education, Singapore

In opening Session H, Ms Marg McGregor spoke about harassment in sport and the need for role models to come forward to challenge the existing normalization of behaviors and attitudes that condone and allow harassment to continue. She reminded participants that harassment in sport prevents girls and women from enjoying sport to its fullest and that harassment of any form can have devastating effects on the well-being of girls and women and their participative experience in sport. The call for role models to come forward and advocate for a safe sporting environment for girls and women is an urgent one and needs to be addressed.

The 2nd presenter, Ms Nawal Moutawakel, Olympic gold medalist from Morocco, raised the call to her fellow athletes to step forward and be counted. She reminded athletes of their obligation to return to their communities, and society in general, the support they have enjoyed on their journey to sporting success. She reminded athletes that their status bestows them with privileged positions that come with responsibilities to impart positive values and attitudes to millions of people who look to them as role models. She appealed to her fellow athletes to accept the challenge to be positive role models and to be involved with their communities. Ms Nawal has certainly led by example in the on-going community work that she involved herself with in Morocco.
Dr James Sekajugo, Chairman of the Medical Commission of the Supreme Council for Sport in Africa, presented a sober reminder of the devastating impact that HIV/AIDS is having upon young girls and women around the world. He cautioned that that sportspersons are at high risk of HIV infection because of the particular lifestyle of many athletes who are constantly on the move. The IOC was reminded by Dr Sekajugo that it has a moral obligation, as required by its own charter, to place sport at the service of mankind. He emphasized that HIV free and HIV positive sport personalities need to be identified and recruited as role models and trained to impart HIV infection prevention education programs. Once again, we heard the call for positive sport role models to step forward and to do something positive for the global community in the fight against HIV/AIDS.

Dr Alicia Masoni, Executive Board Member of the NOC of Argentina, rounded up the session by referring all participants to the 6th Fundamental Principle of the Olympic Charter and reminded that the goal of the Olympic Movement is to contribute to building a peaceful and better world by educating youth through sport. All individuals involved with sport were reminded that they have roles as educators to millions of youth. It is important to recognize that sport is a powerful vehicle for educating the young, and that sport role models must be individuals worthy of imitation. Dr Masoni made a passionate call to all women involved in sport to remember that being a role model is a responsibility and a trust.

Session’s Discussions

The session saw a lively discussion. There were concerns raised about HIV/AIDS and many participants asked about preventive efforts and prevention education programs that are available. Ms Nawal also shared various efforts by well-known athletes to educate youths about AIDS/HIV transmission. There was also consensus that grass root level programs need to be developed by sporting organizations. A question was raised about mandatory screening of athletes for HIV/AIDS. Dr Sekajugo explained that human right laws prohibit the discrimination of AIDS/HIV positive persons and that screening is therefore prohibited. Participants were in agreement that proactive preventive education programs are urgently needed for girls and women involved in sports.

Harassment in sport is also a concern and a few participants shared their concerns about unhealthy relationships that can arise from athletes traveling and living in close proximity. There was a sense that very little is done to acknowledge the harassment issues that exist in sport.

Recommendations

Arising from the presentations and discussions, the following recommendations are proposed for consideration:

1. IOC and NOCs must reinforce the message that harassment of any form in sport will not be tolerated or condone.
2. IOC and NOCs must formulate an Anti-Harassment in Sport Policy and disseminate this policy to everyone involved in sport.
3. IOC must continue to develop and support the Olympian Voices Program throughout all its NOCs. The IOC Women & Sport Commission should also work to identify, recruit and equip more female Olympians through the Olympian Voices Programs so that these athletes can be positive role models with voices.

4. Role models must be diverse, including HIV positive role models, athletes with disabilities, coaches, leaders etc.

5. Sport organizations should develop HIV prevention educational programs. Athletes and individuals involved with sport must be educated about HIV transmission and high risk actions.

6. IOC must recognize the positive role it can play in assisting HIV prevention education programs and form partnership or alliances with other stakeholders in the global fight against AIDS/HIV transmission.
5. Recommendations of the Conference

“New Strategies, New Commitments”

THE CONFERENCE

Recalling that the goal of Olympism is to place everywhere sport at the service of the harmonious development of human beings, with a view to encouraging the establishment of a peaceful society;

Welcoming the commitment of the President of the International Olympic Committee, the Secretary General of the United Nations, and the President of the World Bank to promote women’s rights in all fields of human activities;

Taking into consideration the Resolution adopted by the II World Conference on Women and Sport in Paris, France, on 8 March 2000;

Taking also into consideration the research on Women Leadership and the Olympic Movement undertaken by Loughborough University for the International Olympic Committee;

Recognizing the effort made by all entities and persons involved with the promotion of Women in Sport but aware of all the challenges which lay ahead to be taken up in order to attain the projected objectives;

Noting, however, with regret, the slow pace in implementing fully the action plan formulated by inter-governmental and non-governmental organisations and the lack of concrete, visible and tangible actions at the grass root level;

1. Reaffirms the targets established in 1996 for the International Olympic Committee, International Sports Federations and National Olympic Committees to have at least 20% women on their executive boards and legislative bodies by 2005 and consider the period beyond;

2. Urges the International Olympic Committee, International Sports Federations, the Association of National Olympic Committees (ANOC), sports Confederations, National Olympic Committees and National Federations to correct the current gender imbalance and to ensure significant representation of women on all permanent commissions, working groups, and Organizing Committees of the Olympic Games (OCOGs), and also highlights the need for the five
Continental Associations of NOCs to ensure the inclusion of women on the Executive Council of ANOC;

3. **Calls** upon all delegates to be advocates for the promotion, training and empowerment of women in and through sport at grass root level, clubs and in National Federations;

4. **Urges** the International Olympic Committee and National Olympic Committees to advocate for the inclusion of physical and sport activities in educational institutions with government and international agencies in charge of education and sport;

5. **Encourages** the Olympic Movement and sport organisations to further the cooperation with the United Nations system, the World Bank, inter-governmental and non-governmental organisations to promote gender equality policies and programmes and support human and socio-economic development through sport;

6. **Urges** Olympic Solidarity Commission to review its policies and development programmes to ensure that funds provided are increased, and that a fair proportion is used for the support of women in and through sport;

7. **Calls upon** all female athletes and leaders to serve as role models and mentors for young girls and women to develop their skills in sport and professional lives, and contribute to the promotion of diversity, peace and human understanding;

8. **Requests** that stakeholders and partners in the Olympic Movement be involved individually or collectively in preventive education campaigns against scourges such as HIV/AIDS, polio, and substance abuses which affect women and children;

9. **Urges** the sport communities to support and encourage sport activities for girls and women with disabilities;

10. **Recommends** that sport communities and media organisations work together to ensure a comprehensive and accurate portrayal of the image of women in sport, as well as including women in media training programmes;

11. **Congratulates** the International Olympic Committee and its Women and Sport Commission for organising this III World Conference on Women and Sport;

12. **Expresses** its sincere thanks to the Kingdom of Morocco and its National Olympic Committee for the excellent organisation of the Conference and traditional hospitality.

**Marrakech, Morocco**

**9 March 2004**
6. Presentations

6.1. Plenary Session – Policy Evaluation

6.1.1. Evolution of the Olympic Games

Dr Jacques Rogge
IOC President

I am addressing a captive audience. Everyone in this room is convinced of the cause of women in sport.

There is no need to persuade you about a just cause, or the needed, elementary right for women.

Let me focus therefore on where we stand today – in not too good a position -, and how we can improve the situation in the future.

I’m going to ask you to act as missionaries, lobbyists, headhunters, and also to be brave.

Should we be happy about women's sports participation? The answer is NO.

Of course, participation at the Games increased from 18% in 1980 in Moscow to 44% in 2004 in Athens. Thanks to the proactive IOC policy and to the collaboration with IFs and NOCs.

Can we expect gender equality at the Games for tomorrow?

Let’s admit frankly that increasing women's participation in continental and world championships, and in the Olympic Games, is relatively easy to do.

But is this women's participation in sport also reflected at national level? An honest answer is no.

In most countries, there is not 44% female participation. We are a long away from that. And we know the reasons why: lack of economic development. And religious, political and cultural reasons stand in the way.

What can we do about this? I believe we can, and should, act, but it's going to be a long and hard battle. There are factors beyond the reach of sport such as the level of economic development religious rules.

You will have to become missionaries. This Conference will be a success if you go back to your countries with roadmaps and to lobby, insist and fight for your cause.

You will have to address your political, religious and economic leaders. And you will propose to them reasonable and step-by-step solutions adapted to the need of your countries.
These strategies should be defined by you, because you know best where the problems lie.

The IOC Women and Sport Commission can, and will, help you, if you want support.

Where do we stand in term of women in governing bodies? We are far from where we should be.

Of course, we have made progress. I commend national federations, IFs and NOCs on including women (by election or cooptation) in their executive boards.

I must admit that the IOC should improve its own records. The percentage of female IOC members is under 15 % (5 women as NOC Presidents, 2 as IF Presidents).

There are three main reasons:

First, it is difficult to recruit women.

Secondly, we need men’s collaboration if you want to break the glass ceiling of sports.

For the third reason, I would like to conduct a test, for which I require your honest collaboration.

All those who run elections, and/or have been elected on to executive boards of clubs, NFs, NOCs, please raise your hands.

Now, all those who ran and have been defeated, please raise your hands.

And finally, all those who would like to run, but prefer not to, because they believe they have no chance, please raise your hands.

As the result of the test show us, we should admit that the main reason could be shyness? If you don’t try, you will not succeed. Thus we need recruitment, and headhunting.

This conference is not only about strategies but also about behavior.

Your cause will be successful if you act as missionaries, if you look for headhunters and if you are brave enough to run, for the benefit of all women in the world.

Ms Anita L. DeFrantz
Chairperson, IOC Women and Sport Commission

It is indeed an honor to be here today to initiate the work of this Conference. We are all truly appreciative of the work of the National Olympic Committee of Morocco, and its President General Housni Benslimane, for providing us with this excellent environment in which to accomplish our work.

In March 2000, at the second IOC World Conference on Women and Sport held in Paris, those in attendance took note of the work accomplished since the first IOC World Conference held in 1996.

Recognizing that many challenges lay ahead to ensure equality of opportunities for women in sport at local, national, continental and world levels, important resolutions were introduced and approved.

The IOC has utilized many of those recommendations.

The IOC policy is structured around three main objectives:

- Increasing the number of female participants in the Olympic Games;
- Providing women with the necessary tools, incentives and opportunities in order to take leadership positions in the administration of sport;
- Implementing advocacy and networking activities for equal opportunities for women and men.

In the last four years, progress has been made in reaching each of these objectives.

In expanding women’s participation in the Olympic Games, significant progress has been made.

Women first participated in the Games of the II Olympiad in Paris in 1900. Nineteen women representing five National Olympic Committees competed. Since then, through the efforts of the IOC, IFs, NOCs and the various Olympic Games Organizing Committees, there has been an increase in the number of women competing and in the number of events in which they compete.

In the last four years in particular, the pace of increase has accelerated. At Sydney 2000, 44% of the events were open to women and women made up 38% of the participants. At Salt Lake City 2002, 47% of the events were for women and 40% of the participants were women.
In Athens 2004, 44.8% of the events will be for women and we anticipate that women will be 42.8% of the participants.

The Sydney Olympic Games that took place 100 years after women first participated in the Olympic Games marked a real milestone in the achievements of women in sport. Many “firsts” occurred on this occasion.

- More than 4000 female athletes competed, representing nearly 40% of the participants.
- For the first time, women as flag-bearers at the Opening Ceremony parade led 54 nations.
- A female athlete, Australian hockey star Rachael Hawks, took the Olympic Oath on behalf of the participating athletes.
- Inside the Olympic stadium, all of the torchbearers were women, culminating with Cathy Freedman and the dramatic lighting of the cauldron.
- Only nine nations had no women on their team in Sydney. This is a dramatic improvement over Atlanta 1996, where 26 nations appeared with no women athletes. We are working toward a perfect record for Athens this year.
- Of the 202 NOCs currently recognized by the IOC, only 10 have never sent a woman to the Games of the Olympiad.

It is worth noting that this progress has resulted in increased media coverage of women in the Olympic Games. With accurate and impartial coverage, the respect for women’s sports accomplishments is now worldwide.

Of course, additional challenges lay ahead. There are still inequalities in training opportunities for women, prize money, sponsorships and marketing. In many areas of the world, access to sport by girls and women is often restricted due to cultural or religious barriers. Physical education, often the entry point to sports at the school level, is no longer a priority in many societies. This affects girls and boys.

It is incumbent upon all of us to make certain that those in positions of power in national and local governments, as well as in corporations and in media understand the importance of sport and the need to provide equal opportunities for women.

The IOC has taken a leadership position in this respect by setting specific targets and timelines to increase the access for women within the Olympic Movement.

As you may recall, our goal for 2005 is to have women comprise at least 20% of the policy-making boards. Many National Olympic Committees and International Federations have met and exceeded those goals.
Based on information provided by 187 NOCs as of September 2003, 48 have more than 20% women on their executive committees, 117 NOCs have met the previous minimum of 10% and 160 NOCs have at least one woman on their executive committee.

Of 35 International Federations reporting as of September 2003, 8 have more women than 20% on their boards, 11 have met the previous minimum target of 10% and 31 IFs have at least one woman serving on their board.

The IOC is out of compliance with our own goal. Specifically, to meet the goal, when the full IOC membership is 115 members, we will need to have 23 women members in the IOC. At present, we have only 12. We know that there are many qualified women who are eligible for election. I need your help in identifying those women so that they can be nominated for election.

The IOC Women and Sport Commission continues to provide strategies to the IOC executive board for increasing the participation of women especially within the Olympic movement. Since the last world conference, we have organized (XX) regional seminars at which NOCs have discussed their particular problems, shared ideas and experiences and established networks for exchange of information.

Many individual members have also initiated seminars in their own countries or regions and have encouraged women to take part activities related to the Olympic Movement.

The Working Group includes representatives from the IOC, IFs, NOCs, the International Paralympic Committee and individual members.

Another important tool to further promote the involvement of women at all levels of sport is the IOC Women and Sport Trophy.

Each year, six Trophies are presented, one per continent, and one at world level to a woman or a man or an institution. This award is specifically aimed at individuals, groups of persons, teams or institutions that have done the most to advance women’s causes in or through sport.

Created in 2000, the IOC Women and Sport Trophy represents a real opportunity to leverage the recognition of women in the field of sport on each continent. It has made a difference, particularly at national level. The IOC is working on ways to give the trophy a higher profile. The presentation of the trophy last night as part of the Opening Ceremony is a part of that process.

There are also a number of assistance programs for athletes, coaches and administrators that are available to the NOCs through Olympic Solidarity. Although these programs are open to both women and men, we are working with Olympic Solidarity to insist that women be included in every program.
The success among the NOCs using the Olympic scholarship program for athletes during the previous quadrennial plan, 1997-2000, led Olympic Solidarity to increase opportunities in this program.

Since 2001, each NOC can receive assistance for its athletes, from its young hopefuls to elite Olympic participants. These programs are conducted in cooperation with NOCs and the respective IFs.

A “Women and Sport” program was also developed in cooperation with the IOC Women & Sport Commission to assist NOCs with their projects that promote the participation of women in sports and in the administrations of sports governing bodies in their countries.

This program financially supports the participation of women as NOC delegates in regional seminars and, to a lesser extent in quadrennial World Conferences on Women and Sport organized by the IOC.

After the Athens Games, Olympic Solidarity and its partners will analyse the current programs in order to make recommendations to its Commission for the development of programs during the years 2005-2008.

As you can see, much has been accomplished in the four years since our last world conference in Paris. I am particularly pleased that through the efforts of the IOC there is now global attention to the importance of providing women with equal access to all levels of sport. While we can be pleased, we are not satisfied.

In organizing this conference, the IOC recognizes its leadership role. In addition, we appreciate the need to partner with governments and private sports institutions that share this commitment.

The program of the conference reflects the complexity of the issue. We are not here only to place women in executive chairs. We will not stop our work because equality is approaching on the field of play. We are here to address cultural and business bigotry. We must address outdated beliefs that women are inferior. We will make the case for equal prize money, access to facilities, training opportunities and funding. We are here to capture fair television and media reporting of women’s sports. And we are here to work in partnership with men to eradicate the discrimination against women.

To accomplish these goals, we must have a multi-sector approach to dealing with the problem. Religion, business and culture are significant players for our team to have success.

We have begun this journey together. We all know that women and men are different. And we all know that women and men are equally human. It is our duty to ensure we all have access to sport. That is our birthright.

Thank you for your attention.
6.1.3. Celebrating the International Women’s Day – what relevance to women in sport

Ms Erica Terpstra
President, Nederlands Olympisch Comité * Nederlandse Sport Federatie

Dear Ladies and Gentlemen,

It is an honour, a privilege and a pleasure for me to address this Third World Conference on Women and Sport. Especially today, the 8th of March.

Maybe a few of you don’t know that women’s day’s origins from the struggle in the textiles industry.

On the 8th of March 1857 New York women workers of the textile and clothing industry demonstrated in protest against their low wages and poor working conditions.

On the 8th of March 1907 Women in New York demonstrated on the anniversary to call for the right to vote for women and the end to child labour.

In 1909 the day had been formally recognised as ‘Women’s Day’ in the USA. Rallies and demonstrations were held the following year in Germany, Denmark, Switzerland, Austria and the United States. It is estimated that more than one million women went on the move demanding the right to vote and to sex discrimination.

In 1910 at a women’s international conference in Copenhagen, Clara Zetkin of Socialist International called for 8 March to be marked as International Women’s Day. And yes: l’histoire se repète. History repeats itself; This particular week an international campaign started to ensure that the sportswear industry improves employment conditions for millions of women workers under the slogan ‘play fair at the Olympics’. Some of them are here! And I am proud to say that the Dutch Olympic Committee cooperates with them.

Dear friends, I have been asked to speak on the issue ‘celebrating international women’s day, is it relevant to sport?’. International Women’s Day!

A day which is celebrated across the globe, sending an clear signal to the world that in all sectors of society women should be included, not excluded. It is an excellent opportunity to take an look at the achievements of women and their contribution to society as a whole and to the world of sports in particular. To share new and old ideas how ‘men and women’ can work together in order to achieve the goal of eliminating inequalities and promoting equal opportunities between women and men. Working together, men and women, yés! Because gender equality is not a women issue, it is a human issue. So I salute all the men present here! It is great so many of you attend this meeting! We need you and you need us. Gender equality, equal
opportunities for men and women as a dimension of diversity is an enrichment of life! Today we celebrate the progress that has been made in terms of promoting equal opportunities. It is also a day to reflect on those aspects of women’s lives that could – no: that should - still be improved.

It is a day full of compassion towards women and girls who are not so privileged as we are. Who suffer from hunger, violence, terror, war! The International women’s day is also a day of outspoken solidarity, far beyond sport. Of course!

But celebrating international women’ day is absolutely relevant to sport as well! I strongly believe that the Olympic Movement has a big responsibility as a role model for the rest of the society. The Olympic Charter is very outspoken about equal opportunities for women: Sport open to everyone. The IOC takes her role model for society very seriously: IOC Athletes Commission,, IOC opens doors for the sports for disabled, etc.

I believe it was Anita de Franz or Gunilla Lindberg who stated once: women can benefit from the Olympic Movement – and the Olympic Movement can benefit from women! The marvellous ladies who won the IOC-awards this year, were proof of it! Excellent!

The Olympic Charter tells us that the Olympic Movement accepts no discrimination in race, religion, politics or sex. Sport is open to everyone.........is it? Do we live in accordance with our own ideals? I’m not pessimistic!!! Progress has been made both in sporting participation and in executive decision making level. Look around! We are with more than 600 women!

As we are here together with experts in the field of sport from all over the world. I would like to take the opportunity to look at what has been achieved within the Olympic Movement.

First the sporting participation. The evolution of women’s participation in the Olympic Movement has increased slowly over the years. It was at the Games of the second Olympic Games in Paris, in 1900, that women were first allowed tot compete in the Olympics!

In 1960, Rome, my first Olympics, there were 4800 Olympic athletes, out of which only 600 (!) women! I never realised then the unbalance! But now we all realise what a tremendous effort it took to reach now the very fact that the Olympics in Athens almost half of all the athletes will be women.

I’d like to congratulate the IOC which made the promotion of women and sport one of their key missions! And a big, big success!!

But does that make the world of sports less male-dominated? No, not really, nog yet. The progress of women in leading decision making positions is very slow! We all know that at the administrative level the breakthrough came in 1981 when two women, Ms Pirjo Hagmann (Finland) and Ms Isava Fonseca (Venezuela) became the first female
members of the IOC. It was a promising start but today only 12 of the 124 members are female. I fully endorse the new target of the IOC, the NOC’s, de International Sports Federations and sport bodies belonging to the Olympic Movement to have women occupy at least 20% of the positions in all their decision-making structures by the end of 2005! Bu wów! A lot of work still has to be done. We need to educate more women coaches, more women sports journalists, more women administrators, more women technical delegates. We need to create more opportunities for women to be a part of the leadership. And we need the help and support from everyone in and outside this conference who can and will promote women into leading positions in sport. Most of the sports organisations don’t feel the need for a special policy for groups that are in a backward position. Many initiatives in the past were not successful because of this. But sports organisations want to be vital, because they have to survive in a world that is becoming more and more differentiated and complex.

I already mentioned female factor as a dimension of diversity. We are equal in value, but not equal in many other things. (Thanks heaven there are differences between men and women). And we have an added value: we contribute to diversity. Globally, in big business, diversity in organisations is nowadays an aspect of Total Quality Management. I repeat the message of the President of the Worldbank that diversity is vital for every organisation, not the least for the world of sport!

And it is a fact of life: only with women on board, you got diversity!

Our President Jacques Rogge once said: “you get what you ask”. That is true and that is maybe the biggest problem and the reason why so many sports organisations in their structure are still so old fashioned. Because in an “old boys network” even in a democratic process there is a fast majority of men who elect someone new in the decision making board. Not seldom they make choice for their own stereotype, what is the source of the creation of a rather mono-cultural organisation.

Once I saw a cartoon of a man who had to make a choice out of a number of candidates in front of him: a dolphin, a monkey, an elephant, a fish, a bird. They all have the ambition to be chosen. And the man said: I am a good manager; I am very good in climbing a tree! So my candidate has to be good in climbing a tree! So at the end his organisation will have board members who all are good in climbing trees. But a crises will appear when you need other skills (in this case: when it is necessary to swim to the other side of the river). Then you are weak without diversity.

So: explain that to men and women and they all will agree: we need the participation of women as dimension of diversity; to be a vital organisation who can meet new challenges.

There are a lot of arguments as to why we want to, and moreover why we have to take measures to improve the role of women in sport. We can categorize these into 3 groups:
**General arguments for society**

- A democratic society = equal opportunities
- A good male/female balance = better decision making through diversity
- It is a waste to exclude the talents and knowledge of 50% of mankind

**Arguments for sports organizations**

- A good male/female balance is representative for your members, gives you a good image (men only is old fashioned!!).
- A good male/female balance = better equipment to solve problems and it is a waste to exclude the talents and knowledge and creativity of 50% of your members!

**Arguments for women (to participate)**

- Exactly the same as for men: to develop our talents, to reach a goal, to have power to act, to improve our career prospects, to network and meet interesting people and not the least: to contribute to quality of society in general and of the world of sport in particular. That what celebrating International Women’s Day is all about! To contribute to quality of life!!

8 of March is a day to form new alliances for a sound and successful policy, based on the following 3 aspects:

1. The principle of diversity and take the interest of the organisation as starting point, not the group!

2. The fact there are a lot of talented and experienced women active in sport. Look around, I am delighted! Sport should offer opportunities for people with various talents and from all backgrounds, regardless of gender, as stated in the Olympic Charter!

3. And the fact that sports organizations are autonomous and thus can make their own choices to change culture.

The IOC was already very successful in correcting the male/female balance in the Olympic Games.

I conclude: Are there limits? The answer is no!

Now the other half!

Together we can do it! The implementation can be difficult when men consider us - women- as a threat. But we are not a threat! Look at us. Are we a threat? NO: we are eager to participate and contribute to a better world of sport! That is no threat that is a gift! That is the biggest present we can give to the President of the IOC.

Please Mr. President, accept this present and lets go to work! There is so much to do!

There we are!
6.1.4. Women athletes as role models

Ms Yaping Deng
Member, IOC Athletes’ Commission

Good morning, Ladies and Gentlemen dear friends,

This morning I would like to talk about women athletes as role models. This topic, in my opinion, is concerned with three questions: Why do we need women athletes to become role models? What roles should we expect from women athletes and what can we do to help them become role models?

The significance of women athletes becoming role models is made clear in the Olympic Charter, “Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy found in effort, the educational value of good example and respect for universal fundamental ethical principles.” Here the “good example”, to my understanding, is role model. The Olympic movement is trying to use those “good examples” or role models to educate millions of young people around the world. It is important for young people to have role models, from whom they can learn the spirit of hard work and overcoming difficulties so no matter where they come from, no matter whether they are from rich or poor families and no matter what colors their skins are, through sports these role models can set very good examples for young people.

Then what roles should women athletes be expected to play?

First, they should be role models in sport. As you know, sports are the most popular and influential social cultural activities in the world. In the sport arena, women athletes should demonstrate to their peers all sorts of strengths related to sport such as strong efforts, justice, fair play, solidarity, friendship, honor for talent, respect for the loser, international understanding, and keeping away from doping and cheating.

Second, women athletes should be role models in their daily lives; they are not only physically strong but also socially, ethically, psychologically strong with a balanced development of personality; they are not only the champions in sport competitions, but also champions in studying, working and all aspects of life. They have healthy life styles and positive attitudes towards life.

Third and most important, women athletes should be a fighter for the cause of women’s liberation by dedicating themselves to gender equality. I believe that is a key role for women athletes to play for the time being. Let me explain how women athletes as role models will provide a very powerful force for promoting the women’s liberation movement in the world and breaking those old concepts of women.
Gender discrimination is the most lasting, most common, and most unequal phenomenon in the history of mankind. Gender discrimination has made pure physical differences into social differences, into the traditional idea that men are better than women. Women are politically powerless, economically dependent on men, passive in marriage, and of low social status. Gender discrimination means that the rights and interests of half of the population of the whole society are damaged, which seriously hinders social progress. Women athletes will use their amazing sport performance, graceful actions and strong mental power to show that all kinds of images related to gender discrimination are groundless and meaningless.

Although significant progress has been made in liberating women, the concept that men are better than women is still deeply rooted, and gender discrimination can be seen everywhere in our society. The goal of gender equality is far from achieved. We have to use all means to promote gender equality and women’s liberation. Women’s participation in Olympic sports is a very important approach. Women athletes as role models have responsibilities to take the lead in this struggle.

However, to bring the roles of women athletes into full play and make them the real role models we still face some problems. Here, I name just a few:

**Lack of decision making power.** It is important to have women athletes get involved in the decision making. We know the IOC has made impressive progress in providing equal opportunities for men and women to participate in the Olympic Games and increasing the number of sports events for women athletes’ participation in the Olympic Games. However, the number of women in decision making positions within the Olympic movement is still limited. Two figures may show the weakness of women in decision power structure in the IOC. First, there are only 12 women members among a total of 126 in the current IOC and only one of 15 members on the Executive Board is a woman. Second, in 2000 the IOC already set the goal that by 2005 there should be a minimum of 20% women members in decision-making bodies, but current situation seems still far from this goal with less than 10% women members in the IOC at the moment.

**Discrimination by the media.** Mass media has a very important role to play in the Olympic movement by sending images of the Olympic Games all around the world for everyone to see at the time when the Games are actually taking place. However, the media is usually heavily biased on gender issues and when they focus on women athletes it is often from men’s point of view, for example, they pay more attention to women athletes’ good looks instead of their achievements, they stress their female features rather than their personalities, and don’t mention the stories behind the success of the great women athletes, that is, how they worked hard to achieve their success.
Unfair treatment. There are other problems, such as in general men athletes receive two-thirds of all athletic scholarships; men coaches are paid more than women for coaching women’s teams; men and women athletes’ prize money also is not equal. It is clear that men and women are not treated equally.

To overcome the above-mentioned problems in women athletes as role models to promote gender equality and women’s liberation movement, I would like to suggest:

1. The IOC and IFs should continue to work to reach the fixed goal of the percentage of women in decision making bodies in the IOC and IFs.
2. The IOC should pay more attention to and increase the financial support to women’s sports.
3. The IOC should continue to study the issues of women’s sports around the world, and according to the different situations in different countries, shape overall strategies and put forward suitable action plans, including providing educational and training programs for the women coaches and athletes, so that they can gain enough confidence to become role models; it should also establish a closer relationship with the media, so the media can learn more about women athletes and the stories of their determination and self-discipline in order to achieve their goals, in this way the media will see not just the surface, but will understand and be able to report on these stories which are very encouraging for young people.

In conclusion, the IOC has made the participation of women in sporting activities and in the Olympic Games one of its major concerns. Sport, whether competitive sport or sport for all, has become a social force with a major impact on the structure of society and the condition of women. Women athletes as role models have to take the lead and play a key role in this struggle for gender equality and women’s liberation around the world.

I know, there is still a long way to go to achieve our goal, but we believe through our efforts we will succeed.

Thank you
6.1.5. Women in sport leadership: IOC – Loughborough University joint research results

Prof Ian Henry and Dr Anita White
Loughborough University

The Nature of the Project

- The stories behind the statistics – Evaluating the impact of IOC policy on women in Olympic leadership
- Joint project – Loughborough University and IOC Jan 2002 – Jan 2004
- Policy evaluation informing policy development

Research Questions

- Women Members of NOC Executive Committees
  - Who are the women on the NOC’s Executive Committees?
  - What qualifications, skills and competencies do they have?
  - What roles do they fulfil and how do they experience them?
  - What are the views of the women themselves on their roles and the policy?

- Secretary Generals
  - What are the views of the NOCs on the policy and how have they gone about recruiting women for it?
  - What contribution do they feel the women make to the NOC?
  - Does the NOC have a Women’s Commission and how successful do they feel it has been?
  - What overall impact has the policy had?
The Project Research Team

- **Dr. Anita White** (Co-Director of the Project, founding member of the International Women's and Sport Working Group, Visiting Professor ISLP)
- **Ms. Katie Maclean** (Co-Director of the Project, Project Manager, Department of International Cooperation and Development ISLP)
- **Dr. Masoumeh Al-Tafiqi** (Sultan Qaboos University, seconded to ISLP, Arabic speaker, research in Olympic governance)
- **Ms. Dawn Aquilina** (U.S. graduate RA, research interest in women in Olympic, writing student)
- **Professor Ian Henry** (Director of ISLP, research in policy analysis, Olympic governance, French speaker)

The Project Research Team (cont. ...)

- **Ms. Lene Kim** (seconded from Kyrgyzstan NOC, research interest in women in Olympism, Russian speaker)
- **Ms. Warda Al-Ruzaiz** (University of Bahrain, seconded to ISLP, research interest in women, sport and Islam. Qualified in law. Specialist interest in sharia, Arabic speaker)
- **Dr. Emma Rose** (research background in women and Olympic, qualitative methodology)
- **Dr. Christine Shelton** (Smith College, MA, research interest in women in leadership, Spanish speaker)
- **Dr. Flora Theodosiou** (research background in Olympic transfers, Greek speaker)

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Research Methods

**Questionnaire Surveys**
- all women members of NOC Executive Committees
- Secretary Generals of all NOCs

**In-depth Interviews**
- sample of women members of NOC Executive Committees
- sample of Secretary Generals

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Questionnaire Sample Sizes and Geographical Distribution

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<tr>
<td>Americas</td>
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<tr>
<td>Europe</td>
<td>67% response rate</td>
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<tr>
<td>Oceania</td>
<td>67% response rate</td>
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</table>

- **Asia**: 32
- **Americas**: 25
- **Europe**: 24
- **Oceania**: 54

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Institute of Sport & Leisure Policy

Loughborough University
### Questionnaire Sample Sizes and Geographical Distribution

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<thead>
<tr>
<th>Women Exec Committee Members</th>
<th>Sample Size</th>
<th>Geographical Distribution (% response rate)</th>
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### In-depth Interview Samples

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<table>
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<th>Secretary Generals</th>
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### ‘Headline’ Findings

More detail presented in parallel session G

#### Success of the targets
1. Rapid growth in numbers of women
2. Quality of the Women Recruited
3. Contributions of the Women Recruited
4. A simple, understandable and measurable policy goal
Limitations of the targets:
1. Affect only part of the system
2. Achievement of target seen as an end in itself
3. Do not take account of different social and cultural conditions

Recruitment Process
1. Encouragement by senior figures
2. Special measures taken by two-thirds of NOCs

Training, Support and Networking
1. Regional seminars and other international fora
2. Confidence building
3. Policy ideas

Anita de Franz at a Regional Seminar

Men and Women Working Together
Engaging in Dialogue

... at National Level
Fiji Women and Sport Committee

... at Continental Level
OCA Women and Sport Committee
6.2. Session A: Historical, Cultural and Religious Constrains

6.2.1. General Introduction on Historical, Cultural and Religious Constrains

Ms Nawal El Moutawakel
IOC Members and Members of the IOC Women and Sport Commission
(read by General Lassana Palenfo)

I should like first of all to express my joy at being with you in Marrakech, a cradle of learning and centre of a rich civilisation, and I sincerely thank the IOC President, Mr Jacques Rogge, for choosing my country, Morocco, which is proud to welcome you whatever your country of origin, language or culture, for this Third World Conference on Women and Sport.

Indeed, it is a real joy for me every time I have the opportunity to see many of you, to find myself among all those who are bearers of hope and pillars of the future of the sports movement, to study the progress made, discuss the problems that still remain and address together the relevant policy strategies to be followed in order to meet the challenges.

I should also like our gathering today to give rise to a fruitful discussion on practical matters, things from real life, lived out daily, the inestimable experience and enrichment that it can bring when it is based on conviction, perseverance and surpassing oneself.

The fact that 600 participants from 135 countries are attending this conference illustrates the importance of the conference and the interest shown by the various organisations and institutions in sending their delegates.

Some of the themes on the programme certainly reflect the scale of the stakes and the challenges thrown up by the spectacular development of sport nationally and internationally, as well as the important role that women can play at all levels.

Sport belongs to all human beings. It is important to men and women alike, as it offers them the chance to learn, and experience success, team spirit and moments of excellence. But sport is also an important means of communication and emancipation which can help to develop physical and mental well-being and raise awareness among girls and women, and thereby develop their role in society.

Today, we are gathered here to represent women from all four corners of the planet, who are a force to be reckoned with. Women have even taken up sports like football, which were previously an all-male preserve, and practise them with great credibility.
But we are sometimes unaware of all the difficulties that women in years gone by have had to overcome in order to practise a sport or obtain the slightest advantage in order to reach the present-day situation. This is why I wish to speak to you this afternoon about some of the constraints which have been obstacles on the path of women towards a progressive evolution through increasingly broad participation.

Baron Pierre de Coubertin, the restorer of the Olympic Games and a man of his time, limited by the prejudices of his time, was opposed to women’s participation in the Games, citing the example of Ancient Greece. The Greeks allowed no women into the stadium, even as spectators. Pierre de Coubertin fought against women for years, inspired by the rites of the ancient Games. On the subject of women competitors, he said: “As for women’s participation in the Games, I remain hostile. They were admitted against my will.” For him, women’s sport was uninteresting, unaesthetic and unseemly.

He continued: “For our part, we are not afraid to support the negative side. We feel that the Olympic Games are reserved for men. And first of all, to apply the famous proverb illustrated by Musset: a door has to be open or closed. Can we allow women access to all the Olympic events? No? So why then allow them access to some and not to the others?” Baron Pierre de Coubertin avoided including “women’s sport” on the agenda by suggesting a return to “a more appropriate period”.

In spite of his reluctance and the often tense discussions at IOC Sessions, women took part in the Games of the II Olympiad in 1900 in Paris, with just 19 women representing five different countries.

In 1912, swimming, fencing, gymnastics, tennis and archery were opened to women. In 1928 in Amsterdam, they were allowed to compete in athletics for the first time. Then, progressively, from one edition to the next, their numbers grew in Alpine skiing, Nordic skiing, basketball, handball, canoeing, skating, volleyball, cycling, etc.

Many associations which rejected the notion of “the weaker sex” began actively advocating integration and equality between men and women. To name but two, there was the Federation of French Women’s Sports Clubs (FSFSF), created in 1917; and the International Women’s Sports Federation (FSFI) (1921), whose President was Alice Milliat. It was she who organised the women’s World Games in 1922 in Paris, in 1926 in Gothenburg, in 1930 in Prague, and in 1934 in London.

Women finally ended up being accepted into the Olympic Games. The following list illustrates the evolution in women’s participation in the Summer Games, where they numbered 135 out of a total of 3089 athletes in 1924; 611 out of a total of 5,338 athletes in 1960; and 1,115 out of a total of 5,179 athletes in 1980.

At the 2000 Olympic Games in Sydney, there were 4,069 women out of a total 10,651 athletes, i.e. 38% or 4% more than in 1996. They competed in 25 sports and 132 events (44% of all the events, including
mixed). For the first time, women were represented in the same number of team sports as men.

Again in Sydney, four new sports for women were added to the Olympic programme, namely weightlifting, modern pentathlon, taekwondo and triathlon. A new discipline was added: trampoline, and 24 new events, in athletics, track cycling, gymnastics, weightlifting, swimming, modern pentathlon, taekwondo, shooting, triathlon and sailing. Events in athletics, judo and beach volleyball were also modified.

This summer in Athens, women will be taking part in 27 of the 28 sports on the Olympic programme (with wrestling as the new sport) and 135 events (92.8% of all the sports, including mixed). They will be represented in the same number of team sports as men, and will represent 42.8% of the total number of athletes, which is 4.8% higher than in 2000.

Reading this list, however, you will agree with me that it is only in the last 20 years that progress has been made, and one can talk of a real Olympic programme for women, with a growing number of sports and events in the Olympic calendar.

Thus, from one Olympiad to the next, women have shown what they are capable of by achieving results that nobody expected, so much so that women’s performances were better than those by the male athletes who dominated at previous Games.

A few years ago, nobody imagined that in 1985 the Norwegian athlete Ingrid Kristiansen could run a marathon in 2 hours 21.06 minutes – a performance equivalent to what men were achieving. Her results certainly did more than a host of speeches to change the image and thus the role of women in society.

Women have thus travelled a long road and fought an arduous battle to achieve recognition in the world of sport. For many years, medical advice was required on how women should practise physical exercises in order better to fulfil their function as mothers. According to some principles of the time, women were supposed to fulfil other social functions totally unconnected with physical activities.

Since the birth of sport, women have always understood that this was a world which would not accept them easily. That is why they have often asserted their right to have access to sport, feeling not just that they were making no progress, but even that they were sometimes going backwards in the face of paralysed attitudes, stereotyped mindsets, indifference or even hostility, and a social environment which often prevented millions of girls and women from looking after their health and fitness through sport and physical education.

These mentalities and stereotyped mindsets are perceptions, outlooks, expectations, beliefs and language which are deeply rooted in everyone’s experience, in the socio-cultural values inherited from our past, in the ways we behave, our fears and personal hopes, and in
many other things still lurking deep within us as individuals. Every individual’s behaviour and values, for men and women alike, are shaped from the outset by their family, job, school, friends, religion, the media, clubs and associations...

But thanks to the excellent results of many pioneers, sport is seeing a new kind of woman - free, dynamic and independent-minded, enabling her to take decisions and assume responsibilities. She may be regarded as part of the new generation, born and brought up in the modern context, who will develop differently and obtain the posts of her choosing. Not because she is a women, but because she is competent and qualified.

Today, sport is always moving forward, constantly developing and thus ceaselessly changing. These changes have a positive impact on the cultural landscape, opening doors to girls and women. We shall see more women’s sports programmes as an integral part of the human development process, with psychological barriers, in terms of both mental and physical aspects, continuing to fall.

Participation by women at all levels of sport, be it managerial or decision-making posts, or through actual physical involvement in sports activities, can only accelerate the social evolution of our society.

If women have equal opportunities to take part in sports activities, this will ensure that other young women have role models enabling them to adopt a positive attitude towards the evolution of the society in which they live, and it is this minimum of social evolution which will give women the freedom to pursue their sporting goals.

For this reason, encouraging women to practise sport means encouraging the evolution and development of society as a whole, in all its aspects: cultural, social and economic, and launching into new challenges and experiences not encountered in day-to-day life.

But the hoped-for progress at this stage could also be speeded up by education, the only instrument capable of enriching the intellectual capacity of human beings. Parents are, of course, the first teachers or educators of their children. Each of you knows very well the role of each parent.

I shall let you judge for yourselves the qualities of each, as it is up to everyone to get involved in concerted and firm action to make sure that the educational dimension and ethical values of sport are the primary ones. Safeguarding the values of sport requires far-reaching, long-term educational action, in schools, sports clubs and the media. This is an objective to whose attainment the other half of the planet – women – can make their contribution.

After all, was it not French writer Louis Aragon who said that “woman is half the man”!!

In most countries, women also represent more than half the population, and account for more than half the world’s population. As a
result, if they are given the chance, they can make a huge contribution to the socio-economic development of any society. They need to be recognised as natural leaders. If women are given the opportunity to take part and occupy management and decision-making positions in sport, it is certain that good decisions will be taken.

I spoke earlier about education for girls and women. I also wish to lay emphasis on their training, and call upon all those involved to ensure that programmes are implemented and strengthened which taken into account both sexes, for girls and women of all ages in educational institutions, and that women’s emancipation be reinforced in all areas linked to sport and physical activity, including training, administration and participation in national, regional and global competitions.

This Conference calls us to undertake actions to improve the participation of girls and women in physical education and sport, regionally, nationally and locally, by continuing to use as reference documents the United Nations Convention on the Elimination of all Forms of Discrimination Against Women (1979) and the Brighton Declaration on women and sport (1994).

We all believe that, even though significant progress has been made since last century, more challenges need to be met to ensure women the same possibilities and the opportunity to hold decision-making positions within the sports movement.

But it is not up to women alone to demonstrate what they contribute to sport. It is also up to the public authorities to recognise their place in society and acknowledge this by taking ACTION. Indeed, no nation can hope to become a great sporting nation without the participation of women.
6.2.2. History of “Male Olympics”

Ms Ines Nikolaus  
Board Member, International Pierre de Coubertin Committee

Introduction

Neither being an Olympian, nor a historian, I, unfortunately, cannot present brand-new results of research work to you. So I prefer to give you a survey about the long way of women’s integration into the Olympic Games illustrated by facts and figures.

During my presentation I want to speak about first female competitors in the Olympic Games and the increasing number of women participants in the different periods of Olympic history. Besides, I would like to show that their integration is still incomplete and determined by several social and historical factors in close connection with the fight of women for their emancipation in general.

Women athletes on the Olympic stage (1900-1912)

According to the existing image of the role of women in the society of the 19th century, the Olympic Games were considered to be a male preserve. Based on his noble education, referring to the model of Antiquity and the Middle Ages, Pierre de Coubertin throughout his life and work was against the participation of women in Olympic competitions. He even thought that: “...this feminine semi-Olympiad is impractical, uninteresting, ungainly and, I do not hesitate to add, improper.”

In fact, he only succeeded once in excluding women totally from the Games. This was in Athens 1896.

Nevertheless two brave Greek women unofficially took part in the marathon.

Melpomene, a Greek lady from Korfu, had asked the committee for permission to take part in the Olympic marathon, but the committee refused to accept her start. However, after a short preparatory period of only three weeks, she did the distance from Marathon to Athens in 4 ½ hours, accompanied by cyclists. One day after the Olympic competition Stamanthia Rovithi from the Isle of Syros- aged 35 and mother of 7 children- did the same distance in 5 ½ hours.

From the next Games in Paris 1900 on, a few women competed in Olympic events, too. First in typical upper-class sports, such as tennis and golf, sometimes in mixed teams.

In London 1908, at the 3rd Olympic Games, female athletes already took part in four disciplines: tennis, golf, archery and figure skating.

The Olympic Games of Stockholm in 1912 can be considered a first success in the integration of women. Having included such a popular sport as swimming into the women’s programme, 11 nations sent...
female competitors to the Swedish metropolis: 57 women in total representing 2.2% of all athletes.

From now on also women started battling for metres and seconds. (Here in the photo: the British gold medallists in the 4x100 m Freestyle: Jenny Fletcher, Bella Moore, Annie Speirs and Irene Steer with their woman coach in the middle)

In order to understand the long and hard way of the women’s integration into the Olympic Games, we have to bring in to play the social status of women in general. At the end of the 19th and the beginning of the 20th centuries women’s sport was considered to be a danger to moral, female beauty and health. Strict opponents, above all doctors, even were of the opinion that sport might sterilize women.

Nevertheless there exist plenty of examples that more and more women have enthusiastically enjoyed practising physical exercises (e.g. Ladies’ football 1890, Women’s cycling Paris 1900, Women’s gymnastics Germany 1900).

In order not to defend against social etiquette, women competitors still had to wear their impractical long skirts and even hats.

This only changed with the revolutionary decision by Elaine Burton from England who was the first woman to start in shorts during the Championships of the Northern English Counties in 1919.

Women’s Olympiads and World Games in the 1920ties – the upswing of Olympic participation from Amsterdam 1928 on

After the First World War women increasingly fought for emancipation. As a result they could acquire the right to vote and the access to university and academic career in a number of states.

However, some of the sports events still were considered “un-feminine” and stayed a male domain.

So Alice Milliat, president of the French Women’s Sport Federation demanded track-and-field events for women at the Olympics in Antwerp 1920.

The Women’s Olympiads of Monte Carlo organized by the International Sporting Club of Monaco offered first opportunities for women to take part in international track-and-field competitions.

Later on, based on the immense success of these Women’s Olympiads, female athletes could get access to other “un-feminine” sports like for instance football matches.

Thus a new era of women’s sports had begun.

In spite of all success achieved in the long struggle for Olympic emancipation, the International Amateur Athletic Federation (IAAF) still refused to support women’s athletics in the 1920ties.

Not wanting to accept this exclusion furthermore, 12 representatives of women’s sports coming from various countries of Europe and the USA
founded the Fédération Internationale Sportive Féminine (FSIF) under the presidency of Anne Milliat in 1921.

Its most important achievement were the organization of Women’s World Games.

Already in the first Women’s World Games in Paris 1922 300 female athletes from 7 nations (France, Switzerland, Norway, Great Britain, Italy, Belgium and Czechoslovakia) took part. Some outstanding results were achieved by French women:

Madeleine Braquemond: 1.37 m high jump
Suzanne Porte: 2:37.3/5min 800m
Violette Gouraud-Morris: 17.77m shot put.

Two more Women’s World Games followed, held in Göteborg in 1926 and in Prague in 1930. As a whole they “documented the capacity for high performance of female athletes and found a positive echo among the general public.” Thus, in the 1920ties, the significance of women’s sports and their increasing activities for emancipation could no longer be ignored by the IOC.

Finally, in Amsterdam 1928 women were allowed to compete for the first time in track-and-field events such as 100 m, high jump, discus, 800m and 4X100 m.

8 years later, at the Berlin Games in 1936, which were organized and misused for propaganda purposes by the National Socialists, women already took part in 4 different sports and 15 events. 26 NOCs had sent 328 women competitors representing 8.1% of all participants.

The permanent increasing number of women athletes and sports after the Second World War.

Although the debate on the participation of female athletes at the Olympic Games went on after the Second World War, especially under the influence of IOC President Avery Brundage, it could not stop the permanent increase of events open for women.

“Moreover, in the following decades sport became an increasingly important factor in the conflict between East and West. Sport became a weapon in the cold war.” With the occurrence of a new image of the role of women in socialist society, a number of socialist states concentrated all their forces on the support of competitive sport for girls and women. By breaking one record after the other and winning a large percentage of all women’s events, countries from the “East” could gain world reputation and demonstrate their superiority to the “West”.

On the other hand, this development forced the Western countries “to make a greater effort in the field of women’s competitive sports.” Which led to a rapid integration of women into the Olympic movement.

Some examples for outstanding women athletes from the “East” are:
The gymnast Larissa Latynina (URS), who won four gold, one silver and one bronze medal at the Games in Melbourne and conquered the hearts of the public as Olympic champion of the Games in Rome and Tokyo.

The 14-year-old Nadia Comaneci (ROM) who became the darling of the public with her three gold, one silver and one bronze medal at the Games in Montreal and double Olympic champion in Moscow.

Or Katharina Witt (GDR)- the only Olympian champion after Sonia Henie (NOR) who could defend her Olympic gold in figure skating. (gold medallist in Sarajevo and Calgary).

Continuously, women went on in their struggle for “Olympic emancipation”. Thus the innovation in the Games of Mexico was the lighting of the Olympic Flame by a female athlete: the Mexican Norma Enriqueta Basilio Sotel.

At the Olympic Games in Munich in 1972 already 65 NOCs sent 1058 women athletes-presenting 14.8% of all competitors- to participate in 8 different sports and 43 events.

Step by step women competitors could enter classic domains of male athletes.

The first team sport women were allowed to take part in the Olympic Games was volleyball in 1964, followed by handball and basketball in 1976.

Only 20 years later at the Olympic Games in Atlanta football - always considered to be a typical male discipline - was opened to women.

**A new era of women’s participation in the Olympics from Los Angeles on.**

Moreover there should be said that medical reservations about women’s participation in competitive sport had never been given up. Especially concerning strenuous long-distance racing such as the marathon which were considered to be “inhuman tortures”. Only at the Games in Los Angeles in 1984 the women’s marathon was introduced into the Olympic programme. With 2:24:00 the American Joan Benoit established the first record in this discipline.

Since the Games of Los Angeles the women’s Olympic programme has steadily been completed. More and more typical “male” disciplines were opened for women: judo (Barcelona 1992), weightlifting or pole vault (Sydney 2000).

That means that only under the presidency of Juan Antonio Samaranch the Olympics started to lose a bit of their “male” label in the Games of 1988 and 1992.

However, at the same time we state the introduction of events in which exclusively women take part such as rhythmical gymnastics and synchronised swimming.
The same tendency can be realized in question of the Olympic Winter Games.

Concerning the constant increase of female participants and women events in the Olympic Games an enormous progress could be achieved. But what about the other fields of the Olympic movement?

"Olympic emancipation” for all?

One of the fundamental principles the IOC established in its Olympic Charter is to prevent any kind of discrimination against race, religion or gender.

However, the female decision-makers- not only in the IOC but also in the NOCs and international sports federations- are still under-represented. Until 1981 only men were members of the IOC. Today, the IOC consists of 100 men and 13 women. In order to promote women’s participation in all fields of the Olympic movement the IOC decided to set as an objective for NOCs and international federations that at least 20% of all decision-making positions should be held by women by the end of 2005. Fortunately, already in 2001, about 66% of NOCs and 43% of IFs had met this objective.

Being in Morocco, I do not want to leave out this example: Naval El Moutawakel, winner of the Olympic gold medal in the 400-m hurdles in Los Angeles, became a member of the IOC in 1988.

Although the number of female participants has gradually increased, the woman’s chance of competing in the Olympic Games depends to a large extend on her nationality, social, religious and cultural constrains. This cannot be treated in the scope of my contribution, but the following speaker will do so in their presentations.

I just want to mention that, following the periods of Olympic history, the participation of women was especially difficult for those coming from Asian and African countries.

Honouring their long and forceful struggle for integration here another outstanding example: Hassiba Boulmerka (Algeria), Olympian champion in the 1,500 m at the Games of Barcelona.

In many developing countries women’s sport is confronted with numerous difficulties: lack of physical education for girls at school, lack of opportunities for practising leisure time sports or religious constrains e.g. having to cover the body in public or not being able to participate in joint sporting events with men.

This does not mean that there do not exist sports facilities for women at all.

On the contrary, we also can state an increasing interest in women’s sports in Islamic countries which prove the holding of the Islamic Women’s World Games in Teheran in 1993 and 1997.
Sydney 2000- An optimistic perspective

Let’s have a look at the last Summer Games in Sydney 2000. The contribution of women in the Modern Games was recognised in the final stages of the torch ceremony with Australian female sporting legends bringing the Olympic Flame into the stadium.

The final torchbearers were: Raelen Boyle, Betty Cuthbert, Dawn Fraser, Shirley Strickland, Shane Gould, Debbie Flintoff-King and Cathy Freeman.

New women’s sports introduced into the Olympic programme were: weightlifting, pole vault, modern pentathlon, taekwondo and triathlon.

Numerous as never before female athletes conquered the last male bastions- but still they aren’t really powerful yet. The Olympic women’s movement reached new records at the Games of the Millennium. For the first time the number of female athletes was about 40 % of all participants.

However, the already more than 100 years lasting struggle for equality didn’t come to an end in Sydney. We cannot consider the integration of women to be absolutely complete. A lot of things have still to be done in many fields of “Olympic emancipation”.

So the history of the Olympics undoubtedly seems to be a “male” one.

Nevertheless, the awareness of the problem and the increasing engagement of women in decision-making positions of the IOC, NOCs and International Federations as well as the fruitful work of this Congress will bring us further.

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6.2.3. Cultural Constrains

Ms Muriel Hofer
Secretary General, Swaziland National Olympic Committee

"The solemn periodic manifestation of male sport based on internationalism, on loyalty as a means, on arts as a background and the applause of women as a recompense."

Baron Pierre de Coubertin, founder of the modern Olympic Games

Since Baron de Coubertin uttered those words in the late 1890’s, the world has changed almost beyond recognition. Instead of merely applauding the achievements of others, women now wish to share the spotlight. The journey toward total gender equity is still far from over and though the participation and recognition of the importance of women being involved in the development of sport has come a long way, there are a number of cultural constraints that still prevail and challenge us to work together overcoming these.

Culture is an intangible that is difficult to define but necessary for the scope of this discussion. To understand the constraints of Culture we need to define what Culture is and what it means.

Culture is about traditions; a way of life, the social order of the world.

It is man made and therefore is not cast in stone.

Attitude and behavioral patterns can be changed, if we are willing to change.

Clearly, de Coubertin’s quote addresses only one element of culture; gender. Other cultural constraints, elements of the world around us of which we have little autonomy to change must be tackled if the issue of gender equality is resolved.

It is important to recognize that different elements of culture affect women on varying degrees and on several levels. For some, this means that their access to sport and recreation is hindered by multiple cultural factors.

Let’s examine some of these cultural agents as they relate to women and sports. Please remember that it is very difficult to isolate and speak individually about each of these elements, for they can never act exclusively from one another, but are rather part of the collective context.

Race, ethnicity and habitat location

Unfortunately oftentimes one’s race can be either enabling or limiting when it comes to sport participation.

Undoubtedly, females on the global scale have reduced access to sport, and one’s race/ethnicity serves to create environments where options are further limited.
As women we are expected to participate in certain sports over others, and as a woman of abc or xyz decent we are bound by notions (cultural stereotypes, of course) of which sports are most appropriate for ‘women like us’.

**Tradition, history and religion**

Gender roles are socially constructed by people who have tradition, and history to guide them.

It is sure that too often-traditional definitions of gender serve to benefit men, while they limit women’s enjoyment in physical activity and sport.

Limiting factors under this umbrella range from religious beliefs, women’s traditional household obligations, to widespread beliefs about female physiology and how it affects physical activity; to women’s perceived role as nurturers and cheerleaders as opposed to active participants.

There must be respect for our religions and cultures but we must also move forward.

**Organizational structure**

Less abstract are those constraints such as clear-cut participation regulations set by international, national or other governing bodies concerning who can play what.

Some sports are divided along gender lines with men being unable to participate in a given discipline, and vise versa for women. These types of barriers are black and white, and are presumably based on longstanding theories about inherent physical gender differences.

Nonetheless, at this day in age, it is perhaps important to revisit some of these rulings to ensure that all sport is available to all people – regardless of gender.

**Socio-economic Status**

Sport has the potential to be the universal equalizer. The Sport for All ideal of the Olympic Movement, embraces the principles that everyone should have equal access to sport and recreation activity. Barriers to participation can lie rooted in the earnings of the potential participant.

Some sports are notoriously viewed as for the privileged.

Globally women have lower salaries, are underrepresented in senior management positions therefore working longer hours and therefore granted less leisure time making physical activity less of an option.

Commercial earnings of women athletes are still considerably lower than their counterparts, and the media approach to women is still behind in building the case for equality in these areas.

**Personal Attributes and Elements**

Sexual Orientation

Physical Abilities
Mental/emotional Capacities

Outward attributes can be destructive in allowing for quick and easy labelling of women.

She’s too fat to play, she’s too small to play, she’s too gay to play, she’s too dumb to play, she’s too shy to play, we don’t know how to adapt this activity to someone with a prosthetic leg, so she shouldn’t play either.

These statements may ring true with one or many of you.

Stereotypes about individual characteristics are deeply entrenched in culture and are yet another level of cultural constraint.

So what?

Making changes of any kind requires the belief that change is important.

Realignment of resources and advocating for buy-in and support at all levels of government and community are absolutely necessary to pave the way forward.

Some efforts may meet resistance from both men and women who hold traditional ideas about physical activity.

Conferences such as this are important means to an end but action needs to happen in that continuum.

At this 3rd World Conference we will hear some of the success stories of women’s integration into sport participation and leadership roles. (There are many since the first world conference on women and sport)

We will debate and discuss if enough has been done and what action is still to be taken.

It’s not up to little girls to break down doors of discrimination within sports, but it is the duty of men and women to collaborate for change in the systems where these girls strive for a place on the team.

Future issues that fall into constraints

As we progress on the breaking down of barriers, the lack of economic development will still be a major factor that will remain on the agenda for some time.

As we have seen some barriers that were high on the agenda have either disappeared or have been adapted and or accepted.

New issues will arise, and when they do should be debated upon and decisions made.

**HIV/AIDS**

Stigmatization and discrimination for HIV/AIDS has led to the fear of any individuals voluntarily testing and disclosing their status. (Which could improve their way of life and extend their lifespan) Even though there is no evidence of discrimination on HIV/AIDS positive individuals
participating in physical activity, stigmatization is a real barrier that needs to be addressed and sport is the tool that could lead the way.

**Doping**

Though debatable that this is a cultural issue there is speculation in many sports that if you don’t take drugs you won’t win medals.

**Transsexual participation**

Most societies have accepted this democratic right of the individual choosing/changing his/her sexual identity.

Some Governments are working toward ensuring their protection and rights within the framework of laws and society itself.

This Issue is a gender issue that is new but real and we need to discuss ways of how the integration of these athletes is incorporated into the rule of play, thus ensuring the right for all human beings to have access to physical activity at all levels.

**How can this come together?**

Education is the key.

Everyone needs to understand how these cultural constraints mesh to marginalize women’s sport rights and interests.

"We do not own our knowledge; it is not ours to keep. We must share our gift of knowing with those who seek to know. Learning is a blessing, teaching is a gift, and knowledge is power! Let's empower others."

This sharing of knowledge will result in attitude change.

If boys and girls were taught from the beginning that there is no gender difference, then the barriers would be broken and we may have the privilege of observing the first female boxer knock out her opponent or the men’s synchronized swimming team take to the pool in Beijing and beyond.

Thank you for your time.
6.3. Session B: Women in the Olympic Movement

6.3.1. Capacity Building: going around obstacles

Ms Gunilla Lindberg
Secretary General, Association of National Olympic Committees

Dear participants in III World Conference on Women and Sport

A week ago the Organisation for the 202 Olympic Committees in the world, ANOC, held its XIII General Assembly in Athens.

201 NOC:s were present with more than 400 delegates – of which 15 were women.

Does those figures give us the right picture of the involvement of women in the administration of the National Olympic Committees today?

In spite of the low figures it is a progress since the last Assembly in Kuala Lumpur in May 2002 where we had 9 women delegates.

It was also a progress for women as no less than 6 women were speakers at the meeting and many of the 15 women represented made interventions during the three day general assembly.

A very interesting debate took place after the presentation about women and sport by IOC Member Anita DeFrantz and European Olympic Committee board member Marit Myrmael from Norway. I can mention the following interventions, which perhaps shows the picture over the world:

Why do you complain? You have to be active and stand for Elections but no women do.

It is impossible to find women who want to take up office. We need the women at home to cook and take care of the children.

- Women have no time to be involved in the boards of the NOC:s
- If there are more than one women on the board they are fighting each other
- Women themselves votes for the men and not the women – women always loose elections
- We do not want any quotas – the women have to prove themselves that they are qualified

Is this the real picture in the 202 member countries of women representation in the sports administration of today?

We have made progress and the statistics shows there are women on the boards in many countries. The problem is that those women are very rarely given the possibility to represent the NOC:s at international
meetings. At most meetings the NOC:s are invited to represent with two persons, the President and the Secretary General. As we have so few women in these positions it is true that 15 women shows the reality in the world. And if the women should be able to reach further up in the Olympic Organisations they have to start in the National Olympic Committees.

**But why are the NOC:s different from other organisations?**

At the General Assembly we had fantastic women representing the upcoming Organising Committees for the Olympic Games. They made excellent presentations and they have high positions in their organisations.

**Let me mention**

Mrs. Gianna Angelopoulos-Daskalaki, the President of the Organising Committee for Athens 2004 who probably has the most challenging task today

Evelina Christillin, Vice President of the Turino Organising Committee for the Winter Games 2006

Andreja McQuarrie, director of NOC-relations in the same organising committee

Charmaine Crooks, IOC member in Canada and member of the Organizing Committee for the 2010 Winter Games in Vancouver.

**Why do we have the problems in the NOC:s and IF:s why other organisations have many women on top positions?**

**How come that the amount of women politicians and women in corporate business is increasing and in some countries shows 40 %?**

I think I have the answer to that.

**Few positions, elections and voluntary leadership**

In other field of society women are appointed or recruited to positions, for instance Governmental appointments for ministers, recruitments to corporate business and other organisations.

95 % of the high positions in sport are on voluntary basis – elected by 95 % men.

Women who are working full time – – are not able to devote all their free time to voluntary work as sports leaders.

It is much easier for a man to take a part of his “private“ working time and spend that on voluntary sports leadership. He often has a high position in the society and the company or organisation is proud to give him that time as it is a possibility for the company to get goodwill.

This has been the culture in the Sports World for many years.
A woman having perhaps a lower position like a nurse at a hospital or clerk at an office cannot take time off to travel and be heavily engaged in the voluntary work.

Most women do not have nor time or nor money to spend on election campaigns and travel around the world.

Perhaps you ask yourself how I have managed to reach the top in the international sporting world. What have I done to be able to be so involved in international sport on high positions.

I have asked myself this question many times and I think I have an answer for you - it is because I have been lucky enough to have a paid position in the Sports Movement from which I have been able to “climb” and build up my network.

Having been brought up in a family that was devoted to sports and in a country where everyone have access to sport my dream was of course to try to get involved in the sports movement in my grown up life. Unfortunately my skills as an athlete could not take me there but maybe my administrative skills and big interest in people and cultures could take me there but I did not know how.

I was choosing between becoming a sport journalist or starting a diplomatic career when all of sudden a position in the Swedish Olympic Committee was announced - International coordinator and responsible for the preparations for the team for the Olympic Games. I applied for the job and got it and I am very well aware of that without this start I would never ever have been where I am today.

After 15 years in this position I was appointed deputy secretary general of the Swedish Olympic Committee. Five years later I put in my application to succeed the Secretary General who was retiring. And that created a big debate in Sweden. Our NOC had since many years had a full time employed Secretary General. Everyone knew I had done the work during this time but the board found it very difficult to appoint me. Why? Nobody had doubt in my skills and knowledge. But the opinion of some members of the board was that the role as secretary general of an NOC is representative, and it was not suitable to have a woman in this position as it would not be well received internationally as there were no women secretary general of an NOC at that time. Mind you – this was as late as 1989!! In Sweden which is a country that many years ago started to have gender equality in the government and other organisations.

The media wrote a lot about the internal crise in the Swedish Olympic Committee caused by a women who thought she could take on male position. But thanks to the President of the NOC who was given me all his support and who had been working very closely with me for many years I was finally appointed.

After this appointment and after having built my network for 20 years within and outside Sweden my international career started. And I can
tell you I have never ever had any problems in being accepted internationally because I am a woman.

In 1993 the Swedish NOC nominated me to the board of the European Olympic Committees and I was elected. This position gave me a new platform and I could continue to build my international network and of course to continue to work with the preparations for the Olympic team, coming Organising Committees etc. From my long experience in the basic olympic work people trusted me. I have always had a lot of ideas and my devotion for the Olympic Movement is almost fanatic. I was very active in the meetings and thanks to my big interest in people and cultures I managed to broaden my network also to other continents.

In 1996 the Swedish member of the IOC, Gunnar Ericsson, decided to leave his position two years earlier than he had to and he wanted to put my name forward to become his successor in the International Olympic Committee. I could not believe it but it came to reality and I was elected by the IOC session in Atlanta. The IOC under its President Juan Antonio Samaranch had realized that the Organisation needed more women and at this time my big fortune was that I was a woman and that I had been given the opportunity to spend time in the international sports business.

Thank you Gunnar Ericsson – we need more men like Gunnar Ericsson in the Sporting World.

Four years later in Sydney I put my name forward for election as member of the IOC executive board and I was elected in competition with 6 male candidates.

Of course this was a result of Anita de Franz work for the inclusion of women in the board of IOC, NOCs etc.

And in December last years I was appointed secretary general of ANOC – as the first women ever. I had not applied for the job which is on voluntary basis but when I was offered this position I just could not say no. And this position is a link between my duties as full time secretary general of the Swedish NOC, and IOC EB member. And also here you can see that I am able to take on this position thanks to my employer, which is the Swedish National Olympic Committee who is giving me time to be able to serve the other organisations.

To all of you I can therefore say that nothing in life is impossible. But you have to put your name forward for elections and when you are asked do not say no. Because the chance will never come back. And you have to be active in the organisation and also accept if men steal you ideas and make them their owns. That happens everywhere but at least if they steal them they are good ideas.

Women must build their network among men because they are in the power.

I had hoped to see many more men in this room today.
Women must help and support each other which is not always the case.

Remember if you are successful you will get enemies and jealousy is one of our most common deceases.

You have to stay at your position in the board even if it is tough and you are most of the time the only female. It will take many more years before we reach gender equality in the Sports Movement but we are slowly getting there.

We cannot have the highest sports authorities nationally and internationally not being composed of both men and women. This picture is a very bad image for the sports movement and the male sports leaders around in the world understands that. But most of them are not willing to give up their own position to bring forward the women.

The society must understand the importance of sport and back up people, both men and women, with economical support and time. The society have to understand the great value of the people who want to devote themselves to high level positions in sport both nationally and internationally.

The International Sports Movement can no longer count on only voluntary leadership. The athletes of today are professionals – and the leadership must be the same.

With these words I would like to finish my presentation and continue with this afternoons discussions.

Thank you.
6.3.2. Role of National Olympic Committees and Olympic Solidarity

Mr Peré Miro
Director, Olympic Solidarity

Olympic Solidarity is the body responsible for managing and administering the share of the television rights of the Olympic Games that is allocated to the 202 National Olympic Committees.

Run on a quadrennial basis, Olympic Solidarity has developed numerous programmes designed to cover the majority of the needs of the NOCs. Divided into four main areas – athletes, coaches, NOC management and special fields, the current quadrennial plan has numerous and diverse World programmes. The range of programmes within each area allows the NOCs to find the appropriate solutions to their needs and assistance adapted to their level.

When the IOC decided to undertake measures to promote Women’s involvement in all levels of sport, it became apparent that Olympic Solidarity had to follow along the same lines. In 1996, the IOC Women and sport working group was created and during the same year, Olympic Solidarity was reviewing its programmes for the next quadrennial 1997-2000. Therefore, in addition to requesting NOCs to provide us with statistics concerning women’s participation in their activities, we also decided to launch a brand new programme entitled Women and Sport in collaboration with the IOC section for Women’s advancement. The objectives of this programme are to finance the participation of women NOC delegates in the IOC regional seminars, to finance the participation of some women NOC delegates to the IOC World Conferences every 4 years. However, this programme also seeks to give NOCs the resources they need to implement activities at national level that serve the promotion of women at all levels of sport.

After seeing a steady increase in women’s participation in the programmes over the 1997-2000 quadrennial and in particular, the success of the Women and Sport programme, Olympic Solidarity decided to continue along the same lines and renew its support by encouraging the NOCs to persist in promoting women’s participation in sport and sports administration.

Therefore, at the beginning of this current quadrennial, Olympic Solidarity took a step further and strongly recommended to the NOCs, in many of the programmes, that they include as many women as possible in their requests.

In particularly, Olympic Solidarity asked the NOCs to submit an equal number of male/female candidatures for the Athletes programmes, i.e. Athens 2004 Scholarships for Athletes and the Athens 2004 – Team support programme and youth development.
The results were certainly noticed within the Athens 2004 Scholarship programme, when we compare the previous quadrennial scholarship programmes we see an overall increase from 21.5% in Atlanta to 25.6% in Sydney to a total of 30.6% of female scholarship holders within the Athens 2004 programme.

The criteria sent to the NOCs for the Team support grants stated that Olympic Solidarity would offer support to maximise the chances of qualification and prepare one men’s team or one women’s team for the games in Athens. This is a new programme for this quadrennial and therefore we have no figures to compare but out of a total of 55 teams receiving assistance, 24 are women’s teams training in sports such as Volleyball, handball and basketball.

The Olympic Solidarity Youth development, a new programme for this quadrennial, aims to help NOCs to improve systems for identifying young talented athletes and to enable them to train in high level centres or to receive individual financial assistance.

We have seen an increase in female participation since the start of this programme from a total of 26% in 2001 to 30% in 2002 to 44% in 2003.

As we know, today, no athlete can hope to reach International or Olympic standard without the high quality coaching support behind him or her. Olympic Solidarity receives very few requests for female coaches within the Scholarship for coaches programme. Where possible Olympic Solidarity tries to encourage the NOCs to consciously submit female candidatures in order to increase the number of female coaches. Hence, we have noted a slight increase from the figures of our previous quadrennial plan with a total of 7.7% of scholarships for female coaches compared to that of the current plan, with 13% and still the rest of the year to go before completion of this programme.

In addition, within the Sports Administrators programme, Olympic Solidarity strongly recommended that at least one of the four annual sports administration courses which can be organised by an NOC should be aimed at women who wish to succeed as sports administrators and leaders. The course should comprise of at least 60% women and its programme should be focussed on enhancing their sports administrative skills so as to enable them to play a full part in the sporting life in their country.

A total of 242 courses have been organised since the beginning of this quadrennial plan, of which 6668 participants benefited. From this total, 1859 women were trained as sports administrators, a total percentage of 28%.

Besides this, Olympic Solidarity trains administrators to become national sports directors so they can conduct course in their countries. We currently have a total of 446 national course directors, of which 74 are women, a total of 17%.
Olympic Solidarity’s Women and Sport programme primarily consists of assisting NOCs in attending IOC regional seminars, IOC World Conferences and Individual NOC initiatives. Since 1997, Olympic Solidarity has supported the participation of female NOC delegates in 17 IOC regional seminars and including Marrakech, 2 IOC World Conferences. To date, since the beginning of this programme, a total of 167 requests have been received and 93 have been approved for individual NOC initiatives.

The importance to redefine the objectives and assistance criteria became apparent with the growing increase in requests from NOCs. Therefore in order that the NOCs could make the most of this programme, Olympic Solidarity in cooperation with the IOC Department of international cooperation and development, redefined the criteria and objectives in 2002. This was also done to facilitate applications from NOCs, and ensure a greater homogeneity of their requests. As a result, in 2003, a total of 34 requests were received of which 28 were approved, the highest number in the history of the programme. Various activities were organised by the NOCs including, national seminars, workshops and campaigns to promote awareness.

In addition to assisting the NOCs, Olympic Solidarity has also participated financially in the research project by Loughborough University in Leicester on “Women’s leadership in the Olympic Movement”. We are confident that the results of this research will allow us to have a better understanding of the processes and motivations for women to access decision making positions of sport organisations, and of NOCs in particular and become a useful tool for the future. As you have seen from the programme of the Conference the analysis of the Loughborough report will be given during one of the parallel sessions tomorrow morning.

The participation of female athletes in the Olympic Games and their presence in decision making bodies demonstrates that their numbers have increased, but more progress needs to be made to ensure equal opportunities between men and women at all levels. Therefore, Olympic Solidarity will continue to encourage the NOCs in order to strive for results even more satisfying in the future.
6.3.3. **ITTF: a success story for women**

**Ms Lilamani de Soysa**  
Project Manager, International Table Tennis Federation

I am very proud to be here on behalf of the International Table Tennis Federation, to share with you the experience of an International Federation that has taken substantial steps to change its fundamental structure in order to give more possibilities to women and girls in our sport.

The final aim of the ITTF is to create a more just and equitable Federation, and to use all the human resources available in the most efficient manner. More women administrators, more women coaches, more women athletes, more women umpires, more women journalists, in other words more and better table tennis!

In May 2001, I attend the IWG meeting in Montreal together with our Continental Vice President for North America and on our return wrote an enthusiastic report, having experienced in Montreal the energy behind this worldwide movement that was striving to create more opportunities for women and girls in sport. The report explained to the ITTF, that as an International Federation, it should take its responsibilities and join the movement. The report was called “Time to Act”. I made a small survey of the ITTF and our National Federations and it was clear that there was a lot of room for action. The Report was adopted by our Executive Committee and the first steps that were taken consisted of creating an Awareness Programme. The report was distributed to all the 195 National Associations, they were asked to sign the Brighton Declaration (many did) and we asked all our National Associations to nominate one person to be in charge of women’s affairs around the world. This is one of the most positive things we have done because all the information is now sent to the Association and also to the women’s coordinator. I can tell you that where there is a women’s coordinator, there is an answer and there is an action. The information does not get lost. Furthermore, in order to comply with IOC targets, the ITTF decided to create an extra position for a female Executive Vice-President but with a clear message that this would be a “Protected” position only until the next election in 2005. Last year the ITTF elected a female Executive Vice President, Ms Judit Farago, from Hungary.

All these actions led in May 2003 in Paris to our 1st International Women’s Forum entitled Rallying for Change. It took place during our World Championships and it was a full day programme. We spoke of Women in Sport Leadership, Marketing, Coaching. We created an ITTF Women’s Award, which will be given out annually to a deserving Federation, or individual who has taken positive action in favour of women’s table tennis. The first forum culminated in some main recommendations that we have been working to implement since:
- That the ITTF should not only try to achieve the IOC target of 20% women in decision making bodies but that the ITTF should exceed the 20% in order to be a role model for other sports Federations.

- That the ITTF should dedicate more resources and positions for the development programme to women and motivate national associations to encourage and increase women’s participation within Olympic Solidarity courses and the ITTF development courses.

- That the ITTF should establish a Working Group on Women and Sport to oversee that action is actually taken in favour of women and girls.

Since Rallying for Change we have made the following progress and have heard that several wonderful things have happened around the world as a direct result of our efforts:

- Formed a Women’s Working Group (the Chairwoman Ms Dorte Kronsell of Denmark is here with me today)

- Distributed a comprehensive report after the Forum

- Set-up a network and maintained the coordinators list

- Collected statistical data from National Associations regarding representation at all levels (leaders, coaches, umpires, etc)

- Introduced one obligatory women’s coaching course per continent and recommended systematically that all Olympic Solidarity courses should have two days reserved for women

- Recommended on World Championship entry forms that at least one delegate to the AGM should be a woman

- The ITTF gives 3 media scholarships to young journalists, now at least one delegate to the AGM should be a woman

- Created a special web page for women’s News

- Prepared and held the 2nd Women’s Forum

**Direct Impact around the world:**

More women umpires: Iranian women officiating in Malaysia, Japan, TTA organised the Japan OPEN and all 31 local Int. Umpires were women, Japan TTA creates a programme to form more women referees.

More women Administrators: Iraq and Dominica have elected female presidents, Maldives has elected a Vice-President in charge of women’s affairs, French Federation has chosen 15 women from different regions of France to educate as future leaders in table tennis, Japan TTA forms Women’s Working Group
More women coaches: we realised that there were no women national coaches. Now Sweden is hiring a female national coach. Japan TTA is holding coaching camps for coaches.

More development programme for women: the European TTU has added one more women’s coaching camp to their annual programme, they have reserved Euros 500 for any national association wishing to organise a women’s seminar or forum, the English TTA is organising a one year women’s programme which will end in a seminar and workshop in March this year.

This is just to mention a few...

We have just held the 2nd Women’s Forum in Qatar 3 days ago. It was dedicated to two themes: Leadership and High Performance Coaching. 130 participants from 45 countries. 48 men and 82 women. We met with the Women’s working group for the first time and made Terms of reference, work plan and budget, we have decided to make a toolkit and best practices to assist our national federations, we have decided to propose a world cup with mixed teams, etc. So there is a mini revolution going on at the ITTF. We awarded the ITTF women’s trophy to the Japan TTA for holding the Japan OPEN with only women umpires. I also have some very good news for table tennis in the Arab world: Jordan just nominated the Athlete of the year Award, 8 men and 2 women ran for the award and 15 year old Zeina Shaban who is a table tennis player has been nominated Athlete of the Year. Another piece of information that is good for the region is that Bahrain is holding the first ever event and that is a table tennis event where men and women will play together in the same hall.

Our Action Plan is to continue to be a role model for other Federations and to exceed the IOC quota of 20%. Therefore we will:

- Give priority to female candidates for positions in committees
- Continue the awareness programme
- Create a marketing plan for better clothing for female table tennis players
- Create more media interest
- Develop the women’s Website
- Continue with the Deng Yapping and ISHRAQ programmes
- Develop the ITTF award
- Train more female coaches by organising a training camp for women coaches in every continent until end 2005

Ladies and Gentlemen, to sum up what I have said so far, the lesson that I have learnt is that when the door was opened with the awareness programme, it was clear from the response from women that they are out there, they are involved and they are asking for more. We often hear said, there are no women interested in coming
forward, interested in taking positions and responsibilities. IT IS NOT TRUE. The truth is that a lot of women are waiting out there, not coming forward, because they all think that they are out there alone. The truth is that until now, nobody actually said “bring the women to the front row”. But once you do that there is no stopping them. And there is no better motivation than an e-mail from one of the coordinators saying “Lila, here is what I am planning to do in Burundi or Tuvalu or Peru. Do you think it is a good idea?”. Give them a chance and you will see that you have created a revolution. I would like to take this opportunity to thank the ITTF leadership, which is still male dominated but very supportive of all the initiatives taken by the women’s group. This is important because without their support, the fight would be much harder.

Please bear with me a few more minutes and this is the most important message I have today because it involves everyone present. If the idea were to be a success we would need all your support.

**The Lausanne Management Forum for Women in Sport**

The ITTF women’s development programme is base on the principle that Education is the only way to success. I kept thinking imposing quotas is fine, creating a special post for a woman is fine but shouldn’t we start by educating more women to fill the quotas and take up the posts that are created for them. It is no use electing an Executive Vice President if nothing is done to make sure that she has the right tools, the right support and the know-how to be a good Executive Vice President. We are lucky to have in our new Executive Vice President, Judit Faragó, a knowledgeable and dedicated individual. But she is one of the few and she should not be alone. How do we make sure that this post stays reserved for a woman and is not taken over by a man for political reasons at the next elections? Only by creating a base of dedicated, knowledgeable women who are prepared to take over when necessary. Therefore, I had the idea that we should join forces, not only table tennis but also all the sports, in order to create a platform where we could meet, exchange ideas and learn together about being a woman in the sport business. With this education in mind, the ITTF has initiated a programme involving the University of Lausanne (in particular a department called the International Academy of sport Science and Technology: AISTS) and the City of Lausanne.

Why Lausanne? It is the Olympic Capital, the IOC headquarters are there and about 15 IFs are already based there. Lausanne is not only the Olympic Capital, but a city with a very good University of world renown. Here is a fabulous opportunity to develop a common project that would bring together all the IFs. So I proposed an education programme for women at the University of Lausanne.

Both the City of Lausanne and the University were interested in making a partnership with the ITTF and the idea made its way. We created a working group with representatives from several IFs and now we have come up with a programme for a 4 day event. You will find the
programme in your kit. We hope to start the programme in 2004 and the dates reserved will be during the 1st week of June. More information will of course be sent to you in due course. So what we would like you to do is to take back home the information and pass on the message and support this programme, which is a concrete programme for developing the capabilities of women involved in your sport. Of course, there are many universities and colleges that offer programmes in sport business and Management. But this would be a unique platform for women already in the sport business and a unique networking opportunity for women involved or who would like to be more involved in the sport business.

I thank you for your attention but before I end my talk, I would like to show you a small film of a successful grassroots programme that the ITTF has been involved in, in Egypt. The programme is run by the Population Council of Egypt, together with Save the Children and table tennis is part of the sports involved and given the success last year we will be continuing with it in another part of Egypt this year. The ISHRAQ programme. Here we go (Ishraq film)
6.3.4. Softball: a success story for women

Mr Don E. Porter
President, International Softball Federation
EQUIPMENT in Softball

- The ISF sends Equipment to more than half of our member federations (73)
- Over $600,000 USD Value of all Equipment sent out by ISF within last 2 years

Women in OLYMPIC GAMES

- 128 WOMEN ATHLETES play Softball in Olympics
- WOMEN only discipline on Olympic Program
- 50% UMPIRES in 2004 Olympic Games will be FEMALE - 45% over last 3 Olympics

A GLOBAL Sport for Women

- Truly a global sport for women athletes
6.4. Session C: Marketing and Business

6.4.1. The Changing Dress Code

Mr André Gorgemans
Secretary General, World Federation of Sporting Goods Industry
WFSGI Mission Statement

- Promote Sports Participation
- Promote Fair & Ethical Business Practices
- Protect the Sports Industry Intellectual Property Rights
- Coordinate Activities for a Sustainable Development within the Sports Industry
- International Market Data

WFSGI Full Members

- FASEL, Brazil
- CASAE, Brazil
- CSIA, Canada
- CEPS, China
- TEMSA, Chinese Taipei
- CSEPC, India
- JASPO, Japan
- KOBOA, Korea
- SGI, Pakistan
- SGMA, USA
- GRS - Global Retailers' Supplier Association, Switzerland

The Sports Industry convenes first debate on the issue of greater participation in sports by women

Moderator: Mrs. Maria Stefan

Panelists were:
- Dr. Karen de Pauw
- Dr. Gudrun Doll-Tepper
- Mrs. Nawal El Moutawakel
- Dr. Margaret Taibot
- Mrs. Faezeh Hashemi

May 2001 – World Sports Forum Lausanne

Women in Sports
Lessons from Title IX introduction in the USA
Circumventing the fundamentalist's objections

Moderator: Mrs. Donna de Varona

Panelists were:
- Ms. Deng Yaping
- Ms. Nancy Hogshead-Makar
- Ms. Afshan Shemshaki
- Ms. Pernilla Wiberg

December 2002 – World Sports Conference, Doha, Qatar

At the request of the organizer in Qatar, the topic of Women and Sports was introduced at the first Conference organized in Doha in preparation of the 2006 Asian Games.

Moderator: Mrs. Donna de Varona

Panelists were:
- Dr. Annesa Al Hitmi
- Ms. Melanie Berry
- Mrs. Nawal El Moutawakel
- Mrs. Faezeh Hashemi
- Mrs. Ada Kim
- Dr. Etsuko Ogasawara
- Mrs. Wadah Salam
April 2004 – World Sports Conference, Doha, Qatar

A follow-up session will be organized next month in Doha
Moderator: Mrs. Donna de Varona
Panelists:
- Dr. Ameena Al Hitmi
- Mrs. Tracy Edwards
- Mrs. Ada Kok
- Mrs. Nawal El Moutawakel
- Mrs. Faezeh Hashemi
- Religious leader

- Efforts to promote sports participation and raise awareness have been constant
- Where do we stand as an Industry?
- What can we do?
- What is the role of the sports participation?

The Speedo Experience:

Case Study - Swimming
Commonwealth Games 2002

- Due to the Speedo Fastskin full body suit, the Commonwealth Games saw the participation of Pakistani women swimmers for the first time in 2002. Speedo is thrilled that the suits are enabling Muslim women to take part in world swimming events and looks forward to the new opportunities this will create in the world of international swimming.

Kiran Khan from Pakistan at 12 years old, the youngest competitor in the Commonwealth Games 2002.

Pakistani women in pool

Twelve-year-old Kiran Khan will swim at the Commonwealth Games as Pakistan's female swimmers emerge from "sporting purdah". Pakistan has never previously included women in its teams for the Commonwealth Games and Kiran and Sana Abdul Wahid, 16, form the nation's first women's swimming team to compete outside a Muslim country, a team official said.

The advent of the bodysuit, which covers up more than the conventional swimsuit, has played a part in the development.

"The important thing is Pakistan has come out of sporting purdah and done so within the Islamic culture," team manager Veena Masud said.

"Swimming was not considered a sport in Pakistan until very recently. In elite society many people are members of social clubs and would swim there. I became involved in the sport when my son took up swimming competitively. It was not long before we were saying, 'If the boys swim, why can't the girls?'

Masud added. "Women's swimming was initiated by a tenacious group of women who pushed for competitions to be held.

"We had to observe the strictest of Islamic codes and that meant that when we started having competitions - our first national championships were staged only six years ago - we had to have women-only technical officials and no men were allowed as spectators."

.....

....Follows....Pakistani women in pool

Pakistan sent swimmers to the second and third Islamic Women's Games in Iran - "the only place where the rules are observed strictly enough to permit it" - and Masud said they performed well.

"And then bodysuits became the vogue in swimming and it meant it was possible to consider bringing our swimmers to competitions like the Commonwealth Games," she said.

Masud, secretary of the women's section of the national swimming federation and an executive member of the national Olympic committee, said there were only two 50-metre pools in Pakistan, a country with a population of 140 million, and neither was available for training. "The girls train in small recreation pools," she said.

"Sana taught herself to swim. She has won the national championship each year since 1998 in freestyle, butterfly and 400 metres individual medley... She is very highly motivated and she says she wants to beat Ian Thorpe while she is at the Games."

Kiran, coached by her father, is national 100 and 200 backstroke and 200 individual medley champion.

"We all hope that if they perform well here and set personal bests in Manchester, then they will be encouraged to continue training so that they can qualify for the Olympic Games in 2004," Masud said.

Source: Reuters

Date published: Jul 30, 2002
**Speedo Fastskin**

- Engineered for competitive swimmers

**Range Development**

- SPEEDO wants to understand the different needs for women from different cultural and religious backgrounds.
- SPEEDO wants to encourage swimming for everyone, everywhere.
- 2003 has seen the introduction of a capsule collection of styles which SPEEDO hopes will make swimming more accessible for women from all backgrounds – these styles have a more relaxed fit to provide less figure hugging silhouettes.
- SPEEDO will carry out ongoing research to facilitate further product development.
The Capsters Experience...

Capsters is a range of head-accessories that can be used for different purposes. It can be worn for different sports activities but it can also protect you against the wind or cold weather during outdoor activities.

The concept is based on the idea to give Muslim girls and their gymnast teachers in the Netherlands a safe alternative for the traditional hijab to wear during gym class. The designs are realised in close co-operation with Muslim girls and an Imam.

Tennis...
The Nike Experience...

Cathy Freeman...

The Nike Experience...

Cathy Freeman...

How about the Sports Federations?

- Article in "Le Matin" - 29 Feb. 2004 on Beach Volleyball

How about the Sports Federations?

- Mr. Sepp Blatter, President FIFA, declared recently women’s football has to be more sexy!!
Do we have ways to go?

Interesting statistics of the last four years of IOC Members:

- **2000**
  - 13 new members
  - 12 men
  - 1 woman

- **2002**
  - 12 new members
  - 11 men
  - 1 woman

- **2001**
  - 6 new members
  - 5 men
  - 1 woman

- **2003**
  - 1 new member
  - 1 man

In total for the last 4 years:
- 32 new members
- 28 men
- 4 women

Should we blame the IOC?

- Still this statistic is far better than the Sports Industry!!!

WFSGI:
- 18 Directors
- 18 Men!!!

We only need 2 women to beat the IOC Statistics

- 125 Members
- 113 Men
- 12 Women
If you plan for one year you plant rice
If you plan for a decade you plant trees
If you plan for the lifetime you plan for education

« Confucius »

This is exactly what the sports industry is trying to do.
To educate and try to empower the women all over the world and provide them with access to sports.

« To call the women the fair sex is a diffamation. If we call force brutal force, then, surely, women are less brutal than men. But if one talks of moral force, women are far more superior than men. If non-violence is the law of humanity, the future belongs to women. Is it not women that can appeal more effectively to the hearts of men. »

Gandhi – “All men are brethren”

- Sport is not an activity on its own
- Sport is not off side
- Sport is an important part of the society
- Sport is part of the world at large
6.4.2. Prize Money: towards greater equality

Ms Deborah Jevans
Secretary General, International Tennis Federation

Marketing and Business
Prize Money: Towards Greater Equity

Current women’s tennis stars
Venus Williams
Anna Kournikova
Serena Williams

Equity
“A body of legal principles designed to ensure natural justice, fair play or fairness.”

First women’s tennis stars
Suzanne Lenglen 1920 Olympic Champion
Helen Willis Moody 1924 Olympic Champion
Early years of professional tennis

1968  Open Era begins
1972  Formation of ATP
1973  Formation of Women's Tennis Association

Equal job opportunities for players

Four Grand Slams  128 singles draw (Men and Women)
Olympic Tennis  64 singles draw (Men and Women)
ATP Entry Rankings  1950 men ranked
WTA Rankings  1160 women ranked

2003 prize money leaders

Roger Federer  $6.0 million
Kim Clijsters  $4.5 million
Andy Roddick  $3.2 million
Justine Henin-Hardenne  $3.7 million

2003 Grand Slam prize money

<table>
<thead>
<tr>
<th>Event</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australian Open (AUD)</td>
<td>$8,039,670</td>
<td>$8,039,670</td>
</tr>
<tr>
<td>Roland Garros (EUR)</td>
<td>5,778,520</td>
<td>5,316,940</td>
</tr>
<tr>
<td>Wimbledon (GBP)</td>
<td>4,243,445</td>
<td>3,508,940</td>
</tr>
<tr>
<td>US Open (USD)</td>
<td>7,586,000</td>
<td>7,586,000</td>
</tr>
</tbody>
</table>
2003 overall prize money

Men's tennis  $87,000,000
Grand Slams  32% of total

Women's tennis  $58,000,000
Grand Slams  56% of total

Comparison of ATP and WTA Tour

<table>
<thead>
<tr>
<th></th>
<th>ATP</th>
<th>WTA Tour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of events</td>
<td>84</td>
<td>58</td>
</tr>
<tr>
<td>(not Grand Slams)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Events for $1 million</td>
<td>17</td>
<td>11</td>
</tr>
<tr>
<td>Events for $2 million</td>
<td>11</td>
<td>3</td>
</tr>
<tr>
<td>Total prize money</td>
<td>$59 million</td>
<td>$33 million</td>
</tr>
</tbody>
</table>

Davis Cup

- Eight new sponsorship agreements in 3 years
- Largest annual international team competition in sport
- Strong player support
- Record terrestrial TV coverage

Fed Cup

- Largest annual international team competition in women's sport
- No international sponsorship agreement
- Lower TV ratings than Davis Cup
- Less support from players and nations
Fed Cup

- Greater challenge for ITF
- Need to market more strongly
- Look to improve culture among players to represent their country
- Event to be based on successful Davis Cup model

Olympics

- Number of female competitors has increased from 1.8% at Athens 1900 to 44% at Athens 2004
- Same size men’s and women’s fields at Olympic Tennis Event since 1988

Marketing and Business

Prize Money: Towards Greater Equity
6.4.3.  

Sport as a career for women

Ms Melinda May
Director, Marketing Strategy, Meridian
Trends in the sport business that have opened up job opportunities for women:

1. More women watching men's & women's sports
2. More companies using sport sponsorships to attract women
3. More women's sport leagues today
4. The business of sports sponsorship has evolved
5. More women participating in grassroots sports
6. Recognition and acceptance that women are competent and capable

What women need to do to gain/maintain their presence in sport careers:

1. Assess education / skill level
2. Make adjustments to education / skill level
3. Network
4. Take risks
6.5. Session D: Gender Considerations

6.5.1. Medical considerations and Gender Testing

Dr Patricia Sangenis
Member, IOC Medical Commission

Performance Differences

- Running performance is closely related to maximal aerobic power. The slower running times reported for elite female athletes are mainly attributed to their lower VO2 max.

- The gender differences in VO2 max are probably mainly related to body composition and hemoglobin concentration.

Performance Differences

- No difference in VO2 max is found between similarly trained men and women when VO2 max is expressed relative to fat-free mass.

- Iron deficiency is common among women because of iron loss during menses. This further decreases the oxygen-carrying capacity of the blood and decrease performance.

Training response

- By age 20 years, the difference in muscle cross-sectional area between young men and young women is 30% to 50%.

- The differences are greater in the upper than the lower extremities.

- By adulthood, women have 50% of the upper body muscle size, but about 65% to 70% of the lower extremity muscle size of men.

- Similar differences are seen in the size of the bones as well.

Training response

- Men and women have little difference in training response to strength training, if the parameters examined are relative increase in strength and muscle size.

- Women can show muscle hypertrophy with strength training, although the maximum hypertrophy is typically less than for men.
Special musculoskeletal Considerations

- More frequent patellofemoral dysfunction, anterior ligament rupture, idiopathic scoliosis.

Special Medical Considerations

- Iron deficiency
- Disordered eating/female athlete triad
- Thermoregulation differences

Pregnancy

- Regular exercise good for mother and fetus
- Mother should eat, rest and hydrate appropriately
- Avoid exercise in heat/humidity
- Especially exercise with high intensity
- Monitor intensity carefully

IOC MEDICAL Commission

- Chairman: Pr. Arne Ljungqvist
- Director: Dr. Patrick Schamasch
- Project Manager: Susan Greinig

- Working Group Women In Sport:
  Chair: Dr. Patricia Sangenis
  Members: Dr. Rania Amr Elwani
  Dr. Farzaneh Torkan
Girls and Women in Sport IOC MC

First Position Statement

- Benefits of Sports Participation
- Risks of Sports Participation
- Female injuries?
- More injuries?
- Recommendations to Minimize Injury Risk and Enhance Participation:
  - Sports governing bodies
  - Physical educators, coaches and other exercise and health professionals
  - Parents
  - Research

Position statement on GIRLS AND WOMEN IN SPORT

IOC Medical Commission Working Group Women in Sport, Chair Dr. Patricia Sangeris

Authors: Dr. Lyle Micheli, Dr Angela Smith, Dr. Francisco Biosca, Dr. Patricia Sangeris

http://www.olympic/medical.org

Working Group for the IOC Position Statement on the Triad

TRIAD

- Eating Disorders
- Menstrual Disfunction
- Osteoporosis

Dr Barbara Drinkwater
Dr Johann Sandgot-Durgen
Dr Anne B. Loucks
Dr Roberta Sherman
Dr Ror A. Thompson
Dr Louise Duke
Dr Patricia Sangeris

Objectives of this Position Stand

- Educate: Athletes, Physicians, Scientists, Trainers, Coaches and Parents
- Update the Prevalence of Eating Disorders among Athletes in different Sports
- New Research on Energy Availability and Menstrual Disfunction
- Effects of Weight Loss on Performance
- Bone Mineral Density in Athletes with Eating Disorders and/or Menstrual Disfunction
- Recommendations for the Sports Governing Bodies, Physical Educators, Coaches and Other Exercise Health Professionals
Eating disorders

- Anorexia Nervosa
- Bulimia Nervosa
- EDNOS (eating disorders not otherwise specified)
- Binge eating disorder

High risk sports for eating disorders?

Athletes competing in:

- Aesthetic sports
- Weight class sports
- Endurance sports
- Anti- G sports

Eating disorders in elite female athletes

Eating disorders in elite male athletes

Sundgot-Borgen et al., in press
**Prevention**

**Educate:**
- Athletes
- Coaches
- Health-care personnel
- Parents
- Media

**Preventive program**

The information emphasize:
- The association between nutrient intake, weight control, body composition, health and performance
- Nutrition and eating habits (practical implications)
- Physiological and psychological consequences of puberty
- Information about how to identify and manage eating disorders and the female athlete triad

**Trigger factors for disordered eating**

- Injuries
- Overtraining
- Casual comments
- New coaches
- Decline in performance level
**Menstrual Disturbances in Athletes**

*Dr Anne B. Loucks, Ohio University*

- Descriptions of the types of menstrual disturbances observed in female athletes
- Causation: the physiological mechanism by which athletic training disrupts reproductive function

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**Dr Anne Loucks: Key Points #1**

- In most athletes with menstrual disorders, reproductive development and function are disrupted by undernutrition.
- Exercise has no suppressive effect on reproductive function apart from its energy cost, and menstrual disorders can be prevented or reversed by increasing dietary intake in compensation for exercise energy expenditure.

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**Dr Anne Loucks: Key Points #2**

- Menstrual disorders in female athletes range from entirely asymptomatic luteal suppression to amenorrhea in which ovarian follicular development, ovulation and luteal function are completely absent.
- The prevalence of menstrual disorders is higher in female athletes than in non-athletes, and highest in endurance, esthetic and weight-class sports.

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**Dr Anne Loucks: Key Points #3**

- All athletes with menstrual disorders need to be differentially diagnosed to ensure that potential medical conditions not caused by athletic training receive appropriate medical care.
Descriptions of the Clinical Eating Disorders
Dr. R. Sherman  Dr. R. Thompson

- **Risk Factors**: In the general population there are socio-cultural, familiar, and individual risk factors that put an individual at risk.
- **Athletes** may have all of the above risk factors plus those specific to athletics, including:
  a) the thinness-demands of some sports
  b) the prevailing notion regarding the relationship between body composition and sport performance that promotes thinness and dating
  c) because athletes may be more difficult to identify as having eating problems (due to the presumption of health, the existence of sport body stereotypes, and the fact that many symptoms such as amenorrhea and excessive exercise are seen as desirable by the culture), this leads to a delay of treatment until the problem has become extremely severe.
  d) competitive thinness and behavioral contagion

Recommendations for Management and Treatment (summary)

- For any athlete who has been identified as engaging in disordered eating behaviors, practicing eating disorder symptoms, or who is viewed as "at risk" for disordered eating or an eating disorder by medical, training, or coaching staff members.
- **It is recommended that**:
  1) Athlete is referred to a registered dietitian with experience and expertise in working with athletes with eating problems, for a nutritional assessment and meal planning
  2) Athlete unable or unwilling to follow the meal plan be referred to an eating disorder specialist
  3) If the eating disorder treatment specialist recommends treatment, the athlete should be considered "injured" and must agree to treatment in order to be eligible to continue training and competing.
Recommendations for Management and Treatment (summary)

4) For those affected athletes who agree to treatment, eligibility to continue training and competing while symptomatic will be determined on an individual basis by treatment staff. At minimum, the athlete would have to be cleared medically and psychologically, in addition to agree to follow a prescribed list of health maintenance criteria.

5) For those affected athletes who refuse treatment, training and competition should be withheld until they agree to attend treatment.

Prevention and reducing the risk of Eating Disorders in Sports

- De-emphasize weight while recommending healthy eating.
- Avoid indiscriminant (non-health related) weighing.
- Focus on performance enhancement via “non-risky” (non-dieting) strategies such as improved nutrition, improved health, mental/psychological approaches (i.e. positive imagery, concentration, anxiety management, etc) and physical aspects (enhancement of speed, quickness, endurance, etc)
- Support from Sport Federations

The importance of achieving and maintaining healthy bones

Dr. Barbara Drinkwater IOC Medical and Scientific Group

- During childhood and adolescence:
  a) Growth
  b) Adolescence: the window of opportunity for maximizing bone mass
  c) Risk of fractures

Premenopausal adults:

a) Preserve bone mass
b) Importance of increased bone loading and good nutrition
c) If the reproductive system is compromised, a decrease in endogenous estrogen levels will affect bone metabolism

Conclusions

- Disordered eating is a problem among both male and female elite athletes
- Pilot study indicate that eating disorders can be prevented
- Athletes believe and do what their coaches tell them. For this reason, a coach’s endorsement of the educational program is the key component
**Objectives of this Position Stand**

- Education
- Preventive Measures
- Nutritional Recommendations and Positive Nutritional Goals
- Promote the Research to find early markers of this disease.

**3rd Position Statement of the IOC-MC Working Group Women in Sport: The Female Athlete’s Heart**

1. Introduction (Patricia Sangenis)
2. Cardiovascular response to exercise in women (Ben Levine)
3. Cardiac remodeling in women athletes and implication for cardiovascular screening (Antonio Pelliccia)
4. Prevention of cardiovascular disease in women athletes (Paul Thompson)
5. The master female athlete (Pamela Douglas)

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**Gender Testing**

- The decision before Sydney was to do away with the “gender testing” in its earlier form: genetic screening for all female entries
- Such a procedure was judged unethical and unscientific
- Following the IOC decision those few IF’s that were conducting screening for female gender at their own world championships also abandoned this procedure

**Gender Testing**

- The decision before Sydney allows for a scientifically sound investigation of the gender of a given participant to be conducted should the IOC MC judge that to be desirable. Therefore, ATHOC will have to have a properly composed team of experts standing by in case of need
Gender Testing

The likelihood of the need of any such investigation is, however, quite remote.

Nevertheless, the IOC MC will be prepared.
6.5.2. Women’s rights: relevance to sport

Ms Marcia Greenberger
Co President, National Women’s Law Centre, USA

Law is a reflection of values and principles, rights and responsibilities, as well as commitments and obligations of governments to their people. For over three decades, there has been a dramatic increase in national laws and international treaties and legal principles promising women and girls an end to discrimination and equality of opportunity. These laws have allowed many women to make enormous progress, in many spheres, in many parts of the world. The impressive progress made by women in sport is a part of this pattern, and women athletes’ extraordinary accomplishments demonstrate how much can be gained when opportunity is provided for them.

Laws prohibiting gender discrimination in education, employment, political leadership and participation, accommodations and health care all apply to aspects of women and sport. They can reach physical education, athletic participation, coaching and management positions, as well as leadership in sports governing bodies. In many circumstances, in fact, it is these more general laws that have provided the strongest tools for eliminating discrimination against women in sport, although laws with a specific focus on sport can also be of great importance.

However, even when strong laws are in place, it is undeniable that the progress has been uneven at best. In fact, laws around the world are not as strong as they need to be, their vigorous enforcement has yet to be achieved, and their promise has yet to be fully realized. What follows is an overview of the contours of international legal principles promising equality in sport for women and girls, and strategies used in countries around the world to secure enforcement of these principles.

Convention on the Elimination of Discrimination Against Women (“CEDAW”)

Adopted in 1979, and now one of the international human rights instruments that has been ratified by the largest number of States Parties, CEDAW contains a broad and comprehensive prohibition against gender discrimination and promotes equality in employment, education, health, and political and social participation. It contains a specific provision, Article 10§g, which explicitly addresses sports:

“Each State Party shall take all appropriate measures to eliminate discrimination against women and to ensure to women equal rights with men in the field of education and in particular to ensure, on the

1 It is important to note that a number of countries have ratified CEDAW with reservations that can limit its effectiveness.
basis of equality of men and women . . . (g) (t)he same opportunities to participate actively in sports and physical education.”

This provision has not received the sustained attention and implementation efforts necessary to ensure that the State Parties live up to their commitment. CEDAW can be used to secure real changes in the ratifying countries around the world. A review of some of the ways in which CEDAW has been used in other contexts illustrates ways in which enhanced compliance with Article 10§g might be secured.

CEDAW has influenced national courts in interpreting national laws and led to the adoption of new laws:

Botswana: Court held that CEDAW has created an international regime that can be applied in interpreting state constitutional provisions against claims of sex discrimination. Therefore, the Botswana Court expressed a willingness to interpret its state constitution in accordance with CEDAW principles.

India: Supreme Court cited to CEDAW in interpreting sexual harassment protections in Indian law more broadly than had been the case. Further, in Githa Hariharan v. Reserve Bank of India (1999), the Court referred to CEDAW in expanding mothers’ right to act as natural guardian of the child.

Greece: Revised its constitutional provision providing for positive measures for the promotion of equality between men and women, as consistent with CEDAW. “The state shall ensure that inequalities which exist in practice, in particular, those which are detrimental to women, are abolished.”

Australia: Sex Discrimination Act of 1984, which addresses accommodations, education, employment, clubs, provision of goods, facilities and services and covers direct and indirect discrimination was described as in part designed to give effect to CEDAW.

Turkey: CEDAW used to rescind a government policy forcing female students to undergo virginity examinations.

Tanzania: The High Court cited CEDAW when it invalidated a law prohibiting women from inheriting clan land from their fathers.

Columbia: Courts cited CEDAW in rulings that gave legal recourse to female victims of domestic violence.

Germany: Position that it must interpret its constitutional rights to the extent possible in conformity with international law, with many German scholars calling CEDAW groundbreaking in its quest for de facto equality.

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CEDAW contains an Optional Protocol (Article 8), in place since 1995, to address CEDAW violations through an enhanced enforcement mechanism.

Under the protocol, individuals, groups of individuals or NGO’s can file written complaints with the Committee on the Elimination of Discrimination Against Women (“Committee”) for those countries who have agreed to be bound by the Protocol.

The Committee can conduct inquiries into grave or systemic abuse, and can request a Party State to amend its legislation, stop discriminatory practices, or implement affirmative action.

CEDAW reporting procedures, under Article 18, require that each ratifying country file complete reports within one year after ratification and every four years thereafter. This reporting requirement applies to all of the provisions of CEDAW, and therefore these reports should address the Party States’ programs to meet Article 10§g with specificity, including data and statistics adequate to assess these sports and physical education programs in place in the Party State. The Committee can supply in advance a list of issues or questions that the reports need to address, meet with the state delegation, secure answers to questions both in writing and orally, and publish its concluding comments in a Report to the General Assembly. The Committee could be pressed to focus on Article 10§g in its questions and comments.

The reports of Argentina, Bangladesh, Dominican Republic, Equatorial Guinea, and Spain are tentatively listed to be examined during 2004.

The Committee can issue jurisprudence to clarify Party States’ obligations and issue general recommendations setting out details and specifics on how countries can comply with CEDAW – in the area of sport and physical education – as it has for equal remuneration for work of equal value, female circumcision, violence, women and health, political and public life, among others. Many of these general recommendations are lengthy, detailed and strong in their analysis of the discrimination at issue and the ways it should be addressed. Such a specific recommendation focused on sport and physical education could highlight the problems as well as specific, effective solutions for Party States to adopt.

**Other International Instruments**

The Beijing Platform for Action, adopted at the Fourth World Conference on Women in 1995, requires states to report on 12 critical areas. It, like CEDAW, has been used to garner the attention of countries to problems women face, contains mechanisms that could be used to highlight the specific issues of sport which the Platform has recognized as important, and has affected the law in some countries. In the area of health, as a part of the Strategic Objective C.2 to strengthen prevention programs that promote women’s health, sport is
specifically addressed. Under the list of actions to be taken, 107(f) provides:

“Create and support programmes in the educational system, in the workplace and in the community to make opportunities to participate in sport, physical activity and recreation available to girls and women of all ages on the same basis as they are made available to men and boys.”

Some of the few that have not adopted CEDAW have, pursuant to the Beijing Platform, submitted action plans, replied to a questionnaire and/or have machineries in place to address gender equality. (Iran, Kiribati, Marshall Islands, Monaco, Orman, Palau, Palestine, Qatar, Sudan, Swaziland, United Arab Emirates, United States are such countries.) Therefore, while they are not covered by CEDAW, the Beijing Platform can provide an alternate means of focusing attention on the problem of women and sport.

The Platform has been cited as influencing the law in particular countries. India’s Supreme Court, for example, cited the Beijing Platform for Action, in addition to CEDAW, in strengthening the country’s protection against sexual harassment.

The European Union, in addressing positive, or affirmative action, did so stating it was an effort to build on the Beijing Platform for Action.

In March 2005, the United Nations Commission on the Status of Women will conduct the 10 year Review of the Beijing Platform Action (B+10). That upcoming Review may provide an opportunity for more attention to be paid to women and sport.

International Covenant on Civil and Political Rights provides that women and men enjoy all the civil and political rights in the Convention on a basis of equality. Civil and political rights incorporate athletic participation, as well as leadership positions in sports governing bodies. This covenant has broad application, contains an enforcement mechanism, and has been used to secure greater gender equality in areas that are analogous to sport.

Article 26 provides that all people are equal before the law, are entitled to equal protection of the law without discrimination and that the law shall guarantee equal and effective protection against discrimination.

The Covenant has an enforcement mechanism – 1st Optional Protocol – under which individuals can submit written communications to the U.N. Human Rights Committee.

The Human Rights Committee has decided that Article 26 prohibits discrimination in law or in fact in any field regulated by public authorities – and that its scope is not limited to civil and political rights. In Broeks v. Netherlands, it was applied in a gender context to a social security law.

UNESCO recognizes the human right to participate in recreational activities and sports.
The Brighton Declaration on Women and Sport is another part of the growing international expression of the importance of equality for women in sport.

Organized by the British Sports Council, supported by the International Olympic Committee, and attended by 280 delegates from 82 countries representing governmental and nongovernmental organizations, national Olympic Committees, international and national sport federations and other NGO’s, it was the first international conference on women and sport.

The Declaration endorsed by the delegates was intended to provide the principles to guide action to increase the involvement of women in sport at all levels and in all functions and roles, and to accelerate change toward a more equitable sporting culture worldwide.

It made an express link between the principles in the Declaration and international law, providing in Section B(1)(a):

“Every effort should be made by state and government machineries to ensure that institutions and organizations responsible for sport comply with the equality provisions of the Charter of the United Nations, the Universal Declaration of Human Rights and the U.N. Convention on the Elimination of All Forms of Discrimination against Women.”

**International Olympic Committee**

The supreme authority of the Olympic Movement, the IOC not only has a critically important role in the Olympics, but its principles provide an additional impetus toward equality of women in sport far beyond the Olympics themselves. Its nondiscrimination principles are part of the international consensus around equality of opportunity for women and sports.

**The IOC:**

“Strongly encourages, by appropriate means, the promotion of women in sport at all levels and in all structures, particularly in the executive bodies of national and international sports organizations with a view to the strict application of the principle of equality of men and women.”

UNESCO, recognizing the central role of the IOC, called for national enforcement of the Olympic Charter, “particularly the principles of non-discrimination.”

**Council of Europe**

This multinational organization is comprised of 45 countries (including 21 in Central and Eastern Europe), and five observers (Holy See, United States, Canada, Japan and Mexico). The Council develops continent-wide agreements to standardize member countries’ social and legal practices, and has described as one of its purposes to defend human rights, parliamentary democracy and the rule of law. It has addressed the issue of women and is another important example of the
range of official bodies demonstrating a consensus on women and sport.

It has legally binding European treaties or conventions – many of which are open to non-member states.

In 1996, it adopted Resolution 1092, on Discrimination against women in the field of sport, and more particularly in the Olympic Games, as follows:

“Whenver fundamental human rights are infringed, the Assembly considers it has a duty to intervene in the internal affairs of any state, irrespective of whether it is a member of the Council of Europe. Even if there are cultural differences and traditions, this should be no argument for accepting any policy of discrimination against women in sport.”

It’s legal arm, the Venice Commission, advises countries on how to revise their laws. This Commission could provide specific guidance on the elimination of discrimination against women in sport.

**European Union**

The European Union’s structure and enforcement mechanisms could also be directed to the implementation of gender equality principles in the member countries.

The European Equal Treatment Directive obliges member states to reverse national law and administrative rules that do not conform to the Community principle of gender equality.

Its directives can be enforced in the European Court of Justice or at the national level.

**International Customary Law**

Once created, the rules under international customary law can be universally binding. The law is established once there is a stable and fairly uniform international practice with which many states have consistently complied. A case can be made that nondiscrimination and equal opportunity principles applying to women and sport have emerged as a principle of international customary law:

That principle is reflected explicitly in CEDAW and Article 10 §g; in the Beijing Platform for Action and Strategic Objective C.2(107)(f); by UNESCO; in the Brighton Declaration; by the IOC in its Charter and principles; and by the Council of Europe, Resolution 1092.

The principle is also reflected in numerous nations’ laws, in addition to the international treaties and instruments listed above, such as Title IX in the United States.

**Role of Advocacy in Creating Legal Rights: Title IX as a Case Study**

In the United States, a series of laws and constitutional protections against sex discrimination were adopted over the last 40 years. One of
the most important laws used to expand opportunities for women in sport is Title IX. Enacted in 1972, Title IX prohibits sex discrimination in education. While the statute itself as enacted made no specific reference to sports, the government agency responsible for the law's enforcement (the U.S. Department of Education) issued lengthy regulations in 1975, setting out detailed guidance on how the nondiscrimination principle was to be applied in a range of educational activities, including athletics.

The history of Title IX enforcement in the area of sport has been one of constant resistance by many powerful forces in men’s athletics to weaken its reach, and by women’s advocates to defend its scope and effect. The strategies used, and the challenges faced in applying Title IX’s promise of women’s equality in sport demonstrate the importance of law as a tool for change, but also the inadequacy of law alone if there is not the will to overcome determined resistance to its enforcement to require real change.

The National Women’s Law Center was founded in 1972, the year Title IX was passed. It has been centrally involved in the fight ever since in the Courts, in the U.S. Congress and in the government enforcement agency, the Department of Education, to protect and apply its provisions. The fight continues to this day. Highlighted below are some of the challenges and strategies used.

Before Title IX was passed, fewer than 32,000 women participated in college sports – today the number has expanded nearly five-fold; high school participation has increased by 800%. It has been recognized, for example, that “U.S. Women’s soccer owes its pre-eminence to the gender-equity reforms visited upon colleges by Congress [30]-odd years ago.” Still today, only 36% of college-level athletic operating budgets are for women’s teams, and women receive only 41% of the opportunities to play intercollegiate sports.

In 1974, the National Women’s Law Center sued the U.S. Department of Education to require it to issue implementing regulations and begin Title IX enforcement. The lawsuit, and court monitoring, continued for over 10 years – while the 1975 regulations and supplementary athletics guidance in 1979 were issued.

In the 1970’s and 1980’s, many bills were introduced in Congress to amend Title IX, and weaken its scope. Women’s organizations successfully lobbied to defeat the amendments and none passed.

Individual women athletes brought lawsuits under Title IX to open athletic opportunities in their high schools, colleges and universities. The National Women’s Law Center provided the lawyers bringing the first Title IX lawsuit against an entire university intercollegiate athletic program in 1979.

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4 For information about the National Women’s Law Center, and Title IX, see www.nwlc.org.
Women’s organizations also lobbied to pass the Athletics Disclosure Act, which requires colleges and universities to make public their record of the specific numbers of opportunities to compete provided and financial expenditures for the men’s as compared to the women’s programs. This disclosure caused some schools to fix inequities themselves, allowed women’s organizations at the colleges and universities to press for change, and women’s organizations like the National Women’s Law Center to file Title IX complaints with the government enforcement agency to conduct investigations and require changes.

Male athletes began to bring lawsuits, especially from the 1990’s to the present, challenging Title IX regulations and guidelines as going too far in favor of women and as “reverse discrimination” against men. All of these challenges have been vigorously defended by women’s rights advocates in court, and all have been unsuccessful to date. The National Women’s Law Center is involved in one such challenge that is currently pending, on appeal, after the representatives of the male athletes lost in the District Court.

In the last few years, efforts were targeted to convince the U.S. Department of Education to weaken the Title IX regulations and guidelines. After a Commission was established, and hearings were held around the country, a massive protest effort resulted led by women’s rights advocates, and in July, 2003, the U.S. Department of Education announced it would keep the policies in place.

*   *   *

Following is a list of NGO’s working to promote equality of women in sports, who are in a position to use the international tools described in this paper, as well as the laws in their own countries, to continue to press to make equality of women in sport a reality. History has shown that only with a sustained and determined effort will such progress be made, and kept.
International NGOs Working to Promote Equality of Women in Sports

<table>
<thead>
<tr>
<th>Organization</th>
<th>Brief Description</th>
<th>Internet Address</th>
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<tbody>
<tr>
<td>Womensport Australia</td>
<td>In 1990 representatives from a number of women's sport and recreation groups met with national and state government department representatives to discuss the formation of a non-governmental national organization which would represent the interests of women and girls in sport and physical activity. A Working Party was formed to further develop the notion of a national body and in 1991 Womensport Australia (WSA) was established to meet this need. Womensport Australia's objectives are: 1. To promote and communicate the importance of women in sport to shape opinion and influence decisions nationally. 2. To source information and scan the environment to provide current and relevant advice about women in sport. 3. To build and nurture relationships to sustain the social value of women in sport. 4. To seek diverse income streams to ensure our viability.</td>
<td><a href="http://www.ausport.gov.au/wspa/wsabout.htm">http://www.ausport.gov.au/wspa/wsabout.htm</a></td>
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<tr>
<td>WomenSport International</td>
<td>WSI was formed to meet the challenge of ensuring that sport and physical activity receive the attention and priority they deserve in the lives of girls and women and to meet the need for an international umbrella organization that can bring about positive change for girls and women in these important areas of their lives. WSI is both an issues and action-based organization. Our members represent over 30 countries and a broad range of expertise and interest in the following areas: sports science, medicine, health and fitness, nutrition, coaching, administration, and education as well as athletes and girls and women who want the opportunity to make sport and physical activity an ongoing part of their lives. The aim of WSI is to bring about increased opportunities and positive change for women and girls at all levels of involvement in sport and physical education.</td>
<td><a href="http://www.sportsbiz.bz/womensportinternational/about/index.htm">http://www.sportsbiz.bz/womensportinternational/about/index.htm</a></td>
</tr>
<tr>
<td>Japanese Association for Women in Sport</td>
<td>Education</td>
<td><a href="http://www.jws.or.jp/eng/index.html">http://www.jws.or.jp/eng/index.html</a></td>
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<td></td>
<td>Increase public awareness on women's sports</td>
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<td>Implement educational programs on women's sports in the school system</td>
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<td>Provide fact-based information on the effect and benefit of sport and fitness for women</td>
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<td>Increase the fair coverage of sportswomen in the media</td>
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<td>Provide educational programs to train female athletes and coaches with media</td>
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<td></td>
<td>Advance research on women in sport</td>
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<tr>
<td>Participation</td>
<td>Increase women's participation in sport</td>
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<td></td>
<td>Encourage and facilitate the creation of more sport opportunities for women</td>
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<td></td>
<td>Help with planning, designing, and managing of sport and leisure facilities to account for the needs of women</td>
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<td></td>
<td>Promote volunteers in sport</td>
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<tr>
<td>Leadership</td>
<td>Increase the number of women in sport careers in general, and in leadership and decision-making positions in particular, and enhance the status of women in sport</td>
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<td></td>
<td>Support personal career development of women in sport</td>
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<td></td>
<td>Develop training program for teachers, coaches, administrators, and referees</td>
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<td><strong>Help women conduct research in sport</strong></td>
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<tr>
<td><strong>Networking</strong></td>
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<tr>
<td>Cooperate and network with other national and international sport organizations</td>
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<tr>
<td>Seek support of key-sports-persons as partners</td>
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<tr>
<td>Establish formal contacts with other women and sport organizations worldwide</td>
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<tr>
<td>Foster solidarity among Asian nations in promoting women's sports</td>
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<tr>
<td><strong>Coordination</strong></td>
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<tr>
<td>Enhance the status of women's sports in governmental and international bodies in carrying out JWS activities</td>
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<tr>
<td>Interact with governmental and international bodies and make suggestions in carrying out JWS activities</td>
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<tr>
<th>Women’s Sport Foundation UK</th>
<th>Vision</th>
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<td></td>
<td>We have a vision of a society that celebrates the diversity of women and girls, and enables them to benefit from, excel at and fulfil their potential through the sport of their choice.</td>
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<td></td>
<td>Mission</td>
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<td>Our mission is to influence and work with key decision-makers in the UK, in order to change sports policy, practice and culture for the benefit of all women and girls.</td>
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<td>Who will we work with?</td>
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<tr>
<td></td>
<td>Sports policy and strategy-makers at national and regional levels, to realise our mission and enable our vision.</td>
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<td></td>
<td>Core activities</td>
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We aim to:
inform and share: by providing advice and information on up-to-date research, policy and strategy development, sources of funding, and national and regional initiatives
influence and lead: by influencing national and regional government, and sports council strategy and policy to make sure that all policies, strategies and programmes are equitable
promote and motivate: by collecting, developing and sharing examples of best practice.

| The Canadian Association for the Advancement of Women in Sport | The Canadian Association for the Advancement of Women in Sport is a national not-for-profit organization founded in 1981. CAAWS works in partnership with Sport Canada and with Canada's sport and active living communities to achieve gender equity in the sport community. CAAWS operates with a strong base of volunteers and a small team of effective and efficient staff. | http://www.caaws.ca/ |
| Women In Sports Careers Foundation | Mission Statement To provide women and girls professional guidance, education, and support to pursue and manage sports related careers. Organizational Objectives To educate women and girls about career management and the complexities of the career process. To provide the tools, resources and practical solutions for effective career management, as offered by female sports industry leaders. To provide a supportive networking environment through career forums and seminars. To retain women in sports related careers. To challenge, inspire and motivate women to follow their career paths. | http://www.wiscfoundation.org/mission/mission.htm |
dreams.

Click here to sign up for our HOT Jobs of the Week Online Newsletter

Career Education
Access to Career Advice including; Resume Preparation, Interviewing & Salary Negotiating Tips, etc.

Seminars
Career Management seminars are available for organizations and can be custom designed to meet organizational needs.

WISC Internship Program
To provide access to internship opportunities for young women with an interest in sports related caree
The Women's Sports Foundation

Founded in 1974 by Billie Jean King, the Women’s Sports Foundation is a charitable educational organization dedicated to advancing the lives of girls and women through sports and fitness.

Our mission is to ensure equal access to participation and leadership opportunities for all girls and women in sports and fitness.

**GOALS**

**WORLDWIDE**

Be recognized as the foremost worldwide resource and advocate for girls and women in sports and fitness.

**EXPERT**

To have an educated public that encourages females’ participation and supports gender equality in sport.

**PARTICIPATION**

Increase sports and fitness participation of and leadership by girls and women.

**SUCCESSFUL**

Acquire the resources necessary to continue to be a catalyst for social change.

**EXCELLENT**

Manage internal resources in a cost-effective manner to ensure service quality and the public’s trust.

**OUR VISION IS A SOCIETY IN WHICH:**

- girls and women of all ages fully experience and enjoy sports and fitness with no barriers to their participation.
- girls and women are confident and comfortable identifying themselves as athletes.
- everyone believes that sports and fitness are important to the health, leadership development and well-being.

http://www.womenssportsfoundation.org
of all girls and women.
everyone agrees that society benefits when females reach their full potential.
no one underestimates the sports ability of a person simply because of gender or appearance
sports for males and females embrace positive values and respect for others.
equal opportunity is assured and equal ability assumed in the sports workplace.
there is extensive interest in, and quality media coverage of, women in sports.
WE VALUE:
Volunteers, contributors and Foundation employees who provide productive, expert and passionate support.
Parents, fans and sport leaders who offer guidance and encouragement to all female athletes.
Champion athletes, pioneers and visionaries who create new opportunities and aspirations for girls and women in sports.
WE ARE COMMITTED TO THE IMPORTANCE OF:
All sports, recreational and fitness activities and participants at all skill levels -- because sports and fitness play an important role in our everyday lives
Diversity -- including people of every age, color, gender, national origin, physical disability, race, religion and sexual orientation.
Strategic alliances -- acting collaboratively with other organizations to provide only those programs and activities not better provided by others.
Efficiency -- carefully utilizing the resources available to us
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<tr>
<th>Organization</th>
<th>Description</th>
<th>Website</th>
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<tbody>
<tr>
<td>Non-discrimination -- offering Foundation programs or activities regardless of age, color, national origin, physical disability, race, religion and sexual orientation.</td>
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</tr>
<tr>
<td>Women in Law and Development in Africa</td>
<td>Women in Law and Development in Africa (WiLDAF) is a pan African women's rights network dedicated to promoting and strengthening strategies which link law and development to increase women's participation and influence at the community, national and international levels. WiLDAF brings together organisations and individuals who share this objective and who are operating at local national and regional levels to make it a reality.</td>
<td><a href="http://site.mweb.co.zw/wilda/">http://site.mweb.co.zw/wilda</a></td>
</tr>
<tr>
<td>European Women and Sport</td>
<td>The European Women and Sport • is a free-standing group which consists of representatives and contact persons related to or interested in gender equality work of non-governmental or governmental sports organisations and bodies in their respective countries; • aims at promoting the national equality work in sport and at disseminating information with European sports organisations and bodies at non-governmental and governmental level; • counts at present 41 member countries represented by 44 contact persons; analyses the need of action and develops recommendations for equality work as reflected by the biennially organised EWS Conferences.</td>
<td><a href="http://www.ews-online.com/en/">http://www.ews-online.com/en/</a></td>
</tr>
<tr>
<td>International Association of Physical Education and Sports for Girls and Women</td>
<td>Aims: To bring together women of many countries working in the field of physical education and sport. To strengthen international contacts. To afford opportunities for the discussion of mutual problems. To promote activity in such fields as the exchange of persons and ideas.</td>
<td><a href="http://www.udel.edu/HESC/bkelly/usa.html">http://www.udel.edu/HESC/bkelly/usa.html</a></td>
</tr>
</tbody>
</table>
among member countries and research into problems affecting physical education and sport for girls and women. To cooperate with other organizations which are encouraging particular services of and to women in society.

*Countries Represented in I.A.P.E.S.G.W.*

Argentina, Australia, Austria, Belgium, Botswana, Brazil, Canada, Chile, Columbia, Czechoslovakia, Denmark, Egypt, Equador, Fed. Rep. of Germany, Finland, France, Greece, Guatemala, India, Indonesia, Iran, Ireland, Israel, Italy, Japan, Korea, Lesotho, Luxembourg, Mexico, Namibia, Netherlands, New Zealand, Norway, Paraquay, Peru, Phillipines, Poland, Portugal, Puerto Rico, Rep.of China, Rep. of South Africa, Romania, Spain, Swaziland, Sweden, Switzerland, Thailand, Transkei Turkey, United Kingdom, United States of America, Uruguay, Russia, Venezuela, Zimbabwe.
6.5.3. Access of girls and women to physical education

Prof Margareth Talbot
President, International Association of Physical Education and Sport for Girls and Women

ACCESS OF GIRLS AND WOMEN TO PHYSICAL EDUCATION

Prof Dr Margaret Talbot, Vice President (Physical Education, Physical Activity & Sport), ICSSPE; President, IAPESGW; Chief Executive, CCPR (UK)

THE CASE FOR PHYSICAL EDUCATION

PHYSICAL EDUCATION:
- is the only educational experience where the body, physical activity and physical development are the focus;
- helps children to develop respect for their bodies;
- develops understanding of the role of aerobic and anaerobic physical activity in health;
- positively enhances self confidence, self esteem;
- enhances social & cognitive development, academic achievement - integrated development & inclusion;
- is the ONLY comprehensive way of providing ALL children with skills & knowledge for life long participation in physical activity & sport.

CHILDREN -GLOBAL DIFFERENCES

“DEVELOPED”:
- Sedentary lifestyles;
- Mostly urban;
- Increased obesity;
- Fears for children’s safety (traffic, harm);
- Established schools structures;
- Pressure from academic subjects.

“LESS DEVELOPED”:
- Hard physical labour;
- Urban/rural contrasts;
- Food shortages, famine;
- Fears for children’s safety (war, exploitation) in some countries;
- Patchy schools service;
- Pressure to achieve academically.
**BOTH GIRLS AND BOYS**, whatever their abilities and despite living in a wide range of countries and cultures, material circumstances, all:

- Need to develop physically and grow;
- Are predisposed to be physically active;
- Need to experience being children before they have to be adult;
- Learn best through activity;
- Respond best to enjoyment and achievement

**PHYSICAL EDUCATION AND SPORT**

- Education a long-term patron for sport, in variety of ways - not always recognised or acknowledged. Often more sport provision for boys than for girls;
- Education the most COMPREHENSIVE and sustainable structure for introducing children to physical activity through PE; however, 128 million of world’s poorest children excluded, in many countries, more girls than boys;
- 3rd International Forum For Development 1998: “Reinforces the need to build the case for investment in sport and physical education - tool for development”.

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**DYNAMICS OF EXCLUSION**

“Tennis is for rich men’s daughters”

“Our families believe women are meant to stay home and make good mothers and housewives (sic)”

Commonwealth Games competitors 1994

**PHYSICAL EDUCATION ESPECIALLY IMPORTANT FOR GIRLS AND WOMEN**

- School PE most comprehensive system possible;
- Girls are more dependent on school PE for learning physical skills than are boys;
- Schools seen as safe and protected - parental/cultural approval;
- Less provision for girls in other sectors;
- PE teachers (especially women) can be powerful role models;
- PE a pre-vocational subject - adult jobs;
- Reinforces the need for girls’ rights to education.
RESEARCH FINDINGS
Physical Education (and sport) - effects on girls:
- enhances self esteem and reduces tendency to risk behaviours;
- reduces likelihood of early sexual activity & teenage pregnancy;
- reduces negative attitudes to school and dropout;
- prepares for high level sports achievements;
- is an important pre-vocational subject;
- improves health, prevents injuries from poor posture, carrying, poor balance;
- enhances academic performance.

BRIGHTON DECLARATION ON WOMEN & SPORT 1994
“... ensure that educational processes and experiences address issues relating to gender equity and the needs of female athletes, equitably reflect women’s role in sport and take account of women’s leadership experience, values and attitudes.”

FEKROU KIDANE, IOC
“Woman, the driving force in the economic and social development of the countries of the Third World, even today remains unhappily confronted with traditional and religious problems which prevent her from blossoming out in sport. If it is the boy’s right to amuse himself, the girl must use her free time to be initiated into cooking, sewing and household tasks. Nonetheless, she practises all the physical exercises that living in underdeveloped rural zones imposes on her”

NEED TO FREE GIRLS FROM PHYSICAL LABOUR, FOR PHYSICAL PLAY

WINDHOEK CALL FOR ACTION 1998
- Addressed to all governments, educational & research institutions
- “Develop closer relationships between sport and women’s organizations... and... education”
- “Avert the ‘world crisis in physical education’ by establishing and strengthening quality physical education programmes as key means for positive introduction to young girls of the skills and other benefits they can acquire through sport. Further, create policies and mechanisms that ensure progression from school to community-based activity”
- SAME NEEDS FOR OTHER EXCLUDED GROUPS
STATE & STATUS OF PHYSICAL EDUCATION WORLD-WIDE

- World-wide audit funded by IOC through TCSSPE;
- Undertaken by Dr Ken Hardman (University of Manchester), assisted by colleagues from International Committee for Sports Pedagogy;
- Showed that:
  - Despite being legal requirement in most countries, PE often not delivered or supported properly;
  - Time in curriculum & funding reducing world-wide;
  - Insufficient teachers trained to deliver, especially elementary schools;
  - Teachers report decrease in morale of PE profession;
  - Poor awareness/support for PE from Education Ministries.

THE CASE FOR PHYSICAL EDUCATION
- BERLIN SUMMIT NOVEMBER 1999

Supported by IOC & Berlin Government, under patronage of IOC, UNESCO, endorsed by WHO.

The case for PE made on the grounds of evidence from the following areas of research:

- Educational, children’s development, contributions to social & cognitive development, school life;
- Economic - prevention of risk behaviours, health problems, long term benefits;
- Health;
- Sports development, foundation for of sport;
- Social development & inclusion.

BERLIN AGENDA FOR ACTION I;
for Government Ministers

The World Summit on Physical Education reinforces the importance of Physical Education as a life-long process. It is particularly important for every child as articulated in the International Convention on the Rights of the Child. All children have a right to:

1. The highest level of health;
2. Free and compulsory primary education for both cognitive and physical development;
3. Rest and leisure: play and recreation.

BERLIN AGENDA FOR ACTION I -
action from Government Ministers to:

- Implement policies for PE as a human right for all children;
- Recognise that quality PE depends on well-qualified educators & scheduled time within the curriculum, both of which are possible to provide even when other resources like equipment are in short supply;
- Invest in initial & in-service professional training & development for educators;
- Support research to improve the effectiveness & quality of PE;
- Work with international financial institutions to ensure PE is included as part of their definition of education;
- Recognise the distinctive role of PE in physical health, overall development & safe, supportive communities;
- Recognise that failure to provide PE costs more in health care than the investment needed for PE.
BERLIN AGENDA SENT TO MINEPS III (Third International Conference of Ministers & Senior Officials Responsible for PE & Sport) Dec 1999

Declaration... “intended to mobilize governments, intergovernmental & non-governmental organizations & individuals throughout the world”. “The Ministers reiterate the importance of physical education and sport as an essential element and an integral part in the process of continuing education and human and social development.” “...urge donor countries and international financial bodies to recognize sport and physical education as powerful tools for development...”

MINEPS III

...note the need, and request UNESCO’s support, for the inclusion of physical education and sport as Human Development indicators by the United Nations Development Programme at the same level as education, health and the environment. They are deeply concerned to note that... opportunities for children to participate in physical education have been significantly curtailed. It is noted that the time required for physical education in schools is being substantially reduced... In this context, they endorse the Berlin Call for Action... and encourage Member States to ensure that sport and physical education are incorporated in school programmes...

MINEPS III

- Recognize the importance of NGOs play in promoting physical education and sport... And encourage Member States to strengthen their partnership with NGOs in the development of programmes and policies relating to sport & physical education;
- Also noted the under-representation of women as participants, coaches, officials & decision-makers in sport - urge action (including education);

STATEMENTS AND COMMUNIQUES ARE POWERFUL LEVERS, BUT:

ACTION REQUIRED TO ENSURE APPROPRIATE & TIMELY INTERVENTION. ICSSPE WILL:
- Provide leadership and hub for sharing information, dissemination;
- Monitor and review progress;
- Make proposals for future work;
- Berlin Agenda II (for Physical Educators);
- Publish books - “Building the Case for Physical Education”, “Good Practices in Physical Education”;
- Produce an advocacy toolkit - “Making the Case for Physical Education.”
**STATEMENTS ARE POWERFUL LEVERS, BUT:**

**INTERVENTION AT NATIONAL LEVEL NEEDED:**
- GOs & NGO work together to secure commitment, eg:
  - endorsement of Berlin Agenda & MINEPS III;
  - national audit, situation for Physical Education;
  - trained teachers, curriculum time, equipment;
  - dissemination, conferences, publications;
  - reviewing systems, quality of training for PE;
  - customising materials for national context;
  - lobbying government, school boards, governors;
  - research.

**SPORTS ORGANISATIONS**

- Acknowledge the distinctive role which Physical Education plays in sports development - what would YOUR sport need to put in place without it?
- Help to lobby government to provide the basic needs required for effective Physical Education;
- Support teachers with technical knowledge and expertise, avoid displacing school Physical Education;
- Learn from teachers about the needs of children and young people;
- Support schools with links with community and competitive sport.

**GOVERNMENTS**

- Recognise the case for Physical Education, both immediate benefits for children and young people, and longer term benefits for society and the economy;
- Commit to invest in PE through providing a secure place in the school curriculum for all children and adolescents; recognise the special benefits for girls;
- Allocate resources for teacher education - initial and post-experience;
- Invest in research on PE's contributions to educational, social and economic development;
- Integrate education and sports policies;
- Work with the PE profession.

**DEVELOPMENT/AID AGENCIES**

- Meet MINEPS III's call for donors to recognise the role of PE as a tool for development, especially for girls;
- Co-ordinate aid for health and education, youth development to include physical education, especially capacity building, eg:
  - setting up national professional networks & organisations for development of PE;
  - twinning, bilateral schemes to develop PE;
  - programmes of in-service & initial training, especially for teachers in elementary schools;
  - advocating curriculum time for PE.
INTERNATIONAL OLYMPIC COMMITTEE

- Continue to work with ICSSPE & PE organisations, support the world-wide work in Physical Education – support for “Sport In Education” project;
- Include in the work of the IOC Committee on Women and Sport, a strategy to support PE for girls in school curricula;
- Raise the awareness of members and partners of the IOC, of the importance of school physical education, especially for girls and women;
- Use the Olympic Movement to support the development of educational materials for schools, to extend sports opportunities for girls and women.

PHYSICAL EDUCATION - INVESTMENT IN GIRLS’ AND SPORT’S FUTURE

- Image of children running
6.5.4. Women with disabilities and sport

Mr Phil Craven
MBE, President, International Paralympic Committee

Ms Beatrice Hess
Member, Paralympic Swimming and, Member of the IOC Women and Sport Commission

Overview of the Paralympics

The Paralympic Games are a celebration of elite sport.

- Enable Paralympic athletes to achieve sporting excellence and inspire and excite the world.
- Comprised of athletes with mobility, visual and intellectual disabilities.

Elite performances by women athletes:

- Purification Santamarta runs 100 meters in 12.33 seconds without her sight.
- Emma Brown powerlifts 140 kg from a prone position.
- Louise Sauvage covers 1500 meters in 3:30.45 seconds in her racing wheelchair.
- Marla Runyan runs her way to the Olympic 1500 meter finals with a vision impairment.

Paralympic Milestones

- 1948/1952: Stoke Mandeville and World War II.
- women athletes participated on a very limited basis, women were involved with sport and team development and staffing teams at competitions.
- Rome 1960: First Paralympic Games.
- Nations sent women athletes to the Games.
- Seoul 1988: First coordinated LOC.
- Atlanta 1996:
  - 24.5% of athletes were women, 47% of nations competing brought no women athletes.
- Sydney 2000:
  - First woman executive in charge of organizing Paralympic Games.
  - Number of countries bringing women athletes increased to 65% due to new wild card and solidarity funding policies.
  - Number of women athletes increased slightly to 25.4%.
- Salt Lake City 2002: new structure. Approximately 24% of athletes were women compared with 21% in the 1998 Nagano Games.
• Athens 2004: Two new sports for women will be introduced (sitting volleyball and judo)

_Paralympic Games Scope_

Summer Games:
• 4,000 Athletes
• 150 Delegations
• 20 Sports
• Spectators 1.2 mio

Winter Games:
• 800 Athletes
• 40 Delegations
• 4 Sports
• Spectators 215,000

_Role of the IPC_

• International governing body of sport for Paralympic athletes
• Responsible for organizing, supervising and coordinating the Paralympic Summer and Winter Games
• Supports the recruitment and development of athletes at local, national and international levels and across all performance levels

_IOC / IPC Relationship_

• General co-operative agreement
• Included in contract with OCOGs for Olympic Games for 2008 and onward
• Shared representation on some IPC and IOC commissions and committees
• IPC President holds IOC membership

_IPC Commitment to Gender Equity_

• Brighton Declaration was unanimously endorsed by IPC General Assembly in 1995
• Policies established to address under-representation of women on the field of play and in the boardroom
• IPC appointed representative to the IOC Women and Sport Working Group
• Creation of IPC Commission for Women in Sport

_Beatrice Hess_

Beatrice Hess of France is a Paralympic Swimmer, she set 7 world records in Sydney, and earned 7 golds, in total she has earned 18 gold, 2 silver and 1 bronze in Paralympic competition.
Beatrice serves as the IPC liaison to the IOC Women and Sport Working Group and is a member of the IPC Commission for Women in Sport.

**Role of the IPC Commission for Women in Sport**

Serves as advocate for full inclusion of girls and women at all levels of Paralympic sport.

Identifies barriers that restrict participation in sport for girls and women with disabilities.

Recommends policies that address barriers and achieve equity from the playing field to the boardroom.

Develops initiatives that lead to increased opportunities for girls and women in Paralympic sport.

**IPC Commission’s Key Objectives**

To increase the number of women competing in the Paralympic Games and the number of countries bringing women to the Games.

To increase the number of women coaching, officiating and administrating sports and teams at the Paralympic Games.

To increase opportunities in sport for girls and women with disabilities at local, national and international levels.

To increase representation by women in all IPC decision-making structures including National Paralympic Committees, International Organizations of Sport and Disability and International and Paralympic Sport Federations.

**Status of Women in Paralympic Sport**

**Women athletes:**

Women represent approximately 25% of Paralympic athletes compared with 34 – 36% in the Olympic Games.

**Women Leaders:**

IPC Athletes Committee – First woman Chair currently serving, 44% of members are women.

IPC Sports Council Management Committee - First woman Chair currently serving, 40% of members are women.

IPC Sports Chairs – Woman make up 30% of current sports Chairs.

IPC Commissions – Woman hold 70% of Commission appointments.

**IPC Commission for Women in Sport Key Initiatives**

To establish women in Paralympic sport liaisons network.

To conduct leadership training.

To develop tool kit on sports participation for girls and women with disabilities.

To promote research to understand the benefits and barriers to participation in sport for girls and women with disabilities.

To connect with the broader women and sport movement.
**Recent IPC Women in Sport Accomplishments**

Secured IPC General Assembly approval of a policy to increase representation by women in all IPC decision-making structures (including NPCs, IOSDs, Sports).

Successfully recruited qualified women candidates who were appointed to IPC staff and standing committee positions.

Delivered “women in Paralympic sport” presentations at six national or international conferences in the past year.

Two Commission for Women in Sport members appointed to IPC Constitutional Commission.

Addition of two new sports for women in Athens 2004 (Sitting Volleyball and Judo).

**Closing Remarks**

While equal rights and equality of opportunity for girls and women have begun to take hold, many girls and women with disabilities remain disenfranchised.

Employment, education and income rates for women with disabilities are among the lowest of any disenfranchised group.

The combination of disability and gender presents significant barriers to independence and self-determination for women.

Sport can be an effective tool in breaking down barriers to full participation in society for girls and women with disabilities.

It is going to take all of us working together to bring down the barriers of exclusion and to promote the talents and abilities that girls and women with disabilities have to offer the world.
6.6. Session E: Media Exposure and Women’s sport

6.6.1. Media portrayal of women in sport

Ms Anita DeFrantz
Chairperson, IOC Women and Sport Commission

The sport media are pervasive. Studies in the United States show that 93 percent of all American children between the ages of 8 and 17 are sport media consumers. Television, films, radio, video games, the Internet, newspapers and magazines shape how children and adults alike perceive sport. Media play a role in encouraging and discouraging young people’s participation in sport. And, media also play a role in forming our impression of gender roles within sport.

I have been interested in the issue of media coverage of women’s sport for many years. As president of the Amateur Athletic Foundation of Los Angeles I have encouraged our organization to study this issue. Since 1990, the AAF has conducted a series of media studies.

These studies show that there are both quantitative and qualitative differences between the media’s coverage of men’s and women’s sport. In both print and non-print media there is more and better coverage of men’s sport. In major American newspapers, for example, stories about men’s sport outnumber stories about women’s by more than 20 to 1. On the leading national television sports new show in the U.S., more than 95 percent of all stories are about men only.

Qualitatively, there also are important differences. In brief, women’s sport is portrayed as less serious, less important and less adult. On television, announcers frequently referred to women as “girls,” while male athletes of the same age never were called “boys.” Announcers tend to use words suggesting psychological strength and control when describing men’s performances. They are much more likely to use words suggesting weakness when discussing women athletes.

The AAF studies are part of a larger body of literature. During the past 15 years there have been well over 100 academic studies of the media treatment of women’s sport. The consensus of this literature is clear. Although there has been noticeable improvement in both the quantity and quality of the coverage of women’s sport, the male-dominated sports media continue to underreport it. Furthermore, media coverage too often portrays women athletes in ways that diminish their accomplishments and reinforce traditional concepts of male and female roles. These patterns are evident in both non-elite and high-level sport and in both print and non-print media.
Almost all of the academic work on this topic has focused on North America, Europe and Australia. However, it is clear from journalistic accounts, websites and conversations that all of us have had at regional conferences of this organization, that the problem exists in Asia, Africa, and South and Central America as well.

As we look around the world, it is easy to be pessimistic, but as I mentioned earlier, we have seen progress in the past decade. Perhaps, the most dramatic improvement has been in the coverage of the Olympic Games. There are a number of recent studies suggesting that coverage today is approaching the type of parity all of us would like to see all of the time.

A study of the 1996 Atlanta Games, published last year, indicates that American television coverage was better in many respects than coverage of the 1992 Games. Although the authors noted that “many disparities” continued to exist between men’s and women’s coverage, there were several “notable improvements” as well. The amount of coverage increased in 6 of the 11 women’s sports studied. Qualitatively, while gender differentials remained in the coverage of some sports, the coverage of women’s and men’s athletics, swimming, volleyball, and basketball was “fairly evenly presented.”

Other studies have shown that time allocated to male and female Olympic events on U.S. and Italian television coverage in recent years, including the 2000 Sydney Games, has been roughly proportional to the percentages of male and female athletes competing.

And, a study of British, Canadian and American newspaper coverage of the 1996 Atlanta Games concluded that coverage of women and men was comparable to their participation rates and that qualitatively, “female athletes received a comparable coverage with their male counterparts.”

There may be many reasons why women competing in the Olympic Games receive better coverage than they enjoy in other settings. Certainly one reason is that Olympic broadcasters and print journalists have come to realize that when they present women’s sport and women athletes seriously, there are millions of people who will watch and read. I think also the fact that the IOC has insisted on equal treatment for women in the staging of the Games has over time created an environment in which the media consciously or unconsciously have come to see women’s Olympic sport as being as legitimate as men’s Olympic sport.

As we meet today, not only in this session, but throughout the conference, I urge you to consider ways in which to combat the problem. There may be some strategies that will work in almost any setting. There may be others that may be successful only in certain cultures and countries. While there may be a variety of routes to success, it is important to keep in mind that this is a fight that can be won.
6.6.2.  Reporting women’s sport

Ms Linda Rulashe
News Editor, Sunday Sun Newspaper, South Africa

1. Introduction: The "Kournikova" syndrome

The old English saying "Beauty is in the Eye of the Beholder" certainly rings true in the case of reporting on women's sports - especially when the beholder or journalist is male and the subject being reported on is about 1.73 m tall, a petite 56kg and has long gold tresses that glow in the sunlight. Journalists' focus of attention when it comes to Russian Anna Kournikova is more often than not on her looks or how her figure-hugging outfit clings to her in all the right places. As one English newspaper put it, "Flop Kournikova is pretty useless", and WTA titles continue to elude her, but tennis' glamour girl still manages to draw crowds and rake in millions.

What I call the Kournikova syndrome still exists in the coverage of women's sports. The "prettier" and "sexier" the players, the more column space female athletes are likely to occupy. Although one doesn't want to quibble about what constitutes beauty and what doesn't, one thing is clear - women's sport continues to get the least prominence on sports pages or on television, and when it does, it's often done in the most alluring way possible. If it's not Gail Devers' long, colourful nails, it's Serena Williams' black cat-like leather bodysuit, pink wristbands and diamond tiara. Alternatively, the focus sometimes shifts to the mundane, like Monica Seles' grunting in the two weeks leading up to the 1992 Wimbledon final.

And why not? It makes for good copy and visuals, doesn't it? Wrong, not when it's at the expense of the athletes' sporting capabilities, prowess and skills. A clear distinction is still often drawn between the masculine and feminine attributes of athletes. Even though the modern Olympic Games are a far cry from the days when women were excluded, women are still being marginalised.

"Female athletes are often stereotyped as sex symbols, while a more muscular body is perceived to be unnatural. This also explains the negative association of female athletes with lesbianism, expressed in a particular lifestyle which is not accepted in the wider society." (Burnett, 2001)

2. The more things change, the more they stay the same

One cannot ignore the great strides that have already been made in putting women's sport on the map. For instance, the recent signing of four South African women's soccer players by English team Arsenal FC served to catapult the game to dizzy heights. Boosted by lacklustre performances by the men's national team, more skillful play by their "fairer counterparts" and a R2.3 million cash injection from the national lottery for the under-19s, "women's soccer has generated huge excitement in the game". (Hilton-Smith, 2004).

Similarly, great strides were made when a greater number of women were represented than ever before at the 2000 Sydney
Olympics (Stivachtis, 2000). However, the numbers still reflect no change in the general status quo. Women represented less than half the total number of athletes in Sydney, while only 41 percent of Olympic medals were available to women.

That women are still being given a raw deal is evident. Take for instance in South Africa, where a survey showed a great deal of resentment existed among women about the way international events received preferential treatment over local women sports - particularly when the events didn't even involve their own home-grown athletes. About 80 percent of adult women believed women's sports were not given enough television coverage, while 78 percent thought not enough coverage was being given in newspapers. (SISA, 1997).

A recent study (SA Gender and Media Baseline, 2003) by the Media Institute of Southern Africa and Gender Links, a southern African non-governmental organisation that promotes gender equality through and in the media, found women were still under-represented and misrepresented at an alarming rate. Their view was that unless the status quo changed radically in newsrooms and television stations, women's sport would continue to remain bottom of the heap.

The extensive research into editorial content of the media across 12 SADC countries (namely, Angola, Botswana, Lesotho, Malawi, Mauritius, Mozambique, Namibia, Swaziland, South Africa, Tanzania, Zambia and Zimbabwe) found that black women accounted for a mere 5 percent of news sources and only 6 percent of media practitioners in South Africa. This was despite women representing 45 percent of the population.

Other major findings were:

- **Men's voices dominate the news** - The news in South Africa, in all media, is told primarily through the voices and perspectives of men. Women constituted only 19 percent of the known news sources, compared to an average of 17 percent for the region.

- **Women, and especially black women, are under-represented in the media profession** - Black female practitioners account for a mere eight percent of media practitioners, despite blacks constituting 45 percent of the population. In addition, male journalists dominate most news beats; women are least represented, particularly in sport, politics and economics.

- **Women are best represented in radio and as TV presenters, but the print media still has a long way to go** - While women have made the most strides in electronic media (in SA, women constituted 44 percent in both the TV presenter and radio category), they were least represented in print (29 percent in SA and 22 percent in the region). This discrepancy between the two mediums was found to be the most disturbing as it suggested the media profession still valued women's looks over their intellectual ability.
Female sports editors in South Africa are virtually non-existent and those who manage to rise up the ranks always end up hitting a glass ceiling.

Locally and internationally, sponsorship is generally perceived to be biased towards men (with mostly pretty women athletes attracting major endorsements and publicity). In addition, because media is often a reflection of its society, most female role models in South Africa, like Olympic swimming gold medallist Penny Heyns or 2003 IAAF Athlete of the Year Hestrie Cloete, are invariably white - a hangover from apartheid days. Sports editors, who are mostly white and male, merely maintain the status quo. One cannot entirely blame them though - there is a serious shortage of black female sports role models in South Africa.

Cultural differences present another dimension to the argument. Patriarchal societies such as those found in some parts of Africa present a whole fresh set of challenges with women often being made to feel subservient — any who dares divert from this is quickly put in her place.

3. Where to from here?

"The persistent lack of media coverage on sports dominated by women suggests that sport is still a male preserve ..." (Pelak, 2002) and will continue to be one for a long time yet. One way of reversing this scenario is to hire more female journalists (and in South Africa's case, particularly black ones), but they are more than likely going to start out at a disadvantage because of their sex and/or race. The norm is to usually relegate them to "cinderella" sports such as netball, women's hockey and synchronized swimming. Faced with the boring prospect of only reporting on these codes, their only option would be to "spread their wings" and cover other codes. But then how does one achieve this with all the already mentioned hurdles?

Turning on the charm could be one option. A top female television broadcaster in South Africa was not ashamed to say she did just that when she tried to clinch exclusive interviews during the 2003 Cricket World Cup. Brazenly brandishing her substantial cleavage and, by her own admission, her "pretty" looks, she succeeded in getting stories her male counterparts couldn't. (Tshaka, 2004) Unfortunately, most female sports reporters like me are not well endowed with these physical attributes.

On a more serious note, there have been suggestions that we look at redefining names, language, descriptions and events (The Montreal Tool Kit, 2002). Some sports commentators and reporters, for instance, still use masculine language in their descriptions (e.g ladies as opposed to women's teams; emotional, shapely, charming as opposed to powerful, agile and graceful).

One notes the recommendation made at the last World Conference on Women and Sport in Paris that all parties work more closely with the media to ensure they are given more accurate information about the real image of women's sport. Furthermore, special training programmes were also suggested. However, unless real targets are
set and sports organizations, including national Olympic committees, are held accountable for educating the media in this regard, one will be fighting a losing battle.

Government intervention may be another option. Parliamentary pressure by the sports portfolio committee was, for instance, instrumental in finally getting television coverage for the biggest women's sport in South Africa, netball, in the late 1990s. But one should tread carefully in this regard. Media generally loath interference, and with gender issues usually taking a back seat, a deft skills in persuasion will be a bonus here.

FIFA president Sepp Blatter triumphantly declared after the highly successful 1999 Women's World Cup finals in America that "the future of football is feminine." With the world's first and only women's professional set-up disbanding just days before the start of the 2003 World Cup, one wonders if the future for women's football and women's sports is indeed a bright one. (Leighton, 2003).

In conclusion, I wish to ask how long are we going to allow the above outlined status quo to remain the same? Should this conference not perhaps set up a task team to address some of these fundamental issues and come up with concrete suggestions and targets (by the Athens Olympics) so that women are projected in the media purely for their sporting prowess and not their sexuality? I leave that up the floor to discuss.

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6.6.3. Television and Women’s Sport

Ms Charmaine Crooks
IOC Member

There are some phrases which are like music to the ears for women in sports. « She shoots, she scores » is one of those phrases heard in arenas in countries like my native Canada. Women have clearly arrived in the sport of ice hockey, which is our national pastime and part of our cultural identity. The game on the Olympic program has done much to legitimise it in the eyes of sponsors, fans, and young girls who strive to be the next Olympian.

“Nothing but net, as she sinks the three pointer”. The ability of women on the court, while courting TV fans, and shoe contracts, has proven a great success for the athletes who have taken part in Basketball.

“And she hurl the shot put to Olympic gold”, is what we will hear in Athens, when women take to Olympia for the first time to stage their competitions. There, we will witness history, in the birth place of the Olympics.

Twenty years ago, all these commentaries would not have been heard. The media has now made it possible to bring it into billions of homes during the Games.

So where does this journey start for these of us who have passed through sport on our life’s journey, and how did we get to this place where we can have an impact?

As a woman in sport, I was first a young girl who came through sport. There, I learned the value of discipline – sticking to goals I set out for-. Focus – to attack the target relentlessly, despite the obstacles, which may come in the way. Sports was a place to also learn about excellence – training the body with the best technique and coaches possible to stay ahead of the competition, and not feel threatened by anyone. But as a young girl, you do not expect you will inherit these gifts, which help as a guide for life, and is a by product of the hard work, sweat and yes, fun, that comes with being in sports.

We often forget that parents are the first line of exposure to youth’s involvement. Even watching sports heroes on TV is not enough. Just take a quick look at the fact that there is so much more potential exposure for sports on TV, with cable, and specialty channels, while the childhood obesity rates soar, and many school gyms remain locked.

My first sport hero was my late dad who I would run and lift weights with. Parental encouragement was what motivated me to make Five Olympic Teams, and then stay involved by giving back. Schools can also play a critical role as well, and I challenge you all to continue to work with relevant authorities to bring play, and active participation back into schools for the long term health of our children. If we don’t pay now, we will pay later.
So what can the media do to drive home the message of sports coverage, especially as it pertains to women? First, we need to acknowledge that the rise in participation is due to the emphasis we in sport have put on it. This is not unlike the focus now on women in leadership positions, which the IOC and all of us in sport take very seriously. The same focus must be taken with increasing coverage as well.

It is not enough to be pleased with what currently exists, lest we get complacent. There is much more work to be done, until we can open up the papers and consistently see our stories and performances reported consistently. Forums of this nature give rise to some optimism, so that we can learn from each other. However, every story is different, and everyone is at a different stage or ability to influence these decisions. I strongly believe that as a Team wholesale changes can be made.

What is good for women in sport is also good for business. Doors have been opened to participation, and more women watch the Games on TV in record numbers. The sporting goods industry is also impacted, as active kids and women buy billions in product. Sponsors must be aware of the value of women in sports. What would happen if participation dropped? Why then, does the coverage of female athletes, with the exception of golf, or tennis, not reached the mainstream media?

The media must have a key partnership role in this capacity. They must help us to build and expand on our strategy. Sport is reality TV at its best, and what better backdrop to inspire future generations, than by watching strong, determined, focused women push the limits to achieve excellence. There are no TV screens in the boardroom to do that. Women need to be at the negotiating table to give their perspective and input into how they are perceived.

Those who have a voice in communicating to women must be supported to carry on their important work. We must acknowledge those who work and volunteer at all levels of sport administration. These include NOC’s, IF’s and OCOG’s, where the media has easy access to learn and cover those accomplishments.

Sport truly does have the power to change the world, according to Nelson Mandela. These are words, which we must focus on as we look to better ways to utilize the media to tell the stories of greatness, yet to unfold. We are pleased that the IOC has already played a key role, and hope that all of us will take a part of this message, and make it our own. The legacy of sport is in our hands and I know that together, we will make it an even better place.
6.6.4. Opportunities for women in sport media

Ms Giselle Davies
IOC Communications Director

(Bullet points)

Introduction
Pleased to address you on the subject of opportunities for women in sport media.
I have worked in sport media for a decade.
Diverse sports areas:
  - U16 Cricket World Cup
  - The boat race
  - Formula one
  - Olympic Movement
I hope this gives ample opportunity to comment on both the opportunities and obstacles that lie in the path of any woman who seeks to make a career within sports media, although I am mindful that you are not journalists.

Clarification: what do we mean by opportunities for women in sport media

- Not how women are portrayed by the media.
- It is about opportunities for women in sport media – by which I mean:
  - Journalist
  - Broadcaster – including camerawoman
  - Press officer and public relations
  - Communications Director
Interestingly, much information and data for the former, but little for the latter. I see that as good news. Statistics do not exist, but let’s not see that as a negative thing. I believe it is partly because it is not a big deal – at least in many parts of the world.
I believe that today there are enormous opportunities for talented, determined individuals who sustain a career path within the industry. Overall it is a good news story.

So, let us look more specifically at the good news
We have already come a long way, when researching found positive facts and positive comments from female media (quantitative plus qualitative).
**Positive facts:**

Pick up a paper and you see women reporters, both specialists and feature writers.

Turn on the TV and you see women sports anchors and presenters.

We have come a long way from experiences in 1970s when women were not allowed to locker room.

F1 – male dominated in theory – but many women in media roles from all over the world.

Even exists a web site called association for women in sports media – a 17 year-old organisation over 6000 women and many employed in sports writing, editing, broadcasting, production and public relations.

Even has an area of the site for job opportunities.

**Positive comments:**

Comments on how much things have changed in the past 5 years.

Very few areas with discrimination.

Women can and do cover any sport.

The abilities of women make a good match for work in the media:

- 'People' people
- Organised
- Intuition

Increasing realisation that in spread of media work

- Hard news
- Statistics
- Colour/Mood

Women are good at the latter

And women are more likely to remain objective – objective reporting = good reporting (men and god-given right to be in sport).

**The Pitfalls**

**Long term career versus family**

It can be a complex issue to attract women into the industry in order to develop the long term commitment to career which is so often a prerequisite to gaining credibility and status within sports media, and so easily lost when one takes time out to invest in ones personal life or family.

**Difficult, travel, etc**

As explained by Australian journalist, Ms Claire Miller, writing in the international federation of journalists report in 2001, lack of women in 30s and 40s.
Lack of women at the top

Many reporters – what about editors?

Not as many reporters as you think.

Professional ability versus personal presentation – or looks

Critics think they are mutually exclusive.

Where is the line in broadcasting – many female presenters, but are they chosen for the right reasons?

Women doing disservice to themselves

Sell of negative images and stories.

Conclusions

The trend, for reasons both good and bad, is that women who choose to hone their abilities within sports media have better prospects today than at any time previously.

And we can rely on media to keep sport and women issues in the public eye – indeed the executive committee of the international federation of journalist meeting in Berlin this week, have agreed that gender equity will be one of the key themes at their triennial Congress in Athens in May.

I enjoy my career. Many others too.

Let’s make women in sport media become the rule, rather than the exception.
6.7. Session F: Partnerships for women’s advancement

6.7.1. Development, Sport and Gender equity

Mr Adolf Ogi
Special Advisor to the United Nations Secretary General on sport for development and peace

I am very honoured to address you at this 3rd World Conference on Women and Sport here in Marrakech and wish to thank and congratulate the IOC for its ongoing efforts to promote women in the Olympic Movement and in sport in general.

I am particularly grateful to the IOC President, Dr. Jacques Rogge, for having invited me. I wish to congratulate him for his leadership in this challenging endeavour to ensure that women are better represented among Olympic athletes and at the administrative levels of the Olympic Movement.

At the United Nations, the empowerment of women and the promotion of gender equality is one of our priorities as well. In fact, it is Millennium Development Goal (MDG) nr. 3, after

MDG nr. 1 : the eradication of extreme poverty and hunger and

MDG nr. 2 : Universal primary education

Women continue to face discrimination in almost all parts of the world. Virtually nowhere are their rights given the priority they deserve. This means that women are unable to play their vital role in helping their societies to build peace and cope with hardship.

The figures worldwide are alarming. Two-thirds of illiterate people on the planet are women. The rate of employment among women is two-thirds that of men. 80 per cent of all refugees are women and children. An estimated 63 million primary age girls are still not enrolled in school. And in only 9 countries in the world are 1 in 3 or more seats in parliament held by women. Currently there are only 12 women serving as elected Heads of State or Government.

Our target for gender equality and the empowerment of women is to eliminate gender disparities in primary and secondary education preferably by 2005, and at all levels by 2015.

Progress towards gender equality in education has been made in most regions, but Africa, Southern, Central and Western Asia, and Oceania are still well short of the target.

Our aim is ambitious and the world is making progress but it is uneven and too slow. I am convinced that sport can help us achieve better results.

We have detailed the value of sport for the achievement of the Millennium Development Goals in the report of the United Nations interagency task force on sport for development and peace.
This report was handed to the Secretary General, Mr. Kofi Annan, on 17 September 2003 by the co-chairs, Ms. Carol Bellamy, Executive Director of UNICEF and myself.

The report recommends the following:

1. That Governments include sport in their development policies,
2. That the United Nations system and Governments include sport in their programmes towards achieving the Millennium Development Goals,
3. That the United Nations system include sport where appropriate,
4. That partnerships be created between the United Nations system and the IOC, sports federations, clubs and athletes, NGOs and the private sector,
5. That Governments make resources available for “sport for all” within their countries and abroad,
6. That the media and the United Nations work more closely together to promote the role of sport for development and peace.

The report has received a warm welcome and is now serving the elaboration and implementation of sport for development projects within the United Nations system programmes together with traditional and new partners.

There is already a large number of specialized agencies, programmes and funds in the United Nations system working together with the world of sport, with athletes, sport organizations and federations, to promote their respective goals in a constructive, mutually beneficial and sustainable way.

I see the implication of sport for gender equality in two ways:

**First:** The regular practice of sport for women can be a powerful means to gain self confidence, independence, self sufficiency and help empower women.

Sport is the best school of life.

Sport teaches skills and values essential to life in our societies. With sport, young people learn:

- to manage victory,
- to overcome defeat,
- to become team players by being reliable and by gaining the confidence of the other team members,
- to know their limits and themselves better,
- respect for opponents and the rules: without opponents there can be no game,
- that for good results regular training is required.
The skills and values learned through sport are especially important for girls, as they often have fewer opportunities than boys for social interaction outside the home.

Through sport, girls and women are given the chance to be team leaders, to build capacity, to learn interpersonal skills and become more engaged in school and community life. Sport provides people with their own space, both physically and emotionally, which is especially important for girls and women.

**Second:** Sport can be an excellent symbol to advocate women’s capabilities and dispel male misconceptions.

In the United States, research has shown that girls regularly participating in sport have lower rates of teen pregnancy and have higher rates in academic performance.

Sport activities are also ideal for women to meet and discuss problems freely and informally. This is the case for example in Zimbabwe where aerobic classes organised by the “Commonwealth Games Canada” are also a forum to provide information on

- HIV/AIDS,
- family planning or
- basic health care and hygiene.

The Olympic Games illustrate the positive trend of female participation in sport. Recently, IOC President Jacques Rogge said that in Athens, 44% of all athletes taking part in the next Olympic Games will be women. This is a steady progress from Moscow in 1980 where 21% of the athletes were women and Sydney in 2000 where the female participation percentage was at 38.2%.

However, in Athens there will still be delegations without any women in their selection!

Ladies and gentlemen,

Beyond the gender issue, sport is more than sport.

Sport is everything!

Sport is economic growth.

Sport is environmental protection.

Sport is sustainable development.

Sport is international solidarity.

Sport is peace.

*But above all*

Sport is health and

Sport is education.

Once again, our target for Millennium Development Goal Nr. 3 is to eliminate gender disparity in primary and secondary education by 2005. One way of achieving our target is to make full use of the unique platform the United Nations offers next year.
On November 3rd 2003 in New York, the UN General Assembly unanimously adopted resolution 58/5: Sport as a means to promote Education, Health, Development and Peace. In resolution 58/5, the member States of the United Nations General Assembly have recognized the value of sport for:

- international dialogue,
- nation building,
- the promotion of values and health,
- education,
- child development.

But most importantly, the resolution proclaims 2005 as the International Year for Sport and Physical Education. I expect that in 2004, governments will make plans and create partnerships with traditional and new partners to show in 2005 how sport can help us achieve the Millennium Development Goals.

In 2005, we need to see the implementation of projects that will:

- promote physical education in schools for girls and boys,
- protect young athletes against exploitation.

If we wish to continue to see sport as a global positive force that is teaching essential lessons for life and that is keeping our children, adults and the elderly in good health, we have to ensure that there is no gender discrimination in the access to physical education and sport.

Sport must be made accessible and attractive for girls and women all around the world. In this task we need the media to assist us and show the many examples illustrating the positive impact of sport on women’s empowerment and gender equality.

As a stakeholder of sport, one who wants to continue to work together with sport to create a better world, I am committed to promoting the importance of sport for equality between women and men.

To make progress credible, I believe that women have to be better represented in the sports world and reach higher decision-making levels.

The United Nations sport focal points form UNDP, UNICEF, UNHCR, UNESCO, ILO, WHO and many more specialized agencies, programmes and funds are all available to assist with capacity building and leadership training in almost all countries of the world. They are ready to assist if requested. Please make good use of this opportunity to cooperate with the United Nations system for our mutual benefit and for the achievement of the Millennium Development Goals.

Thank you for your attention.
Before I join the reflection on women and sports at this conference, permit to share publicly my condolences to the people and the government of Morocco on behalf of UNICEF on the recent earthquake tragedy that inflicted suffering to this country. UNICEF shares your grief and its own way assists, with many others, the government’s efforts in normalizing the lives of the afflicted, especially the children.

Members of the International Olympic Committee, National Olympic Committee of Morocco under the leadership of His Majesty and Her Royal Highness, National Olympic Committees, dignitaries, and partners in sports for development – thank you for the opportunity to speak at this event and for you continued support in the global effort to ensure the healthy development of children and young people around the world. Your attention and dedication to sports for child and youth development is vital in the world community and serves to mobilize efforts to create a world fit for children. Your efforts to bring sports to more girls and women should be congratulated but more than that supported even more strongly by governments, civil society and the private sector and everyone else who has the resources to make it happen.

In many parts of the world girls and women remain at a disadvantage. Of the 121 million children out of school, 60 percent of these are girls. In many cases out of school - girls are invisible – either not reported or underreported and frequently concealed in averages that hide serious gender disparities. Over 5 million people are newly infected with HIV Aids each year and women and girls are the most affected group. In Sub Saharan Africa, there are an estimated 11 million children orphaned by HIV Aids. These children are often the first to be forced to leave school – and girls who disproportionately care for the sick relatives are again at the highest risk.

Compounding all of this is the ravage that conflict brings. In the past during visits to schools in post conflict countries, I often asked children what they wanted to be when they grow up. In many cases, the children were so traumatized by the war that many of them did not want to participate in the conversation and rarely did I get any enthusiastic response. Occasionally few children who managed to come out alive were so thankful for having survived and would say that their wish is to stay alive.

My recent experience in post-conflict Rwanda is different and heartwarming. We were there last week and we posed the same question to schoolchildren who lost vital years of school during the conflict and are currently enrolled in a “catch up school” programme. The boys and girls in the school did not only greet us
with enthusiasm but we were impressed at the vote of confidence they have in their future. Girls wanted to be teachers and journalist and doctors and the boys wanted to be farmers, teachers, ministers and presidents. The response from a fourteen-year-old girl named Flavia is particularly interesting to share with you. She said, "I want to be a football player and prove to the boys that girls can equally play, if not play better." The class applauded her. In that school in Rwanda the sports facilities and equipment were scanty - there was a volleyball court and some footballs. But while the resources were meager the enthusiasm for sports and play were abundant. The children engaged enthusiastically in play and games, recreation and sports – girls and boys. As children normally do. The children said sports and games make them feel happy in school. They like to play with everyone.

Today we celebrate the many accomplishments of women and men who tirelessly bring girls to sports and sports to girls. While I will only be able to describe a few to illustrate the gains, this celebration extends to all those who are making sports accessible to girls and women.

Partnership has been the key factor to the success of these initiatives.

We celebrate the work of the Moroccan government, which has developed a policy called sports pour tous and are steadily working on its infrastructure and organization to expand access of girls and boys to recreation and sports. In addition, the National Federation of Athletics has multiplied its clubs, increasing the participation of athletes all over the country. About 40 per cent of these participating athletes are girls, well above the global average of 30 per cent. The Federation has also extended its outreach to 35,000 orphans and vulnerable children. This is exemplary.

We celebrate also the progress in Guinea. The National Football Federation has been working with UNICEF to create the first-ever women and girls’ national football league. This new league will allow thousands of young girls not just to play and participate in sports more formally, it will foster their dreams to one day be a national football hero.

We invite you to celebrate as well the work of industrialized countries such as the Netherlands. The Dutch government has developed a policy focused on sports for development since 1998. Through this policy, the Dutch government extends cooperation to developing countries in the using sports as a tool for development, with emphasis on sports for all. The UK, Norway, Canada, Australia, and many others are providing similar international assistance.

In Zimbabwe, the National Olympic Committee and the sports federations are intimately linked to the development of play, recreation and sports within schools, helping girls and boys at very young ages to have access to sports and competitions.

In Cambodia, well-known national athletes campaign together to promote and communicate Millennium Development Goals related to
children. These athletes serve as role models for children to not only become good athletes but also to become development champions. Similar experiences are taking place in Tajikistan, China and many others.

Here in Morocco, Hisham Gerrouj, Fatema Aouam and Nawal Moutouaouqil work as UNICEF Goodwill Ambassadors and serve as powerful role models for girls across Morocco to believe that they too can become national heroes. The overwhelming reaction of the country to the excellent performance of the Moroccan National Football Team in last month’s 2004 Africa Cup demonstrates the unifying power of sports as the entire nation joined in celebration of the achievements and efforts of the national team. The celebration transcended social, gender and community differences, a positive channel and tool for positive national development.

In the Occupied Palestinian Territories, the National Volleyball Federation is supporting a UNICEF child-friendly cities initiative, by increasing adolescent participation and providing access to sports in 6 districts in the West Bank and Gaza. The programme is providing healthy alternatives for young people, with a focus on opportunities for girls, while also teaching values such as tolerance and peace through the medium of sports.

In Brazil, President Lula is leading a national programme with multiple partnerships to provide access to sports among the poorest children in both urban and rural areas. This programme includes various ministries, national sports partners and several NGOs and is seeking international support for this commendable initiative.

There are many more examples from all over the world. But I need to end, as this has not meant to be exhaustive. I cannot end, however, without highlighting the work of Felicite in Rwanda who like many of you Labour to bring sports to girls and women often in difficult environments with very little resources. Felicite heads the Football Section of the National Association of Women’s Sport and the Women’s Football Section of the National Football Association. In the last two years, Felicite has managed to organized 24 football clubs in all 12 provinces of Rwanda and trained at least 24 coaches to assist the teams. And probing what motivates her to do this, she quips in a feisty manner “if we succeed in women’s sports there is no stopping women to claim their rightful and fair share in development.” Rwanda boasts indeed of the most numerous women parliamentarians in any parliament today.

As we celebrate these and many other gains being made by other advocates of women’s inclusion and parity in sports, we also pause to recognize that we are only at the beginning of the road to equal opportunity for men and women in sports. The slow inclusion and acceptance of women in sports being only a reflection of the complex and interrelated processes of gender stereotypes that pervade our cultures, and nurturing is indeed a very difficult challenge to face. But face we must. And together, fully equipped with a carefully thought out strategy pursue this goal to victory – for Flavia and all girls around the world who have similar aspirations.
What More Can Be Done?.

First, let us acknowledge and agree that the expansion of the good practices that I have mentioned need acceleration and replication in as many countries as possible. I urge governments, the sporting world and the private sector to join hands together to make this happen in the shortest time possible. Again, I emphasize that partnerships is the key to shared success.

In addition to these collaborative efforts, I submit to this meeting the following ideas.

**One – Development of a Score Card.** Every year we need to publish the global score card tracking progress of key indicators in each country of its efforts to make sports (and why not play too) accessible to all, with gender disaggregation. A score card will permit countries to review its progress over time and compare themselves with countries at a similar development level. It can also highlight good practices that permit progress to be achieved and rally countries to adopt and adapt such practices. The publication of these good practices alongside with this score card will go a long way in complementing this meeting on women and sports. This publication can impact governments and other stakeholders who are not here today.

**Two – Women and Sports Trophies.** In reference to the IOC Women and Sport Trophies given to women and men who contribute significantly in increasing the access of women and girls in sports and play, two things could be contributed. First, to further link this to the score card just mentioned, and second to popularize this award globally to further increase its prestige and multiply its impact.

**Three – Mainstreaming Sports in the work of the United Nations at country level.** This recommendation is in line with the Secretary-General’s Report of the UN Task Force on Sports for Development and Peace, co-chaired by one of our speakers this morning Mr. Adolf Ogi, Special Advisor to the UN Secretary-General on Sports, and Ms. Carol Bellamy, Executive Director of UNICEF. It is also in line with the 2002 Magglingen Declaration on Sports for Development and Peace, as well as the recommendations of the 2003 International Conference of Experts on Sports for Development “The Next Step” held in the Netherlands. The world of sports and the UN agencies working with governments must find ways to work together at the country level to integrate sports in development programmes and use it as a vehicle for achieving the Millennium Development Goals and the World Fit For Children agenda.

The above constitutes the first of the two-pronged strategy that UNICEF is pursuing its agenda on sports for development. The second one is the following.

**Fourth – Mainstreaming Development in Sports.** We believe that the influence of sports world and its athletes on society, particularly the young, cannot be underestimated. The power of sports should be brought to bear to influence value formation of
young children. Athletes are role models and should leverage this influence in a dedicated and systematic manner to bring about healthy life styles among the young, usher hope, love of country, tolerance and equal opportunity for girls and boys.

Finally and most importantly, the most effective way to bring girls and women to sports is to assure that children are in school. **Education** increases girls’ self-esteem, and confidence, improves their social and negotiation skills and develops their aspirations. Education encourages children to dream and aspire to be someone, and harnesses their intellectual and physical energies to achieve whatever they wish to achieve. Education is the tonic that brings that energy of children to compete and prove their self worth.

But quite apart from the fact that education fosters girls – and all children - to play sports, education is inextricably linked to other facets of human development. By making it a priority, other areas of development are also advanced. The multiple returns of an investment in girls’ education includes enhanced economic development, education for the next generation: the effect of education extends beyond the classroom; a reduction in child mortality; healthier families; fewer deaths.

We look to the IOC, the Sports Federations and its athletes at global, regional and national level, to join us in our advocacy with governments to bring the 121 million children out of school back to where they belong.

In UNICEF we firmly believe in the power of sports to contribute to development, particularly of children. This is why we have partnerships with the IOC, FIFA, FIVB, the Asian Cricket Council, and shortly with the International Badminton Federation. We also work with powerful sports clubs and leagues including Manchester United, AC Milan, Feyenoord and most recently with Real Madrid. As has been said earlier, we have a two-pronged strategy on sports for development. The first is to mainstream sports in our country programmes of cooperation with governments. We have begun mainstreaming sports into UNICEF’s country programmes of cooperation with governments in 8 countries. Building it as an integral part of our country programme in our minds is the most effective way to use sports as a medium for child development, protection and the inclusion of girls and children with special needs. Our recent visits to Rwanda and Morocco, 2 of the 8 countries, give us confidence that mainstreaming sports is the right formula to long-term, sustained victory.

In Morocco, together with the government and the sports community we will leverage sports as a tool to promote and support the country’s remarkable progress and achievements in favor of children, women and family embodied in the recent series of legislative measures promoting the best interest of the child, gender parity and the protection of vulnerable groups of children including children employed in the worst forms of child Labour. Morocco is facing the challenge of implementing these new laws, for that it needs a participative, responsible and motivated youth. The work has already started as national authorities and institutions as well as
the civil society develop programmes promoting sports and recreation in support of national development and integration.

The UNICEF office in Morocco is committed to supporting this national effort and is currently in process of formulating a proposal to further advance and strengthen this national will.

Secondly, we are also working to leverage the influence of sports in communicating life-saving and lifestyle forming messages for young people using a strategic, coherent and continuous communications strategy to reach children and young people over the long-term. This is in contrast to ad hoc, sporadic and unorganized messages that might attract short-term attention, but does not influence behavior change. In this communications strategy that UNICEF works with its partners, the promotion of girls in sports is an integral part. We would like to forge partnerships with others who share the same goals.

This is a very important conference and we congratulate the IOC and the Moroccan NOC for hosting this powerful group. Through partnerships, we can make a difference in the destiny of girls and women everywhere, in sports and in their lives.

Leaving girls out is leaving its country behind.
6.7.3. Development, Sport and Gender equity

Ms Karen Mason
Director, Gender and Development, World Bank

(bullet points)

I’d like to thank the organizers of this conference for inviting the World Bank to participate, and for putting issues of gender equality and development on the agenda.

This broadening of the IOC agenda is a welcome development from the point of view of those of us who are concerned with promoting gender equality as part of helping countries develop and reduce poverty.

Development agencies also need to pay more attention to the role that athletics and sport have played in promoting health, responsibility, teamwork and other characteristics that are important for ensuring that people are empowered and effective in their everyday lives.

And within this context, we all need to pay more attention to ensuring that the opportunities for participation and achievement in sport for girls and women match those for boys and men.

In this talk, I will first discuss what we mean by development, and the evidence that equality between women and men tends to promote development.

I’ll end my talk with a specific focus on women in sport as it relates to development.

Development refers to the improvements in the quality of life, reduction in poverty and overall enhancement of well-being and freedom to which all peoples aspire.

From our work in the World Bank, we know that there are several key ingredients needed to bring about development in the fullest sense of that term.

These include:

- Economic growth—without which sustained improvements in the material aspects of development are extremely difficult.
- Empowerment of the people, especially of the poor and other marginalized groups in society, most particularly women and girls.
- Improved opportunities for excluded groups, especially women and girls, in the economic, social and political spheres.
- Increased security for all—physical, economic, social and political.

As should be evident from this list of key ingredients, promoting gender equality and women’s empowerment—which is the focus of the third Millennium Development Goal to which more than 180 UN
member countries agreed at the Millennium Summit in the year 2000—are key to development.

Obviously, women and girls, who are often deprived of voice and opportunity, and who live with the insecurity created by physical and sexual violence, need to be empowered, to be granted the same opportunities as men and boys, and to be free from violence and its threat if development in the fullest sense of the word is to occur.

Perhaps less obvious is the finding of extensive research that gender equality is also critical for economic growth.

**There are three reasons why gender equality contributes to economic growth, which I’ll detail here.**

**First**, when women are better educated and more empowered, they have fewer children, their children are better fed and cared for, and are more likely to survive.

For example, women who have completed secondary school typically have 2-3 children while those without schooling may have as many as 7 or 8.

Another example: women with secondary schooling typically are 10-50 percent more likely to ensure that their children receive the full round of vaccinations than are mothers without schooling.

These outcomes of women’s empowerment for numbers of children and their nutrition and survival contribute to economic growth.

In the short run, smaller family size means women’s time is freed for productive activities—and the strains on government budgets caused by rapid population growth are reduced.

In the long run, lower fertility, better child nutrition, child care and child survival all contribute to a healthier, more productive new generation in the society.

**Second**, women’s use of productive resources is typically as efficient or more efficient than men’s use of these resources, so when resources are shared more equally between husbands and wives, productivity is increased.

For example, a study of farm outputs in Kenya found that total crop size would increase by more than one-fifth if the resources currently used predominantly by husbands were redistributed so that wives shared equally in them.

In other words, without increasing the total resources going into farming, simply redistributing these resources more equitably within the household could markedly increase crop production.

In a continent where women grow most of the food, and where there are chronic food shortages, the increased productivity that would be realized were women given an equal share of household resources would contribute enormously to economic growth and poverty reduction.

Indeed, by one estimate, national per capita income in sub-Saharan Africa would have grown at almost double the rate it actually grew in the 1960s, 1970s and 1980s had the gender gap in schooling
been reduced as much as it was in East Asia in this same period – and schooling is only one kind of resource that contributes to household productivity.

Another example of women’s efficient use of resources: Bangladesh is famous for the many micro-credit programs that have been developed there, programs that make small loans to poor women and men to enable them to create new businesses or meet short-term financial needs.

An evaluation of the impact of these programs conducted by the World Bank found that when women borrow from these programs, household income is increased twice as much as when men borrow from them.

In other words, women’s borrowing is turned into income more than men’s borrowing is (we won’t ask what men are doing with their money!).

So, again, giving women equal opportunities and resources would clearly contribute to economic growth.

**Third,** studies in both low and high income countries have consistently found that women tend to invest their incomes in children, while men tend to invest their incomes in themselves.

This difference in how women and men spend their incomes means that the greater women’s incomes are, the more that children benefit—which again means that future generations are made more productive and enjoy greater well-being.

Some specific examples of the difference between women’s and men’s use of income:

- In Brazil, mother’s income has four times the positive impact on children’s nutrition as father’s income
- In Cote d’Ivoire, as women’s share of household income rises, household spending on alcohol & cigarettes declines

So far, I’ve discussed why gender equality is important for development. Now let me turn to the issue of women and sport, in particular, why improving the opportunities to engage in both informal and competitive sports for women and girls can help to empower them and contribute to the development of their societies.

Around the world, girls are often raised to stay close to home, to be obedient to their parents, and to lack confidence in their ability to engage in many of the activities that are valued in the marketplace and outside world.

Also, compared to boys, they are less likely to engage in play or work activities that help teach them self-confidence and teamwork.

Because of the power differential between males and females that is sanctioned by traditional and religion, boys tend to grow up knowing that they own the world, while girls grow up knowing that they don’t and that their fate depends on what the men in their lives will do rather than on their own actions and abilities.
I am, of course, going a bit overboard here in depicting how girls versus boys grow up in much of the world, but I think experience in western countries where girls’ participation in organized sports has become the norm suggests clearly that this can be a life- and attitude-changing activity for girls.

Participation in sports can increase girls’ self-confidence and sense of empowerment, can take them away from the home and into a setting where they work in teams, and can teach them the importance of taking charge of their own lives.

Is participation in sports the answer to empowering women and contributing to development of societies?

It may not be the magic bullet, but I think it is easy to see that it can make an important contribution.

Thus, in our efforts to empower women and girls and contribute to the development of societies, we need to take the potential role of girls’ participation in sport very seriously.

At the World Bank, we have yet to recognize this possible route to development, but this only makes it more important that women around the world in civil society and government press for the recognition that sports can be one ingredient in achieving women’s empowerment, gender equality and increased well-being for all citizens.
6.7.4. Development, Sport and Gender equity

Ms Leila Barakat
Expert on Sport for Development
United Nations Programme for Development (UNEP)

Partnership for the promotion or advancement of women, such is the theme we are all discussing today in this session devoted to the place that women occupy in the development process. Development which aims to be more harmonious, coordinated and equitable, and which could be generated by all the constituents in the world of sport, at national, regional and international levels.

Indeed, the sports committees, federations and institutions could combine their efforts with those in society, the private sector, bilateral and multilateral organisations and, more particularly, the United Nations agencies, funds and programmes could work to implement a worldwide partnership for development with a human face. For that is the whole issue.

We are living in an era of globalisation where the gaps between rich and poor countries risk being widened further if worldwide partnership is not founded on the principles of ethics and equality for fair and equitable sustainable human development.

Today, there is a suitable opportunity to implement an equitable global partnership. This mainly consists of strategies fixed by 181 member States to achieve the Millennium Development Goals (MDG) by 2015.

These MDGs are: to eradicate extreme poverty and hunger; achieve universal primary education; promote gender equity and empower women; reduce child mortality; improve maternal health; combat HIV/AIDS, malaria and other diseases; ensure environmental sustainability; and develop a global partnership for development.

Their realisation means that, by 2015, the proportion of people suffering from extreme poverty and hunger will be reduced by half; all children will have access to primary education; the proportion of people without access to drinking water will be reduced by half; HIV/AIDS and malaria will be curbed; infant mortality rates will be reduced by two thirds; the mortality rate of pregnant women will be reduced by three quarters; ecosystems and biodiversity will be better protected; and, to cite only these few examples, the citizens of developing countries will have broader access to essential medical aid.

In this context, the question that could be asked is “What relationship exists between the MDGs, gender equity and sport?” The response is the following.

Concerning gender equity, this is a quite obvious answer. The MDGs cannot be achieved without according a central place to gender equity in the recommended approach to implementing the development policies and strategies which the States have set in order to achieve these goals. It is in this sense that, for the UNDP,
gender equity is a transversal theme in all of its development programmes.

As for sport, it can play a considerable role in achieving the MDGs. Furthermore, in the light of Resolution 50/107, the International Olympic Committee (IOC) and the UNDP quite rightly signed an Agreement whose objective is to promote sustainable human development in the world and encourage the National Olympic Committees to cooperate with the UNDP offices on activities which will contribute to the elimination of poverty and to the promotion of human development.

Whether it acts to reduce poverty, increase the rate of schooling, improve maternal health, fight HIV/AIDS or other illnesses, promote the equality of the sexes and the gender autonomy for women, ensure a sustainable environment, or promote a global partnership, sport can be involved in both the initial and latter stages of the development strategies fixed to achieve the MDGs.

Sport is above all a human right. As cited in Article 1 of the UNESCO Charter of 1978 “the practice of physical education and sport is a fundamental right for all”. Everyone is eligible to take part in sport, particularly women, children, senior citizens and the disabled.

Similarly, the United Nations Convention to eliminate all forms of discrimination against women underlines the importance of women’s access to and participation in sport.

Everyone, at least these here today, knows the benefits of sport for humans, particularly in terms of improving physical and mental health, increasing school attendance rates, particularly among young girls from developing countries, respecting and preserving one’s environment, and, above all, instilling confidence, motivation, self-esteem, fundamental principles of respect for others and a spirit of tolerance in a world that is unfortunately more and more unstable.

Beside the positive effects on the emancipation and development of the individual, sport also contributes significantly to economic development. It has been proved statistically that the companies and industries whose employees benefit from sports and physical activities are able to increase their annual productivity rate. In Canada, for example, physical activity reduces absenteeism and increases productivity by the equivalent of CAD 513 per employee per year. That proves all the benefits that the private sector can derive by offering such services in-house, but also in the environment in which it is located, urban area or suburb, in order to contribute to the human development of the locality where it is established and, through that, strengthen its visibility, and even preserve or increase its productivity. That also proves the benefits that governments can derive by integrating the “sport” element in their development policies, and the benefits that society can derive by contributing to the realisation of such projects. Finally, for the UNDP, in particular, this is the type of innovative partnership for which the organisation can offer its know-how and expertise in
terms of implementation approaches, founded on participation, decentralisation, local human development and transparency.

It is by giving sport a new dimension, that of a sustainable human development motor to accelerate the achievement of the MDGs, that this would become a major factor in implementing a fair and equitable global partnership.

The appropriateness of Sport-Development-Gender Equity rests on this new dimension, which gives sport, in addition to the primary role of improving physical and mental condition, that of a catalyst for sustainable human development.

Sport breathes new life into development; it can have positive effects from a human point of view as well as an economic one.

Its added value in terms of gender equity lies in the concretisation of this new dimension. Indeed, the operationalisation of this dimension can only be successful if, firstly, it is a coherent response to the expectations of the target population in the framework of integrated sustainable human development programmes, and secondly, on condition that the recommended approaches for its implementation are founded on decentralisation, participation and transparency.

It is for this reason that for better consistency and sustainability of development activities, sport would gain more from being rethought by the decision-makers in their development policies. It would mean no longer addressing the sports sector in isolation with the development process, but rather as an integrated part of development. It is on this condition that gender equity can be addressed in its entirety while ensuring access to and equitable participation by everyone in sport.

Finally, it is in line with this new “sport for development” approach that the partnership for women's advancement would have a real impact both in terms of access to the choices and opportunities offered to little girls, young girls and women with a view to living in dignity with a better, healthy and ecologically sustainable life and also in terms of strengthening their capacity with a view to participating fully in their own development.
6.8. Session G: Women and Leadership

6.8.1. Training and Capacity building

Mr Giovanni De Cola
Universitas Programme Coordinator
Sports Focal Person, International Labour Organisation
II - PARTNERSHIP FOR TRAINING AND CAPACITY BUILDING THROUGH SPORT

- Knowledge sharing
- Visibility / Screening / Coordination
- Better understanding of needs / resources
- Ownership / demand driven process

- Contribution to policies/programme development
- Involvement of NGOs, Universities, Social tripartite partners, Sport Partners

WHY DEVELOP PARTNERSHIPS?
III - YOUTH SPORT PROGRAMME
AS AN APPLICATION

- Partnership programme
- To address socio-economic issues through sport, such as
  - Social exclusion
  - Child labour
  - HIV/AIDS prevention
  - Youth employment
  - Gender equality
- Consultation process at national and international level
- Establishment of a network
1. Needs assessment
2. Awareness raising
3. Guidance for action
4. Evaluation

- Social Exclusion
- Child Labour
- Gender Equality
- HIV/AIDS prevention
- Youth Employment
IV - EXAMPLES AND ONGOING PROGRAMMES

- Universitas:
  - Local development and sport / www.ilo.org/universitas

- Kenesaw University:
  - Leadership in ethics through sport

- Albania:
  - Field testing of the Youth Sport Programme (YSP)

- Mozambique:
  - Common Framework

- Toronto University and Cornell:
  - Tourism and poverty reduction through sport

- Panel discussion at ILO Geneva
6.8.2. Enabling a supportive environment

Ms Karen Mason
Director, Gender and Development, World Bank

(Bullet points)

Basically, the conditions that empower women provide the enabling environment for women leaders to emerge.

What empowers women? Six key ingredients:

1. **Infrastructure** that frees women from the drudgery of collecting water or cooking fuel and that provides them and their daughters with safe, inexpensive transport.
   
   E.g., Bank-supported transport project in Morocco that resulted in the doubling of girls’ school enrollments in some areas.

2. **Rule of law/justice** that gives women equal rights with men in all spheres – an example is the recent reform of the *moudawana* in Morocco to give women equal rights in marriage, divorce and child custody.

3. **Capacities** for women: education, health, especially reproductive health.
   
   Last is critical: if women cannot control numbers or timing of children, participation in work, community affairs become very difficult.

4. **Access to/control of resources**: land, credit, jobs, social supports and partnerships.

5. **Voice**: in the household, in the community, and in the nation.
   
   a. reservations/quotas may be needed here,
   
   b. also collective action, be it social, economic or political.

6. **Freedom from violence**: violence against women is a universal problem – it is a tool of coercion, and for women to feel empowered, the fear in which they live because of violence needs to end.

Prof Chris Shelton
Consultant, Loughborough University

Overview / Introduction

- Who are the women? The stories behind the statistics.
- The recruitment process
- Mentoring and Networking
- Training Needs and Future Opportunities

Who are the women?

- Highly qualified, 78% degrees and/or teaching qualifications; 29.5% postgraduate degrees, 8% PhDs
- Background in elite sport: 46% international athletes, and 20% are Olympians
- 51% were in employment and 70% were married/cohabiting, most of whom had children

<table>
<thead>
<tr>
<th>Q1 Evaluation of the Level of Activity of Women Members of Executive Committee</th>
<th># of female Exec Members</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most active quartile of members of the Exec</td>
<td>73</td>
<td>51.4%</td>
</tr>
<tr>
<td>Second most active 25% of members of the Exec</td>
<td>38</td>
<td>26.8%</td>
</tr>
<tr>
<td>Third most active quartile of members of the Exec</td>
<td>26</td>
<td>17.6%</td>
</tr>
<tr>
<td>Fourth most active quartile of members of the Exec</td>
<td>6</td>
<td>4.2%</td>
</tr>
</tbody>
</table>
Examples of Measures adopted to Recruit Women to Executive Committees

"In December 1994, a Task Force was established to identify ways of encouraging and improving the representation of women in key NOC and Olympic Team positions and within member national federations." (Oceania)

"Women were invited to attend special functions organised by the NOC. Women were also selected to serve as members of sub committees, to attend courses and to act as Resource Persons in courses and seminars organised by the NOC. We even on two occasions invited women to represent the NOC at overseas seminars. The Constitution was amended to include a certain percentage of women in the Executive Bureau." (Africa)

Recruitment

• 54% of Secretary General’s respondents indicated their NOC had taken special measures to recruit women to their Executive Committees following the introduction of the targets
The Importance of Critical Mass

With more women present in the committee, it has helped in creating awareness on the difference between men’s concerns and women’s issues, in considering certain policy measures regarding training opportunities and in organising activities (Africa)

Mentoring and Networking

- Female Role Models
- Recruitment to IOC Executive Committees and sub-committees led by the support and encouragement of senior NOC members
- Moral Support, Encouragement and Confidence Building

I was interviewing someone in sport yesterday. She has a very good [university] degree, international gold medal, she is a partner on a company and she understands Boards. When it came to crunch time, her response was, “I am not sure that I am capable or suitable to do this job.” I said “you are 70 per cent more suitable than I... you have been on our board, you are young, and the right person to be carrying on the work.” (Europe)
Training Needs

- Having a mentor and maintaining contact with experienced people
- Meetings with other women in other NOCs
- Technical skills
- Team work
- Gender sensitisation and women’s leadership courses
- Information on practical activity for Women’s Commissions

Training and Development

More than half of the respondents (52%) reported having received training since joining the NOC Executive – Continuing development:

- The significance of Olympic Solidarity Programmes
- Complement training for women with training for men

RECRUIT AND RETAIN

MENTOR * NETWORK * TRAIN
6.8.4. Access to sport: The Moroccan experience

Ms Touria Aarab, Ms Amina Rami
Members of the Women and Sport Commission
National Olympic Committee of Morocco

Introduction: Progress in women’s development

Throughout the world, it is interesting to see that the growing number of events, literary developments and discussions on women’s issues is a sign of the times, a growing awareness and a socio-historical process.

The debate cannot be global, however, as the diversity of development levels, the characteristics of social and economic systems and cultural particularities create differences between countries or, at least, between groups of countries.

Paradoxically, sport reveals these differences, as there are multiple problems behind sport.

It can be seen that, once school education is introduced, there is a liberation compared with previous tradition and status. The road to be travelled varies in length, but between the early 20th century and today, there has been a clear evolution, slowly up to 1945, then faster until the 1970s. Since then, the progress begun has accelerated.

A Moroccan case study: the challenge for women

The process of promoting Moroccan women has been strongly influenced by the changes in women’s status globally, as mentioned above. But it was slow to start, coinciding with the country’s independence in 1956.

Morocco’s women: the hope for tomorrow

A country with an Arab-Muslim culture, post-independence Morocco was long dominated by traditional practices, where women were respected but had no status outside their families.

Decisive progress came thanks to the late King Mohammed V, after schools were opened to women. This policy was accelerated and consolidated by the late King Hassan II, and is being continued by King Mohammed VI.

At present representing slightly more than half the population, Moroccan women are experiencing extraordinary promotion.

Schooling, town planning and political advances are all factors, which have led to the emergence of new models for women, encouraging the emancipation of Moroccan women.

Today, thanks to their active participation, women have become key players in the economic and social development of the country.
**Policies to promote women**

The strength of will and efforts made by Moroccan women to bring about these changes would not have been sufficient if society as a whole had not followed suit, and if the political decision-makers, led by the Moroccan monarchy, had not adopted the appropriate measures.

The fruit of development and social changes, the promotion of women was more or less encouraged, even marked by political decisions. However, the discriminatory nature of this towards women would become apparent as women’s knowledge and learning developed.

**Moroccan women, a factor for development and change**

Moroccan women thus became a remarkable element in the economic and social development of the country. Their rise was considerable in all areas of activity, even those supposed to be exclusively male. Thus there are women at all levels of education: deans of faculties, university presidents, managers within administrations, sports leaders, doctors, lawyers, magistrates and even presidents of courts or divisions of the supreme court, senior officials within administration and public and private companies. There are also women engineers, pilots, journalists, artists, senior military officers, company bosses, etc.

In the field of politics, hitherto an all-male preserve, it was the late King Hassan II who broke the taboo by appointing four women to the 1997 government, including Olympic champion Mrs Nawal El Moutawakel as Minister of Youth and Sports. Once started, the process was irreversible. In addition to the appointment of Mrs Zoulikha Nasri as adviser to King Mohammed VI, plus female ministers, women ambassadors have been appointed, as well as local councillors and MPs. The introduction of the quota system in the electoral code has resulted in the election of 36 women to the present parliament. This is rightly considered a major milestone in Moroccan political life.

So in Morocco, we are currently seeing an encouraging breakthrough by women into all areas, including sport.

**Moroccan women in sport**

The presence of women in all areas of active life, including physical education and sport, is undeniably the result of long, hard work.

Even though women hold positions and responsibilities in previously all-male fields, one may nonetheless still ask questions as to the real level of representation of women, the process of gaining access to decision-making posts and male-female equity.

**Women in physical education and sports-related professions**

The female teacher-trainers at the Higher College of Physical and Sporting Education (ENSEPS) in Casablanca, the only training college for lycée teachers in the country, represent 16% (5/36) of the total number of teacher-trainers. 5% of women have obtained the lycée teaching certificate.
As teachers, female physical education and sports (EPS) teachers in senior schools (collèges and lycées) represent 13% of the Moroccan teaching staff (1300/9400). Female secondary school EPS inspectors account for 6% of the total number of inspectors.

EPS is of vital importance to the development of women’s sport. It is worth noting that women’s entry into sport has been largely thanks to physical and sports education in schools, firstly thanks to compulsory sports lessons, then through school sports associations. What is more, female EPS teachers are a powerful and influential role model for girls.

**Access to sports practice**

Moroccan women have access to all physical activities, all sports and at all levels: leisure sports, school sport, university sport, military sport and high-level sport. They compete in various championships and sports events at local, regional, national and international level.

**School sport** in Morocco has enjoyed a boom. Its promotion is one of the priorities of the various ministries responsible, as it constitutes a veritable educational tool which fosters the emergence of the country’s future elite athletes. Competitions at African and world level have resulted in medal-winning performances by Moroccan schoolgirls. Here are some examples:

- Gold medals in the school cross-country world championships, domination since 1996.
- A world champion in the 3,000m for 15-17 year-olds (Canada, 2003)
- A runner up in the 3,000m in the world junior 3,000 m (Jamaica, 2002)

As for university sport, there are many female athletes. However, there are few women among the supervisory and management personnel.

**As athletes**: High-level sport is encouraged, and there are several outstanding women in various sports at national and international level. Female athletes take part in all championships, in this case the African championships, Mediterranean Games, Pan Arab Games, French-speaking Countries Games, World Championships and Olympic Games.

Morocco’s women athletes have demonstrated their ability to rank alongside the world’s top athletes. Their results speak for themselves, and their achievements have played a major role in contributing to the evolution in the practice of sport in the country.

- Participation by Moroccan female athletes at the Mediterranean Games in Izmir in 1971
- Olympic gold medal in the 400m hurdles in 1984
- 2 World Championships gold medals in the 400m hurdles (Greece, 1997; and Canada, 1999;
- One athlete three times world cross-country champion (military sport)
• Gold medal in taekwondo in the French-speaking Countries Games in 2003
• 2 gold medals in sambo at the 1987 World Championships
• 2 gold medals in wrestling at the African Championships in 1997
• One woman re-elected to the IAAF
• World two-mile record (Italy, 1987)
• African and Mediterranean records in the 3,000m, 1,500m, 1,000m and mile held by a Moroccan woman athlete from 1974 to 1996
• Several wins for athletes at African level in swimming, volleyball, gymnastics, etc.
• 2 gold medals in taekwondo in the Arab Championships in 2003

After their sports careers, these champions continue to serve Moroccan sport. Their expertise is vital, both in sports management and in helping prepare the next generation of athletes.

**Women as leaders**

Among supervisory staff and in decision-making bodies within civil clubs high-level sport, national and international committees and decision-making bodies, the level of women’s representation is still low.

**At national level:** women’s participation has evolved. As well as having one female member of the IOC and two female presidents of Royal Moroccan federations (equestrian and fitness), a positive move towards involving women in managerial and decision-making bodies was begun with the appointment of a female athlete to the post of Secretary of State for Youth and Sports.

• **Creation of the NOC Women and Sport Commission**
  • 1 woman elected to the Executive Committee of the African Volleyball Confederation
  • 3 women elected as 1st vice-presidents of the Moroccan national federations of fencing, volleyball and gymnastics
  • 1st Moroccan, African and Arab woman elected president of a football club (men and women)
  • 1 woman elected president of a first division volleyball club
  • 1 woman elected president of a t'ai-jitsu and sambo league

**On an international level,** studies performed in several countries have highlighted the continuing paradox of the growing popularity of women’s high-level sport yet, at the same time, the absence of female representation on the decision-making bodies of international sport and the Olympic Movement. Few women hold senior management or decision-making positions within sports organisations. Women’s involvement in the NOCs and within the IOC is still limited.
In North Africa, the percentage of female NOC members is no higher than 12% (table 1), while that for women in the IOC’s structures is between 6% and 9%.

**Table 1-** Percentage of female NOC members in North African countries (IOC document, Dakar, 2003)

<table>
<thead>
<tr>
<th>NOC</th>
<th>Women</th>
<th>Men</th>
<th>%</th>
</tr>
</thead>
</table>
| Morocco   | 1     | 9   | 11%
| Algeria   | 1     | 14  | 7% |
| Tunisia   | 0     | 6   | 0% |
| Mauritania| 1     | 7   | 12%|

**Table 2-** Percentage of female members of IOC bodies (IOC document, Dakar, 2003)

<table>
<thead>
<tr>
<th>January 2003</th>
<th>Women</th>
<th>Men</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Board</td>
<td>1</td>
<td>14</td>
<td>15</td>
<td>6,6</td>
</tr>
<tr>
<td>Members-Sessions</td>
<td>12</td>
<td>114</td>
<td>126</td>
<td>8,7</td>
</tr>
<tr>
<td>Commissions</td>
<td>25</td>
<td>242</td>
<td>267</td>
<td>9,3</td>
</tr>
</tbody>
</table>

**Stereotypes and doubts**

“Less well paid, regarded as incompetent and a victim of sexist prejudices and stereotypes, women are, to be sure, under-represented within sports leadership” (Baria, 2002, p. 181). Indeed, if there is an area where the exclusion of women is apparent, it is sport.

The reasons given for this under-representation are: family constraints, lack of qualified women and lack of experience. These are not reasons; they are simply prejudices and stereotypes.

These stereotypes and doubts still remain today. It is up to all “promoters” of physical education and sport to redouble their efforts and perseverance to change mentalities and preconceptions. In this way, sport can constitute a constructive means to involve women and develop societies.

**Conclusion**

In Morocco, as in other countries, women continue to make progress in the field of sport. However, in spite of this progress, action is still needed, achievements must be consolidated and new ground conquered.
Investing in a strategy to change mentalities and realities is the unavoidable path to be taken. The role of committees, federations and all bodies responsible for physical education and sport, nationally and internationally, is still primordial and decisive in the development of women’s sport.

In the debate over measures likely to ensure greater representation of women, particularly at leadership level, the position which seems to be gaining ground is that of adopting parity as the strategic objective, and quotas and/or cooptation as means of kick-starting the process towards parity. These measures include preferential treatment, but this is temporary and provisional in order to achieve the sought-for balance.

Sportswomen also need to get more involved in the sports development process.

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Member of the African Volleyball Confederation
1st Vice-President of the Royal Moroccan Volleyball Federation
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6.9. Session H: The Role of Role Models

6.9.1. Sexual Harassment in sport

Ms Marg MacGregor
Chief Executive Officer, Canadian Interuniversity Sport

IOC Women and Sport
Conference
Harassment in Sport
Marg McGregor

Focus of the Presentation
- Learnings from the child welfare, law enforcement sectors, and sport sector in Canada.
- Describe the Canadian story of collective action to confront harassment in sport in Canada.
- Describe some of the excellent work being done internationally

What Is Harassment
- broad range of behaviors that includes verbal abuse, physical abuse, racial harassment, homophobia, abusive coaching practices, sexual harassment and abuse and other practices in sport and recreation, which threaten the health and safety of participants.

Learnings about harassment in sport:
- What is harassment
- How prevalent in harassment
- Impact of Harassment
- Who is at Risk
- Does the sport culture facilitate harassment
- Reflections from Child Welfare community
- What Parents Can Do
- What Sport Organizations Can do
### What Is Harassment

- Form of discrimination, conduct that negatively affects the sport environment, or leads to adverse consequences, which the perpetrator knew, or ought to have known, would be unwelcome.

- Varying degrees of harassment
- Can take many forms
- Involves conduct, or comment, or display that is insulting, intimidating, humiliating, hurtful, demeaning, belittling, malicious, degrading or otherwise causes offense, discomfort or personal humiliation to a person or a group of persons.

### Examples of Harassment

- Athlete is intentionally injured or made to do excessive exercise as a disciplinary measure
- Ridicule, constant criticism, or unrealistic or unsafe pressure to perform.
- Comments like: "You throw like a girl" or "Those faggots and queers can't play ball."

- Intimidating behaviours such as physically blocking a person's way or pinning someone to a locker.
- Graffiti on changerooms walls
- Remarks about the size of the breasts of the players on the basketball team.
### Examples of Harassment

- unwelcome remarks, jokes, innuendo, or taunting about a person's age, sexual orientation, race, ancestry, political opinion, sex or disability.
- male aerobics instructor who volunteers to shower with the female class participants to "save water".
- lifeguards who rank the bathers on a scale of 1 to 10.

### Examples of Harassment

- coach denies washroom or water breaks during long practices.
- coach humiliates an athlete with daily public weigh-ins.
- Hazing or orientation rituals which are demeaning or degrading.

### What Is Sexual Harassment

- unwelcome sexual advances, requests for sexual favours, or other verbal or physical conduct of a sexual nature; when submitting to or rejecting this conduct can affect decisions about the individual, and the conduct has the purpose or effect of interfering with the individual's performance or the conduct detrimentally affects the environment.

### Examples of Sexual Harassment

- promise of being picked for the team or cut from the team contingent on the performance of sexual favours.
- unwelcome flirtation, sexual remarks, indirect or explicit.
- inquiries or comments about a person's sex life or sexual orientation.
- unwanted physical contact such as kissing, patting, pinching.
<table>
<thead>
<tr>
<th>Harassment is NOT</th>
<th>Role Models</th>
</tr>
</thead>
<tbody>
<tr>
<td>• a hug between friends</td>
<td>• Locker room behaviour often includes things</td>
</tr>
<tr>
<td>• mutual flirtation</td>
<td>like rating, name-calling, bragging about</td>
</tr>
<tr>
<td>• sincere and personal compliments</td>
<td>sexual prowess, homophobic remarks and</td>
</tr>
<tr>
<td>• Body contact / touching related to learning a skill or</td>
<td>sexual joking. If anyone objected</td>
</tr>
<tr>
<td>spotting for safety purposes</td>
<td>the standard response is &quot;boys will be boys,</td>
</tr>
<tr>
<td></td>
<td>and we’re just fooling around&quot;.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Role Models</th>
<th>Role Models</th>
</tr>
</thead>
<tbody>
<tr>
<td>• People in groups sometimes do and say things that they</td>
<td>• Many coaches are uncomfortable at confronting</td>
</tr>
<tr>
<td>would never say as individuals. Most of these people</td>
<td>these behaviours, and at best they understated</td>
</tr>
<tr>
<td>do not mean any harm. The awareness level of the</td>
<td>the issue.</td>
</tr>
<tr>
<td>consequences of harassment is very low, and many well</td>
<td>• When coaches provide good role models,</td>
</tr>
<tr>
<td>meaning people engage in harassing behaviours because they</td>
<td>intervene in incidents, and communicate to</td>
</tr>
<tr>
<td>do not know it is wrong.</td>
<td>athletes what harassment is and the penalties</td>
</tr>
<tr>
<td></td>
<td>for engaging in such behaviour, the rate of</td>
</tr>
<tr>
<td></td>
<td>harassment drops and the sport environment</td>
</tr>
<tr>
<td></td>
<td>becomes safer for everyone.</td>
</tr>
</tbody>
</table>
Role Models
- K. Fastling’s work “the normalizing of sexual harassment in sport”....
- “boys will be boys” or this is just the way the coach is”
- Opportunity for role models to challenge this normalizing

How Prevalent / Common
- handful of studies done in Canada, and some of these had a very small sample size.
- These studies suggest that about 40 to 50% of participants are experiencing a negative and uncomfortable environment. This includes everything from mild harassment to abuse.

How Prevalent / Common
- survey at the 1995 Canada Winter Games. Athletes were asked if they had ever experienced harassment before. 1174 respondents answered the survey. 56% of respondents had experienced some form of harassment:
  - 11% - racial, 16% - sexual, 18% - verbal, 11% - physical.

How Prevalent / Common
- 1994-95 survey of university athletes.
- 1,100 of the 12,000 varsity athletes from swimming, track, basketball, soccer, ice hockey, volleyball, field hockey and football, across Canada were surveyed.
- 57% had experienced sexually harassing behaviors. The majority occurred in the form of sexist jokes or comments.
**How Prevalent / Common**

- 1995 Parks Recreation study.
- 138 participants between the ages of 11 - 25 were interviewed and surveyed.
- 47% stated that they had often or occasionally experienced harassment in the form of gestures, jokes or looks which they found humiliating, insulting or offensive.

**How Prevalent / Common**

- 1995-96 Kirby, Greaves surveyed national team and recently retired national team athletes from all sports.
- 8 athletes reported having been “flashed” before 16 years of age. 3 males reported being sexually assaulted within a sport context prior to age 16.
- Team travel is where the majority of these things occurred.

**How Prevalent / Common**

- Year 2 of Cecilia Brackenridge longitudinal study on the impact of child protection in Soccer in England. 25 interviews, 24 case studies and 7 surveys provide data to inform policy on child protection.
- Cecilia is developing software package ABISS (Abuse in Sport Statistics). Database will eventually be used to analyze risk hot spots for abuse in sport.

**How Prevalent / Common**

- Kari Fasting (Norway, WSI) and Nada Knorre (Czech Olympic Committee) working on a major study about Gender Relations in Sport in the Czech Republic. Study includes questions on sexual harassment of elite athletes.
### Impact of Harassment

- Harassment occurs on a continuum from mild (offensive jokes, gestures, graffiti) to extreme (physical violence, sexual abuse and assault).
- At a minimum harassment undermines self-esteem (through trash talking, racial taunts for example), at worst it can result in death (through disordered eating, and by putting athletes at deadly risk).

### Impact of Harassment

- Harassment prevents girls women from enjoying sport to its fullest.
- Harassment is humiliating and degrading.
- Undermines self-esteem and performance.
- Can have devastating emotional and physical effects.

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### Impact of Harassment

- Parks and Recreation Ontario study found that to young people the emotional toll created by mild harassment – such as regular verbal taunts – can be devastating. This is important to appreciate because while we might be inclined to dismiss verbal remarks as insignificant, we must be aware that close to half of the population is experiencing a negative environment.

### Impact of Harassment

- By failing to deal with the insidious, less immediately painful forms of harassment, we risk sending the message that this behavior is an acceptable norm of sport – that sexual innuendo, name calling, trash talking and taunting come with the territory. When these behaviors go ignored the perpetrators may even feel free to accelerate their behavior.
Impact of Harassment

- Women drop out of the programs.
- Participants believe that if they don't put up with it they will be perceived as causing trouble.
- Afraid of being unable to take a joke, or being singled out for retaliation. They worry that they are making a big deal about nothing, or that some people may even say they provoked the harassment. Many athletes have commented that to survive in sport they had to build up an early tolerance for sexual innuendo and harassment.

Who is at Risk

- Harassment is about power, not sex.
- There are power imbalances in the nature of relationships in sport.

Who is at Risk

- Power imbalances favour the coach over the athlete, they favour the more senior athlete over the rookie athlete, they favour the board member over the coach, they favour the doctor over the athlete, etc.
- Power imbalances are not necessarily bad. Challenge is to be acutely aware of the imbalance, to use the power positively, to declare appropriate boundaries.

Who is at Risk

- can happen to anyone regardless of age or sex.
- can occur between:
  - coach to athlete
  - athlete to athlete (team mates or opposing players)
  - parent to coach
  - parent to athlete
  - spectator to official
  - board member to coach
### Who is at Risk
- Aboriginal athletes report extensive harassment when playing against non-native athletes.
- Persons with a disability are 2 to 10 times more vulnerable to abuse.
- Harassment is about reinforcing differences and imbalances in power which result from those differences.

### Who are the offenders
- Offenders come in all shapes and sizes – these are not dirty old men in trench coats.
- All age groups and cultural and religious groups.
- Children are most at risk from someone they know.
- Offenders put a lot of time and energy into creating situations in which they have access to children. Secrecy and abuse of power are central to sexual abuse. Abusers lack empathy and don’t show restraint. Offenders prey on vulnerable children.

### Does the culture of sport facilitate harassment?
- It may be that sport lends itself to harassment.
- Some research suggests that pedophiles are attracted to sport because of the opportunities it provides to be in close unsupervised contact with children.

### Does the culture of sport facilitate harassment?
- Not only do coaches have the power over athletes, coaches also have the opportunity to abuse in sport.
- Coaches are in the change room after games with minimally attired or naked athletes. They travel out of town with children.
- Sport is a physical and tactile activity.
- Coaches are often viewed as heroes.
Does the culture of sport facilitate harassment?

- Most athletes will do what the coach says.
- Athletes often have to leave home—
  and their support systems—to pursue their dreams.
- Athletes often believe that they have to do whatever it takes to make it to the NHL or the Olympics.

Does the culture of sport facilitate harassment?

- Team loyalty is an important element of sport which has a silencing effect and acts as a deterrent to exposing an abusive coach.
- Internet sites directing perpetrators towards hockey as a venue where pedophiles could gain easy access to children.
- Sport has a silencing effect: monopoly—the only game in town.

Advice from Child Welfare experts

- We are very vulnerable in sport.
- There is a high denial rate around this issue (e.g., Kingston choir master).
- Very low rate of disclosure—particularly after age 12 or so, high shame factor. Many people believe it reflects back on the victim.

Advice from Child Welfare experts

- Victims have been seduced over time. We tend to think of sexual abuse as one violent act. Often it is not. The touch boundaries are crossed very gradually and progressively. Children are groomed into abuse. Often the victim enjoys the perks and the attention so their feelings of guilt and shame skyrocket.
<table>
<thead>
<tr>
<th>Advice from Child Welfare experts</th>
<th>Advice from Child Welfare experts</th>
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<tbody>
<tr>
<td>• Victims tend to think the rest of the world is in collusion because surely someone knew about it and didn't take action.</td>
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<tr>
<td>• Victims fear they won't be believed.</td>
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<td>• not unusual for people to wait years before coming forward</td>
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<tr>
<td>• coaches should not sleep in the same room as athletes to save money on out of town trips</td>
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<tr>
<td>• coach - athlete sexual relationships between consenting adults are fraught with potential problems</td>
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<td>• massages are also fraught with potential problems</td>
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<tr>
<th>Advice from Child Welfare experts</th>
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<tr>
<td>• high rate of recidivism - 85%, once a pedophile always a pedophile.</td>
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<tr>
<td>• For every pedophile who is convicted they have on average 75 victims.</td>
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<tr>
<td>• keep records! Sport organizations are not great at this. Cases often surface years later when children are adults. Need records to demonstrate what policies were in place, what reference checks were done, what evaluation took place.</td>
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</table>
Advice from Child Welfare experts

- be very careful if you construct a backroom deal and quietly send someone on their way.
- Be aware that there are huge risks of entering into a binding confidentiality agreement with that person. If you do enter into a gag agreement with them you are rolling the dice. If that person re-offends and you knew this was likely and did not disclose this information be prepared to be sued for not taking action.

Advice from Child Welfare experts

- False Accusations
- concerns that an athlete with an axe to grind may falsely accuse someone of harassment.
- Or even that a coach from a competing club might spread a false rumour of harassment about another coach, in order to besmirch that other coaches reputation, thereby gaining a competitive edge.

Advice from Child Welfare experts

- False Accusations
- Most people report harassment only as a last resort and have nothing to gain from making false charges.
- Harassment policies should contain procedures to fully protect the accused, and to discipline anyone making a false accusation.

Advice from Child Welfare experts

- Risk Management to avoid False Accusations
- examine behaviors and make changes if necessary. Without sacrificing their relationships with athletes, coaches should use other methods of encouraging athletes rather than patting their backsides or kissing them, and determine which touching is an integral part of coaching, and which could be altered. Coaches should not share hotel rooms with athletes, or date athletes, or conduct unsupervised
### Advice from Child Welfare experts

- **Screening**
  - As a proactive step to prevent harassment organizations and clubs must be vigilant in the recruitment of coaches and other personnel who have close contact with athletes, because sport provides an ideal environment for harassment.

### Screening

- Just because someone is enthusiastic about coaching and is available, isn't enough.
- Each coach should have a job description which defines and limits their authority.
- Reference checks should be conducted.
- Coaches should receive ongoing monitoring and an end of season evaluation.
- For higher risk situations a police reference check should be done.

### Limitations of Screening

- Screening is only effective for repeat offenders.
- Will not eliminate those individuals who have been charged and acquitted.
- In a court of law, it is difficult to get a conviction, because of the "beyond a reasonable doubt" burden of evidence. There is not much sympathy before the courts. You often get stiffer sentencing for break and enters than for abuse.

### Limitations of Screening

- Many behaviours are not against the law.
- A coach denying athletes water breaks or washroom breaks is not criminal, and that coach may not be detected in screening.
### Screening
- It is unlawful in the selection of coaches, athletes, trainers, volunteers and sport officials to discriminate against any person on the basis of sexual orientation. If you take sexual orientation into account in screening or selecting coaches you are violating Canadian law. This means for example you cannot inquire into a persons domestic arrangements, as if they are married, or preclude them on the basis of sexual orientation.

### Actions for Sport Organizations
- Often sport organizations treat harassment as an isolated incident. They identify the harasser, fill in the appropriate form, impose one of the sanctions and that’s the end of it.
- Harassment arises from an environment, and unless you change the environment, you will continue to have to deal with individual incidents.

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<tr>
<th>Actions for Sport Organizations</th>
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<tr>
<td>Changing an environment is a longer term process.</td>
<td>adopt a policy</td>
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<tr>
<td>It involves ongoing consistent proactive educational initiatives involving managers, volunteers, coaches, athletes and staff.</td>
<td>post the policy</td>
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<tr>
<td></td>
<td>implement the policy</td>
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<tr>
<td></td>
<td>arrange training for volunteers, staff, parents, coaches and athletes</td>
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<tr>
<td>Actions for Sport Organizations</td>
<td>What Parents Can Do</td>
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<tr>
<td>------------------------------------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------------</td>
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<tr>
<td>• discipline anyone found guilty of harassment</td>
<td>• Parents have often turned to sport as a safe place for children to build character, develop skills and learn valuable lessons.</td>
</tr>
<tr>
<td>• refer to the policy in rulebooks, newsletters, coaching manuals, and other print materials</td>
<td>• While involvement in sport is a positive experience for most participants, parents are now aware that children face the risk of being harassed and abused in sport.</td>
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<tr>
<td>• work to address issues such as gender equity, access to sport for athletes with a disability, racism, homophobia</td>
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<tr>
<td>• integrate harassment management into the overall management of the club.</td>
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<tr>
<th>What Parents Can Do</th>
<th>What Parents Can Do</th>
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| • ask if the club has a harassment policy in place when enrolling. If not, inquire about getting one implemented within the season. | • Boundary Setting
• Parents need to teach their kids to set boundaries; tell them it’s OK to say NO to a coach, or volunteer, if they are being asked to do things which make them feel creepy. Street proof kids for sport. |
| • Ask the club if there are any screening procedures in place.                                             |                                                                                  |
| • ask if the coach is certified and a member of a coaching association with a code of ethics.               |                                                                                  |
Boundary Setting

- Coach-athlete relationship is a very special one. It is often close, intense and emotional. Coaches often take on the role of teacher, tutor, friend, parent, guru and protector. Coaches hold positions of considerable power over athletes. Coaches must understand and respect the power they have and take care not to abuse it. Boundary setting is an important element of respecting power.

Boundary Setting

- Establishing boundaries provides clarity about roles, offers comfort and predictability in coach-athlete relationships and it builds safe and healthy learning environment.

Boundary Setting

- **Physical boundaries.** The coach, the club and the parents should discuss what is and is not acceptable, for instance:
  - there will be touching of athletes to learn new skills and in spotting but the coach will not walk into the changerooms or showers.

Boundary Setting

- **Social boundaries.** The coach, the club and the parents should discuss what is and is not acceptable, for instance:
  - coach will attend sport related social events and awards banquet
  - coach will avoid parties outside of sport related situations, and will not accept personal gifts from athletes
  - coach won't date his/her athletes
Boundary Setting

- Sexual boundaries
- After the athlete has retired, the coach and former athlete may choose to enter into a sexual relationship
- Coach will not have sexual relationships with current athletes (consensual or otherwise)
- Coach will not sleep in the same room with his/her athletes in order to save money while attending competitions

Boundary Setting

- Tend to give coaches with a good win-loss record tremendous license. Be careful not to put coaches on pedestals. Use caution in telling children to "listen to the coach and do everything the coach tells you to do".
- Children need to be taught to be assertive and establish strong personal boundaries. It's OK to say no to the coach from time to time if the coach is doing something that makes them feel creepy.

Boundary Setting

- If you witness harassing behaviours, speak out and interrupt it. Make sure you aren’t part of the problem yourself, by slamming verbal abuse at referees, coaches, or competing athletes. Children are watching closely.
- Keep in close contact with children when they are away on weekend or overnight sporting trips. Ask how things are going and if they are having a good time.

Canadian Story - Collective action to address harassment in sport

- In 1993 CBC aired a program about harassment in sport.
- Members of the national sport community, representing a broad cross-section of organizations, came together to address the issue of harassment in sport.
Canadian Story

- The sport community acknowledged that while harassment is a difficult and complex issue, it had to be dealt with immediately.
- A working group was formed. The group was chaired by CAAWS, and had representation from: Sport Canada; Volleyball Canada; CIAU; Athletes CAN; and the Coaching Association of Canada.

Canadian Story

- Working group developed a user-friendly handbook. Handbook was developed by people from within the sport community, who understood the unique norms/culture of sport.
- Over 10,000 copies have been distributed.

Canadian Story

- In early 1997 the sport community came together again to accelerate efforts to confront the issue. A group of over 30 sport organizations and governments joined forces to develop shared solutions to the common problem of harassment.
- Sheldon Kennedy (NHL player)

Summary

- Who/what/where/when/why
- Resources
6.9.2. The Role of Role Models

Ms Nawal El Moutawakel
Member, IOC Women and Sport Commission

In general, sport helps in the training and accomplishment of the young girl and young sportswoman. It enables her to realise her capabilities and her potential in competition, and in life in general.

Sporting experiences not only form the personality and create the character of the young girl and young woman, but also prepare her to face the obstacles and challenges, which will arise throughout her life.

The victories of every champion are those of motivation, passion, courage, determination, endurance, tenacity and perseverance. Talent is not enough to make a female athlete into a “model champion”. As a general rule, victories teach her to know herself better, control herself better, develop herself and overcome so many difficulties and challenges.

Equally, thanks to sport, she discovers physical wellbeing, the possibilities that sport provides to learn, and to experience success, team spirit and moments of excellence.

This enables her to see what she is capable of and not to be satisfied with mediocrity. She thus becomes capable of shaping her life, resisting influences, behaving as she sees fit and following the objectives she has set herself.

By often repeating the same movements and gestures through years of training, the young sportswoman is seeking her own limits. This exercise gives her a certain state of mind which prepares her to achieve perfection in everything that she undertakes in everyday life.

It is true that sport (considered as a veritable detonator and marvellous stimulant) requires a lot from a young girl practising a physical activity, but it gives back even more.

These days, it is essential that the young sportswoman (who has become a role model and emblematic champion) be conscious of the positive, catalysing role that she can, and must, play in society.

Unfortunately, numerous women leave the sports scene, frustrated by the lack of post-retirement recognition, and by their marginalisation, poor promotional prospects and the scant possibilities of occupying positions of responsibility.

Luckily, the sportswoman shows her solidarity to important humanitarian causes, as well as her support for a joint vision of a fairer and more equal world, by getting involved in programmes linked to sport, where she can use the power of sport as a means to highlight social issues; sport being considered as the universal language and the best way to reach the underprivileged target population.
These programmes can include education and learning to read and write, the fight against the use of narcotics and doping substances, and juvenile delinquency; as well as preventative education against scourges such as AIDS, polio and malaria; and education about health, citizenship, and other contemporary themes; in order to improve the lives of the different communities.

With this in mind, let us not forget the primordial role that can be played by emblematic female champions, especially Olympic champions, world champions or high-level sportswomen, who, through their excellence at their events and the example that they give, can really help young girls and women to achieve sporting fulfilment.

It is on this basis that they must, in turn, be aware of their moral obligation and humanitarian duty to use sport to serve and promote this cause as best they can, by relentlessly involving themselves fully and efficiently in the development of sport, making the public aware of its principles and providing all their energy and expertise.

They generally incite millions of young women throughout the world to practise sport and traditional physical activities. These women are now breaking records and destroying social and cultural barriers, as well as those stereotypes hindering women’s practice of sport.

Before arriving in Marrakech, I received Information Bulletin N°2 from the IOC Athletes’ Commission, whose Chairman is none other than the famous pole-vaulter Sergey Bubka. I was thrilled to read his editorial and wish to share it with you. It starts as follows:

“*We, the athletes, have an active role to play... as examples for younger generations... As ambassadors and role models, athletes should dedicate themselves by conveying the values of sport and Olympism to younger generations. We can motivate the youth of the world and encourage them to practise sport through the dreams we inspire in them of taking part in the Games... As athletes, we have received a great deal from sport, and it is now up to us to give something in return. Each of us can contribute and all together we can build a better and peaceful world for future generations.*”

Sergey Bubka’s words thus show the commitment of the Athletes’ Commission, giving advice to the numerous champions, encouraging them to share, preserve and undertake actions and projects for young people. The essential thing is to act and to be useful, even in the face of some people’s indifference or hostility. The road to success is always paved with challenge and sacrifice and it is important to let others benefit from this and to show that success is achieved slowly, and that before basking in the glory of the podium, every young person must create their own set of morals and methodically explore and discover their possibilities.

Everyone knows that the glory of the athletes stimulates vocations and inspires admiration, as the athletes have public value that separates them from other people. They are often at the heart of means of mass communication and are therefore better capable of inciting mass public interest.
On this subject, I wish to share with you an e-mail that I received from a friend that read as follows:

- Some people never have the desire to help or to participate in anything; they prefer watching other people take action.
- Some never offer their help, but are very skilled at criticising those who do take action.
- Then, there are those who like giving orders and telling others what to do, without ever getting their own hands dirty.
- Some people like creating havoc, inciting others to malicious gossip and criticism. For them, it is always too hot or too cold, too early or too late.
- There are also those who would like to do something, but never manage to uphold their commitments, or back out at the last minute.
- Others take centre stage, producing an image of themselves that is not faithful to their true personality.
- Finally, there are those who keep their word when they have made a commitment. They are always ready to stop what they are doing when others need a helping hand. Those are the people who put sunshine into our lives.

During the 20th century, sport has thus provided admirable examples of surpassing oneself, beyond performance and results. We have seen sportswomen competing, above all, to surpass themselves and face up to various circumstances. They are now true examples of model sportswomen, who have shown that today’s sporting woman is competent, dynamic and capable of handling all the issues related to social and economic problems. They have shone in the field of competition, and continue to shine in the social sector.

As there are numerous examples, I would like to limit myself to mentioning two sportswomen who are accomplished on both global and human levels. Both come from faraway third world countries and have, in turn, shown that strength of will is the basis of all sporting success, by highlighting the virtues of sport and working for young people and the community. They are:

- **Maria Mutola** from Mozambique, UNDP Youth Ambassador, and Founding President of the Maria Mutola Foundation, created on 25 September 2001, whose objective is to promote social development programmes linked to education, culture and sport. Named Best Athlete of the Season by the IAAF in 2003, she received the sum of one million US dollars, part of which was put towards the social projects led by her Foundation in her country.

- **Tegla Laroupe** from Kenya. Founder of the Tegla Laroupe Foundation, created in 2003, which militates for peace and the unification of the youth of Uganda, Sudan, Ethiopia and Kenya, using sport as a lever for local development, through the organisation of sporting events, such as the “Tegla Laroupe Peace Race”.


I would also like, with your permission, to refer to a memorable date, March 2001, the date of the creation of the Moroccan Sport and Development Association which I have the honour to chair.

This was all about my contributing to the setting-up of a "lever to mobilise energy and human resources for the concretisation of projects linked to the development of sport in Morocco" and, in doing so, continuing to serve my country with the self-sacrifice worthy of such a noble mission.

Working with a close, enthusiastic and constructive team, I devoted myself fully, with them, to establishing, or strengthening, first-class links with sporting bodies, such as the Moroccan NOC and the Royal Moroccan Athletics Federation, as well as with NGOs, Ministries of Youth and Sports and representatives of civil society, with a view to perfecting the organisation of the women’s road race, known as Running for Pleasure, which, every year, brings together 12,000 participants from all over the country and the world. The Honorary President of the race is HRH Princess Lalla Meryem.

On an international level, our Association has already acquired a flattering reputation. Useful and interesting partnerships have been concluded with a number of personalities and international institutions, in order to expand the development of our Association far and wide.

Our ambition is equalled only by our devotion - our mission is so exciting and absorbing, and it becomes intimately entwined with our passion for public, human, educational and sporting issues.

Maria Mutola, Tegla Laroupe and many others who symbolise emblematic figures of sportswomen, gifted champions crowned with success, and endowed with a moral conscience, can create extraordinary dynamics, and increase young girls’ desire to participate in sporting activities.

In a word, they are capable of taking on actions that bear the mark of good citizenship.

**Conclusion**

The female model champion must show that it takes many years to create an Olympic-standard athlete. She has an important role to play to enable women to benefit from quality coaching, sports grants, national and international competitions, and the support of the family and the whole of society.

The female champion can be a real and veritable national treasure if she has a spirit of initiative and voluntary participation, and if she takes part fully, and on various levels, in the life of federations, leagues and clubs, in synergy with the tasks undertaken by the public authorities.

I would like to invite these women champions, these world champions and high-level sportswomen (veritable actresses of the sporting life) to encourage young girls and women to adhere to this movement, to accept, without hesitation, to be the pillars of a team, to give of their time and to get involved in helping to impart our
message, because sport is an exemplary school of democracy and solidarity, and a catalyst for liberating energy.

It is therefore up to us to amalgamate our efforts and to thus become an important force of opposition in the face of cultural stereotyping, as well as efficient spokeswomen, in order to fully play our role of Model Female Champions within society, communicating our passion for sport to the younger generation, whose future is sometimes difficult. In this way, we can promote sport as a vector of social integration and entry into professional life.
6.9.3. Sport against HIV/AIDS

Dr James Sekajugo
Chairman, Medical Commission, Supreme Council for Sport in Africa

1. Introduction
2. HIV/AIDS: Some Characteristics of HIV/AIDS
3. AIDS cure
4. General Measures of HIV Prevention and Control (Treatment, Care and Support)
5. Justification for Sport Action Against HIV/AIDS
6. The Power of Sport
7. The Role of Sports Role Models in the Fight Against HIV/AIDS

1. Introduction:

The Human Immunodeficiency Virus (HIV), the virus that causes the Acquired Immune Deficiency Syndrome (AIDS) has since its identification in 1983 indiscriminately infected humans worldwide, resulting into the Global HIV/AIDS epidemic.

The World Health organization estimates that to date more than 40 million people are living with HIV/AIDS globally; 3 million people died of AIDS in 2001, millions more are affected by the social, economic and political consequences of HIV/AIDS, particularly children. The epidemic continues to grow and spread by every minute. The number of infected is likely to reach 100 million (cumulatively) within less than a decade.

HIV/AIDS is a global development catastrophe that requires the intervention of all to arrest and possibly reverse its spread.

2. HIV/AIDS-Some Characteristics:

2.1 Occurrence:

- The HIV/AIDS epidemic is worldwide:

HIV can infect anyone; AIDS can affect anyone.

- 90% of infections are in the developing world.
- 70% of infections are in the sub-Saharan Africa.
- >14,000 persons are infected with HIV every day.
- >8,000 persons die of AIDS every day.

2.2 Age distribution:
>90% of infected persons are within the reproductive and most productive age group. (15-49 years).

![Image of HIV/AIDS statistics]

2.3 Mode of HIV transmission:
Person to person through exchange of contaminated body fluids (blood, semen, vaginal fluids) for example during:
- Sexual contact (hetero/homo). Presence of concurrent ulcerative STI facilitates infection.
- Sharing contaminated syringes and needles e.g. in non medical drug use.
- Transfusion of contaminated blood.
- Mother to child transmission during pregnancy, delivery and perinatal period.
- **Unprotected sex is the mainstay of HIV transmission**

HIV is **NOT** transmitted through:
- Touching,
- Shaking hands,
- Sharing feeding utensils.

2.4 Gender issues
Women are one of the most vulnerable groups to infection due to:
- Enhanced physiological risk, compounded by
- Low economic and social status,
- Social-cultural norms and practices,
- Poor access to education, training and information.

In some sub-Saharan African countries, HIV prevalence among teenage girls is **5 times** higher than among teenage boys.
2.5 Added risk of HIV infection within the sports sector:
The following factors contribute to an added risk of HIV infection among sportspersons:

- Risky lifestyle behavior typical of sportspersons (includes unprotected sex),
- Festive sports environment,
- Celebrity status of sports personality in society,
- Self injections with vitamins, hormones, and performance enhancing drugs using contaminated syringes, needles,
- Extensive travel within countries, continents, and globally. Long periods away from home and family. Poses an added risk of establishing,
- Establishing of extensive sexual networks. That increases the risk of contracting HIV and spreading the epidemic.

3. AIDS Cure:
There is to date no known AIDS cure. Prevention of HIV infection is the most effective way of HIV/AIDS control.

4. General measures of HIV infection prevention
General measures of prevention include, but are not limited to:

- Public Health Education, to raise awareness about HIV/AIDS, promote knowledge about risks of infection and methods of prevention (A, B, C). Causing behavioral change is the desired output of education. Provide targeted information and motivation to change behavior.
- Promote safe sex. Provide access to means of safe sex e.g. condoms.
- Prompt and proper treatment of Sexually Transmitted Infections.
- Anonymous and confidential Voluntary Counseling and Testing.

General approach to Treatment, Care and Support for the infected:

- Counseling for the infected person and for persons close to her/him
- Laboratory diagnosis for early detection of opportunistic infections
- Treatment
- Prompt treatment of opportunistic infections
- Antiretroviral Therapy. ARVs do not cure AIDS but slow down progression of HIV. Treatment lifelong

5. Justification for sports sector action against HIV/AIDS
HIV/AIDS is a human catastrophe of immense proportion that requires multi-dimensional interventions by multiple sectors towards
halting its spread. The epidemic’s advance can no longer be perceived as simply a health sector concern.

HIV/AIDS is threatening sports development.

HIV/AIDS has negatively impacted on the sports sector’s Human and financial resources, slowed down infrastructure development and contributed to poor sports performances.

HIV/AIDS is deepening and spreading poverty, reversing human development, worsening gender inequalities, eroding capacity of governments to provide essential services. All these factors will inevitably compound the epidemic’s threats to sports development.

Halting the spread of HIV/AIDS is one of the international community’s eight Millenium Development’s goals.

World leaders now recognize that confronting the HIV/AIDS epidemic in affected countries will require a wide range of coordinated actions spanning all sectors of government and society.

The IOC has a moral obligation, as required by its own charter, to place sport at the service of mankind.

Sport therefore has sufficient justification and can be a powerful ally in the global partnership against HIV/AIDS. Sport needs to be well organized and sufficiently organized to play its part in the prevention of HIV infections, and care and support for those affected by AIDS. Sport will bring a new dimension to the global fight against HIV/AIDS.

6. The Power of Sport

Organization: Sport is well organized and run by reputable organizations like the IOC. Organizations are lead by globally respected and influential personalities. Sports organizations have a deep and wide closely linked international network with structures at Global, continental, regional, national levels extending down to the local communities. All those are assets for global advocacy and concerted action.

All inclusiveness: Sport is all inclusive in character. Participation in sport and its following spans across age, gender, racial, socio-economic and other barriers in society. Any campaign using sport will therefore easily reach and influence a large section of the population.

Popular events and facilities: Sport has a variety of regular and popular events at community, national, regional and international levels. Such events are unequalled as avenues for mass mobilization, even for hard to reach communities. Sports facilities permit large public gatherings.

Role Models: Sport has a wide and diverse pool of role models who are suitable for influencing behavior change among all vulnerable groups.

- Wide Media coverage: Sport enjoys wide media and diverse media coverage which can be an asset to reach a wide section of the population.
- Powerful sponsors and partnerships: Sports sponsors can help to form partnerships with sports organizations, further strengthening any campaign.

- Engagement of vulnerable groups: Sport physically and mentally engages the most vulnerable section of society thus keeping them away from indulging in risky behaviour activities which would result into new HIV infections and further spread of the epidemic.

7. The Role of Sports Role Models in the Fight Against HIV/AIDS

Sports role models have a place in all facets of HIV/AIDS prevention, Treatment Care and Support. They can be very effective if they are incorporated in a wide and multi disciplinary HIV/AIDS control programme.

They need to be identified from the wide pool. **HIV free** and **HIV positive** sports personalities can be role models.

They need to be recruited. Select models who can be identified with the high risk community. Consider Age, Gender, Sport, socio-economic backgroung and status, e.t.c.

They need to be trained. Give them some HIV infection prevention education and skills training at community level. They will be able to cause less people contracting HIV infection, less fear and potentially more offers of help when someone is sick.

A better understanding of HIV transmission means more offers of care for AIDS patients and orphans, and possibly a better standard of care from relatives and friends.

They need to be deployed with the following **strategy objectives:**

- To reduce rate of new infections by influencing behavior change among the high risk groups.

- Provide prevention information, knowledge on safe sexual behavior and safe risk behavior.

- Increase ability to communicate on and negotiate the practice of safe behaviors including Abstinence, postponing on first sexual intercourse, consistent condom use, reduce number of sexual partners(sexual fidelity).

- Promote safe sex.

- Adolescents and young adults are among the groups at higher risk mainly because of their low perception of risk and patterns of sexual activity (sporadic, unprotected and with multiple partners).

- To promote a more positive attitude towards people with HIV/AIDS.

- No Discrimination, No Stigma.
**CONCLUSION:**

The HIV/AIDS epidemic is a human development catastrophe negatively impacting on all sectors of society, sport inclusive.

Sport has what it requires to drastically scale up the global response against HIV/AIDS.

Now is the time for the sports sector to join the international partnership against HIV/AIDS.

Thank you for your attention.

**BRIEF CV.**

**Dr. James Sekajugo**

**Profession:** Sports Physician  
**Present Posting:** Ministry of Health, UGANDA Community Health Department  
**Chairman:** Uganda Olympic Committee Medical Commission  
**Member:** Medical Commission of the Africa Football Confederation  
**Medical Instructor:** Federation of International Football Associations (FIFA)  
**Chairman:** Supreme Council for Sports in Africa (SCSA) Medical Commission:
  - Planned and implemented HIV Control activities during 1999 and 2003 All Africa Games  
  - Advisor to Council of African Ministers of Sports on Health issues in sport  
**IOC Expert on HIV/AIDS:**
  - Currently on a team that is developing an IOC HIV/AIDS Policy  
**Sports Administrator served as:**
  - Secretary General, Africa Badminton Federation  
  - President, Africa Badminton Federation  
  - Vice President International Badminton Federation

Has for the last over 10 years been working in the field of HIV/AIDS, campaigning for HIV/AIDS control within the Sports Sector and involving the sports sector in the global partnership against HIV/AIDS both in Uganda, and internationally.
6.9.4. **Sport and education**

Dr Alicia Masoni De Morea  
Executive Board Member  
National Olympic Committee of Argentina

It is a great pleasure to be here today for this special Conference and I wish to thank Anita Defrantz and the Commission for Women and Sport for honoring me with an invitation to be here today.

**FROM COUBERTIN TO THE OLYMPIC CHARTER**

The founder of the IOC, Baron Pierre de Coubertin, was not a great athlete, or a champion, but an educator. He was a teacher above all, who maintained, from his early youth until his death, a real passion, a genuine vocation for educational activities.

Coubertin revived the Olympic Games of Antiquity to spread the sporting ideal and Olympic values, which were a new vision of youth education.

He sought in sport a means of developing a new type of person, healthy in body and mind, sociable and free.

Here I would like to quote the sixth Fundamental Principle of the Olympic Charter:

“The goal of the Olympic Movement is to contribute to building a peaceful and better world by **educating youth through sport** practiced without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play”.

**VALUES AND IMPORTANCE OF EDUCATION**

The most important issue in the life of modern civilization is education. Education must be a preface to life.

As Mr. He Zhenliang said in the Opening Ceremony of the Forum on Education - Wiesbaden 2002:

Education and culture, culture and sport, sport and education. These closely linked notions form the fundamental basis of Olympism.

The aim of education is to shape all human beings so that they acquire the qualities which will make them useful to society.

To this end, education must not be limited only to knowledge, it must also form the human being physically, intellectually and morally.

To instruct is not to educate. There is a fundamental difference between instruction, which provides knowledge, endows the mind, and creates scholars, and education, which develops the faculties and raises the mind.

Education is an interface between sport and culture. It is a solid foundation for building a future on both an individual and a social level.
It is, therefore, our mission to develop dreams and ideas in young people.

**SPORT AS A TOOL OF EDUCATION**

According to the great athlete Sergey Bubka:

Sport offers for the young, a wonderful escape from difficult realities.

It also gives young people some vital lessons about life, at a period in their lives were they need them most. And these lessons will continue to be useful long after the competition is over.

Here is a list of values that is not only helpful in sport, but also in LIFE: which is the biggest sport of all.

Be positive.
Enjoy what you do.
Set your sights high but reach your goal one small step at a time.
Make a plan and prepare carefully.
Always be ready to learn.
Learn how to lose and win with style.
Respect the rules and your fellow competitors.
Do your best, regardless of the outcome.
Be yourself.

“Sport is a passport to a better life”.

**SPORT IS A PASSPORT TO A BETTER LIFE**

Ever since the beginning of modern sport, young people have been able to use their talent for sport, as a passport for a better life.

For some, is the only “way out” and a way to build financial security, status and respect.

It can help youngsters change their lives because physical culture provides students with not only fitness but also the training of spirit and personality through which they can be more cooperative, competitive, perseverant and optimistic.

And with the practice of sports you learn about space, timing, decision making and mutual respect.

“It is a journey to self discovery”.

**WAYS OF PROMOTING THE EDUCATIONAL ROLE OF SPORT**

The Final Declaration - Education through Sport Forum-Wiesbaden 2002, the educational role of sport can be promoted in several ways; by:

Regular participation in physical activity, either individually or as a team.

“Sport for all” initiatives at local and national levels.
School-based sport structures which encourage life-long participation in physical activity, with teachers adding value to the curriculum through Olympic related topics.

Community-based programs involving local sport clubs which address issues such as drug abuse, fair play, etc.

Athletes sharing their Olympic experiences.

Above all, the implementation of a high quality public education is one of a country’s major tasks and also a right, which takes a top priority to be guaranteed for children.

It is our mission to develop dreams and ideas in young people.

**EDUCATION IN SPORT AND EDUCATION THROUGH SPORT**

There is education through sport and there is also education in sport, which is just as necessary.

Education in Sport.

According to EU Commissioner for Education and Culture, Viviane Reding.

“Introducing young people to sport is one of the priority objectives. During childhood and adolescence, people establish preferences for leisure-time sports activities that continue until they reach old age. Sports encourage people to be responsible for their actions, shape their character, helps them to establish their identity and reinforce their overall sense of well being.

Education through Sport

Sport has considerable benefits in everyday school life.

Physical education helps to “reduce disruptions” in other lessons. Reduces aggressiveness and also improves the children’s coordination skills.

In modern-day society - particularly in the youth scene – there is an increasing lack of values such as tolerance, team spirit and acceptance of rules and norms. Here, too, school sport provides an ideal opportunity to counteract this development.

**EDUCATIONAL ROLES TO BE PLAYED BY SPORT**

Sport has many roles to play in educating people but it would be unrealistic to expect sport should play all educational roles without limitation.

Sport, due to its very nature, is more attractive to youngsters as its main target group, more effective to change one’s behaviors related to health and fitness, easier to impress people with universal social values.

So to connect sport with education and let it become an educational tool we have to pay attention to the informal and formal educational programs associated with sport.

To the general public, sport usually plays its educational roles in various informal ways, people participating in some activities,
watching TV, chatting with their relatives and friends, reading newspapers and so on.

They are being educated in a casual and “non-educational” way, with a joyful, attractive and dynamic mood.

To the general public, the educators are only the athletes. Therefore, quality of athletes is always crucial and the role model played by them cannot be substituted.

On the other hand, to sports related people such as athletes, coaches, referees and officials, more effective results are usually achieved through formal educational programs with definite operational goals, explicit target groups, appropriate patterns and proper sources.

**SPORT IS THE VEHICLE**

Billie Jean King, great tennis player and founder of the Women's Sports Foundation said:

“Sport is a vehicle, a medium of self expression which allows girls and women to explore their mental, emotional and physical skills, to exercise their leadership and to experience competition with respected equals”.

Because sport is a cultural institution embraced worldwide, it exists within the reach of every girl and woman. It exists to help her develop strength, confidence, and courage, qualities that all of us need to pursue social change and greater opportunities.

“Sport is the vehicle and we should be the inspiration”.

**EDUCATION FOR LIFE:**

Sport people can develop positive attitudes, values and patterns of behaviors and at the same time learn to strive to be the best.

The basis for performance comes from body, mind and character developing together in balance and harmony—fitness, a sound mental approach and the will to win.

If the right attitudes and techniques are in place, performance improves and the outcomes happen, the joy found in effort (which is one of the principles of the Olympic Charter).

These attitudes and values can be a basis for all undertakings throughout life.

Now we come to the point of the role model.

**WHAT IS A ROLE MODEL?**

A Role Model is:

a person whose behavior, example or success, is or can be, emulated by others, especially by younger people.

In other words, it is someone worthy of imitation.

If a model is someone that has accomplished something significant then, the question is: If she can do it, why not me?
That is why example is so important.

**A GOOD EXAMPLE: SPORTS FIGURES AS ROLE MODELS**

According to Bob Benham in his work: Role Models in Sport: An Endangered Species?

Athletes are a key role model for many people, they do impact and influence a lot of people, whether they want it or not.

In an ideal situation they should not be the primary role model. The parent should be first, the teacher should be second and then maybe the athletes or other non family members. You can fit a lot of people in that last category.

Do sports figures have a special responsibility to model behaviour for others? .

I think they do, but unfortunately there are positive and negative models. Some acknowledge their responsibilities as role models. Others, unfortunately seem less concerned with the impressions left by their actions, and frequently send the wrong messages to youth in our society.

**EVERY CHILD NEEDS A ROLE MODEL**

Kids will always find a role model, whoever is available, whether or not that person is a positive or negative influence.

Let’s face it: It’s tough to be a kid in the world today. Daily pressures run the gamut from the stress of school and social obligations to major challenges, such as drug and alcohol abuse, eating disorders and teen pregnancy. It seems that now, more than ever, children need positive role models they can turn to.

They should be available, visible and accessible to the community and to the kids.

Their influence is great because athletes have a platform from which to speak, and a pedestal upon which they have been placed.

Coaches, too, are placed upon the pedestal. The extent of a coach’s influence is far-reaching. The typical coach will find numerous opportunities to provide valuable leadership and guidance.

The most influential role models our children and youth have, are quite likely not the celebrated professional athletes, but instead they are those coaches who play such a prominent role in the lives of youngsters on a daily basis.

Therefore the single most important duty of a youth sport coach is to serve as a positive role model for his or her young athletes.

According to Sharon Barbaron, Women’s Sports Foundation Trustee: Models come in all shapes and sizes. Some stand tall on pedestals while others walk on solid ground. Some go down in history while others rise up as legends.

They are heroes and mentors, leaders and role models.
Their images are taped to bedroom walls and locker room doors. They walk the earth disguised as parents, teachers, coaches and athletes.

They are the chosen ones, the ones who can make a difference in a girl’s life at a time when making a difference matters.

At a time when girls strive to define themselves as women, it is important to find a female athlete or coach that can be a source of validation for a girl bursting with athletic passion.

“Being a role model is a responsibility and a trust.”

A model is not necessarily someone so different from the rest of us. Take for example Vanina Oneto, the former captain of our National Hockey Team.

She is just a warm, clean-cut, vibrant young woman, who has a passion for a sport and turned that into one World Championship and an Olympic silver medal, all the while being the girl next door--someone who loves her kid and loves being a wife and a mother and works part-time. In that sense, she could have been any of us.

**OLYMPIAN VOICES**

The IOC is trying to increase awareness among young people, athletes, media and the public in general, recognizing the positive impact of sporting heroes. The Olympian Voices Program was conceived to place the tremendous resource of athletes in the Olympic Movement at the service of society.

Those Olympic athletes are chosen as volunteers by their NOCs to promote Olympic programs in their own countries. By using these athletes in their home territories the messages can be conveyed in a more compelling manner, particularly to youth.

It is the philosophy of giving back that is important.

Not only the Olympic athletes but every sport loving person can help – even if it is simply by encouraging their own children.

“’The baton is always being passed from one generation to the next’.

**WOMEN AND SPORT (AOC)**

The Argentine Olympic Committee is also working on a very interesting educational campaign which aims at spreading sport values and promoting and encouraging the practice of sport among young girls and women.

This campaign will be done with the collaboration of the most important female athletes of my country.

The message will be:

SPORT HAS NO GENDER.

SPORT IS AN ATTITUDE --------- THE ATTITUDE TO BE, WHOM YOU WANT TO BE.

Some of the values which will be stressed are:

Passion and Seduction
Discipline, Effort and Commitment
Identity and Courage
Dreams and Solidarity
Personality and Joy.

The key question will be:
For what do we fight everyday, if it is not for our dreams?

A statement will be made:
What a glorious feeling to have fulfilled our dreams!

And the conclusion will be:
The words of Dominique Dowes, President of the Women’s Sports Foundation: “Everyone deserves a field of dreams”.

ROLE MODELS IN MY COUNTRY

I have a little surprise for you, but before showing it, I want to give you two examples of Role Models in my country.

In Argentina, in the last few years a sport phenomenon has occurred, which has caused a tremendous impact not only among young girls, but also to the public in general.

It is our National Hockey Team, better known as “LAS LEONAS”.

It is a group of young players who showed that with talent, commitment, and effort, all obstacles can be overcome and success can be achieved.

They are not only World Champions, but Silver Medal winners in Sydney 2000.

But in Argentina, the greatest Role Model of all times is GABRIELA SABATINI.

She is a tennis icon, a symbol of women’s empowerment in sports.

Among many other achievements she is a Silver Medal winner in Seoul 88 Olympic Games.

She still is, undoubtedly, one of the most popular persons. Her modesty, her simplicity of approach, both on and off the competitive field, and the fact that she genuinely displayed that she was enjoying, underline the Olympic spirit in all its manifestations.

(Videos)

I hope you have liked it.

Thank you for your attention.
6.10. Closing Ceremony

6.10.1. Presentation of final recommendations

Mr Michael Fennell  
Conference Drafting Committee Chairman  
Member, IOC Women and Sport Commission

Earlier this afternoon we received Summaries from the 8 special Sessions and these together with the presentations made at the Opening Ceremony and the Plenary Session on Monday demonstrated clearly that this III World Conference on Women and Sport has been an unqualified success. This success can be measured by the record registration and attendance of over 600 persons from 137 countries, the increased number of Men, the involvement of the World Bank, UNICEF, ILO and other international agencies, the high quality of the speakers and presentations and the number of interventions from the delegates. In addition it has again helped to reinforce the importance of the role of Women in sport and need to maintain the campaign for greater participation.

The summaries of the 8 Session have identified a number of important issues and several recommendations have been made. These recommendations will now be considered by the Women and Sport Commission at its annual meeting tomorrow and a full set of recommendations will be submitted to the IOC in due course.

The theme of this conference is “New Strategies, New Commitments” and the Women and Sport Commission is committed to ensuring that this vision is converted into an action plan that can further the advancement of gender equity in the Olympic Movement and indeed in all forms of sport activity. However further success will be enhanced by a unified approach by all agencies and interest groups in order to maximize the available synergies.

In concluding this conference we must not with satisfaction the considerable achievements that have been made over the past 4 years whilst at the same time acknowledging that there has been inadequate progress in a number of important areas. The task now is to build on the solid platform that has already been established.

The President of the IOC, in his speech to the opening plenary yesterday, acknowledged the further work that is required within the IOC in order to satisfy the targets but we must acknowledge with thanks the outstanding leadership role of the IOC in promoting gender equality and providing resource for the work that has to be done. We should also recognize the work of our Chair, Anita DeFrantz who, in addition to skillfully guiding the work of the Women and Sport Commission, has been a constant crusader for the cause of women within the IOC.

Leadership in sport and sport organizations is still dominated by men and a major challenge is to ensure that this is changed to a more equitable situation in the shortest possible time. This will require concerted action at all levels and particularly at the base through the development of leadership skills in our young women.
Delegates attending this conference should therefore consider their own roles in the influence they can bring to bear on their respective national situations.
6.10.2. Closing Remarks

Ms Anita L. DeFrantz
Chairperson, IOC Women and Sport Commission

(notes)

*Special thanks to*

Adidas for the conference bags,
McDonalds for the meal vouchers
NOC of Morrocco for hosting the Conference and for the services:
Interpreters,
Hostesses,
The Vectours company and the management of this and all the other official and unofficial hotels.

*Special thanks to* our new IOC partners, the World Bank for their kind support which enabled several individuals and NOC representatives to participate in this conference. We are glad to note the arrangements which are being put in place by the IOC and the World Bank to collaborate in, among other areas, gender issues, HIV/AIDS and technology.

May I, at this moment request Ms Karen Mason, World Bank Director for Gender and Development to say a few words.

(Mason speaks from her position in the audience)

Thank you Ms Mason. Kindly convey our gratitude to the President, Mr James Wolfensohn for his address to the Conference, and his commitment to gender issues.

UNICEF,
ILO,
UNDP.

Participants from:
International Federations,
NOCs,
Sports Councils and Commissions,
Women’s Sports Organisations,
Government and non-governmental organisations,
Universities, and other institutions of learning,
Research,
The Beijing Olympic Organising Committee.

We have received several requests for hosting the 2008 conference. The Women and Sport Commission will review them and make the necessary recommendations to the IOC President.
This Conference has been conducted in the spirit of the Olympian Moment. People from all parts of the world came to share information and strategy. We leave this city with our memories, which are ours for ever. And we must fulfil the commitment to sport an enormous power from the experience on the field of play as well as the great satisfaction that comes when we provide opportunities for girls and women to access sports and physical education.

The first century of women in the Olympic Games was one of struggle to gain access. With that access, women athletes travelled the world with these skills and determination.

This next decade must be the one where women take leadership in the world of sport. And also a decade where we understand the positive effects of sport for education, confidence, health and pursuing excellence throughout our lives.
7. Synthesis of international media coverage

**Analysis undertaken by the IOC Press Service**

**Media synthesis**

The press agencies were the main media interested in the Women and Sport Conference. Major agencies covering news from throughout the world, such as the Agence France-Presse, Reuters, EFE and Deutsche Presse-Agentur, published dispatches on the Conference. Other agencies, providing information on a mainly national level, also mentioned the Conference (Notimex, Ansa and Europa Press). In particular, the Moroccan press agency Maghreb Arabe Presse devoted several dispatches to the event.

As far as the dailies were concerned, news about the Conference was mainly covered as news flashes.

The press were interested in the messages on the following themes:

a. Announcement by the Chairwoman of the Women and Sport Commission, Anita DeFrantz, concerning the possible inclusion of women’s boxing on the programme of the 2008 Games in Beijing.

b. Conference debates and recommendations.

c. Participation of the IOC President in the Conference and the reception hosted by the King of Morocco.

d. Transformation of the Women and Sport Working Group into a full Commission.

e. Awarding of the IOC World Women and Sport Trophy to the FIFA Women’s World Cup.

a. The message that was most used by the media concerning the Women and Sport Conference was about the possible inclusion of women’s boxing on the programme of the 2008 Games in Beijing. This was mentioned not only by the agencies, but also in the press in several countries. A quote from the Chairwoman of the Women and Sport Commission, Anita DeFrantz, caught particular media attention: [...]"Boxing will be accepted, maybe at the next Games, sure. When you consider that women's basketball was not on the programme until 1976, there's been an extraordinary change."[...]


b. The Moroccan press agency MAP was practically the only one to have covered the conference debates. However, the recommendations made at the end of the Conference were a source of interest for agencies and some American and Australian media. They especially used the comments by the Commission Chairwoman concerning women’s leadership in the sports world, showing, among other things, the lack of concrete actions noted by the participants.

c. Some agencies reported on the presence of the IOC President at the opening of the Conference, and the fact that he was received by King Mohamed VI.

Agence France-Presse, Ansa - Sports News Service, BBC Monitoring Middle East, Europa Press - Servicio De Deportes, Maghreb Arabe Presse.

d. Only the Spanish-speaking agency EFE devoted a dispatch to the transformation of the Women and Sport Working Group into a full Commission.

e. The press agencies also reported on the awarding of the IOC World Women and Sport Trophy to the FIFA Women's World Cup.

Agence France-Presse, Agencia Mexicana De Noticias - Notimex, Deutsche Presse Agentur, Europa Press - Noticias Fútbol.

List of media that mentioned the Women and Sport Conference

Press agencies:

Agence France-Presse, 10/03/04 12:13, "Conférence sport/femmes: "Manque d'actions concrètes, visibles et tangibles"

Agence France-Presse, 08/03/04 17:39, "CIO - Le trophée mondial Femme et Sport décerné au Mondial féminin"

Agence France-Presse, 08/03/04 18:45, "Le président du CIO reçu par le roi du Maroc"

Agencia Mexicana De Noticias - Notimex, 08/03/04 09:04, "Premia COI con trofeo 'Mujer y Deporte' al Mundial de futbol femenil"

Ansa - Sports News Service, 09/03/04 18:39, "Pugilato: CIO; Defrantz, donne ai Giochi da Pechino 2008"

BBC Monitoring Middle East (Moroccan News Agency MAP), 08/03/04 14:51, "Moroccan king meets head of International Olympic Committee"

Deutsche Presse-Agentur, 08/03/04 12:24, "IOC zeichnet Frauen-WM aus - Theune-Meyer nimmt Preis entgegen"

EFE, 08/03/04 09:26, "Rogge eleva de rango al grupo de trabajo Mujer y Deporte del COI"

Europa Press - Noticias Fútbol, 08/03/04 17:51, "Fútbol.- El COI concede el Trofeo 'La Mujer y el Deporte' de 2004 al Mundial femenino"

Europa Press - Servicio De Deportes, 08/03/04 19:39, "JJ.OO.- Jacques Rogge y el rey de Marruecos conversan sobre el papel de la mujer en el deporte"

Dailies:

Berliner Zeitung, 11/03/04, "Frauen-Boxen wird olympisch"

Chicago Sun-Times, 11/03/04, "Equal Fights Amendment; Boxing Women Eye Olympics"

Mx (Australia), 12/03/04, "Nice one"
The Gold Coast Bulletin, 11/03/04, "Anita Fights For 2008"
The Guardian, 10/03/04, "Olympic Games"
8. List of Participants