



Australian Womensport & Recreation Association

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From the Editor and Chair

While it has been a slow time for major events in women's sport a lot has still been happening "around the grounds". For AWRA, we held our AGM in Brisbane on 20 March and elected a Board of 7, as per the new Constitution. A skills audit of the Board is underway and shortly the board will be better positioned to seek another Director and confirm positions: presently we have Janice Crosswhite (Chair), Sandra Sampson (Deputy Chair), Jennifer Riatti (acting Secretary), Anne Sheehan (acting Treasurer), Heather Reid, Barbara Barkley and Imke Fischer.

Following the AGM the Board conducted a review of AWRA's Strategic Plan and commenced work on a new Operational Plan. Members may be interested to know that it was agreed to develop an election policy to take to Federal political parties in this election year. Any suggestions for policy content are most welcome.

In looking at raising funds it was agreed to enter into a partnership with a service provider to develop web based learning modules in the areas of women's leadership and governance. Further, AWRA has recently applied for a major grant from one of Australia's international beverage companies.

Many of our members were invited to attend the World of Women in Sport Seminar held the following day at the Brisbane Convention Centre. Organized by the ASC, the seminar commenced with two keynote speakers followed by panels on media and the implications of the Senate Report *About Time!* Moderator Jennifer Brockie was mortified, as was the audience, when the media panel kept finding "reasons" while women's sport would never rate on free to air television or warrant much print or radio coverage.

As a member of the second panel I spoke in response to the Senate Report and emphasized the leadership role required of the ASC, from its board (currently 8 males, 2 females) through to directors and senior staff, to implement the report's findings, as it is the ASC that has direct responsibility for carrying out 14 of the 18 report recommendations.

On a personal note I attended the 7th Annual Phenomenal Women's Conference in Atlanta, March 30-31. With the theme Sharing a Legacy of Leadership through Phenomenal Women's Circles, it featured some outstanding women leaders and speakers in business, education, government and sport. It was very acknowledging and motivating, with many women contributing their stories and demonstrating their phenomenal success. Following this conference I attended a two day

Board meeting of the International Association for Physical Education and Sport for Girls and Women (IAPESGW). Their next world conference will be in Cape Town, South Africa, in 2009.

Again, any feedback or contributions for the e-news is appreciated: crosswhite@bigpond.com

Congratulations to:

- ✚ The Australian Women's Cricket Team (Southern Stars) for winning the recent four nations tournament in India
- ✚ Melinda Minstrell (vice president of Womensport and Recreation Tasmania and GAP Manager), who has been appointed to the Premier's Physical Activity Council for Tasmania – this is fantastic news for WSR Tasmania.
- ✚ Cathryn Fitzpatrick, retiring Australian cricketer, on her illustrious career that has boasted 4 world cup tours, two world cup wins, a record ODI wickets at 16.79 and 60 test wickets at 19.11. Cathryn was recognised as one of the world's most devastating and, certainly its fastest, bowlers.
- ✚ Sandy Hearn, Melbourne fire fighter, who won gold in the World Police and Fire Games for the stair climb (wearing full uniform and breathing apparatus) in Adelaide in March. Hearn (41) was the fastest female across all divisions, beating women nearly half her age.
- ✚ Parents of female athletes in Michigan who won a US Supreme Court decision that the Michigan High School Athletic Association discriminates against girls by scheduling some sports out of their preferred season.
- ✚ The Victorian Baseball Team which won the Australian Championship, defeating NSW in the grand final and going through the tournament undefeated in 9 games
- ✚ Dr Angela Williams, AFL adviser on attitudes to women, who supervises the delivery of the workshop based program. Her public comments continue to reinforce that fact that bad attitudes toward women – even sledging, as recently happened in a West Coast v Fremantle game – leads to and can promote violence against women

Sport News:

- ❖ The Matildas have drawn a favourable draw for the quarter-finals of the Sept 10-30 World Cup in China and should finish second in their group and hopefully progress through
- ❖ Not so good news in tennis where Australia was defeated in its Fed Cup World Group 2 first round tie against Austria
- ❖ The Commonwealth Bank Netball League commenced last weekend and can be seen weekly on ABC TV on Saturday afternoons. The Sydney Swifts are favourites to win back-to-back premierships.

Brickbat to: The Augusta National Golf Club (hosted the US Masters), which still refuses to admit women to its membership.

Gender equality legislation in the UK hopes to improve sporting opportunities for women.

In April 2007, the long awaited Gender Equality Duty (GED) came into force in the UK. It places a statutory obligation on all public authorities to promote equality of opportunity between men and women and eliminate discrimination and harassment.

Sue Tibbals, Chief Executive of the UK Women's Sports Foundation, said:

"This is an exciting day. Our latest report suggests that women and girls are still consistently under-represented at all levels of sport, and their levels of participation, compared to that of men and boys, are particularly concerning. The GED provides a framework for authorities to better understand the barriers to women's participation and to now provide facilities and activities that meet their needs."

Traditionally, discrimination law has relied on individuals to prove that discrimination has occurred. The GED requires a change of mind-set -- the emphasis is now on pro-active promotion of opportunities.

There is no definitive list of which bodies are subject to the duty. Within sport, organisations like UK Sport, the Olympic Delivery Authority, the Sports Councils and local authorities will all have to comply with the duty. Other organisations not specifically named in the legislation, such as sport's governing bodies, are advised to seek legal advice regarding their status but it is hoped that all sporting organisations will acknowledge the importance of the legislation to women's sporting success and a relevant sporting landscape for ALL of the community.

It is hard to know the exact impact of the GED but hopefully all sporting providers will see this as an example to follow and not a duty to evade.

Local authorities will have to monitor who is using their sports facilities, and put in place measures to better promote them to under-represented groups. Traditional problems such as a lack of female changing facilities and historic block booking of pitches for men's clubs will be addressed through the duty, hopefully resulting in a new generation of healthy, active women and girls.

For more information go to www.wst.org.uk or email media@wsf.org.uk.

Health Research Calling

- Women with an increased risk of developing breast cancer have been invited to be part of a study to find a cure. The International Breast Cancer Intervention Study wants to hear from women between 40 and 70 with a family history of breast cancer. Call 1800 640 709 to participate.
- Yass Valley Council in conjunction with the Centre for Ageing and Pastoral Studies, ACT and Older Women's Network ACT are researching what leisure means to women. If you are a woman born between 1946 and 1964 and living in the Yass Valley Region the research team would like to hear from you. This project is gathering information on women's leisure experiences in order to inform decision makers what leisure means to women as they get older. From this information it is hoped to find ways in which public and private leisure providers might help meet women's leisure and recreation needs both now and in the future

Did you know?

Cricket Australia (CA) has announced that “more females will grow Australian Cricket. We must recognize that engaging women and girls is the key to growing the game” (April 2007 Newsletter).

The first CA Females in Cricket Strategy has been developed to increase the involvement of women within cricket as an organizational objective: playing, watching, volunteering and enjoying. Note there is no mention of leadership or management. CA operates with an all male Board.

Currently females make up 10.5% of total cricket participation in Australia with half of these aged between 5 and 12. Club cricket has very little female representation with only 3% of all club participants female. At-game attendance is also low for cricket with usual female numbers of 15-20%.

There are 4 pillars to the CA Females In Cricket Strategy:

- Being customer driven in growing female involvement
- Improving female's perception and image of cricket
- Committing resources to growing female involvement
- Leveraging elite women's cricket to drive broader female involvement

Sport Alliance Campaign Targets the Federal Government

The Australian Sports Federations Alliance has lobbied the Federal Government for the costs of children's involvement in organised, regular physical activity to be allowed as tax deductible. The Alliance is comprised of the Confederation of Australian Sport and State/Territory Sports Federations.

The proposal that a minimum of \$250 per child per financial year for receiptable costs be allowed as a tax deduction. has been sent to all Federal politicians in hard copy. Coincidentally, the Canadian Government has introduced a similar incentive. Whilst increasing incidences of overweight and obesity in the Australian population, particularly in children, is the driver behind this proposal, the increasing awareness of costs to participate in a largely volunteer, parent-supported community based sports system is also a significant reason for its development.

Latest Australian Bureau of Statistics Release – Exercise? Sorry, can't be bothered.

The research by the ABS has found that many Australian women simply lack the interest to exercise or play sport. About 719,400 women, aged 15 and above – 19% of those surveyed – cited being uninterested as their main excuse for not participating in sport or physical activity. The research also found that insufficient time due to work, study and family commitments were major impediments to participation. This was the first time the regular survey asked this question.

After reading the above, the good news is that three years of research conducted in Victorian metropolitan areas has resulted in a guideline to recruit and retain women in physical activity programs. The research conducted by Victoria University in collaboration with the Dept. of Vic Communities and Sport and Recreation Victoria has produced the guidelines "*Count Us In: Developing Physical Activity Programs for Women*". The guidelines should assist private and public sport and leisure providers to develop programs, retain participants and evaluate their programs.

A New Direction for Sport in NSW

The NSW Department of sport and Recreation has conducted a review of the sport and recreation industry and has released an issues discussion paper which will assist with the development of along term strategic plan for NSW sport and recreation. The top priority issues for the next 5 years are:

- Funding (57% rated this as the no 1 priority)
- Participation Rates (43.3%)
- Declining volunteers (41.5%)

The discussion paper and findings are on www.dsr.nsw.gov.au

Top 30 Sponsorship Deals at February 2007

What depressing reading, as the only female listed (at number 24) is Anna Kournikova who has a clothing sponsor, K-Swiss, for approximately \$2.5-4.9 million, which is a renewal deal. Anna Kournikova no longer plays on the tennis circuit. (Source: The World Sponsorship Monitor.)

New board vacancies:

- Financial Services Foundation, NSW; pays expenses
- National Foundation for Australian Women; part expenses
- Gymnastics NSW, unpaid
- Hockey SA, expenses

Contact the above organizations directly or access the information through Women on Boards. You need to have a paid subscription to Women on Boards. Login to the website www.womenonboards.com.au and then access The Boardroom and View Positions then View all positions then click Submit.

Around the "Grounds" – State and Territory Roundup

ACT, from Heather Reid

The ACT Government has revised the administration of the Women's High Performance Coaching Scholarships. These scholarships have rested with the ACT Academy of Sport to administer in conjunction with sporting organisations, however, they are now being managed by Sport and Recreation Services. The scholarships have been extended to include female officials (referees) as well as coaches and all ACT peak sporting organisations are eligible to submit nominations. Applications **close Thursday 10 May 2007**. An assessment panel consisting of a representative from the Women's Advisory Committee and government representatives will review the applications with successful scholarship recipients being announced Friday 18 May.

An application under the Targeted Populations Grant Program was submitted by Capital Football on behalf of the Advisory Committee for the hosting of a Schoolgirls Morning Tea. Preliminary indications suggest the application has been successful. The morning tea will follow similar guidelines to the highly successful NSW and WA Schoolgirls Breakfasts and will be held later in the year with support by University of Canberra sports studies students.

Victoria, from Ellie Pietsch

WSRV has been extraordinarily busy these last few weeks, moving into a new office space in Sports House Albert Park and delivering numerous GAP training sessions, our fortnightly newsletter and updating our website daily. Our new EO has settled in and our state conference entitled *Changes and Challenges: Women in Sport and Recreation in the 21st Century* is on the way to becoming the premier women's sporting event in Victoria this year.

Womensport Queensland, from Barbara Barkley:

Womensport Queensland's AGM will be held on Thursday 3 May, 2007. We are very pleased that the majority of our directors have agreed to be nominated again for a further 2 years. We do however bid farewell to Tracy Stockwell who has led our organisation as President for the past 12 years. Tracy has not renominated for any position on our Board but will stay on as Chair of our Awards Committee. We also thank AnneMarie White, a founding member of Womensport Queensland, and Jenny Hamilton, a regionally based director, who are also not re-nominating due to other commitments. AnneMarie will remain on our Marketing and Media Committee.

Womensport Queensland is currently preparing for two major corporate events. The 2007 Mazda & Womensport Queensland Corporate Golf Day will be held on Friday 8 June at Royal Pines. It is an opportunity for our sponsors and corporate members to meet Queensland's upcoming and elite sportswomen. We are looking forward to another fantastic day! The 2007 Wilson HTM & Womensport Queensland Business Luncheon will be held at Sofitel Brisbane on Wednesday 25 July 2007. This is an opportunity for our business community to network and listen to leaders in sport and business, discuss their perspectives on the representation of women in sport and leadership positions.

Womensport Queensland has also launched an Athlete Ambassador Program which is a program to support our Queensland sportswomen. The Program will create opportunities for sportswomen to come together and share ideas and experiences, network, be informed and inspired through Womensport Queensland athlete-focused events and programs.

Womensport and Recreation NSW, from Jackie De Oliveira

Our Members joined together for the first time in 2007 at the Breakfast Club Networking event on Tuesday 8th May. Shelley Oates Wilding, Dual Olympian, was the guest speaker and gave an inspirational presentation about her experiences and achievements at the elite level.

A media workshop was held on the Central Coast of NSW to inform sports administrators about the current opportunities and skills in order to gain media attention for their sport and female athletes.

A Regional Schoolgirls' Breakfast with the Stars will be held on Thursday 21st June, 2007 at Great Lakes Entertainment Centre. This will be the tenth Regional Breakfast that Womensport NSW has administered for women and schoolgirls in regional NSW. Any further information can be obtained by contacting 02 8116 9734.

What's On:

7-25 May World Bowls Cup at Tweed Heads Bowls Club. Young gun Kelsey Cottrell, only 16, fellow Queenslander Julie Keegan and the reliable Karen Murphy will represent Australia in the women's division.

8-14 May 2007, Australian Hockey League, Women's Finals, Adelaide SA; contact Hockey Australia 03 9555 1500

16-21 May 2007, Women's Artistic Australian Championships, Sydney NSW; contact Gymnastics Australia 03 9830 4588

29 May 2007 Womensport and Recreation Victoria Conference: an interactive one day forum for sharing best practice approaches to the challenges of delivering women's sport and recreation. Full conference details are on the website at www.womensport.com.au or phone 03 9654 7545

NAB Volunteer Awards in 24 groups share @215,000 and national winners receive \$20,000 each. Nominations close June 8. Visit www.nab.com.au/volunteering or phone 1800 807 121

National Cervical Cancer Vaccinations began in April 2007, free to all females aged 12-26. If not at school the vaccine is available from your GP or community immunization clinic. For more information: National Immunization Hotline 1800 671 811

27 June – 2 July 2007, Melbourne, Major Event Management Programme, a 6 day residential program organized by Sport Knowledge Australia. Course details are available from www.sportedu.org